



## Beneficiaries' Perceptions on EMRI 108 Service (With reference to Visakhapatnam City)

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### **Abstract**

*The task of marketing EMRI organization is significant. Defining Emergency services and providing information that would be of help to individuals in it is a huge marketing challenge. The marketing activities at EMRI begin from Creating an image, Brand positioning, Building Brand awareness, integrated marketing communications, Using PR as a major brand building tool. Achievement of these objectives will result in shaping an emergency services domain, mass understanding of emergency services, and development of competencies in emergency handling resulting in saving lives of one or more person. The present paper studies the Beneficiary's Perception on EMRI 108 Service in Visakhapatnam City, for this study both primary and secondary data was used.*

**Key words:** Marketing, EMRI, Perception, Services,

### **Introduction**

#### ***Dial 1-0-8 and save a life"***

The Emergency Management and Research Institute (EMRI) is an integrated Emergency Response Services provider, the first of its kind in India. It launched 1-0-8 services on August 15, 2005. The Institute, a not-for-profit, was founded and funded by Raju brothers of Satyam Computers. 1-0-8 is accessible from fixed and mobile phones. Apart from handling day to day emergencies, EMRI is also involved in research activities in the areas of medicine (prevention, diagnosis and treatment), crime, traffic disorders, fire, chemicals, pharmacology and biotech. EMRI also provides Emergency Management Training

programs for medical professionals, policy makers, public, volunteers and students. Its goal is to be the best in the world in Emergency Response. Throughout the journey, from conception to completion, a set of guiding principles and management concepts have been helpful to focus and deliver a world-class emergency management system that has received praise from international experts.

EMRI has developed processes and state-of-the-art infrastructure and is operating successfully in the states of Andhra Pradesh and Gujarat in India. The Governments of these two states are committed to assist EMRI in regulatory aspects, canalizing funds, leveraging infrastructure, promoting public awareness, etc. In turn, EMRI is expected



to provide its operational expertise, establish similar systems across the State, train the required manpower, etc. Unlike its counterparts in Emergency Management System (EMS) across India, EMRI focuses not only on the Sense aspect of EMS but also on the Reach and Care aspects, thereby addressing the entire delivery model of emergency response.

The intent to operate all these programs is to focus on providing quality Emergency Response with an emphasis on "The more we care...the more we value...the more we respect human life...the more we will develop as a nation...with humanity, humility and commitment to service". This initiative contributes towards developing the future with state-of-the-art technology in Emergency Management. Satyam Computers provides all technological support to EMRI. International dignitaries and experts also visit EMRI and train the associates.

#### **Objective & Methodology of the Study:**

The study tries to study the Beneficiary's Perception on EMRI 108 Service in Visakhapatnam City. The present study is based on both primary and secondary data. The primary data was collected from beneficiaries in Visakhapatnam city through a structured questionnaire by using convenient random sampling technique with a sample size of 300 respondents.

#### **Emergency Management in Andhra Pradesh:**

A home grown success story offering glimmer of hope in the Emergency management scenario in India, is the state of Andhra Pradesh. Envisaging a comprehensive coverage of Medical, Police and Fire emergencies through Public-Private Partnership, the Government of Andhra Pradesh recognized Emergency Management and Research Institute (EMRI), a not-for-profit institute as the nodal agency to provide comprehensive emergency management services, by an MOU signed on April 2, 2005.

The Government of India allotted the three-digit number – 108- which is accessible from both fixed and mobile phones and is toll free across the state for all emergencies.

Ramalinga Raju, Founder and Chairman of Satyam Computer Services Ltd, and his brothers have provided the initial funding for setting up EMRI. The Governing body of EMRI has provided thought leadership working towards benchmarking with the best in the world EMRI has collaborations with AAPI, AAEMI and NENA, Richmond Ambulance Authority, USA, R Adams Cowley Shock Trauma Centre, Stanford University, Singapore Health Services Pvt. Ltd, corporate Hospitals and NGO's in the related service areas.

Apart from handling the day - to - day emergencies (medical, police and fire), EMRI has made progress in Emergency Research & Training and



offers a 2 year full time residential Postgraduate Program in Emergency Care (EMT-A). This program is the first of its kind in India that will deliver highest quality education and comprehensive training in the field of emergency care services.

To ensure that the organization is continually improving EMRI has initiated the six sigma program for improving the process and is working towards the ISO 9001:2000 for process standardization.

### **108 Emergency Response Service**

108 Emergency Response Service is 24X7 Integrated Emergency services for medical, police and fire emergencies. It is a free service for any 'serious people emergencies'. 108 Emergency services, provides an integrated emergency service be it medical, police or fire emergency. Call for 108 Emergency service only for real life threatening emergencies like:

A) **Medical Emergencies:** Injuries, Cardiac, Stroke, Respiratory, Diabetics, Maternal/Neonatal, Epilepsy, Unconscious, Animal bites, Burns, Fever and Injection

B) **Police Emergencies:** Crime, Theft, Fights, and Robbery in progress and Bodily offences

C) **Fire emergencies:** Burns, Fire breakouts and Industrial fire hazards

It is remember that 108 Emergency Response Service is a free emergency for any emergency, it is a 24X7 emergency service, t is available in the entire state of Andhra Pradesh

- a) Toll Free number accessible from landline or mobile
- b) Emergency help will reach you in an average of 16 minutes
- c) Call 108 for all emergencies ( Medical, Police and Fire)

### **When not to call 108?**

- If there is no ' serious people emergency'
- It is not a number for enquiry or information gathering.
- Do not play around by dialing 108 as a joke. Otherwise a call in real emergency could be queue and a life could be lost.
- If you happen to call 108 by accident then do not hang up until the officer asks you to do.



### Data Analysis and Interpretation

Table 1. Respondent's opinion on aware of the EMRI 108

S.No	Particulars	Opinion/Option	Number of Respondents	Percentage
1	Awareness of EMRI 108	Yes	237	79.00
		No	24	8.00
		Know, but not exactly	39	13.00
2	Source of awareness of the EMRI 108	Advertisement	193	64.33
		Friends & Relatives	74	24.67
		Others	33	11.00
3	Respondent's Opinion about EMRI 108	Providing free service	283	94.33
		Providing service	0	0.00
		Not known	17	5.67
4	Received any service from EMRI 108	Yes	270	90.00
		No	30	10.00
5	Type of service received	Medical	263	87.67
		Police	26	8.67
		Fire	11	3.66
6	Made a call to EMRI 108	Beneficiary	271	90.33
		Others	29	9.77
7	EMRI 108 arrived to the place in time	Yes	290	96.67
		No	10	3.33
8	EMRI 108 given the proper guidance to you before ambulance arrived	Yes	150	50.00
		No	150	50.00
		Total	300	100.00
9	You got first aid	Yes	300	100.00
		No	0	0.00
10	Respondent's opinion on convenience dispensary	Yes	280	93.33
		No	0	0.00
		Don't know	20	6.67
		Total	300	100.00
11	Respondent's opinion on choice of hospital	Choice of EMRI 108	300	100.00
		Choice of Beneficiaries	-	-
12	EMRI 108 charge anything	Yes	-	-
		No	300	100.00
13	Respondent's opinion on EMRI 108 staff knowledge and skills	Have	280	93.33
		doesn't have	0	0.00
		Not known exactly	20	6.67
14	EMRI 108 not arrived in time your next choice	Private Ambulance	20	6
		Autos	200	67
		Other vehicles	80	27
		Total	300	100
15	Overall opinion about EMRI 108	Excellent	150	50.00
		Good	140	46.67
		Average	10	3.33
		Below Average	0	0.00
		Total	300	100.00



### **Respondent's opinion on aware of the EMRI 108**

From the above table it is clear that 79 per cent of the beneficiaries were aware of EMRI 108, 8per cent were not aware of EMRI 108, and 13per cent have vague idea. It is a good indication for the organization that most of the beneficiaries were aware of EMRI 108 or at least having an idea of EMRI 108 when compared to past period.

### **Reason for not aware of EMRI 108:**

Some of the beneficiaries who got service from EMRI 108 not aware of the EMRI 108, because lack of advertisement in some areas actually they live in a rural area, although EMRI 108 works in all areas they are not aware because in those areas populations are very less. Others made a call to EMRI 108 for the sake of them.

### **Source of awareness of the EMRI 108**

It shows that the most of the beneficiaries' i.e.64.33per cent are aware of the EMRI 108 through advertisements. And 24.67per cent beneficiaries are aware of the EMRI 108 through friends and relatives. Finally 11per cent beneficiaries are aware of the EMRI 108 through others. So indicates that the EMRI 108 has to create more advertisement towards their brand, then it will give fair results to the organization. Being a not for profit organization it is not possible to give more and more attractive advertisement, then it has to arrange campaigns every place in the district through voluntaries. It may help to create

more brand awareness towards EMRI 108.

### **Respondent's Opinion about EMRI 108**

From the above table it is clear that most of the beneficiaries known about the free service provided EMRI 108 because it is familiar to the public as free servicer. Except some of the beneficiaries all others are know about the service provided by EMRI 108.It is only possible by providing free service to the public.

Most of them are illiterates. They heard that some people say it is a free service and some people say it is not a free service. They are not sure about that, because in their area there were no beneficiaries till that time.

### **Received any service from EMRI 108**

It shows that 90per cent of the beneficiaries got the service from EMRI 108 and the remaining 10per cent were not received service because they wanted to shift from one hospital to other hospital. And the remaining was passed callers. It shows that most of the beneficiaries used EMRI 108 service mainly for medical service only. Almost 88per cent of the beneficiaries used medical service out of 100per cent. Most of them think that EMRI 108 is only for medical service. General attitude of the people is that ambulance means only medical, the remaining services fire and police are different.

Brand has fixed in the mind of the people is mainly for medical service. EMRI 108 is in the form of ambulance



means it is like a general ambulance. It doesn't show that it is different to general ambulances. Most of them are use to call fire and police services separately, they are not using 108 even though they know EMRI 108 is for all services. Because their intention is to get service immediately, instead of making call to EMRI 108 then they will call to them –it takes more time. To avoid that problem they use to call directly to them.

### **Made a call to EMRI 108**

It shows that most of the beneficiaries made a call to EMRI 108 i.e. 90.33per cent. It means that people recall the brand immediately whenever they need help in term of services. It tells that EMRI 108 have a good brand in public as a not for profit organization providing services to them.

It shows that 96.67per cent EMRI 108 has arrived to the place in time. Only 3.33per cent has not arrived to the place due to the traffic problems. To avoid that problem if EMRI 108 gives the signal to particular routes traffic polices before they started they will clear the routes, then the problem will be solved.

It shows that the 50per cent of the beneficiaries were received guidance. And 50per cent of the beneficiaries were not received the guidance because some of them were helpless and some of them were passed callers the 50per cent of the beneficiaries were received guidance. And 50per cent of the beneficiaries were not received the guidance because some of them were helpless and some of them were passed callers they have just

informed to the EMRI 108 about the situation. It shows that the 100per cent of the beneficiaries got the first aid. It means the EMRI 108 able to satisfy the basic needs of the beneficiaries at the beginning time. It will help to increase the brand of the EMRI 108. Because ones the beneficiaries were satisfied, whenever they need service they use the EMRI 108 service and make let others also use EMRI 108 service.

### **Respondent's opinion on convenience dispensary**

It shows that 93.33per cent of the beneficiaries has given their opinion towards EMRI 108 dispensary that it has a convenience dispensary. The remaining 6.67per cent were not known about these dispensaries. Finally it concludes that EMRI 108 has a convenience dispensary to provide a good service to the public, so that they are increasing their service day to day, because it is necessary in these days. If the people feel inconvenience about the brand they use to change the brand immediately. Most of them were not known to these dispensaries. Because they don't know which type of dispensaries are uses to particular incidents, not only that they have not observed properly about these dispensaries. To avoid these problems whenever they arrange campaigns if they explain about these dispensaries uses, the next time they will identify all dispensaries.



### Respondent's opinion on choice of hospital

Cent per cent of the beneficiaries prefer hospitals and if the victims were on the road as helpless then EMRI 108 will take them to nearest hospital and later informed to the nearest ones. All the beneficiaries i.e.100per cent were responded genuinely, that EMRI 108 have not charged any thing from them.

About 93 per cent of the beneficiaries have said that EMRI 108 works well in all services. But, only 7per cent of the beneficiaries were not known about the staff knowledge because at that time they were not in a position to identify what they were doing. About 67per cent were prefer autos to go hospitals. And 27per cent of them prefer their own vehicles. Only 6per cent of them prefer private ambulances. 50 per cent of the beneficiaries said that EMRI 108 service is excellent and 47per cent of them said that EMRI 108 service is good. Finally 3per cent of them said that EMRI 108 is below average. So we concluded that EMRI 108 service is excellent.

### Findings

1. From the analysis it is cleared that EMRI 108 service is well known by 79per cent of beneficiaries. And the remaining 8 per cent and 13per cent of beneficiaries not known because of the following reasons
2. It is cleared that most of the beneficiaries i.e. 64.33per cent were known about EMRI 108 through advertisement. And the remaining

35.67per cent was known through friends, relatives and others.

3. About 94.33per cent were well known about the free service provided by the EMRI 108. And the remaining were not known because, they heard that some people say it is a free service and some people say it is not a free service. They are not sure about that, because in their area there were no beneficiaries till that time.
4. About 90 per cent of the beneficiaries got the service from EMRI 108 and the remaining 10per cent were not received service because they wanted to shift from one hospital to other hospital.
5. Nearly 88 per cent of the beneficiaries used medical service and the remaining 12per cent were used fire and medical services and most of the beneficiaries i.e. 90.33per cent made a call to EMRI 108 and the remaining 9.77per cent were others.
6. About 96.67per cent EMRI 108 has arrived to the place in time. Only 3.33per cent has not arrived to the place due to the traffic problems. 50per cent of the beneficiaries were received guidance. And 50per cent of the beneficiaries were not received the guidance because some of them were helpless and some of them were passed callers. 100per cent of the beneficiaries got the first aid. It means the EMRI 108 able to satisfy the basic needs of the beneficiaries at the beginning time.



7. From the analysis it is cleared that all the beneficiaries said that EMRI 108 did good service to them.
8. From the analysis it is cleared that 93.33per cent beneficiaries said that EMRI 108 has convenience dispensary and the remaining 6.67per cent were not known about these dispensaries.
9. It is cleared from the analysis that the beneficiaries only prefer the hospitals i.e. 100per cent. If the victims were on the road as helpless then EMRI 108 will take them to nearest hospital and later informed to the nearest ones.
10. From the analysis it is cleared that all the beneficiaries said that EMRI 108 is efficient, competent and convenient.
11. From the analysis it is cleared that all the beneficiaries i.e.100per cent were responded genuinely, that EMRI 108 have not charged any thing from them.
12. From the analysis it is cleared that 93per cent of the beneficairees said that EMRI staff have knowledge in their field and the remaining 7per cent of the beneficiaries were not known about their knowledge because they were not in a position to idntifying what they were doing.

**Suggestions:**

Make call centre as a nationalized call centre, because it will help to receive the more number of calls per day, to decrease the busy lines, to create more

employment opportunities. Then the caller may be satisfied more than previous time. Give more and more advertisements to create more brand image through F.M. Radio's, wall papers, hoardings, bill boards etc. in all places especially in rural areas. Arrange campaigns in the district every week by the specialists.

Being a not-for-profit organization it is better to take over the Government Hospitals under EMRI 108, it will help to give more quality service to all the people then people feel that they may be satisfied not only in Private Hospitals provide quality services but also Government Hospitals provide quality services. Due to this EMRI 108 avoid competition from others if arised. Give more training to EMT's in all areas and make them to more knowledgeable persons. With this in the critical time they can able to survive the victims at least 50per cent. Send message to the particular route traffic polices to clear the traffic before ambulance started. It will help to reach the scene and care as early as possible. Give more and more motivation every time to the pilots because not to ask money from the victims side in any time and to do the duty more dedicatedly. Make advertisements for EMRI 108 not only for medical services but also for police and fire through paste the banners to the vehicles and through give more demo's in all places every time.

**Reference:**

[www.EMRI.in/108\\_services.html](http://www.EMRI.in/108_services.html)