

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No:M/572(4)/2001-OPD(M)

Office of the VC & MD,  
Mushirabad::Hyderabad.

**CIRCULAR NO: 71/2001-OPD (MKTG) DATED: 14.12.2001**

SUB:PASSENGER RESPONSE CARD: Feed back on  
Operations - Instructions issued -reg.

REF:1.Circular No.20/95-OPD(Marketing)  
dt. 2.5.1995.  
2.Circular No.39/96-OPD(Marketing)  
dt.28.6.1996.

- o O o -

Feed-back from the users is an essential requirement to service Organisations interested in enhancing the quality of services rendered. Positive feed-back motivates and enthuses Managers to contribute further. Negative feed-back is taken as an opportunity to correct and improve by progressive Organisations. It should be a continuous and important exercise for improving the quality of services so as to retain and attract the passengers, who are deflecting towards other modes.

Keeping this objective in view, instructions were issued through circulars cited to collect feed-back both on the quality of services and the amenities provided, by administering structured feed-back cards to assess the passenger satisfaction level in the areas of punctuality, cleanliness and crew behaviour taking every 'service' as a unit on daily basis. But due to manipulation of the feed back information in respect of "Crew behaviour" by some of the Service crew, such collection of data through service conductor or driver did not yield the desired results and hence the system was shelved.

It is now decided to revive the system duly designing a revised Passenger Response Card to receive the passenger feed back on the said parameters with the following method for effective implementation.

**WORKING INSTRUCTIONS :**

The low paying services of the Depots having O.R. less than 50% and 60% in respect of ordinary and Express/Luxury/Hitech routes respectively and also competitive routes have to be identified for obtaining feed back information from the passengers through the Passenger-Response-Cards. The Bus Station Controllers/Bus Station Managers on-duty have to be supplied with 'PASSENGER RESPONSE CARDS'. The controllers/BSMs shall distribute the cards at the alighting points to the passengers disembarking from the services so identified and collect their opinions in the given format

from at least five Passengers per each service during their duty hours and submit the cards to the traffic incharge of the depot.

The information collected from the Passenger-Response-Cards shall be fed to the computers wherever available or consolidated manually and a statement prepared for analysis after scrutiny.

The Depot Manager concerned shall analyse the feed back in detail and take corrective action. The Depot Manager shall submit the report of analysis made and action taken in a statement given at Proforma-I to the Divisional Manager and Regional Manager concerned on a day-to-day basis.

The Reports of analysis and action taken by the Depot Managers shall be submitted to DVMs and RMs and they shall be thoroughly examined by them for further corrective action, if required. Consolidated statements alongwith reports of analysis and action taken at all Depots in that particular Region in a statement given at Proforma-II has to be directly sent to the Central MIS through Modems for inclusion in monthly periodical book-lets at corporate level duly marking copies to the Executive Directors(Zones).

**SUPPLY OF PASSENGER RESPONSE CARDS:**

The Regional Manager of the Region shall assess the monthly requirement of the revised Passenger response cards in the Region and inform Works Manager(Printing&Stationery) Miyapur for printing and supply of 'Passenger Response Cards' to Zonal Stores, for the subsequent months. The depots shall place monthly indents on Zonal Stores, collect and stock required number of Passenger Response Cards to supply them to Bus station controllers/Bus Station Managers.

These instructions will be applicable to all services except City/Town and Suburban services.

The scheme comes into effect from 25-12-2001.

Please acknowledge.

Encl: Model 'Passenger Response Cards'.

Proforma - I & II

**Sd/-R.P.SINGH,IPS  
VICE CHAIRMAN &  
MANAGING DIRECTOR**

Copy to:

All EDs/Secy. to Corpn. for information.

All HODs/RMs for information & necy.action.

WM(P&S) and COS(Printing Press)/Miyapur for

necessary action.

Principals of Transport Academy & all ZSTCs  
for infn. & necy. action.

DY.CTM(O), DY.CTM(P) & DY.CTM(C) for infn.

All DVMs, DMs/ATMs of Corporation for necy.  
action.