



No. C/CR/UTS/Mobile Ticketing/2019

6th November, 2022

Divisional Railway Managers,
SC, HYB, BZA, GTL, GNT & NED

Sub: Enhancing the share of "UTS" mobile app in unreserved ticketing – Public awareness campaigns and special measures – Reg.

Ref: This office letter of even No. dated 20/04/2022.

Attention is invited to the reference cited wherein the Divisions have been requested to monitor the level of adoption of "UTS" mobile app by the passengers and initiate necessary measures to further enhance the patronage of this app.

On an analysis of the share of "UTS" mobile app in unreserved ticketing for the period April – Oct, 2022, it is noted that though there is a gradual improvement in the % share in the no. of passengers, the share of this app in the no. of tickets issued continues to be low.

Division-wise share of "UTS" mobile app in unreserved ticketing for the period April – Oct, 2022 is shown below:

DIV	For the period April – Oct, 2022		
	% Share of UTS mobile app in unreserved ticketing		
	No. of tickets	No. of passengers	Revenue
GTL	1.72	10.91	2.12
NED	1.02	9.84	1.54
BZA	2.20	11.69	2.48
HYB	2.06	10.92	2.50
GNT	2.09	10.68	2.61
SC	2.48	10.77	2.88
TOTAL	2.07	10.88	2.45

It may be appreciated that there is immense potential for further scaling up the share of this app in unreserved ticketing on SCR. It will be beneficial to the passengers as it offers the most convenient and economical way of ticketing. Enhanced share of "UTS" app can significantly reduce the work load on the ticket booking counters and minimize the queue length/waiting time during peak hours.

Necessary immediate action may be initiated to further enhance the utilization of this app to achieve the near term target of 18% share in the no. of passengers and 8% share in the no. of tickets issued by the end of March, 2023.

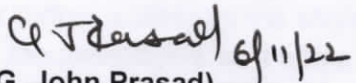
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The focus should now be shifted from season ticket holders to single journey passengers. Our efforts should be aimed at attracting a large chunk of single journey passengers to "UTS" app for meeting their ticketing needs. Massive publicity/public awareness campaigns on utilizing this app are required to spread its adoption fast. Various designs of the publicity material and jingles/short films have already been shared with the Divisions.

Some of the measures to be taken in this connection are listed below:

- i) Advising all ticketing staff, TTEs and the supervisors concerned to download and have thorough knowledge of "UTS" mobile app, so that they can effectively promote the use of this app and encourage the passengers to adopt this app in an effective manner.
- ii) Conducting regional seminars at major passenger-intensive stations to spread awareness among the staff/Public.
- iii) Organizing special public awareness campaigns at Stations by displaying standees/posters/banners; distributing pamphlets; and setting up special helpdesks at major stations.
- iv) Ensuring station specific QR codes related to "UTS" app are displayed conspicuously in the booking area.
- v) Launching publicity through special news stories in local newspapers and cable TV channels; broadcasting jingles/announcements in local PA Systems; and telecasting the short films over the CCTV network at Stations.
- vi) Canvassing by the commercial supervisors and ticket checking staff about the utility of "UTS" app during peak hours at stations and also in popular passenger trains.
- vii) Engaging the services of volunteers from the local NGOs, NCC/NSS/Scouts & Guides units of major educational institutions to interact with the passengers and explain about the utility of this app, as a social service measure.

It is requested to initiate focussed action on priority on enhancing the adoption of "UTS" app, especially by single journey passengers in unreserved segment. The progress on this subject may closely be reviewed to achieve the set internal targets.


(G. John Prasad)

Principal Chief Commercial Manager

C/- Sr.DCMs/SC, HYB, BZA, GTL, GNT & NED for information & necessary action.

C/- CPRO/SC for launching a special Publicity drive on "UTS" mobile app through various Media.

C/- CCM/PS for information.