

# ANDHRA PRADESH STATE ROAD TRSPORT CORPORATION

O/o the VC & MD,  
Bus Bhavan, Hyd,  
Date: 22 .07.2011

No.M/329(1)/11-OPD (M)

<sup>38(A)/2011</sup>  
**CIRCULAR NO. 38/2011-OPD (MKTG) DATED: 22 -07-2011.**

Sub:- **CALL CENTER** – Establishing a call centre in APSRTC  
at Hyderabad - Instructions issued – Reg.

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## 1). INTRODUCTION:

Effective communication between consumer and business plays a vital role in the success of any organisation. CALL CENTERS are facilities that are specifically set up to manage telephone calls from the Customers. They are intended to provide orderly cost efficient telephone based services. They serve as the primary telephone interface with the customers for specific services provided by the organisation. CALL CENTER Systems enable the companies manage their resources better, serve their customers with greater efficiency making it possible to improve the service quality.

The CALL CENTERS have structured environments where calls are handled by group of skilled professionals who provide the service required by the caller or transfer the call to some one designated for that purpose.

## 2). CUSTOMER SATISFACTION:

According to Philip Kotler – "Satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance(or outcome) in relation to his experience.

As this definition makes clear, satisfaction is a function of perceived performance and expectations.

- If the performance falls short of expectations, the customer is dissatisfied.
- If the performance matches the expectations, the customer is satisfied.
- If the performance exceeds expectations, the customer is delighted

Studies show that customers tell twice as many people about a bad experience as they tell about a good one.

- A typical dissatisfied customer will tell 8-10 people about their problem.
- 7 or 10 complaining customers will do business with the company again if they resolve a complaint in the favor of the customer.
- If the complaint is resolved on the spot, 95% of complaining customers will do the business with the same company again.
- It costs six times more to attract a new customer than it does to keep an old one.

**Call centers help in resolving the customers' grievances in the quickest manner possible and are an important tool in retaining the existing customers.**

**3). THE KEY CUSTOMER BENEFITS OF THE CALL CENTER INCLUDE:**

- Convenient customer access to the services required, on 24x7 basis.
- Accurate and appropriate responses.
- High level of customer satisfaction.
- Improved efficiency.

**4). CALL CENTER IN APSRTC:**

Considering the benefits of CALL CENTER, it is decided to establish a CALL CENTER in APSRTC at Hyderabad.

The competent authority has accorded sanction to Award the contract for establishment, maintenance and running of 24 x 7 x 365 CALL CENTER in APSRTC to M/s Abhibus Services (I) Pvt.Ltd, 8-2-293/82/A/796/B, 3rd Floor, Sarvepalli SV Square, Road No.36, Jubilee Hills, HYDERABAD - 500033, and it will start functioning **w.e.f. 27.07.2011**. This CALL CENTRE will attend to the passenger calls, mails, SMS based grievance redressal system and IVRS based ticketing.

**5). WHAT CAN BE PROVIDED TO PASSENGER:**

APSRTC call centre receives phone calls/emails from all types of passengers and answer to their queries by providing the required information. The information may be static or dynamic.

**5.1 Static:**

- Timings of bus services, distance and Fares
- Route information viz., no.of buses being operated on a route, type of buses, frequency, etc.,
- Contact phone numbers of all officers of the corporation.
- Special hire rates, terms and conditions.
- Marketing products viz., CAT cards, JHT cards, Vanitha Family cards, Silver & Gold cards, Couple gift cards, etc.,
- Types of bus passes issued, Fares, validity etc.,
- ATB Agents - location with contact phone numbers.
- Stalls and other commercial wing issues.

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**5.2 Dynamic:**

- BARAT - Make / reservations through IVRS and information on Cancellation and refund rules.
  - Enquire about the refund
  - Availability of seats in a particular service.
- Emergency information in case of accidents, breakdowns and crisis management.

**5.3 Further, Passengers can**

- Lodge complaints/suggestions.
- Book tickets over phone through IVRS based ticketing facility.

**6). HOW CALL CENTRE WORKS:**

The call centre functions in two ways,

- 1). In bound call centre - through answering calls from customers
- 2). Out bound call centre - by making calls to the prospective customers.

The inbound calls/mails will be replied accordingly, and in case of need, they will be directed to the concerned officers. Inbound call will be professionally answered by the agents. The agents will monitor the call centre 24x7x365 basis, in shifts, as explained below.

<u>07.00Hrs to 15.00Hrs</u>	<u>15.00Hrs to 23.00Hrs</u>	<u>23.00Hrs to 07.00Hrs</u>
6 agents	10 agents	4 agents
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3 Supervisors		
1 Manager		

All the calls are logged and properly recorded for any reference.

### 6.1 In bound:

Customer calls APSRTC on a single board number **3377 3377** for APSRTC, across several states. Customers can call from their mobile/landline to the local APSRTC number. For example, if the customer is dialing from Chennai, he need not call Hyderabad STD code which is 040-xxxx-xxxx, instead, he will call Chennai local 044-xxxx-xxxx.

Call centre mobile number is # **80 19 99 99 99**.

When customer calls to this number IVR treatment will be done and call will be forwarded to the call centre. In IVR treatment, welcome message for APSRTC will be played initially, and 5 sub menus (options) will be given to the customer based on the service required, as detailed below:

- |               |   |
|---------------|---|
| Press 1 for → | Enquiry   |
| Press 2 for → | Reservation & Cancellation/information on refund rules of Bus tickets |
| Press 3 for → | Grievances  |
| Press 4 for → | Marketing schemes   |
| Press 5 for → | Suggestions, appreciation & others                                    |

Then, the call will be routed based on the number (option) customer has dialled. Agents pick up the call and respond.

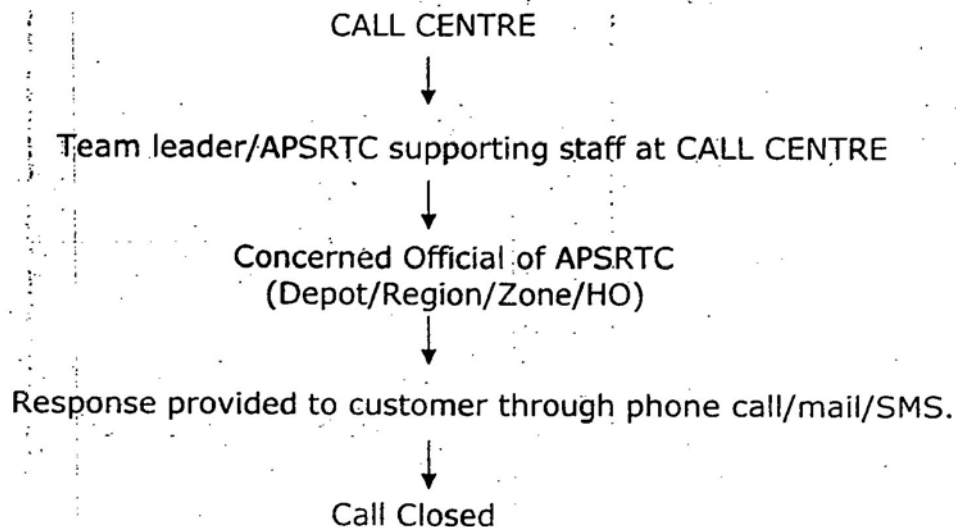
### 6.2 Out bound:

Agents will dial calls to customers when a call back is required. Customers list with maximum 3 phone number per customer can be generated. Further, all calls will be properly recorded, for any reference.

### 6.3 Call Handling:

- All grievance calls coming to CALL CENTRE would get a ticket number.
- Each ticket number is unique and can be tracked and traced, whenever it is required.
- Calls through the system can be transferred/escalated to the Team leader/Concerned Officer of APSRTC, for further action.
- Regional grievance cell would be contacted in case there is need to provide necessary solution to the customer immediately, for static calls.
- Action taken report by the concerned official of the APSRTC, on the customer grievance shall be informed to the CALL CENTRE through SMS/mail/phone call/Fax.
- Customer will be informed about the action taken by APSRTC on his/her grievance.

#### 6.4 ESCALATION MATRIX:



#### 6.5 IVR based Booking:

With this facility passengers can book bus tickets over phone. When a passenger call IVR and selects the option to make a booking, call will be transferred to operator. Operator will take the passenger Journey Details and inform the passenger about availability. Once the passenger confirms the booking, the call will be redirected to IVR payment gateway. Then passenger will enter the necessary payment details like card number, card expiry date, etc,. If the payment is authorised by the payment gateway, the operator will confirm the booking. An email and SMS of the booking will be sent to the passenger. Passenger can take a print out of the booking at his/her convenience, before their travel.

#### 7). Integration of existing SMS based grievance call at corporate office with the call centre:

The present SMS based grievance cell at corporate office is also working on similar lines. The difference is, instead of 'call' there will be an 'SMS' from the passenger. Therefore, the existing SMS based grievance cell at corporate office will be integrated with the call centre and the SMS can be tracked and answered by the call centre.

#### 8). Integration of the existing Regional grievance cells with the call centre.

Since the CALL CENTRE in APSRTC is established at Hyderabad, the present Regional grievance cells will become less important. Therefore, the Regional grievance cells shall be manned, now, with reduced manpower. Regional Grievance cells are, now, linked with call centre to have effective functioning of both call centre as well as Regional Grievance cell, for answering public complaints.

The Regional grievance cell shall work in two shifts from morning to night (700Hrs to 2300Hrs). It should work under the control of AM (T)/RM's Office or AM (T)/Enquires of the Region. All the calls received at call centre, Hyderabad will be sorted Region wise and will be transferred to Regional Grievance cell through SMS/email. The Regional grievance cell shall sort the calls depot wise, and arrange to address the grievance immediately, and shall communicate the action taken information back to call centre through phone call/SMS/email. The call centre will communicate the same to the customer. This will enhance the customer satisfaction. Dy.CTM/DVMs of the Region shall monitor the Regional Grievance cell continuously and he/she is responsible for proper functioning of Regional grievance cell. Proper training shall be given to the staff working in Regional grievance cell.

**9). 12666 - Unique Telephone Number:**

Regional managers should ensure proper functioning of 12666 - unique Telephone number facility at all important bus stations in their Region immediately.

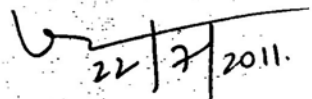
For example, if a passenger in Hyderabad make a call to the CALL CENTRE and ask for the timings of a bus service operating from, Annavaram Bus station in EG District, then, the agent at call centre, will divert the passenger call to Annavaram Bus station through 12666, duly requesting the passenger to be on hold. The 12666 Receptionist at Annavaram Bus stations should be in a position to answer the passengers query suitably.

Therefore, proper training shall be imparted to the 12666 receptionist and necessary action shall be taken immediately, as explained vide letter No.M/533(8)/08-OPD (M), Dt: 27.02.2009.

**10). Publicity about call centre:**

All the Regional Managers are advised to give wide publicity about launching of CALL CENTRE in APSRTC, **w.e.f 27.07.2011** through banners, pamphlets, stickers in the buses, print and Electronic media. CALL CENTRE Single board number **3377 3377**, and mobile no. **801 999 9999** shall be prominently exhibited at all bus stations, for the information of passengers.

All the filed Managers are advised to follow the above instructions immediately, for proper functioning of the CALL CENTRE in APSRTC so as to improve the goodwill and image of the corporation among travelling public.

  
22/7/2011

**VICE CHAIRMAN &  
MANAGING DIRECTOR**