

Information note to the Press
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Telecom Regulatory Authority of India

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TRAI Releases Report of the independent agencies engaged for the Objective Assessment of Quality of Service and Customer Satisfaction Survey of Telecom Services in Jammu & Kashmir service area.

TRAI had engaged independent agencies to conducted Network audit for the assessment of Quality of service being provided by the service providers and collected customers views, through survey, for the assessment of effectiveness in implementation of the Telecom Consumers Protection and Redressal of Grievances Regulations, 2007 and customer perception of service of Basic, Cellular Mobile and Broadband Service Providers during the period from January, 2010 to June, 2010. The main findings of the reports are given below:-

2 Findings of the independent agency on Quality of Service

2.1 Cellular Mobile Telephone Service:

The objective assessment of quality of service and Subjective customer satisfaction surveys of the service providers, namely M/s Aircel, Bharti Airtel, BSNL, Idea Cellular Limited, Reliance Communications, Tata Teleservices, and Vodafone was conducted. Service Provider's performance on the selected Key Parameters in respect of cellular mobile telephone service based on one month data verification and the gradation on "Satisfaction" score scale i.e. scores of "Very Satisfied" to "Satisfied" on the matching parameters of the customers perception of service is annexed at "A"

2.2 Basic Telephone Service (Wire Line):

The objective assessment of quality of service and Subjective customer satisfaction surveys of the service provider namely, M/s BSNL was conducted. Service Provider's performance on the selected Key Parameters in respect of Basic Telephone service (Wire Line) based on one month data verification and the gradation on "Satisfaction" score scale i.e. scores of "Very Satisfied" to "Satisfied" on the matching parameters of the customers perception of service is annexed at "B"

2.3 Broadband Service:

The objective assessment of quality of service and Subjective customer satisfaction surveys of the service provider, namely, M/s BSNL was conducted. Service Provider's performance on the selected Key Parameters in respect of Broadband service based on one month data verification and the gradation on "Satisfaction" score scale i.e. scores of "Very Satisfied" to "Satisfied" on the matching parameters of the customers perception of service is annexed at "C"

3 Telecom Consumers Protection and Redressal of Grievances score:

The results of the survey reveal that the service providers need to take effective steps for bringing awareness about three stage redressal mechanism including contact details of Nodal Officers/ appellate authority to improve customers satisfaction. Service provider wise overall score on various parameters pertaining to Cellular Mobile Telephone, Basic Service (Wire Line) and Broadband service is enclosed at Annex "D". The following table shows the percentage of the customers who were aware about three stage grievance Redressal mechanism in respect of Basic, Cellular mobile Telephone and Broadband service :-

Awareness of	Services		
	Basic Telephone	Cellular Mobile	Broadband
Call Center	95.6%	95.5%	96.9%
Nodal Officer	3.6%	1.8%	8.6%
Appellate authority	1.6%	1.0%	3.4%

4. The detailed Report on Quality of Service – Audit/Objective Assessment and Customer Satisfaction Survey, including grievance redressal mechanism, conducted during the period January, 2010 to June, 2010 is placed at TRAI Website (www.traigov.in).

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Cellular Mobile Services: Performance of Service providers on the selected key parameters based on one month data verification and the proportion of satisfied customers on “Satisfaction” score scale i.e. score of very satisfied to satisfied in respect of related customer service perception parameters

Name of Service Provider	Network Availability		Accessibility & Retainability				Metering and Billing				Help Services		Supplementary services
	(Survey)	(Audit)	(Survey)	(Audit)	(Audit)	(Audit)	(Survey)	(Survey)	(Audit)		(Survey)	(Audit)	(Survey)
	Customers satisfied with Provision of Service	Worst affected BTSs due to downtime (%age)	Customers satisfied with network performance	Call Set-up Success Rate (within licensee's own network)	Call Drop Rate (%age)	%age of connection with good voice quality	%customers satisfied with billing performance (Post Paid)	%customers satisfied with billing performance (Pre Paid)	Metering and billing credibility		% Customers satisfied with help service)	Percentage of calls answered by operators (voice to voice) within 60 sec	% Customers satisfied with supplementary service)
								Post paid	Pre Paid				
Benchmarks	≥ 90%	≤ 2%	≥ 95%	≥ 95%	≤ 2%	≥ 95%	≥ 95%	≥ 95%	< 0.1%	< 0.1%	≥ 90%	≥ 90%	≥ 90%
Aircel	92.8%	0.75%	91.5%	95.72%	2.01%	89.53%	91.3%	93.4%	0.81%	0.44%	82.4%	100.00%	77.8%
Airtel	90.8%	0.62%	94.1%	99.01%	0.84%	98.34%	95.8%	95.1%	0.04%	0.00%	82.4%	98.77%	93.8%
BSNL	72.7%	1.89%	90.2%	98.00%	20.00%	98.00%	96.2%	96.4%	0.04%	0.09%	89.3%	96.98%	87.5%
Idea	----	0.00%	---	98.42%	1.82%	97.18%	----	----	0.05%	0.20%	---	98.74%	----
Rel.Comm.	85.8%	0.39%	92.3%	98.66%	0.80%	98.02%	97.6%	93.4%	0.00%	0.01%	84.3%	100.00%	66.7%
Tata Tele. CDMA	81.4%	0.00%	88.3%	99.32%	0.66%	98.83%	93.5%	91.4%	0.76%	0.02%	89.3%	93.31%	90.0%
Vodafone	89.4%	0.00%	91.5%	98.13%	1.85%	98.15%	96.4%	95.6%	0.03%	0.07%	90.5%	100.00%	94.4%

Basic Telephone Services: Performance of Service providers on the selected key parameters based on one month data verification and the proportion of satisfied customers on "Satisfaction" score scale i.e. score of very satisfied to satisfied in respect of related customer service perception parameters

Name of Service Provider	Network Availability	Accessibility		Metering and Billing			Maintainability		Help Service	
	(Survey) Customers satisfied with Provision of Service	(Survey) Customers satisfied with network performance	(Audit) Call completion Rate/ASR	(Survey) %customers satisfied with billing performance (Post Paid)	(Survey) %customers satisfied with billing performance (Pre Paid)	(Audit) Metering and billing credibility No of bills disputed during over a billing cycle	(Survey) % Customers satisfied with Maintainability)	(Audit) Faults Incidences(No. of faults /100 Subscribers)	(Survey) % Customers satisfied with help service	(Audit) % call answered by operator in 60 seconds
Benchmarks	≥ 90%	≥ 95%	≥ 55% ≥ 75%	≥ 95%	≥ 95%	≤0.1%	≥ 95%	≤ 5	≥ 90%	≥ 90%
BSNL	87.5%	96.8%	60.30%	95.9%	NA	0.03%	90.6%	6.74	72.2%	96.44%

Broadband Services: Performance of Service providers on the selected key parameters based on one month data verification and the proportion of satisfied customers on “Satisfaction” score scale i.e. score of very satisfied to satisfied in respect of related customer service perception parameters

Name of Service Provider	Network Availability		Accessibility		Retainability		Metering and Billing			Help Services		Supplementary services
	(Survey) Customers satisfied with Provision of Service	(Audit) %Connections Provided within 15 days	(Survey) Customers satisfied with network performance	(Audit) Service availability uptime	(Audit) % Bandwidth utilized on upstream link	(Audit) Broadband download speed	(Survey) %customers satisfied with billing performance (Post Paid)	(Survey) %customers satisfied with billing performance (Pre Paid)	(Audit) Billing Complaints per 100 bills issued	(Survey) % Customers satisfied with help service)	(Audit) Percentage of calls answered by operators (voice to voice) within 60 sec	(Survey) % Customers satisfied with supplementary service)
Benchmarks	≥ 90%	100%	≥ 85%	≥ 98%	≤ 80%	≥ 80%	≥ 90%	≥ 90%	< 2%	≥ 90%	≥ 60%	≥ 85%
BSNL	80.0%	100.00%	93.0%	99.06%	72.20%	84.50%	96.8%	NA	0.08%	85.8%	81.98%	92.3%

Annex”D”

The following table shows the provider wise score on various provisions of the Telecom Consumer Protection and Redressal of Grievances Regulations, 2007 In respect of Cellular Mobile, Basic Telephone and Broadband service.

Parameters → ↓ Name Of Service providers	Services	% of pre-paid, customers who were Aware that they can get item-wise call charges details on request	% of pre-paid customers who were ever denied item-wise usage charge details	% of new customers, who were provided with Manual of Practice containing terms and conditions of service, grievance redressal mechanism etc	% of customers who were Aware about call center/ Toll free number for redressing grievances	% of customers made any complaint to the toll free number within last 12 months	% of Customers who were informed by the call center about the action taken on complaint	% of Customers whose billing complaints were Resolved by call center/customer care with in 4 weeks of lodging complaint	% of Customers satisfied with complaint resolution by call center	% of customers who were Aware about the contact detail of nodal officer for redressing grievances	% of customers who were Aware about the contact detail of appellate authority for redressing grievances
Aircel	Cellular	15.3%	0.0%	52.1%	89.3%	18.5%	80.3%	70.4%	83.1%	0.3%	0.3%
Airtel	Cellular	14.1%	7.7%	47.6%	96.4%	12.2%	95.7%	80.0%	91.4%	2.9%	0.8%
BSNL	Cellular	42.5%	2.8%	41.4%	97.7%	5.2%	95.0%	85.7%	95.0%	2.6%	1.6%
	Basic	---	----	87.5%	95.6%	7.3%	42.9%	14.3%	78.6%	3.6%	1.6%
	broadband	---	----	87.3%	96.9%	23.7%	35.2%	61.0%	90.1%	8.6%	3.4%
Rel.Comm. CDMA/GSM	Cellular	21.5%	22.5%	70.2%	99.5%	6.5%	64.0%	50.0%	76.0%	1.3%	0.5%
	Basic	----	----	----	----	----	----	----	----	----	----
Tata Tele.	Cellular	33.0%	0.0%	60.7%	97.7%	2.6%	80.0%	60.0%	90.0%	2.1%	1.0%
	Basic	----	----	----	----	----	----	----	----	----	----
Vodafone	Cellular	32.2%	0.0%	59.0%	92.4%	9.1%	94.3%	87.5%	94.3%	1.6%	0.5%