

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No:M/535(9)/2001-OPD(M)

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

CIRCULAR NO.72/2001-OPD(MKTG) DATED : 18.12.2001

**SUB : QUALITY OF SERVICE (QOS) - Review on Quality of
Service to attain Customer satisfaction-
Instructions - Regarding.**

I.INTRODUCTION: At present, formats are available to facilitate periodical review of physical and financial performance at Corporate, Zonal, Regional, Divisional and Depot levels. But it is observed that the required emphasis and focus is not laid on "Quality of service" during the review meetings. In the present competitive scenario when "Customer" has come on to the centre-stage, focus of field managers has to be drawn on quality of service. The delivery of Quality service has to be meticulously planned to meet the requirements and expectations of the customers.

II.METHODOLOGY: It is the need of the hour to indicate and assess quality of service being rendered to our customers. The following passenger-oriented parameters need to be attended so that quality service is rendered which enhances the customer satisfaction.

1. Punctuality
2. Regularity
3. Reliability (trouble-free and uninterrupted journey)
4. Cancellation of KMs
5. Public complaints
6. Safety and
7. Cleanliness of the bus.

1. PUNCTUALITY: Operation of a service at the scheduled time shows the effectiveness of the operation and it helps to gain the confidence of the customer. As the punctuality parameter plays a vital role in determining the quality of service, the percentage of punctuality should be arrived at operational units duly applying the formula.

NO OF SERVICES OPTD ON TIME X 100
TOTAL SCHEDULE SERVICES TO BE OPERATED

and corrective action taken on un-punctual operations. The data has to be obtained from Security wing of those depots.

2. REGULARITY: Operation of service regularly without cancellation for any reasons also contributes for enriching satisfaction of the passenger. A regular customer of a particular service gets dis-satisfied if it is cancelled for internal reasons. For arriving at regularity, the following formula has to be adopted at operational Units - (information to be obtained from Traffic Wing).

NO OF TRIPS OPERATED X 100
TOTAL SCH. TRIPS TO BE OPERATED

(It is to be monitored on a day-to-day basis and corrective action taken shall be recorded).

3. RELIABILITY : Creating a customer is very difficult compared to retaining a customer. A customer can be retained by providing improved quality of product/service. A dis-satisfied customer always tends to other modes of transport. Reliability is a very important factor that has the potential to create as well as retain a customer. The reliability parameter has to be measured in terms of number of failures (Not break-downs) of buses on line even if they are immediately attended and not resulted in cancellation of kms. It is to be monitored on a day-to-day basis and action taken shall be recorded.

4. CANCELLATION : Cancellation of KMs for various reasons like want of driver/conductor/crew/bus/others leads to dis-satisfaction of a customer apart from loss of earnings. The cancellation of Schedule KMs on any account has to be eliminated to make the operations effective. The percentage of cancellation of KMs cause-wise has to be worked out following the formula :

SCH.KMS CANCELLED X 100
TOTAL SCHEDULE KMS

Reasons for cancellations have to be identified and tackled to reach the target of zero cancellation.

5. COMPLAINTS : Complaints from the customers are normally against discourteous behaviour of crew, irregular operations, cancellation of services etc. The complainant expects immediate attention and redressal to his complaint. If immediate response or assurance is given to take action, the customer gets satisfied. Progressive organisations treat complaints as opportunities to introspect and improve quality of service. Prompt action has to be taken on complaints and the corrective actions taken at different levels on passenger complaints shall be reviewed periodically (information shall be obtained from DM's office). Decreasing number of complaints influence strengthening passenger satisfaction.

6. CLEANLINESS : A clean bus promotes pleasant and hygienic ambience and thereby the customer is attracted towards RTC bus. So, utmost care has to be taken to offer a neat and tidy bus to delight the customer. To arrive at percentage of cleanliness, the number of vehicles a) swept and wiped, b) washed, c) not washed shall be listed out from the Security Wing and the following formula applied:

No.of buses swept/wiped/washed
Total no.of buses

7.SAFETY : On account of enormous increase of vehicular traffic on the road, the travel has become hazardous. Normally passenger prefers to travel by a safe mode of transport. So, the quality of service is also influenced by safety aspect. The "number of accidents" occurred shall be taken into account to gauge this aspect as we aim to reach a zero-accident situation.

In order to analyse the quality of services in the above areas, daily summary format on quality of services at Depot and Divisional / Regional levels is designed and given at Annexures I & II. All DMs shall submit the information in the given proforma at Annexure-I to their respective DVMs/RMs on a day-to-day basis. The DVMs/RMs shall consolidate the information received from DMs in the given proforma at Annexure-II and submit the information to the Chief

Statistical Officer, Head Office on a day-to-day basis for consolidation in the proforma given at Annexure-III and putting up to VC & MD apart from including in the monthly booklet of physical and financial performance for review meetings of EDs/RMs/HODs at Corporate Office. All Depot Managers, Divisional Managers and Regional Managers shall review "QUALITY OF SERVICE" parameter in the periodical meetings. The inspecting officials shall also make an exclusive note on the quality of service in their inspection reports.

The details of services affecting the quality of operations have to be mentioned under the column "Services affecting quality". The DMs have to pay attention to these services and ensure that such delinquencies don't recur during the days that follow.

The Circular instructions shall come into force w.e.f. 1.1.2002.

Encl : as above.

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

Copy to:

Dir(V&S), FA, CAO, All EDs of Zones & Corporate Office,

All RMs/HODs for information and necy action

Dy CTM(O), Dy CTM (C), Dy CTM(P) of HO for information.

All DVMs for info & necy action.

CSTO/Head Office and STO/HCR for information & necy.action.

All DMs for information & necy. action.

ATMs/MGBS/HYD, PNBS/VJA, DBS/VSP, BGLR, TPT Bus stations for information & necy. action.

Traffic & Mechanical Incharges of all Depots for n/action.

Principal of Transport Academy and all ZSTCs for information and necessary action.

ATTESTED BY

Sd/-

EXECUTIVE DIRECTOR(O)