



# जर्नीज

# JOURNEYS

AUGUST | 2014

Energising Dealers & Distributors



**Every PAL is precious to BPCL. Be it a moment or a friend.**



**RETAIL SPECIAL**



**Pramod Sharma, ED(Retail)**

...One day in the  
near future we will  
be known as the  
best customer caring  
company amongst  
Oil Marketing  
Companies.

Dear Partner,

It gives me great pleasure to address you through Journeys. This is my first communication through your journal and at the outset I would like to acknowledge the wonderful support you have been giving Bharat Petroleum. I have full faith that this bond will continue to grow stronger for BPCL.

My note comes to you at a time when a sea change is soon to engulf the Petroleum Industry. Competition is set to increase by the day and brand new products will soon be here to change the dynamics of Petroleum Retailing totally. But I firmly believe the one thing that will remain constant at all times is Pure Customer Service. As we have seen time and again, superlative customer care and service can keep any challenge at bay.

It's an open secret today that Oil Marketing Companies are challenging our core competence in Urban Markets as well as our benchmarks in customer services. Thought leadership, superior technology and ambience at Retail Outlets are critical offerings that set apart Bharat Petroleum from others and these are the key factors that keep us one notch ahead of competition.

As a direct outcome of the softening of international crude prices and appreciation of the Indian Rupee, our country, for the first time in eight years, witnessed an over recovery in Diesel Pricing. This has also initiated deregulation of HSD pricing by the Government of India. Private players have been quick to sense these reforms and have already moved into the action mode as seen from the revival of closed fuel stations.

Competition is constant as far as marketing is concerned and facing it innovatively is an art. Bharat Petroleum's Project PAL is a mission to demystify myths and close all gaps to stay ahead of competition. The word PAL is a combination of the first letters of Bharat Petroleum's benchmarked services of **Pure For Sure (PFS), Automation and Loyalty**; and the Project is a mission with the sole objective of reinvigorating the RO network through a well developed monitoring mechanism.

You would agree that Bharat Petroleum's Services, Automation and loyalty offerings are time, acceptance and competition tested. We enjoy an unbeatable lead in terms of our robust automation offering as well as significant customers' patronage of our loyalty card offerings. Moving to the next level, we will now focus on 100 % implementation of automation features along with consistent communication of services measures at the forecourt by the DSMs.

What has defined Bharat Petroleum's strategic lead all through has been in the "through put per RO" that we constantly achieve through non replicable service orientation, unparalleled automation standards and highly impressive retail outlets. In addition to our persistence in maintaining the RVIs, I also acknowledge the support given by you in maintaining that sacredly.

# ED's Message



I am of the firm view that with improved service offerings in the Retail Outlet, we can increase our leadership position in MS and more particularly in urban market. With the kind of revolutions taking place in customer retention and brand recall, it is important to transform the RO into a happening place with multiple activities and customer enrichment offers. The energy of the RO, I am sure, can be doubled with its smart look, staff and services.

Our Highway ROs branded as OSTs (GHAR) and Highway Star are in Leadership position on important National Highways. They should focus at garnering the HSD sales. We need to continuously focus on offering our SmartFleet offerings and business solutions all through their Journey.

Project PAL aims at rediscovering all these. Along with Project PAL, therefore, we also understand that it is important for us to adopt a combination of hardware and human centric solutions, to sustain leadership. We are looking forward to REVIVE as many closed and defunct ROs, RECONNECT with dealers network thru extensive field visit and focused group meeting to ensure that even small pending issues are addressed thru positive and time bound action, REMODEL the ROs aggressively by giving a hard and deep look at all the facilities, REINFORCE PFS, Automation and Loyalty thru earnest implementation of the "PROJECT PAL", REACTIVATE the broad functional aspects of QSRO & SDCV concept and to RETRAIN the DSMs on service standards with an acute positive approach.

You are our leaders, who lead from the front and we want to support you, keep you fighting fit at all times and equip you with tools and technologies required to counter hyper competition. Please feel free to talk about your concerns and requirements to our Field Officers when they come over for the quality field visits. They will adopt a solution centric approach to liaise with all concerned on your behalf to resolve pending grievances.

Before I sign off, I would like to share a dream that is very close to my heart.

I have a dream, a dream that we consciously move away from a "Product" and a "Facility driven" company to a "Service obsessed" company and the products that we sell get wrapped with "Care and Services" that we promise to the end customer. I firmly believe that if we follow current global trends in Customer Service practices, like Leveraging Service for revenue growth, Integrating Customer touch points, Driving in more customer-centricity, Creating high-performance operations and Enhancing Cleanliness standards, one day in the near future we will be known as the best "Customer Caring Company amongst Oil Marketing Companies."

And undoubtedly in our kind of sector, it is imperative for us to integrate brand, products, and services to deliver a coherent and wholesome experience to customers. An experience so enriching, that they love to choose Bharat Petroleum, always. Let's march together to deliver that promise of "Pure Service."

Warm Regards,

  
Pramod Sharma

**In our kind of sector, we must integrate brand, products, and services to deliver a coherent experience to customers. An experience so enriching, that they love to choose BPCL first.**

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**Up Next**

**LPG SPECIAL**  
**All New DBTL**

## This issue



#### Retail Special

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*My story*  
Share it right here!

Every story has a reason to be heard. The most simple one being that it's a story! Send us your stories, funny anecdotes at work; saving or life changing incidents that inspired your customer or even how a customer brought happiness to you! Interesting ones would be shared in Journeys and you would receive an exclusive gift voucher for your genuine and exclusive creativity!

#### What you must ensure:

- ◆ Original stories from your life or what you have witnessed
- ◆ Language : Hindi or English
- ◆ Word count : 1000 (Max)
- ◆ Interesting images (At least 2 MB)

**How to send :** Type and send your story with Photograph, Contact Details & CC number.

**Post to:** Editor-Journeys, Bharat Petroleum Corporation Ltd, Bharat Bhavan-1, Currimbhoy Road, Ballard Estate, Mumbai 400001

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**Please note manuscripts will not be considered**

## EDITORIAL

### Every PAL is precious

*Journeys* is very happy to bring you an issue that speaks entirely about customer moments to cherish and nourish.

Our theme this month is “Every PAL is precious, be it a moment or a friend” of BPCL. The story line has been chosen to gel with Project PAL, that’s being taken out by Retail SBU, and which is a dedicated effort to leave no stone unturned for ensuring best of services. With tacit changes in the Petroleum scene up ahead, most importantly the deregulation of HSD prices and the evident energy among private players, the wake-up signal for us is to brush up, shine and deliver. Project PAL, focuses on *PFS, Automation and Loyalty* to deliver and delight our customers.



#### Echo it

**It is important to transform the RO into a happening place with multiple activities and customer enrichment offers. The energy of the RO can be doubled with its smart look, staff and services.**

- Pramod Sharma  
ED(Retail)

While that is going on offline on the field, don’t miss the waves being created by BPCL online, in the social media. We have active conversations going on everyday with customers - happy, sad, infuriated and frustrated customers. The conversations are live, ticking and eye opening too. If you still have not opened your window to BPCL on the World Wide Web, well we must say it’s high time you did, to know what your customers think about you. Be heard and listen too! From this edition we are bringing you an entirely new page on online stories along with various other opportunities and contests to stay connected.

The connect is very clear therefore. What we *deliver offline* on the field, is what our customers share as instant *online testimonies*. The separating line between the real and virtual world has narrowed down so much that we just can’t afford to overlook it. In fact, it suffices to say, the divide no longer exists.

Please don’t miss the excitement in *Journeys* or online! Because every PAL is precious!



Warm regards  
Team Journeys



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## Bharat Petroleum adjudged “Best Performing” Navratna PSU by India Today

**Mr. KK Gupta, Director (Marketing), with the excellence award for BPCL**

**B**harat Petroleum has been recognized by the India Today Group as the BEST PERFORMING PSU among the Navratnas that have powered the Nation’s growth. One of the most prestigious awards, this award attains utmost relevance as it is the culmination of a Nation-wide study on the country’s best performing Public Sector Undertakings, who are contributing the most towards Nation building. Most befittingly, BPCL has been adjudged the winner for the consistent performance during the last three years.

In the first ever comprehensive survey of Indian Public Sector Undertakings, published recently, India Today evaluated the PSUs across four segments - Maharatna, Navratna, Miniratna and other PSUs - under eight categories. The survey offers a rare insight into the functioning of Indian PSUs and its contribution towards our Nation. Bharat Petroleum was adjudged as the Best Performing PSU among the Navratnas in these categories that were established considering various core dimensions of growth, strategy, performance and competitiveness of a PSU.

On behalf of BPCL, Mr. K. K. Gupta, Director (Marketing), received the award from Union Minister for Consumer Affairs, Food and Public Distribution Ram Vilas Paswan in the presence of Mr. Shekhar Gupta, Editor -in-Chief & Vice Chairman, India Today Group and Mr. Abhay Kumar, CMD, Grihapravesha Buildteck at the India Today Group PSU Awards in New Delhi on 21st August, 2014.

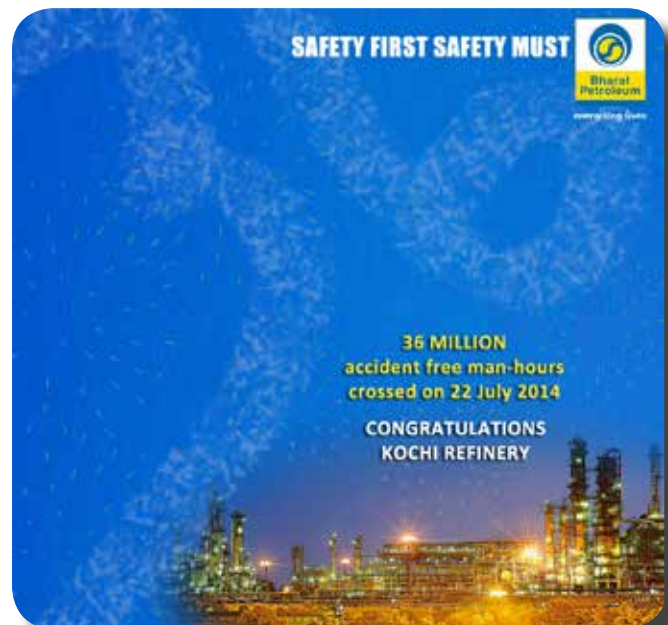
The award is in close succession to other accolades that Bharat Petroleum was recently decorated with, like the “Star PSU Award”, the “PSE Excellence Award” in the Maharatna and Navratna category and the “World Petroleum Council Award for Excellence in CSR”, to name a few.

In his congratulatory note to BPCL employees, Director (Marketing) expressed that each award propels BPCL to perform stronger, better and also raise the bar of excellence to the next level and that, “this achievement was made possible only through the stupendous efforts and team spirit in achieving not only the goals of the organisation but also the vision co-created by all of us to energise a billion lives in more ways than one.”

## BPCL bags IIIE Performance Excellence Award

**I**ndian Institution of Industrial Engineering (IIIE) conferred the Performance Excellence Award 2013 in the Platinum Category (Organization in the Energy Sector) on Bharat Petroleum Corporation Limited. On behalf of BPCL, Mr. B.P. Singh, GM i/c Planning and Infrastructure received the award from Padmabhushan Dr. Sivathanu Pillai, CEO & MD, BrahMos Aerospace at the IIIE 18th CEOs Conference held in Lonavala, near Mumbai on 4 July 2014.

Over the years, the discipline of Industrial engineering has gained wide acceptance and recognition as a distinct profession in India. The IIIE that has instituted this award is the national body for the advancement of the IE profession in India.



## Hon'ble Minister P&NG meets Industry Members

Mr. Dharmendra Pradhan, Hon'ble Minister of State, (Independent Charge), Ministry of Petroleum & Natural Gas, met Industry members and officials of Oil Companies at the Meet organized in Pune on 12 July 2014.

Mr. A.L. Krishnan, SLC, Maharashtra welcomed the Hon'ble Minister and in his presentation gave an overview of the infrastructure, sales, current / incoming projects etc in respect of the Oil Companies in Maharashtra. Some of the issues being faced by the industry members like Octroi and LBT also came up for discussions during the meeting.

The Hon Minister in his address spoke about the gradual HSD deregulation and the need for the Oil Companies to gear up for facing the challenges in the emerging scenario. He also advised the Oil Companies to maximize the penetration of domestic LPG in Pune and simultaneously expand the PNG (Piped Natural Gas) network in coordination with MNGL. He also advised the Oil Industry to work towards hassle free and friendly LPG refill delivery system.



The meeting concluded with a vote of thanks by Mr. M.M.Khan, Senior Manager, SLC Maharashtra. The program was coordinated by SLC Maharashtra Office with active and valuable support from TM (Retail) Pune, BPCL and his team who put in tireless efforts to meet deadlines at such short notice.

## Joint Secretary (R) launches Vigilance Portal

We need to ensure functioning with transparency and good corporate governance," averred Mr. R.K. Singh, Joint Secretary (Refineries), MOP&NG, Government of India, at the launch of the Vigilance Portal in BPCL. C&MD, Mr. S. Varadarajan echoed his sentiments, stating that governance is critical for an organization and it is vital that we adhere to guidelines while meeting business needs.

The Vigilance Portal was launched on 3rd July, 2014 in the presence of Mr. Manoj Pant, our CVO, Ms. Madhu Sagar, GM (Vigilance), Mr. S. Ramesh, ED (PR, Brand & NI), Mr. R.P. Natekar, ED (I&C), Mr. Ramesh Nair, GM (HRS) and officials from the Vigilance team and other departments.

The website has the objective of creating awareness on good governance, sharing knowledge on ethical practices and proactive vigilance and connecting with all the employees. Apart from showcasing various award winning slogans and a wide range of activities conducted during Vigilance Awareness Week, a large number of interesting case studies have also been shared, to provide a glimpse of frauds and corruption worldwide. These can serve as reference points for people to report on cases in future.

On the auspicious occasion, Mr. R.K. Singh also launched the e-magazine from the Vigilance stable - "Soch" - which promises to provide food for thought. 'Soch' will be an important communication channel where interesting articles and case studies will be published on a quarterly basis.

With these two communication channels, Vigilance hopes to reach out to everyone and make a difference. Participative vigilance is the way ahead.

Mr. RK Singh, JS(R), MoP&NG, views the Vigilance Portal along with CVO, Mr. Manoj Pant, Mr. S Ramesh, ED(Brand, PR & NI), Mr. Ramesh Nair, GM (HRS), Ms. Madhu Sagar, GM(Vigilance) and others



## Director Marketing inaugurates HSSE Meet

While inaugurating the Location based HSSE Role holders Meet – Southern Region, Mr. K.K. Gupta, Director (M) exhorted all to adopt best practices in operations and technology. He emphasized that each of our locations should become world class. The meet was organized at Chennai on 25th & 26th July, 2014 wherein 47 HSSE role holders from Retail, Aviation, LPG & Lubricants participated.

After the welcome address by Mr. P.K Raghunathan, RLM, South, Mr. Pramod Sharma, ED (Retail) shared the data on accidents. Mr. P.C. Srivastava, ED HSSE, stated that there should be zero tolerance on safety. Sharing accident statistics, he said that the rate of accidents is higher in India and training programs play a major role in accident reduction.

The meet started with the Regional presentations on Significant Audit finding, DCMP Fire drill deficiencies & Near Miss/ Root cause analysis recorded and systemic improvements made during the past one year followed by the presentations



Mr. KK Gupta, Director (Marketing) lights the inaugural lamp at the HSSE Meet

by Location HSSE role holders on Effective Maintenance Management etc. ED-OISD, Mr. Hirak Dutta made a presentation on Safety Management emphasizing 'How Safety can be achieved through effective operations & maintenance.'

## Go green for "IREP Green Belt" Project

Mr. B.K. Datta, Director (Refineries) gave the GO Green to the IREP Green Belt Project (Phase II) by planting a sapling at the Refinery main gate area on 13 August, 2014. Present on the occasion were Mr. Prasad K. Panicker, ED (KR), Mr. P Kumaraswamy, GM I/C (Projects), Mr. P.S. Ramachandran, GM (Project Units) and Mr. P.K. Thampi, DGM (Technical) I/C.

This phase has the ultimate objective of planting 20,000 trees as part of the ongoing IREP project. It involves greening and beautification of the existing refinery area with special focus on development of both sides of the road with decorative, flowering and fruit bearing plants.



## GAS signs MoU with BASF



In view of the increasing Natural Gas demand in the country, Gas SBU and Corporate R&D Centre (CRDC) have undertaken a joint developmental program on the Adsorbed Natural Gas (ANG) concept. This is a novel, cost effective, energy efficient, eco-friendly, safe technology for Natural Gas distribution for stationary and automotive applications by rolling out pre-filled gas canisters for Natural Gas distribution.

BPCL and BASF, USA signed an MoU on 4 August, 2014 at New Delhi, for joint development of an ANG platform in India, with an aim to leverage complementary strengths of the two Fortune Global 500 giants. The MoU was signed by Mr. I.S. Rao, ED (Gas) and Mr. Joseph Lynch, Global Director, Energy Storage Application, BASF, USA in the presence of Mr. V. Duggal, GM (Gas), Dr. P.S. Viswanathan (DGM-R&D) and CRDC & Gas teams. The developmental work will be jointly carried out by CRDC, Gas SBU and BASF teams.



## License Tracking System activated in Kochi Refinery

Mr. B.K. Datta, Director (Refineries) inaugurated the Licence Tracking System at Kochi Refinery on 24 June. This System is used for tracking Statutory Licenses, Calibration Certificates & Agreements which require periodic renewals. In this system, the licenses details of different departments are managed centrally. The system also generates automatic email notifications ahead of renewal dates of licenses which will help in the timely renewal of licenses. Mr. Prasad K. Panicker, ED (Kochi Refinery), Mr. C.K. Soman, GM (Operations), Mr. P.K. Suresh, GM (Finance), Mr. M.N. Neelakanton, GM (Advisory Engineering), Mr. P. S. Ramachandran, GM (Projects- Units) and other Senior officials were also present during the occasion.



## BPCL firms up term contract with ARAMCO

Saudi Arabia is the world's largest exporter of crude oil at around 7 million barrels per day. BPCL is the biggest importer of Saudi Grade of Crude oil in India. Hence relationship with Saudi Arabia is of prime importance for both BPCL and our country.

As approved by BPCL board, International Trade has finalized procurement of 4.6 MMT of Saudi Arabian grades of crude oil (Arab Extra Light, Arab Light, Arab Heavy, Arab Medium,) under term contract for 2014-15. International Trade also

facilitated renewing the term contract for enhanced volume of 3.25 MMT from 2.5 MMT of Saudi Arabian Grades of Crude oil (Arab Light, Arab Heavy) for our joint venture refinery BORL for 2014-15.

Accordingly, a high level delegation headed by Mr. B K Datta, our Director ( R ) accompanied by Dr. B.K.Das MD (BORL), Mr. R.K. Mehra ED (IT) and Mr. T.V.Viswanath Ch. Manager (IT) visited Saudi Arabia between 08 - 10 of June 2014 for firming up the term contract and hold discussions of mutual interest. The delegation held meetings with M/s Saudi Aramco at their office in Dhahran and also visited Rastanura terminal, the world's biggest Crude oil export terminal.

### Quick bytes



**International Trade** finalizes procurement of 4.6 MMT of Saudi Arabian grades of crude oil (Arab Extra Light, Arab Light, Arab Heavy, Arab Medium,) under term contract for 2014-15. Term contract for enhanced volume of 3.25 MMT from 2.5 MMT of Saudi Arabian Grades of Crude oil (Arab Light, Arab Heavy) for our joint venture refinery BORL for 2014-15 was also been renewed during 8-10 June 2014. Mr.BK Datta, Director (Refineries) led the BPCL delegation that included Dr.BK Das, MD (BORL) and Mr.R.K. Mehra, ED(IT).



**Burns Unit donated** by BPCL at Govt. Medical College, Ernakulam was inaugurated by Mr. V.S Sivakumar, Hon'ble Minister for Health, Govt. of Kerala. Also present at the function on 28 June were Mr. VK Ebrahim Kunju, Hon'ble Minister for Public Works, Govt of Kerala. Mr. Prasad K Panicker, ED (Kochi Refinery) and Mr. S Somasekhar, DGM (HR) I/c. The Burns Unit is the first of its kind in Ernakulam and nearby Districts. With a hydro therapy tub and special beds for patients, the unit will be part of the surgery department with a plastic surgeon on board. An operation theatre and ventilator facility is also part of the unit. The unit would be very beneficial to the burn victims in the industrial capital City as well as nearby areas.

## Innovators dazzle at NR Achievers' meet

The entire Delhi Territory's Dealer network along with the Retail & Lubes Territory Teams celebrated "Achievers Award Nite 2013-14" on the glittering evening of 3 July 2014. It was a celebration of the journey of success through hard work, innovation and persistence for excellence.

The Grand achiever award was bagged by M/s Matta Automobiles for the 3rd consecutive year. Mr. Matta and family received the trophy from Mr. Pramod Sharma, Executive Director (Retail) and his wife.

Earlier, in his address, Mr. Pramod Sharma elaborated the importance of taking care of the DSMs who are the main link of our Business & Brand with customers. He conveyed his message of differentiating BPCL ROs thru exemplary Customer Service Standards by beautifully explaining how Mumbai's Taj Hotel staff responded to the call of duty by putting Customers' Safety & Security above their own lives and exhibited the true Customer Service during the 2008 attacks. He also appealed to all the dealers to ensure inclusive growth for sustenance.

At the start, Capt. Shankar N Karajagi, Territory Manager Retail, Delhi gave the highlights of Delhi Retail Territory's performance during 2013-14. Mr. T. Peethambaran, Head Retail North and Mr. Inderjit Singh, Regional Mgr Lubes North also spoke.

Awards were presented to the most "Innovative Marketers" who had excelled in various Customer Connect Initiatives throughout the year such as Grahak Utsav, Transporters Meet,



**Grand achiever award to M/s Matta Automobiles for the 3rd consecutive year**

Taxi and Tour Operators Meet, Mechanics Meet, One Day Wonder and Customer Connect schemes, which had played a pivotal role in enhancing the fuel sales.

It was followed by award presentation to the biggest achievers among the dealer network under various verticals such as Allied Retail Business, Loyalty, Lubricants, CNG, PFS- Platinum, Automation, MS & HSD. The event was a celebration clubbed with thanksgiving event to all the spouses of the dealers for silently supporting and backing the business partners to achieve the set goals. Mr. Rajnish Verma, TM Lubes proposed the vote of thanks and the event ended on a high note with cheers all around which displayed the re-energized determination and the will to excel in 2014-15

## Collaboration is the key

On 13th August, 2014 inter-SBU camaraderie and co-operation between I&C and Retail was celebrated with aplomb. An I&C customer needed 700 MT of bonded FO 380 to be loaded in a single day for a foreign-going vessel at Kandla. The timing was of utmost importance as any delay would incur demurrage. The problems were further compounded by the limited number of tank trucks available at Kandla for such a movement, requiring one tanker to be filled more than once during the day.

Kudos to the Kandla team who, under the leadership of Mr. Vineet Bhutani, Mgr Ops (I/C), Retail started operations at 6.30 in the morning and continued till late night to ensure that the required quantity was indeed made available. Such a landmark and focused display of customer loyalty has been rare and each and every member of Kandla Installation, i.e. M/s. Bhutani, Hemant Rathod, Ashish Kumar, C. Prakash

Ram, Vijay Singhan and Raghuram, deserve a salute. The Installation guys were ably assisted by AM (Indl) Rajkot, Mr. Arvind Goel, who co-ordinated the activities between the Installation, customer and transporters consistently throughout the day.

The incident was commemorated by cutting of a cake by Mr. R.P. Natekar, ED (I&C), Mr. K.S. Shankaran, DGM (Logistics), I&C and Mr. Amit Garg, TM (Indl), Ahmedabad. Mr. Bhutani apprised all of the history of the Installation and Kutch district. Mr. Vijay Shingan, AM Ops (Retail) gave an overview of Kandla Installation, which was once known as the 'Mecca of Operations' in BPCL. ED (I&C) appreciated the performance of the Kandla Team and complimented them for excellent housekeeping and cleanliness, despite some major projects in progress. The operation carried out would certainly make the customer think about 'BPCL First' throughout his requirements.



## C&MD's visit energises Team Ahmedabad

Mr. S. Varadarajan, C&MD and Director (Marketing), Mr. K.K. Gupta visited Ahmedabad recently, to the delight of the staff there. Mr. Prakash V. Ghorpade, State Coordinator, Gujarat extended a warm welcome. Then, Regional Head (Retail), West, Mr. P.S. Ravi gave a brief background on the various initiatives being taken by Retail in strengthening market share.

C&MD apprised the team on BPCL's global expansion programme, from exploration in Mozambique and Brazil to setting up of an office in Singapore; opportunities available in the near future, deregulation and setting the goal of making BPCL a Maharatna PSU. He also emphasized on safety, which must be maintained at all times at all levels.

Director (M) emphasized the need for BPCL's presence on global platforms, the urgency of retaining market share by keeping the existing customers happy and also expanding our reach to touch their lives, and the 'BPCL First' initiative to ensure this. I&C, Lubes, LPG and Aviation SBUs also presented their performance.

### News bytes



**Compendium of Retail Policies** was released by Mr. Pramod Sharma, ED (Retail) on 19 July, 2014 at Noida Regional Office. The CD covers all policies which are referred to day in and day out by the Retail warriors in the field and in the back office. Topics included are 1) Back to Basics for Sales Officers 2) COCO guidelines 3) Compendium of ARB Circulars and Guidelines 4) MDG 5) PFS Manuals 6) Manual for Selection of Dealers for Regular and Rural Outlets. ED-Retail complimented the efforts put in by the NR team in collating the valuable CD.



**"Pre-Monsoon Vehicle Mega Health Check-up Camp"** at BPCL Kota TOP for 4 consecutive days from 21.07.2014 to 24.07.2014 for POL tank lorries.

It was launched by Mr. Rajeev Jaiswal, TM (Retail), Kota along with Mr. N. D. Agarwal, Sr. Manager Ops. I/C, Retail, Kota in the presence of Kota Ops team and a huge gathering of PCV crew.



**Journeys Survey** Turn to page 36 to jot down your thoughts, views and valuable suggestions for making Journeys your prized infotainer.

### FUELLING SKIES

## AeroLogic Refuelled at Chennai



The dynamic Aviation Team refuelled the maiden flight of the Cargo Airline, 'Aerologic' at Chennai Airport on 5 July, 2014. Aerologic is one of BPCL's contracted scheduled customers who have extended their business by operating a new flight at Chennai after Mumbai & Delhi. This inaugural flight was refueled with 95,100 liters within 30 minutes by placing a battery of Refuellers from both sides at a non-hydrant location. Mr. Marco Sperling, Station Manager AeroLogic (Chennai), Mr. Veeranna Chavdi, Lufthansa Ops head, Flight Captain and crew members of AeroLogic conveyed their gratitude to BPCL for exhibiting such high standards of service.

## Global recognition for Social Impact by Bharatgas

A small yet sensitive initiative of promoting solar lights in Beyond LPG Basket created a dramatic impact in 3 years period. The figures are like **4,297,000** lives empowered, **1,074,000** school aged children reached with solar lighting, **99,913,000** USD saved in energy related expenses, **986,380,000** productive hours created for working and studying, **386,000 tons** of CO2 offset and **4,127,000 kWh** generated from renewable energy sources.

The ultimate goal of development is to make a difference in quality of life. And that becomes special, when the difference is felt by the most deprived sections of the society with respect to the basic necessities, for them and for their children. By promoting LPG usage, LPG Business has been serving a very basic requirement of people, that is providing clean cooking fuel in every kitchen. This itself contributes to environmental protection by arresting deforestation, reduction of indoor pollution and ensuring better health of children and housewives.

Out of deep engagement with people's lives in remote areas and concern for their well-being, came the drive of promoting solar lanterns in villages through the 'Beyond LPG' initiative. Generating non conventional energy from solar panels and supplying through grids are capital intensive and high tech projects. But lanterns fixed with a small solar panel are cost effective, portable and affordable. LPG SBU took solar lighting devices of various sizes and for different purposes like solar street lights in its 'Beyond LPG' basket for last 3 years and promoted the products in a big way in rural areas. LPG



Mr. George Paul ( ED, LPG), Mr. Suresh Nair, DGM(Sales, WR) and Ms. Rema Menon, Chief Manager (Beyond LPG) HQ, receiving the Social Impact Award from India Head, D-lite

Territories in Bihar and UP have sold large numbers of solar torches, lanterns and solar street lights in remote areas, where electricity is not available. It provides an immense satisfaction to see that a humble lantern lights up the life and home of a family at nil recurring cost. LPG Distributors of Patna Territory have donated large numbers of such torches to their customers under project named 'Lighting Up the Village' (LUV). Number of villages in UP and Bihar have been the beneficiaries of this LUV project.

The scale and magnitude of this exercise was so large that Bharatgas featured in the list of top 5 global partners of the manufacturer of solar light 'd.light Design Inc', a San Francisco based company which is pioneering the use of solar devices world over. In 2014, 'd.light Inc' was named as a B-Corp "Best of the World" company, based on overall global impact on community, workers and environment. Certified B-Corp (Benefit Corporations) companies meet rigorous standards of social and environmental performance, accountability and transparency. D.light also invited BPCL to attend the global award ceremony in New York. In recognition of this pioneering partnership, d.light Inc awarded the *Social Impact Certificate* to BPCL. "Pursuing a noble cause of energising lives through an innovative business process gives us double joy, one for making a positive impact on many more lives and two, for taking the brand forward. We love to be the 'most loved brand', said Mr. George Paul, ED (LPG) who received the award on behalf of BPCL.

## DPT at Lalru LPG Plant

BPCL Chief Vigilance Officer, Mr. Manoj Pant (IFS), inaugurated the DPT facility at Lalru LPG Bottling Plant on 26 June 2014. He was very appreciative of the team for developing the Hydro Testing Unit inhouse and at a very low cost with scrap material. He also reviewed the security and safety systems at the Plant and discussed at length with the Plant officers.

While reviewing the performance of the Lalru LPG Plant, he appreciated the initiatives taken to enroll nearby villages for welfare of the community in/around plant. He emphasized that we should enroll children by organizing painting/essay competition on special occasions like Foundation Day, Vigilance Day, Environment Day and festivals. Mr. Pant was accompanied by Mr. D.N. Mathur - RLM NR, Mr.Indrajit Mazumdar, DGM (Vigilance) HQ and Mr. Shishir Kumar – Sr. Manager (Vigilance) Northern Region.



## Modified DBTL

The Modified DBTL scheme – launch on 15 November 2014 in 54 districts and in rest of the country by 1 January 2015

Direct Benefit Transfer of LPG Subsidy (DBTL) scheme earlier launched on 1st June 2013 had then finally covered 291 districts. In this scheme It required the consumer to have an Aadhaar number for availing LPG Subsidy. After a comprehensive review of the scheme and examining the difficulties faced by the consumer, the modified Direct Benefit transfer of LPG (DBTL) scheme is being re-launched in 54 districts on 15 November 2014 in the 1st Phase and in the rest of the country on 1 January 2015. Follow MORE DETAILS in next issue.

Visit [www.mylpg.in](http://www.mylpg.in)



## C&MD with Piyala LPG team

To remain the best and work towards excellence in operations, safety and delivering value for money to our esteemed customers, it is of utmost importance for all of us to put our hearts and minds together and keep learning and enjoying our work," said Mr. S Varadarajan, C&MD, BPCL. He was addressing the Piyala LPG and Retail team on his recent visit to Piyala LPG plant, which is the biggest bottling plant in the country and has recorded bottling of 1013 MTs in a single day, the highest and without overtime.

He emphasised on the importance of continuous learning from what we have done well and where we need to improve. He reminded that we had to gear up for the HSD regulation that would happen very soon and urged that we had to maintain our market share and also focus our efforts to increasing it. He also stressed on prompt refill deliveries and zero complacency.

"Safety First Safety Must" shall remain the watch-word, he added.

C&MD was given a very warm welcome to the Piyala LPG plant by Mr. D.N Mathur, RLM NR and Mr. Kailash Nath, Territory Manager (LPG) Piyala. He was accompanied by Mr.T. Peethambaran, DGM I/C Retail North. He visited the plant and also planted a sapling to mark the occasion of his visit.

C&MD took time to interact with the workmen and officers at the LPG filling station and also shared his observations on the sealing machine and quality control that was being undertaken before loading the cylinders on the trucks. TM (LPG) Piyala & TM (Retail) Rewari updated C&MD on the SBU activities. TC (LPG) Piyala detailed about the technological upgradation done inhouse in the plant.

## 5kg LPG, now also at Cuttack & Bhubaneswar

Bharat Petroleum has been venturing into the possibilities of Energizing Lives of the customers in various ways. Considering the needs of the emerging segment of young professionals in the IT / BPO sector and students, Bharat Petroleum Bhubaneswar has rolled out sales of 5 KG Free Trade LPG (FTL) Commercial Cylinder from its strategically located retail outlets in the twin Cities of Bhubaneswar and Cuttack.

The scheme, which was earlier launched at our COCO outlet BP- Bhubaneswar at Chandrasekharpur on 6th March 2014, has already conquered the kitchens of many of our new consumers. The roll out of the scheme was graced by Mr. George Paul

(Executive Director, LPG), Mr. Siddhartha Banerjee ( General Manager Retail East) and Mr. P K Ramanathan ( Regional Manager LPG), on 07 July 2014 at BPCL Retail Outlets M/s Rajdhani Service Station at Rajmahal Square and M/s SK & SF Rehaman at Rasulgah



Mr. George Paul ( ED, LPG), Mr. Siddhartha Banerjee, GM ( Retail East and Mr. P K Ramanathan ( Regional Manager LPG) at the 5kg LPG cylinder launch at BPCL Retail Outlets M/s Rajdhani Service Station at Rajmahal Square and M/s SK & SF Rehaman at Rasulgah



## All India Lubes Technical Meet at Goa



Emphasizing the need for building a stonger MAK brand, Mr. K.K.Gupta, Director (Marketing) urged Team MAK to focus on select sectors. He also aspired that Team MAK would perform as specialists and explore new strategies like converting base oil sales into value added sales or partner with CNG companies. Thinking ahead of times and delivering with devotion is the only way to grab the market share said Mr. Gupta who urged everyone to join the drive to taking BPCL to the Maharatna status.

Director (Marketing) was delivering the key note address at the 9th All India Lubes Technical Meet organized by Product and Application Development Department (P&AD - Lubes) in Goa during 5-7 June 2014. To mark the launch, Mr. K.K. Gupta lit the ceremonial lamp along with ED (Lubes), Mr. K.P. Chandy, Mktg. Mgr. (Lubes), Mr. Satrugan Rath and DGM (P&AD), Mr. K. Ravi. ED (Lubes) in his address emphasized on tapping all global and Indian OEMs to improve on brand value

and volumes, differentiating MAK through product quality to beat competition, focusing on developing synthetic products, improving after development service and imparting training to field staff.

During the meet successful case studies on Wartsila Gas Engine Oil, Steel Sector Lubricants, Sugar Mill Grease and Advantages of Proficiency Testing were presented. Industry experts from other organisations were also engaged to cover topics on automotive and industrial lubricants. Mr. Gupta also released the technical literature CD. The key objectives of the meet were to provide exposure to the technological developments in the field of Lubes and Greases, developments in Automotive and Industrial sector, provide a platform for effective networking of various groups / sections within the business and understanding the field perspectives on harnessing the strengths of P&AD. P&AD team, RTSMs, Direct TMs and delegates from Lubes HQ attended the meet.



## C&MD visits Wadilube Installation

Mr S Varadarajan, C&MD was given a very warm welcome to Wadilube Plant by ED (Lubes) Mr. K P Chandy, Plant Manager, Mr. S. K. Mahindroo and Head SCM Mr. V R Kharche on 16 June 2014. Appreciating the team spirit at Wadilube, C&MD complemented them on their contribution to the excellent performance of our company during 2013-14. He also urged them to continue the united performance to meet tougher challenges in the times ahead where business would a great shift in the HSD de-regulated scenario and more competition in the market. Any journey towards excellence requires us to benchmark best practices, engage in continuous learning and improvement and ensure a very strong commitment to safety and security, C&MD said.

## MAK at IGL Outlets

BPCL has entered into an MoU with Indraprastha Gas Limited (IGL) for marketing of MAK Lubricants at 115 IGL CNG Stations across Delhi and NCR. Delhi has huge potential of Gas Engine Oil and by bringing IGL in its fold, Delhi Reseller team has targeted to promote MAK GE along with coolants, brake oil and greases across all IGL outlets. Mr. KP Chandy launched the sale on 24 July, 2014, along with Mr. Narender Kumar, MD (IGL), in the presence of Mr. S. Rath, Marketing Manager (Lubes) and Mr. Rajesh Chaturvedi, Director (Commercial), IGL. To give the launch further impetus, a One Day Wonder activity was also conducted at IGL Station, Mahipalpur on the same day.





## SR Lubes Channel partners meet

Lubricants Bazaar Channel Partners Meet was organized by SR (Lubes) on 17th July '14. Executive Director (Lubes) Mr.K.P.Chandy inaugurated the meet that was convened to share market feedback and dynamics and to set the orientation and strategize the plan to promote MAK Lubricants in Bazaar Channel aggressively in 2014 - 2015.

Marketing Manager (Lubes) Mr. Satrughna Rath , and National Channel Manager (Lubes) Bazaar Mr.Pushp Kumar Nayyar and 66 high performing Channel partners of Bazaar Channel participated. RM (Lubes) SR, Mr.M.S.Ramamoorthy welcomed

the group and urged to focus on small pack ratio improvement, premium grade sales and need for the secondary sales activities and key grades sales. . A motivational video on "CELEBRATING THE SUCCESS" to set the tone for the program.

NCM Bazaar (Lubes) elaborated on the prevailing coupon scheme and also had a detailed interaction with the Channel partners for introduction of certain new grades and their potential. Marketing Manager (Lubes) urged PLDs to focus on New Generation Oils and plan network expansion in order to increase our market share in Bazaar Channel.

## Mega Lubes Retailers Meet at Hospet

A 2-Day Retailers' (Bazaar Counters) Mega Meet was organized by Belgaum Lubes Territory along with champion PLD, M/s Sri Venkateshwara Traders who had made elaborate arrangements for the residential meeting of Retailers in Vijayashree Heritage Village, an ethnic Rajasthani heritage resort in Hospet. The retailers also had the opportunity to visit Hampi, a world heritage site.

The mega meeting was organized to announce the results of a lucky draw scheme "MAK KA KAMAL SONA KA DHAMAL" that was run by Bellary PLD - M/s Sri Venkateshwara Traders for the months of February & March 2014 for the retailers in their area. More than 50 silver and gold coins together with 2 motor bikes were offered to the lucky winners.

ED (Lubes), Mr. K.P. Chandy, RM (Lubes) SR, Mr. M S Ramamoorthy, BDM(Lubes)SR, Mr. S Kannan and BCM(Lubes) SR, Mr. K S Kannan were present along with the Belgaum Lubes Territory team of Mr.Karun Krishnan, TM (Lubes) Belgaum, Mr. S.Ramachandra, Mr. S.Rajput and Mr, R.Chandra Sekhar.

More than 200 retailers from over 6 districts were part of this mega meet which started with a technical presentation , where details of the quality of our product and insights to the advantages of MAK's new products - MAK 4T NXT, MAK DZL Zenith, and MAK Trac Magic + were shared with the Retailers.

The lucky draw for the scheme was done in the evening by ED (Lubes), who handed over the keys of two Motorcycles to the lucky winners. During the function, major Retailers of the area who are with MAK for the last 10 years and also doing consistent volumes were felicitated. This was a major

recognition and a boost to the association and relationship of MAK with Retailers. Complimenting the consistent efforts of PLD M/s Sri Venkateshwara Traders, ED(Lubes) handed over a Memento in recognition of the PLDs 10 years of excellence.



**Lubes Activation camps in Eastern Region :** Even the poor weather could not discourage Eastern Region at the three day activation campaign at 24 COCOs/OSTSs from 17th – 19th July '14. MAK Lubes made its presence felt through the ROs and a total of 11.6 KLs was sold (5.6 KLs in small packs) during this period, with 4 COCOs crossing 1 KL mark. While BP Budge Budge had highest overall sales of 1235 ltrs, BP Purnea achieved the highest small pack sales of 765 ltrs.

Special attention to sales of Focus grades, Special scheme for best performing DSMs and the activation was accompanied with DSMs training by Patna team, fleet owner meets in small groups at few OSTs, Major transporters looped in for annual tie ups and crusher units in Ranchi also opting for tie-ups.

OSTS managers and the entire ER MAK team made the huge event a grand success.

# Every **PAL** is precious

**Be it a moment or a friend of BPCL**

Countless PALs (or moments as we say in Hindi) make life a journey to treasure. And similarly, many PALs make a friendship circle grow wider. For Bharat Petroleum, our mission is to transform each PAL, be it a customer or the BPCL moment in our customer's life into a precious one.

All our customer centric initiatives are for widening our network of happy customers. Yes, it is all directed to friends of BPCL, our dear customers, our PALs.

We are dedicated to making every PAL (every moment) a great experience for them at any fuelling point.

And that is why we have initiated Project PAL, a thoughtful combination of our services: **PFS, Automation and Loyalty.**

We believe, as Mahatma Gandhi said, "A customer is the most important visitor on our premises; he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so"

So we want to assure we give her/him the best every time she/he visits a Bharat Petroleum Outlet.

Read on to discover how BPCL Retail Team energizes the lives of Customers ....

The three Cs of Customer Service: Consistency, Consistency, Consistency. Consistency is the secret ingredient to making customers happy. A Customer's journey can span all elements of a company and include everything from buying a product to actually using it, having issues with a product that require resolution, or simply making the decision to use a service or product for the first time. We know that Customer Service is the Service provided to Customers before, during and after purchasing and using goods and services. Good Customer Service provides an experience that meets customer expectations. It produces satisfied customers. Bad Customer Service can generate complaints which may lead to customer defection to a competitor.

It is very important that a customer is treated properly and with extreme care. And the art of ensuring this is called Customer Service. Rising customer expectations continue to push businesses to improve the customer experience across all channels and network. Excellence in one encounter in one outlet is no longer sufficient; customers expect the same frictionless experience at all outlets. In a world where research suggests that fewer than 30 percent of customers trust most major brands, ensuring consistency on customer journeys to build trust is important for long-term growth.

"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better." This is how Jeff Bezos, founder and CEO of Amazon, explains the Customer Service mantra of his company.

Today, investing in Customer Service brings tangible benefits to the business by retaining them and persuading them to spend more.

#### **BPCL'S CUSTOMER SERVICE INITIATIVES FOR ULTIMATE CUSTOMER SATISFACTION**

Customer Service is not only greeting a customer and giving more than expectation, but also understanding his/her needs, value of his/her time, and other intangibles like fair transactions, quick





transaction, right quality and quantity of product, making customer feel respected and welcomed etc. To optimize both market share and margins, it is important to provide customers with consistent, compelling experiences before, during and after their purchases across all channels. It should be ensured that the customer interactions and engagements are highly personalized, and the right information at the right place at the right time is delivered. Giving this aspect top priority, BPCL Retail SBU has embarked upon Project PAL for Customer Service.

#### What is PROJECT "PAL"?

The emerging scenario in Petroleum Retailing is no more illusionary but is going to be an all out ruthless competition governed by Darwin's principle of "Survival of the Fittest".

The most enduring initiative for short term & long term customer stickiness is the delivery of service promises on the forecourt on a consistent basis – "Baar Baar, Lagaa Taar". This is the biggest challenge and will be the major differentiator in times to come post initial wave of freebies, discounts & additional margins to dealers.

Retail SBU has therefore introduced Project "PAL" an acronym for PFS, Automation and Loyalty, which is envisaged to strengthen Service Protocols at the forecourt:

- Strengthen PFS service protocols at all ROs
- Introduce Automation at all important ROs and communicate to the customers
- Promote Loyalty Program aggressively.

#### PFS SERVICE PROMISE

Our most successful initiative, Pure for Sure (PFS) focuses entirely on the consumer need for quality and quantity assurance. Over the years as the numbers in PFS grew and the competition caught up, the differentiation needed to be re-enforced. With a view to elevate PFS to the next level, PFS Platinum has been evolved in select markets, to deliver a differentiated experience to our customers. This program provides assurance of quality and quantity and the best level of service to our customers with practices like CCTV surveillance, SMS on fuel purchase, auto billing, windshield cleaning, extended operating hours and additional electronic air gauges.

The ten basic steps to win the customer's heart are a key to differentiate BPCL in the minds of customers, viz. Forecourt Supervisor guiding the customer to the pedestal, DSM guiding the vehicle to an available DU, DSM greeting the customer, showing zero, removing the fuel cap, showing end quantity, preventing spillage around fuelling area, accepting payment, providing mandatory auto generated bills to 4-wheeler customers and thanking the customer. Through training of Dealer / DSMs and regular monitoring, service protocols and other service promises to be carried out at ROs are being strengthened.

#### AUTOMATION FOR SURE

With the new-gen automation, fuelling experience has transformed into a promise of accuracy and transparency. BPCL promotes the practice of "No Automation, No Operation" (NANO) at automated outlets, with a view to strengthen customer confidence regarding its commitment of leveraging technology to deliver correct fuel quality and quantity to our customers. The automation at our Retail Outlets is

designed to enhance our credibility with customers through electronic SMS and personalized billing – For every enrolled customers, an SMS is generated for every fuelling transaction. The endeavor is to register all 4 wheelers fueling at the ROs for SMS. Automation also helps Dealers monitor product stock and all fuel transactions, to provide an assurance of quality and quantity to customers. All in all, automation has a meaningful purpose for our customers and dealers too.

#### LOYALTY

'PetroBonus' and 'SmartFleet', BPCL's twin loyalty programs today boast of a member base of a million members, which give the customer an experience of cashless convenience, secured transactions and reward points. Both these programs are a benchmark in the fuel industry.

The PetroBonus program combines convenience in payment along with an inbuilt rewards program that rewards the customer with Petromiles every time he/she fuels. The SmartFleet program provides an innovative business enablement solution to the largest customer segment in HSD sales i.e. fleet owners. The program is successfully operating for over a decade, recording year on year growth in customer enrolment and transactions on its strong fundamental of building lasting customer relationships. The SmartFleet Programme offers the fleet owner an unbeatable convenience, security and a host of privileges such as cashless transactions, vehicle tracking, Credit Option for Fleet Owners and Cash Management System.

All out efforts are being made to widen the loyalty Customer base by explaining PFS, Automation & Loyalty program features of the RO.

# From fuelling to fulfilling

**Unforgettable Service is the only reason why a customer comes back to you**

If one wants to see PFS-Platinum practices being followed consistently, just drop in to fuel at M/s Masauri Service Station, Shantipath, New Delhi. Any time of the day or night, the staff remain at their best to serve the customers. You will always be welcomed by a smiling "Namaste" and treated with the respect which a customer commands. Entire fuelling sequence goes on smoothly with an amazed customer noticing entire fuelling sequence on the digital screen just next to his side window of the car. In seconds the windscreen of the car is wiped and customer is directed towards air point if there is need for tyre pressure check. Full circle of "confidence" is observed in the entire fuelling sequence at this Retail Outlet.

The dealership was enrolled into the latest initiative of BPCL - PFS Platinum

and was certified in the month of August 2012 with the score of 100 / 100. The dealership has bagged many awards namely "Best PFS Platinum RO", "Highest Credit card transaction", "Highest no of SMS generation" etc. at regional level. It will not be a hyperbole if we say that PFS-P standards come naturally to this dealership.

Mr. Shailendra Singh and his wife Mrs. Sabita are the partners in this dealership. They have two sons (Mr. Uttam Kumar, Mr. Pawan Kumar) and one daughter Mrs. Rashmi Rekha. Mr Pawan Kumar assists his parents in managing the day to day activities at the RO with entire family dedicating it's time for upliftment of the venture of PFS-P round the clock.

The Dealer Mr. Shailendra Singh and his son Mr. Pawan Kumar personally manage the RO throughout the day and attend to customers with a very high degree commitment to service. They also personally see the upkeep of the RO to ensure that world class standards are always maintained in the RO.

The RO is fully automated with VIS (Vehicle Identification system) which is a special and a unique offering to the elite customers. The dealer has enrolled about 9000 customer into this RFID based VIS system.

The enterprising dealer operates the ARB proposition "In & Out" convenience store very professionally and has increased the sales from Rs. 12 lacs /month to Rs. 49 lacs/ month in a span of just 3 years. This is a whopping 400 % growth in turn over.

The specialty and the USP of this RO is that, the first two shifts are operated exclusively by DSWs (Driveway sales Women) The staff salary is paid thru RTGS and every staff is nurtured very well by the dealer. This caring attitude of Mr. Singh creates a feeling of oneness & brings about feeling of ownership towards the workplace in the hearts & minds of staff. The dealer has made special transport arrangements for pick up and

After fuelling Show End Quantity ,



Forecourt Supervisor with white coat guides vehicle to pedestal



DSM Guides vehicle to Free DU and guides the car where to stop



DSM greets the customer with folded hands and enquires about quantity and product



Remove Fuelling Cap to fuel



Show Zero



Thank customer and request them to come again



Provide Mandatory auto generated bills to 4-wheeler and above category customers



Accept Payment , ask the customer to enter the pin number wherever required

**Dus Kadam, a promise of unforgettable service!**



Wipe clean the fuelling point before closing the lid



drops for DSWs from their residence to the RO & back, to ensure their safety and security. Due to this personalized care by dealer, the staff is very energetic and always ready to give their best services to the customers with a smile round the clock. The RO is always spic and span and beautifully lit. The Dealer also caters to an elite clientele of Embassies, State Bhawans, Corporate houses, senior bureaucrats, Politicians etc.

Mr Shailendra Singh is an affable personality. He is actively involved in Social service activities in Bihar (his Janm-Bhoomi) & in Delhi (his Karm-Bhoomi) too. He is one of the star dealers with a very high commitment to performance and registers a sales of approx. 500 KL MS and 500 KL HSD per month. The Dealer has been consistently scoring 100 out of 100 in all the 3rd party PFS Platinum audits since 1st certification in 2012. This shows the commitment and passion of the dealer to set a bench mark in customer service standards in the retail outlet among the oil industry.

His message to his dealer friends is to provide best services to their customers so that BPC flag can fly to a new height. Mr. Singh has a very clear vision and states that 'if you want to win any battle then your force/army should have always a full stomach'.

A visit to this RO takes one from "fuelling" to "fulfilling" level instantly. BPCL takes pride in having such committed dealer in its network.



Mr. Shailendra Singh, M/s Masauri Service Station, New Delhi



**JOURNEYS**  
August 2014



# CREATING WAVES ON SOCIAL MEDIA COME FOLLOW THE TIDE TODAY!

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# Heart to hearts!

*Journeys reveals precious secrets of how BPCL Dealers have won the hearts of customers. It's not just about knowing them, it's also about understanding their needs and being ever ready to serve.*

## Service is our Motto

This is the story of how a home-maker transformed into a successful entrepreneur, with a simple motto - *Service*. The outlet M/s Shivashakti Service Station on Mysore - Bangalore State Highway, Mysore Territory, is just a nine year old outlet, but with diesel sales of 2880 KL per month.

Mrs. Bhagya Ramalingam, the Dealer, is a simple human being with limited interests. A family person, her hobbies include Gardening, listening to Music and Meditation. Extending her hobby into her workplace,



she has maintained a well decorated garden at the Retail Outlet .The best thing about her is that she personally greets all the customers whenever she is at the RO.

Her corporate customers are her biggest strength. She is a thorough professional when it comes to tapping sales potential through corporate customers. Today she has M/s Shobha Developers which is a renowned construction company, M/s BSNL the telecom, M/s BL Kashyap another construction company which form part of her list of corporate clients. And it has been with sheer persistence and hard work that she could get them on board. She humbly credits all this to BPCL territory team.

Firmly declaring "Service" as her team's motto, she lays a lot of emphasis on service related activities. Windscreen cleaning for example has been there right from the inception of the outlet.

Not all would say "My customers are my relatives," but she says this with great emotion. In her words, being at the RO everyday is like celebrating a festival. She forgets all her sorrows at the RO. She recalls the challenges that she had faced during initial stages of operating the RO. She used to travel long distances during night after having spent long hours at the RO for being dutiful towards this business and to learn the finer nuances of the art. From a homemaker to a successful entrepreneur, she has enjoyed the transformation and she and financial independence.



## Customer is King

**S**LN Fuel Station situated on Mysore – Bantwal State Highway-88, Karnataka state, Mysore Territory, is in the midst of Western Ghats surrounded by lush green coffee estates and waterfalls, Coorg attracts millions of tourists from across the world. The dealer, Mrs.V.Visalakshi believes in the motto that “CUSTOMER IS THE KING”.

To ensure high standard of Customer Service at all times, the outlet is open 24 hours. For making her lady customers more comfortable, she has appointed two Driveway Sales Women to assist at the Forecourt during the day time. Ms. Visalakshi ensures that no customer of hers leaves the outlet without fuelling. Melodious music at the outlet in-fact makes fuelling an experience with a beat!

With her passion for gardening, Ms. Visalakshi ensures that the garden at her RO is fresh and well maintained



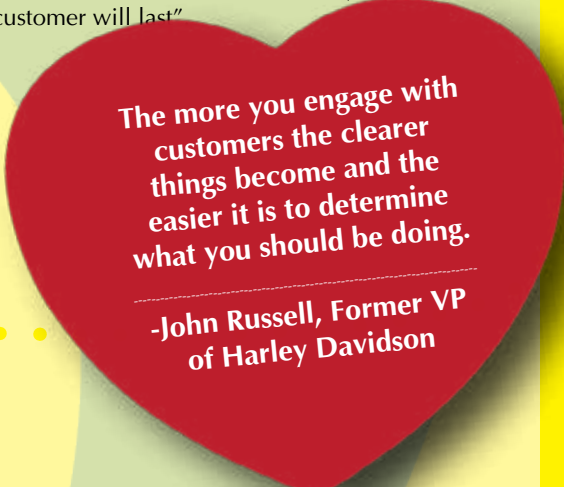
to add to the pleasant ambience. The other extremely important facility that is maintained by her is neat and tidy washrooms which are tended at all times by dedicated housekeeping staff. The importance of this neat and clean facility can be measured by the fact that a customer went to the extent of sending a letter of appreciation to Territory Manager, Mangalore for fantastic upkeep of the Toilets at this outlet.

Ms.Visalakshi also provides clean drinking water through Kent Reverse Osmosis (RO) System for all her customers. She has been getting lots of appreciation from tourists for the beauty of the outlet. She also attributes

Customer Service as an important aspect for having achieved 2 KL per day Diesel sales from a humble beginning of 900 litres per day two years ago. It is the endeavor of the Retail Outlet to enter into the status of Platinum Category.

Special message that she would like to extend to her dealer friends is, “Business can be sustained through volumes. To meet the volume criteria, the dealer should keep his eyes and ears open to meet the customer’s demand. And as we all are aware, the Customer is the King and when the King returns the business flourishes.”

Ms. Visalaskhi truly echoes what Robert Half, Business Consultant believes, “When the customer comes first, the customer will last”



*The more you engage with customers the clearer things become and the easier it is to determine what you should be doing.*

*-John Russell, Former VP of Harley Davidson*

## Customer care for sure

**M**rs. Neeta Mishra understands that fuel business by default falls into a product segment that lacks differentiation. Therefore she values Customer Service and believes that Service differentiation is the game changer for any Oil Marketing Company (OMC) in this age of discerning and demanding customers.

The century old dealership M/s S.L.Misser in Patna retail territory is situated on highway at Dhawalpura. This outlet is a witness to huge local and foreign tourist commute daily as it is on the road that connects major cities of tourist attraction in Bihar like Nalanda, Rajgir, etc. Despite large number of OMCs ROs on the stretch, this RO has earned a unique distinction of being commuter’s choice for a pit stop along the journey by virtue of just one factor – Clean Toilet blocks. It stands testimony to the fact that attention to detail and to keep the basics right can be the real game changer.

**The inspiration for this attention to toilet block dates back to 2004, when a German tourist visited the RO and scribbled on a piece of paper a message that read: “I should like to give a short comment on this petrol station. I am surprised and I feel this is one of the cleanest and best petrol stations in this part of the world”.**

This wonderful feedback has since been preserved by the dealer as a token of inspiration to further raise the service standards of her RO. This outlet has now become a destination outlet for tourists who stop by at this outlet not only for fuelling but also for using the basic amenities.

Every RO has its set of unique factors associated with it, be it the location or the class of customers it caters to. To provide best in class service standards, our message to other ROs is loud and clear – Keep the basics right and make those unique factors your strength.





## The 3-Ts in PFS Platinum

After having completed his management studies from the University of Lincolnshire & Humberside (U.K.) in 1999, Mr. Naveen Singh Shekhawat worked as a Marketing executive in General Motors in London and later got engaged in Colonisation, Construction & Stone Mining activity in and around Jaipur. In 2005 he began his venture into Petroleum business with the dealership, M/s Naveen Petronet, Jaipur.

The retail outlet is situated on the Queens Road in the Jaipur City which is an important arterial road joining two

major roads (Ajmer Road to Sirsi Road). The RO falls opposite the very famous Jharkhand Mahadev Temple. The dealership was one of the first ones to be enrolled for Platinum PFS initiative. Mr. Shekhawat, sums up platinum PFS in 3 T's :

**T**ECHNOLOGY ENHANCEMENT – With Automation initiative, mandatory 4-W automated billing is a big step towards leveraging technology for the benefit of the customer. Recording and capturing all fuelling transactions is another major leap towards using automation for the laid down purpose.

**T**RANSPERENCY – With automation reports such as the Preset Mismatch Report being tracked on daily basis etc, the overall transparency levels have risen enormously. This has brought a change in the mind sets of the DSM's & the RO staff as a whole. Small things like showing of "ZERO" & "FINAL READING" in each & every transaction has contributed towards achieving higher transparency levels.

**T**RUST OF CUSTOMERS. Mr. Shekhawat acknowledges the contribution of the PFS Platinum initiative in achieving 37 % growth in MS sales during the year 13-14. This is really commendable especially given the fact that a New Retail Outlet was commissioned in its trading area.

He also appreciates the benefit of real time viewing of RO operation through CCTV and makes it a point that the RO Team Leader examines the footage and discuss with the concerned / respective RO staff for corrective action/ improvement.

The CCTV footages have also been extremely useful in resolving many customer complaints. Mr. Shekhawat keeps the morale and motivation level of his staff high and celebrates their birthday by distributing sweets and chocolates to all staff. He says, "This is a great way of recognition for the staff for the efforts put in by them. And every effort has to be acknowledged and recognized. This is our way of doing it".

You'll never have a product or price advantage again. They can be easily duplicated, but a strong customer service culture can't be copied.

Jerry Fritz, Director  
MGT, USA

## A cup of tea to energise customers

The Seth Brothers, Tanmoy and Pranab Seth of M/s Seth Brothers, Haldia under Kolkata territory are both actively involved in the Retail Outlet operations. The outlet has achieved 300 KL per month volumes today from 120 KL per month when they had started four years ago. When asked about the mantra for this growth, the dealer promptly

replies, "We treat our Customers like Kings". Continuing with their excellent customer service, Seths have kept a Tea/ Coffee Vending machine at the RO, which is absolutely free of cost for the customers. The cost incurred is about Rs 200-300 per day, but what they gain from it is tremendous satisfaction and loyalty of their customers. "I started this facility keeping in mind those customers who drive their vehicles the





## Customer service is not an end, Its infact just the beginning

As we have seen, Customer Service is not just a term, it can result in beautiful relationships and enhanced business if understood and executed properly. One of the most important aspects of a Customer Service Key Performance Indicator (KPI) is that of what is often referred to as the "Feel Good Factor." Higher the "Feel Good Factor" better the "Customer Service" i.e. the customer feels good about visiting the RO. Reiterating the basics that we all must know:



**Know your product** – Know what products/service you are offering back to front. In other words, be an information expert. It is okay to say "I don't know," but it should always be followed up by "but let me find out" or possibly "but my friend knows!" Whatever the situation may be, make sure that you don't leave your customer with an unanswered question. For example, if a DSM does not know the benefits of SmartFleet program he should immediately direct the customer to the RO Manager or the competent person who is able to answer the query.



**Body Language/Communication** – Most of the communication that we relay to others is done through body language. Two of the most important aspects of positive body language are smiling and eye contact. Make sure to look your customers in the eye. It shows that we are listening to them and hearing what they are saying. And of course smiling is more inviting than a blank look or frown. Greeting the customer, the 3rd point of Dus Kadam is not just a step, it is an important action to make customer feel welcomed. Therefore, the manner in which it is carried out is very important.



**Anticipate Guest Needs** – Always look for ways to go above and beyond the expectations of your customer. In doing so, it helps them to know that you care and it will leave them with a "Feel Good Factor" that we are searching for.



**Presentation of Retail Outlet:** Neatness and availability of all basic needs such as Fuel, Acceptance of different approved payment modes, Pleasant Disposition of DSMs, Neat and Clean Driveway should be in order.

entire day, and come to my outlet in the evening for fuelling. A cup of tea at the outlet helps to energize them!" he shared. The customers on the other end can't thank him enough for this small yet thoughtful gesture of the Seths. Here's what few customers had to say:

Bablu Pattanayek(Bus driver)," Thanks to Tanmoy Da, now we can get a hot cup of tea after work. Previously, as there were no Chai shops near by, it used to be tough to get a cup of tea. The customer service provided is excellent and no other petrol pump provides us with such good facilities."

Kartik Dikshit (Transporter)," Along with Tea/Coffee the petrol pump also provides us cold bottled water during hot summer days. I always fuel at this pump as I get good service along with good diesel"

The dealer, Mr. Tanmoy, says he feels really proud to be a BPCL dealer and wishes that the brand is always kept flying high.

*"It takes 20 years to build a reputation and five minutes to ruin it .If you think about that , you will do things differently". Let's do it differently!*

**Warren Buffet ,  
Business Magnate & Investor**



## SENSE OF PURPOSE

James A. Cusumano

### Tap into it to instill happiness.

electrician's job. So, hire the right person for the right job at the right time; and when you make a mistake, exit that person with grace, dignity and compassion as soon as possible. It is in both the company's and the employee's best interest to do so. This is a difficult task, but it's a key factor in building a successful company. Also, work with employees to uncover the nature of their assets and strengths. The investment in time and money is more than worth the effort. At Chateau Mcely, the award-winning castle spa hotel near Prague that I developed with my wife, we do this by multiple recruitment interviews and day-long assessment tests conducted by skilled HR practitioners. This is followed by discussions with our employees, personal coaching and training. We still make mistakes, but this practice has led to a happier, committed team and to commercial success.

The job or position appeals to the person's need to help the greater good. Almost everyone wants to do something meaningful, to make a positive difference. So, find the means to articulate an inspiring vision and mission that captures the excitement and imagination of employees. Keep it simple—present it in one sentence in the corporate dream statement, so that all employees can remember and embrace it.

At Catalytica Pharmaceuticals, a company that I co-founded, our corporate dream was to "produce the lowest-cost pharmaceuticals using the cleanest technology" Our 2,000 employees found it motivational to embrace this dream. Recently, I asked an executive what business he was in. He replied that he was in the business of manufacturing, marketing, and selling beer. A more inspirational answer might have been, "We stimulate conversation and foster hospitality by providing people with the best beer in the world!"

There's a reasonable probability of success in achieving the goals that are set. No one wants to work hard without accomplishing something. One way to

keep employees motivated when they are facing several challenging, longer-term goals is to set some short-term easier goals that demonstrate progress. In baseball, this is a singles strategy. You can't focus only on home runs; there needs to be some singles along the way to show progress toward the final goal and thus maintain the employee's motivation and focus. These small successes also raise the value of your enterprise and the validity and viability of your strategy in the eyes of all constituents, especially investors.

Employees enjoy great autonomy. Hire good people, work with them to set specific goals that support company objectives, and then let them decide how best to get the work done. Langer and Rodin report an increase in self-esteem, happiness and health when hospital patients are given even modest increased control in their lives. We all like to have reasonable autonomy over what we do. This motivates us, and we then find creative solutions.

Employees share in success that they help achieve. This could include public and private positive feedback, bonuses, a salary raise, stock options, and as we do at Chateau Mcely, meaningful profit sharing at the end of the year (note that monetary rewards are last). After reaching a reasonable level of financial stability; money is not the primary driving force for most people.

When practiced diligently, these five guidelines create a great company. They replace the anxiety of a relentless single-minded effort towards ROI with the passion, purpose and fulfillment of making this a better world.

*James A. Cusumano, Ph.D., is co-founder of Catalytica, pro-ducer of What Matters Most, and renovator of Chateau Mcely, a luxury castle spa hotel, and author of Balance: The Business-Life Connection. [www.balancethebusinesslifeconnection.com](http://www.balancethebusinesslifeconnection.com).*

**L**EADERS NEED TO PLACE people in a culture and jobs that tap into their sense of purpose and their personal essence—that special capability that differentiates them from others. Meeting this challenge yields great rewards for employees and companies.

A lack of purpose causes anxiety, and anxious people work inefficiently. They are not engaged in their work. Imagine the level of productivity and the sense of fulfillment and happiness that would occur, if you tapped into your employees' personal essence and sense of purpose? This might provide the ultimate competitive advantage!

What instills and reinforces a sense of purpose? I find that this happens when five key elements are addressed.

The challenges in a job draw on the person's personal essence. It does no good to ask a plumber to do an



**ONLINE STORIES**

I went to one BPCL petrol pump in Kolkata for a refill, once they filled up the tank I was asked to pay 3100/-, I was perplexed when I heard the amount and asked the attendant as to how much litre did he pump in, to which he referred to a chart and said 51 Litres, I countered him and said how can you possibly pump in 51 liters when the capacity of the Tank is 44 Liters, to which he said ohh sorry your amount is 2800/- for 44 litres.

Then I insisted on showing me the meter reading which he comfortably said has been reset to zero. By it was very clear to me that they are trying to cheat me and I made it very clear that I wont pay a penny till you show me the log of the particular machine and satisfy me. On my insistence a senior attendant came and showed me the log and the last transaction was of 2549.80/- After some argument I paid the actual amount and asked for the complaint book which they refused to give me and I had no other option but to leave.

Later on when I came back to my office I posted the whole incident on the website

of BPCL, Facebook page of BPCL and my FB page. Though I was not very hopeful as to any action would be taken but to my utter surprise an Assistant Manager from BPCL named Sarmistha Bora called me. The whole incidence was narrated to her and within half an hour I even got a call from the Pump Owner. A meeting was fixed at the Pump in the evening and I was asked to come down to sort out the matter. After office I reached the same pump at 8:00 in the evening and the pump owner and senior officials from BPCL along with the offending staffs were waiting for me. The offending staff immediately agreed to their offence and were adequately reprimanded.

I am very thankful to BPCL and the Pump Owner as well for such swift and immediate action and no doubt my image of a Government organization has changed drastically as what ever they did was very professional and immediate and BPCL has of course won a Customer for life."

**Listen to your customers talking about you.**  
**Follow us on FACEBOOK**

**Good customer service is no longer a secret. If we do it, people talk about it. If we don't, people talk about that too. WHAT DOES YOUR CUSTOMER SAY ABOUT YOU?**  
 Tell us @ [www.facebook.com/BharatPetroleumcorporation](https://www.facebook.com/BharatPetroleumcorporation)

प्रिय साथी,

जर्नीज के जरिए आपको संबोधित करते हुए मुझे अत्यंत प्रसन्नता हो रही है। जर्नल के जरिए यह मेरा प्रथम सम्प्रेषण है और आरंभ में मैं आपका आभारी हूँ कि आपने भारत पेट्रोलियम का साथ दिया। मुझे पूरा विश्वास है कि बीपीसीएल के साथ यह रिश्ता हमेशा मज़बूत होता रहेगा।

इस वक्त, पेट्रोलियम उद्योग में व्यापक परिवर्तन होनेवाले हैं। दिन-ब-दिन प्रतिस्पर्धा बढ़ेगी और जल्द ही नये उत्पाद बाज़ार में आएंगे जो पेट्रोलियम रिटेलिंग के डायनेमिक्स पूर्णतः बदल डालेंगे। लेकिन मुझे दृढ़ विश्वास है कि एक बात जो कभी नहीं बदलेगी वो है शुद्ध ग्राहक सेवा। जैसा कि हमने बारम्बार देखा है, उत्कृष्ट ग्राहक सेवा से किसी भी चुनौती का सामना किया जा सकता है।

आज सभी को पता है कि तेल विपणन कंपनियां, शहरी बाज़ारों में हमारी मुख्य क्षमता एवं ग्राहक सेवाओं में हमारे बेंचमार्क को चुनौती दे रही है। विचार नेतृत्व, उत्कृष्ट प्रौद्योगिकी एवं रिटेल आउटलेटों के परिवेश ऐसे महत्वपूर्ण घटक हैं जिन्होंने भारत पेट्रोलियम को अलग रखा है और इन महत्वपूर्ण कारकों ने हमें प्रतिस्पर्धा में एक कदम आगे रखा है।

अंतर्राष्ट्रीय कूड कीमतों कम होने और भारतीय रुपये का मूल्य बढ़ने के कारण, हमारे देश ने आठ वर्षों में पहली बार, डीज़ल मूल्य निर्धारण में अधिक वसूली पाई। अतः भारत सरकार ने एचएसडी के मूल्य निर्धारण का विनियंत्रण शुरू किया। निजी कम्पनियों ने तुरंत ये सुधार पहचाने और तुरंत कार्रवाई की जैसा कि बंद ईंधन स्टेशनों के पुनरुज्जीवन से देखा जा सकता है।

विपणन के संबंध में प्रतिस्पर्धा निरंतर है और अभिनव रूप से उसका सामना करना एक कला है। भारत पेट्रोलियम का 'परियोजना पल' सभी मिथकों का रहस्य खोलने और सभी भेद मिटाकर प्रतिस्पर्धा में आगे रहने का प्रयास है। शब्द पल (PAL) भारत पेट्रोलियम की बेंचमार्क सेवाओं के पहले अक्षरों का संयोजन है- **प्योर फॉर श्योर (PFS)**, **ऑटोमेशन** एवं **लॉयल्टी**; और इस परियोजना का एकमात्र उद्देश्य है सुविकसित निगरानी तंत्र के जरिए आरओ नेटवर्क को और सबल बनाना।

आप मानेंगे कि भारत पेट्रोलियम की सेवाएं, ऑटोमेशन एवं लॉयल्टी, समय, स्वीकृति एवं प्रतिस्पर्धा में खरी उतरी है। हमारे सुदृढ़ स्वचलन तथा लॉयल्टी कार्ड सेवाओं के प्रति हमारे महत्वपूर्ण ग्राहकों के रुझान की बदौलत हम दूसरों के मुकाबले काफी आगे हैं। अगले स्तर पर जाते हुए, हम डीएसएम द्वारा फोरकोर्ट में सेवा उपायों के निरंतर सम्प्रेषण सहित स्वचलन वैशिष्ट्य का 100% कार्यान्वयन अपनाएंगे।

जिस बात ने भारत पेट्रोलियम को अब तक आगे रखा है, वो है "श्रुपुट प्रति आरओ" जो हम अनोखे सेवा उन्मुखीकरण, अद्वितीय स्वचलन मानकों और अत्यंत प्रभावशाली रिटेल आउटलेटों के जरिए हमेशा पाते हैं। डज़ बनाए रखने की हमारी जिद के अलावा, मैं आभारी हूँ कि आपने इस अक्षय रखने में साथ दिया।

मेरा दृढ़ मत है कि रिटेल आउटलेट में सुधारित सेवा देकर, हम एमएस में और विशेषतः शहरी बाज़ार में अपनी नेतृत्व स्थिति बेहतर बना सकते हैं। ग्राहक बनाए रखने और ब्राण्ड याद रखने में जो क्रांति हो रही है, उसे देखते हुए यह जरूरी है कि आरओ में विविध गतिविधियाँ चलाकर और ग्राहकों को लुभावने प्रस्ताव देकर आरओ को आकर्षक स्थान बनाया जाए। मुझे विश्वास है कि बेहतर दिखावट, कर्मचारियों और सेवाओं की बदौलत आरओ की ऊर्जा दुगुनी की जा सकती है।

ओएसटीएस (घर) और हाईवे स्टार नामक हमारे हाईवे ब्राण्ड महत्वपूर्ण नॅशनल हाईवे पर अग्रणी स्थान पर हैं। उन्हें एचएसडी बिक्री जुटाने पर ध्यान देना चाहिए। हमें चाहिए कि अपने ग्राहकों के सफर के दौरान उन्हें अपनी स्मार्टफ्लीट सेवाएं और कारोबार समाधान देने पर निरंतर ध्यान दें।

**मुझे दृढ़ विश्वास है कि एक बात जो कभी नहीं बदलेगी वो है शुद्ध ग्राहक सेवा। जैसा कि हमने बारम्बार देखा है, उत्कृष्ट ग्राहक सेवा से किसी भी चुनौती का सामना किया जा सकता है।**

“ परियोजना पल ” का उद्देश्य है इन सभी को पुनः खोजना। परियोजना पल के साथ ही, हम जानते हैं कि नेतृत्व बनाए रखने के लिए हम हार्डवेयर और मानव केन्द्रीत समाधान का संयोजन अपनाएंगे। हम चाहते हैं कि ज्यादा से ज्यादा बंद और अप्रचलित आरओ पुनरुज्जीवित करें, व्यापक फील्ड विज़िट करके और संकेंद्रित ग्रुप मीटिंग (डीलर नेटवर्क के साथ पुनः जुड़े) ताकि सुनिश्चित हो कि छोटे-छोटे लम्बित मुद्दे भी सकारात्मक एवं समयबद्ध कार्रवाई से निपटाए जाएं, सभी सुविधाओं पर पुनः विचार करके जोर-शोर से आरओ रिमॉडल करें, परियोजना पल के तत्पर कार्यान्वयन द्वारा पीएफएस, स्वचलन एवं निष्ठा प्रबलित करें, क्यूएसआरओ एवं एसडीसीवी संकल्पना के व्यापक कार्यात्मक पहलुओं को पुनः शुरू करें और डीएसएम को तीव्र सकारात्मक सोच के साथ सेवा मानकों के बारे में पुनः प्रशिक्षित करें।

आप हमारे नेता है, जो हमारी अगुआई करते हैं और हम आपका साथ देना चाहते हैं और चाहते हैं कि आप हमेशा सलामत रहें और प्रतिस्पर्धा का सामना करने के लिए आपको साधनों एवं प्रौद्योगिकियों से लैस करना चाहते हैं। जब हमारे फील्ड ऑफिसर क्वालिटी फील्ड विज़िट के लिए आएंगे, तो कृपया उनसे अपनी शंकाओं और आवश्यकताओं के बारे में खुलकर बात करें। लम्बित शिकायतों का निवारण करने के लिए वे आपकी ओर से सभी संबंधितों से सम्पर्क करने हेतु समाधान केन्द्रित तरीका अपनाएंगे।

समाप्त करने से पहले, मैं एक सपना बताना चाहता हूँ जो मुझे बहुत ही प्रिय है।

मेरा एक सपना है, वो ये है कि हम उत्पाद एवं सुविधा संचालित से अलग होते हुए सेवा ग्रस्त कम्पनी बनें और हम जो उत्पाद बेच रहे हैं, उसे देख-रेख एवं सेवाओं से सजाया जाए, जिसे हमने अपने अंतिम ग्राहक को देने का वचन दिया है। मेरा दृढ़ विश्वास है कि यदि हम ग्राहक सेवा की वैश्विक कार्य पद्धतियों का पालन करते हैं जैसे कि राजस्व वृद्धि हेतु सेवा का लाभ उठाना, ग्राहक सम्पर्क बिन्दु एकीकृत करना, अधिक ग्राहक केन्द्रीयता में बढ़ना, उच्च निष्पादन परिचालन सृजित करना तथा स्वच्छता मानक बढ़ना, तो निकट भविष्य में हम तेल विपणन कंपनियों में से उत्कृष्ट ग्राहक केयरिंग कंपनी के नाम से जाने जायेंगे।

और निस्संदेह, हमारे क्षेत्र में आवश्यक है कि हम ब्राण्ड, उत्पादों एवं सेवाओं को एकीकृत करके ग्राहकों को सुसंबद्ध एवं उम्दा अनुभव दें। इतना बढ़िया अनुभव दें कि वे हमेशा भारत पेट्रोलियम ही चुनें। चलिए हम साथ मिलकर शुद्ध सेवा का वचन पूरा करें।

सादर,



प्रमोद शर्मा

कार्यकारी निदेशक (रिटेल)



कार्यकारी निदेशक (रिटेल)

**मेरा दृढ़ विश्वास है कि यदि हम ग्राहक सेवा की वैश्विक कार्य पद्धतियों का पालन करते हैं तो निकट भविष्य में हम तेल विपणन कंपनियों में से उत्कृष्ट ग्राहक केयरिंग कंपनी के नाम से जाने जायेंगे**

## ट्रांसपोर्टर्स ऊर्जामय

कोटा रिटेल टेरिटरी ने मानसून के आगमन पूर्व 30.7.2014 को एक मेगा ट्रांसपोर्टर्स बैठक आयोजित की जिसमें कोटा और अन्य उन जगहों के 61 फ्लीट ओनर्स ने भाग लिया जो मशहूर कोटा स्टोन और ग्रेन ले जाने का काम करते हैं। इस कार्यक्रम का उद्देश्य था फ्लीट ओनर्स को उत्पाद, सेवाओं, तथा अन्य प्रस्तावों के प्रति बीपीसीएल ब्राण्ड और इसकी प्रतिबद्धता को बताना था। सुश्री अज़मीना सिंह, प्रबंधक कोको, कोटा ने ट्रांसपोर्टर्सों तथा अन्य उपस्थितों का स्वागत किया और कार्यक्रम का संचालन श्री राजीव जयस्वाल, टीएम (रिटेल) तथा श्री अशोक मंजू, टीसी, कोटा ने किया।

श्री जयस्वाल ने फ्लीट ओनर्स को बीपीसीएल द्वारा उन्हें दिए जाने वाले प्रस्ताव और उनके फायदे बताए। अन्य सदस्यों ने स्मार्ट फ्लीट, लूब्स, पीएफएस, क्यू एंड क्यू, ऑटोमेशन इत्यादि के फायदे बताए। अंत में ट्रांसपोर्टर्सों और उनके फ्लीट का पूरा विवरण लिया गया। कार्यक्रम में कुछ मौजूदा फ्लीट ग्राहकों को भी आमंत्रित किया गया था। उनमें से आठ को मेसर्स विनोद फिलिंग स्टेशन द्वारा जारी चेक दिए गए जो उनके स्मार्ट फ्लीट प्वाइंट के रिडेम्पशन के बराबर मूल्य के



थे। कार्यक्रम की उपलब्धियों में से एक थी सात नए फ्लीट ग्राहकों ने, जिनके पास लगभग 98 ट्रक है, बीपीसीएल से हाथ मिलाया और अगले ही दिन से बीपीसीएल, कोटा से ईंधन लेना शुरू कर दिया।

## मेगा मेडिकल कैम्प

कोच्चि रिफाइनरी द्वारा प्रवर्तित एक गैर मुनाफेवाली चैरिटेबल मेडिकल संस्थान अंबलामुगल मेडिकल एंड सोसाइटी (एएमएस) ने 24 अगस्त, को एक मेगा मेडिकल शिविर आयोजित किया था। यह शिविर एरणाकुलम सरकारी मेडिकल कॉलेज और एरणाकुलम जनरल हॉस्पिटल के समन्वयन में आयोजित किया गया था। प्रवासी श्रमिक जो हमारे परियोजना स्थल पर काम करते हैं उनके साथ 800 से अधिक गरीब गाँववालों को इस शिविर से लाभ हुआ। 70 से ज्यादा डॉक्टरों ने इस शिविर में अपनी सेवाएं प्रदान की और अलग अलग बीमारियों से पीड़ित लोगों की जाँच की। मुफ्त दवाईयाँ और अनुवर्ती इलाज प्रदान किया गया।



## अंगदान और रक्तदान अभियान

14 अगस्त 2014 को मुंबई रिफाइनरी मेडिकल सेंटर ने एलटीएमजी अस्पताल सायन और स्नेह बंधन ट्रस्ट, मुंबई के साथ मिलकर रक्तदान और अंगदान अभियान आयोजित किया। ईडी रिफाइनरी श्री एस.एस.सुंदरराजन ने रक्तदान के महत्व पर प्रकाश डाला और सबसे रक्तदान की अपील की। जीएम मासं सुश्री सुजाता चोगले ने अंगदान की आवश्यकता के बारे में बताया। रिफाइनरी के कर्मचारियों और ठेकेदार के कामगारों ने इसमें हिस्सा लिया और इस साल 151 लोगों ने रक्तदान किया।



## तम्बाखू रोको अभियान

तम्बाखू का बहुत ज्यादा प्रयोग करनेवाले कॉन्ट्रैक्ट कर्मचारियों और ड्राइवरों को इसके दुष्प्रभावों से अवगत कराने के लिए लोनी एलपीजी में तम्बाखू रोको अभियान चलाया गया। इस अवसर पर श्री राकेश गुप्ता, सीनियर कंसल्टेंट ने स्वास्थ्य पर व्याख्यान दिया जिसमें, मेट्रो ग्रुप ऑफ हॉस्पिटल ने स्वास्थ्य पर व्याख्यान दिया जिसमें उन्होंने स्वास्थ्य पर तम्बाखू के दुष्प्रभावों और उससे होनेवाली घातक तथा अन्य बीमारियों की जानकारी दी। इस व्याख्यान से प्रेरित होकर पूर्ण ग्रुप ने तम्बाखू सेवन न करने की शपथ ली। संयंत्र में कई पोस्ट लगाए गए और मद्य तथा तम्बाखू सेवन रोकने के लिए कर्मचारियों की आकस्मिक जांच की गई।

## बेसिक लाइफ सपोर्ट

बेसिक लाइफ सपोर्ट(बीएलएस) से उन पीड़ितों को चिकित्सा सहायता दी जाती है, जिन्हें अस्पताल पहुंचने से पहले घातक बीमारियों या चोटों से राहत पाना आवश्यक होता है। यह काम प्रशिक्षित कर्मचारियों द्वारा किया जाता है जिनमें आपातकालीन चिकित्सा तकनीशियन, पैरामेडिक और बीएलएस में प्रशिक्षित आम व्यक्ति शामिल है। मुंबई रिफाइनरी में 27 जून, 2014 को फोर्टिस अस्पताल, वाशी के सहयोग से बेसिक लाइफ सपोर्ट प्रशिक्षण आयोजित किया गया था, जिसमें विभिन्न विभागों के 34 कर्मचारियों ने हिस्सा लिया। बीएलएस के अलावा उन्हें कार्डियो पल्मोनरी पुनर्जीवन (सीपीआर) में भी प्रशिक्षित किया गया।



## भूमिकाधारकों की कार्यशाला

उत्तर क्षेत्र के एचएसएसई भूमिकाधारकों की कार्यशाला नई दिल्ली में सम्पन्न हुई जिसमें एलपीजी संयंत्रों, पीओएल डिपो, ल्यूब प्लान्ट एवं एविएशन स्टेशनों से आए 53 एचएसएसई भूमिकाधारक मौजूद थे। बैठक में ईडी(एचएसएसई), ईडी (इंफंडपी), ईडी (इंजीनियरिंग सेवाएं) विपणन, ईडी (विमानन), जीएम (एचएसएसई) भी मौजूद थे। श्री डी एन माथुर संयोजक (एचएसएसई) उत्तर ने भूमिकाधारकों की भूमिका स्पष्ट की। निदेशक(विपणन) ने अपने भाषण में पहली तिमाही में बीपीसीएल के अच्छे निष्पादन के लिए बधाई दी।

इसके अलावा ड्रीम प्लान, सर्वोत्तम प्रथाएं, सुरक्षा जैसे अनेक महत्वपूर्ण मुद्दों पर विचार विमर्श हुआ। ईडी (एचएसएसई) ने विभिन्न कार्य योजनाओं पर लोकेशन प्रभारियों से प्रतिबद्धता ली और शून्य दुर्घटनाओं पर विशेष जोर दिया गया। एचएसएसई अवार्ड जीतनेवाले एसबीयू को विशेष बधाईयाँ दी गईं।

## मानसून पूर्व मेगा स्वास्थ्य जाँच

राजस्थान राज्य में मानसून आने से पहले टीम कोटा ने टैंक लॉरी कर्मी दल की इस मौसम में सुरक्षा प्रदान करने के उद्देश्य से 'मानसून पूर्व वाहन मेगा स्वास्थ्य जाँच शिविर' दिनांक 21.7.2014 से 24.7.2014 तक पीओएल टैंक लॉरियों के लिए बीपीसीएल कोटा टीओपी में आयोजित किया था। टी एम(रिटेल) कोटा । श्री राजीव जयस्वाल द्वारा इस अनोखे शिविर का उद्घाटन किया गया। इस शिविर में विभिन्न सेवा प्रदाताओं को तत्काल आवश्यक सुधार करने के लिए बुलाया गया था। लगभग 300 टैंक लॉरियाँ इस शिविर से लाभान्वित हुईं और चालकों को मानसून में ड्राइविंग, इलेक्ट्रिक तथा अन्य फिटिंग्स से लेकर सड़क सुरक्षा आदि के विभिन्न पहलुओं की जानकारी दी गई।



# हर पल अनमोल है

चाहे वह एक पल हो, या बीपीसीएल का दोस्त हो

अनगिनत पल मिलकर (अंग्रेजी में कहे तो Pal or friend) जीवन को एक अमूल्य यात्रा बना देते हैं। इसी तरह कई पल मिलकर दोस्ती के दायरे को व्यापक बनाते हैं।

बीपीसीएल का एक मिशन है हर एक पल को अमूल्य बनाना फिर चाहे वह ग्राहक हो या हमारे ग्राहकों के जीवन में बीपीसीएल का कोई महत्वपूर्ण अंग हो।

हमें संतुष्ट ग्राहकों के नेटवर्क को व्यापक बनाने के लिए अपने ग्राहकों की गतिविधियों में और बढ़ोतरी करनी होगी। जी हाँ, बीपीसीएल के सभी दोस्तों को, हमारे सभी सन्माननीय ग्राहक, हमारे मित्र को निर्देश दिया है।

किसी भी फ्युएलिंग पॉइन्ट पर उन्हें हर पल सुखद अनुभूति महसूस कराने के प्रति हम समर्पित हैं।

इसी वजह से हमने पल परियोजना शुरू की है जोकि पीएफएस, ऑटोमेशन और लायल्टी और हमारी सेवाओं का एक विचारशील सम्मिश्रण है।

हम मानते हैं जैसा कि महात्मा गांधी ने कहा है कि ग्राहक हमारे परिसर में सबसे महत्वपूर्ण आगंतुक हैं, वह हम पर निर्भर नहीं हैं। हम उन पर निर्भर हैं। वह हमारे कार्य में रूकावट या बाधा नहीं है। वह एक उद्देश्य है। वह हमारे कारोबार में कोई बाहरी व्यक्ति नहीं है। वह इसका एक भाग है, हम जो उसकी सेवा कर रहे हैं, उस पर कोई एहसान नहीं कर रहे हैं। वे हम पर उसकी सेवा करने का अवसर प्रदान कर, हम पर एक एहसान कर रहे हैं।

इसलिए हम उसे आश्वासन देना चाहते हैं कि प्रत्येक समय, जब भी वह बीपीसीएल के रिटेल आउटलेट पर मुलाकात करने आर्येंगे, उसे सर्वश्रेष्ठ सेवाएँ देंगे। आईए, देखते हैं किस प्रकार बीपीसीएल रिटेल टीम ग्राहकों के जीवन को ऊर्जाशील बनाती है।

ग्राहक सेवा के तीन घटक हैं : निरंतरता, निरंतरता, निरंतरता

ग्राहक को खुश रखने का राज निरंतरता में है। ग्राहक का सफर कंपनी के सभी घटकों में हो सकता है और इसमें उत्पाद खरीदकर असल में उसका इस्तेमाल करने से लेकर किसी उत्पाद के संबंध में किसी शिकायत का निवारण या पहली बार किसी सेवा या उत्पाद के उपयोग का निर्णय लेने तक सबकुछ शामिल है।

हम जानते हैं कि ग्राहक सेवा उस सेवा को कहा जाता है जो प्रॉडक्ट और सेवाओं को प्रयोग करने के पूर्व, उपयोग करने के दौरान एवं उसके बाद ग्राहकों को दी जाती है। अच्छी ग्राहक सेवा ग्राहकों की उम्मीद पूरा करने का एक अनुभव है। यह ग्राहकों को संतुष्टि प्रदान करती है। खराब ग्राहक सेवाएँ शिकायतों को उत्पन्न करती हैं जिसके कारण कारोबार में कमी आ सकती है क्योंकि ग्राहक प्रतिस्पर्धी के पास चले जायेंगे।

इस प्रकार यह बहुत महत्वपूर्ण है कि सावधानी पूर्वक ध्यान रखते हुए ग्राहकों के साथ उचित व्यवहार करें और इसे सुनिश्चित करने की कला को ग्राहक सेवा कहा जाता है।

खुदरा बिक्री गतिविधियों का एक सेट जो कि ग्राहकों को उनकी इच्छा के अनुसार मूल्य वधित उत्पाद एवं सेवाओं को बेचते हैं। यह गतिविधि अर्थात् सेवा खुदरा बिक्री की प्रक्रिया में एक महत्वपूर्ण अंग बन गई है हम वास्तव में खुदरा बिक्री की प्रक्रिया का रिटेल आउटलेट पर अंजाम देते हैं।

ग्राहक की बढ़ती अपेक्षाएँ, सभी खण्डों और नेटवर्क में ग्राहक अनुभव में सुधार की दिशा में प्रेरित करती हैं। एक आउटलेट में एक एनकाउन्टर में उत्कृष्ट होना अब पर्याप्त नहीं है। ग्राहक सभी आउटलेटों में संघर्षमुक्त अनुभव चाहता है। विश्व में जहाँ शोध से पता चलता है कि कम से कम 30 प्रतिशत ग्राहक बड़े ब्रैण्ड पर विश्वास करते हैं वहाँ ग्राहकों में विश्वास निर्माण करने के लिए ग्राहक सफर में निरंतरता सुनिश्चित करना लंबी अवधि के विकास के लिए महत्वपूर्ण है।

“हम अपने ग्राहकों को पार्टी में आमंत्रित मेहमानों के रूप में देखते हैं। हर दिन ग्राहक अनुभव के प्रत्येक महत्वपूर्ण पहलू को और थोड़ा बेहतर बनाना हमारा काम है” जेफ बेजोस, एमेज़ॉन के संस्थापक और सीईओ अपनी कंपनी का ग्राहक सेवा मंत्र बताते हैं।

आज, ग्राहक सेवा में निवेश, ग्राहकों के स्थायी रूप से बनाये रखता है एवं उन्हें अधिक खर्च करने के लिए राजी करता है जिससे कारोबार में स्थायी रूप में लाभ होता है।

बीपीसीएल की ग्राहक सेवा की पहल का महत्वपूर्ण उद्देश्य ग्राहकों की संतुष्टि है।

ग्राहक सेवा का मतलब केवल अभिवादन एवं उनकी उम्मीद से अधिक देना ही नहीं है बल्कि उनकी जरूरतों को समझना, उनके समय के मूल्य





का ध्यान रखना एवं अन्य बातें जैसे निष्पक्ष लेन देन, शीघ्र लेन देन, सही मात्रा, उत्पाद की गुणवत्ता आदि का ध्यान रखें जो कि ग्राहकों को आत्मसंतुष्टिका, एहसास कराती है एवं वे इसका स्वागत करते हैं।

बाजार शेयर और मार्जिन को अनुकूल करने के लिए ग्राहक को सभी खण्डों में उनकी खरीद से पूर्व, खरीद के दौरान और खरीद के बाद निरंतर अकाउंट अनुभव दिलाना महत्वपूर्ण है। यह सुनिश्चित किया जाना चाहिए कि ग्राहक परस्पर क्रियाओं और कार्यों को बेहद व्यक्तिगत रूप से लिया गया हो तथा सही स्थान पर, सही समय पर सही जानकारी दी गई हो।

इन बातों को सर्वोच्च प्राथमिकता देने के लिए बीपीसीएल के रिटेल एसबीयू ने ग्राहक सेवा के लिए परियोजना पल की शुरूवात की है।

### परियोजना पल क्या है

यह परियोजना प्योर फार श्योर, स्वचालन और लॉयल्टी को बढ़ावा देने के लिए है ताकि ग्राहकों को अच्छी सेवा दी जा सके।

उभरते पेट्रोलियम परिदृश्य में खुदरा केवल एक मिथ्या ही नहीं है बल्कि यह एक कड़ी प्रतियोगिता ही रही है जो डार्विन के सिद्धान्त योग्यतम ही जीवित रहेगा द्वारा शासित है।

अल्पावधि एवं दीर्घावधि के ग्राहकों की स्थिरता के लिए सबसे पहले फोरकोर्ट पर किये स्थायी वादों की सेवाओं का लगातार, उपलब्ध कराना। बार बार लगातार उपलब्ध कराना। बार बार लगातार यह सबसे बड़ी चुनौती है एवं आने वाले समय में मुफ्त में बॉटने की लहर, डिलर को डिस्काउन्ट और डीलरों को अतिरिक्त मार्जिन आदि में बदल लानेवाले मुख्य तत्व होंगे।

रिटले एसबीयू ने इस प्रकार से परियोजना पल को पेश किया है जिसमें फोरकोर्ट पर प्रोटोकॉल सेवा को मजबूत बनाने की परिकल्पना की गई है।

>> सभी रिटेल आउटलेट पर PFS प्रोटोकॉल सेवा को मजबूत करना।

>> सभी महत्वपूर्ण रिटेल आउटलेटों का स्वचालन / ऑटोमेशन करना एवं ग्राहकों को सूचित करना।

>> लॉयल्टी कार्यक्रम को तेजी से बढ़ावा देना।

### पीएफएस सेवा का वादा

हमारी सबसे सफल पहल है प्योर फॉर श्योर (पीएफएस) जो उपभोक्ता की गुणवत्ता और मात्रा के आश्वासन की आवश्यकता पर पूर्ण रूप से ध्यान केन्द्रित करती है। पिछले वर्ष के दौरान पीएफएस की संख्या बढ़ती गई एवं प्रतिस्पर्धा बढ़ने के कारण इसे मजबूत बनाने की जरूरत पड़ी पीएफएस को अगले स्तर पर उन्नत करने के दृष्टि से पीएफएस प्लैटिनम को चुनिंदा बाजारों में प्रस्तुत किया गया है ताकि हमारे ग्राहक बदलाव का अनुभव कर सकें। यह कार्यक्रम हमारे ग्राहकों को गुणवत्ता और मात्रा की उच्चस्तरिय सेवा के आश्वासन के साथसाथ अन्य सुविधाएं जैसे सीसीटीवी निगरानी, ईंधन खरीदी पर एसएमएस सुविधा, ऑटोबिलिंगखु विंडशील्ड सफाई, विस्तारित परिचालन घंटे और इसके अतिरिक्त इलेक्ट्रॉनिक एयर गेज की सुविधा प्रदान करता है।

ग्राहकों का दिल जीतने के लिए 10 बुनियादी कदम उठाये गये हैं ये कदम इस प्रकार हैं: पेडस्टल पर मार्ग दर्शन के लिए फोरकार्ट पर्यवेक्षक, डीएसएम द्वारा उपलब्ध डी यू (D U) पर जाने के लिए वाहन को मार्ग दिखाना। डीएसएम द्वारा ग्राहकों का अभिवादन ईंधन भरने के पूर्व शुन्य दिखाना, फ्यूल कैप को खोलना, आखरी मात्रा बताना, ईंधन भरने के आसमास के क्षेत्र को खराब होने से बचाना, भुगतान स्विकारना, 4 पहिया वाहन ग्राहकों को अनिवार्य रूप से ऑटो जनरेट किया बिल देना एवं ग्राहकों को धन्यवाद देना ये सब बातें ग्राहकों के दिमाग में बीपीसीएल के लिए एक अलग पहचान बनाती है। डिलर एवं डीएसएम को प्रशिक्षण देने तथा नियमित रूप से निगरानी करने के माध्यम से रिटेल आउटलेट पर सेवा प्रोटोकॉल एवं अन्य सेवा अधिक तेज गति से दी जा रही है।

### ऑटोमेशन (स्वचालन)

नई पीढी के ऑटो मेशन के प्रयोग के कारण ईंधन भरने के अनुभव में शुद्धता का वादा एवं पारदर्शिता पर भरोसा हो गया है। बीपीसीएल ने स्वचालित आउटलेटों पर ऑटोमेशन नहीं तो परिचालन नहीं (नानो) को बढ़ावा दिया है। हमारे ग्राहकों का विश्वास मजबूत करने के लिए हम ग्राहकों की प्रौद्योगिकी की लिवरेज के माध्यम से ईंधन की सही गुणवत्ता एवं सही मात्रा में देने के लिए प्रतिबद्ध है। हमारे ग्राहकों की विश्वसनीयता बढ़ाने के लिए हमारे रिटेल आउटलेट का ऑटोमेशन इस प्रकार तैयार

किया गया है कि, प्रत्येक पंजीकृत ग्राहकों की उनके प्रत्येक ईंधन भराई के समय उन्हें एसएमएस द्वारा सूचना दी जाती है, साथ ही साथ व्यक्तिगत बिल भी उपलब्ध कराये जाते हैं। हम सभी 4 पहिया वाहन ग्राहकों, जो कि रिटेल आउटलेट से ईंधन भरवाते हैं, को एसएमएस सुविधा उपलब्ध कराने के लिए, उन्हें पंजीकृत करने का प्रयास कर रहे हैं।

ऑटोमेशन (स्वचालन) डीलरों को उत्पाद स्टॉक पर निगरानी रखने में भी मदद करता है एवं ग्राहकों को उनके ईंधन के सभी सौदे की सही मात्रा एवं गुणवत्ता का आश्वासन प्रदान करता है। कुल मिलाकर ऑटोमेशन हमारे ग्राहकों को एवं डीलरों के लिए एक अर्थपूर्ण मायना रखता है।

### लायल्टी

बीपीसीएल को पेट्रो बोनस एवं फ्लीटकार्ड इन दोनों लायल्टी प्रोग्राम के आधार पर एक लाख से अधिक सदस्य बनने का गर्व है, जो इन ग्राहकों को कॅशलेस (नकदीरहीत) सुविधा, सुरक्षित लेन-देन एवं रिवाइड पाइंट का अनुभव कराती है। हमारी यह दोहरी योजना पेट्रो बोनस एवं फ्लीट कार्ड ईंधन उद्योग में एक मानक है।

पेट्रोबोनस प्रोग्राम भुगतान की सुविधा के साथ अंतर्निहित रिवाइड प्रोग्राम को भी जोड़ती है, जो कि ग्राहकों को प्रत्येक बार ईंधन भराई के समय पेट्रोमाईल के रूप में फायदा प्रदान करती है। डिज़ल बिक्री के सबसे बड़े ग्राहकों याने फ्लीट ओनर को स्मार्टफ्लीट प्रोग्राम के माध्यम से एक नवीन व्यावसायिक सक्षमता समाधान उपलब्ध कराते हैं। अपने मजबूत एवं आधारभूत ग्राहक संबंध के कारण एक दशक से भी अधिक समय से यह प्रोग्राम सफलता पूर्वक कार्य कर रहा है। साल दर साल ग्राहक नामांकन और लेन देन में रिकार्ड वृद्धि हो रही है। स्मार्ट फ्लीट प्रोग्राम, फ्लीट ओनर को बेहतरीन सुविधाएं, सुरक्षा एवं विशेषाधिकार जैसे कॅशलेस लेन देन, वाहन ट्रेकिंग, फ्लीटओनर के लिए ऋण विकल्प की सुविधा एवं कॅश मैनेजमेंट सिस्टम (नकदी प्रबंधन प्रणाली) की सुविधा भी उपलब्ध कराते हैं।

निष्ठावान ग्राहकों के आधार को विस्तृत करने के लिए हम उन्हें रिटेल आउटलेट की विशेषताएं पीएफएस, ऑटोमेशन, एवं लायल्टी आदि के बारे में समझाने का हर संभव प्रयास करते हैं।



## दिल से दिलों तक!

बीपीसीएल डीलरों ने किस प्रकार अपने ग्राहकों के दिल जीत लिये हैं इसके बहुमूल्य भेद जर्नीज में प्रकट होते हैं। यह केवल उनके प्रति जानना नहीं, बल्कि किस प्रकार उनको जरूरतों को समझ लेना और उनकी सेवा में सदैव तत्पर रहना भी दर्शाता है।

### सकारात्मक मानसिकता हो तो कुछ भी संभव है

श्री रघुवीर सिंगला दिसंबर 2004 से हरयाणा में एनएच 8 पर स्थित मेसर्स बालाजी मोटर्स के डीलर हैं, किंतु वे 1965 की उन यादों में खो जाते हैं जब वे अपने किसी रिश्तेदार के आउटलेट में कार्य की देखरेख करते थे। वे एक परिवारिक व्यक्ति हैं और उन्होंने रिटेल आउटलेट में भी परिवार की तरह ही स्नेहशील माहौल बनाये रखा है।

वे अपने स्टाफ का विशेष ध्यान रखते हैं, उन्हें मुफ्त आवास, भोजन सुविधा के साथ-साथ आपातकाल में चिकित्सा सुविधा भी देते हैं। यह आरओ 24 घंटे खुला रहता है। जहाँ समर्पित प्रबंधक इस आउटलेट में दिनरात कार्यरत रहते हैं। आउटलेट हाईवे पर स्थित होने के कारण यहाँ सर्दियों में गर्म पानी से स्नान की सुविधा है तथा गर्मियों के दिनों में

ट्रक-चालकों के लिए ठंडे पीने के पानी का प्रबंध होता है। श्री सिंगला अपने ग्राहकों को अतिरिक्त सेवा देते हैं ताकि वे देश के दूसरे भागों में होनेवाले उनके ड्राईवरों के महत्वपूर्ण दस्तावेज भेज सकें। लंबी दूरी पर स्थित ग्राहकों को वे मुफ्त कुरियर सेवा भी देते हैं। हर वर्ष त्योहारों में ब्लैन्केट, स्वेटर और बैज जैसे उपहार देकर वे कृतज्ञता व्यक्त करते हैं।

रिटेल आउटलेट के आसपास ब्रेक डाउन होने पर, उनके ग्राहकों को आपातकालीन सहायता भी दी जाती है। यहीं नहीं, बल्कि आपातकाल में चिकित्सा सुविधा भी उन्हें दी जाती है। यह सब करने के साथ-साथ वे रिटेल आउटलेट में लुब्रिकेंट की बिक्री पर भी नज़र रखते हैं।

महीने में अधिकतम लुब्रिकेंट की बिक्री करने वाले डीएसएम को मासिक नकद पुरस्कार दिया जाता है मासिक नकद पुरस्कार दिया जाता है। श्री सिंगला ने उत्तर क्षेत्र में रूह/प्युएल ट्रेकिंग के जरिए परिवहकों के लिए काम करने वाले ग्राहकों को उच्चतम स्वचलित एसएमएस भेजने में भी सहायता की है।

वे एक यादगार अनुभव बताते हैं जब रिटेल आउटलेट ने पिछले मार्च में 6500 कि.ली. का आंकड़ा (एचएसडी) छू लिया। इन्हें लगता है कि ग्राहकों/ट्रांसपोर्ट हब जैसे गुजरात, तमिलनाडु, राजस्थान में किए गए उनके लगातार दौरों ने उनके साथ एक बंधन/व्यक्तिगत संबंध बनाए और इससे व्यक्तिगत/कारोबारी आवश्यकताओं को समझने और काफी कुछ हासिल करने में मदद मिली। इससे उनके आत्मविश्वास में और बढ़ोत्तरी हुई तथा अगले साल 7100 कि.ली. (एचएसडी) का लक्ष्य मार्च 2014 तक के लिए तय किया।

इनके लगातार प्रयास, ज्यादा से ज्यादा ग्राहकों को मिलना, मात्रा आधारित ग्राहक प्रस्ताव, फोरकोर्ट में प्रोजेक्टर के माध्यम से स्वचलन की विशेषताओं का प्रचार करना आदि गतिविधियों के कारण इसके लिए इस लक्ष्य को हासिल करना संभव हो सका।

इससे आगे अब ये दिसम्बर, 2014 तक 3000 कि.ली. एचएसडी तक जाने का इरादा रखते हैं। इनकी दार्शनिक वृत्ति कहती है, 'अगर हमारी मानसिकता है, इच्छा और लालसा है कि हमें ऐसा करना है तो कुछ भी असंभव नहीं है।'





## सफलता का सदाबहार मंत्र : लोग और प्रवर्तन

गुजरात के वापी में राष्ट्रीय राजमार्ग - 8 पर फ्लाई ओवर के नीचे स्थित 75 साल से भी पुरानी डीलरशिप मेसर्स सी.पी. शाह एण्ड सन्स एक लैन्डमार्क बन चुकी है। स्वर्गीय श्री धनसुक सी. शाह एक दूरदृष्टा थे जिन्होंने एनएच8 पर मेसर्स शाह एण्ड सन्स के ब्राण्ड नाम से यह डीलरशिप अपनी कड़ी मेहनत और लगन से खड़ी की थी। अपनी ग्राहक सेवा में उनका एक व्यक्तिगत लगाव हुआ करता था जो उनके फोरकोर्ट में नए ग्राहक लाने और पुराने को बनाए रखने का राज था। यही परम्परा आगे वर्तमान डीलर श्री मेहुल कुमार में चली आई है।

यह आउटलेट दो संघ राज्य क्षेत्रों दमन और दादर नगर हवेली के बीच सूरत टेरिटरी स्थित है जहाँ ईंधन का मूल्य काफी ज्यादा है। डीज़ल की कीमत में 4.22 ₹. प्रति लीटर का बड़ा अंतर है। यह बात और साथ में राष्ट्रीय राजमार्ग पर ओएमसी की उपस्थिति ने बाजार हिस्सा बनाए रखने के काम को काफी मुश्किल बना दिया है। इस चुनौती को और कठिन

बना दिया है इसके स्थल ने जो फ्लाई ओवर के नीचे है। इन सब चुनौतियों के बावजूद रिटेल आउटलेट मेसर्स सी.पी. शाह एण्ड सन्स ने पिछले अक्टूबर में 1000 कि.ली. एचएसडी का आंकड़ा पार करने का पराक्रम कर दिखाया और तब से यह आउटलेट प्रति माह 200 कि.ली. एमएस और 950 कि.ली. एचएसडी की औसत बिक्री कर रहा है।

डीलर श्री मेहुल शाह विपणन के 5P में से 'People' और 'Promotion' पर खास ध्यान देते हैं ('People, Promotion, Price, Place and Product')

पड़ोसी संघ राज्य प्रदेशों के अन्य रिटेल आउटलेटों की तरफ से आने वाली कड़ी प्रतियोगिता को देखते हुए अपने 40 स्टाफ के साथ डीलर का यह दृढ़ विश्वास है कि सभी ग्राहक के अनुकूल मुफ्त सेवाएँ प्रदान करने से ग्राहकों की एकनिष्ठा बनी रहती है।

श्री मेहुल हमेशा फोरकोर्ट में एक सकारात्मक वातावरण बनाने का प्रयास करते हैं। खुशहाल और अपने ध्यान में लिप्त स्टाफ जो अपने काम से प्यार करते हैं उन्हें प्रति माह 'सर्वोत्तम डीएसएम/

डीएसडब्ल्यू' के पुरस्कार से सम्मानित किया जाता है। इस पुरस्कार पाने के मानदण्ड हैं ग्राहकों के साथ सर्वोत्तम जुड़ाव, बेहतर ग्राहक संबंध का निर्माण और बेहतर ग्राहक अनुभव।

लक्ष्य प्राप्ति से जुड़े मासिक प्रोत्साहन से निरन्तर बिक्री में बढ़ोत्तरी बनी रहती है। डीएसएम/ डीएसडब्ल्यू की स्वास्थ्य की जरूरतों का ध्यान रखने के लिए आउटलेट में काम करने वाले स्टाफ के प्रत्येक पारिवारिक सदस्य को 'स्वास्थ्य बीमा योजना' और ईएसआईसी के अंतर्गत कवर किया गया है।

उत्सव त्योहारों के मौसम के दौरान प्रचारात्मक गतिविधियों से आउटलेट की सरगमियों काफी तेज़ हो जाती हैं। फोरकोर्ट की चहल-पहल ग्राहकों को भी प्रसन्न करती है और वे भी ऐसे कार्यक्रमों में खुशी से हिस्सा लेते हैं। श्री मेहुल खुद भी दक्षिण गुजरात के विद्यार्थियों के लिए शिक्षा सहित सामाजिक और कल्याणकारी गतिविधियों से जुड़े हुए हैं। वे विभिन्न कार्यक्रमों में भी हिस्सा लेते हैं जैसे वाँपीथॉन (वापी में मेराथान), औद्योगिक फेडरेशन बैठक आदि। ये विभिन्न उद्योगकर्ताओं और सामाजिक कल्याण ग्रुप को आपस में मिलने में भी सहायता प्रदान करते हैं।

ट्रांसपोर्टों की जरूरतों को समझने के लिए श्री मेहुल काफी भ्रमण करते हैं। श्री मेहुल ऑटोमेशन के जरिए ग्राहकों की जानकारी का विश्लेषण भी करते हैं ताकि उन्हें प्रदान की जाने वाली सेवाओं को प्रभावी ढंग से बनाया जा सके।

## ग्राहक को अपना विशेष समय दें

ग्राहकों को अपना सर्वोत्तम दें। मुनाफा और प्रसिद्धि अपने आप आपके पास आ जाएगी। यह कहना है प्यूएल केयर, होशापूर की सुश्री सारिका सूद का।

व्यक्तिगत उपस्थिति खास कर भीड़ के समय, समय-समय पर ग्राहकों के साथ व्यक्तिगत संवाद और टीम को हमेशा प्रेरित करना इस ऊर्जावान डीलर का व्यापार मंत्र है। मेसर्स प्यूएल केयर, जलन्दर टेरिटरी की शुरुआत 27 दिसम्बर, 2001 को महिला श्रेणी के अंतर्गत हुई। सुश्री सारिका सूद इस फर्म की अकेली मालिक हैं और वे काफी ध्यान रखने वाली भावनाप्रधान महिला हैं।

प्यूएल केयर ने पिछले वर्ष एमएस तथा एचएसडी में क्रमशः 11% और 15% वृद्धि की। यहाँ की अनोखी सुविधा है कि ग्राहकों के लिए खास कार वेंश की सुविधा। इसे बीएमडब्ल्यू ब्राण्ड की कार का संरक्षण प्राप्त है। ट्रकर्स सेगमेंट के लिए यहाँ मुफ्त दुर्घटना जीवन बीमा कवर दिया जाता है। उनके लिए बाथरूम में कॉन्डोम डिस्पेंसर भी है।

सुश्री सूद ने स्वचलन या ऑटोमेशन पर काफी जोर दिया है और एक 32" की एलसीडी सेल्स रूम में लगा रखी है ताकि बड़े ग्राहकों को विस्तार से स्वचलन के बारे में बातया जा सके। इन्होंने सभी ग्राहकों का विवरण स्वचलन में अद्यतन कर रखे हैं और सभी ग्राहकों को उनके जन्मदिवस, त्योहारों, स्वतंत्रता दिवस आदि के मौके पर शुभकामना संदेश भेजती हैं। डीएसएम का पारिश्रमिक अब बिक्री पर आधारित है।



डीएसएम के बीच प्रतियोगिता की भावना निर्मित करने के लिए डीलर ने एक फॉर्मेट बनाया है जिसमें डीएसएम की घर जाने वाली तनखाह सीधे महीने के दौरान बेचे गए लीटर की संख्या से जुड़ी है जिसके लिए डीएसएम विशिष्ट टैग का इस्तेमाल किया जाता है। पेट्रोल एवं स्पीड पर 0.50 ₹. प्रति लीटर और डीज़ल पर 0.15 ₹. प्रति लीटर का प्रोत्साहन डीएसएम को दिया जाता है जो एक ऐसा फॉर्मेट तैयार करता है जो डीएसएम को अपने खुद का पे चेक लिखने की ताकत प्रदान करता है। ड्राइव वे में डीएसएम के बीच एक होड़ लगी रहती है जिसे डीलर ने पहले कभी नहीं देखा है। यह सब कुछ ऑटोमेशन के कारण ही संभव हुआ।

ग्राहकों से प्राप्त उत्साहवर्धक फीडबैक सुश्री सूद के चेहरे पर मुस्कुराहट ले आती है जैसे किसी ने यहाँ तक लिख भंजा कि आरओ का नाम 'प्यूएल केअर' के बजाय 'कस्टमर केअर' होना चाहिए क्योंकि आप केवल ईंधन के मामले में ही नहीं सभी तरह से ग्राहकों का ख्याल रखती हैं। अब ऐसे फीड बैक के बाद किसी को और क्या चाहिए?

अब इनका सपना एक सुपर स्टेशन चलाने का है और निःसंदेह ये इसे भी पूरा कर लेंगी।

“साख बनाने में 20 साल का वक्त लग जाता है और इसे मिटाने के लिए 5 मिनट ही काफी है। अगर आप इस दृष्टि से सोचते हैं तो आप चीजों को अलग ढंग से करेंगे। आइए कुछ अलग करें।”

वॉरेन बफेट  
कारोबारी दिग्गज और निवेशक

## ग्राहक सेवा अंत नहीं शुरूआत है..

जैसा कि हमने देखा है ग्राहक सेवा केवल एक शब्द नहीं है बल्कि यदि इसे ठीक से समझ कर चतुराई से लागू किया जाए तो इससे न केवल खूबसूरत संबंध स्थापित हो सकते हैं बल्कि कारोबार में भी बढ़ोतरी हो सकती है। ग्राहक सेवा की परफार्मेंस इंडिकेटर (केपीआई) का सबसे महत्वपूर्ण पहलू है ‘फील गुड फैक्टर’। जितना फील गुड फैक्टर अधिक होगा ‘ग्राहक सेवा’ उतनी ही अच्छी होगी यानि ग्राहक को रिटेल आउटलेट में आना अच्छा लगता है। मूल बातों पर ध्यान रखते हुए हमें यह अवश्य मालूम होना चाहिए:

- ⊠ **अपने उत्पाद जानिए** – आप कौन से उत्पाद/सेवाएँ प्रदान हैं उसकी पूरी जानकारी रखिए। दूसरे शब्दों में जानकारीयों रखने में माहिर बनिए। ‘मुझे नहीं मालूम’ कहना ठीक है लेकिन इसके तुरंत बाद यह भी कहना चाहिए कि ‘देख कर या पूछ कर बताता हूँ’ या शायद ‘मेरे दोस्त को पता है’। चाहे कैसी भी स्थिति हो हमेशा याद रखें कि ग्राहक को बिना जानकारी दिए जाने न दें। उदाहरण के लिए यदि डीएसएम को स्मार्ट फ्लीट कार्यक्रम के फायदों के बारे में न मालूम हो तो उस ग्राहक को तुरंत आरओ प्रबंधक या प्रश्न का जवाब देने वाले सक्षम व्यक्ति से मिलवाना चाहिए।
- ⊠ **देहबोली/संवाद** – दूसरों के साथ किए जाने वाला ज्यादातर संवाद देहबोली के माध्यम से होता है। सकारात्मक देहबोली के दो सबसे महत्वपूर्ण पहलू हैं मुस्कराहट और नेत्रसंपर्क। अपने ग्राहकों को आँख मिलाकर बात करें। इससे यह साबित होता है कि हम उनकी बातें सुन रहे हैं और उनकी तरफ पूरा ध्यान दे रहे हैं। निश्चित रूप से खाली या फैले मुँह से बात करने से कहीं बेहतर है मुस्करा कर बात करना। ग्राहक का स्वागत करना केवल दस कदम का 3रा प्वाइंट भर नहीं है बल्कि यह एक महत्वपूर्ण क्रिया है जिससे ग्राहक को बहुत अच्छा महसूस होता है। अतः आप यह सब किस तरह से करते हैं यह बहुत महत्वपूर्ण है।
- ⊠ **अतिथि की जरूरतों को भाँप लें** – हमेशा ग्राहक की अपेक्षाओं से अधिक और दूर तक जाने के तरीके अपनाएँ। ऐसा करने पर उन्हें एक अहसास होता है कि आप उनका ख्याल रख रहे हैं और वे एक खुशनुमा अहसास या फील गुड फैक्टर के साथ विदा लेते हैं, जिसकी हमें तलाश है।
- ⊠ **रिटेल आउटलेट का प्रस्तुतीकरण** – स्वच्छता और सभी बुनियादी जरूरतों की उपलब्धता जैसे ईंधन, विभिन्न स्वीकृत भुगतान के तरीकों को स्वीकार करना, डीएसएम का प्रसन्न आचरण, साफ सुथरा ड्राइव वे आदि सही हो।

## हर पल अनमोल है

जर्नीज ने आपके लिए एक ऐसा अंक लाया है जिसमें पूरी तरह ग्राहक क्षणों को संजोए रखा है।

इस महीने हमारी थीम है ‘बीपीसीएल का हर पल भी अनमोल है, फिर वह समय हो या कोई दोस्त हो।’ यह स्टोरी लाइन रिटेल एसबीयू द्वारा हाथ में लिये जानेवाली प्रोजेक्ट पीएल के सदृश्य तथा उत्कृष्ट सेवा सुनिश्चित करने में कोई कसर न छोड़ने के समर्पित प्रयास में है। आगे पेट्रोलियम परिदृश्य में चुपके से होनेवाले परिवर्तनों के साथ एचएसडी कीमतों के विनियमन और निजी खिलाड़ियों के बीच स्पष्ट दिखाई देने का संकेत देते हैं। प्रोजेक्ट पीएल पीएफएस, ऑटोमेशन और सेवा निष्ठा और ग्राहकों की खुशी पर जोर देता है।

यद्यपि, यह फील्ड पर ऑफलाइन चल रहा है, किंतु बीपीसीएल द्वारा सोशल मीडिया में ऑनलाइन चलाये जानेवाले हम हर दिन अपने ग्राहकों के साथ सक्रिय

चर्चा करते हैं। इनमें दुःखी, क्रोधित, निराश सभी प्रकार के ग्राहक आते हैं। इनमें दुःखी, क्रोधित, निराश सभी प्रकार के ग्राहक आते हैं। यह चर्चा लाइव और आँखे खोल देनेवाले अनुभवों से भरी होती है। यदि आपने वर्ल्ड वाइड वेब पर अभी तक बीपीसीएल की खिड़की नहीं खोली है, तो हम कहेंगे कि आपके ग्राहक आपके बारे में क्या सोचते हैं यह जानने का यह सबसे अच्छा समय है। इस संस्करण से हम आपके लिए ऑनलाइन स्टोरी पर एक संपूर्ण नया पृष्ठ छापेंगे जिसमें विभिन्न अन्य अवसरों के साथ-साथ इससे जुड़े रहने के लिए कुछ प्रतियोगिताएँ भी होंगी।

इसलिए इसके साथ आपका जुड़ाव होना स्पष्ट है। हमारे ग्राहक तत्काल ऑनलाइन में जो बयान करेंगे उसे हम फील्ड पर ऑफ लाइन डिलीवर करते हैं। वास्तविक और आभासी दुनिया को अलग करनेवाली बीच की लाइन इतनी संकुचित हो गई है कि हम इसे अनदेखा नहीं कर सके। यह कहना काफी है कि अब यह विभाजन नहीं बचा है।

कृपया जर्नीज या ऑनलाइन की स्फूर्ति का आनंद लें। क्यों कि हर पल अनमोल है।



जर्नीज़ पाठकगण सर्वेक्षण में आपका हार्दिक स्वागत है ! निवेदन है कि अपना थोड़ा-सा समय देकर अपने विचार एवं सुझाव हमें बताएं ताकि हम आपकी बेहतर सेवा कर सकें। आपके विचारों से हम निश्चित रूप से ऐसी पत्रिका सामने प्रस्तुत कर सकते हैं, जैसी आप चाहते हैं।

**1. सामान्यतः आप भारत पेट्रोलियम की जानकारी कहां से पाते हैं ?**

- जर्नीज़  बीपीसीएल वेबसाईट  फेसबुक  लिंकड इन  
 बीपीसीएल स्टाफ  डीलर/वितरक नेटवर्क  मीडिया  अन्य

**2. आप जर्नीज़ कितनी बार पढ़ते हैं**

- हर अंक  अधिकतर अंक  कभी-कभार कोई अंक  कोई अंक नहीं पढ़ा है

**3. अपने मनचाहे विषयों को चिन्हित करें**

**कारोबार एवं कार्य-नीति:**  अध्यक्ष एवं प्रबंध निदेशक/निदेशकों/कारोबार प्रमुखों के संदेश  निगमित समाचार  तेल एवं गैस उद्योग

ऑटोमोबाईल उद्योग  वैश्विक एवं अंतर्राष्ट्रीय मुद्दे  प्रबंधन विषय

**सामान्य रूचिवाले विषय :**  व्यक्तिगत उपलब्धियाँ  कला एवं संस्कृति  स्वास्थ्य संरक्षण  पर्यावरण

विज्ञान एवं प्रौद्योगिकी  यात्रा एवं फुरसत  संपादक को पत्र

**4. जर्नीज़ में शामिल करने के लिए कोई नया विषय सुझाएं : .....**

**5. कृपया निम्न पर जर्नीज़ की गुणवत्ता का दर्जा तय करें:**

	उत्तम	अच्छा	औसत	बुरा	एकदम बुरा
विषय	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
आवरण	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
पढ़ने में आसानी	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
लिखने की शैली	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
लेआउट एवं रूपरेखा	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
छायाचित्रण	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
समय पर सुपूर्दगी	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**6. जर्नीज़ भारत पेट्रोलियम के साथ मेरा संबंध मज़बूत बनाता है क्योंकि:**

- मुझे प्रोत्साहित करता है  जानकारी का स्रोत है  मेरे कारोबार में सहायता करता है  अन्य: \_\_\_\_\_

**7. जर्नीज़ से मैंने प्रेरणा लेकर :**

- कोई गतिविधि शुरू की है या उसमें हिस्सा लिया है  जर्नीज़ में लेख प्रकाशित किया  स्टाफ/कर्मचारी के साथ जानकारी बांटी  
 अन्य कारोबार सहयोगियों से संपर्क किया  सोशल मीडिया में बीपीसीएल देखा  मेरे विचारों को संपादक के पास भेजा  
 बीपीसीएल वेबसाईट देखी  एनर्जीईजिंग लाइव प्रतियोगिता में भाग लिया  अन्य: \_\_\_\_\_

**8. पिछले वर्ष में कौनसा लेख/विषय अत्यंत स्मरणीय रहा है ? \_\_\_\_\_**

**9. आपको जर्नीज़ में सबसे अधिक क्या पसंद है ? \_\_\_\_\_**

**10. आप जर्नीज़ में कौनसे लेख/विषय छपवाना पसंद करेंगे ?**

- व्यक्तिगत उपलब्धियाँ  कहानियाँ  कविताएँ  यात्रा संस्मरण  छायाचित्रण  अन्य: \_\_\_\_\_

**11. जर्नीज़ में क्या परिवर्तन या सुधार सुझाना चाहेंगे ? \_\_\_\_\_**

**12. कृपया अपने बारे में निम्नलिखित जानकारी दें।**

भारत पेट्रोलियम के साथ आप का क्या संबंध है ?  डीलर  वितरक  ग्राहक  स्टाफ  अन्य \_\_\_\_\_

नाम: ..... आयु: ..... जेंडर : ..... प्रदेश / क्षेत्र. ....

सीसी नं: ..... सम्पर्क नं: ..... ईमेल : .....

जर्नीज़ पाठकगण  
सर्वेक्षण 2014 में  
भाग लेने के लिए  
धन्यवाद !!

कृपया अपना फीडबैक निम्न के पास भेजें :

संपादक, जर्नीज़, ब्राण्ड एवं पीआर, भारत पेट्रोलियम कॉर्पोरेशन लि., भारत भवन, 4 एवं 6,  
करीमभाँय रोड, बेलार्ड इस्टेट, पीबी नं: 688, मुंबई - 400001

ईमेल: editor\_journeys@bharatpetroleum.in



Welcome to the JOURNEYS Readership Survey! We are asking for just a few moments of your time to make sure we hear your opinions and suggestions so we can best serve your interests. Your views will definitely help us provide you the kind of magazine you want!

**1. How do you generally acquire information about Bharat Petroleum?**

- Journeys     BPCL Website     FACEBOOK     Linked.In     BPCL Staff  
 Dealer /Distributor network     Media     Others

**2. How often do you read JOURNEYS?**

- Every issue     Most issues     Occasional issues     Never read an issue

**3. Please tick the topics that interest you :**

- Business and Strategy :     Messages from CMD/Directors/ Business heads     Corporate news  
 Oil & Gas Industry     Automobile Industry     Global & International issues     Management Topics

- General interest Topics :  Personal achievements     Art & Culture     Health Care     Environment  
 Science & Technology     Travel & Leisure     Letters to editor

**4. Please suggest any new topics that you wish JOURNEYS should cover :.....**

**5. Please rate the quality of JOURNEYS on the following:**

	Excellent	Good	Average	Poor	Very Poor
Content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of reading	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Writing style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Layout and design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Photography	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Timely delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**6. "JOURNEYS strengthens my personal connection to Bharat Petroleum as it ..."**

- Motivates me     Serves as a source of information     Helps me improve my business     Other: \_\_\_\_\_

**7. JOURNEYS has inspired me to :**

- Initiate/participate in an activity     Publish an article in Journeys     Share information with staff/colleague  
 Contact other business associates     Follow BPCL on social media     Send my views to the editor  
 Follow BPCL Web site     Participate in Energising Lives Contest     Other \_\_\_\_\_

**8. What article / topic has been the most memorable in the last year?**

\_\_\_\_\_

**9. What is it that you like most about JOURNEYS?**

\_\_\_\_\_

**10. What are the articles/topics you would like to contribute to Journeys?**

- Personal achievements     Stories     Poems     Travelogues     Photographs     Others

**11. Are there any changes or improvements you would like to suggest in the journal?**

.....

.....

**12. Please provide the following information about yourself.**

Your relationship with Bharat Petroleum?     Dealer     Distributor     Customer     Staff     Other

Name : ..... Age: ..... Gender: .....

Territory/Region..... CC NO: .....

Contact No: ..... Email : .....





**SEASON TWO**

**Digital Photo & Movie contest for Dealers & Distributors.**

# HAPPY



**SEND YOUR entries and be the talk of the TOWN!**

**THEME : Happy PAL (Happy customer moments)**  
Entries you send should necessarily have any of BPCL Brands in the context.

### PHOTO CONTEST

Image format : JPEG/TIFF/PNG  
Image Size : 1 MB (min)  
Resolution : 200dpi (min)  
No.of entries : 2 (max) per participant

### MOVIE CONTEST

Short film duration : 6-7 mins  
Narration/ Subtitles : Any language  
Short description : English (Word Doc)  
No.of entries : 1 (max) per participant

### COMPULSORY PARTICIPANT PARTICULARS :

Name, Dealer/Distributorship Name, CC No., Territory & Region, Contact No., and Name & Contact Number of Sales Officer.

### WHAT'S IN STORE FOR YOU ?

Win exciting prizes. Plus, the "PEOPLE's Choice" and TOP 2 entries from each region will be covered in an exclusive FEATURE in your own JOURNEYS and will be widely shared on FACEBOOK. All winners and SOs of the winning Territories will receive special mention.

Follow the contest on **FACEBOOK**



#### How to participate :

- >> Mail your entries to [bpclcontest@gmail.com](mailto:bpclcontest@gmail.com)
- >> Qualifying photos and movies will be posted in the "Shoot at Site album" on BPCL FACEBOOK page
- >> The Photo & Movie that receive the maximum "LIKES" will win the "PEOPLE's CHOICE" prize.
- >> Entries that receive maximum LIKES in each region will also be eligible for top two positions in respective regions.
- >> Only qualifying entries will be posted on Facebook and "LIKES" will be accepted only on FACEBOOK.
- >> All entries will become BPCL property and will be used for positive conversations on BPCL plaforms.
- >> Please follow us on our website [www.bharatpetroleum.in](http://www.bharatpetroleum.in) and [www.facebook.com/BharatPetroleumcorporation](http://www.facebook.com/BharatPetroleumcorporation) details of the contest.
- >> Invite your friends and customers to follow too.

LIKE, SHARE AND FOLLOW BHARAT PETROLEUM.



**PEOPLE'S CHOICE WINNER**  
**PRIZE WORTH R5.25,000/-**  
& OTHER PRIZES TO BE WON



**Would you like to partner with Leaders ?**  
Are you passionate about energising lives through world class services ?



**Logon to Advertisement for New BPCL Dealerships**  
At [www.bharatpetroleum.in/dealer/dealerSection.asp](http://www.bharatpetroleum.in/dealer/dealerSection.asp)