



Final Report - West Zone (Gujarat Circle)

Assessment of (i) implementation and effectiveness of various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) Customer Perception of Telecom Service Through Surveys

October 2013

Telecom Regulatory Authority of India (TRAI)



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October 2013

Telecom Regulatory Authority of India (TRAI)

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Issue and revision record

Revision	Date	Originator	Checker	Approver	Description	Standard
00	October 2013	RR/AR	PM	PS	Final Report	
01	October 2013	RR/AR	PM	PS	Final Report	
02	December 2013	RR/AR	PM	PS	Final Report	

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Preface

Telecom Regulatory Authority of India, vide the Standards of Quality of Service of Basic Telephone Service (Wireline) and Cellular Mobile Telephone Service Regulations, 2009 has laid down the 'Quality of Service' parameters applicable to the Basic Telephone Service (Wireline) and Cellular Mobile Telephone Service. Regulation No. 7 of the Standards of Quality of Service of Basic Telephone Service (Wireline) and Cellular Mobile Telephone Service Regulations, 2009 have laid down the benchmarks for the parameter on customer perception of service to be achieved by service providers. The customer perception of service is to be assessed through customer satisfaction survey. Telecom Regulatory Authority of India (TRAI) vide letter F. No. 304-10/2012-QoS dated 26th December 2012 had appointed Mott MacDonald to carry out assessment of

- (i) Implementation and effectiveness of various regulations, directions and orders issued by TRAI
- (ii) Customer perception of service provider through surveys in West Zone.

Implementation and effectiveness of various regulations, directions and orders issued by TRAI

Telecom Regulatory Authority of India had from time to time issued a number of regulations, directions and orders in the interest of the consumers. The survey has assessed the implementation and effectiveness of these regulations, directions and orders, the details of which are as under

- The Telecom Commercial Communications Customer Preference Regulations, 2010
- Quality Of Service Of Broadband Service Regulations, 2006
- Telecom Consumers Protection Regulations, 2012
- Telecom Consumers Complaint Redressal Regulations, 2012
- The Standards Of Quality Of Service Of Basic Telephone Service (Wire-line) And Cellular Mobile Telephone Service Regulations, 2009
- Telecommunication Mobile Number Portability Per Port Transaction Charge And Dipping Charge Regulations, 2009

Customer Perception of Service Provider

The basic objective of the consumer perception survey was to gauge the subscriber feedback on Quality of Services by way of primary survey and comparing them with quality of service benchmarks stipulated by Telecom Regulatory Authority of India.

The West Zone comprises of 4 Circles – Gujarat, Madhya Pradesh / Chhattisgarh, Mumbai, Maharashtra / Goa (excluding Mumbai). This report presents the results of the survey conducted for the Gujarat Circle.

Executive Summary

Gujarat Circle: Comparisons with Quality of Service Benchmarks

The performance compliance of the service providers for the basic wire-line service is as given below

Performance Compliance-Basic-Wire line Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Provision of Service	≥90%	94%	94%	93%	99%
Customer Satisfied With Billing Performance – Pre-Paid	≥95%	NA	NA	NA	NA
Customer Satisfied With Billing Performance – Post-Paid	≥95%	95%	96%	95%	98%
Customer Satisfied With Help Services	≥90%	88%	85%	85%	95%
Customer Satisfied With Network Performance, Reliability and Availability	≥95%	96%	95%	96%	96%
Customer Satisfied With Maintainability	≥95%	89%	87%	85%	94%
Customer Satisfied With Supplementary Services and Value Added Services	≥90%	90%	84%	83%	91%
Customer Satisfied With Overall Quality of Telephone Service	≥90%	92%	91%	90%	93%

The performance compliance of the service providers for the cellular service is as given below

Performance Compliance-Cellular Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Uninor	Videocon	Systema Shyam
Customer Satisfied With Provision of Service	≥90%	97%	97%	96%	96%	98%	98%	96%	98%	98%
Customer Satisfied With Billing Performance – Pre-Paid	≥95%	97%	98%	96%	96%	97%	98%	97%	97%	95%
Customer Satisfied With Billing Performance – Post-Paid	≥95%	97%	85%	98%	96%	96%	96%	-	-	96%
Customer Satisfied With Help Services	≥90%	89%	88%	87%	91%	96%	94%	86%	95%	96%
Customer Satisfied With Network Performance, Reliability and Availability	≥95%	93%	90%	90%	96%	98%	95%	83%	96%	96%
Customer Satisfied With Maintainability	≥95%	95%	94%	94%	96%	98%	96%	91%	96%	96%
Customer Satisfied With Supplementary Services and Value Added Services	≥90%	88%	86%	87%	87%	92%	92%	72%	91%	94%
Customer Satisfied With Overall Quality of Telephone Service	≥90%	93%	91%	90%	90%	97%	94%	92%	95%	94%

The performance compliance of the service providers for the broadband service is as given below

Performance Compliance-Broadband Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Gujarat Teletelink	You Broadband	Chandranet	Airtel	Indusland Media	Tata Comm.	Zylog Systems
Customers satisfied with the provision of service	>90%	93%	91%	91%	93%	97%	91%	100%	97%	93%	92%
Customers satisfied with the billing performance: Pre-Paid	>90%	50%	93%	NA	93%	96%	91%	NA	97%	91%	2%
Customers satisfied with the billing performance: Post-Paid	>90%	93%	NA	90%	NA	100%	NA	99%	NA	91%	NA
Customers satisfied with help services	>90%	74%	70%	70%	69%	87%	60%	97%	85%	74%	4%
Customers satisfied with network performance, reliability and availability	>85%	79%	84%	78%	86%	88%	67%	96%	92%	80%	0%
Customers satisfied with maintainability	>85%	80%	86%	76%	81%	87%	69%	96%	89%	83%	1%
Customers satisfied with supplementary services	>85%	81%	79%	84%	88%	94%	73%	91%	100%	82%	0%
Overall Customer Satisfaction	>85%	89%	89%	85%	89%	91%	86%	95%	91%	87%	1%

The key conclusions and recommendations on the basis of the survey conducted across all service categories and active service providers in the Gujarat circle in the West Zone are listed as under.

Gujarat: Basic Wire-Line

Quality of Service Benchmarks

- The survey results show that all service providers have met the quality of service benchmarks for the provision of service, billing performance, Network and Overall Quality parameters. While in case of the other parameters, few of the service providers could not to meet the benchmarks. In many cases service providers have marginally missed to reach the benchmark.
- Help services is the only parameter wherein many service providers have failed to achieve the stipulated benchmark. Airtel has achieved the benchmark whereas all other service providers have missed the benchmarks with all of them having satisfaction percentile in the range of 85-88%. Airtel has the highest percentile with 95% of the customers expressing satisfaction on the parameter.
- Airtel has registered the highest satisfaction level on the overall quality of service benchmark with around 93% of the consumers being satisfied on the parameter.

- Based on the qualitative inputs from field staff and general observation during the survey period the consultants have observed that the satisfaction levels for the maintainability and help services parameter are a bit lower as compared to satisfaction percentiles for other parameters.

Assessment of Various Regulations

- The level of satisfaction with the effectiveness of blocking of unsolicited commercial calls/SMSs is moderate across all service providers. Airtel, Tata and BSNL have registered satisfaction level of 81%, 76% and 73% respectively. Reliance has a low satisfaction level of 9% on the parameter.
- With reference to the grievance redressal mechanism the consumers are mainly aware of the toll free consumer care number with around 95% of the consumers being aware of it. Few consumers are aware of the Appellate Authority and the Web Based Monitoring System as a mechanism for grievance redressal.

Gujarat: Cellular Mobile

Quality of Service Benchmarks

- The survey results show that all service providers have met the quality of service benchmarks for the provision of service, Billing Performance-Pre-Paid and Overall Quality parameter. While in case of the other parameters, few of the service providers could not to meet the benchmarks. In many cases service providers have marginally missed to reach the benchmark.
- The service providers have performed well in cases of rest of the benchmarks such as Billing Performance: Post-Paid and Network with most of the service providers meeting or nearing the benchmark on these parameters.

Assessment of Various Regulations

- With reference to the grievance redressal mechanism the consumers are mainly aware of the toll free consumer care number with around 95% of the consumers being aware of it. Few consumers are aware of the Appellate Authority and the Web Based Monitoring System as a mechanism for grievance redressal.
- The level of satisfaction with the effectiveness of blocking of unsolicited commercial calls is well achieved across all service providers with the satisfaction percentiles in the range of 84-91% for all the service providers.
- Very few pre-paid customers have requested for an item-wise usage bill for their connection. Based on the qualitative inputs from field staff the consultants have observed that the awareness amongst the pre-paid customer with reference to this option with them is quite low.

Gujarat Circle: Broadband

Quality of Service Benchmarks

- Airtel has achieved the benchmarks for all the parameters in the broadband category.

- All the service providers have met the benchmarks for the provision of service parameter while in the other parameter few of the service providers have missed the benchmark. Many service providers have marginally missed the benchmark on many parameters.
- The satisfaction levels for the Help Services and Network parameters are comparatively lower as compared to other parameters. Airtel has met the benchmark for the help service parameter while the rest have satisfaction percentiles in the range of 4-85%. Gujarat Telelink, You Broadband, Airtel and Indusland Media have met the benchmark for the Network parameter while the others have satisfaction percentiles in the range of 0-84%.

Assessment of Various Regulations

- With reference to the grievance redressal mechanism the consumers are mainly aware of the toll free consumer care number with around 93% of the consumers being aware of it. Very few consumers are aware of the Appellate Authority and the Web Based Monitoring System as a mechanism for grievance redressal and efforts should be made in generating awareness with respect to Appellate Authority and Web Based Monitoring System.
- The levels of customers being satisfied with the manner in which their complaint with the toll free consumer care number was addressed is moderate with most of the service providers having satisfaction levels in the range of 53-82%.
- Customer satisfaction levels with respect to the information provided by the service provider under the fair usage policy (FUP) and the facility to measure the broadband connection speed provided by the service provider is moderate with satisfaction levels in the range of 81-94%.

Part A : QoS Benchmark & Assessment of Regulations

1 Introduction

Telecom Regulatory Authority of India, vide the Standards of Quality of Service of Basic Telephone Service (Wireline) and Cellular Mobile Telephone Service Regulations, 2009 (7 of 2009) dated the 20th March, 2009, published in the Gazette of India Extraordinary Part-III Section 4 dated 23rd March, 2009, has laid down the 'Quality of Service. parameters applicable to the Basic Telephone Service (Wireline) and Cellular Mobile Telephone service. These regulations are applicable to all the Basic Service Operators/ Unified Access Service Providers and Cellular Mobile Telephone Service providers, including BSNL and MTNL

Regulation No. 7 of the Standards of Quality of Service of Basic Telephone Service (Wireline) and Cellular Mobile Telephone Service Regulations, 2009 (7 of 2009) dated 20th March, 2009 and SI. No. (ix) under regulation 3 of Quality of Service of Broadband Service Regulations, 2006 (11 of 2006) dated the 6th October 2006, have laid down the benchmarks for the parameter on customer perception of service to be achieved by service providers. The customer perception of service is to be assessed through customer satisfaction survey.

Telecom Regulatory Authority of India (TRAI) vide letter F. No. 304-10/2012-QoS dated 26th December 2012 has appointed Mott MacDonald to carry out assessment of

- (i) Implementation and effectiveness of various regulations, directions and orders issued by TRAI
- (ii) Customer perception of service provider through surveys in West Zone.

The West Zone comprises of 4 Circles – Gujarat, Madhya Pradesh / Chhattisgarh, Mumbai, Maharashtra / Goa (excluding Mumbai).

The study period which stretches to one year has been divided into two half yearly periods. As per the request for proposal (RFP) approximately half of the service areas/circles in the contracted zone have to be covered during each half year. This report presents the results of the survey conducted for the Gujarat Circle.

2 Objective of the Study

The basic objectives of the study as per the Terms of Reference are as follows

- (i) Assess customer perception of telecom services
- (ii) Assess implementation and effectiveness of various regulations, directions and orders issued by TRAI in the interest of consumers

2.1 Assessment of customer perception of telecom services

The parameters and benchmarks relating to customer perception of service for Basic Telephone Service (wire-line), Cellular Mobile Telephone Services and Broadband Service are provided in the Standards of Quality of service of Basic Telephone Service (wire-line) and Cellular Mobile Telephone Service Regulations, 2009 and Quality of Service of Broadband Service Regulations, 2006.

The parameters and benchmarks for Basic Telephone Service (wire-line) and Cellular Mobile Telephone Service as defined in the above mentioned regulations are as below

Table 2.1: Parameters and Benchmarks for Basic Telephone Service and Cellular Mobile Telephone Service

Sr. No.	Parameter	Benchmark
1	Customers satisfied with the provision of service	≥90%
2	Customers satisfied with the billing performance	≥95%
3	Customers satisfied with network performance, reliability and availability	≥95%
4	Customers satisfied with maintainability	≥95%
5	Customers satisfied with supplementary and value added services	≥90%
6	Customers satisfied with help services including customer grievance redressal	≥90%
7	Customers satisfied with overall service quality	≥90%

The parameters and benchmarks for Broadband Service as defined in the above mentioned regulations are as below

Table 2.2: Parameters and Benchmarks for Broadband Service

Sr. No.	Parameter	Benchmark
1	Customers satisfied with the provision of service	>90%
2	Customers satisfied with the billing performance	>90%
3	Customers satisfied with help services	>90%
4	Customers satisfied with network performance, reliability and availability	>85%
5	Customers satisfied with maintainability	>85%
6	Overall Customer Satisfaction	>85%
7	Customers satisfied with supplementary services	>85%

The survey intended to check the compliance of these benchmarks on several parameters by the service providers.

2.2 Assessment of implementation and effectiveness of various regulations, directions and orders issued by TRAI in the interest of consumers

Telecom Regulatory Authority of India had from time to time issued a number of regulations, directions and orders in the interest of the consumers. The survey intended to assess the implementation and effectiveness of these regulations, directions and orders, the details of which are as under

- The Telecom Commercial Communications Customer Preference Regulations, 2010
- Quality Of Service Of Broadband Service Regulations, 2006
- Telecom Consumers Protection Regulations, 2012
- Telecom Consumers Complaint Redressal Regulations, 2012
- The Standards Of Quality Of Service Of Basic Telephone Service (Wireline) And Cellular Mobile Telephone Service Regulations, 2009
- Telecommunication Mobile Number Portability Per Port Transaction Charge And Dipping Charge Regulations, 2009

3 Methodology

3.1 Questionnaire Design Methodology

TRAI via its Terms of Reference as stated in the tender document had given basic guidelines for the preparation of an appropriate research tool for the current study. Subsequently, the need for a scientific service quality model as a basis for the proposed study was discussed at length. The questionnaire has been designed on the basis of the objectives of the overall study and on the proposed service quality model used for the current study

3.1.1 Service Quality Model

Parasuraman et al, (1988) had presented a model known as SERVQUAL to measure quality in the service sector. They introduced two broad dimension assurance and empathy making a fivefold model (tangibles, reliability, responsiveness, assurance and empathy) which they used as the basis for their service quality measurement tool, SERVQUAL. These dimensions can be defined as:

- **Tangibility:** Physical facilities, equipment and appearance of service firm's employees.
- **Reliability:** Performing the promised services at stated level.
- **Responsiveness:** Providing prompt services and willingness to help customers.
- **Assurance:** Knowledge and courtesy of employees and their ability to inspire trust and confidence in the firm.
- **Empathy:** Caring and personalized attention to its customers.

They suggested that the service quality should be measured as the difference or gap between consumer expectations about the service and the actual perceived performance (i.e. the disconfirmation paradigm). The concept of measuring level of service quality in terms of expectations and perceptions using SERVQUAL gap score has been proved very useful. Parasuraman, argued that SERVQUAL can be used in any kind of service industry after some industry specific modification.

After SERVQUAL, presented by Parasuraman, much of the criticism levied against it. For example, Carman argued that the five dimensions of SERVQUAL could not be generic measure for every service industry. He found that some of the items loaded differently when compared to cross industry analysis. As mentioned earlier, Parasuraman combined understanding and access component into single component i.e empathy due to high correlation count between them. Carman finds it inappropriate combination in his research. Cronin and Taylor also criticized the SERVQUAL model due to its operational deficiencies. They argued that only perception portion can best describe the satisfaction level of customers as compared to difference score of perception minus expectations. As a result, they developed an alternative measurement tool named 'SERVPERF' in which they nullify the expectation portion of the original SERVQUAL model. They argued that only the performance dimension can better predict the behavioural intention of the customers.

In the present study, 30% of the sample had to be covered from the rural area. The rural consumers are not at the same level of awareness with the urban consumers. For them understanding of expectation with the service may not be at the same level as urban consumers. Secondly, in the urban area 50% of the survey had to be administered through telephonic interviews. Administering of SERVQUAL instrument would require a longer duration of time which might not have been feasible through telephonic interview.

Keeping these concerns in mind, SERVPERF model had been used, wherein only performance based perception had to be taken in to account.

In line with the TRAI regulations, three more dimensions were included, namely, Network/technical quality, Economy and Convenience, in addition to the five dimensions (tangibles, reliability, responsiveness, assurance and empathy) used in the SERVQUAL and SERVPERF models. These three dimensions can be defined as

- **Network/technical quality:** Network availability, reliability and performance
- **Economy:** How economical is the use of mobile/broadband/basic wire line service
- **Convenience:** Ease of approaching the service provider for any particular service

The dimensions and the corresponding variables to be covered in the study are shown in the table below.

Table 3.1: Dimensions and Variables Used in the Study

Code	Variables	Parameter
Tangibility (TA)		
TA 1	Availability of suitable plans	Service Provision
TA 2	Provision of information on SIM Card, recharge cards etc.	Service Provision
TA 3	Provision of visually attractive material – starter pack, reload card	Service Provision
TA 4	Provision of variety of entertainment facility – apps etc.	Supplementary services
Reliability (RL)		
RL 1	Provision of service accuracy and dependable	Billing
RL 2	Transparent & Accuracy of bill/ charges	Billing
RL 3	Customer friendly staff	Help services
Responsiveness (RS)		
RS 1	Provision of timely service	Service Provision
RS 2	Effective handling of downtime (maintaining a service)	Maintainability
RS 3	Prompt handling of complaint	Grievance redress
RS 4	Effective grievance redressal mechanism, customer service	Grievance redress
Assurance (AS)		
AS 1	Competency of the staff/ services/ problem solving ability	Help services
AS 2	Feedback mechanism	Grievance redress
Convenience (CV)		
CV 1	Ease of access to Customer help line numbers	Help services
CV 2	Ease of activating & deactivating any service (VAS)/ any other	Supplementary services
CV 3	Ease of registering for unwanted calls/ SMS	Supplementary services
Empathy (EM)		
EM 1	Provision of service manual, complete tariff plan at the time of subscription	Service Provision
EM 2	Having convenient periods and terms for activation, recharge and account suspension , free call times	Billing
EM 3	Ease of taking a connection	Service Provision
EM 4	Ease of recharging process (pre-paid)	Billing
EM 5	24 x 7 customer care service	Help services
Network/ Technical Quality (NT)		
NT 1	Availability of signal in your area (cell)/ working phone(basic)/ uptime (broadband)	Network Performance
NT 2	Ability to make and receive call / uninterrupted	Network Performance
NT 3	Clear Voice quality	Network Performance
Economy (EC)		
EC 1	Availability of recharging cards in various denomination	Billing
EC 2	Economical call charges per minute/ second	Billing
Total variables = 26		

3.1.2 Questionnaire Design

In line with the objectives of the study and based on the selected service quality model the questionnaire has been divided into three major portions as under

- **Customer Details** including name, gender, age, occupation, address, service provider, user type and usage type to build a basic profile of the surveyed customer.
- **Performance Perception of Attributes Related To Service Quality Parameters** which includes drawing inputs on the attributes related to quality parameters as stated in “**The Standards of Quality of Service of Basic Telephone Service (Wire-line) and Cellular Mobile Telephone Service Regulations, 2009**” and “**Quality of Service of Broadband Service Regulations, 2006**”.
- **Implementation and Effectiveness of various Regulations and Directions issued by TRAI** which includes assessment of implementation and effectiveness of various regulations specified as under
 - ✓ The Telecom Commercial Communications Customer Preference Regulations, 2010.
 - ✓ Telecom Consumers Protection Regulations, 2012.
 - ✓ Telecom Consumers Complaint Redressal Regulations, 2012.
 - ✓ Telecommunication Mobile Number Portability Per Port Transaction Charge and Dipping Charge Regulations, 2009.

The questions except for those pertaining to contact details of the respondent were closed ended questions. The questions were basically of two types as under

- **Dichotomous Questions** (Yes or No) which were intended to address the research question or were meant to filter responses to subsequent questions
- **Rating Questions** (Scale of 1 to 7 wherein 1 stood for “Extremely Dissatisfied” and 7 stood for “Extremely Satisfied”) which were intended to fetch the satisfaction level on specific service attributes related to quality of service parameters.

3.2 Analysis Methodology

TRAI has clearly laid down its benchmarks on broad parameters for Basic Service (Wireline), Cellular Mobile and Broadband services. In the case of Basic Service (Wireline) and Basic (Wireless) & Cellular Mobile services, benchmark on satisfaction parameters such as provision of services, supplementary/ value added services, help services and overall service quality has been fixed at $\geq 90\%$ and for other parameters such as network performance, maintainability and billing at $\geq 95\%$. Whereas, in the case of Broadband services, the benchmarks on three parameters – provision of services, billing performance and help services – has been fixed at $\geq 90\%$. In the case of other four parameters – network performance, maintainability, overall satisfaction and supplementary services – the benchmark has been set at $\geq 85\%$. Therefore, comparisons with benchmark set up by the TRAI on various parameters for Basic, Cellular and Broadband services has been contrasted with the achieved level of percentage of satisfied consumers by various services providers of Basic, Cellular and Broadband services on the TRAI identified service parameters.

The scale suggested measures the satisfaction and dissatisfaction level of consumers. Hence when calculating the satisfaction scores; we consider the percentage of consumers actually satisfied with the service providers. Either of the following 2 approaches was considered to measure the satisfaction scores-

- Option 1: Computation based on Active Satisfaction: Score of Top 3 boxes in the 7 point scale (where 1 = “Extremely dissatisfied” and 7= “Extremely Satisfied”) are calculated to measure the satisfaction score
- Option 2: Computation based on Non- Active Dissatisfaction: Here, Top 4 box scores are taken into account thereby not considering the respondents who are actively dissatisfied with the services. The neutral score of 4 is therefore considered as not dissatisfied.
- Option 1 i.e. ‘Computation based on Active Satisfaction’ has been used for the comparison with benchmarks for the current study.

3.3 Sampling Methodology

As per the TOR the sample for Basic Telephone Service (wireline) subscribers had to be evenly spread over in 5% (five per cent) of the exchanges of each BSOs in the circle. The above stated 5% (five per cent) exchanges had to be evenly spread over 10% (ten per cent) of SDCAs with each BSO. The 5% (five per cent) exchanges had to be covered both in urban and rural category. Wherever possible, at least 30% of these exchanges had to be rural exchanges.

As per the TOR the sample for cellular mobile telephone service subscribers had to be evenly spread over 10% (ten per cent) of district headquarters of a service area where the services are commissioned. The sample had to also cover surrounding areas of the district headquarters, including rural areas and at least the sample size should have 30% customers from rural areas.

As per the TOR the sample for broadband service subscribers had to be evenly spread over the areas served by 10% (ten per cent) of the Points of Presence (POPs) of each service provider in each service area. Wherever possible, the sample size should have 30% customers from rural areas.

The consultants have conducted the survey in the below mentioned regions in the Gujarat Circles as per the sample design submitted by IMM and subsequently approved by TRAI.

Table 3.2: Sample Size Distribution - Gujarat

Circle	Number of Districts	Basic Wire-Line Districts	Cellular Districts	Broadband Districts
Gujarat	33	Ahmedabad	Ahmedabad	Ahmedabad
		Vadodara	Vadodara	Vadodara
		Surat	Surat	Surat
		Rajkot	Rajkot	Rajkot
				Bharuch
				Valsad

3.4 Mode of Conducting Survey

The mode of survey as stated in the terms of reference has been followed by the consultants. The details of the same is as under

- **Basic Telephone Service:** For rural sample 100% of the observations are based on personal interview. For urban sample 50% of the observations are based on personal interview whereas the rest 50% observations are based on Telephonic Interviews.

- **Cellular Service:** For rural sample 100% of the observations are based on personal interview. For urban sample 50% of the observations are based on personal interview whereas the rest 50% observations are based on Telephonic Interviews.
- **Broadband Service:** For rural sample 100% of the observations are based on personal interview. For urban sample 50% of the observations are based on personal interview whereas the rest 50% observations are based on e-mail/telephonic interviews or by developing web based applications.

3.5 Sample Size

The sample size to be considered for the present study has been given in the terms of reference. The consultants have followed the sample plan as given in the TOR except for few isolated cases wherein the sample size could not be achieved due to limited subscriber base of the service providers. The service category-wise sample plan as per TOR and achieved sample is as given in the tables below.

3.5.1 Gujarat Circle

Table 3.3: Basic Wire-Line Sample Size – Gujarat Circle

Circle	Service Provider	Sample Size As Per TOR	Sample Size Achieved	Remarks
Gujarat	BSNL	1067	1067	-
Gujarat	Tata	1067	1067	-
Gujarat	Reliance	1067	1067	-
Gujarat	Bharti Airtel	1067	1067	-

Table 3.4: Cellular Sample Size – Gujarat Circle

Circle	Service Provider	Sample Size As Per TOR	Sample Size Achieved	Remarks
Gujarat	BSNL	1067	1067	-
Gujarat	Tata	1067	1067	-
Gujarat	Reliance	1067	1067	-
Gujarat	Idea	1067	1067	-
Gujarat	Vodafone	1067	1067	-
Gujarat	Airtel	1067	1067	-
Gujarat	Uninor	1067	1067	-
Gujarat	Videocon	1067	1067	-
Gujarat	Systema Shyam	1067	1067	-

Table 3.5: Broadband Services Sample Size – Gujarat Circle

Circle	Service Provider	Sample Size As Per TOR	Sample Size Achieved	Remarks
Gujarat	BSNL	1067	1067	-
Gujarat	Hathway	1067	1067	-
Gujarat	Reliance	1067	1067	-
Gujarat	Gujarat Telelink	1067	1067	-

Circle	Service Provider	Sample Size As Per TOR	Sample Size Achieved	Remarks
Gujarat	You Broadband	1067	1067	-
Gujarat	Chandranet	1067	1067	-
Gujarat	Bharti Airtel	1067	1067	-
Gujarat	Indusland Media	1067	154	Indusland Media's total subscriber base in Gujarat Circle is less than 455. Sample Survey carried out on Best Endeavour Basis
Gujarat	Tata Communications	1067	1067	-
Gujarat	Zylog Systems	1067	114	Zylog System's total subscriber base in Gujarat Circle is less than 800. Sample Survey carried out on Best Endeavour Basis

3.6 Sample Characteristics – Gujarat Circle

The sample characteristics for the survey done under the first phase in Gujarat Circle is as under

3.6.1 Gender



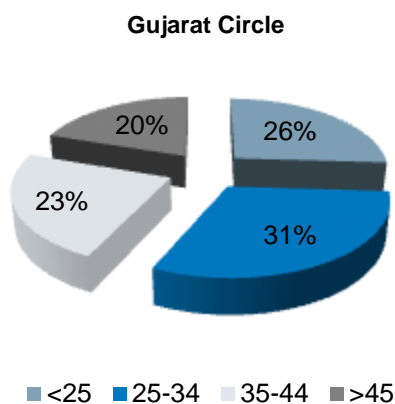
- In the Basic Wire-Line category, out of the total surveyed sample of 4268 individuals 3196 were males and the rest 1072 were females.
- In the Cellular Category, out of the total surveyed sample of 9603 individuals 6671 were males and the rest 2892 were females.
- In the Broadband Category, out of the total surveyed sample of 8804 individuals 7531 were males and the rest 1273 were females.

Table 3.6: Sample Characteristics - Gender

Circle	Service	Male	Female	Total
Gujarat	Basic Wire-Line	3196	1072	4268
	Cellular	6711	2892	9603
	Broadband	7531	1273	8804
TOTAL		17438	5237	22675

Source: IMM Analysis

3.6.2 Age



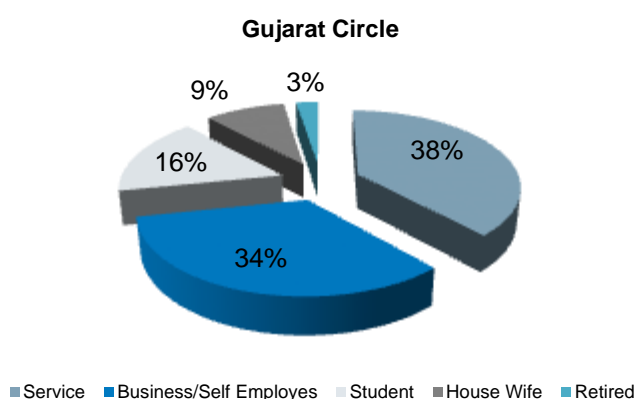
- In the Basic Wire-Line category, out of the total surveyed sample of 4268 individuals 782 individuals were below the age of 25, 1188 were in the age bracket of 25-34 years, 1106 in the age bracket of 35-44 years and 1192 were above the age of 45 years.
- In the Cellular category, out of the total surveyed sample of 9603 individuals 3573 individuals were below the age of 25, 2921 were in the age bracket of 25-34 years, 1792 in the age bracket of 35-44 years and 1317 were above the age of 45 years.
- In the Broadband category, out of the total surveyed sample of 8804 individuals 1532 individuals were below the age of 25, 2902 were in the age bracket of 25-34 years, 2385 in the age bracket of 35-44 years and 1985 were above the age of 45 years.

Table 3.7: Sample Characteristics - Age

Circle	Service	<25	25-34	35-44	>45	Total
Gujarat	Basic Wire-Line	782	1188	1106	1192	4268
	Cellular	3573	2921	1792	1317	9603
	Broadband	1532	2902	2385	1985	8804
TOTAL		5887	7011	5283	4494	22675

Source: IMM Analysis

3.6.3 Occupation



- In the Basic Wire-Line Category, out of the total surveyed sample of 4268 individuals 1538 fall under the service category, 1602 respondents were self-employed, 436 were students, 509 were housewives and 183 respondents were retired individuals.

- In the Cellular Category, out of the total surveyed sample of 9603 individuals 3806 fall under the service category, 2204 respondents were self-employed, 2368 were students, 1084 were housewives and 141

respondents were retired individuals.

- In the Broadband Category, out of the total surveyed sample of 8804 individuals 3327 fall under the service category, 3797 respondents were self-employed, 895 were students, 533 were housewives and 252 respondents were retired individuals.

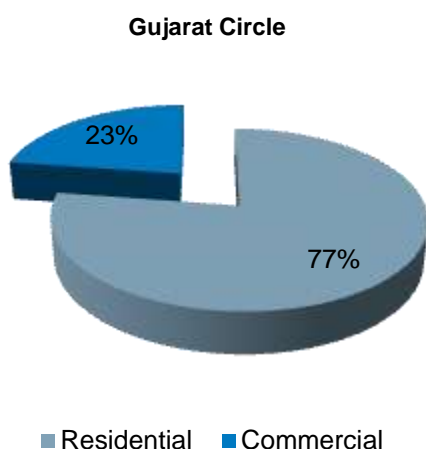
Table 3.8: Sample Characteristics - Occupation

Circle	Service	Service	Business/Self Employed	Student	House Wife	Retired	Total
Gujarat	Basic Wire-Line	1538	1602	436	509	183	4268
	Cellular	3806	2204	2368	1084	141	9603
	Broadband	3327	3797	895	533	252	8804
TOTAL		8671	7603	3699	2126	576	22675

Source: IMM Analysis

3.6.4 Usage Type

- In the Basic Wire-Line category, out of the total surveyed sample of 4268 individuals 2696 respondents have taken the basic wire-line connection for residential purposes and the rest 1572 have taken the same for commercial purposes.



- In the Cellular category, out of the total surveyed sample of 9603 individuals 8929 respondents have taken the basic wire-line connection for residential purposes and the rest 674 have taken the same for commercial purposes.

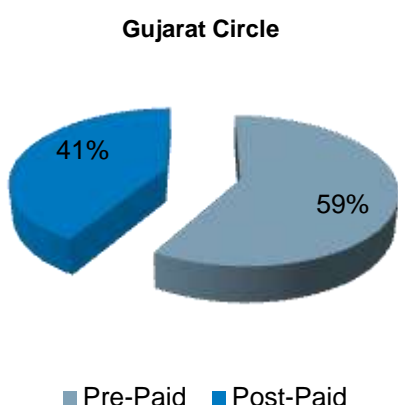
- In the Broadband category, out of the total surveyed sample of 8804 individuals 5916 respondents have taken the basic wire-line connection for residential purposes and the rest 2888 have taken the same for commercial purposes.

Table 3.9: Sample Characteristics – Usage Type

Circle	Service	Residential	Commercial	Total
Gujarat	Basic Wire-Line	2696	1572	4268
	Cellular	8929	674	9603
	Broadband	5916	2888	8804
TOTAL		17541	5134	22675

Source: IMM Analysis

3.6.5 Connection Type



- In the Basic Land-Line Category all the 4268 surveyed individuals have post-paid connections. None of the service providers offer pre-paid option for the basic wire-line services.

- In the Cellular Category 8490 surveyed individuals have pre-paid connections while the rest have 1113 post-paid connections.

- In the Broadband Category 4027 surveyed individuals have post-paid connections while the rest have 4777 pre-paid connections.

Table 3.10: Sample Characteristics – Connection Type

Circle	Service	Pre-Paid	Post-Paid	Total
Gujarat	Basic Wire-Line	0	4268	4268
	Cellular	8490	1113	9603
	Broadband	4777	4027	8804
TOTAL		13267	9408	22675

Source: IMM Analysis

4 Customer Perception of Telecom Service

The parameters and benchmarks relating to customer perception of service for basic telephone service (wireline), cellular mobile telephone services and broadband service are provided in the Standards of Quality of service of basic telephone service (wireline) and cellular mobile telephone service regulations, 2009 and Quality of service of Broadband service regulations, 2006.

In line with these regulations the performance compliance of various service providers against the set parameters and benchmarks is as given below.

4.1 Gujarat Circle - Performance Compliance

4.1.1 Basic Wire-line Service

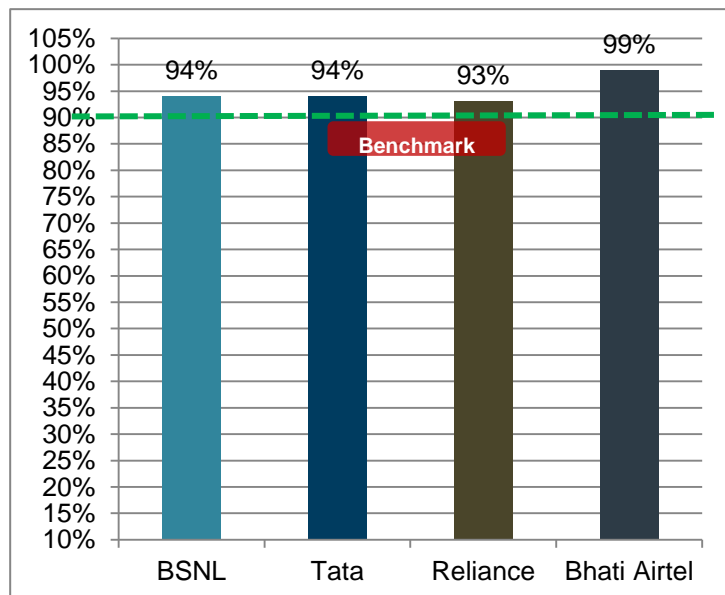
The performance compliance of the service providers for the basic wire-line service is as given below

Table 4.1: Performance Compliance-Basic-Wire line Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Provision of Service	≥90%	94%	94%	93%	99%
Customer Satisfied With Billing Performance – Pre-Paid	≥95%	NA	NA	NA	NA
Customer Satisfied With Billing Performance – Post-Paid	≥95%	95%	96%	95%	98%
Customer Satisfied With Help Services	≥90%	88%	85%	85%	95%
Customer Satisfied With Network Performance, Reliability and Availability	≥95%	96%	95%	96%	96%
Customer Satisfied With Maintainability	≥95%	89%	87%	85%	94%
Customer Satisfied With Supplementary Services and Value Added Services	≥90%	90%	84%	83%	91%
Customer Satisfied With Overall Quality of Telephone Service	≥90%	92%	91%	90%	93%

Source: IMM Analysis

4.1.1.1 Provision of Service

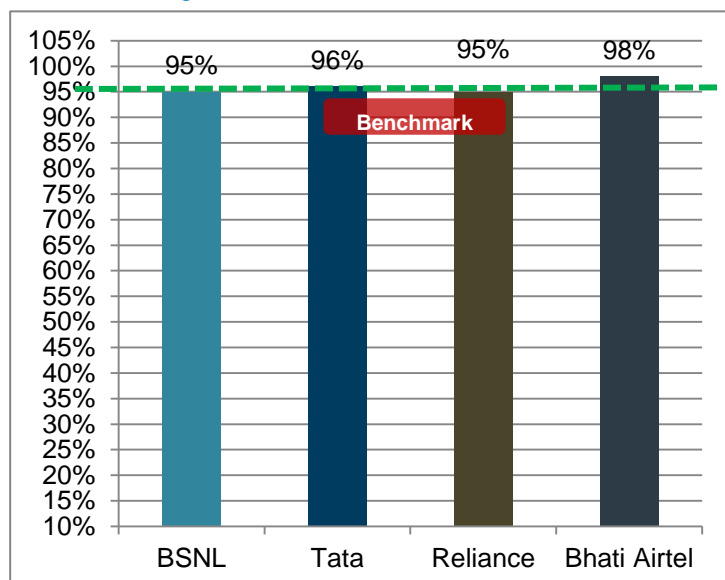


■ The benchmark for the Provision of Service parameter is that of >90% of the customers being satisfied on the parameter. All the four service providers have met the benchmark for the provision of service parameter. In case of Bharti Airtel 99% of the customers, in case of BSNL and Tata 94% and in case of Reliance 93% of the customers are satisfied.

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Provision of Service	≥90%	94%	94%	93%	99%

Source: IMM Analysis

4.1.1.2 Billing Performance-Post-Paid



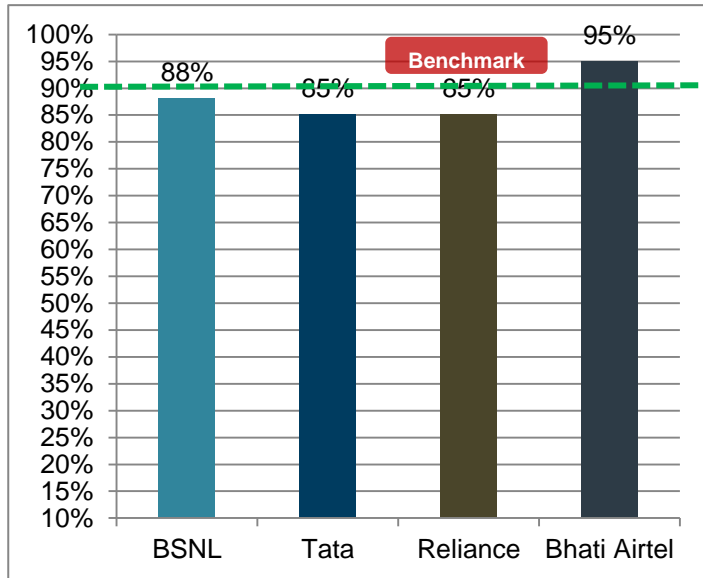
■ The benchmark for the Billing Performance parameter is that of >95% of the customers being satisfied on the parameter. All the service providers have met the benchmark for the Billing Performance parameter. In case of Airtel 98% of the customers, in case of Tata 96% of the customers and in case of Reliance and BSNL 95% of the customers are satisfied on the parameter.

Table 4.2: Billing Performance: Post-Paid – Gujarat Circle

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Billing Performance – Post-Paid	≥95%	95%	96%	95%	98%

Source: IMM Analysis

4.1.1.3 Help Services



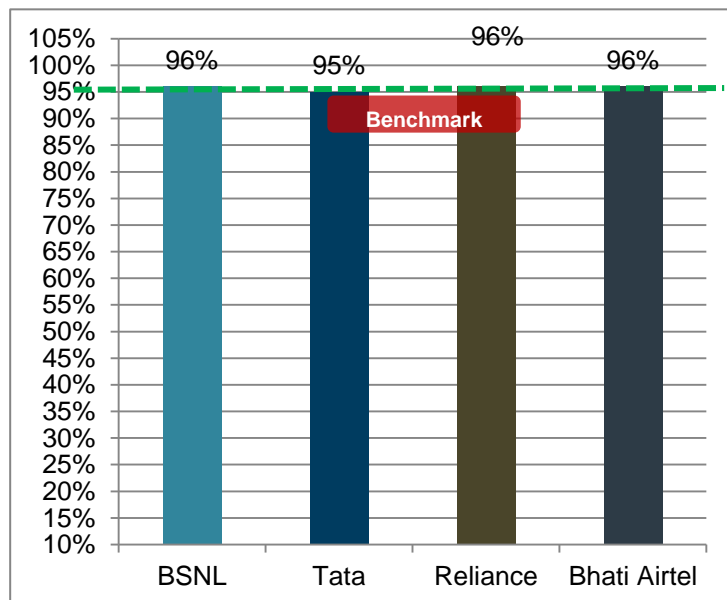
■ The benchmark for the Help Services parameter is that of >90% of the customers being satisfied on the parameter. Airtel has met the benchmark for the parameter while the others have not. In case of Airtel 99% of the customers, in case of BSNL 88% of the customers and in case of Tata and Reliance 85% of the customers are satisfied on the parameter.

Table 4.3: Help Services – Gujarat Circle

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Help Services	≥90%	88%	85%	85%	95%

Source: IMM Analysis

4.1.1.4 Network Performance, Reliability and Availability



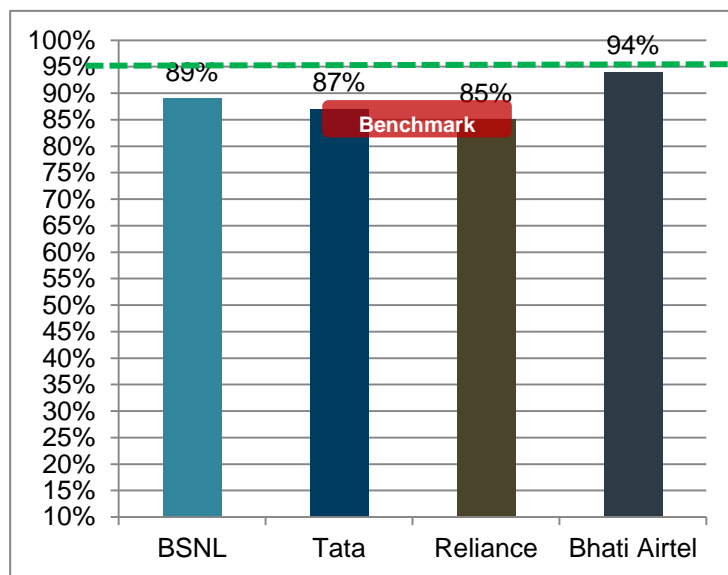
■ The benchmark for the Network Performance, Reliability and Availability parameter is that of >95% of the customers being satisfied on the parameter. All of the service providers have met the benchmark for the parameter. In case of BSNL Reliance and Airtel 96% of the customers while in case of Tata 95% of the customers are satisfied on the parameter.

Table 4.4: Network Performance, Reliability and Availability – Gujarat Circle

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Network Performance, Reliability and Availability	≥95%	96%	95%	96%	96%

Source: IMM Analysis

4.1.1.5 Maintainability



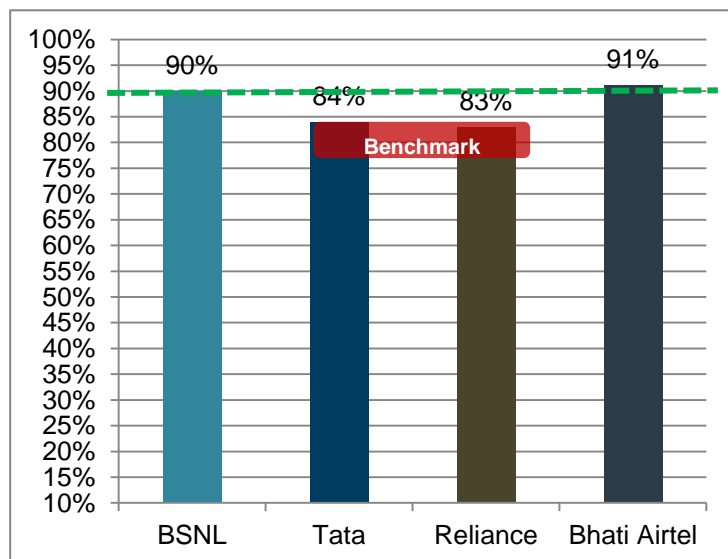
■ The benchmark for the Maintainability parameter is that of >95% of the customers being satisfied on the parameter. None of the service providers have met the benchmark. Bharti Airtel has the highest satisfaction level of 94%. In case of BSNL, Tata and Reliance 89%, 87% and 85% of the customers are satisfied on the parameter.

Table 4.5: Maintainability – Gujarat Circle

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Maintainability	≥90%	89%	87%	85%	94%

Source: IMM Analysis

4.1.1.6 Supplementary Services and Value Added Services



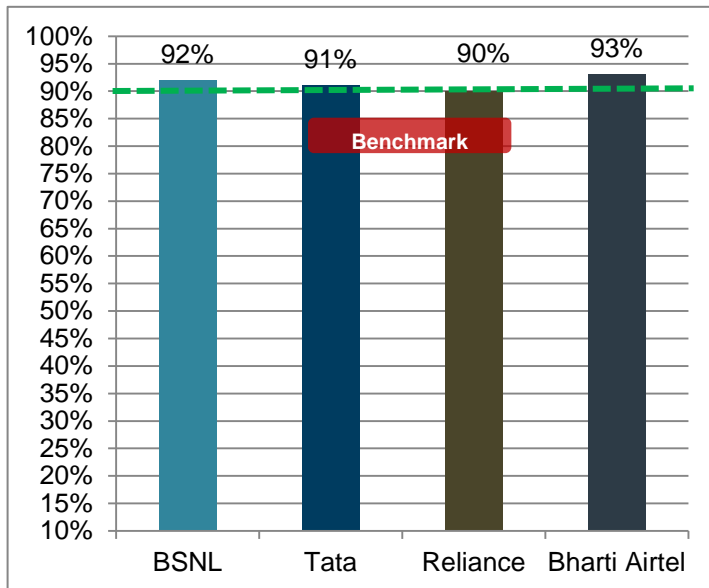
■ The benchmark for the Supplementary Services and Value Added Services parameter is that of >90% of the customers being satisfied on the parameter. Airtel and BSNL have met the benchmark for the parameter with satisfaction levels of 90% and 91% respectively. Tata and Reliance have satisfaction levels of 84% and 83% respectively.

Table 4.6: Supplementary and Value Added Services – Gujarat Circle

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Supplementary and Value Added Services	≥90%	90%	84%	83%	91%

Source: IMM Analysis

4.1.1.7 Overall Quality of Telephone Service



■ The benchmark for the Overall Quality of Telephone Service parameter is that of >90% of the customers being satisfied on the parameter. All of the service providers have met the benchmark for the parameter. In case of Airtel 93% of the customers, in case of BSNL 92% of the customers, in case of Tata 91% of the customers and in case of Reliance 90% of the customers are satisfied on the parameter.

Table 4.7: Overall Quality of Telephone Service – Gujarat Circle

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Overall Quality of Telephone Service	≥90%	92%	91%	90%	93%

Source: IMM Analysis

4.1.2 Cellular Service

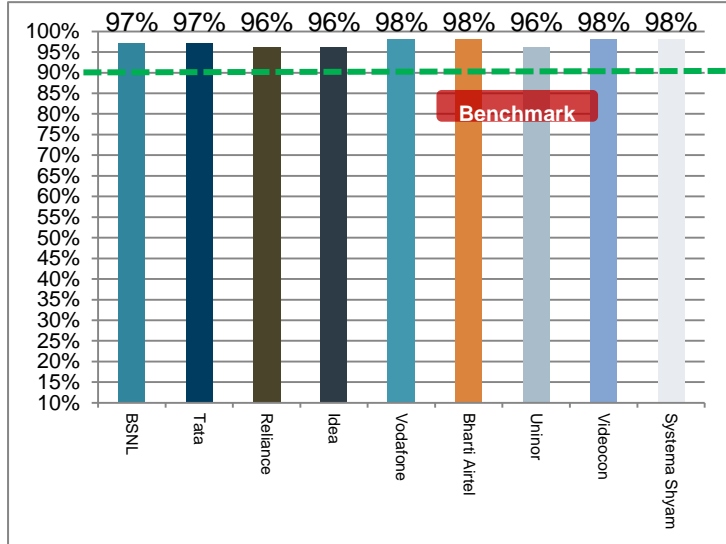
The performance compliance of the service providers for the cellular service is as given below

Table 4.8: Performance Compliance-Cellular Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Uninor	Videocon	Systema Shyam
Customer Satisfied With Provision of Service	≥90%	97%	97%	96%	96%	98%	98%	96%	98%	98%
Customer Satisfied With Billing Performance – Pre-Paid	≥95%	97%	98%	96%	96%	97%	98%	97%	97%	95%
Customer Satisfied With Billing Performance – Post-Paid	≥95%	97%	85%	98%	96%	96%	96%	-	-	96%
Customer Satisfied With Help Services	≥90%	89%	88%	87%	91%	96%	94%	86%	95%	96%
Customer Satisfied With Network Performance, Reliability and Availability	≥95%	93%	90%	90%	96%	98%	95%	83%	96%	96%
Customer Satisfied With Maintainability	≥95%	95%	94%	94%	96%	98%	96%	91%	96%	96%
Customer Satisfied With Supplementary Services and Value Added Services	≥90%	88%	86%	87%	87%	92%	92%	72%	91%	94%
Customer Satisfied With Overall Quality of Telephone Service	≥90%	93%	91%	90%	90%	97%	94%	92%	95%	94%

Source: IMM Analysis

4.1.2.1 Provision of Service

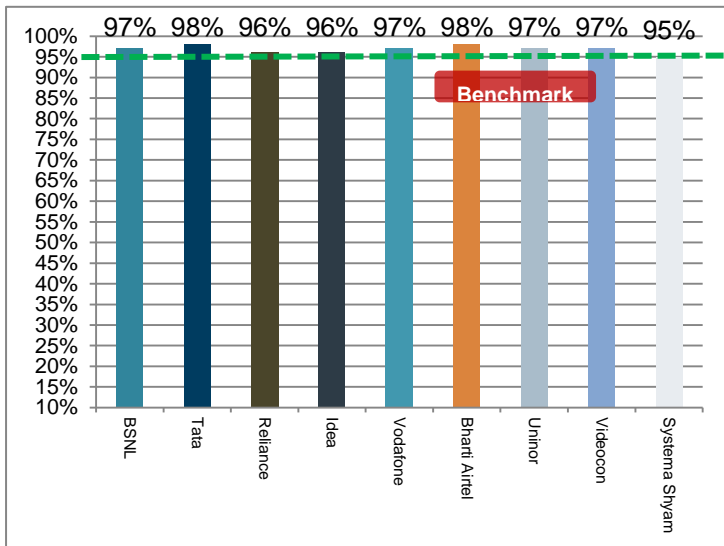


The benchmark for the Provision of Service parameter is that of >90% of the customers being satisfied on the parameter. All the service providers have met the benchmark for the provision of service parameter. Airtel, Uninor, Videocon and Systema Shyam have a satisfaction level of 98% each. Tata and BSNL follow with a percentile of 97% and the rest have a satisfaction level of 96%.

Table 4.9: Provision of Service -Cellular Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Uninor	Videocon	Systema Shyam
Provision of Service	≥90%	97%	97%	96%	96%	98%	98%	96%	98%	98%

4.1.2.2 Billing Performance-Pre-Paid

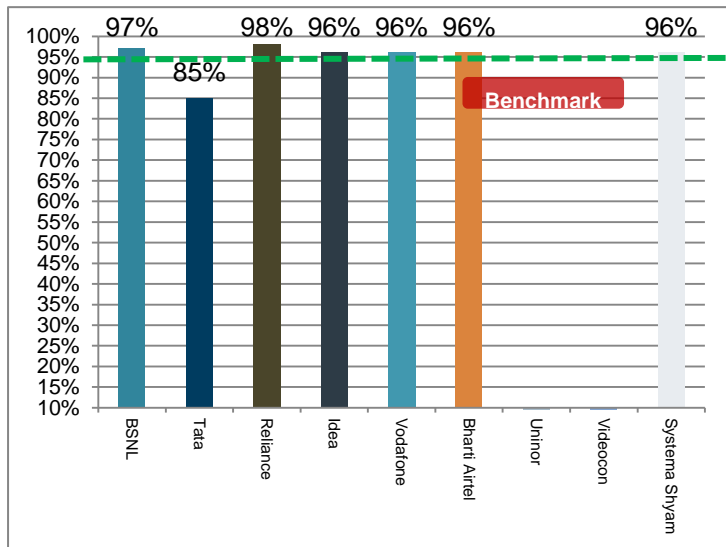


The benchmark for the Billing Performance parameter is that of >95% of the customers being satisfied on the parameter. All the service providers have met the benchmark for the parameter. Tata and Airtel have the highest satisfaction levels with satisfaction levels of 98% while the rest have the satisfaction levels in the range of 95-97%.

Table 4.10: Billing Performance – Pre-Paid -Cellular Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Uninor	Videocon	Systema Shyam
Billing Performance – Pre-Paid	≥95%	97%	98%	96%	96%	97%	98%	97%	97%	95%

4.1.2.3 Billing Performance-Post-Paid

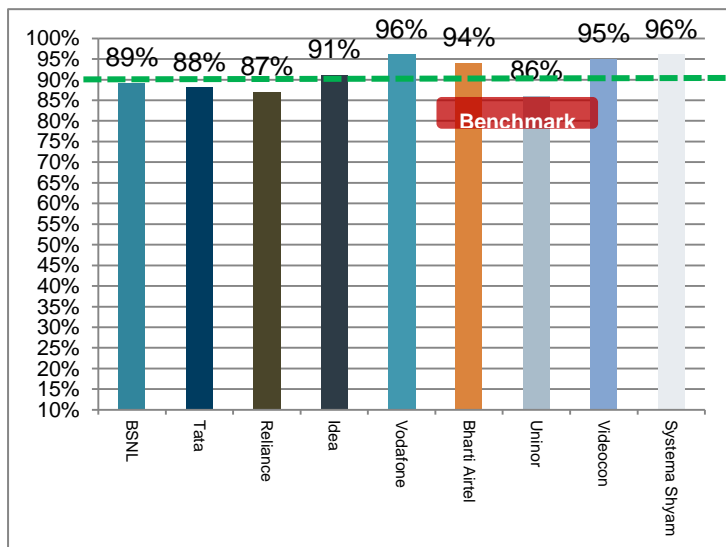


The benchmark for the Billing Performance parameter is that of >95% of the customers being satisfied on the parameter. All the service providers except Tata have met the benchmark for the parameter. Reliance has the highest satisfaction level of 98%. Videocon and Uninor do not offer Post-Paid options to its consumers.

Table 4.11: Billing Performance – Post-Paid -Cellular Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Uninor	Videocon	Systema Shyam
Customer Satisfied With Billing Performance – Post-Paid	≥95%	97%	85%	98%	96%	96%	96%	-	-	96%

4.1.2.4 Help Services

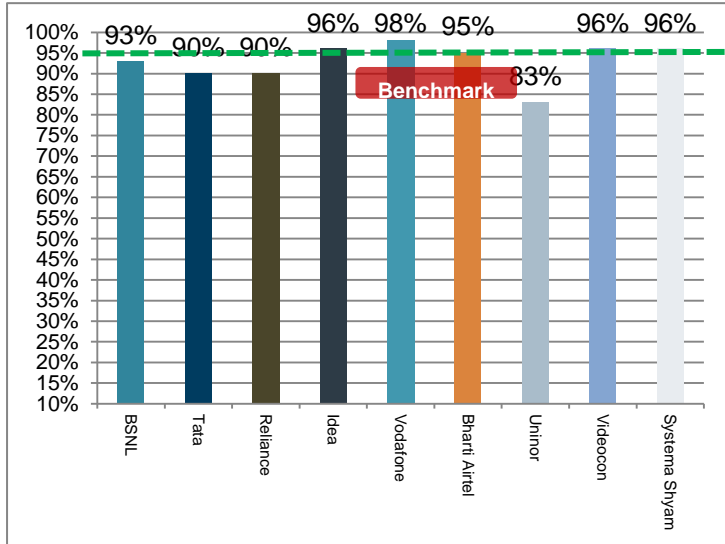


The benchmark for the Help Services parameter is that of >90% of the customers being satisfied on the parameter. Idea, Vodafone, Airtel, Videocon and Systema Shyam have met the benchmark for the parameter while the others have not with a few missing the parameter marginally.

Table 4.12: Help Services -Cellular Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Uninor	Videocon	Systema Shyam
Help Services	≥90%	89%	88%	87%	91%	96%	94%	86%	95%	96%

4.1.2.5 Network Performance, Reliability and Availability

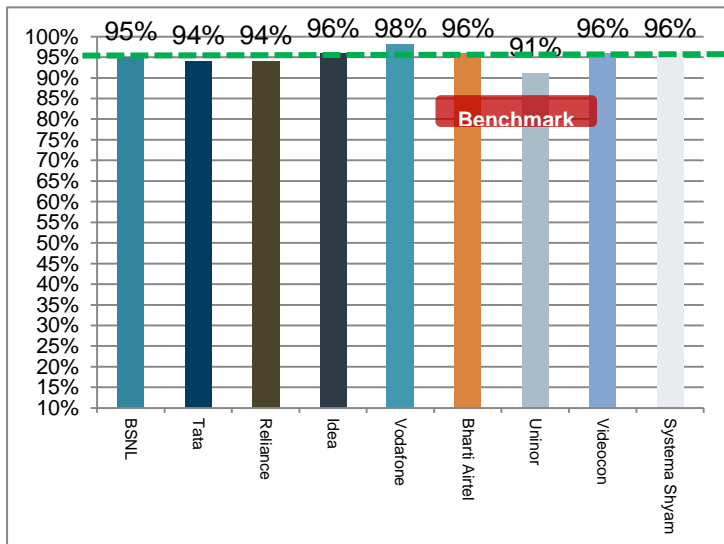


The benchmark for the Network Performance, Reliability and Availability parameter is that of >95% of the customers being satisfied on the parameter. Idea, Airtel, Vodafone, Videocon and Systema Shyam have met the parameter. Vodafone has the highest satisfaction level of 98%. The satisfaction levels of other service providers are in the range of 83-93%.

Table 4.13: Network Performance, Reliability and Availability -Cellular Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Uninor	Videocon	Systema Shyam
Network Performance, Reliability and Availability	≥95%	93%	90%	90%	96%	98%	95%	83%	96%	96%

4.1.2.6 Maintainability

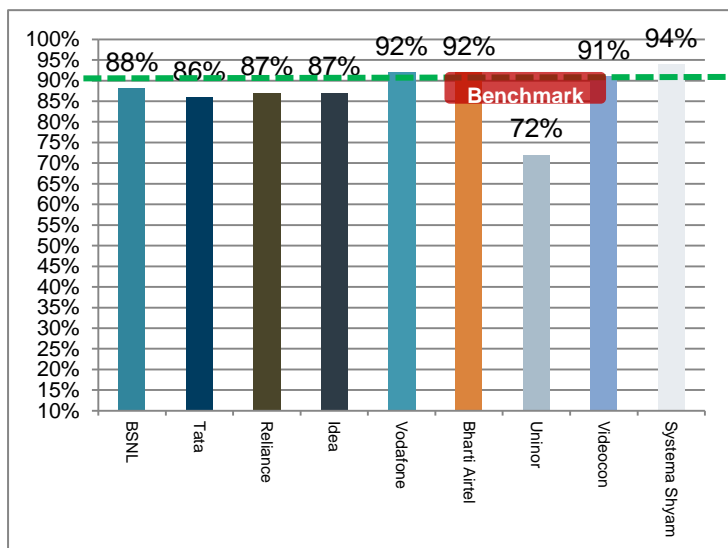


The benchmark for the Maintainability parameter is that of >95% of the customers being satisfied on the parameter. All the service providers except Tata, Reliance and Uninor have met the benchmark for the parameter. Vodafone has the highest satisfaction level of 98%. The satisfaction levels of other service providers are in the range of 91-96%.

Table 4.14: Maintainability -Cellular Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Uninor	Videocon	Systema Shyam
Maintainability	≥95%	95%	94%	94%	96%	98%	96%	91%	96%	96%

4.1.2.7 Supplementary Services and Value Added Services

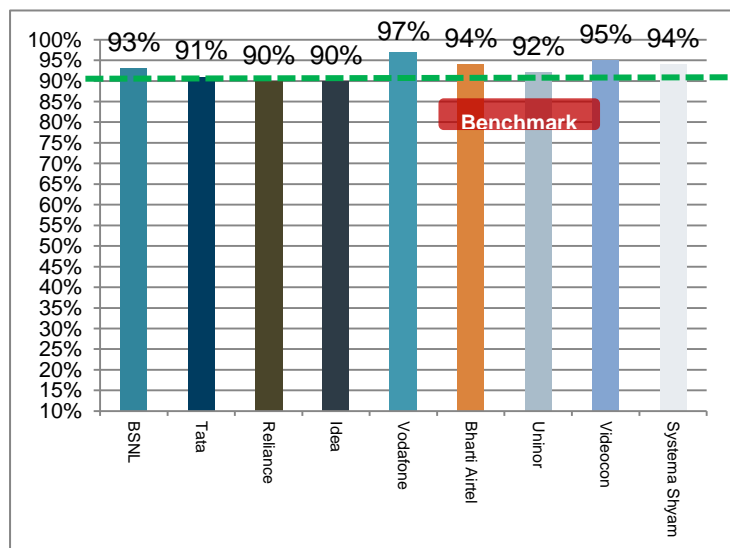


The benchmark for the Supplementary Service and Value Added Services parameter is that of >90% of the customers being satisfied on the parameter. Vodafone, Airtel, Videocon and Systema Shyam have met the benchmark for the parameter with satisfaction levels of 92%, 92%, 91% and 94% respectively. The satisfaction levels of other service providers are in the range of 72-88%.

Table 4.15: Supplementary Services and Value Added Services -Cellular Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Uninor	Videocon	Systema Shyam
Supplementary Services and Value Added Services	≥90%	88%	86%	87%	87%	92%	92%	72%	91%	94%

4.1.2.8 Overall Quality of Telephone Service



The benchmark for the Overall Quality of Telephone Service parameter is that of >90% of the customers being satisfied on the parameter. All the service providers have met the benchmark for the parameter. Vodafone has the highest satisfaction level of 97% while the other have satisfaction levels in the range of 90-95%.

Table 4.16: Overall Quality of Telephone Service -Cellular Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Uninor	Videocon	Systema Shyam
Overall Quality of Telephone Service	≥90%	93%	91%	90%	90%	97%	94%	92%	95%	94%

4.1.3 Broadband Service

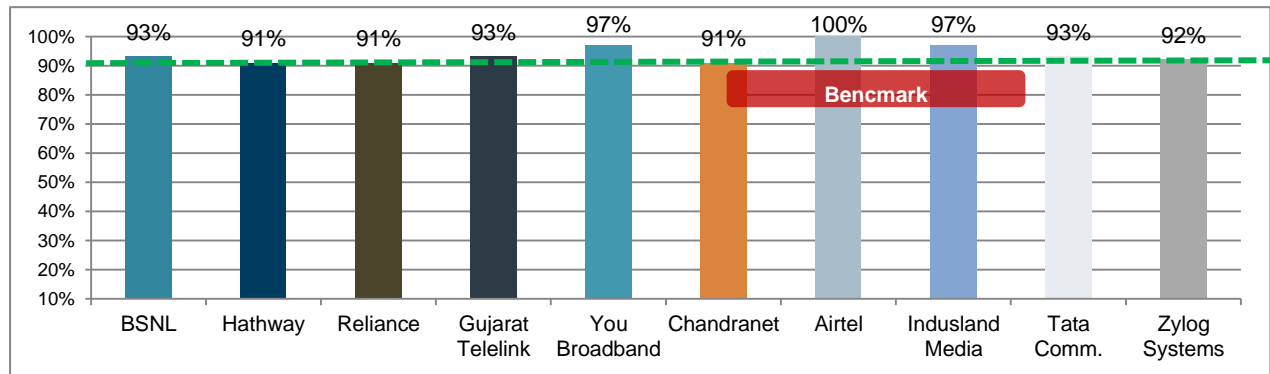
The performance compliance of the service providers for the broadband service is as given below

Table 4.17: Performance Compliance-Broadband Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Gujarat Telelink	You Broadband	Chandranet	Airtel	Indusland Media	Tata Comm.	Zylog Systems
Customers satisfied with the provision of service	>90%	93%	91%	91%	93%	97%	91%	100%	97%	93%	92%
Customers satisfied with the billing performance: Pre-Paid	>90%	50%	93%	NA	93%	96%	91%	NA	97%	91%	2%
Customers satisfied with the billing performance: Post-Paid	>90%	93%	NA	90%	NA	100%	NA	99%	NA	91%	NA
Customers satisfied with help services	>90%	74%	70%	70%	69%	87%	60%	97%	85%	74%	4%
Customers satisfied with network performance, reliability and availability	>85%	79%	84%	78%	86%	88%	67%	96%	92%	80%	0%
Customers satisfied with maintainability	>85%	80%	86%	76%	81%	87%	69%	96%	89%	83%	1%
Customers satisfied with supplementary services	>85%	81%	79%	84%	88%	94%	73%	91%	100%	82%	0%
Overall Customer Satisfaction	>85%	89%	89%	85%	89%	91%	86%	95%	91%	87%	1%

Source: IMM Analysis

4.1.3.1 Provision of Service

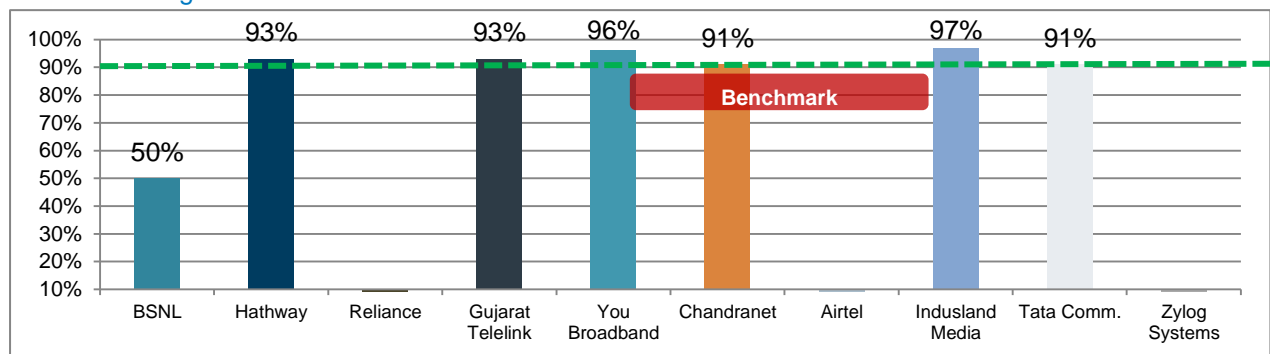


- The benchmark for the Provision of Service parameter is that of >90% of the customers being satisfied on the parameter. All of the service providers have met the benchmark for the Provision of Service parameter. Airtel is a clear front runner with 100% of the customers being satisfied on the parameter. Rest Service providers have satisfaction levels in the range of 91-97%.

Table 4.18: Provision of Service-Broadband Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Gujarat Telelink	You Broadband	Chandranet	Airtel	Indusland Media	Tata Comm.	Zylog Systems
Provision of Service	>90%	93%	91%	91%	93%	97%	91%	100%	97%	93%	92%

4.1.3.2 Billing Performance-Pre-Paid

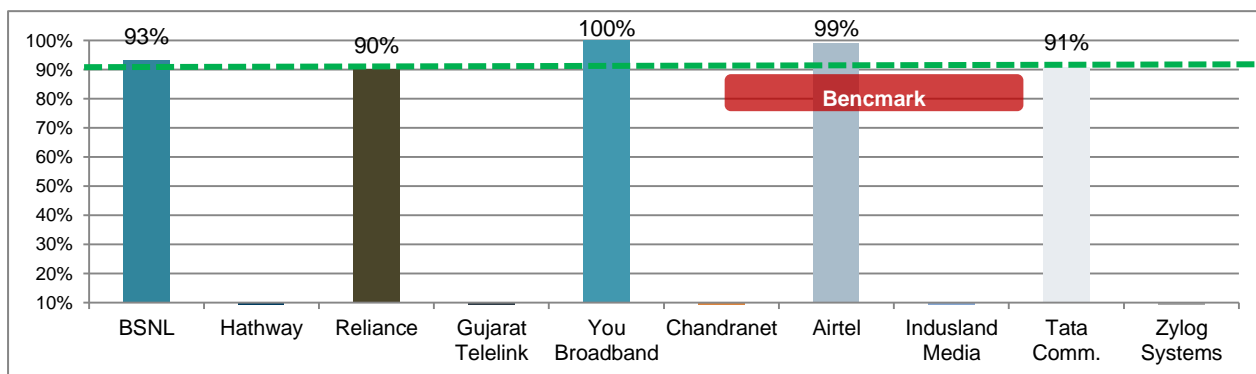


- The benchmark for the Billing Performance parameter is that of >90% of the customers being satisfied on the parameter. All the service providers except BSNL and Zylog Systems have met the benchmark for the parameter. Reliance and Airtel do not give Pre-Paid service options to their customers.

Table 4.19: Billing Performance: Pre-Paid -Broadband Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Gujarat Telelink	You Broadband	Chandranet	Airtel	Indusland Media	Tata Comm.	Zylog Systems
Billing Performance: Pre-Paid	>90%	50%	93%	NA	93%	96%	91%	NA	97%	91%	2%

4.1.3.3 Billing Performance-Post-Paid

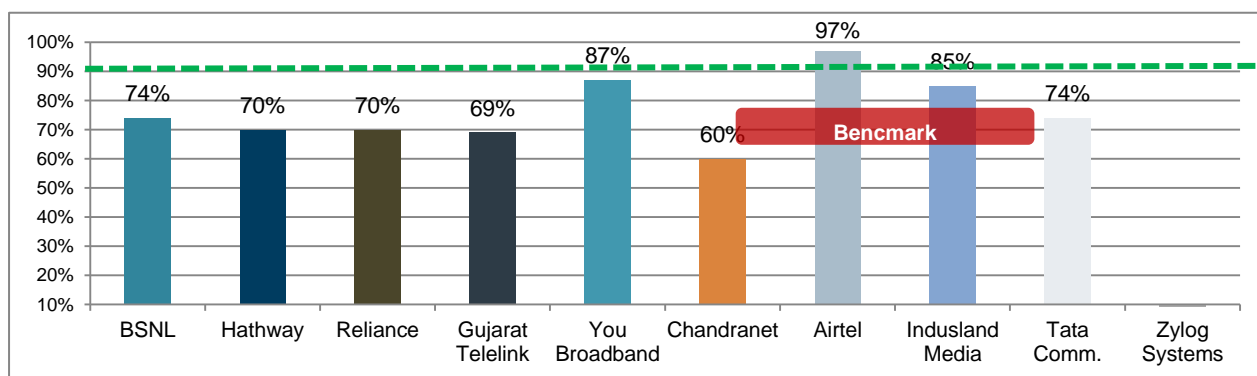


- The benchmark for the Billing Performance parameter is that of >90% of the customers being satisfied on the parameter. All of the service providers have met the benchmark for the Billing Performance parameter. In case of. Hathway, Gujarat Telelink, Chandranet, Indusland Media and Zylog Systems do not give Post-Paid service options to their customers.

Table 4.20: Billing Performance: Post-Paid-Broadband Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Gujarat Telelink	You Broadband	Chandranet	Airtel	Indusland Media	Tata Comm.	Zylog Systems
Billing Performance: Post-Paid	>90%	93%	NA	90%	NA	100%	NA	99%	NA	91%	NA

4.1.3.4 Help Services

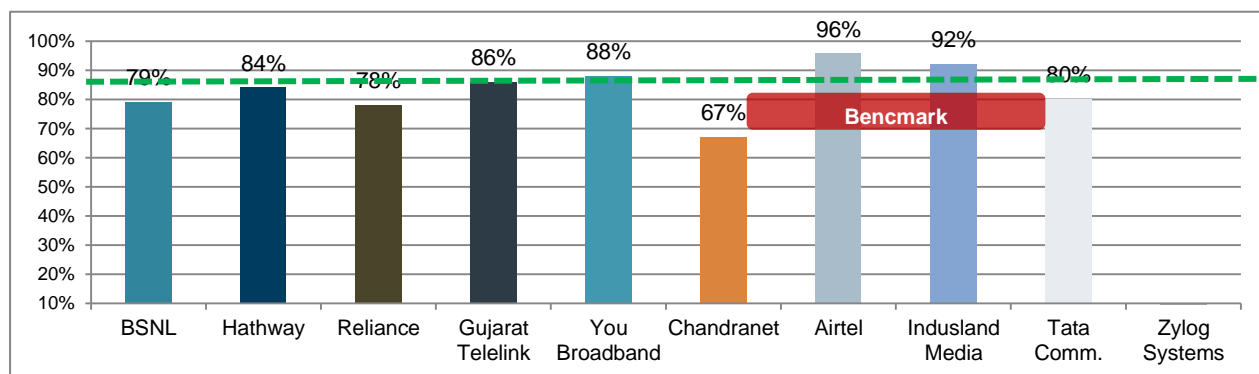


- The benchmark for the Help Services parameter is that of >90% of the customers being satisfied on the parameter. The satisfaction levels for the Help Services are low as compared to other parameters. Airtel has met the benchmark for the parameter with satisfaction level of 97%. The satisfaction levels of the other service providers are in the range of 4-87%.

Table 4.21: Help Services -Broadband Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Gujarat Telelink	You Broadband	Chandranet	Airtel	Indusland Media	Tata Comm.	Zylog Systems
Help Services	>90%	74%	70%	70%	69%	87%	60%	97%	85%	74%	4%

4.1.3.5 Network Performance, Reliability and Availability

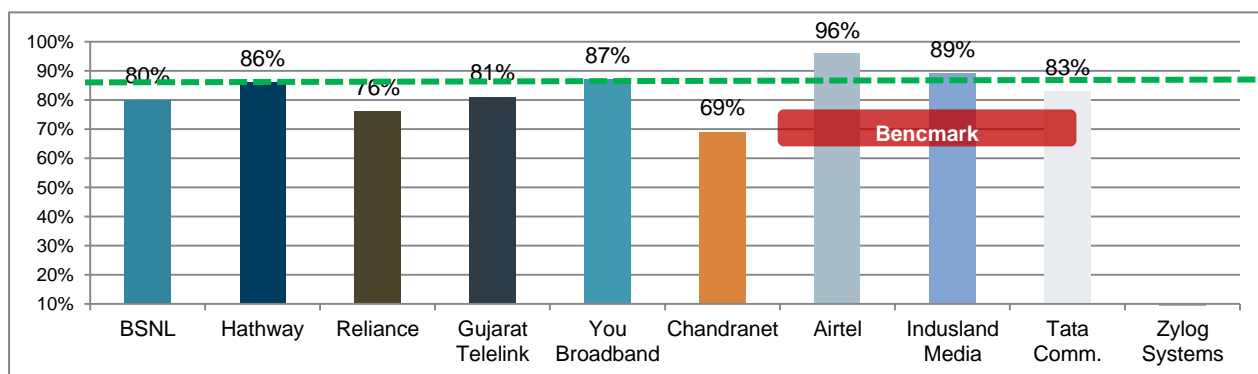


- The benchmark for the Network Performance, Reliability and Availability parameter is that of >85% of the customers being satisfied on the parameter. Airtel, Indusland Media, Gujarat Telelink and You Broadband have met the benchmark for the parameter. The satisfaction levels of the other service providers are in the range of 0-84%.

Table 4.22: Network performance, reliability and availability-Broadband Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Gujarat Telelink	You Broadband	Chandranet	Airtel	Indusland Media	Tata Comm.	Zylog Systems
Network performance, reliability and availability	>85%	79%	84%	78%	86%	88%	67%	96%	92%	80%	0%

4.1.3.6 Maintainability

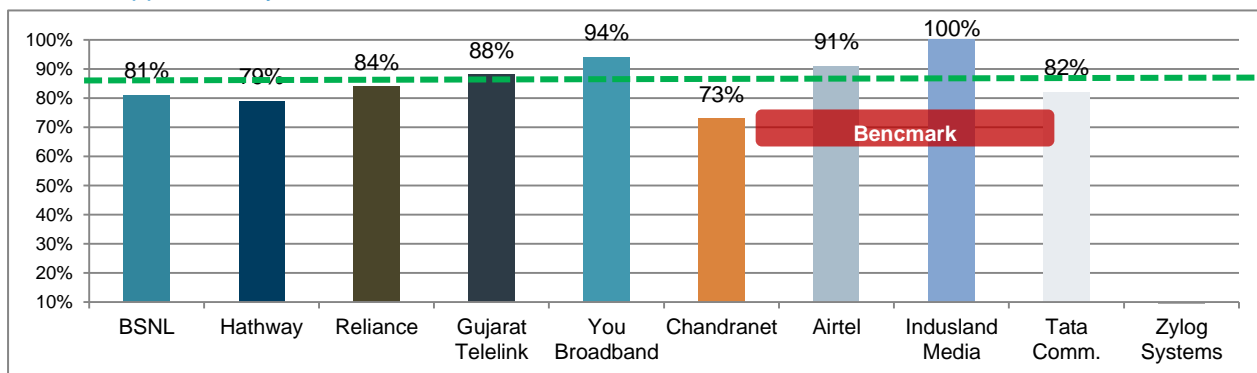


- The benchmark for the Maintainability parameter is that of >85% of the customers being satisfied on the parameter. Airtel, Indusland Media, You Broadband and Hathway have met the benchmark for the Maintainability parameter. The satisfaction levels of the other service providers are in the range of 1-83%.

Table 4.23: Maintainability -Broadband Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Gujarat Telelink	You Broadband	Chandranet	Airtel	Indusland Media	Tata Comm.	Zylog Systems
Maintainability	>85%	80%	86%	76%	81%	87%	69%	96%	89%	83%	1%

4.1.3.7 Supplementary Services and Value Added Services

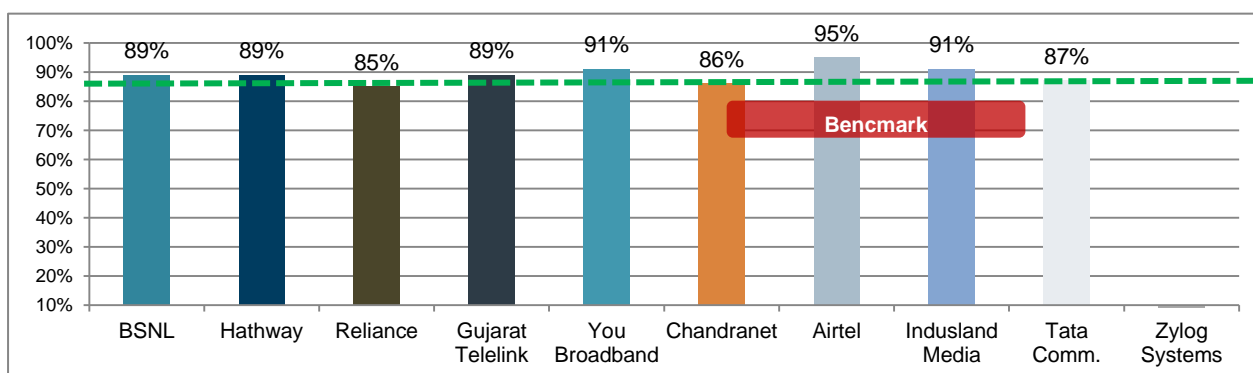


- The benchmark for the Supplementary Services and Value Added Services parameter is that of >90% of the customers being satisfied on the parameter. Airtel, Indusland Media, You Broadband and Gujarat Telelink have met the benchmark on this parameter. The satisfaction levels of the other service providers are in the range of 0-84%.

Table 4.24: Supplementary Services -Broadband Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Gujarat Telelink	You Broadband	Chandranet	Airtel	Indusland Media	Tata Comm.	Zylog Systems
Supplementary Services	>85%	81%	79%	84%	88%	94%	73%	91%	100%	82%	0%

4.1.3.8 Overall Quality of Telephone Service



- The benchmark for the Overall Quality of Telephone Service parameter is that of >85% of the customers being satisfied on the parameter. All of the service providers except Zylog Systems have met the benchmark for the parameter.

Table 4.25: Overall Customer Satisfaction -Broadband Service (Gujarat Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Gujarat Telelink	You Broadband	Chandranet	Airtel	Indusland Media	Tata Comm.	Zylog Systems
Overall Customer Satisfaction	>85%	89%	89%	85%	89%	91%	86%	95%	91%	87%	1%

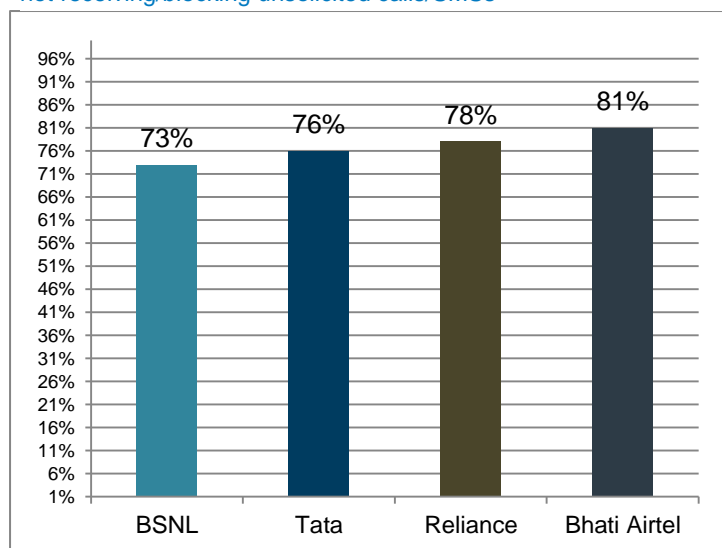
5 Assessment of TRAI Regulations and Directions

5.1 Gujarat: Basic Wire-line Service

5.1.1 The Telecom Commercial Communications Customer Preference Regulations, 2010.

The Telecom Commercial Communications Customer Preference Regulations, 2010 gives a telecom consumer the option of registering his/her mobile number for not receiving/blocking unsolicited commercial calls / SMSs. The consumer also has the option to register his number to be accessible to telemarketers of specific sectors. The telecom service providers have to ensure that such unsolicited calls/SMSs be blocked to the registered number with a specific time frame. In case the call/SMSs aren't

Figure 1 Satisfaction level with the effectiveness of registration for not receiving/blocking unsolicited calls/SMSs



stopped the telecom consumer may register a complaint on specific toll free numbers.

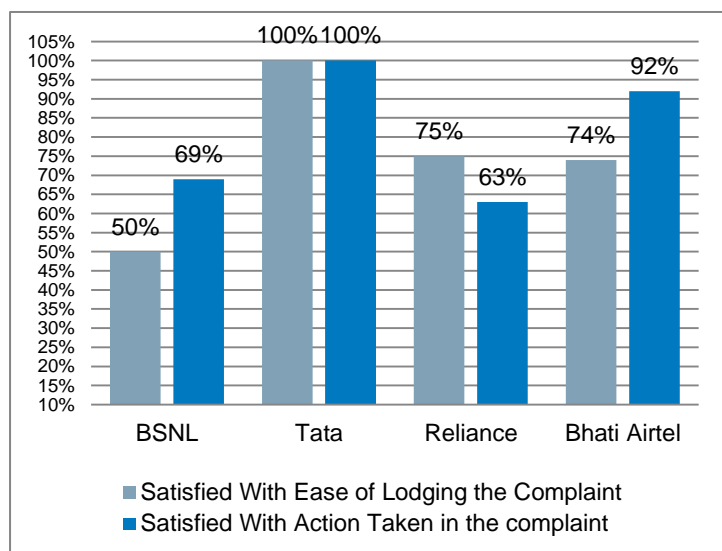
- 14% of surveyed customers of BSNL have registered their number for not receiving / blocking unsolicited commercial calls / SMSs, being the highest amongst all the service providers.

- 81% of the customers of Airtel who had registered their number for not receiving / blocking unsolicited commercial calls / SMSs were satisfied with the effectiveness of the same. In case of BSNL, 73%, in case of Tata, 76% and in case of Reliance 78% of the customers are satisfied with the

effectiveness of blocking of unsolicited commercial calls.

- Very Few consumers have lodged a complaint in case the unsolicited call/SMS had not stopped in spite of registration. In case of Airtel 0.08% of such consumers registered a complaint in these regards which is the highest amongst all service providers.

- 100% of the customers of BSNL who had lodged a complaint were satisfied with the ease of lodging a complaint in case the unsolicited call/SMS had not stopped in spite of registration



- All of the above customers of BSNL who had registered their complaint were satisfied with the action taken on their complaints.

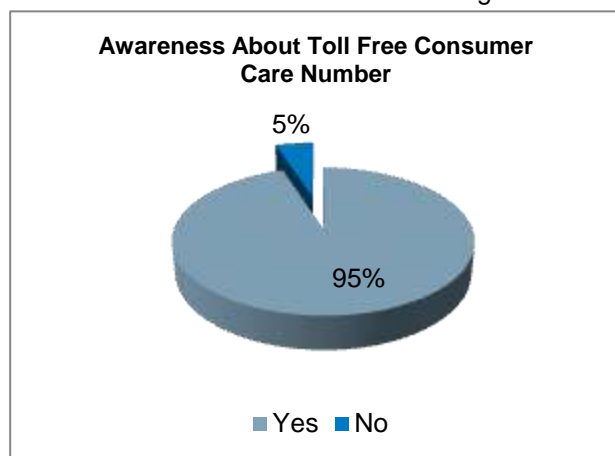
Table 5.1: Assessment of Telecom Commercial Communications Customer Preference Regulation

Particular	BSNL	Tata	Reliance	Bharti Airtel
Number registered for not receiving / blocking unsolicited commercial calls / SMSs	14%	10%	8%	11%
Customers satisfied with the effectiveness of blocking of unsolicited commercial calls	73%	76%	78%	81%
Registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same	0.01%	0.001%	0.007%	0.08%
Customers satisfied with the ease of lodging the complaint	50%	100%	75%	74%
Customers satisfied with the action taken on the complaint	69%	100%	63%	92%

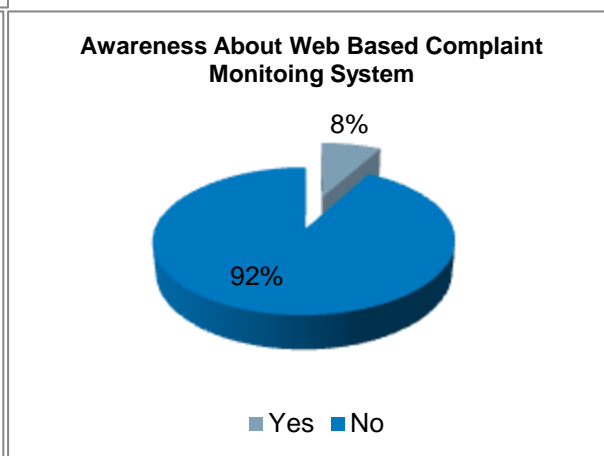
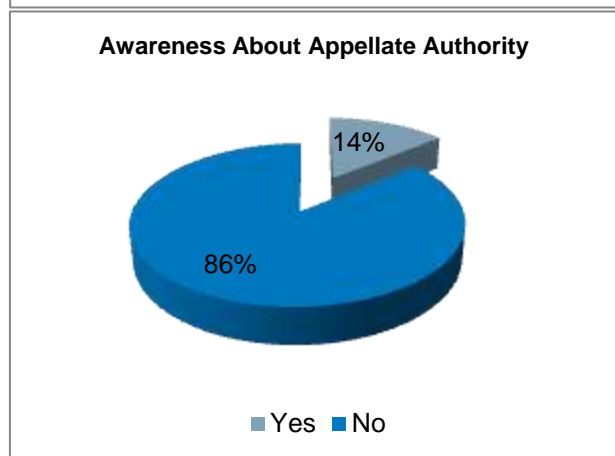
Source: IMM Analysis

5.1.2 Telecom Consumers Complaint Redressal Regulations, 2012.

As per the Telecom Consumers Complaint Redressal Regulation there are three grievance redressal mechanisms a consumer can use to register their complaints which include the Toll Free Consumer Care Number, Appellate Authority for filing appeal in cases not satisfied with redressal of complaints and Web Based Complaint Monitoring System. The awareness about the toll free consumer care number is the highest with more than 95% of the total surveyed sample being aware about it. About 14% of the total respondents were aware about the Appellate Authority while 8% of the respondents were aware about the Web Based Complaint Monitoring System.

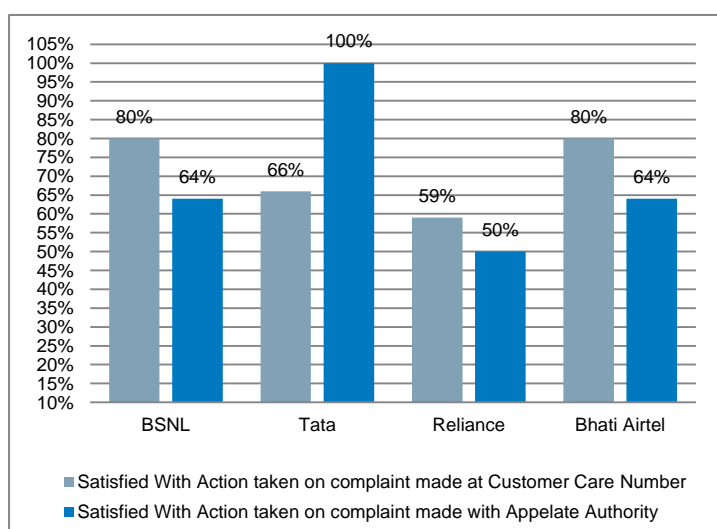


The awareness about the toll free consumer care number is the highest with more than 95% of the total surveyed sample being aware about it. About 14% of the total respondents were aware about the Appellate Authority while 8% of the respondents were aware about the Web Based Complaint Monitoring System.



5.1.2.1 Level of Satisfaction with the Action Taken on Complaints

- 63% of surveyed customers of Airtel have registered a complaint with the Toll Free Consumer Care number, being the highest amongst all the service providers. On the other hand BSNL has the least percentage of surveyed consumers who have registered a complaint with only 42% of the consumers have registered a complaint with Toll Free Consumer Care number.
- 80% of the customers of Bharti Airtel and BSNL who had registered a complaint with the Toll Free Consumer Care number were satisfied with the action taken on it being the highest amongst all the service providers.



- Only 1% of surveyed customers of Bharti Airtel & BSNL have registered a complaint with the Appellate Authority, being the highest amongst all the service providers. For Tata and reliance the surveyed consumers who have registered a complaint with the Appellate Authority are 0.1% and 0.4% respectively.
- 100% of the customers of Tata who had registered a complaint with the Appellate Authority are satisfied with the action taken on it being the highest amongst all the service providers.

Table 5.2: Assessment of Telecom Consumer Protection Regulation

Particular	BSNL	Tata	Reliance	Bharti Airtel
Made complaint to the toll free Consumer Care Number	42%	57%	61%	63%
Customers satisfied with the manner in which complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint	80%	66%	59%	80%
Filed any appeal with the appellate authority	1%	0.1%	0.4%	1%
Customers satisfied with the manner in which appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc.	64%	100%	50%	64%

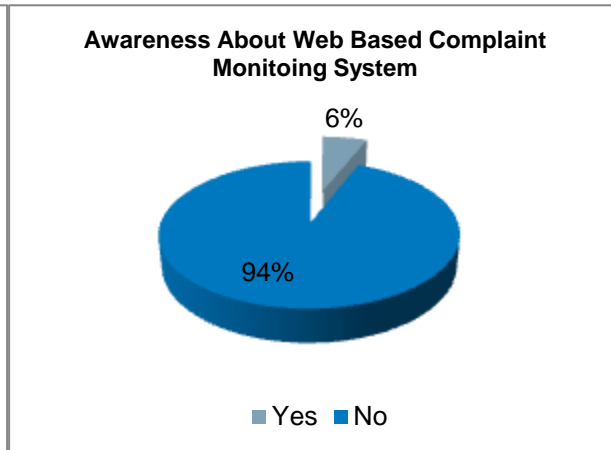
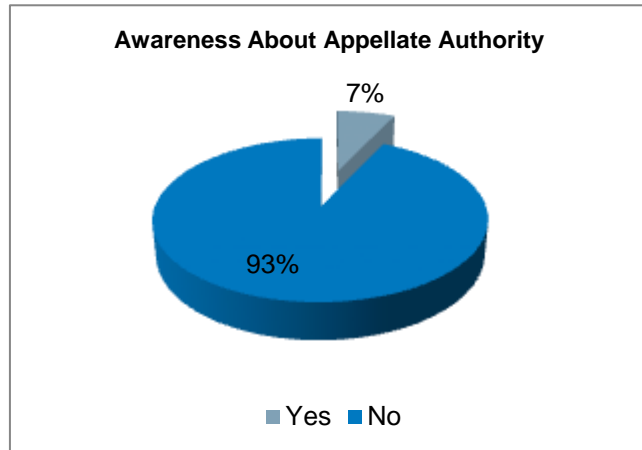
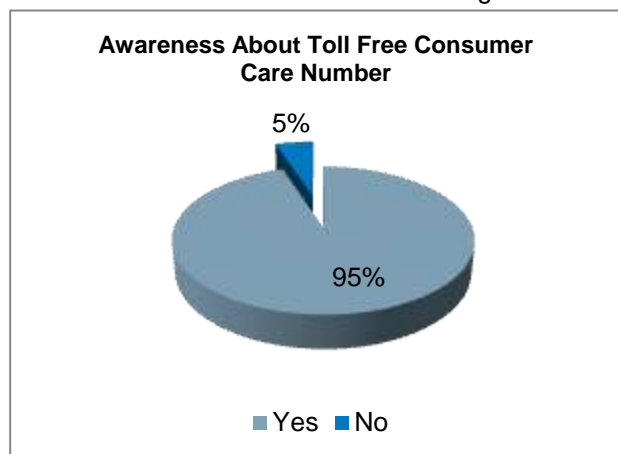
Source: IMM Analysis

5.2 Gujarat: Cellular Service

The assessment of TRAI regulations specific to the cellular service is as under

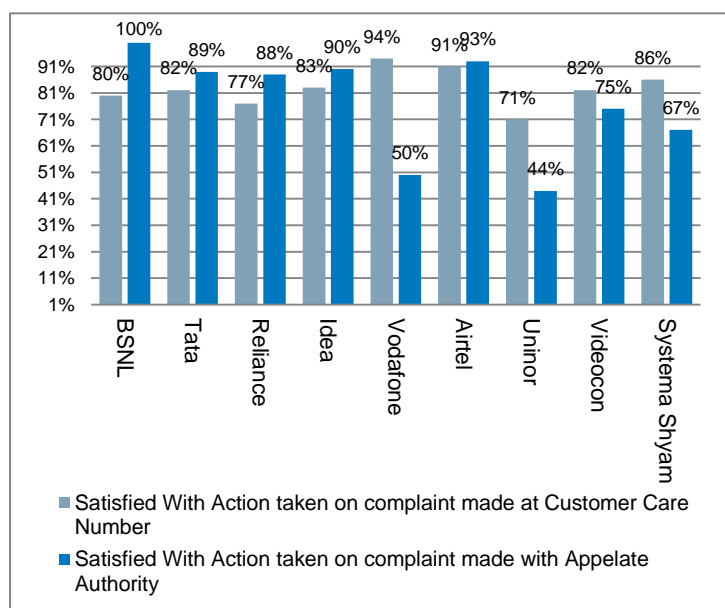
5.2.1 Telecom Consumers Complaint Redressal Regulations, 2012.

As per the Telecom Consumers Complaint Redressal Regulation there are three grievance rederssal mechanisms a consumer can use to register their complaints which include the Toll Free Consumer Care Number, Appellate Authority for filing appeal in cases not satisfied with redressal of complaints and Web Based Complaint Monitoring System. The awareness about the toll free consumer care number is the highest with more than 95% of the total surveyed sample being aware about it. 7% of the total respondents were aware about the Appellate Authority while 6% of the respondents were aware about the Web Based Complaint Monitoring System.



5.2.1.1 Level of Satisfaction with the Action Taken on Complaints

- 49% of surveyed customers of Airtel have registered a complaint with the Toll Free Consumer Care number, being the highest amongst all the service providers. On the other hand BSNL has the least percentage of surveyed consumers who have registered a complaint with only 29% of the consumers have registered a complaint with Toll Free Consumer Care number.
- 94% of the customers of Vodafone who had registered a complaint with the Toll Free Consumer Care number were satisfied with the action taken on it being the highest amongst all the service providers.



- Very few of surveyed customers have registered a complaint with the Appellate Authority. For all the other service providers except Videocon and BSNL nearly 1% of the surveyed consumers have registered a complaint with the Appellate Authority. Videocon and BSNL have 0.4% and 0.3% customers respectively which have registered a complaint.
- All the customers of BSNL who had registered a complaint with the Appellate Authority are satisfied with the action taken on it. Other service providers also have considerable satisfaction levels.

Table 5.3: Assessment of Telecom Consumers Complaint Redressal Regulations

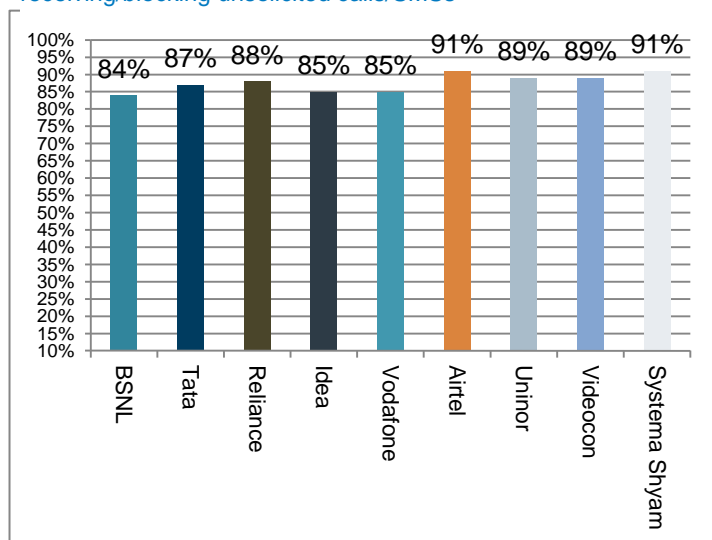
Particular	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Uninor	Videocon	Systema Shyam
Made complaint to the toll free Consumer Care Number	29%	44%	48%	44%	41%	49%	41%	44%	30%
Customers satisfied with the manner in which complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint	80%	82%	77%	83%	94%	91%	71%	82%	86%
Filed any appeal with the appellate authority	0.3%	1%	1%	1%	0.2%	1%	1%	0.4%	1%
Customers satisfied with the manner in which appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc.	100%	89%	88%	90%	50%	93%	44%	75%	67%

Source: IMM Analysis

5.2.2 The Telecom Commercial Communications Customer Preference Regulations, 2010.

The Telecom Commercial Communications Customer Preference Regulations, 2010 gives a telecom consumer the option of registering his/her mobile number for not receiving/blocking unsolicited commercial calls / SMSs. The consumer also has the option to register his number to be accessible to telemarketers of specific sectors. The telecom service providers have to ensure that such unsolicited calls/SMSs be blocked to the registered number with a specific time frame. In case the call/SMSs aren't stopped the telecom consumer may register a complaint on specific toll free numbers.

Satisfaction level with the effectiveness of registration for not receiving/blocking unsolicited calls/SMSs



- 28% of surveyed customers of Idea and Airtel have registered their number for not receiving / blocking unsolicited commercial calls / SMSs, being the highest amongst all the service providers..

- 91% of the customers of Airtel and Systema Shyam who had registered their number for not receiving / blocking unsolicited commercial calls / SMSs were satisfied with the effectiveness of the same, being the highest amongst all the service providers.

- 5% of surveyed customers of Airtel and Idea who had registered their number for not receiving / blocking unsolicited commercial calls / SMSs went on to register a complaint, when unsolicited call/SMS had not stopped in spite of registration. In case of other service providers the percentile of such customers are in the range of 2-4%.

- 74% of the customers of Systema Shyam were satisfied with the ease of lodging a complaint in case the unsolicited call/SMS had not stopped in spite of registration, being the highest amongst all the service providers.

- 64% of the customers of Vodafone and Tata who had registered their complaint were satisfied with the action taken on their complaints, being the highest amongst all the service providers.

Table 5.4: Assessment of Telecom Commercial Communications Customer Preference Regulation

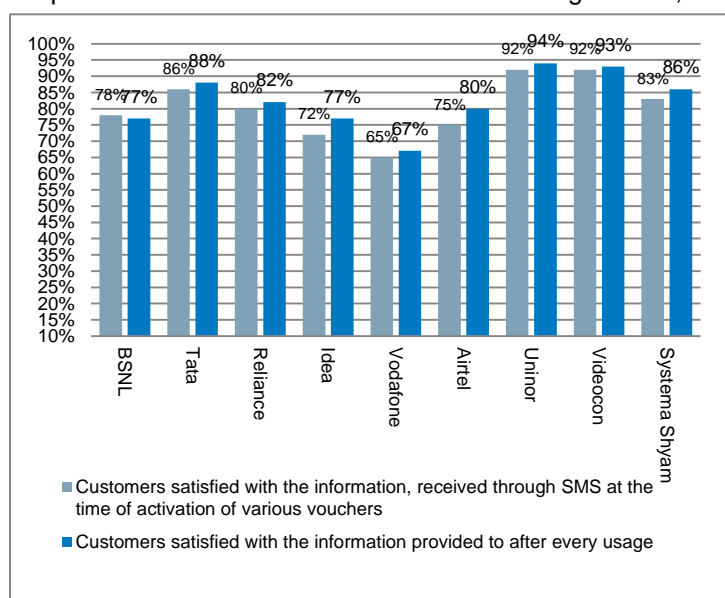
Particular	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Uninor	Videocon	Systema Shyam
Number registered for not receiving / blocking unsolicited commercial calls / SMSs	18%	26%	25%	28%	22%	28%	27%	24%	14%
Customers satisfied with the effectiveness of blocking of unsolicited commercial calls	84%	87%	88%	85%	85%	91%	89%	89%	91%
Registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same	4%	4%	4%	5%	4%	5%	4%	2%	3%

Particular	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Uninor	Videocon	Systema Shyam
Customers satisfied with the ease of lodging the complaint	61%	67%	64%	58%	64%	59%	45%	42%	74%
Customers satisfied with the action taken on the complaint	63%	64%	62%	56%	64%	63%	55%	50%	51%

Source: IMM Analysis

5.2.3 Telecom Consumers Protection Regulations, 2012.

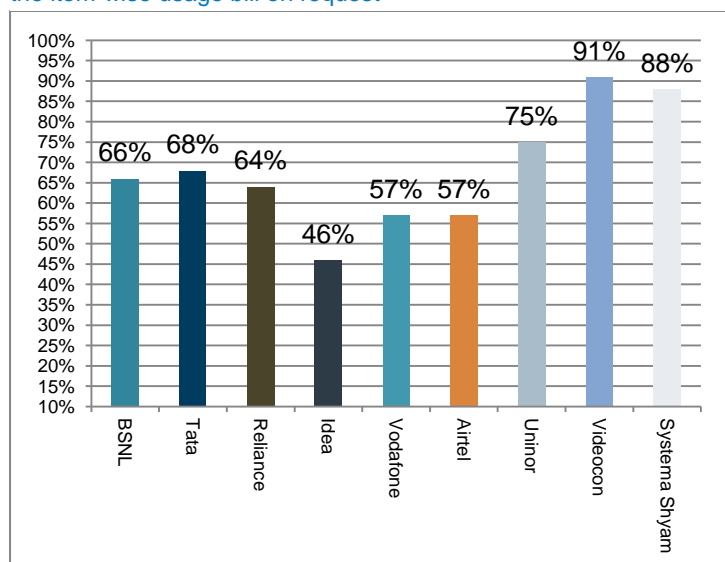
As per the Telecom Consumers Protection Regulations, 2012 every service provider has to, immediately



on the activation of a voucher provide through SMS to the pre-paid consumer details such as amount charged, processing fee, taxes deducted, title of the plan, validity of the plan etc. The regulations also makes it mandatory for the service provider to immediately after a specific usage such as making a call, activation of value added services or internet data usage, send the customer details such as duration of call, charges deducted, balance in account etc

- 92% of the consumers of Videocon and Uninor are satisfied with the information, received through SMS at the time of activation of various vouchers. On the other hand only 72% of the surveyed Idea consumers were satisfied with the information, received through SMS at the time of activation of various vouchers.

Consumers satisfied with the timely receipt and completeness of the item-wise usage bill on request



- 94% of the consumers of Airtel are satisfied with the information provided through SMS after every usage, such as duration of call, charges deducted, balance in account etc. On the other hand only 67% of the surveyed Idea consumers were satisfied with the information provided through SMS after every usage.

- Few consumers pre-paid customers have requested an item-wise usage bill for their connection. The percentiles of such customers are in the range of 1-5% for each service provider. Amongst them the

customers of Videocon have the highest satisfaction level with 91% of the customers being satisfied with the timely receipt and completeness of the item-wise usage bill.

Table 5.5: Assessment of Telecom Consumer Protection Regulation

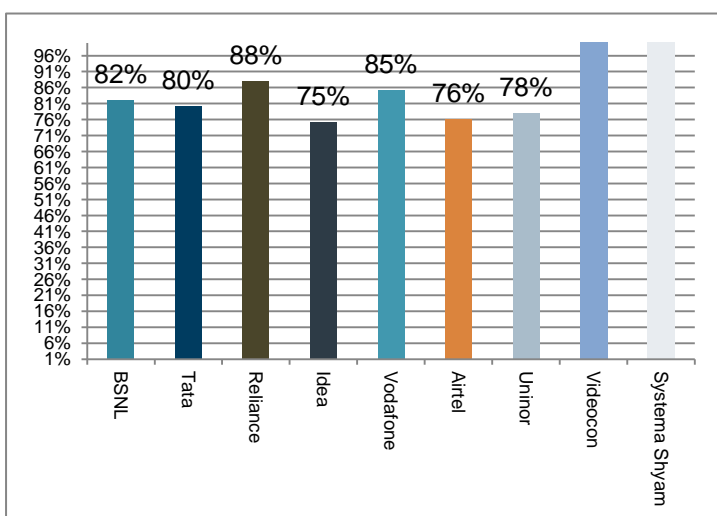
Particular	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Uninor	Videocon	Systema Shyam
Customers satisfied with the information, received through SMS at the time of activation of various vouchers, such as amount charged, processing fee, taxes deducted, title of the plan, validity etc	78%	86%	80%	72%	65%	75%	92%	92%	83%
Customers satisfied with the information provided to you after every usage, such as duration of call, charges deducted, balance in account etc	77%	88%	82%	77%	67%	80%	94%	93%	86%
Requested for an item-wise usage bill	3%	4%	4%	5%	4%	3%	2%	1%	3%
Customers satisfied with the timely receipt and completeness of the item-wise usage bill on request	66%	68%	64%	46%	57%	57%	75%	91%	88%

Source: IMM Analysis

5.2.4 Telecommunication Mobile Number Portability Per Port Transaction Charge and Dipping Charge Regulations, 2009.

As per the Telecommunication Mobile Number Portability Per Port Transaction Charge and Dipping Charge Regulations, 2009 a consumer can retain his mobile telephone number when he moves from one Access Provider to another irrespective of the mobile technology or from one cellular mobile technology to another of the same Access Provider. The facility of retention of existing mobile telephone number despite moving to a new telecom service provider helps the subscriber maintain contact with his friends/clientele.

Satisfaction Level with the process of porting to another operator



- Few surveyed consumers have opted for Mobile Number Portability (MNP) with the percentage of such consumers ranging from 0.1% to 10% for all the service providers.
- 100% of the Videocon and Systema Shyam consumers who had opted for MNP were satisfied with the process of porting to another operator, being the highest amongst all the service providers whereas in case of other service e providers the satisfaction levels are in the range of 75-88%.

Table 5.6: Assessment of Telecommunication Mobile Number Portability Regulations

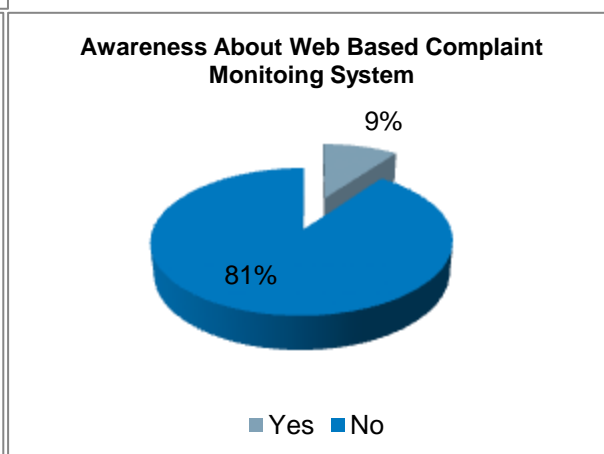
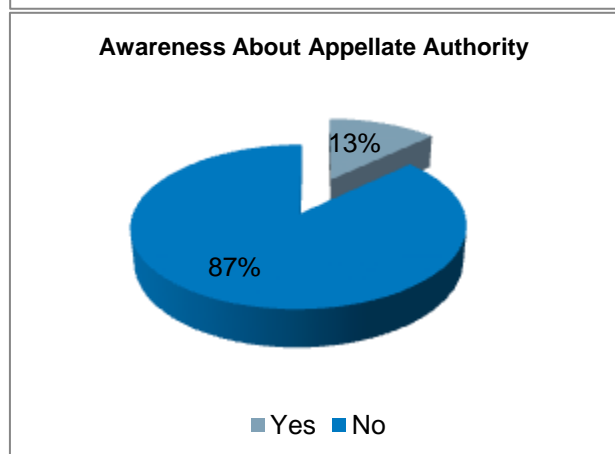
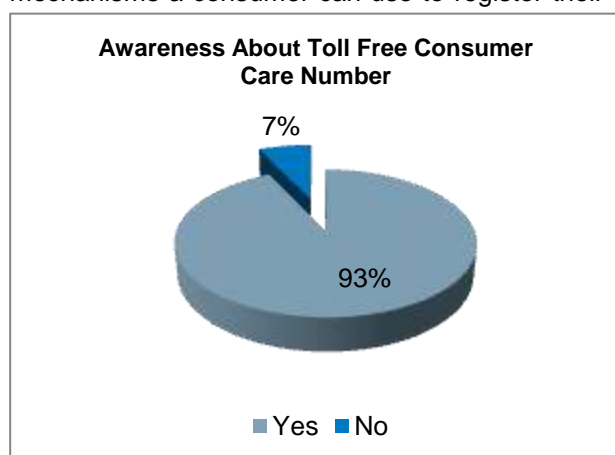
Particular	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Uninor	Videcon	Systema Snyam
Utilized the service of Mobile number portability for changing your operator	4%	10%	4%	6%	6%	5%	3%	0.1%	0.3%
Customers satisfied with the process of porting to another operator	82%	80%	88%	75%	85%	76%	78%	100%	100%

Source: IMM Analysis

5.3 Gujarat: Broadband Service

5.3.1 Telecom Consumers Complaint Redressal Regulations, 2012

As per the Telecom Consumers Complaint Redressal Regulation there are three grievance redressal mechanisms a consumer can use to register their complaints which include the Toll Free Consumer Care Number, Appellate Authority for filing appeal in cases not satisfied with redressal of complaints and Web Based Complaint Monitoring System. The awareness about the toll free consumer care number is the highest with more than 93% of the total surveyed sample being aware about it. Around 13 % of the total respondents were aware about the Appellate Authority while 9% of the respondents were aware about the Web Based Complaint Monitoring System.

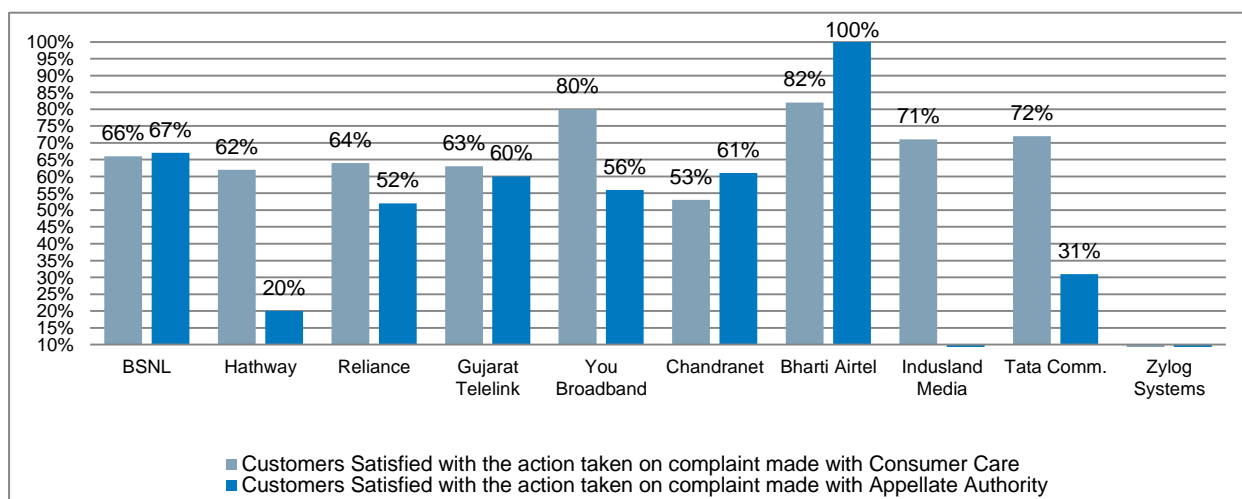


5.3.1.1 Level of Satisfaction With the Action Taken on Complaints

- 90% of surveyed customers of Chandranet have registered a complaint with the Toll Free Consumer Care number, being the highest amongst all the service providers. On the other hand Indusland Media

has the least percentage of surveyed consumers who have registered a complaint with only 8% of the consumers have registered a complaint with Toll Free Consumer Care number.

- 80% of the customers of You Broadband who had registered a complaint with the Toll Free Consumer Care number were satisfied with the action taken on it being the highest amongst all the service providers.



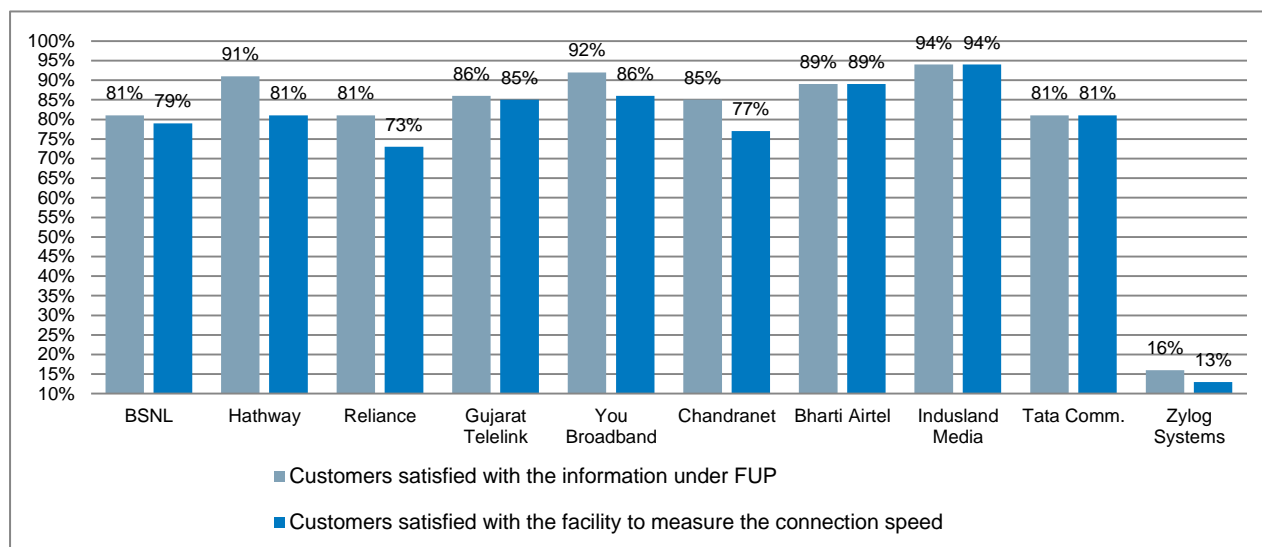
- 5% of surveyed customers of Zylog Systems have registered a complaint with the Appellate Authority, being the highest amongst all the service providers. On the other hand none of the surveyed consumers of Airtel have registered a complaint with the Appellate Authority.
- 67% of the customers of BSNL who had registered a complaint with the Appellate Authority are satisfied with the action taken on it being the highest amongst all the service providers.

Table 5.7: Assessment of Telecom Consumer Complaint Redressal Regulations

Particular	BSNL	Hathway	Reliance	Gujarat Telelink	You Broadband	Chandranet	Bharti Airtel	Indusland Media	Tata Comm.	Zylog Systems
Made complaint to the toll free Consumer Care Number	50%	40%	81%	80%	65%	90%	72%	8%	68%	78%
Level of satisfaction with the manner in which complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint	66%	62%	64%	63%	80%	53%	82%	71%	72%	3%
Filed any appeal with the appellate authority	1%	1%	2%	1%	2%	3%	0%	0%	3%	5%
Level of satisfaction with the manner in which appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc.	67%	20%	52%	60%	56%	61%	NA	NA	31%	0%

Source: IMM Analysis

5.3.2 Directions Related To Fair Usage Policy and Measurement of Broadband Speed



- 94% of the surveyed customers of Indusland Media who had sought information under the fair usage policy are satisfied with the information given to them being the highest amongst all the service providers.
- 94% of the surveyed customers of Indusland Media were satisfied with the facility to measure the broadband connection speed provided by the service provider, being the highest amongst all the service providers.

Table 5.8: Assessment Directions Related to Fair Usage Policy and Measurement of Broadband Speed

Particular	BSNL	Hathway	Reliance	Gujarat Telelink	You Broadband	Chandranet	Bharti Airtel	Indusland Media	Tata Comm.	Zylog Systems
Customers satisfied with the information, provided by the service provider under the fair usage policy (FUP) such as data usage limit with higher speed and speed of connection up to or beyond data usage limit	81%	91%	81%	86%	92%	85%	89%	94%	81%	16%
Customers satisfied with the facility to measure the broadband connection speed provided by the service provider	79%	81%	73%	85%	86%	77%	89%	94%	81%	13%

Source: IMM Analysis

6 Conclusions

The key conclusions on the basis of the survey conducted across all service categories and active service providers in the Gujarat circle in the West Zone are listed as under.

6.1 Gujarat: Basic Wire-Line

6.1.1.1 Quality of Service Benchmarks

- The survey results show that all service providers have met the quality of service benchmarks for the provision of service, billing performance, Network and Overall Quality parameters. While in case of the other parameters, few of the service providers could not to meet the benchmarks. In many cases service providers have marginally missed to reach the benchmark.
- Help services is the only parameter wherein many service providers have failed to achieve the stipulated benchmark. Airtel has achieved the benchmark whereas all other service providers have missed the benchmarks with all of them having satisfaction percentile in the range of 85-88%. Airtel has the highest percentile with 95% of the customers expressing satisfaction on the parameter.
- Airtel has registered the highest satisfaction level on the overall quality of service benchmark with around 93% of the consumers being satisfied on the parameter.
- Based on the qualitative inputs from field staff and general observation during the survey period the consultants have observed that the satisfaction levels for the maintainability and help services parameter are a bit lower as compared to satisfaction percentiles for other parameters.

6.1.1.2 Assessment of Various Regulations

- The level of satisfaction with the effectiveness of blocking of unsolicited commercial calls/SMSs is moderate across all service providers. Airtel, Tata and BSNL have registered satisfaction level of 81%, 76% and 73% respectively. Reliance has a low satisfaction level of 9% on the parameter.
- With reference to the grievance redressal mechanism the consumers are mainly aware of the toll free consumer care number with around 95% of the consumers being aware of it. Few consumers are aware of the Appellate Authority and the Web Based Monitoring System as a mechanism for grievance redressal.

6.2 Gujarat: Cellular Mobile

6.2.1.1 Quality of Service Benchmarks

- The survey results show that all service providers have met the quality of service benchmarks for the provision of service, Billing Performance-Pre-Paid and Overall Quality parameter. While in case of the other parameters, few of the service providers could not to meet the benchmarks. In many cases service providers have marginally missed to reach the benchmark.
- The service providers have performed well in cases of rest of the benchmarks such as Billing Performance: Post-Paid and Network with most of the service providers meeting or nearing the benchmark on these parameters.

6.2.1.2 Assessment of Various Regulations

- With reference to the grievance redressal mechanism the consumers are mainly aware of the toll free consumer care number with around 95% of the consumers being aware of it. Few consumers are

aware of the Appellate Authority and the Web Based Monitoring System as a mechanism for grievance redressal.

- The level of satisfaction with the effectiveness of blocking of unsolicited commercial calls is well achieved across all service providers with the satisfaction percentiles in the range of 84-91% for all the service providers.
- Very few pre-paid customers have requested for an item-wise usage bill for their connection. Based on the qualitative inputs from field staff the consultants have observed that the awareness amongst the pre-paid customer with reference to this option with them is quite low.

6.3 Gujarat: Broadband

6.3.1.1 Quality of Service Benchmarks

- Airtel has achieved the benchmarks for all the parameters in the broadband category.
- All the service providers have met the benchmarks for the provision of service parameter while in the other parameter few of the service providers have missed the benchmark. Many service providers have marginally missed the benchmark on many parameters.
- The satisfaction levels for the Help Services and Network parameters are comparatively lower as compared to other parameters. Airtel has met the benchmark for the help service parameter while the rest have satisfaction percentiles in the range of 4-85%. Gujarat Telelink, You Broadband, Airtel and Indusland Media have met the benchmark for the Network parameter while the other have satisfaction percentiles in the range of 0-84%.

6.3.1.2 Assessment of Various Regulations

- With reference to the grievance redressal mechanism the consumers are mainly aware of the toll free consumer care number with around 93% of the consumers being aware of it. Very few consumers are aware of the Appellate Authority and the Web Based Monitoring System as a mechanism for grievance redressal and efforts should be made in generating awareness with respect to Appellate Authority and Web Based Monitoring System.
- The levels of customers being satisfied with the manner in which their complaint with the toll free consumer care number was addressed is moderate with most of the service providers having satisfaction levels in the range of 3-82%.
- Customer satisfaction levels with respect to the information provided by the service provider under the fair usage policy (FUP) and the facility to measure the broadband connection speed provided by the service provider is moderate with satisfaction levels in the range of 16-94%.

7 Recommendations

The key recommendation on the basis of the consumer survey and observations of the consultants during the course of the survey are as under

- The awareness about the grievance redressal mechanisms amongst the customers was found to be on the lower side as compared to awareness regarding other regulations. It has been observed that the customers generally use the toll free consumers care number as a mean to register their complaints. The awareness regarding Appellate authority and Web based complaint monitoring system needs to be increased amongst the customers. The consultants feel that this being a crucial mechanism to improve customer services, proper mass media and consumer outreach programmes may be used to increase awareness amongst the customers.
- The performance on the Help services parameter was found to be on the lower side as compared to other parameters across all service categories and service providers. The consultants feel that enforcement of regulations and directions with regards to help services may be made more stringent to ensure efficient help services to the customers.
- The consultants have observed that in case of service providers having small customer base in a particular service area, the customers have faced issues related to help services and maintainability of services. In a particular case wherein the services were discontinued by the service provider the customers have faced abrupt discontinuation of services without proper intimation. The consultants feel that TRAI should ensure smooth discontinuation of services by the service provider so that the customers do not face inconvenience and get value for their money. Directions may be given to service providers to report to the regulatory authority in case of discontinuation of services in a particular service area along with details of manner in which the services were withdrawn and the customers base being affected with the discontinuation.
- The consultants feel that with regards to further consumer studies, the service providers may be directed to maintain proper records of customers with specific demographic details which may be captured at the time of application. This would help in targeting sample for surveys in a scientific manner and hence give more accurate inferences. This would also help in making informed decisions for a specific section of the society in future.

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Appendix A. Output Tables – Gujarat Circle

A.1 Basic Wire-line Service

Table A.1: How satisfied are you with the ease of taking a connection? (EM 3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	16	23	46	98	265	323	293	2%	2%	4%	9%	25%	30%	28%
Tata	22	31	58	117	316	266	226	2%	3%	6%	11%	31%	26%	22%
Reliance	32	21	38	111	305	219	316	3%	2%	4%	11%	29%	21%	30%
Airtel	5	6	15	120	282	380	221	0%	1%	1%	12%	27%	37%	21%
TOTAL	75	81	157	446	1168	1188	1056	2%	2%	4%	11%	28%	28%	25%

Source: IMM Analysis

Table A.2: How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges? (EM 1)

a	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	30	37	61	144	278	282	232	3%	3%	6%	14%	26%	27%	22%
Tata	23	48	48	146	334	305	132	2%	5%	5%	14%	32%	29%	13%
Reliance	36	32	57	122	311	283	201	3%	3%	5%	12%	30%	27%	19%
Airtel	9	5	17	99	333	365	201	1%	0%	2%	10%	32%	35%	20%
TOTAL	98	122	183	511	1256	1235	766	2%	3%	4%	12%	30%	30%	18%

Source: IMM Analysis

Table A.3: How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement? (TA 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	24	42	58	124	274	285	257	2%	4%	5%	12%	26%	27%	24%
Tata	23	30	49	145	372	295	122	2%	3%	5%	14%	36%	28%	12%
Reliance	41	21	46	149	276	308	201	4%	2%	4%	14%	26%	30%	19%
Airtel	10	6	10	116	319	403	165	1%	1%	1%	11%	31%	39%	16%
TOTAL	98	99	163	534	1241	1291	745	2%	2%	4%	13%	30%	31%	18%

Source: IMM Analysis

Table A.4: How satisfied are you with ease of recharging process/activation of vouchers? (EM 4)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Tata	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Reliance	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Airtel	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
TOTAL	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

Source: IMM Analysis

Table A.5: How satisfied are you with the availability of recharging cards/vouchers of various denominations?(EC 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Tata	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Reliance	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Airtel	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
TOTAL	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

Source: IMM Analysis

Table A.6: How satisfied are you with the transparency of recharge offer/voucher i.e. talk time available on the recharge card/voucher? (RL 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Tata	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Reliance	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Airtel	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
TOTAL	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

Source: IMM Analysis

Table A.7: How satisfied are you with the charges deducted for every call i.e. amount deducted on every usage? (EC 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Tata	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Reliance	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Airtel	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
TOTAL	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

Source: IMM Analysis

Table A.8: How satisfied are you with the charges levied per call? (EC2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	26	33	62	131	229	337	247	2%	3%	6%	12%	22%	32%	23%
Tata	10	51	85	184	299	324	114	1%	5%	8%	17%	28%	30%	11%
Reliance	40	41	75	156	283	260	207	4%	4%	7%	15%	27%	24%	19%
Airtel	3	11	32	233	442	244	84	0%	1%	3%	22%	42%	23%	8%
TOTAL	79	136	254	704	1253	1165	652	2%	3%	6%	17%	30%	27%	15%

Source: IMM Analysis

Table A.9: How satisfied are you with the overall accuracy & completeness of the bills? (RL 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	26	27	68	133	225	296	290	2%	3%	6%	12%	21%	28%	27%
Tata	15	41	84	179	345	269	134	1%	4%	8%	17%	32%	25%	13%
Reliance	49	35	86	136	266	265	225	5%	3%	8%	13%	25%	25%	21%
Airtel	8	7	27	154	435	287	131	1%	1%	3%	15%	41%	27%	12%
TOTAL	98	110	265	602	1271	1117	780	2%	3%	6%	14%	30%	26%	18%

Source: IMM Analysis

Table A.10: How satisfied are you with the clarity of the bills in terms of transparency and understandability? (RL2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	30	26	74	114	247	291	283	3%	2%	7%	11%	23%	27%	27%
Tata	16	37	73	163	349	269	160	1%	3%	7%	15%	33%	25%	15%
Reliance	52	34	89	147	240	250	250	5%	3%	8%	14%	23%	24%	24%
Airtel	6	5	21	136	354	382	145	1%	0%	2%	13%	34%	36%	14%
TOTAL	104	102	257	560	1190	1192	838	2%	2%	6%	13%	28%	28%	20%

Source: IMM Analysis

Table A.11: How satisfied are you with the availability of customer care services (consumer care number and general information number)? (EM 5)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	39	39	74	99	211	261	150	4%	4%	8%	11%	24%	30%	17%
Tata	91	66	94	201	276	238	95	9%	6%	9%	19%	26%	22%	9%
Reliance	131	53	97	170	247	166	105	14%	5%	10%	18%	25%	17%	11%
Airtel	17	23	83	282	415	127	40	2%	2%	8%	29%	42%	13%	4%
TOTAL	278	181	348	752	1149	792	390	7%	5%	9%	19%	30%	20%	10%

Source: IMM Analysis

Table A.12: How satisfied are you with the ease of access to a customer care executive through the IVR menu? (CV1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	45	66	111	180	195	166	110	5%	8%	13%	21%	22%	19%	13%
Tata	98	68	104	192	303	195	101	9%	6%	10%	18%	29%	18%	10%
Reliance	113	60	144	215	224	129	84	12%	6%	15%	22%	23%	13%	9%
Airtel	16	26	92	292	368	146	47	2%	3%	9%	30%	37%	15%	5%
TOTAL	272	220	451	879	1090	636	342	7%	6%	12%	23%	28%	16%	9%

Source: IMM Analysis

Table A.13: How satisfied are you with the customer friendly approach of the customer care executive? (RL 3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	27	47	91	148	232	191	137	3%	5%	10%	17%	27%	22%	16%
Tata	80	59	89	211	285	214	123	8%	6%	8%	20%	27%	20%	12%
Reliance	57	29	90	192	252	201	148	6%	3%	9%	20%	26%	21%	15%
Airtel	10	8	53	267	426	169	54	1%	1%	5%	27%	43%	17%	5%
TOTAL	174	143	323	818	1195	775	462	4%	4%	8%	21%	31%	20%	12%

Source: IMM Analysis

Table A.14: How satisfied are you with the competency level/problem solving ability of the customer care executive? (AS 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	47	42	75	172	225	184	128	5%	5%	9%	20%	26%	21%	15%
Tata	81	70	95	208	291	212	104	8%	7%	9%	20%	27%	20%	10%
Reliance	112	55	106	171	229	164	132	12%	6%	11%	18%	24%	17%	14%
Airtel	16	12	50	273	408	182	46	2%	1%	5%	28%	41%	18%	5%
TOTAL	256	179	326	824	1153	742	410	7%	5%	8%	21%	30%	19%	11%

Source: IMM Analysis

Table A.15: How satisfied are you with the dial tone availability on your phone? (NT 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	37	26	74	183	279	265	203	3%	2%	7%	17%	26%	25%	19%
Tata	35	39	117	256	245	260	115	3%	4%	11%	24%	23%	24%	11%
Reliance	47	34	64	204	259	216	243	4%	3%	6%	19%	24%	20%	23%
Airtel	5	16	101	319	381	168	77	0%	1%	9%	30%	36%	16%	7%
TOTAL	124	115	356	962	1164	909	638	3%	3%	8%	23%	27%	21%	15%

Source: IMM Analysis

Table A.16: How satisfied are you with the network of your service provider in terms of ability to make or receive calls easily? (NT2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	22	35	85	162	286	259	218	2%	3%	8%	15%	27%	24%	20%
Tata	16	46	87	200	299	264	155	1%	4%	8%	19%	28%	25%	15%
Reliance	35	23	87	152	268	265	237	3%	2%	8%	14%	25%	25%	22%
Airtel	5	15	108	283	414	161	81	0%	1%	10%	27%	39%	15%	8%
TOTAL	78	119	367	797	1267	949	691	2%	3%	9%	19%	30%	22%	16%

Source: IMM Analysis

Table A.17: How satisfied are you with the voice quality on your phone during calls? (NT3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	40	34	93	157	244	265	234	4%	3%	9%	15%	23%	25%	22%
Tata	36	29	120	201	296	231	154	3%	3%	11%	19%	28%	22%	14%
Reliance	49	30	83	138	241	254	272	5%	3%	8%	13%	23%	24%	25%
Airtel	7	18	93	334	355	167	93	1%	2%	9%	31%	33%	16%	9%
TOTAL	132	111	389	830	1136	917	753	3%	3%	9%	19%	27%	21%	18%

Source: IMM Analysis

Table A.18: How satisfied are you with the availability of fault free connection? (RS 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	48	41	58	157	281	309	173	4%	4%	5%	15%	26%	29%	16%
Tata	34	65	112	246	301	197	112	3%	6%	10%	23%	28%	18%	10%
Reliance	59	29	84	182	273	231	209	6%	3%	8%	17%	26%	22%	20%
Airtel	13	30	65	263	399	222	75	1%	3%	6%	25%	37%	21%	7%
TOTAL	154	165	319	848	1254	959	569	4%	4%	7%	20%	29%	22%	13%

Source: IMM Analysis

Table A.19: How satisfied are you with the timely repair of faults of your phone connection? (RS 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	52	52	93	180	220	253	217	5%	5%	9%	17%	21%	24%	20%
Tata	46	71	83	250	288	180	149	4%	7%	8%	23%	27%	17%	14%
Reliance	107	77	92	180	217	182	212	10%	7%	9%	17%	20%	17%	20%
Airtel	15	17	91	247	374	254	69	1%	2%	9%	23%	35%	24%	6%
TOTAL	220	217	359	857	1099	869	647	5%	5%	8%	20%	26%	20%	15%

Source: IMM Analysis

Table A.20: Have you subscribed to any supplementary services like call waiting/forwarding, voice mail / Value added services?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	173	894	16%	84%
Tata	120	947	11%	89%
Reliance	66	1001	6%	94%
Airtel	257	810	24%	76%
TOTAL	616	3652	14%	86%

Source: IMM Analysis

Table A.21: If Yes, How satisfied are you with the supplementary services / value added service provided including activation, deactivation, charges etc? (CV 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	3	3	12	55	63	27	10	2%	2%	7%	32%	36%	16%	6%
Tata	1	0	18	33	42	23	3	1%	0%	15%	28%	35%	19%	3%
Reliance	1	2	8	24	9	5	17	2%	3%	12%	36%	14%	8%	26%
Airtel	0	2	22	116	108	6	3	0%	1%	9%	45%	42%	2%	1%
TOTAL	5	7	60	228	222	61	33	1%	1%	10%	37%	36%	10%	5%

Source: IMM Analysis

Table A.22: Overall Quality of the Telephone Service

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	22	33	33	152	321	343	163	2%	3%	3%	14%	30%	32%	15%
Tata	25	38	32	214	375	284	99	2%	4%	3%	20%	35%	27%	9%
Reliance	40	37	26	226	373	227	138	4%	3%	2%	21%	35%	21%	13%
Airtel	11	18	45	150	389	336	118	1%	2%	4%	14%	36%	31%	11%
TOTAL	98	126	136	742	1458	1190	518	2%	3%	3%	17%	34%	28%	12%

Source: IMM Analysis

Table A.23: Have you registered your number for not receiving/blocking unsolicited commercial calls / SMSs?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	147	920	14%	86%
Tata	112	955	10%	90%
Reliance	87	980	8%	92%
Airtel	118	949	11%	89%
TOTAL	464	3804	11%	89%

Source: IMM Analysis

Table A.24: If Yes, how satisfied are you with the effectiveness of blocking of unsolicited commercial calls on your number?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	4	12	24	40	46	12	9	3%	8%	16%	27%	31%	8%	6%
Tata	1	8	18	26	37	15	7	1%	7%	16%	23%	33%	13%	6%
Reliance	1	3	15	37	18	5	8	1%	3%	17%	43%	21%	6%	9%
Airtel	1	6	9	41	53	7	1	1%	5%	8%	35%	45%	6%	1%
TOTAL	7	29	66	144	154	39	25	2%	6%	14%	31%	33%	8%	5%

Source: IMM Analysis

Table A.25: Have you ever registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	16	1051	1%	99%
Tata	1	1066	0%	100%
Reliance	8	1059	1%	99%
Airtel	93	974	9%	91%
TOTAL	118	4150	3%	97%

Source: IMM Analysis

Table A.26: If Yes, how satisfied are you with the ease of lodging the complaint?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	3	3	2	3	3	2	0	19%	19%	13%	19%	19%	13%	0%
Tata	0	0	0	0	1	0	0	0%	0%	0%	0%	100%	0%	0%
Reliance	1	0	1	1	2	1	2	13%	0%	13%	13%	25%	13%	25%
Airtel	2	6	16	31	31	7	0	2%	6%	17%	33%	33%	8%	0%
TOTAL	6	9	19	35	37	10	2	5%	8%	16%	30%	31%	8%	2%

Source: IMM Analysis

Table A.27: If Yes, how satisfied are you with the action taken on your complaint?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	2	2	1	6	3	2	0	13%	13%	6%	38%	19%	13%	0%
Tata	0	0	0	0	1	0	0	0%	0%	0%	0%	100%	0%	0%
Reliance	1	0	2	1	1	0	3	13%	0%	25%	13%	13%	0%	38%
Airtel	2	2	3	32	45	5	4	2%	2%	3%	34%	48%	5%	4%
TOTAL	5	4	6	39	50	7	7	4%	3%	5%	33%	42%	6%	6%

Source: IMM Analysis

Table A.28: Have you made any complaint to the toll free Consumer Care Number?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	451	616	42%	58%

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
Tata	606	461	57%	43%
Reliance	652	415	61%	39%
Airtel	670	397	63%	37%
TOTAL	2379	1889	56%	44%

Source: IMM Analysis

Table A.29: If yes, how satisfied are you with the manner in which your complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	18	25	48	77	123	125	35	4%	6%	11%	17%	27%	28%	8%
Tata	31	87	90	138	110	120	30	5%	14%	15%	23%	18%	20%	5%
Reliance	109	74	82	121	131	81	54	17%	11%	13%	19%	20%	12%	8%
Airtel	10	34	88	159	190	158	31	1%	5%	13%	24%	28%	24%	5%
TOTAL	168	220	308	495	554	484	150	7%	9%	13%	21%	23%	20%	6%

Source: IMM Analysis

Table A.30: Have you filed any appeal with the appellate authority?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	14	1053	1%	99%
Tata	1	1066	0%	100%
Reliance	4	1063	0%	100%
Airtel	14	1053	1%	99%
TOTAL	33	4235	1%	99%

Source: IMM Analysis

Table A.31: If yes, how satisfied are you with the manner in which your appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc..?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	3	0	2	2	3	4	0	21%	0%	14%	14%	21%	29%	0%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Tata	0	0	0	0	1	0	0	0%	0%	0%	0%	100%	0%	0%
Reliance	1	0	1	0	2	0	0	25%	0%	25%	0%	50%	0%	0%
Airtel	0	1	4	1	4	4	0	0%	7%	29%	7%	29%	29%	0%
TOTAL	4	1	7	3	10	8	0	12%	3%	21%	9%	30%	24%	0%

Source: IMM Analysis

A.2 Cellular Service

Table A.32: How satisfied are you with the ease of taking a connection? (EM 3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	12	15	29	54	222	441	290	1%	1%	3%	5%	21%	41%	27%
Tata	14	11	36	85	192	314	411	1%	1%	3%	8%	18%	30%	39%
Reliance	10	18	36	104	255	327	315	1%	2%	3%	10%	24%	31%	30%
Idea	14	15	37	68	209	338	382	1%	1%	3%	6%	20%	32%	36%
Vodafone	4	15	20	52	175	385	413	0%	1%	2%	5%	16%	36%	39%
Bharti Airtel	5	12	34	63	200	358	394	0%	1%	3%	6%	19%	34%	37%
Uninor	12	20	39	94	267	352	282	1%	2%	4%	9%	25%	33%	26%
Videocon	11	9	12	105	234	274	420	1%	1%	1%	10%	22%	26%	39%
Sistema Shyam	8	9	13	61	350	397	229	1%	1%	1%	6%	33%	37%	21%
Total	90	124	256	686	2104	3186	3136	1%	1%	3%	7%	22%	33%	33%

Source: IMM Analysis

Table A.33: How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges? (EM 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	13	13	41	125	315	340	216	1%	1%	4%	12%	30%	32%	20%
Tata	10	19	43	101	248	376	266	1%	2%	4%	10%	23%	35%	25%
Reliance	6	18	64	135	278	379	185	1%	2%	6%	13%	26%	36%	17%
Idea	11	21	49	99	239	346	298	1%	2%	5%	9%	22%	33%	28%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Vodafone	6	10	34	71	215	369	359	1%	1%	3%	7%	20%	35%	34%
Bharti Airtel	10	17	37	108	255	358	281	1%	2%	3%	10%	24%	34%	26%
Uninor	12	24	31	87	214	416	282	1%	2%	3%	8%	20%	39%	26%
Videocon	10	10	23	89	241	404	288	1%	1%	2%	8%	23%	38%	27%
Sistema Shyam	5	7	30	141	355	384	145	0%	1%	3%	13%	33%	36%	14%
Total	83	139	352	956	2360	3372	2320	1%	1%	4%	10%	25%	35%	24%

Source: IMM Analysis

Table A.34: How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement? (TA 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	16	17	42	136	398	234	220	2%	2%	4%	13%	37%	22%	21%
Tata	14	25	40	103	237	353	291	1%	2%	4%	10%	22%	33%	27%
Reliance	16	27	58	151	277	338	198	2%	3%	5%	14%	26%	32%	19%
Idea	19	19	59	116	203	320	327	2%	2%	6%	11%	19%	30%	31%
Vodafone	3	11	39	91	231	337	352	0%	1%	4%	9%	22%	32%	33%
Bharti Airtel	9	11	43	98	234	345	326	1%	1%	4%	9%	22%	32%	31%
Uninor	17	14	28	94	228	361	324	2%	1%	3%	9%	21%	34%	30%
Videocon	19	16	44	117	235	339	295	2%	2%	4%	11%	22%	32%	28%
Sistema Shyam	16	18	51	145	374	315	148	1%	2%	5%	14%	35%	30%	14%
Total	129	158	404	1051	2417	2942	2481	1%	2%	4%	11%	25%	31%	26%

Source: IMM Analysis

Table A.35: How satisfied are you with ease of recharging process/activation of vouchers? (EM 4)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	8	11	26	84	246	282	218	1%	1%	3%	10%	28%	32%	25%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Tata	13	11	26	62	167	307	414	1%	1%	3%	6%	17%	31%	41%
Reliance	6	13	30	125	212	307	278	1%	1%	3%	13%	22%	32%	29%
Idea	11	14	32	64	140	302	323	1%	2%	4%	7%	16%	34%	36%
Vodafone	7	8	19	51	119	283	256	1%	1%	3%	7%	16%	38%	34%
Bharti Airtel	2	6	27	61	152	292	358	0%	1%	3%	7%	17%	33%	40%
Uninor	16	8	23	69	209	383	359	1%	1%	2%	6%	20%	36%	34%
Videocon	9	5	37	100	208	233	475	1%	0%	3%	9%	19%	22%	45%
Sistema Shyam	9	26	59	126	294	277	191	1%	3%	6%	13%	30%	28%	19%
Total	81	102	279	742	1747	2666	2872	1%	1%	3%	9%	21%	31%	34%

Source: IMM Analysis

Table A.36:How satisfied are you with the availability of recharging cards/vouchers of various denominations?(EC 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	22	16	35	103	206	316	177	3%	2%	4%	12%	24%	36%	20%
Tata	19	26	57	101	199	325	273	2%	3%	6%	10%	20%	33%	27%
Reliance	17	29	46	152	252	307	168	2%	3%	5%	16%	26%	32%	17%
Idea	12	30	44	98	170	294	238	1%	3%	5%	11%	19%	33%	27%
Vodafone	19	14	31	82	159	227	211	3%	2%	4%	11%	21%	31%	28%
Bharti Airtel	3	23	36	90	197	294	255	0%	3%	4%	10%	22%	33%	28%
Uninor	17	16	42	82	181	423	306	2%	1%	4%	8%	17%	40%	29%
Videocon	24	24	60	112	225	332	290	2%	2%	6%	10%	21%	31%	27%
Sistema Shyam	19	40	82	162	252	293	134	2%	4%	8%	16%	26%	30%	14%
Total	152	218	433	982	1841	2811	2052	2%	3%	5%	12%	22%	33%	24%

Source: IMM Analysis

Table A.37: How satisfied are you with the transparency of recharge offer/voucher i.e. talk time available on the recharge card/voucher? (RL 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	7	16	43	111	294	232	172	1%	2%	5%	13%	34%	27%	20%
Tata	14	18	45	129	290	309	195	1%	2%	5%	13%	29%	31%	20%
Reliance	9	26	58	165	298	276	139	1%	3%	6%	17%	31%	28%	14%
Idea	10	24	54	106	198	298	196	1%	3%	6%	12%	22%	34%	22%
Vodafone	7	7	36	63	192	262	176	1%	1%	5%	8%	26%	35%	24%
Bharti Airtel	3	13	36	103	224	296	223	0%	1%	4%	11%	25%	33%	25%
Uninor	17	11	44	92	228	400	275	2%	1%	4%	9%	21%	37%	26%
Videocon	22	14	31	122	241	374	263	2%	1%	3%	11%	23%	35%	25%
Sistema Shyam	15	26	55	167	348	266	105	2%	3%	6%	17%	35%	27%	11%
Total	104	155	402	1058	2313	2713	1744	1%	2%	5%	12%	27%	32%	21%

Source: IMM Analysis

Table A.38: How satisfied are you with the charges deducted for every call i.e. amount deducted on every usage? (EC 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	16	23	55	141	282	210	148	2%	3%	6%	16%	32%	24%	17%
Tata	22	33	57	126	226	299	237	2%	3%	6%	13%	23%	30%	24%
Reliance	46	33	70	159	255	253	155	5%	3%	7%	16%	26%	26%	16%
Idea	41	39	84	115	190	236	181	5%	4%	9%	13%	21%	27%	20%
Vodafone	28	22	37	104	179	218	155	4%	3%	5%	14%	24%	29%	21%
Bharti Airtel	33	20	67	117	212	251	198	4%	2%	7%	13%	24%	28%	22%
Uninor	31	31	42	101	215	337	310	3%	3%	4%	9%	20%	32%	29%
Videocon	41	20	61	149	257	304	235	4%	2%	6%	14%	24%	28%	22%
Sistema Shyam	28	28	76	199	334	221	96	3%	3%	8%	20%	34%	23%	10%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Total	286	249	549	1211	2150	2329	1715	3%	3%	6%	14%	25%	27%	20%

Source: IMM Analysis

Table A.39: How satisfied are you with the charges levied per call? (EC2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	4	3	3	11	38	99	34	2%	2%	2%	6%	20%	52%	18%
Tata	2	4	6	15	12	12	16	3%	6%	9%	22%	18%	18%	24%
Reliance	0	2	1	9	20	40	23	0%	2%	1%	9%	21%	42%	24%
Idea	1	5	7	17	32	53	66	1%	3%	4%	9%	18%	29%	36%
Vodafone	7	7	13	18	48	110	121	2%	2%	4%	6%	15%	34%	37%
Bharti Airtel	4	3	11	22	39	50	40	2%	2%	7%	13%	23%	30%	24%
Uninor	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Videocon	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Sistema Shyam	0	1	4	22	32	26	0	0%	1%	5%	26%	38%	31%	0%
Total	18	25	45	114	221	390	300	2%	2%	4%	10%	20%	35%	27%

Source: IMM Analysis

Table A.40: How satisfied are you with the overall accuracy & completeness of the bills? (RL 1)

Service Provider	In Numbers							In Percentage							
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
BSNL		1	1	6	16	75	65	28	1%	1%	3%	8%	39%	34%	15%
Tata		1	2	9	16	11	13	15	1%	3%	13%	24%	16%	19%	22%
Reliance		1	1	4	5	15	42	27	1%	1%	4%	5%	16%	44%	28%
Idea		1	3	7	12	34	57	67	1%	2%	4%	7%	19%	31%	37%
Vodafone		3	6	4	11	52	115	133	1%	2%	1%	3%	16%	35%	41%
Bharti Airtel		2	2	8	18	26	61	52	1%	1%	5%	11%	15%	36%	31%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Uninor	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Videocon	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Sistema Shyam	0	0	7	19	25	33	1	0%	0%	8%	22%	29%	39%	1%
Total	9	15	45	97	238	386	323	1%	1%	4%	9%	21%	35%	29%

Source:IMM Analysis

Table A.41: How satisfied are you with the clarity of the bills in terms of transparency and understandability? (RL2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	2	0	4	18	96	45	27	1%	0%	2%	9%	50%	23%	14%
Tata	1	3	6	16	9	17	15	1%	4%	9%	24%	13%	25%	22%
Reliance	1	1	4	8	19	32	30	1%	1%	4%	8%	20%	34%	32%
Idea	1	5	4	14	35	51	71	1%	3%	2%	8%	19%	28%	39%
Vodafone	4	4	7	13	43	114	139	1%	1%	2%	4%	13%	35%	43%
Bharti Airtel	4	2	8	14	32	58	51	2%	1%	5%	8%	19%	34%	30%
Uninor	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Videocon	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Sistema Shyam	0	1	2	15	45	20	2	0%	1%	2%	18%	53%	24%	2%
Total	13	16	35	98	279	337	335	1%	1%	3%	9%	25%	30%	30%

Source: IMM Analysis

Table A.42: How satisfied are you with the availability of customer care services (consumer care number and general information number)? (EM 5)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	23	24	42	63	159	246	98	4%	4%	6%	10%	24%	38%	15%
Tata	53	45	54	102	197	251	157	6%	5%	6%	12%	23%	29%	18%
Reliance	36	44	70	137	201	254	161	4%	5%	8%	15%	22%	28%	18%
Idea	22	27	74	115	186	305	221	2%	3%	8%	12%	20%	32%	23%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Vodafone	11	29	27	69	155	329	241	1%	3%	3%	8%	18%	38%	28%
Bharti Airtel	18	30	57	89	202	329	237	2%	3%	6%	9%	21%	34%	25%
Uninor	29	30	74	117	236	235	100	4%	4%	9%	14%	29%	29%	12%
Videocon	44	25	40	145	210	168	101	6%	3%	5%	20%	29%	23%	14%
Sistema Shyam	6	15	46	93	182	230	136	1%	2%	6%	13%	26%	32%	19%
Total	242	269	484	930	1728	2347	1452	3%	4%	6%	12%	23%	31%	19%

Source: IMM Analysis

Table A.43: How satisfied are you with the ease of access to a customer care executive through the IVR menu? (CV1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	38	37	62	84	162	199	73	6%	6%	9%	13%	25%	30%	11%
Tata	56	64	97	134	192	205	111	7%	7%	11%	16%	22%	24%	13%
Reliance	43	76	96	157	230	205	96	5%	8%	11%	17%	25%	23%	11%
Idea	35	57	112	131	206	261	148	4%	6%	12%	14%	22%	27%	16%
Vodafone	19	42	61	90	202	254	193	2%	5%	7%	10%	23%	30%	22%
Bharti Airtel	40	57	91	134	220	268	152	4%	6%	9%	14%	23%	28%	16%
Uninor	54	47	78	114	188	238	102	7%	6%	10%	14%	23%	29%	12%
Videocon	33	18	95	136	113	206	132	5%	2%	13%	19%	15%	28%	18%
Sistema Shyam	20	19	56	97	158	254	104	3%	3%	8%	14%	22%	36%	15%
Total	338	417	748	1077	1671	2090	1111	5%	6%	10%	14%	22%	28%	15%

Source: IMM Analysis

Table A.44: How satisfied are you with the customer friendly approach of the customer care executive? (RL 3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	20	28	61	122	182	176	66	3%	4%	9%	19%	28%	27%	10%
Tata	47	31	75	130	176	241	159	5%	4%	9%	15%	20%	28%	19%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Reliance	37	51	78	133	254	238	112	4%	6%	9%	15%	28%	26%	12%
Idea	19	44	77	135	229	269	177	2%	5%	8%	14%	24%	28%	19%
Vodafone	5	16	32	96	214	302	196	1%	2%	4%	11%	25%	35%	23%
Bharti Airtel	18	25	57	127	228	311	196	2%	3%	6%	13%	24%	32%	20%
Uninor	51	63	74	126	196	198	113	6%	8%	9%	15%	24%	24%	14%
Videocon	23	29	78	108	139	226	130	3%	4%	11%	15%	19%	31%	18%
Sistema Shyam	10	17	52	126	226	194	83	1%	2%	7%	18%	32%	27%	12%
Total	230	304	584	1103	1844	2155	1232	3%	4%	8%	15%	25%	29%	17%

Source: IMM Analysis

Table A.45: How satisfied are you with the competency level/problem solving ability of the customer care executive? (AS 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	21	35	83	121	169	151	75	3%	5%	13%	18%	26%	23%	11%
Tata	57	47	93	129	182	201	150	7%	5%	11%	15%	21%	23%	17%
Reliance	49	57	94	150	236	217	100	5%	6%	10%	17%	26%	24%	11%
Idea	31	51	77	153	226	214	198	3%	5%	8%	16%	24%	23%	21%
Vodafone	9	14	35	108	211	289	195	1%	2%	4%	13%	25%	34%	23%
Bharti Airtel	21	36	68	133	236	267	201	2%	4%	7%	14%	25%	28%	21%
Uninor	93	70	86	105	157	197	113	11%	9%	10%	13%	19%	24%	14%
Videocon	47	24	107	124	143	167	121	6%	3%	15%	17%	20%	23%	17%
Sistema Shyam	15	17	54	168	218	165	71	2%	2%	8%	24%	31%	23%	10%
Total	343	351	697	1191	1778	1868	1224	5%	5%	9%	16%	24%	25%	16%

Source: IMM Analysis

Table A.46: How satisfied are you with the availability of signal of your service provider? (NT 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	13	26	89	187	269	298	185	1%	2%	8%	18%	25%	28%	17%
Tata	47	52	94	124	279	266	205	4%	5%	9%	12%	26%	25%	19%
Reliance	35	36	85	159	274	284	194	3%	3%	8%	15%	26%	27%	18%
Idea	22	28	51	95	163	349	359	2%	3%	5%	9%	15%	33%	34%
Vodafone	9	11	25	66	178	353	425	1%	1%	2%	6%	17%	33%	40%
Bharti Airtel	12	25	61	90	193	323	363	1%	2%	6%	8%	18%	30%	34%
Uninor	38	50	153	198	289	232	107	4%	5%	14%	19%	27%	22%	10%
Videocon	29	29	103	212	278	241	175	3%	3%	10%	20%	26%	23%	16%
Sistema Shyam	10	19	85	178	289	285	201	1%	2%	8%	17%	27%	27%	19%
Total	215	276	746	1309	2212	2631	2214	2%	3%	8%	14%	23%	27%	23%

Source: IMM Analysis

Table A.47: How satisfied are you with the network of your service provider in terms of ability to make or receive calls easily? (NT2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	9	33	80	185	312	293	155	1%	3%	7%	17%	29%	27%	15%
Tata	32	43	73	128	298	290	203	3%	4%	7%	12%	28%	27%	19%
Reliance	25	47	86	152	263	336	158	2%	4%	8%	14%	25%	31%	15%
Idea	11	27	34	102	209	333	351	1%	3%	3%	10%	20%	31%	33%
Vodafone	2	7	28	80	170	353	427	0%	1%	3%	7%	16%	33%	40%
Bharti Airtel	7	18	54	99	219	357	313	1%	2%	5%	9%	21%	33%	29%
Uninor	35	89	125	140	260	297	121	3%	8%	12%	13%	24%	28%	11%
Videocon	24	28	79	148	226	294	268	2%	3%	7%	14%	21%	28%	25%
Sistema Shyam	4	16	77	154	248	321	247	0%	1%	7%	14%	23%	30%	23%
Total	149	308	636	1188	2205	2874	2243	2%	3%	7%	12%	23%	30%	23%

Source: IMM Analysis

Table A.48: How satisfied are you with the voice quality on your phone during calls? (NT3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	12	21	77	183	319	283	172	1%	2%	7%	17%	30%	27%	16%
Tata	22	41	64	111	244	329	256	2%	4%	6%	10%	23%	31%	24%
Reliance	37	38	76	138	247	313	218	3%	4%	7%	13%	23%	29%	20%
Idea	16	19	38	91	180	344	379	1%	2%	4%	9%	17%	32%	36%
Vodafone	3	12	22	67	172	361	430	0%	1%	2%	6%	16%	34%	40%
Bharti Airtel	7	10	53	93	223	329	352	1%	1%	5%	9%	21%	31%	33%
Uninor	41	99	111	136	263	263	154	4%	9%	10%	13%	25%	25%	14%
Videocon	15	16	88	136	225	266	321	1%	1%	8%	13%	21%	25%	30%
Sistema Shyam	6	16	72	182	311	283	197	1%	1%	7%	17%	29%	27%	18%
Total	159	272	601	1137	2184	2771	2479	2%	3%	6%	12%	23%	29%	26%

Source: IMM Analysis

Table A.49: How satisfied are you with the availability of fault free connection? (RS 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	8	19	46	157	376	292	169	1%	2%	4%	15%	35%	27%	16%
Tata	18	21	38	240	249	249	252	2%	2%	4%	22%	23%	23%	24%
Reliance	15	14	56	231	331	217	203	1%	1%	5%	22%	31%	20%	19%
Idea	9	27	45	139	254	317	276	1%	3%	4%	13%	24%	30%	26%
Vodafone	6	13	15	107	196	402	328	1%	1%	1%	10%	18%	38%	31%
Bharti Airtel	9	15	53	207	239	300	244	1%	1%	5%	19%	22%	28%	23%
Uninor	24	27	65	150	265	359	177	2%	3%	6%	14%	25%	34%	17%
Videocon	18	18	24	87	259	288	373	2%	2%	2%	8%	24%	27%	35%
Sistema Shyam	7	10	51	146	285	295	273	1%	1%	5%	14%	27%	28%	26%
Total	114	164	393	1464	2454	2719	2295	1%	2%	4%	15%	26%	28%	24%

Source: IMM Analysis

Table A.50: How satisfied are you with the timely repair of faults of your phone connection? (RS 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	3	22	46	171	334	301	190	0%	2%	4%	16%	31%	28%	18%
Tata	21	20	59	223	249	238	257	2%	2%	6%	21%	23%	22%	24%
Reliance	18	14	72	211	285	241	226	2%	1%	7%	20%	27%	23%	21%
Idea	9	18	61	190	213	256	320	1%	2%	6%	18%	20%	24%	30%
Vodafone	2	11	29	118	184	325	398	0%	1%	3%	11%	17%	30%	37%
Bharti Airtel	8	15	52	264	200	247	281	1%	1%	5%	25%	19%	23%	26%
Uninor	28	24	68	154	201	307	285	3%	2%	6%	14%	19%	29%	27%
Videocon	11	18	22	77	202	285	452	1%	2%	2%	7%	19%	27%	42%
Sistema Shyam	4	12	41	154	248	288	320	0%	1%	4%	14%	23%	27%	30%
Total	104	154	450	1562	2116	2488	2729	1%	2%	5%	16%	22%	26%	28%

Source: IMM Analysis

Table A.51: Have you subscribed to any supplementary services like call waiting/forwarding, voice mail / Value added services?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	248	819	23%	77%
Tata	399	668	37%	63%
Reliance	350	717	33%	67%
Idea	315	752	30%	70%
Vodafone	314	753	29%	71%
Bharti Airtel	380	687	36%	64%
Uninor	322	745	30%	70%
Videocon	285	782	27%	73%
Sistema Shyam	532	535	50%	50%
Total	3145	6458	33%	67%

Source: IMM Analysis

Table A.52: If Yes, How satisfied are you with the supplementary services / value added service provided including activation, deactivation, charges etc? (CV 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	9	5	15	38	73	71	37	4%	2%	6%	15%	29%	29%	15%
Tata	15	14	27	87	104	108	44	4%	4%	7%	22%	26%	27%	11%
Reliance	6	13	25	85	116	87	18	2%	4%	7%	24%	33%	25%	5%
Idea	5	13	22	48	65	106	56	2%	4%	7%	15%	21%	34%	18%
Vodafone	1	7	16	23	97	114	56	0%	2%	5%	7%	31%	36%	18%
Bharti Airtel	6	8	17	53	92	125	79	2%	2%	4%	14%	24%	33%	21%
Uninor	21	28	42	54	79	81	17	7%	9%	13%	17%	25%	25%	5%
Videocon	12	8	6	73	76	65	45	4%	3%	2%	26%	27%	23%	16%
Sistema Shyam	1	5	28	113	201	148	36	0%	1%	5%	21%	38%	28%	7%
Total	76	101	198	574	903	905	388	2%	3%	6%	18%	29%	29%	12%

Source: IMM Analysis

Table A.53: Overall Quality of the Telephone Service

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	5	12	57	153	372	366	102	0%	1%	5%	14%	35%	34%	10%
Tata	9	26	64	126	312	391	139	1%	2%	6%	12%	29%	37%	13%
Reliance	22	30	52	157	376	330	100	2%	3%	5%	15%	35%	31%	9%
Idea	20	21	61	104	256	445	160	2%	2%	6%	10%	24%	42%	15%
Vodafone	2	9	16	64	225	514	237	0%	1%	1%	6%	21%	48%	22%
Bharti Airtel	5	21	38	114	272	475	142	0%	2%	4%	11%	25%	45%	13%
Uninor	20	23	46	116	340	409	113	2%	2%	4%	11%	32%	38%	11%
Videocon	11	14	31	151	329	376	155	1%	1%	3%	14%	31%	35%	15%
Sistema Shyam	6	14	44	169	364	369	101	1%	1%	4%	16%	34%	35%	9%
Total	100	170	409	1154	2846	3675	1249	1%	2%	4%	12%	30%	38%	13%

Source: IMM Analysis

Table A.54: Have you registered your number for not receiving/blocking unsolicited commercial calls / SMSs?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	197	870	18%	82%
Tata	273	794	26%	74%
Reliance	268	799	25%	75%
Idea	298	769	28%	72%
Vodafone	230	837	22%	78%
Bharti Airtel	299	768	28%	72%
Uninor	288	779	27%	73%
Videocon	256	811	24%	76%
Sistema Shyam	151	916	14%	86%
Total	2260	7343	24%	76%

Source: IMM Analysis

Table A.55: If Yes, how satisfied are you with the effectiveness of blocking of unsolicited commercial calls on your number?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	7	14	11	25	61	56	23	4%	7%	6%	13%	31%	28%	12%
Tata	13	6	16	27	57	78	76	5%	2%	6%	10%	21%	29%	28%
Reliance	5	11	15	29	76	57	75	2%	4%	6%	11%	28%	21%	28%
Idea	5	12	28	34	66	88	65	2%	4%	9%	11%	22%	30%	22%
Vodafone	10	11	13	22	54	77	43	4%	5%	6%	10%	23%	33%	19%
Bharti Airtel	7	7	14	44	64	74	89	2%	2%	5%	15%	21%	25%	30%
Uninor	7	11	15	23	64	92	76	2%	4%	5%	8%	22%	32%	26%
Videocon	11	6	10	16	37	53	123	4%	2%	4%	6%	14%	21%	48%
Sistema Shyam	1	5	8	29	32	47	29	1%	3%	5%	19%	21%	31%	19%
Total	66	83	130	249	511	622	599	3%	4%	6%	11%	23%	28%	27%

Source: IMM Analysis

Table A.56: Have you ever registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	46	1021	4%	96%
Tata	42	1025	4%	96%
Reliance	42	1025	4%	96%
Idea	57	1010	5%	95%
Vodafone	47	1020	4%	96%
Bharti Airtel	54	1013	5%	95%
Uninor	40	1027	4%	96%
Videocon	26	1041	2%	98%
Sistema Shyam	35	1032	3%	97%
Total	389	9214	4%	96%

Source: IMM Analysis

Table A.57: If Yes, how satisfied are you with the ease of lodging the complaint?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	6	5	7	10	11	7	0	13%	11%	15%	22%	24%	15%	0%
Tata	5	2	7	8	14	2	4	12%	5%	17%	19%	33%	5%	10%
Reliance	5	5	5	12	6	7	2	12%	12%	12%	29%	14%	17%	5%
Idea	6	6	12	15	8	9	1	11%	11%	21%	26%	14%	16%	2%
Vodafone	5	6	6	5	11	9	5	11%	13%	13%	11%	23%	19%	11%
Bharti Airtel	4	9	8	7	13	7	5	8%	17%	15%	13%	25%	13%	9%
Uninor	5	10	7	5	6	6	1	13%	25%	18%	13%	15%	15%	3%
Videocon	5	7	3	3	5	1	2	19%	27%	12%	12%	19%	4%	8%
Sistema Shyam	1	6	4	6	7	10	1	3%	17%	11%	17%	20%	29%	3%
Total	90	124	256	686	2104	3186	3136	1%	1%	3%	7%	22%	33%	33%

Source: IMM Analysis

Table A.58: If Yes, how satisfied are you with the action taken on your complaint?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	6	7	4	9	13	5	2	13%	15%	9%	20%	28%	11%	4%
Tata	4	4	7	12	5	6	4	10%	10%	17%	29%	12%	14%	10%
Reliance	9	4	3	7	8	8	3	21%	10%	7%	17%	19%	19%	7%
Idea	9	9	7	13	10	4	5	16%	16%	12%	23%	18%	7%	9%
Vodafone	6	6	5	8	8	7	7	13%	13%	11%	17%	17%	15%	15%
Bharti Airtel	4	8	8	11	13	5	5	7%	15%	15%	20%	24%	9%	9%
Uninor	4	9	7	5	4	6	5	10%	23%	18%	13%	10%	15%	13%
Videocon	4	4	7	2	3	4	2	15%	15%	27%	8%	12%	15%	8%
Sistema Shyam	0	9	8	1	5	10	2	0%	26%	23%	3%	14%	29%	6%
Total	46	60	56	68	69	55	35	12%	15%	14%	17%	18%	14%	9%

Source: IMM Analysis

Table A.59: Have you made any complaint to the toll free Consumer Care Number?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	308	759	29%	71%
Tata	473	594	44%	56%
Reliance	515	552	48%	52%
Idea	472	595	44%	56%
Vodafone	440	627	41%	59%
Bharti Airtel	518	549	49%	51%
Uninor	439	628	41%	59%
Videocon	468	599	44%	56%
Sistema Shyam	322	745	30%	70%
Total	3955	5648	41%	59%

Source: IMM Analysis

Table A.60: If yes, how satisfied are you with the manner in which your complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	8	18	36	56	92	80	18	3%	6%	12%	18%	30%	26%	6%
Tata	25	29	30	59	118	160	52	5%	6%	6%	12%	25%	34%	11%
Reliance	27	32	58	75	147	138	38	5%	6%	11%	15%	29%	27%	7%
Idea	13	26	40	74	132	154	33	3%	6%	8%	16%	28%	33%	7%
Vodafone	4	10	13	42	113	201	57	1%	2%	3%	10%	26%	46%	13%
Bharti Airtel	8	16	25	66	128	223	52	2%	3%	5%	13%	25%	43%	10%
Uninor	32	40	55	60	93	123	36	7%	9%	13%	14%	21%	28%	8%
Videocon	32	22	28	52	90	176	68	7%	5%	6%	11%	19%	38%	15%
Sistema Shyam	4	13	27	46	107	92	33	1%	4%	8%	14%	33%	29%	10%
Total	153	206	312	530	1020	1347	387	4%	5%	8%	13%	26%	34%	10%

Source: IMM Analysis

Table A.61: Have you filed any appeal with the appellate authority?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	3	1064	0%	100%
Tata	9	1058	1%	99%
Reliance	8	1059	1%	99%
Idea	10	1057	1%	99%
Vodafone	2	1065	0%	100%
Bharti Airtel	15	1052	1%	99%
Uninor	9	1058	1%	99%
Videocon	4	1063	0%	100%
Sistema Shyam	6	1061	1%	99%
Total	66	9537	1%	99%

Source: IMM Analysis

Table A.62: If yes, how satisfied are you with the manner in which your appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc..?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	0	0	0	1	1	1	0%	0%	0%	0%	33%	33%	33%
Tata	1	0	0	2	2	2	2	11%	0%	0%	22%	22%	22%	22%
Reliance	0	1	0	3	2	0	2	0%	13%	0%	38%	25%	0%	25%
Idea	0	0	1	3	3	2	1	0%	0%	10%	30%	30%	20%	10%
Vodafone	0	0	1	0	1	0	0	0%	0%	50%	0%	50%	0%	0%
Bharti Airtel	1	0	0	1	3	8	2	7%	0%	0%	7%	20%	53%	13%
Uninor	2	0	3	1	0	1	2	22%	0%	33%	11%	0%	11%	22%
Videocon	1	0	0	1	2	0	0	25%	0%	0%	25%	50%	0%	0%
Sistema Shyam	1	1	0	2	1	1	0	17%	17%	0%	33%	17%	17%	0%
Total	6	2	5	13	15	15	10	9%	3%	8%	20%	23%	23%	15%

Source: IMM Analysis

A.3 Broadband Service

Table A.63: How satisfied are you with the ease of taking a connection? (EM 3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	27	37	57	109	234	259	339	3%	3%	5%	10%	22%	24%	32%
Hathway	40	22	28	87	292	325	271	4%	2%	3%	8%	27%	31%	25%
Reliance	30	33	73	150	304	245	225	3%	3%	7%	14%	29%	23%	21%
Gujarat Telelink	41	19	50	101	310	235	307	4%	2%	5%	10%	29%	22%	29%
You Broadband	10	8	31	62	208	312	434	1%	1%	3%	6%	20%	29%	41%
Chandranet	65	29	64	83	260	314	251	6%	3%	6%	8%	24%	29%	24%
Bharti Airtel	1	5	15	121	375	413	103	0%	0%	1%	12%	36%	40%	10%
Indusland Media	0	2	6	14	58	49	24	0%	1%	4%	9%	38%	32%	16%
Tata Communication	30	23	39	100	241	268	361	3%	2%	4%	9%	23%	25%	34%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Zylog Systems	0	2	7	21	50	29	5	0%	2%	6%	18%	44%	25%	4%
Total	244	180	370	848	2332	2449	2320	3%	2%	4%	10%	27%	28%	27%

Source: IMM Analysis

Table A.64: How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges? (EM 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	28	37	53	153	252	248	291	3%	3%	5%	14%	24%	23%	27%
Hathway	81	36	63	116	255	296	218	8%	3%	6%	11%	24%	28%	20%
Reliance	45	42	67	160	266	291	189	4%	4%	6%	15%	25%	27%	18%
Gujarat Telelink	59	21	55	110	297	297	224	6%	2%	5%	10%	28%	28%	21%
You Broadband	20	14	48	115	318	373	177	2%	1%	5%	11%	30%	35%	17%
Chandranet	63	32	53	135	331	289	163	6%	3%	5%	13%	31%	27%	15%
Bharti Airtel	2	4	24	135	389	351	128	0%	0%	2%	13%	38%	34%	12%
Indusland Media	2	1	3	16	35	49	47	1%	1%	2%	10%	23%	32%	31%
Tata Communication	55	23	47	98	258	308	273	5%	2%	4%	9%	24%	29%	26%
Zylog Systems	0	2	15	32	48	14	3	0%	2%	13%	28%	42%	12%	3%
Total	355	212	428	1070	2449	2516	1713	4%	2%	5%	12%	28%	29%	20%

Source: IMM Analysis

Table A.65: How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement? (TA 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	29	40	65	157	233	253	285	3%	4%	6%	15%	22%	24%	27%
Hathway	68	30	54	153	301	250	209	6%	3%	5%	14%	28%	23%	20%
Reliance	46	42	80	165	261	293	173	4%	4%	8%	16%	25%	28%	16%
Gujarat Telelink	47	32	42	88	223	367	264	4%	3%	4%	8%	21%	35%	25%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
You Broadband	18	17	37	122	234	369	268	2%	2%	3%	11%	22%	35%	25%
Chandranet	54	22	52	112	227	339	260	5%	2%	5%	11%	21%	32%	24%
Bharti Airtel	1	4	23	144	422	335	104	0%	0%	2%	14%	41%	32%	10%
Indusland Media	7	2	8	15	40	43	38	5%	1%	5%	10%	26%	28%	25%
Tata Communication	48	16	44	112	237	297	308	5%	2%	4%	11%	22%	28%	29%
Zylog Systems	2	6	12	48	36	9	1	2%	5%	11%	42%	32%	8%	1%
Total	320	211	417	1116	2214	2555	1910	4%	2%	5%	13%	25%	29%	22%

Source: IMM Analysis

Table A.66: How satisfied are you with ease of recharging process/activation of vouchers? (EM 4)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	0	2	0	2	0	1	0%	0%	40%	0%	40%	0%	20%
Hathway	56	35	41	116	293	298	215	5%	3%	4%	11%	28%	28%	20%
Reliance	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Gujarat Telelink	46	18	44	91	268	339	259	4%	2%	4%	9%	25%	32%	24%
You Broadband	15	10	31	95	177	326	363	1%	1%	3%	9%	17%	32%	36%
Chandranet	61	33	77	132	326	289	146	6%	3%	7%	12%	31%	27%	14%
Bharti Airtel	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Indusland Media	5	2	4	12	45	45	41	3%	1%	3%	8%	29%	29%	27%
Tata Communication	13	13	14	29	45	90	77	5%	5%	5%	10%	16%	32%	27%
Zylog Systems	12	39	54	6	0	0	1	11%	35%	48%	5%	0%	0%	1%
Total	208	150	267	481	1156	1387	1103	4%	3%	6%	10%	24%	29%	23%

Source: IMM Analysis

Table A.67: How satisfied are you with the availability of recharging cards/vouchers of various denominations?(EC 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	0	0	2	2	1	0	0%	0%	0%	40%	40%	20%	0%
Hathway	42	30	59	190	344	280	109	4%	3%	6%	18%	33%	27%	10%
Reliance	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Gujarat Telelink	39	28	37	100	310	312	239	4%	3%	3%	9%	29%	29%	22%
You Broadband	19	16	54	138	293	331	166	2%	2%	5%	14%	29%	33%	16%
Chandranet	61	33	71	143	216	302	238	6%	3%	7%	13%	20%	28%	22%
Bharti Airtel	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Indusland Media	3	6	14	16	38	39	38	2%	4%	9%	10%	25%	25%	25%
Tata Communication	14	9	18	39	68	76	57	5%	3%	6%	14%	24%	27%	20%
Zylog Systems	80	26	2	3	0	1	0	71%	23%	2%	3%	0%	1%	0%
Total	258	148	255	631	1271	1342	847	5%	3%	5%	13%	27%	28%	18%

Source: IMM Analysis

Table A.68: How satisfied are you with the transparency of recharge offer/voucher i.e. internet usage available on the recharge card? (RL 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	0	0	3	1	1	0	0%	0%	0%	60%	20%	20%	0%
Hathway	32	32	60	131	278	370	151	3%	3%	6%	12%	26%	35%	14%
Reliance	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Gujarat Telelink	38	36	42	95	320	342	192	4%	3%	4%	9%	30%	32%	18%
You Broadband	16	13	46	143	257	322	220	2%	1%	5%	14%	25%	32%	22%
Chandranet	45	24	56	140	305	305	189	4%	2%	5%	13%	29%	29%	18%
Bharti Airtel	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Indusland Media	4	8	8	18	35	49	32	3%	5%	5%	12%	23%	32%	21%
Tata Communication	16	10	14	28	74	79	60	6%	4%	5%	10%	26%	28%	21%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Zylog Systems	101	7	3	0	0	0	1	90%	6%	3%	0%	0%	0%	1%
Total	252	130	229	558	1270	1468	845	5%	3%	5%	12%	27%	31%	18%

Source: IMM Analysis

Table A.69: How satisfied are you with the charges deducted for internet usage? (EC 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	0	1	0	2	2	0	0%	0%	20%	0%	40%	40%	0%
Hathway	45	35	58	149	300	239	228	4%	3%	6%	14%	28%	23%	22%
Reliance	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Gujarat Telelink	49	23	46	111	297	298	241	5%	2%	4%	10%	28%	28%	23%
You Broadband	23	16	55	136	291	275	221	2%	2%	5%	13%	29%	27%	22%
Chandranet	70	29	56	132	237	291	249	7%	3%	5%	12%	22%	27%	23%
Bharti Airtel	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Indusland Media	1	3	10	13	53	36	38	1%	2%	6%	8%	34%	23%	25%
Tata Communication	14	9	31	42	74	70	41	5%	3%	11%	15%	26%	25%	15%
Zylog Systems	106	4	1	0	1	0	0	95%	4%	1%	0%	1%	0%	0%
Total	308	119	258	583	1255	1211	1018	6%	3%	5%	12%	26%	25%	21%

Source: IMM Analysis

Table A.70: How satisfied are you with the charges levied for every internet usage? (EC2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	35	37	66	139	242	244	297	3%	3%	6%	13%	23%	23%	28%
Hathway	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Reliance	50	47	78	123	285	249	235	5%	4%	7%	12%	27%	23%	22%
Gujarat Telelink	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
You Broadband	0	0	3	8	17	11	6	0%	0%	7%	18%	38%	24%	13%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Chandranet	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Bharti Airtel	1	3	24	183	440	366	50	0%	0%	2%	17%	41%	34%	5%
Indusland Media	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Tata Communication	34	29	36	57	155	216	255	4%	4%	5%	7%	20%	28%	33%
Zylog Systems	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Total	120	116	207	510	1139	1086	843	3%	3%	5%	13%	28%	27%	21%

Source: IMM Analysis

Table A.71: How satisfied are you with the overall accuracy & completeness of the bills? (RL 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	23	42	44	117	238	286	310	2%	4%	4%	11%	22%	27%	29%
Hathway	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Reliance	46	46	98	139	270	249	219	4%	4%	9%	13%	25%	23%	21%
Gujarat Telelink	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
You Broadband	0	0	1	5	13	19	7	0%	0%	2%	11%	29%	42%	16%
Chandranet	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Bharti Airtel	1	7	38	168	426	336	91	0%	1%	4%	16%	40%	31%	9%
Indusland Media	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Tata Communication	38	23	27	52	149	218	275	5%	3%	3%	7%	19%	28%	35%
Zylog Systems	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Total	108	118	208	481	1096	1108	902	3%	3%	5%	12%	27%	28%	22%

Source: IMM Analysis

Table A.72: How satisfied are you with the clarity of the bills in terms of transparency and understandability? (RL2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	25	31	57	105	226	265	351	2%	3%	5%	10%	21%	25%	33%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Hathway	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Reliance	61	37	84	142	263	242	238	6%	3%	8%	13%	25%	23%	22%
Gujarat Telelink	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
You Broadband	0	1	2	4	16	15	7	0%	2%	4%	9%	36%	33%	16%
Chandranet	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Bharti Airtel	0	4	27	191	436	292	117	0%	0%	3%	18%	41%	27%	11%
Indusland Media	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Tata Communication	36	13	26	56	146	225	280	5%	2%	3%	7%	19%	29%	36%
Zylog Systems	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Total	122	86	196	498	1087	1039	993	3%	2%	5%	12%	27%	26%	25%

Source: IMM Analysis

Table A.73: How satisfied are you with the availability of customer care services (consumer care number and general information number)? (EM 5)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	103	63	83	118	133	175	168	12%	7%	10%	14%	16%	21%	20%
Hathway	349	58	85	106	149	134	101	36%	6%	9%	11%	15%	14%	10%
Reliance	213	51	92	131	205	182	111	22%	5%	9%	13%	21%	18%	11%
Gujarat Telelink	267	84	90	149	176	130	88	27%	9%	9%	15%	18%	13%	9%
You Broadband	98	45	66	111	221	310	164	10%	4%	7%	11%	22%	31%	16%
Chandranet	392	92	111	120	117	111	76	38%	9%	11%	12%	11%	11%	7%
Bharti Airtel	11	5	47	272	406	230	54	1%	0%	5%	27%	40%	22%	5%
Indusland Media	6	3	8	5	21	37	12	7%	3%	9%	5%	23%	40%	13%
Tata Communication	200	47	63	89	161	252	129	21%	5%	7%	9%	17%	27%	14%
Zylog Systems	102	10	1	0	0	0	0	90%	9%	1%	0%	0%	0%	0%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Total	1741	458	646	1101	1589	1561	903	22%	6%	8%	14%	20%	20%	11%

Source: IMM Analysis

Table A.74: How satisfied are you with the ease of access to a customer care executive through the IVR menu? (CV1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	96	82	96	122	149	144	154	11%	10%	11%	14%	18%	17%	18%
Hathway	181	105	125	151	236	124	60	18%	11%	13%	15%	24%	13%	6%
Reliance	208	98	110	170	183	159	57	21%	10%	11%	17%	19%	16%	6%
Gujarat Telelink	193	109	111	161	238	122	50	20%	11%	11%	16%	24%	12%	5%
You Broadband	77	64	91	162	281	237	103	8%	6%	9%	16%	28%	23%	10%
Chandranet	282	82	102	134	172	144	103	28%	8%	10%	13%	17%	14%	10%
Bharti Airtel	7	18	70	311	366	175	78	1%	2%	7%	30%	36%	17%	8%
Indusland Media	4	6	8	9	20	28	17	4%	7%	9%	10%	22%	30%	18%
Tata Communication	160	80	70	127	170	249	85	17%	9%	7%	13%	18%	26%	9%
Zylog Systems	90	3	12	8	0	0	0	80%	3%	11%	7%	0%	0%	0%
Total	1298	647	795	1355	1815	1382	707	16%	8%	10%	17%	23%	17%	9%

Source: IMM Analysis

Table A.75: How satisfied are you with the customer friendly approach of the customer care executive? (RL 3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	64	52	85	108	147	208	179	8%	6%	10%	13%	17%	25%	21%
Hathway	156	61	70	97	166	233	199	16%	6%	7%	10%	17%	24%	20%
Reliance	146	67	81	115	206	216	154	15%	7%	8%	12%	21%	22%	16%
Gujarat Telelink	173	50	71	92	196	229	173	18%	5%	7%	9%	20%	23%	18%
You Broadband	41	29	54	122	257	290	222	4%	3%	5%	12%	25%	29%	22%
Chandranet	221	58	74	98	174	216	178	22%	6%	7%	10%	17%	21%	17%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Bharti Airtel	8	9	96	335	342	143	92	1%	1%	9%	33%	33%	14%	9%
Indusland Media	5	4	4	11	14	35	19	5%	4%	4%	12%	15%	38%	21%
Tata Communication	134	46	52	78	158	257	216	14%	5%	6%	8%	17%	27%	23%
Zylog Systems	7	16	58	28	4	0	0	6%	14%	51%	25%	4%	0%	0%
Total	955	392	645	1084	1664	1827	1432	12%	5%	8%	14%	21%	23%	18%

Source: IMM Analysis

Table A.76: How satisfied are you with the competency level/problem solving ability of the customer care executive? (AS 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	96	68	86	96	151	166	180	11%	8%	10%	11%	18%	20%	21%
Hathway	160	60	88	155	218	173	128	16%	6%	9%	16%	22%	18%	13%
Reliance	205	72	85	126	182	178	137	21%	7%	9%	13%	18%	18%	14%
Gujarat Telelink	200	63	72	120	202	170	157	20%	6%	7%	12%	21%	17%	16%
You Broadband	59	57	98	187	262	208	144	6%	6%	10%	18%	26%	20%	14%
Chandranet	308	85	100	137	149	126	114	30%	8%	10%	13%	15%	12%	11%
Bharti Airtel	6	16	61	331	384	162	65	1%	2%	6%	32%	37%	16%	6%
Indusland Media	11	4	3	13	22	26	13	12%	4%	3%	14%	24%	28%	14%
Tata Communication	175	60	52	96	175	246	137	19%	6%	6%	10%	19%	26%	15%
Zylog Systems	6	40	48	16	3	0	0	5%	35%	42%	14%	3%	0%	0%
Total	1226	525	693	1277	1748	1455	1075	15%	7%	9%	16%	22%	18%	13%

Source: IMM Analysis

Table A.77: How satisfied are you with the availability of signal of your service provider? (NT 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	64	69	128	183	224	199	200	6%	6%	12%	17%	21%	19%	19%
Hathway	67	58	99	191	294	226	132	6%	5%	9%	18%	28%	21%	12%
Reliance	94	65	115	168	244	211	170	9%	6%	11%	16%	23%	20%	16%
Gujarat Telelink	75	38	78	120	294	269	193	7%	4%	7%	11%	28%	25%	18%
You Broadband	36	42	79	138	228	292	252	3%	4%	7%	13%	21%	27%	24%
Chandranet	155	102	161	188	210	165	86	15%	10%	15%	18%	20%	15%	8%
Bharti Airtel	3	7	82	293	370	239	73	0%	1%	8%	27%	35%	22%	7%
Indusland Media	5	8	10	22	49	34	26	3%	5%	6%	14%	32%	22%	17%
Tata Communication	114	62	80	145	240	292	134	11%	6%	7%	14%	22%	27%	13%
Zylog Systems	81	31	1	0	1	0	0	71%	27%	1%	0%	1%	0%	0%
Total	694	482	833	1448	2154	1927	1266	8%	5%	9%	16%	24%	22%	14%

Source: IMM Analysis

Table A.78: How satisfied are you with the network of your service provider in terms speed of broadband connection? (NT2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	60	74	120	201	223	182	207	6%	7%	11%	19%	21%	17%	19%
Hathway	53	69	102	173	286	227	157	5%	6%	10%	16%	27%	21%	15%
Reliance	108	81	109	155	241	206	167	10%	8%	10%	15%	23%	19%	16%
Gujarat Telelink	64	34	70	126	249	306	218	6%	3%	7%	12%	23%	29%	20%
You Broadband	38	55	92	152	267	280	183	4%	5%	9%	14%	25%	26%	17%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Chandranet	138	105	146	188	222	154	114	13%	10%	14%	18%	21%	14%	11%
Bharti Airtel	2	14	117	312	354	174	94	0%	1%	11%	29%	33%	16%	9%
Indusland Media	2	2	14	21	40	48	27	1%	1%	9%	14%	26%	31%	18%
Tata Communication	98	59	86	146	224	286	168	9%	6%	8%	14%	21%	27%	16%
Zylog Systems	109	3	2	0	0	0	0	96%	3%	2%	0%	0%	0%	0%
Total	672	496	858	1474	2106	1863	1335	8%	6%	10%	17%	24%	21%	15%

Source: IMM Analysis

Table A.79: How satisfied are you with the time for which service is up and working? (NT3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	76	86	105	209	203	196	192	7%	8%	10%	20%	19%	18%	18%
Hathway	51	54	110	166	287	251	148	5%	5%	10%	16%	27%	24%	14%
Reliance	98	63	96	175	267	220	148	9%	6%	9%	16%	25%	21%	14%
Gujarat Telcelink	86	46	86	133	325	218	173	8%	4%	8%	12%	30%	20%	16%
You Broadband	39	34	84	175	320	275	140	4%	3%	8%	16%	30%	26%	13%
Chandranet	123	122	174	207	204	168	69	12%	11%	16%	19%	19%	16%	6%
Bharti Airtel	1	13	74	293	368	232	86	0%	1%	7%	27%	34%	22%	8%
Indusland Media	10	2	10	14	40	45	33	6%	1%	6%	9%	26%	29%	21%
Tata	74	58	57	267	280	227	104	7%	5%	5%	25%	26%	21%	10%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Communication														
Zylog Systems	97	14	2	0	1	0	0	85%	12%	2%	0%	1%	0%	0%
Total	655	492	798	1639	2295	1832	1093	7%	6%	9%	19%	26%	21%	12%

Source: IMM Analysis

Table A.80: How satisfied are you with the timely repair of faults of your phone connection? (RS 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	66	78	105	182	228	215	193	6%	7%	10%	17%	21%	20%	18%
Hathway	57	45	94	164	226	272	209	5%	4%	9%	15%	21%	25%	20%
Reliance	137	96	100	166	226	204	138	13%	9%	9%	16%	21%	19%	13%
Gujarat Telelink	116	58	79	153	285	215	161	11%	5%	7%	14%	27%	20%	15%
You Broadband	57	55	124	229	292	184	126	5%	5%	12%	21%	27%	17%	12%
Chandranet	150	83	131	229	247	140	87	14%	8%	12%	21%	23%	13%	8%
Bharti Airtel	3	15	68	289	358	213	121	0%	1%	6%	27%	34%	20%	11%
Indusland Media	10	3	5	15	39	43	39	6%	2%	3%	10%	25%	28%	25%
Tata Communication	94	64	70	287	185	223	144	9%	6%	7%	27%	17%	21%	13%
Zylog Systems	106	6	1	1	0	0	0	93%	5%	1%	1%	0%	0%	0%
Total	796	503	777	1715	2086	1709	1218	9%	6%	9%	19%	24%	19%	14%

Source: IMM Analysis

Table A.81: Have you subscribed to any supplementary services such as Static/fixed IP addresses, e-mail id's etc.?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	162	905	15%	85%
Hathway	91	976	9%	91%
Reliance	288	779	27%	73%
Gujarat Telelink	124	943	12%	88%

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
You Broadband	175	892	16%	84%
Chandranet	15	1052	1%	99%
Bharti Airtel	212	855	20%	80%
Indusland Media	4	150	3%	97%
Tata Communication	279	788	26%	74%
Zylog Systems	1	113	1%	99%
Total	1351	7453	15%	85%

Source: IMM Analysis

Table A.82: If Yes, How satisfied are you with the supplementary services / value added service provided including activation, deactivation, charges etc? (CV 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	6	8	16	35	60	23	14	4%	5%	10%	22%	37%	14%	9%
Hathway	0	1	18	23	28	14	7	0%	1%	20%	25%	31%	15%	8%
Reliance	5	10	32	93	86	50	12	2%	3%	11%	32%	30%	17%	4%
Gujarat Telelink	2	5	8	19	45	21	24	2%	4%	6%	15%	36%	17%	19%
You Broadband	5	3	3	26	45	47	46	3%	2%	2%	15%	26%	27%	26%
Chandranet	0	2	2	8	3	0	0	0%	13%	13%	53%	20%	0%	0%
Bharti Airtel	0	3	16	70	90	28	5	0%	1%	8%	33%	42%	13%	2%
Indusland Media	0	0	0	0	0	3	1	0%	0%	0%	0%	0%	75%	25%
Tata Communication	11	16	23	59	82	52	36	4%	6%	8%	21%	29%	19%	13%
Zylog Systems	0	1	0	0	0	0	0	0%	100%	0%	0%	0%	0%	0%
Total	29	49	118	333	439	238	145	2%	4%	9%	25%	32%	18%	11%

Source: IMM Analysis

Table A.83: Overall Quality of the Telephone Service

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	20	29	68	173	347	266	164	2%	3%	6%	16%	33%	25%	15%
Hathway	27	30	59	170	325	311	145	3%	3%	6%	16%	30%	29%	14%
Reliance	39	53	65	185	309	272	144	4%	5%	6%	17%	29%	25%	13%
Gujarat Telelink	33	29	55	146	307	330	167	3%	3%	5%	14%	29%	31%	16%
You Broadband	19	18	57	210	300	334	129	2%	2%	5%	20%	28%	31%	12%
Chandranet	27	59	68	341	277	199	96	3%	6%	6%	32%	26%	19%	9%
Bharti Airtel	3	10	38	143	423	382	68	0%	1%	4%	13%	40%	36%	6%
Indusland Media	1	6	7	16	59	48	17	1%	4%	5%	10%	38%	31%	11%
Tata Communication	48	36	51	142	338	313	139	4%	3%	5%	13%	32%	29%	13%
Zylog Systems	112	0	1	1	0	0	0	98%	0%	1%	1%	0%	0%	0%
Total	329	270	469	1527	2685	2455	1069	4%	3%	5%	17%	30%	28%	12%

Source: IMM Analysis

Table A.84: Have you made any complaint to the toll free Consumer Care Number?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	536	531	50%	50%
Hathway	425	642	40%	60%
Reliance	864	203	81%	19%
Gujarat Telelink	849	218	80%	20%
You Broadband	696	371	65%	35%
Chandranet	957	110	90%	10%
Bharti Airtel	765	302	72%	28%
Indusland Media	13	141	8%	92%
Tata Communication	722	345	68%	32%
Zylog Systems	89	25	78%	22%

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
Total	5916	2888	67%	33%

Source: IMM Analysis

Table A.85: If yes, how satisfied are you with the manner in which your complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	53	53	79	89	121	110	31	10%	10%	15%	17%	23%	21%	6%
Hathway	41	46	76	64	87	82	29	10%	11%	18%	15%	20%	19%	7%
Reliance	150	81	79	131	204	152	67	17%	9%	9%	15%	24%	18%	8%
Gujarat Telelink	117	113	89	114	225	121	70	14%	13%	10%	13%	27%	14%	8%
You Broadband	44	38	56	119	191	157	91	6%	5%	8%	17%	27%	23%	13%
Chandranet	196	109	150	131	177	128	66	20%	11%	16%	14%	18%	13%	7%
Bharti Airtel	6	45	87	173	228	185	41	1%	6%	11%	23%	30%	24%	5%
Indusland Media	2	2	0	2	1	3	3	15%	15%	0%	15%	8%	23%	23%
Tata Communication	107	40	54	88	135	180	118	15%	6%	7%	12%	19%	25%	16%
Zylog Systems	83	4	0	2	0	0	0	93%	4%	0%	2%	0%	0%	0%
Total	799	531	670	913	1369	1118	516	14%	9%	11%	15%	23%	19%	9%

Source: IMM Analysis

Table A.86: Have you filed any appeal with the appellate authority?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	12	1055	1%	99%
Hathway	9	1058	1%	99%
Reliance	23	1044	2%	98%
Gujarat Telelink	15	1052	1%	99%
You Broadband	25	1042	2%	98%
Chandranet	36	1031	3%	97%

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
Bharti Airtel	1	1066	0%	100%
Indusland Media	0	154	0%	100%
Tata Communication	36	1031	3%	97%
Zylog Systems	6	108	5%	95%
Total	163	8641	2%	98%

Source: IMM Analysis

Table A.87: If yes, how satisfied are you with the manner in which your appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc..?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	2	1	1	1	4	1	2	17%	8%	8%	8%	33%	8%	17%
Hathway	2	3	2	1	0	1	0	22%	33%	22%	11%	0%	11%	0%
Reliance	5	2	4	5	5	1	1	22%	9%	17%	22%	22%	4%	4%
Gujarat Telelink	3	2	1	1	3	4	1	20%	13%	7%	7%	20%	27%	7%
You Broadband	6	2	3	6	1	4	3	24%	8%	12%	24%	4%	16%	12%
Chandranet	4	3	7	5	5	8	4	11%	8%	19%	14%	14%	22%	11%
Bharti Airtel	0	0	0	0	0	0	1	0%	0%	0%	0%	0%	0%	100%
Indusland Media	0	0	0	0	0	0	0	NA	NA	NA	NA	NA	NA	NA
Tata Communication	18	2	5	5	2	3	1	50%	6%	14%	14%	6%	8%	3%
Zylog Systems	4	2	0	0	0	0	0	67%	33%	0%	0%	0%	0%	0%
Total	44	17	23	24	20	22	13	27%	10%	14%	15%	12%	13%	8%

Source: IMM Analysis

Table A.88: How satisfied are you with the information, provided by your service provider under the fair usage policy (FUP) such as data usage limit with higher speed and speed of connection up to or beyond data usage limit?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	29	49	114	170	290	237	125	3%	5%	11%	17%	29%	23%	12%
Hathway	23	25	43	101	251	368	246	2%	2%	4%	10%	24%	35%	23%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Reliance	62	35	82	139	256	235	125	7%	4%	9%	15%	27%	25%	13%
Gujarat Telelink	39	26	55	106	248	256	119	5%	3%	6%	12%	29%	30%	14%
You Broadband	15	17	42	125	224	311	171	2%	2%	5%	14%	25%	34%	19%
Chandranet	54	23	68	113	256	261	179	6%	2%	7%	12%	27%	27%	19%
Bharti Airtel	1	15	91	277	345	224	53	0%	1%	9%	28%	34%	22%	5%
Indusland Media	0	7	3	10	54	44	36	0%	5%	2%	6%	35%	29%	23%
Tata Communication	58	38	78	122	234	243	164	6%	4%	8%	13%	25%	26%	18%
Zylog Systems	13	26	28	11	2	0	0	16%	33%	35%	14%	3%	0%	0%
Total	294	261	604	1174	2160	2179	1218	4%	3%	8%	15%	27%	28%	15%

Source: IMM Analysis



Table A.89: How satisfied are you with the facility to measure the broadband connection speed provided by your service provider?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	41	44	126	236	238	191	121	4%	4%	13%	24%	24%	19%	12%
Hathway	27	35	82	161	207	175	65	4%	5%	11%	21%	28%	23%	9%
Reliance	80	58	84	135	211	159	92	10%	7%	10%	16%	26%	19%	11%
Gujarat Telelink	40	29	58	119	268	211	148	5%	3%	7%	14%	31%	24%	17%
You Broadband	31	28	66	121	205	292	127	4%	3%	8%	14%	24%	34%	15%
Chandranet	67	34	87	163	258	127	79	8%	4%	11%	20%	32%	16%	10%
Bharti Airtel	2	28	78	226	365	234	73	0%	3%	8%	22%	36%	23%	7%
Indusland Media	2	2	6	23	54	44	23	1%	1%	4%	15%	35%	29%	15%
Tata Communication	41	35	52	110	180	166	95	6%	5%	8%	16%	27%	24%	14%
Zylog Systems	23	28	19	8	2	0	0	29%	35%	24%	10%	3%	0%	0%
Total	354	321	658	1302	1988	1599	823	5%	5%	9%	18%	28%	23%	12%

Source: IMM Analysis

Appendix B. Questionnaires

B.1 Basic Wire-line Service

		TELECOM REGULATORY AUTHORITY OF INDIA						
		CUSTOMER PERCEPTION STUDY (West Zone)						
		(Basic Telephone Service)						
REF No.	CC	SR.No.	Interview Date		Interviewer's Name			
SDCA			Exchange					
Mode of Interview		1	In Person			2	Telephonic	
<p><i>Good morning/ afternoon/ evening. We are currently doing a survey on satisfaction among phone and broadband users. This survey is being carried out on behalf of Telecom Regulatory Authority Of India (TRAI), a body set up by the government so that customers like you get better services in future. We would appreciate if you could spare some of your valuable time to answer a few questions. Thank you.</i></p>								

CUSTOMER DETAILS															
Respondent's Name						Gender		1	Male	2	Female				
Age:	1	<25	2	25-34	3	35-44	4	>45	Area	1	Urban		2	Rural	
Occupation	1	Service		2	Business/Self Employed			3	Student	4	Housewife		5	Retired	
Registered Customer's Name (If different from respondent)															
Address	District		State		STD Code				Tel No.						
Service Provider	1	BSNL			2	MTNL			3	Tata		4	Reliance		
	5	IDEA			6	Vodafone			7	Bharti Airtel					
Usage Type	1	Residential			2	Commercial			User Type	1	Post Paid		2	Pre-Paid	

PERFORMANCE PERCEPTION OF ATTRIBUTES RELATED TO SERVICE QUALITY PARAMETERS	
<p>In your opinion, how satisfied are you with your basic services in terms of following dimensions, on a scale of 1 to 7</p> <p style="text-align: center;">(1 = Extremely Dissatisfied, 7 = Extremely Satisfied)</p>	
Parameters and Attributes	Ratings

1. Provision of Service

How satisfied are you with the ease of taking a connection? (EM 3)	1	2	3	4	5	6	7
How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges? (EM 1)	1	2	3	4	5	6	7
How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement? (TA 1)	1	2	3	4	5	6	7

2. Billing Related (Only for Prepaid Customers)

How satisfied are you with ease of recharging process/activation of vouchers? (EM 4)	1	2	3	4	5	6	7
How satisfied are you with the availability of recharging cards/vouchers of various denominations?(EC 1)	1	2	3	4	5	6	7
How satisfied are you with the transparency of recharge offer/voucher i.e. talk time available on the recharge card/voucher? (RL 2)	1	2	3	4	5	6	7
How satisfied are you with the charges deducted for every call i.e. amount deducted on every usage? (EC 2)	1	2	3	4	5	6	7

Billing Related (Only for Post-paid Customers)

How satisfied are you with the charges levied per call? (EC2)	1	2	3	4	5	6	7
How satisfied are you with the overall accuracy & completeness of the bills? (RL 1)	1	2	3	4	5	6	7
How satisfied are you with the clarity of the bills in terms of transparency and understandability? (RL2)	1	2	3	4	5	6	7

3. Help Services

How satisfied are you with the availability of customer care services (consumer care number and general information number)? (EM 5)	1	2	3	4	5	6	7
How satisfied are you with the ease of access to a customer care executive through the IVR menu? (CV1)	1	2	3	4	5	6	7
How satisfied are you with the customer friendly approach of the customer care executive? (RL 3)	1	2	3	4	5	6	7
How satisfied are you with the competency level/problem solving ability of the customer care executive? (AS 1)	1	2	3	4	5	6	7

4. NETWORK PERFORMANCE, RELIABILITY AND AVAILABILITY

How satisfied are you with the dial tone availability on your phone? (NT 1)	1	2	3	4	5	6	7
How satisfied are you with the network of your service provider in terms of ability to make or receive calls easily? (NT2)	1	2	3	4	5	6	7
How satisfied are you with the voice quality on your phone during calls? (NT3)	1	2	3	4	5	6	7

5. Maintainability

How satisfied are you with the availability of fault free connection? (RS 2)	1	2	3	4	5	6	7
How satisfied are you with the timely repair of faults of your phone connection? (RS 2)	1	2	3	4	5	6	7



6. SUPPLEMENTARY SERVICES AND VALUE ADDED SERVICES									
Have you subscribed to any supplementary services like call waiting/forwarding, voice mail / Value added services?	1	Ye s		2	No				
If Yes, How satisfied are you with the supplementary services / value added service provided including activation, deactivation, charges etc.? (CV 2)	1	2	3	4	5	6	7		

7. Overall Quality of the Telephone Service	1	2	3	4	5	6	7
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Implementation and Effectiveness of various Regulations and Directions issued by TRAI									
1. Have you registered your number for not receiving/blocking unsolicited commercial calls / SMSs?	1	Ye s		2	No				
2. If Yes, how satisfied are you with the effectiveness of blocking of unsolicited commercial calls on your number?	1	2	3	4	5	6	7		
3. Have you ever registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same?	1	Ye s		2	No				
4. If Yes, how satisfied are you with the ease of lodging the complaint?	1	2	3	4	5	6	7		
5. If Yes, how satisfied are you with the action taken on your complaint?	1	2	3	4	5	6	7		
6. Which all grievance redressal mechanisms set up by your telecom service provider based on the TRAI regulations are you aware of?									
1	Toll Free Consumer Care Number for making complaints	2	Appellate Authority for filing appeal in case not satisfied with redressal of complaint	3	Web based complaint monitoring system				
7. Have you made any complaint to the toll free Consumer Care Number?	1	Yes		2	No				
8. If yes, how satisfied are you with the manner in which your complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint?	1	2	3	4	5	6	7		
9. Have you filed any appeal with the appellate authority?	1	Yes		2	No				
10. If yes, how satisfied are you with the manner in which your appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc..?	1	2	3	4	5	6	7		

How likely is it that you would recommend your service provider to your relatives or friends? (On scale of 0 to 10, where 10 means ' Extremely Likely ' & 0 means ' Not At All Likely ')	0	1	2	3	4	5	6	7	8	9	10
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B.2 Cellular Service

		TELECOM REGULATORY AUTHORITY OF INDIA					
		INDIA					
		CUSTOMER PERCEPTION STUDY					
		(Cellular Mobile)					
REF No.	CC	SR.No.	Interview Date		Interviewer's Name		
Mode of Interview	1	In Person			2	Telephonic	
<p><i>Good morning/ afternoon/ evening. We are currently doing a survey on satisfaction among phone and broadband users. This survey is being carried out on behalf of Telecom Regulatory Authority Of India (TRAI), a body set up by the government so that customers like you get better services in future. We would appreciate if you could spare some of your valuable time to answer a few questions. Thank you.</i></p>							

CUSTOMER DETAILS													
Respondent's Name						Gender		1	Male	2	Female		
Age:	1	<25	2	25-34	3	35-44	4	>45	Area	1	Urban	2	Rural
Occupation	1	Service	2	Business/Self Employed			3	Student	4	Housewife	5	Retired	
Address													
	Distri ct				Stat e				Mobile Number				
Service Provider	1	BSNL		2	MTNL		3	Tata		4	Reliance		
	5	IDEA		6	Vodafone		7	Bharti Airtel		8	Uninor		
	9	Aircel		10	Videocon		11	Loop		12	Sistema Shyam		
Usage Type	1	Residential			2	Commercial			User Type	1	Post Paid	2	Pre-Paid

PERFORMANCE PERCEPTION OF ATTRIBUTES RELATED TO SERVICE QUALITY PARAMETERS	
<p>In your opinion, how satisfied are you with your cellular services in terms of following dimensions, on a scale of 1 to 7</p> <p style="text-align: center;">(1 = Extremely Dissatisfied, 7 = Extremely Satisfied)</p>	
Parameters and Attributes	Ratings

8. Provision of Service							
How satisfied are you with the ease of activating a connection? (EM 3)	1	2	3	4	5	6	7
How satisfied are you with the understanding of all relevant information related to tariff plans & charges? (EM 1)	1	2	3	4	5	6	7

How satisfied are you with the availability of suitable plans/ recharge vouchers such as top-up, special tariff voucher, combo voucher, plan voucher as per your requirement? (TA 1)	1	2	3	4	5	6	7
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9. Billing Related (Only for Prepaid Customers)							
How satisfied are you with ease of activation of vouchers (recharging process)? (EM 4)	1	2	3	4	5	6	7
How satisfied are you with the availability of vouchers (recharge coupons) of various denominations? (EC 1)	1	2	3	4	5	6	7
How satisfied are you with the transparency of information provided on vouchers i.e. talk time available on the vouchers and restrictions if any? (RL 2)	1	2	3	4	5	6	7
How satisfied are you with the charges deducted after every usage? (EC 2)	1	2	3	4	5	6	7

10. Billing Related (Only for Prepaid Customers)							
How satisfied are you with ease of activation of vouchers (recharging process)? (EM 4)	1	2	3	4	5	6	7
How satisfied are you with the availability of vouchers (recharge coupons) of various denominations? (EC 1)	1	2	3	4	5	6	7
How satisfied are you with the transparency of information provided on vouchers i.e. talk time available on the vouchers and restrictions if any? (RL 2)	1	2	3	4	5	6	7
How satisfied are you with the charges deducted after every usage? (EC 2)	1	2	3	4	5	6	7

11. Help Services							
How satisfied are you with the availability of customer care services (consumer care number and general information number)? (EM 5)	1	2	3	4	5	6	7
How satisfied are you with the ease of access to a customer care executive through the IVR menu? (CV1)	1	2	3	4	5	6	7
How satisfied are you with the customer friendly approach of the customer care executive? (RL 3)	1	2	3	4	5	6	7
How satisfied are you with the competency level/problem solving ability of the customer care executive? (AS 1)	1	2	3	4	5	6	7

12. NETWORK PERFORMANCE, RELIABILITY AND AVAILABILITY							
How satisfied are you with the availability of signal of your service provided? (NT 1)	1	2	3	4	5	6	7
How satisfied are you with the network of your service provider in terms of ability to make or receive calls easily? (NT2)	1	2	3	4	5	6	7
How satisfied are you with the voice quality on your phone during calls? (NT3)	1	2	3	4	5	6	7

13. Maintainability							
How satisfied are you with the availability of fault free connection? (RS 2)	1	2	3	4	5	6	7
How satisfied are you with the timely repair of faults of your phone connection? (RS 2)	1	2	3	4	5	6	7

14. SUPPLEMENTARY SERVICES AND VALUE ADDED SERVICES							
Have you subscribed to any supplementary services like call forwarding, call diverting and value added services like ring tone, alerts, GPRS, e-mail, voice mail or any other	1	Ye s	2	No			

such services, in the last 6 months?							
If Yes, How satisfied are you with the supplementary services / value added service provided including activation, deactivation, charges etc? (CV 2)	1	2	3	4	5	6	7

15. Overall Quality of the Telephone Service	1	2	3	4	5	6	7
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Implementation and Effectiveness of various Regulations and Directions issued by TRAI							
11. Have you registered your number for not receiving/blocking unsolicited commercial calls / SMSs?	1	Ye s	2	No			
12. If Yes, how satisfied are you with the effectiveness of blocking of unsolicited commercial calls on your number?	1	2	3	4	5	6	7
13. Have you ever registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same?	1	Ye s	2	No			
14. If Yes, how satisfied are you with the ease of lodging the complaint?	1	2	3	4	5	6	7
15. If Yes, how satisfied are you with the action taken on your complaint?	1	2	3	4	5	6	7

Question Number 6-9 are for Prepaid Customers Only							
16. How satisfied are you with the information, received through SMS at the time of activation of various vouchers, such as amount charged, processing fee, taxes deducted, title of the plan, validity etc.?	1	2	3	4	5	6	7
17. How satisfied are you with the information provided to you after every usage, such as duration of call, charges deducted, balance in account etc.?	1	2	3	4	5	6	7
18. A pre-paid customer can get an item-wise usage bill within 45 days of making such request. Have you ever requested for it?	1	Ye s	2	No			
19. If Yes, how satisfied are you with the timely receipt and completeness of the item-wise usage bill on request?	1	2	3	4	5	6	7

20. Which all grievance redressal mechanisms set up by your telecom service provider based on the TRAI regulations are you aware of?							
1	Toll Free Consumer Care Number for making complaints	2	Appellate Authority for filing appeal in case not satisfied with redressal of complaint	3	Web based complaint monitoring system		
21. Have you made any complaint to the toll free Consumer Care Number?							
1	Yes	2	No				
22. If yes, how satisfied are you with the manner in which your complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint?							
1	2	3	4	5	6	7	
23. Have you filed any appeal with the appellate authority?							
1	Yes	2	No				
24. If yes, how satisfied are you with the manner in which your appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc..?							
1	2	3	4	5	6	7	
25. Have you utilized the service of Mobile number portability for changing your operator?							
1	Yes	2	No				
26. If Yes, are you satisfied with the process of porting to another operator?							
1	2	3	4	5	6	7	

How likely is it that you would recommend your service provider to your relatives or friends? (On scale of 0 to 10, where 10 means ' Extremely Likely ' & 0 means ' Not At All Likely ')	0	1	2	3	4	5	6	7	8	9	10
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B.3 Broadband Service

		TELECOM REGULATORY AUTHORITY OF INDIA CUSTOMER PERCEPTION STUDY (West Zone) (Broadband)									
REF No.	CC	SR.No.	Interview Date	Interviewer's Name							
POP			Mode of Interview	1	In Person	2	Telephonic	3	E-mail	4	Web/Online
<p><i>Good morning/ afternoon/ evening. We are currently doing a survey on satisfaction among phone and broadband users. This survey is being carried out on behalf of Telecom Regulatory Authority Of India (TRAI), a body set up by the government so that customers like you get better services in future. We would appreciate if you could spare some of your valuable time to answer a few questions. Thank you.</i></p>											

CUSTOMER DETAILS														
Respondent's Name									Gender		1	Male	2	Female
Age:	1	<25	2	25-34	3	35-44	4	>45	Area	1	Urban	2	Rural	
Occupation	1	Service	2	Business/Self Employed			3	Student	4	Housewife	5	Retired		
Registered Customer's Name (If different from respondent)														
Addresses		District						State						
Service Provider	1	BSNL		9	MTNL		17	Tata Communication						
	2	Hathaway		10	You Broadband		18	Broadband Pacenet						
	3	Reliance		11	Tata Teleservices		19	Syscon Infoway						
	4	Reliance		12	Five Network		20	Noida Software Technology Park						
	5	Sify		13	Chandranet		21	Softgen Computers						
	6	Spectra Net		14	Bharti Airtel		22	Rajesh Multichannel						
	7	Tikona		15	Indusland Media		23	Zylog Systems						
	8	Gujarat Telelink		16	Vasai Cable									
Usage Type		1	Residential		2	Commercial		User Type		1	Post Paid		2	Pre-Paid

PERFORMANCE PERCEPTION OF ATTRIBUTES RELATED TO SERVICE QUALITY PARAMETERS

In your opinion, how satisfied are you with your broadband services in terms of following

dimensions, on a scale of 1 to 7 Extremely Satisfied)	(1 = Extremely Dissatisfied, 7 =						
Parameters and Attributes	Ratings						

16. Provision of Service							
How satisfied are you with the ease of taking a connection? (EM 3)	1	2	3	4	5	6	7
How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges? (EM 1)	1	2	3	4	5	6	7
How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement? (TA 1)	1	2	3	4	5	6	7

17. Billing Related (Only for Prepaid Customers)							
How satisfied are you with ease of recharging process/activation of vouchers? (EM 4)	1	2	3	4	5	6	7
How satisfied are you with the availability of recharging cards/voucher of various denominations? (EC 1)	1	2	3	4	5	6	7
How satisfied are you with the transparency of recharge offer/voucher i.e. internet usage available on the recharge card? (RL 2)	1	2	3	4	5	6	7
How satisfied are you with the charges deducted for internet usage? (EC 2)	1	2	3	4	5	6	7

Billing Related (Only for Post-paid Customers)							
How satisfied are you with the charges levied for every internet usage? (EC2)	1	2	3	4	5	6	7
How satisfied are you with the overall accuracy & completeness of the bills? (RL 1)	1	2	3	4	5	6	7
How satisfied are you with the clarity of the bills in terms of transparency and understandability? (RL2)	1	2	3	4	5	6	7

18. Help Services							
How satisfied are you with the availability of customer care services (consumer care number and general information number)? (EM 5)	1	2	3	4	5	6	7
How satisfied are you with the ease of access to a customer care executive through the IVR menu? (CV1)	1	2	3	4	5	6	7
How satisfied are you with the customer friendly approach of the customer care executive? (RL 3)	1	2	3	4	5	6	7
How satisfied are you with the competency level/problem solving ability of the customer care executive? (AS 1)	1	2	3	4	5	6	7

19. NETWORK PERFORMANCE, RELIABILITY AND AVAILABILITY							
How satisfied are you with the availability of signal of your service provider? (NT 1)	1	2	3	4	5	6	7
How satisfied are you with the network of your service provider in terms speed of broadband connection? (NT2)	1	2	3	4	5	6	7

20. Maintainability							
How satisfied are you with the time for which service is up and working? (NT3)	1	2	3	4	5	6	7

How satisfied are you with the timely repair of faults of your connection? (RS 2)	1	2	3	4	5	6	7
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21. SUPPLEMENTARY SERVICES AND VALUE ADDED SERVICES							
Have you subscribed to any supplementary services such as Static/fixed IP addresses, e-mail id's etc.?	1	Ye s		2	No		
If Yes, how satisfied are you with quality of these supplementary services including activation, deactivation, charges etc? (CV 2)	1	2	3	4	5	6	7

22. Overall Quality of the Telephone Service	1	2	3	4	5	6	7
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Implementation and Effectiveness of various Regulations and Directions issued by TRAI							
27. Which all grievance redressal mechanisms set up by your telecom service provider based on the TRAI regulations are you aware of?							
1	Toll Free Consumer Care Number for making complaints	2	Appellate Authority for filing appeal in case not satisfied with redressal of complaint	3	Web based complaint monitoring system		
28. Have you made any complaint to the toll free Consumer Care Number?							
	1	Yes		2	No		
29. If yes, how satisfied are you with the manner in which your complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint?							
	1	2	3	4	5	6	7
30. Have you filed any appeal with the appellate authority?							
	1	Yes		2	No		
31. If yes, how satisfied are you with the manner in which your appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc..?							
	1	2	3	4	5	6	7
32. How satisfied are you with the information, provided by your service provider under the fair usage policy (FUP) such as data usage limit with higher speed and speed of connection up to or beyond data usage limit?							
	1	2	3	4	5	6	7
33. How satisfied are you with the facility to measure the broadband connection speed provided by your service provider?							
	1	2	3	4	5	6	7

How likely is it that you would recommend your service provider to your relatives or friends? (On scale of 0 to 10, where 10 means ' Extremely Likely ' & 0 means ' Not At All Likely ')	0	1	2	3	4	5	6	7	8	9	10
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