GOVERNMENT OF INDIA (BHARAT SARKAR)
MINISTRY OF RAILWAYS (RAIL MANTRALAYA)
(RAILWAY BOARD)

NO. 2018/PG/18/All-India Helpline   New Delhi, dated 25.08.2020

PCCMs/All Indian Railways
CMD/IRCTC & MD/CRIS

Sub: <u>Extending support of 139 for Freight and Parcel marketing- Protocol reg.</u>

Ref: NO. 2018/PG/18/All-India Helpline dt. 21.08.2020

In view of the ongoing thrust on promoting freight and parcel traffic, it has been decided to have a single All-India contact number. Accordingly, RailMadad Helpline 139, Option 6, with the caption "Freight and Parcel Queries" will be dedicated for this purpose. Upon Dialling 139, And pressing 6, the call would be diverted to 139 call-centre executive. In continuation of my letter of even number dt. 21.08.2020, detailed protocol for Divisions, IRCTC & CRIS is enclosed as Annexure 'A'.

The Beta Version of the scheme is already launched. Upgrade will be available shortly.

Debaraj Panda
Adviser Commercial
Railway Board

Copy to: AGMs for kind information

(D/A as above)

Protocol for IRCTC call-centre

a. On pressing 139/6, the call made to 139 would be transferred to call-centre agent. (Accident Assistance, which is at Option 6 at present, would be shifted to Option 1 of IVR, along with medical and security emergency).

b. The agent would talk to the caller and ascertain the nature of call, i.e. whether it is regarding freight or parcel inquiry.

c. There is a likelihood that many calls received on 139/6 may be in the nature of grievance, mostly pertaining to *parcel not delivered*. Such grievances should be registered under 'Station' mode, 'luggage/parcel' category and appropriate sub-category. If it is a freight complaint, then accordingly it should be registered under 'Station' mode, 'goods' category and appropriate sub-category, in RailMadad.

d. All freight and parcel inquiries should be logged under 'Station' mode, 'goods' or 'luggage/parcel' category and sub-categories 'Freight-Facilitation' & 'Parcel – Facilitation', respectively. For faster analysis of queries – The agents should prefix query description with 'PFQ' (for Parcel Facilitation Queries) & 'FFQ' (for Freight Facilitation Queries)

e. The agent should take down all details of the caller – namely, name, mobile number, nature of query, commodity name, station – origin-destination, or any other details that the caller provides.

f. After noting the details in RailMadad, and if call is received between 1000-1800hrs, then the agent would transfer the call to the NR (non-receipt) cell of the concerned Division.

g. While transferring the call to the NR cell staff, the agent would also tell him the RRN (RailMadad Reference Number) of registered query, so that NR cell person does not ask the caller for the same details again.

h. If the call is received outside of office hours (1000-1800hrs), then 139 agents would register the query in RailMadad, and intimate the caller that he would get a response within three-four hours.

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Protocol for Divisions

a. Sr. DCM should post a commercial staff who is courteous and well-informed about parcel and freight issues to man NR-cell phone. This person should also know about RailMadad working. He should be provided with a landline number, if not provided already. He should also have access to FOIS, ICMS & RailMadad systems. Manning of NR-cell phone would be done in office hours from 1000-1800 hrs on all days.

b. For meaningful analysis of queries received and their response, Sr. DCM should nominate an ACM for monitoring these queries/proposals.

c. Sr. DCM should create RailMadad non-generic IDs for ACM and NR cell staff.

d. NR cell person should freely share the name and contact details of ACM with the caller, through 'Interim Message' (see G below).

e. NR cell person should not close any query without the approval of ACM, which can be taken telephonically also.

f. Between 1000-1800hrs, relevant parcel/freight calls, would be transferred to NR Cell of the concerned Division, by 139 agents. Ordinarily, all details of caller and the nature of call (captured by call-centre agent), would be available on RailMadad Dashboard. Hence NR cell staff should not ask the caller for the same details which have already been captured by call-centre agent on RailMadad Dashboard.

g. In case NR cell staff gets any extra information from the caller, he should record him as "Interim Message", so that the same goes to the caller for confirmation.

h. If the query pertains to another division, then the same should be forwarded to NR cell of the concerned division.

i. All queries should be answered within 3 hrs (SLA1). If not done, they would be escalated to SR DCM, and after 24 hrs (SLA 2), to ADRM.

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Protocol for CRIS:

1. CRIS should add new sub-categories – 'Parcel Facilitation' & 'Freight Facilitation'- under categories 'Luggage/Parcel' & 'Goods', respectively, under 'Station' mode. These categories should precede 'Others' sub-category (i.e. 'Others' should be the last sub-category in both the above categories). This change should be carried out in all RailMadad interfaces.

2. Accordingly, changes should be made in MIS reports.

3. The first recipient for 'Parcel Facilitation' & 'Freight Facilitation' queries should be NR Cell of the concerned Division.

4. The forms for Parcel Facilitation & Freight Facilitation would capture the following fields:

- Caller's Name
- Stations (Dropdown): From – To
- Approx. Volume
- Commodity – Dropdown list (enclosure)

The query would go to the Division of the 'From' station.

5. For this, CRIS should create NR cell IDs for all the Divisions in the format: nrcell_nr_dli, or nrcell_wr_brc.

6. There would be a separate MIS for Parcel & Freight queries.

7. **CRIS should work on two-way communication between NR cell and the caller. This work should be done, pending Nivaran work. As this feature would also be included in NIVARAN, hence deadline for NIVARAN on account of this feature in RailMadad would not be affected.**

8. Till the time, the two-way communication facility is developed in RailMadad, Divisions would be using 'Interim Message' facility to record any other information gathered from the caller.

9. Since RailMadad captures inquiries, suggestions & grievances, hence the term 'CRN' – complaint reference number should be replaced by 'RRN' – RailMadad Reference Number. Accordingly, the message should be changed as following:

On Registration: "Thank you for contacting us. Your RailMadad Reference Number is XXXXX. You can track your complaint/query on https://railmadad.indianrailways.gov.in/madad/final/home.jsp"

Interim Reply: Your RailMadad Reference Number XXXXX is under process: 'Remarks from Division')

On Closure: Your RailMadad Reference Number XXXXX has been closed. Please check closing remarks and give your valuable feedback on https://railmadad.indianrailways.gov.in/madad/feedback.jsp?id=XXXXX.

10. It is desired that a separate tab for Parcel/Freight queries should be introduced on the front page of RailMadad, on pressing which a person should be taken straight to parcel/freight query, without any extra navigation. As this may take more time, hence this work may be done after the NIVARAN portal work.

11. List of Parcel and freight Commodities is enclosed.

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