

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION
(Operations Department (Marketing), RTC House, Vijayawada)

M1/535(5)/2023-OPD(M)

Joint OPD & MED Circular No: 03/2023-OPD(M), Dt: 16.02.2023.

Sub: Customer Satisfaction – Improving Quality of Service (QoS) to increase the passenger ridership in APSRTC buses – reg.

Ref: 1. Circular No.03/2015-OPD(R&D), DT.08.04.2015
2. Circular No.04/2019-MED, DT.28.01.2019
3. Circular No. 09/2020-MED DT.16.10.2020
4. Lr No: OP4/432(1)/2021-MED, DT.01.01.2021
5. Circular No.13/2022-MED DT.10.10.2022

The Corporation is realising 55% of its ticket revenue by operating 3360 special type services daily. Special type services are offered to the passengers for online advance booking and many complaints are pouring in various social media platforms like apsrctc.bpm360.in, newspapers, facebook, twitter etc.

“The passengers travelling in our buses” is the only reason for the very existence of our Corporation and retention of our clientele (along with attracting new clientele) is a very important, regular, and continuous task for our Management at various levels.

Detailed guidelines were communicated vide circulars cited above by OPD & MED from time to time to improve the customer satisfaction. Concentrating on the following key areas could help us to improve the Customer satisfaction in APSRTC buses:

1) Timeliness, 2) Cleanliness, 3) Courteous Service, 4) Safety Measures, 5) Passenger Comfort, 6) Avoiding Online failures & 7) Stocking Essential spares

Improving the quality of service in APSRTC buses requires a collective team effort from all of us. Field Officers play a crucial role in making things happen. Depot Managers, Traffic and Garage In-charges shall ensure the above aspects at all times during the journey.

Therefore, all EDs(zone) and DPTOs shall take a proactive approach to implement these guidelines and any other measures that can enhance the quality of the service.

Complaints received from the public on the above issues will be viewed seriously and appropriate action will be initiated on the concerned Officers and supervisors.


17.2.2023
Managing Director.

Copy to the All Officers of Corporation.