

**Government of India
Ministry of Railways
Railway Board**

No. 2018/PG/18/All-India Helpline

New Delhi, dated 21.8.2020

PCCMs
All Indian Railways

Sub: Extending support of 139 for Freight and Parcel marketing.

In view of the ongoing thrust on promoting freight and parcel traffic, it has been decided to have a single All-India contact number. Accordingly, RailMadad Helpline 139, Option 6, with the caption "Freight and Parcel Queries" will be dedicated for this purpose. Upon Dialling 139, and pressing 6, the call would be diverted to the call-centre executive. Further action shall be as below:

Protocol for 139 Call-centre

1. 139 Call-centre Agent would register the query under Sub-categories 'Parcel Facilitation' or 'Freight Facilitation', under Categories Luggage/Parcel and Goods, respectively, under Mode 'Station' in RailMadad.
2. Caller's phone number will be automatically captured in RailMadad. The agent will feed the name of the caller and also the station from where he is calling, in RailMadad. The agent would capture the relevant details to the extent possible, on RailMadad dashboard.
3. If the caller calls between 1000 hrs to 1800 hrs, then his call will be transferred to the NR Cell of the concerned Division.
4. If the call is beyond the hours mentioned above, then the caller will be intimated that the resolution shall be done between 1000 hrs to 1800 hrs on the following date.
5. In both the cases (at Sl. No. 3&4 above), the information captured on the Dashboard shall be transferred to the concerned Division.

Protocol for Divisions:

- (i) Sr. DCM shall create user ID and Password for the NR Cell, enabling them to access commercial control dashboard. This will be an interim arrangement till the Dashboard facility is created for the NR Cell by CRIS by 30.8.2020. Once the new dashboard is ready, NR Cell user will be configured on that by Sr. DCM.
- (ii) No generic IDs and Password will be created.
- (iii) The person at the NR Cell, after going through the Dashboard information, will interact with the caller to gauge his requirement with as many as details as possible. All the new information captured should be entered into the 'interim reply' option of RailMadad, so that its confirmation goes to the caller.
- (iv) In the 'interim reply' tab, the NR Cell official shall also mention the name and contact details of the nominated officer, namely, ACM, who will be the one-point contact for the freight/parcel customer.
- (v) The query should be answered within 3 hours (SLA 1), after which it would get escalated to Sr DCM, and then to ADRM (after 24 hrs-SLA2). In case the call is made after officer hours, the reply should go by 1300 hours of the next day.
- (vi) The nominated officer (ACM) shall also have a transactional ID, to be created by Sr DCM, to look at all the queries received by his Division. The query will be "Closed" only with the approval of ACM (over phone).
- (vii) The training of NR Cell shall be organized by Sr. DCM using the existing trained staff at the Commercial Control. Sr DCM should ensure that the person manning NR Cell should be courteous and well-versed with Rly freight and parcel rules.

The scheme is proposed to be launched on 26.8.2020 tentatively for which a further confirmation will be made. All concerned to be in readiness.


(Debaraj Panda)

Adviser/Commercial/RB

Copy to : AGMs for kind information

MD/CRIS for necessary changes in RailMadad

CMD/IRCTC for organizing training at call-centre