



# Indian Railways: Ticket booking counters without the lines

## Executive Summary



Leveraging Opti-Q's industry-standard queue management algorithms, Indian Railways resolved its Customer/traveler management issues at Rajkot, Gujarat a mid-sized railway station in western India. Booking Staff, travelers, and the overall ticketing process benefitted greatly by Opti-Q's simplified system automating many different aspects of ticketing across multiple counters.

## Client

Indian Railways is the largest employer in the world with a network spread over 63,000 kms and 7000 railway stations across the country, It carries 12 million passengers and more than 1.2 million tonnes of freight daily.

## Business Situation

With such a massive transit system, booking of tickets at any Railway station is a cumbersome process for travelers. Long queues and Opportunistic touts made travelling a harrowing experience. Travelers have to either pay extra for reservations or wait long hours in queues to purchase tickets.

This stressful environment resulted in chaotic and mismanaged ticketing environment causing delays and large overheads.

## Challenges

The railway station is populated with travelers 24x7. Due to understaffed police supervision, the Intellvisions solution needed to meet challenges like theft, destruction & manhandling, besides being robust and extremely user friendly. It needed to increase the efficiency of booking staff & better management control.

Another challenge was to provide a fail safe system in case of a breakdown of the main system. Further the system had to be cost effective too and efficient to prevent a chaotic situation during a failover.

***Every single day Opti-Q handles the requirements of 2000 plus travelers at long distance ticket counters. The system effectively puts an end to long winding queues and unscrupulous touts making a quick buck at the passengers expense, thereby increasing service level and enhancing the traveler's experience.***

# Solution

Intellvisions leveraged its extensive experience in automated self service solutions and used its industry recognized queue management system Opti-Q to address the issues faced by travelers and booking staff.

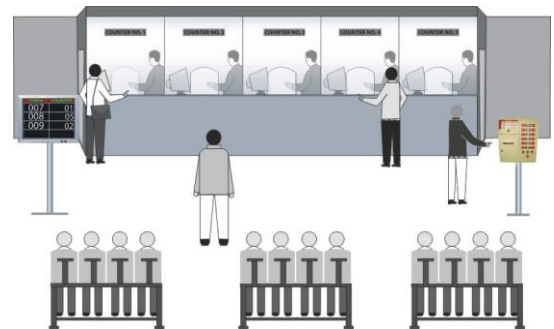
The solution is a stand alone system that generates number tokens and allows travelers to wait in the waiting lounge, Travelers carry out the transaction when their respective numbers are called or flashed on the screen. Opti-Q leverages proprietary algorithms to prevent fraudulent ticketing by touts or corrupt booking staff.

# Business Impact

By deploying our Opti-Q, Indian Railways has drastically reduced the stress levels on travelers and booking staff. Some of the business benefits are:

- Tremendous relief from stressful situations arising out of overcrowding at booking counters.
- Elimination of Corrupt practices.
- Simplified ticketing system resulting in better management of ticket booking
- Excellent customer service with better crowd control.
- Enhancement of staff efficiency & productivity
- System Provides performance metrics including customer wait time & average service time among others.

Intellvisions completely re-engineered Opti-Q to seamlessly work with existing VT-100 terminals. The moment a customer is serviced and his journey ticket printed, the special algorithm of Opti-Q calls the next person in queue. It thereby eliminate the hand-in-glove nexus between touts and booking staff. Productivity of each staff has been improved due to reduction of stress levels & better management control including number of breaks utilized by booking staff.



# About Intellvisions and Opti-Q

Intellvisions is a leading provider of self-service technologies.

Since 1994, Intellvisions has been committed to developing innovative solutions that help global organizations achieve their most important objectives... generating more revenues while increasing operational efficiency and reducing transaction costs. We serve the most demanding customers known for setting the highest benchmarks in customer service.

Our products stand out for their innovative engineering, long-term value and our proven ability to solve business problems of our customers using imagination and insight. They are built on the foundation of our long-established industry knowledge in image processing, control electronics and system engineering capabilities. They reflect the creativity of our diverse team of product designers and software specialists.

Organizations in over 11 countries rely on Intellvisions to drive up their operational efficiency enhance the security of transactions while reducing transaction costs taking their business to a new level of competitive advantage.

Opti-Q is a complete branch analytics system that not only manages customer queues in real-time but also provides the management real-time access to performance metrics like customer wait time, average service time and employee efficiency. It provides banks and retail institutions a complete branch transformation tool to prioritize services for their VIP customers while providing them a convenient method to cross sell and up sell their products to waiting customers.