



ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.M1/561(01)/2017-OPD (M)

Office of the VC & MD,
NTR Admin Block, Vijayawada.

Circular No.16 /2017-OPD (Mktg) dated 30.06.2017

Sub: **CUSTOMER FOCUS WEEK**: Conducting of **Customer Focus Week** to promote Marketing schemes & passenger friendly measures from 15.07.2017 to 21.07.2017--Issue of instructions – Reg.

Corporation is transporting about 65.80 Lakh passengers per day from one place to another. These passengers comprise students, senior citizens, journalists, PHC persons, teachers, employees, business people, women, employees of unorganized sectors etc. Corporation has introduced various marketing schemes to attract different sections of people towards RTC services. Particulars of such schemes and their performance during 2016-17 Vs 2015-16 is furnished here under.

S.No	Name of Marketing product	Target Group	Revenue realized 2016-17 (in Rs. Lakhs)	Revenue realized 2015-16 (in Rs. Lakhs)	Variance (in Rs. Lakhs)	% of growth
1	Navya Cat cards	Frequent travelers	626.44	654.74	-28.30	-4.32
2	Vanitha Family cards	Women having white ration cards	95.65	89.85	5.80	6.46
3	Vihari cards	Pilgrims, leisure travelers & traders	27.74	38.67	-10.92	-28.24
4	Silver cards	NGOs, Teachers, employees belonging to unorganized sector & businessman	1957.73	1714.18	243.75	14.22
5	TAYL Tickets	Sales/ Marketing executives, Tourists etc.,	296.20	203.21	92.99	45.76
Total			3003.97	2720.48	283.49	10.42

It is evident that there is drop in revenue realized through sale of Vihari cards & Navya cat cards during 2016-17 whereas there is marginal increase in revenue realized through sale of Vanitha family cards, Silver cards & TAYL tickets.

Out of Rs.30.04 cores realized through sale of all marketing products during 2016-17, contribution of individual marketing products are given below

Name of the product	Percentage of revenue
Silver cards	65.18
Navya cat cards	20.85
TAYL tickets	9.86
Vanitha family cards	3.18
Vihari cards	0.92

Further many passenger friendly measures have been brought out from time to time to reach commuters of all categories and the same are furnished below.

Passenger Friendly Measures:

- ✓ Introduced E-ticketing (reservation of tickets Online) through web portal www.apsrtc.in using Net banking/Debit card/Credit card w.e.f. 21-05-2009.
- ✓ Permitted to travel on the strength of SMS received while booking ticket online from 25.01.2012.
- ✓ Vehicle tracking facility with GPS technology to know Expected Time of Arrival (ETA) of service bus at different destinations is introduced from Feb'2015 in a phased manner.
- ✓ Implemented communication of service driver mobile phone number to the passengers through SMS from 15.10.2015 for helping the passengers to know current status of service vehicle.
- ✓ Introduced mobile app for ease of booking of tickets for the passengers on 06-06-16.
- ✓ Intelligent Ticket Issuing Machines (ITIMS) introduced in AC buses in June 2016. Passengers can book tickets for subsequent boarding points even after departure of the service from originating point.
- ✓ Senior citizens are provided with 25% concession over fare from 01.07.2016.
- ✓ All the passengers of APSRTC are covered under insurance scheme w.e.f. 05-07-2016. Compensation of Rs.5,00,000/- will be paid in case of death / permanent disability.
- ✓ Passengers can book Rs.300/- Seeghra Darshanam Tickets along with Tirupathi bus ticket while travelling from Hyderabad, Chennai, Bangalore, Pondicherry, Visakhapatnam, Rajahmundry and Vijayawada w.e.f. 31.07.2016.
- ✓ Link Ticket Facility is introduced w.e.f. 21.04.2017 to issue direct tickets for any destination being served by APSRTC from Town/Village of stay of customer so that he can reach nearest boarding place by all services duly utilizing the same type or below type services passing through his Village/Town.
- ✓ Introduced Transfer Ticket facility on 24.04.2017 to transfer tickets whenever any service covered under OPRS is cancelled due to reasons like breakdown, link late, strikes, PPC etc, duly seeking oral consent of the passengers over phone to accommodate them in other services of any type including high end buses.

However, the desired level of awareness about the passenger friendly measures & marketing products has not come about in the travelling public thereby causing deflection of passengers to other mode of transport which is evident from drop in occupancy ratio when compared to previous year i.e., from 69.29% of 2015-16 to 68.05% of 2016-17.

Further, there is drop in sale of marketing products when compared with previous year as shown below:

PRODUCT	2016-17	2015-16	Variance	
			Cards	%
Navya CAT Cards	373296	400922	-27626	-6.89
Vihari Cards	4983	6729	-1746	-25.95

In order to reverse the negative trend, effective publicity campaigns are very much needed to bring awareness about various schemes among public so as to boost sales.

Gap between no. of eligible people of Andhra Pradesh state for availing concession through Navya CAT cards & Vanitha Family Cards Vs no of people actually availing such concession can be known from the following table.

Sl no	Description	Total persons in AP	No. of persons possessing concessional cards	variance
1	People of above 5 yrs age	4,49,54,000	3,73,296(Navya CAT card Holders)	- 4,45,80,704
2	White ration card holders	1,32,71,273	92,369 (VFC holders)	-1,31,78,904

Huge potential as evident from the above table should be encashed so as to maximize revenues to the Corporation.

Hence, it is decided to conduct "Customer Focus Week" from 15th July to 21th July, 2017. This Focus week is very much needed to popularize Marketing Schemes & passenger friendly measures.

Therefore Customer Focus week on Marketing Schemes has to be undertaken at all the Depots by adopting existing and new (innovative) methods of publicity.

Pre launch activities to be taken up:

- Prepare adequate number of banners, pamphlets, stickers & placards depicting salient features of marketing schemes & passenger friendly measures.
- Prepare pre recorded audio messages on the above subject so as to play them through public address system of bus stations.
- Prepare pre recorded video scroll messages on the above subject so as to play them through CCTV's bus stations, TV's in buses & SITI cable.
- Special campaign desk shall be prepared for utilizing at bus stations.
- Identify suitable guest speakers from Marketing field, Education field, Insurance sector etc.,
- Identify effective speakers from employees of depot having better commitment & marketing skills.
- Identify suitable employees for conducting survey @ two employees per mandal.
- Arrange for printing adequate number of questionnaire forms (Minimum 500).

Role of Depot Manager :

Day one (Saturday,15.07.2017):

- Ensure display of banners at conspicuous places of bus station & stickers inside buses.
- Ensure erection of special campaign desk with banner & placards at bus station. One suitable employee shall be posted at this desk so as to sell marketing products and distribute pamphlets during the week.
- Ensure playing pre recorded audio messages through public address system of bus station.
- Ensure playing of pre recorded video scroll through CCTVs of bus station, TVs in buses & local SITI cable.
- Conduct inaugural function duly inviting identified guest speakers, identified inhouse speakers & maximum number of running staff. The inhouse speakers shall delve upon techniques to be practiced for inducing customers to buy the marketing products. All the staff shall be equipped with the information like "Process of obtaining various marketing products, documents to be submitted, details of contact person, cycle time required etc.,". Explain features of latest passenger friendly interventions like "Link ticket facility, ticket transfer facility, relaxed rules governing appointment of ATB agents & all other interventions of OPRS". Depot Manager shall make appeal to all the staff advising them to identify suitable persons of their village for getting them appointed as ATB agent.
- Services of every employee of traffic wing shall be utilized in promoting sale of marketing products. Blank application forms shall be issued to each employee as furnished below:

- 1) Conductor/ Driver : 2
- 2) All Traffic Supervisors : 3
- 3) Traffic Incharge : 5
- 4) Depot Manager : 10

They shall be advised to impress upon persons known to them about the advantages of Navya CAT card and convince them to purchase the same. They shall collect Xerox copy of Aadhar card & requisite amount duly filling the application form. They shall obtain Navya CAT card on behalf of the applicant from the online bus pass counter available at Bus station and handover the same to the applicants.

Details of application forms issued to employees & new Navya CAT cards issued shall be feed in an excel sheet to ensure sale of the cards by each and every employee in the format furnished below:

Sl no	Name of the employee	Staff no	Desgn	No of appl issued	Details of MR no.s with date
					1)
					2)
					3)

- Conduct meeting with ATB agents. Obtain feedback from them with respective improvement in sale of tickets. All latest interventions pertaining to OPRS shall be explained.

Day 2 (Sunday, 16.07.2017):

- Drive shall be taken up to appoint maximum number of new ATB agents.

Day 3(Monday, 17.07.2017):

- Meeting with daily commuters shall be conducted with focus on maximizing sale of **Silver**.

Day 4(Tuesday, 18.07.2017):

- Meeting with Navya Cat Card holders & frequent travelers shall be conducted with focus on maximizing sale of **Navya Cat Cards**.

Day 5(Wednesday, 18.07.2017):

- Meeting with Vanitha Family Card holders & White Ration Card holders shall be conducted with focus on maximizing sale of **Vanitha Family Cards**.

Day 6(Thursday, 18.07.2017):

- Meeting with devotees, leisure travelers, business people, sales personnel etc., shall be conducted with focus on maximizing sale of **Vihari cards**.

Day 7 (Friday, 21.07.2017):

- Market survey shall be conducted duly deputing identified employees @ 2 per mandal. Feedback shall be collected from minimum 500 persons through circulation of questionnaire to assess awareness level of commuters about various marketing schemes.
- Depot Manager is authorized to spend an amount of Rs.500/- for holding the inaugural meeting.

Felicitation:

- Best depot in each Region shall be selected on the basis of most innovative campaign undertaken and also on the basis of achieving highest sales of all marketing products during campaign week. 6 best passengers shall be identified based on the response obtained during the survey conducted.

Role of DyCTM:

- DyCTM shall guide Depot Managers in planning with respect to identification of guest speakers, conducting of campaign during 5 days period, organizing survey etc.,
- DyCTM shall organize preparation of banners, stickers, placards, pamphlets, pre recorded audio messages, video messages etc.,
- DyCTM shall cover all the depots during this campaign week so as to monitor the week as per the plan.
- He/She shall select the best depot of the Region as per the criterion mentioned above.
- He/She shall select 6 best passengers as per the criterion mentioned above.
- He/She shall examine the details of analysis of survey report, positive & negative responses etc.,. Action is to be initiated to reverse the negative responses and to strengthen positive responses further.

Role of Regional Manager:

- All Regional Managers shall hold a press meet on 15/07/17 duly furnishing information on implementation & progress of various marketing products in the region and various passenger friendly measures in vogue.
- Regional manager shall ensure observation of marketing campaign week in an effective manner. They are authorized to incur expenditure as per Delegation of power on printing of pamphlets, banners etc.,. Depot Managers shall be reminded that no payment is to be made for playing scroll on promotion of marketing products through CCTVs of bus stations since 10% of the time meant for commercial ads is reserved for APSRTC.
- All the Regional Managers shall organize Regional level function before 31.07.2017. An amount of Rs.1,500/- can be spent towards organizing the function.
- They shall obtain appreciation letter signed by VC & MD and issued in favor of Depot Manager of the best depot from the corporate office. The appreciation letter is to be presented to Depot Manager of the best depot during the function.
- The appreciation letter shall be presented to the best Depot Manager in the function. Navya cat cards shall be presented to 6 best passengers of the Region as identified above.
- They are advised to submit a comprehensive report after completion of CUSTOMER FOCUS week on the activities organized, public awareness brought-in with the information of new members enrolled under Navya cat cards, Vanitha family cards, Vihari cards & Silver cards during the campaign week to Chief Traffic Manager (O & M).
- The details of survey report, positive & negative responses, action initiated to reverse the negative responses & to strengthen positive aspects further, best depot awarded and the addresses of 6 best passengers & their contact numbers shall be furnished by 31.07.2017.

Since the marketing schemes of RTC have direct impact on revenue improvement, field Managers are exhorted to take this occasion as an opportunity for furtherance of EPK & OR of depots. So it shall be endeavor of all the Managers /Supervisors/staff to popularize all marketing schemes and passenger friendly measures to induce customers in opting services of APSRTC so as to improve our market share in passenger transportation.

Encl: Questionnaire.


VICE CHAIRMAN &
MANAGING DIRECTOR

To
All Depot Managers.

Copy to: ED (A&P), ED (E&IT), ED (C&P) & CAO for information.
Copy to: All ED (Zone) s for information & necessary action.
Copy to: All Regional Managers for information & necessary action
Copy to: All HODs for information.
Copy to: All Dy. CTMs, Dy. CAO/AOs for information & necessary action.
Copy to: All Bus station in charges for information & necessary action.

**ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION
QUESTIONNAIRE**

Dear Sir/ Madam,

We are conducting a survey on the level of awareness of the different marketing schemes of APSRTC among its customers. Please spare few minutes to give the following information.

1. Please tick the following:

SCHEMES	AWARENESS			USAGE	
	I Heard	I know Details	I Don't Know	Do you use these schemes	
				YES	NO
Navya CAT Card					
Vanitha family card					
Vihari card					
Silver card					
Central Complaint Cell					
Online Passenger Reservation System & Mobile app					
Seeghra Darshanam					
Travel As You Like					
Free journey in city services (2 hrs before & after journey on long distance services)					
Vehicle tracking facility					
Senior citizen concession (25%)					
Link ticket Facility					
Ticket Transfer Facility					

2. Are you able to understand the schemes through publicity? YES/ NO

3. Please rank the media where you generally find passenger friendly schemes of APSRTC (Please rank 6 for maximum and 1 for minimum).

SL NO	Media for advertising	RANK
1	Word of Mouth	
2	Display of schemes in Bus stations / bus stops.	
3	Display of schemes inside of buses.	
4	Display of schemes on bus body	
5	News Papers	
6	Local Television channels	

4. Please inform the effectiveness of schemes as compared to that described in promotion campaign?

- a) Highly satisfied
- b) Satisfied
- c) Less satisfied

5. Which of APSRTC schemes are mostly availed by you? Please Specify.

.....
.....
.....

6. Complete the following statement and win attractive prize.

I travel in APSRTC buses because,
.....
.....

Name & Address:

E-mail ID:..... Mobile No:.....

Signature of the passenger

ఆంధ్రప్రదేశ్ రాష్ట్ర రోడ్డు రవాణా సంస్థ

ప్రియమైన ప్రయాణికులకు,

ఏపీఎస్ఆర్టీసీ ప్రవేశపెట్టిన వివిధ మార్కెటింగ్ స్కీములలో మీకు గల పరిచయాన్ని తెలుసుకొనుటకై ఒక చిన్న సర్వేను నిర్వహిస్తున్నది. మీ ఆమూల్యమైన కొద్ది సమయాన్ని వెచ్చించి ఈ అభిప్రాయ పత్రమును పూరించండి.

1. మీరు ఎంచుకున్న గడిలో (✓) పెట్టండి

స్కీములు	పరిచయం			వాడకము	
	నేను విన్నాను	నాకు స్కీము వివరాలు తెలుసు	నాకు తెలిదు	మీరు ఈ స్కీమును వాడుతున్నారా	
				ఆవును	కాదు
నవ్య క్యాబ్ కార్డు					
వనితా ఫ్యామిలీ కార్డు					
విహారి కార్డు					
సిల్వర్ కార్డు					
సెంట్రల్ కంప్లైట్ సెల్					
ఆన్లైను ప్యాసింజర్ రిజర్వేషన్ సిస్టం & మొబైల్ యాప్					
శీఘ్ర దర్శనం					
ట్రావెల్ యాజ్ యు లైక్ సిటీ బస్సులలో ఉచిత ప్రయాణం (దూరప్రాంత ప్రయాణానికి 2 గంటల ముందు-తర్వాత)					
వెహికల్ ట్రాకింగ్ సౌకర్యం					
వృద్ధులకు ప్రయాణ ఛార్జీలో రాయితీ(25%)					
లింక్ టికెట్ సౌకర్యం					
టికెట్ బదిలీ చేయు సౌకర్యం					

2. ఆర్టీసీ వివిధ స్కీముల మీద ఇస్తున్న ప్రచారం ద్వారా స్కీము వివరాలు మీరు పూర్తిగా తెలుసుకోగలుగుతున్నారా ?
ఆవును/కాదు

3. ఆర్డీసీ సంబంధించిన వివిధ స్కీముల గురించి ఏ విధముగా తెలుసుకోగలుగుతున్నారు?
(అత్యధికముగా 6, తక్కువుగా 1 గా ర్యాంక్ ఇవ్వగలరు)

క్రమసంఖ్య	ప్రచార మాధ్యమము	ర్యాంక్
1.	పరిచయస్థులు చెప్పడం ద్వారా	
2.	బస్సు స్టేషన్, స్టాండులలో పెయింట్ చేయబడిన బోర్డుల ద్వారా	
3.	బస్సు లోపలి ప్రకటనల ద్వారా	
4.	బస్సు బయట భాగమున గల ప్రకటనల ద్వారా	
5.	వార్త పత్రికల ద్వారా	
6.	స్థానిక టీవీ చానెల్స్ ద్వారా	

4. ఈ మార్కెటింగ్ స్కీముల ప్రచారోత్సవ సమయములో ఈ స్కీముల గురించి జరిగిన ప్రచారముపై మీ అభిప్రాయము తెలపండి

అ) చాలా సంతోషకరం ఆ) సంతోషకరం ఇ) అంతంతమాత్రం

5. ఆర్డీసీ ప్రవేశపెట్టిన స్కీములతో వేటిని మీరు ఎక్కువుగా ఉపయోగించుకుంటున్నారు. దయచేసి క్రింద సూచించండి.

.....

.....

6. క్రింది ప్రశ్నను పూరించి వినుత్నమైన బహుమతిని పొందండి.

నేను ఏపీఎస్ఆర్డీసీ బస్సులలోనే ప్రయాణిస్తాను. ఎందుకంటే.....

.....

.....

పేరు : _____

అడ్రసు: _____

ఈ మెయిల్: _____ టెలిఫోన్/సెల్ నెం: _____

ప్రయాణికుని సంతకం