

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.T2/535(1)/2011-OPD(T)

Office of the VC & MD,
Bus Bhavan, Hyderabad.

CIRCULAR NO. 65/2011-OPD-T, DATE: 28.10.2011

Sub:-**OPERATIONS** - Operation of Garuda Plus, Garuda & Indra services - Welcome, Enroute & Farewell announcements by the Captains to enhance passengers satisfaction - Instructions Issued - Reg.

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INTRODUCTION:

In the present day competitive environment every customer counts. We are not only transporting them to their destinations but also carrying their feelings and impressions on our organization. To emerge as an outstanding operator we should instill excellent impressions in their hearts. To achieve this we should improve the quality of service rendered to the passengers beyond their expectations to transform their journey from physical travel to a delightful travel so that the passengers who are satisfied with our services will prefer our buses repeatedly not by chance but by choice. This kind of enhanced levels of service only will improve the patronage.

Further we are launching new brands of buses with increased comfort and facilities to attract passengers into our fold. Recently we have launched INDRA (A/c) and GARUDA PLUS (A/c) buses throwing wide variety of buses to the passengers to choose. The expectations of the passengers of these high-end services are very high.

WELCOME, ENROUTE & FAREWELL ANNOUNCEMENTS:

In order to improve connectivity with these high-end service passengers inside the bus the captains(drivers) of INDRA, GARUDA and GARUDA PLUS buses should announce schedule time of arrival of bus to various stages before commencement of journey, actual time of arrival, if there is any delay in arrival, the reasons for delay, at which stage the bus is, just like a pilot in an aero plane through PASSENGER ADDRESS SYSTEM provided in front them inside the bus for the convenience of the passengers and to enhance the confidence of passengers.

(Contd., 2)

METHODOLOGY:

In this regard a copy of welcome/Farewell announcement by the Captains(Drivers) in Telugu version is enclosed herewith for implementation with the following action plan.

WELCOME ANNOUNCEMENT:

- Garuda Plus/Garuda/Indra bus Captains should be instructed to make **Welcome announcement** at the time of departure as mentioned in the enclosed **Annexure "A"**.
- The onduty Controller should ensure that Captains are making **Welcome announcements** at Bus Stations at the time of departure.

ENROUTE ANNOUNCEMENT

- Captains should announce waiting time and facilities available while stopping bus at intermeadiate stages.
- Captains should announce at which stage the bus is to facilitate the passengers.

FAREWELL ANNOUNCEMENT

- On reaching destination bus Captains should make **Farewell announcements** as mentioned in Annexure "B" in case of on time arraival.
- On reaching destination bus Captains should make **Farewell announcements** as mentioned in **Annexure "C"** in case delayed arrival.
- On duty Controllers at destination points should enquire from the alighting passengers whether Captain of that service has made **Farewell announcement** or not.

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It is therefore requested to make ensure that all the Captains of Garuda Plus, Garuda & Indra services are making **Welcome, Enroute & Farewell announcements** to enhance passenger satisfaction so as to improve our market share duly winning the hearts of travelling public.

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31/10/2011

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**VICE-CHAIRMAN &
MANAGING DIRECTOR**

To

All the Regional Managers for necessary action.
All the Dy.Chief Traffic Managers for necessary action

Copy to: Director(V&S), FA, CAO, ED(E&IT),for infn. PI
Copy to: All the Executive Directors (Zones) for information.
Copy to: All the Depot Managers for necessary action.

Copy to:All the Squad In-charges of HES/ZES/RES to ensure welcome/enroute/farewell announcements while exercising checks on Indra/ Garuda / Garuda Plus buses.

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