

Information note to the Press

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For Immediate release

Telecom Regulatory Authority of India

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 has engaged independent agencies to conduct Network audit for the assessment of Quality of Service being provided by the service providers and to collect customers views through survey for the assessment of implementation and effectiveness of the Telecom Consumers Protection and Redressal of Grievance Regulation, 2007 and customers perception of service of Basic, Cellular Mobile and Broadband Service Providers during the period from October to December, 2011. 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 Airtel, Aircel, Vodafone, Idea Cellular Limited, BSNL, Tata (CDMA) and Reliance Communications (GSM) 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 services 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 providers, 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 services 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 services 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 (Wireline) and Broadband service is enclosed at Annex "D".

4. The detailed Report on Quality of Service – Audit/Objective Assessment and Customer Satisfaction Survey, including grievance redressal mechanism, conducted during the period October, 2011 to December, 2011 is placed at TRAI Website (www.traigov.in).

5. In case of any clarification, please contact, Mr A. Robert. J. Ravi, Advisor (QOS) at Tel. No. 011-23230404/23217914 or at email id: advqos@traigov.in.

(Rajeev Agrawal)
Secretary

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 for October 2011 to December 2011 for Jammu & Kashmir Service Area:

| 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) |
| Bench marks | ≥ 90% | ≤ 2% | ≥ 95% | ≥ 95% | ≤ 2% | ≥ 95% | ≥ 95% | ≥ 95% | < 0.1% | | ≥ 90% | ≥ 90% | ≥ 90% |
| Aircel | 98.00 | 0.16 | 93.00 | 97.62 | 1.51 | 92.85 | 92.00 | 93.00 | 0.02 | 0.00 | 75.00 | 90.40 | 88.00 |
| Airtel | 97.00 | 0.01 | 97.00 | 99.12 | 0.89 | 98.67 | 91.00 | 93.00 | 0.01 | 0.00 | 81.00 | 97.00 | 97.00 |
| BSNL | 97.00 | 0.12 | 82.00 | 98.00 | 1.59 | --- | 93.00 | 92.00 | 0.00 | 0.03 | 75.00 | 95.19 | 87.00 |
| Idea | 100 | 0.01 | 90.00 | 9.20 | 1.38 | 96.06 | 82.00 | 94.00 | 0.00 | 0.00 | 87.00 | 87.00 | 93.00 |
| RCOM GSM | 99.00 | 0.06 | 81.00 | 99.01 | 0.66 | 98.71 | 82.00 | 80.00 | 0.04 | 0.07 | 63.00 | 96.55 | 94.00 |
| Vodafone | 97.00 | 0.00 | 94.00 | 99.34 | 1.23 | 97.39 | 88.00 | 92.00 | 0.02 | 0.01 | 77.00 | 96.00 | 88.00 |
| Tata CDMA | 97.00 | 0.00 | 94.00 | 99.21 | 0.73 | --- | 89.00 | 90.00 | 0.06 | 0.02 | 87.00 | --- | 72.00 |

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 for October 2011 to December 2011 for Jammu & Kashmir Service Area:

| Name of Service Provider | Network Availability | Accessibility | | Metering and Billing | | | Maintainability | | Help Service | |
|--------------------------|---|--|----------------------|---|--|--|---|--|---|---|
| | (Survey) | (Survey) | (Audit) | (Survey) | (Survey) | (Audit) | (Survey) | (Audit) | (Survey) | (Audit) |
| | Customers satisfied with Provision of Service | Customers satisfied with network performance | Call completion Rate | %customers satisfied with billing performance (Post Paid) | %customers satisfied with billing performance (Pre Paid) | Metering and billing credibility No of bills disputed during over a billing cycle | % Customers satisfied with Maintainability) | Faults Incidences(No. of faults /100 Subscribers) | % Customers satisfied with help service | % call answered by operator in 60 seconds |
| Bench marks | ≥ 90% | ≥ 95% | ≥ 55% | ≥ 95% | ≥ 95% | ≤0.1% | ≥ 95% | ≤ 5 | ≥ 90% | ≥ 90% |
| BSNL | 86.00 | 93.00 | 60.69 | 88.00 | --- | --- | 69.00 | 5.07 | 81.00 | --- |

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 for October 2011 to December 2011 for Jammu & Kashmir Service Area:

| 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 | % Connections Provided within 15 days | Customers satisfied with network performance | Service availability uptime | % Band width utilized on upstream link | Broad band download speed | % customers satisfied with billing performance (Post Paid) | % customers satisfied with billing performance (Pre Paid) | Billing Complaints per 100 bills issued | % Customers satisfied with help service) | %age of calls answered by operators (voice to voice) within 60 sec | % Customers satisfied with supplementary service) |
| Bench marks | ≥ 90% | 100% | ≥ 85% | ≥ 98% | ≤ 80% | ≥ 80% | ≥ 90% | ≥ 90% | < 2% | ≥ 90% | ≥ 60% | ≥ 85% |
| BSNL | 98.00 | 100 | 81.00 | 99.33 | 78.00 | 90.40 | 87.00 | --- | 0.09 | 81.00 | 78.60 | 100 |

Annexure “D”

| The provider wise score on various provisions of the Telecom Consumer Protection and Redressal of Grievances Act in respect of Cellular Mobile, Basic Telephone and Broadband service for October 2011 to December 2011 for J&K Service Area: | | | | | | | | | | |
|---|--|-----------------|-----------------|-----------------|--------------|------------------|-----------------|-----------------|-----------------|-----------------|
| S.NO. | Sub Parameter | Airtel | Reliance | BSNL | | | TTSL | Idea | Vodafone | Aircel |
| | | Cellular (in %) | Cellular (in %) | Cellular (in %) | Basic (in %) | Broadband (in %) | Cellular (in %) | Cellular (in %) | Cellular (in %) | Cellular (in %) |
| 1 | For prepaid customers awareness about item-wise usage charge details on request | 96 | 92 | 91 | --- | --- | 65 | 95 | 95 | 97 |
| 2 | If aware (for pre-paid customers) ever denied of item wise usage charge details for pre paid | 99 | 93 | 100 | --- | --- | 73 | 91 | 99 | 97 |
| 3 | For new customers provisioning of "Manual of practice while taking the new connection | 48 | 70 | 50 | 36 | 54 | 73 | 70 | 43 | 62 |
| 4 | Awareness of call center for redressing grievances | 54 | 74 | 58 | 35 | 48 | 76 | 67 | 48 | 55 |
| 5 | Penetration of consumers made any complaint to the toll free number within last 6 months | 33 | 46 | 18 | 39 | 39 | 35 | 32 | 25 | 39 |
| 6 | Call center informing about the action taken on complaint | 53 | 37 | 51 | 45 | 43 | 81 | 66 | 54 | 68 |
| 7 | Resolution of billing complaint by customer care within 4 weeks of lodging complaint | 41 | 30 | 32 | 47 | 12 | 72 | 51 | 58 | 44 |
| 8 | Percentage satisfied with complaint resolution by call center | 81 | 63 | 75 | 81 | 37 | 87 | 87 | 77 | 75 |
| 9 | Awareness about contact detail of nodal officer for redressing grievances | 1 | 4 | 2 | 2 | 3 | 3 | 3 | 1 | 2 |
| 10 | Awareness about contact detail of appellate authority for redressing grievances | --- | 1 | 1 | 1 | 3 | --- | 1 | 1 | 1 |