

STUDY THE STRATEGIES OF IRCTC'S PREMIUM SEGMENT TRAINS & LEVEL OF CUSTOMER SATISFACTION

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Abstract- This study explores the strategies adopted by IRCTC for its premium segment trains, such as Tejas and Vande Bharat Express, focusing on services, pricing, and customer engagement. It also evaluates the level of customer satisfaction through feedback analysis and service quality assessment. The findings aim to understand the effectiveness of premium offerings and suggest improvements to enhance the overall travel experience and customer loyalty in the competitive rail sector.

With an emphasis on Tejas Express and Vande Bharat Express, this paper explores the strategic steps taken by the Indian Railway Catering and Tourism Corporation (IRCTC) in managing and advertising its premium segment trains. These high-end trains mark a dramatic change in Indian Railways' strategy for improving the traveler experience, especially for wealthy and time-constrained passengers. The study looks at a number of crucial factors, including the caliber of onboard services, dynamic pricing systems, digital ticketing, timeliness, and facilities like infotainment, catering, and hygienic standards. One important area of attention is IRCTC's pricing strategy, which strikes a balance between value delivery and premium pricing to guarantee affordability while upholding excellent service standards.

The study also looks at IRCTC's customer engagement strategies, such as using digital platforms for real-time communication, feedback gathering, loyalty programs, and promotional offers. Particularly in a service-oriented industry like rail transportation, customer involvement is essential to creating enduring relationships and improving brand reputation.

The study uses survey data, feedback reviews, and service quality assessment models like SERVQUAL to analyze customer happiness in order to evaluate how effective these tactics are. This indicates the areas that need development and aids in determining the advantages and disadvantages of the existing service offering. The results show how effectively the premium goods meet customer expectations and shed light on the operational difficulties encountered.

Index Terms- IRCTC, Premium Trains, Customer Satisfaction, Service Strategies, Indian Railways, Passenger Experience

Keywords: IRCTC, Premium Segment Trains, Tejas Express ,Vande Bharat Express, Customer Satisfaction

Introduction-Indian railways were an quintessential part of the united states of America's transportation system for more than a century. The fourth largest railway in the world has come to be the lifeblood of millions of people in India. The advent of

generation has additionally modified the Indian Railways, in particular with the advent of the Indian Railway Catering and Tourism Corporation (IRCTC). IRCTC is a subsidiary of Indian Railways, which handles rail catering, tourism and on line ticketing In latest years, IRCTC has introduced luxurious trains to satisfy the developing demand for luxurious journey . In this document, we can look at the modes and stage of customer pride in top rate segment trains of IRCTC. Indian Railway Catering and Tourism Corporation (IRCTC) performs an essential function in presenting railway offerings, catering and tourism in India A distinctive feature of IRCTC's provider imparting is its luxurious teach phase aimed toward to offer a higher journeying experience for passengers who are inclined to accomplish that pay extra for it through better offerings It examines unique methods of managing luxurious educate segments and assesses purchaser pleasure amongst passengers. IRCTC's inception marked a strategic waft by using Indian Railways to streamline and modernize its offerings, particularly in areas related to ticketing, catering, and tourism. Over the years, IRCTC has advanced from its initial attention on online ticketing to grow to be a comprehensive service enterprise, increasing its portfolio to consist of numerous facets of railway-related offerings.

With the advent of premium segment trains like the Tejas Express and Vande Bharat Express, the Indian Railway Catering and Tourism Corporation (IRCTC) has made great progress in modernizing railway services in recent years. These trains represent a radical change in the way Indian Railways provides its services, with the goal of providing fast, cozy, and customer-focused travel experiences. These high-end trains serve to the expanding market of passengers who want ease, speed, and quality on their travels by offering improved amenities including onboard cuisine, infotainment, excellent sanitation, timeliness, and customer service.

The purpose of this essay is to analyze the tactics used by IRCTC to position these high-end services in a cutthroat transportation industry. It looks at things like customer involvement, branding, price strategies, service differentiation, and technology integration. Additionally, by analyzing feedback, service quality evaluations, and the overall passenger experience, the study assesses the degree of consumer satisfaction. Understanding the efficacy of

these tactics is crucial for future advancements as customer expectations change in response to exposure to international standards and rising income levels. In the midst of growing competition from private and alternative travel options, the findings are intended to offer practical insights for improving service quality, increasing customer loyalty, and maintaining Indian Railways' premium brand image.

Studies & Findings- An examination of the tactics used by the Tejas Express and Vande Bharat Express, two of IRCTC's premium class trains, demonstrates a thorough method for raising passenger satisfaction. By the usage of a number of calculated measures, those luxurious trains are located to provide a good higher tour enjoy. •The focus on reliability and timeliness, which addresses one of the maximum frequent grievances among educate passengers, is another important tactic. The top class phase trains are famed for retaining to timetables, reducing delays, and ensuring punctuality arrivals. Personalized offerings that cater to the man or woman wishes of passengers, such onboard concierge and attentive institution, considerably growth patron pride through making the journey more amusing and custom designed. •The premium trains' dependability and simplicity of use have hooked up IRCTC as a market leader inside the rail transportation industry. All things taken into consideration, IRCTC's strategic emphasis on presenting amazing provider, integrating technology, and enforcing customer-centered tasks has greatly improved the journey revel in in its premium region and raised client delight. The premium trains' dependability and simplicity of use have hooked up IRCTC as a market leader inside the rail transportation industry. All things taken into consideration, IRCTC's strategic emphasis on presenting amazing provider, integrating technology, and enforcing customer-centered tasks has greatly improved the journey revel in in its premium region and raised client delight.

In order to analyze consumer satisfaction levels and the measures IRCTC has implemented for its premium trains, Tejas Express and Vande Bharat Express, the study combined primary and secondary research. Passengers who had traveled on these trains were the target of structured surveys and online feedback forms used to gather primary data. Official IRCTC reports, consumer reviews, media stories, and scholarly works about public transportation service quality were the sources of secondary data.

The results show that IRCTC has used a number of crucial tactics to improve the first-rate travel experience. Pre-arranged meals, Wi-Fi, multimedia, onboard housekeeping, customer assistance systems, dynamic pricing, and timely and expedited travel schedules are a few of them. Passenger convenience is further increased by the use of digital ticketing and real-time service updates.

Regarding customer satisfaction, travelers were quite pleased with the onboard amenities, crew conduct, cleanliness, and timeliness. Nonetheless, there were conflicting opinions on things like ticket costs, the reliability of the food's quality, and seat availability during busy times. According to the SERVQUAL analysis, aspects like certainty and empathy might

use some work, even if responsiveness and dependability received high scores.

All things considered, the results indicate that IRCTC's premium section has had a favorable effect, but it still needs ongoing improvements to be competitive and retain customers.

Research Methodology

The study on **IRCTC's premium segment trains and customer satisfaction levels** adopts a **descriptive research design** to understand and analyze the strategies implemented by IRCTC and their impact on customer satisfaction.

Data Sources:

Both **primary and secondary data** have been collected.

Primary data was gathered through a structured **questionnaire** circulated online via **Google Forms**.

Secondary data was obtained through various online sources and documents relevant to IRCTC's premium train services.

Data Collection Tool:

The main tool used for data collection was a **questionnaire** focusing on service quality, customer experience, pricing, facilities, and overall satisfaction.

Sample Size:

The research is based on the responses of **205 participants** who have experienced travel in IRCTC's premium segment trains (e.g., Tejas, Vande Bharat, Rajdhani, Shatabdi).

Sampling Technique:

A **convenience sampling method** was employed, targeting respondents who were easily accessible and willing to share their travel experiences.

Conclusion- Examining the methods used by IRCTC's top class trains and their effect on passenger pleasure turned into the principle intention of the research project. After a thorough research, a number of critical conclusions have been made. First, the study observed that so that it will set themselves apart from everyday train offerings, IRCTC's top rate segment trains appoint a variety of strategies. Offering opulent extras like roomy accommodations, excellent eating options, onboard amusement, and individualized offerings is this type of methods. To enhance the whole tour experience, the trains additionally journey on cautiously chosen routes, which frequently bypass through well-known visitor locations and picturesque landscapes. Second, the examine emphasized the importance of top rate phase pricing techniques. Although the price of top class trains is normally greater than that of ordinary offerings, clients locate fee within the superior facilities and particular experiences provided onboard. Still, Pricing and client pride need to be

cautiously weighed due to the fact passengers need a certain first-rate of carrier in go back for his or her better fares. The examine also looked at how satisfied customers had been with IRCTC's top rate section trains. Overall, travelers were thrilled with these trains' opulent services, type personnel, and punctiliously thought-out itineraries. Nonetheless, some regions have been discovered to require development, together with advanced provider communication, a greater variety of meals options, and progressed reliability and timeliness control. Additionally, the take a look at venture observed that a number of variables, which include the usual of amenities, train punctuality, booking ease, and average value for cash, have an effect on client happiness. When riders assume rather of the posh teach enjoy, they commonly document more contentment stages. To sum up, the analysis of IRCTC's premium class trains confirmed a complex relationship among the provider company's techniques and the degree of customer delight that emerged. Through comprehension of these factors, IRCTC can beautify the complete travel revel in inside the premium marketplace via tailoring its offers to passengers' changing requirements and expectancies.

According to the study's findings, IRCTC has greatly improved the quality of rail travel in India through its strategic initiatives in the introduction and operation of high-end trains like Tejas Express and Vande Bharat Express. These trains have brought in a contemporary, cozy, and customer-focused travel experience that meets the changing needs of an increasingly discriminating passenger base. In addition to setting IRCTC apart from other traditional train services, the integration of cutting-edge technology, improved onboard amenities, and digital interaction has established IRCTC as a progressive force in the transportation industry.

According to survey data and evaluations of service quality, customer satisfaction levels are generally high, especially when it comes to aspects like staff responsiveness, timeliness, and cleanliness. In order to continuously exceed customer expectations, the study also emphasizes the necessity of ongoing improvements in food quality, individualized service, and competitive pricing. By addressing these issues, IRCTC can improve the travel experience and foster more brand loyalty.

IRCTC needs to take a proactive and creative stance in the quickly changing transportation sector, where airlines and independent operators are growing more competitive. Maintaining its market share and guaranteeing long-term client happiness and retention will depend on fortifying its premium offers through frequent feedback analysis and service improvements.

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