

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.M2/743(1)/2012-OPD (M)

Office of the VC & MD
Musheerabad: Hyderabad.

CIRCULAR NO. 31/2012 – OPD (M), DATED 02.08.2012

Sub: **ATB AGENTS:** Promotion of Sale of seats under BARAT & Sale of Marketing Products by **ATB Agents** – Need to fulfill the growth of ATB Agents' net work - Reg.

- Ref: 1. Circular No:11/12-OPD(MKTG) dt. 02-03-2012
2. Lr No.M/801(1)/2012-OPD (MKTG) Date: 12.03.2012
3. Lr No. M/801(1)/2012 Dated: 09.05.2012
4. Lr No. M/791(2)/2012-OPD(M) Dated:18.06.2012

I. INTRODUCTION:

At present there are 5,080 services with 2,05,084 seats available daily under BARAT for advance reservation. In the earlier system, only 42,000 seats were being booked per day under BARAT by the 828 manual and online ATB Agents. Keeping in view the vast scope to increase ticket sales through advance booking, Corporation has simplified the guidelines for appointing ATB agents to increase the ATB agent network thereby to increase the ticket sales through these agents vide references cited. Subsequently the number of ATB agents is gradually increasing.

There are 1700 ATB agents at present at intra and interstate places. 875 new ATB agents have been enrolled since March, 2012 with a growth of 106% and on an average 50,000 tickets are being booked per day. Detailed analysis is inferring that the sale of seats by ATB agents is decreasing even though total sale of seats is in increasing trend.

II.OBSERVATIONS:

Improvement in new ATB agents enrolled and sale of seats under BARAT by individual agents is being reviewed every day by corporate office. The details of non-performing ATB agents and the regions which are lagging in increasing the ATB agents net work are being communicated to the regions from time to time to alert them. But the growth of number of ATB agents is still well below the targets communicated to the regions and the sale of seats under BARAT is in negative trend when compared to the same period of last year, even though there is increase in the number of ATB agents in the regions.

This crystal clearly drives out the inference that the efforts by the regions should be much more sincere to increase the ATB agents net work in the regions and the present approach shown at various levels on this important aspect is highly pathetic. In the light of decreasing trend of sale of seats under BARAT by ATB agents and reduction in sale of marketing products over last year, there is immediate need to give thrust on this aspect to fulfill the desired objectives increasing ATB agent net work to maximize the benefits.

III. ACTION PLAN:

- 1) Aggressive publicity shall be carried out by the regions to enroll new ATB agents
- 2) Target given to the region for enrolling new agents shall be distributed to the depots basing on the operation of long distance services and potential of the place.
- 3) Enrollment of new ATB agents and individual performance of agents in sale of seats under BARAT and sale of marketing products shall be made as one of the agenda items in the periodical review meetings at all levels
- 4) The services of CRC shall be utilized in augmenting the ATB agent net work in the depot jurisdiction
- 5) The co-operation of the staff in identifying various potential business outlets shall be taken in true spirit
- 6) Special drives must be undertaken every month to reach the target in enrolling new agents
- 7) Latest instructions and literature, brochures pertaining to various marketing products shall be supplied to the ATB agents from time to time to enable them to explain about the schemes/products to the public in order to increase the sales
- 8) Individual performance of ATB agents shall be reviewed twice and once in a week by Traffic In-charge and Depot Manager respectively
- 9) DM shall conduct meeting of ATB agents once in a month
- 10) Dy.CTM/RM shall review the performance of individual ATB agents in the region once in a fortnight and shall communicate to the agents about their poor performance
- 11) Dy.CTMs and RMs shall review the performance of ATB agents during their inspections and visits to the depots
- 12) Enthusiastic and marketing savvy persons shall be encouraged to become ATB agents
- 13) A separate manuscript register shall be maintained to record the performance of ATB agents with details of No. of seats sold in every depot
- 14) Quarterly meeting with ATB agents shall be conducted at regional level and the minutes of the meeting shall be sent to corporate office within a week after completion of the meeting.
- 15) Other instructions and rates of commission to ATB agents communicated vide references cited will continue.
- 16) It should be ensured that all the ATB agents shall carryout their business with ACTIVE status unless they are barred as per circular instructions
- 17) As a promotional and motivational measure it is proposed to felicitate separately the ATB agents who have registered highest sale of seats under BARAT and highest sale of marketing products during the year 2012-13 at regional(1st only), zonal(1st & 2nd only) and corporate level(1st,2nd and 3rd only) with commendation letters by the Regional Manager, Executive Director (Zone) and Vice Chairman & Managing Director respectively. This has to be publicized well among all the ATB agents to infuse a competitive spirit among them.

18) A thorough professional approach has to be exercised while dealing with ATB agents treating them as business partners of the corporation

Therefore, RMs are once again advised to enroll more number of ATB agents to reach the targets fixed to the regions to increase the sale of seats under BARAT by ATB agents to increase the market share of corporation in the long distance services market duly competing well the private operators and to increase the sale of Marketing Products by ATB agents to increase revenue and O.R.

Please note that the performance in enrolling new ATB agents against the targets and growth in sale of seats and marketing products by individual agents will be monitored closely by the Corporate Office.


**VICE CHAIRMAN &
MANAGING DIRECTOR**

**To
All Regional Managers**

Copy to:

The Director (V&S), FA& CAO, ED (O, MIS & AM), ED (E, IT & HRD), ED (Medical) & Secretary to Corporation & ED (A & P) for information.

All EDs of Zones for information and necessary action.

All HODs for information.

All Dy. CTMs, DVMs, Dy. CAO/AOs for information and necessary action.

All DMs, ATMs of Bus stations for information and necessary action.

All traffic In-charges and BSMs for necessary action.