

# ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No. M1/174(1)/2009-OPD (M)

Office of the VC & MD,  
Musheerabad: Hyderabad.

Circular No. 06/2009 - OPD - (Mktg) Dated : 24-02-2009

**Sub: CUSTOMER FOCUS FORTNIGHT:** Conducting of "Customer Focus Fortnight" from 16.03.2009 to 31.03.2009 for the Year 2009 - Reg.

Ref: 1. Lr.No.M/533 (24)/2004-OPD (M) Dated 02.02.2005.  
2. Lr.No.M/533 (24)/2004-OPD (M) Dated 23.03.2005.

## **I. INTRODUCTION:**

*"What counts a great deal in life is what we do for others"*

In the present day competitive environment in Transport Market, it becomes more relevant to go to the people once again with our Marketing Schemes and also to give wide publicity under the banner of Customer Focus Fortnight.

Therefore Customer Focus Fortnight is observed during the month of March every year.

For this purpose, it has been decided to observe the Customer Focus Fortnight from 16th to 31st of March, 2009

## **II. OBJECTIVE OF THE FORTNIGHT:**

1. To reach customers at doorstep and sell the products.
2. To build a lasting relationship with the customers.
3. To enlighten customers on passenger friendly, economical and safe transport services offered during past 75 years.
4. To improve the image of the Corporation.
5. **Commemoration of A Decade of existence of CAT Card.**

## **III. STEPS TO BE UNDERTAKEN:**

### **A. ADDRESSING AND INTERACTING WITH THE CREW:**

- **Gate meetings** to be conducted with crew emphasising importance of the customer, the impact of Marketing Schemes, the success stories of Employee Agents and others who have shown highest performance in selling Marketing Products and commissions earned by them etc.

- Garage Staff should also be educated on the need for effective maintenance of vehicles for customer satisfaction. They should be explained importance of long-lasting relationship between the customer and Organisation.
- Gandhiji's words on 'Importance of the Customer' must be explained.
- Elite people and Officials from RTA, Police, Educational Institutions Social Service Organisations etc., should address the staff on Customer Relationship.
- Three best employees, who are Polite, Courteous and Effective (Based on No/Least complaints, Highest sale of Marketing Products, Regularity, Punctuality etc.) must be selected by a Committee of DM, Traffic Incharge and Garage Incharge. They should be associated in Gate Meetings, Classroom Lectures. These employees shall be awarded with an Appreciation Letter and Cash Award of Rs.100/- on the concluding day of the Fortnight by a VIP (powers delegated to Depot Manager vide Notification No. PD-02, Dt. 20.02.2007). The services of best employees should be brought to the notice of public through News Papers along with photographs.
- Throughout the Fortnight, Passenger Friendly Measures be published in local Editions of the News Papers.

**B. DISPLAY OF BANNERS AND BOARDS FOR PUBLICITY OF APSRTC PRODUCTS & SERVICES:**

- Banners should be exhibited in Bus Depots and Bus Stations in Telugu to mark the celebrations of Customer Focus Fortnight 2009. These Banners should emphasise the Focus / comforts / services rendered by APSRTC to the customers.

**C. THE FIELD ACTIVITY OF THE FORTNIGHT:**

1. CAT / CGC / JHT / IJHT / GBT / TAYLs / Sales activities shall be undertaken to increase our market from 16.03.2009 to 31.03.2009.
2. Special Mobile camps at all Bus Stations and at potential places viz., Bazaars, major Traffic Junctions, important villages/Towns falling under the jurisdiction of respective Depots shall be taken up to sell

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various products of APSRTC. There should be major leap in sales in view of conducting Customer Focus Fortnight.

3. The following services / awareness shall be made available to the Customers in the campaign.

- a) APSRTC – in the service of public for 76 years.
- b) Couple Gift Cards (The cushion of six months period to undertake 96 hour journey shall be made use of).
- c) Sale of JHT / DJHT,
- d) Monthly Season Tickets,
- e) General Bus Tickets,
- f) Travel As You Like Tickets etc.
- g) Information/Booking of Buses on Package Tours, Sabarimalai buses booking, Special Hire buses to picnics, visiting pilgrim centres, marriages, excursions etc.
- h) Any other befitting information relating to APSRTC services.
- i) Safety advantage in APSRTC buses.
- j) About the features of ABAIS.
- k) Location of ATB Agents with Phone Numbers etc.
- l) OPRS
- m) 12666

4. Unit Officers must take up clearing of all the pending public grievances / complaints as a task. A report in the proforma-I (enclosed) must be submitted.

5. The services of Employee Agents, CRCs, T-20 members shall be utilized for sale activities. They should visit all important Offices and colleges in their jurisdiction and propagate Marketing Schemes of APSRTC.

6. The teams should visit nearby firms for sale of all products of APSRTC. The management of firms should be involved. They can also try to link up the sale of CAT Cards with the salaries of employees i.e., the company pays the amount for number of cards to be taken by employees and this amount to be later recovered from the employees in instalments.

7. The Jeep of Depot Manager shall be attractively decorated on items of Business of APSRTC and moved to different market areas.

**D. Organisation of Quiz Program to the staff**

Quiz program should be organized to the staff with questions framed on customer focus. This will inculcate a sense of customer centric attitude among the staff, and also impart them with valuable

knowledge about the organisational culture. DMs and frontline supervisors should take maximum care to organize Quiz program in several spells during the fortnight so as to cover all employees.

The winners of the quiz program be rewarded with pen (economical model), chocolates etc. DMs may draw an amount of Rs.500/- for this purpose. Model questions for the quiz program are annexed.

**Dy.CTMs in particular have to guide the DMs in planning and executing the quiz programmes.**

#### **IV. Commemoration of The 10th year of Introduction of CAT Card**

The CAT Card scheme was launched on 1<sup>st</sup> January, 2000, and THE YEAR 2009 happens to be the 10<sup>th</sup> year of CAT Card introduction. Commemorating this, **Loyal Customers Meet/ CAT Card Dasaabdi Utsavam loyal customers meet** be organised at the Regional level throughout the state. The following are some of the guidelines to conduct the event.

- To identify longstanding CAT card customers who are using CAT card right from the year 2000. (From the database processed from the CAT card applications available in the depots. If the information of the year 2000 is not available, the applications of the Rs.140/- card holders of the previous two years may be considered )
- To arrange a public meeting preferably in the premises of the District Bus Station and invite all the identified senior CAT cardholders
- To felicitate Three (3) senior most CAT cardholders and let them address the gathering and share their experiences. This will boost the morale of the CAT cardholders, and also creates lot of publicity to the scheme.
- To felicitate the CRCs/T-20 members/Employee Agents, who contributed for exceptional performance in the sale of the marketing products.
- To invite all the print and electronic media and utilise the occasion as big publicity puller to promote all our marketing schemes. For this purpose, banners on each scheme shall be put up at the venue in an attractive manner.

- RMs may utilise their publicity budget for meeting these expenses.

#### **V. AWARDS:**

This is an occasion to identify and honour the meritorious employees in marketing field. RMs are therefore advised to send nomination of that Depot Manager who excels in reaching out to the customers by way of marketing our Services and Schemes during the Customer Focus Fortnight 2009 for an award from the Corporate Office. Top five Best Depot Managers will be selected at the Corporate level for an award of Rs.1116/- and Appreciation Letter from VC & MD. The selection procedure is provided in the annexure II.

There is also a possibility of awarding Dy.CTM/RM similarly as to the Division/Region excelled in realising the objectives of the Customer Focus Fortnight 2009.

**In this context, a meeting of all DMs, Dy.CTMs will have to be held by the RMs for motivation, planning and guidance to the Depot Managers.**

#### **VI. CONCLUSION:**

A detailed note along with the press clippings & photographs on the activities carried out and the sales during the Fortnight, Best Employees awarded Depot-wise shall be sent by the region to this office by 10th April, 2009.

Encl: Annexures I, II & III.

  
**VICE CHAIRMAN &  
MANAGING DIRECTOR**

To  
**All Regional Managers**

Copy to:  
All Officers of the Corporation for information & n/action.  
All Traffic In-Charges and Bus Station Incharges for necessary action.

**ANNEXURE-I**

<b>Name of the Region: .....</b>				
<b>Proforma - I</b>				
<b>Details of action taken / pendency on the Customer Complaints / Grievances</b>				
<b>No. of complaints pending in the Region a on 15.03.2009: .....</b>				
Sl. No.	Depot	Complaint Date	Complaint Details	Details of Action/ Pendency
1				
2				
<b>Region Total</b>				

**Proforma - II**  
**Statement showing product wise sales during FORTNIGHT period in the month of MARCH-2009**

PRODUCT		Cards / Tickets	Amount
CAT CARDS	Rs. 450/-		
	Rs. 350/-		
	Rs. 200/-		
	Rs. 180/-		
	Rs. 160/-		
	Rs. 140/-		
JHTs	Adult		
	Child		
IJHTs	Adult		
	Child		
COUPLE GIFT CARDS	Rs.1000/-		
MSTs	TKTS		
GBTs	TKTS		
TAYLTs	TKTS		

**Proforma - III**  
**Statement showing Depot wise Best three employees who were awarded**

Sl. No.	Depot	Name of the Employee	Staff. No.	Designation	Remarks
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**Proforma - IV**  
**Proforma for Nomination of best Depot Manager(s)**

Sl. No.	Name of the best Depot(s)	Name of the best Depot Manager(s)	Effective work done by DM(S) & his team(s)	Whether all documents, evidences like Tour programmes, Press clippings, sales, Customer feedback etc. enclosed or not.
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## **Annexure II**

- **Procedure for selection of Best Depot Manager**

1. Growth rate of Total revenue from the sale of all Marketing products during March 2009 against March 2008.  
(40% weightage)
2. No. Of tours performed by the DM and the no. of Grama Sabhas and Commuter meets conducted by the DM during the fortnight.  
(30% weightage)
3. Gate Meetings and other Awareness Programs including quiz programs conducted by the DM for the employees.  
(20% weightage)
4. Specific activities with customer focus: (10% weightage)
  - a) Bus station Enquiry system effectiveness.
  - b) Number of Complaints redressed.

## **ANNEXURE-III**

### **SAMPLE QUESTIONS FOR CONDUCTING QUIZ PROGRAM**

(May be asked in Telugu while conducting questionnaire)

1. Who said, "Customer is the most important person in our premises"?
  - Mahathma Gandhi
2. How many people does APSRTC transport per day?
  - On average, 1.3 Crore people travel.
3. When was CAT card scheme launched?
  - 1st January, 2000.
4. Expand CAT.
  - Concessional Annual Travel
5. What is the price of CAT card?
  - Rs.200/-
6. What is the first renewal price of the CAT card?
  - Rs.180/-
7. What is the second renewal price of the CAT card?
  - Rs.160/-
8. What is the third renewal price of the CAT card?
  - Rs:140/-
9. What are the two new versions of CAT card and what is the cost of each product?
  - Two year validity Concessional Travel Card. Rs. 350/- and Three year validity Concessional Travel card. Rs. 450/-
10. What is the amount of insurance given for a CAT card holder?
  - No insurance amount is paid for CAT card holders. Only additional compensation is paid in case of accidents.
11. What is IJHT?
  - Inter-State Jubilee Hi-Tech Ticket.
12. What is the price of IJHT?
  - Rs.1100/-
13. What is JHT?
  - Jubilee Hi-Tech Ticket.
14. What is the recent change made in JHT/IJHT?
  - A system of courtesy allowance to be paid to the crew is introduced.



15. How much does a Driver/Conductor get as incentive if a JHT/IJHT holder boards the bus?
  - Re.1 to driver, Re.1 to Conductor.
16. What is the importance of the Customer for APSRTC?
  - He/She is the Bread Winner for this Organisation.
17. What are the important steps taken recently in favour of the Customers?
  - No fare hike even after revision of oil price.
  - During earlier fare hikes, Ordinary Passengers were given relief.
  - New buses are pumped in large numbers.
  - New products like Couple Gift Cards were launched.
  - All the staff in the Corporation were trained in Customer Orientation
18. Mention five passenger friendly Schemes of APSRTC.
19. What are the duties and responsibilities of the Bus Driver in respect of a Customer?
20. What are the duties and responsibilities of the Bus Conductor in respect of a Customer?
21. Elaborate the role of Conductor, Driver as first level PROs.
22. Do you know that OPRS (Online Passenger Reservation System) was launched recently in the Corporation facilitating Anywhere to Anywhere Booking of seats.
23. Do you know where the ATB agents are located in our depot jurisdiction?
24. What is the commission earned by ATB agents on sale of various tickets and marketing products?
25. What is the commission given to an employee agent on sale of different Marketing products?
26. What are the duties of CRCs as far as you know?
27. What are the best publicity methods for promoting APSRTC's services and Marketing products (2 to 3 methods)?
28. What is the importance of surveys in improvement of the business for APSRTC?