



Report on

- i) Assessment of Customer perception of Service and*
- ii) Implementation and Effectiveness of Various regulations, directions and orders issued by TRAI in the interest of consumers*

HARYANA SERVICE AREA

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Submitted to:

Telecom Regulatory Authority of India



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EXECUTIVE SUMMARY

1 Customer Satisfaction Survey -Basic Service (Wireline)

Subscribers' perception of Basic (wireline) service was assessed for "7" defined parameters through 22 questions and Implementation and Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2012 through 11 questions. **Altogether two operators – Airtel and BSNL – were covered in Haryana Service Area for the Basic Service.** As regard to the performance of both the operators in Haryana Service Area, none of the operators were able to meet most of the prescribed parameters of performance. The findings with respect to major parameters on quality of service are as follows:

1.1: Customer satisfaction with overall services (Benchmark >90%).

The customer perception of overall satisfaction level is fair in Haryana service area as **both operators in urban and one (BSNL) in rural areas could meet the benchmark of 90%.**

- In terms of **customers satisfied**, the achievement level of the operators ranged from 89.0% to 91.1% in rural area and 92.5% to 95.7% in urban area of Haryana.
- The **highest** percentages of **customers satisfied** were found with BSNL in rural as well as urban area.
- The **lowest** percentages of **customers satisfied** were found with Airtel both in rural as well as urban area.

1.2: Network Performance (Benchmark >95%)

The customer perception of the parameter network performance is critical in Haryana service area as **none** of the operator **could meet the benchmark of 95%** - both in Urban as well as Rural areas of Haryana

- In terms of **customers satisfied**, the achievement level of the operators ranged from 82.0% to 91.1% in rural area and 91.0% to 92.0% in urban area.
- The **highest** percentage of **customers satisfied** was found with BSNL in rural as well as in urban area.
- The **lowest** percentage of **customers satisfied** was found with Airtel in rural as well as urban area.

1.3: Billing (Benchmark >95%)

None of the service providers had prepaid customers in Haryana. Hence, the survey was conducted only for post-paid customers. **Both operators (Airtel and BSNL) could not meet the benchmark of 95% both in rural and urban areas.**

- In terms of **customer satisfaction level**, the achievement level of the operators ranged from 84.2% to 93.7% in rural and 91.0% to 94.5% in urban areas.
- The **highest percentage of satisfied consumers** with billing services was achieved by BSNL in rural as well as in urban areas.
- The **lowest percentage of satisfied consumers** with billing service was achieved by Airtel both in urban and rural areas.



1.4: Maintainability (Benchmark >95%)

The customer perception of the parameter maintainability is also **critical** for the basic services in Haryana as **none** of the operator, in rural and urban areas, **met the benchmark of 95%**.

- In terms of **customers satisfied**, the achievement level of the operators ranged from 81.8% to 92.5% in rural area and 91.0% to 91.7% in urban area.
- The **highest percentage of customers satisfied** were found with BSNL both in rural and in urban areas.
- The **lowest percentage of customers satisfied** was found with Airtel both in rural and urban areas.

1.5: Help Services/ Customer Care (Benchmark >90%)

The customer perception of the parameter help service/ customer care is fair in Haryana. Both, Airtel and BSNL, were able to meet the **benchmark of 90% in Urban area**. In Rural area, however, both operators failed to meet the benchmark.

- In terms of **customers satisfied**, the achievement level of the operators ranged from 82.7% to 85.6% in rural area and 91.6% to 92.5% in urban area.
- The **highest percentage of customers satisfied** was found with BSNL in both rural and urban area.
- The **lowest percentage of customers satisfied** was found again with Airtel in both the rural as well as urban areas.

1.6: Consumers Protection and Redressal of Grievances

- In Haryana , awareness about the redressal mechanism is quite low as subscribers are only aware about the toll free number of customer care. Awareness about higher stage of redressal mechanism is almost negligent.
- Over one-fifth (20.3%) of consumers had lodged their complaint through toll free numbers – 30% in rural area and 16.7% in urban area.
- Satisfaction with the manner of addressing the complaint by service providers was recorded at 3.89 on a scale of 1 to 7 where 1 is absolutely dissatisfied and 7 is absolutely satisfied.
- Only 2.3% of the subscribers had registered their number for not receiving/ blocking unsolicited commercial calls.

2 Customer Satisfaction Survey (Cellular Mobile)

Subscribers' perception of cellular service was assessed for "7" defined parameters through 23 questions and Implementation and Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2007 through 16 questions. As regard to the performance of operators **in Haryana service area**, very few of the operators are meeting the few of the prescribed parameters' benchmark with respect to quality of service. None of the operators were able to meet all the prescribed parameters of performance. The findings with respect to major parameters on quality of service are as follows:



2.1: Customer satisfaction with overall services (Benchmark >90%)

The customer perception of overall satisfaction level is good in both rural and urban areas of Haryana service area as **all the seven operators had met the benchmark of 90% in rural areas and six had met the benchmark in urban areas.**

In terms of **customers satisfied**, the achievement level of the operators ranged from 90.6% to 93.9% in rural areas and from 89.7% to 98.6% in urban areas.

- The **highest** percentages of customers satisfied were found with Idea in rural and Vodafone in urban areas.
- The **lowest** percentages of customers satisfied were found with Videocon in both rural and urban area.

2.2: Network Performance (Benchmark >95%)

The customer perception of the network performance parameter is **poor in Haryana Service Area** as a whole as **none of the operators in rural as well as urban areas met the benchmark of 95%.**

- In terms of **customers satisfied**, the achievement level of the operators ranged from 68.9% to 92.6% in rural areas and from 76.5% to 95.4% in urban areas.
- The **highest** percentages of **customers satisfied** were found with Rel Com in rural area and Vodafone in urban area.
- The **lowest** percentages of **customers satisfied** were found with BSNL in rural area and Videocon in urban area.

2.3: Billing (Benchmark >95%)

- The survey was conducted separately for post-paid and pre-paid customers. In the case of **pre paid services** in Rural area only **three (BSNL, Idea and Videocon) out of seven operators were found to be meeting the benchmark of >95%**. In urban Area, however, all but one (Videocon) were meeting the benchmark. In the case of **post paid service**, the situation is quite alarming as only Ideal Cellular in rural area and Airtel and TTSL in urban area were found to be meeting the benchmark of >95%
- In terms of **customers satisfied**, the achievement level of the operators, in the case of **pre-paid segment**, ranged from 90.5% to 96.4% in rural areas and from 84.2% to 98.1% in urban areas. Whereas in the case of **post-paid**, it ranged from 76.9% to 100.0% in rural areas and from 83.3% to 100.0% in urban areas.
- The **highest percentage of satisfied consumers** with billing services, in **pre-paid segment** was achieved by BSNL in rural areas and Vodafone in urban area. In the case of **post paid segment** the highest percentage of satisfied consumer was attained by Idea Cellular in rural areas and Airtel in urban areas.
- The **lowest percentage of satisfied consumers** with billing service in the **pre-paid segment** was achieved by TTSL in rural and by Videocon in urban areas. In the case of **post-paid segment** the **lowest percentage of consumers** was attained Vodafone in rural and Idea Cellular in urban areas.



2.4: Maintainability (Benchmark >95%)

While recording the customer perception on maintainability (fault repair service) parameter in Haryana Service Area, it was found that ***none of the operators were able to meet the benchmark of 95% in both rural and urban areas.***

- In terms of **customers satisfied**, the achievement level of the operators ranged from 53.3% to 86.9% in rural areas and 68.9% to 94.3% in urban areas.
- The **highest percentage of customer satisfied** was found with Vodafone in rural and Airtel in urban areas.
- The **lowest percentages of customer satisfied** were found with BSNL in rural area and Videocon in Urban area.

2.5: Help Services/ Customer Care (Benchmark >90%)

The customer perception of the parameter help service/ customer care is average in the **rural areas** of Haryana as **three (Rel Com, Idea and Videocon) out of the 7 operators managed to meet the benchmark of 90%.** The situation in urban is good as **all except two (BSNL and Videocon)** were able to meet the benchmark.

- In terms of **customers satisfied**, the achievement level of the operators ranged from 78.1% to 92.8% in rural areas and 81.3% to 95.6% in urban areas.
- The **highest percentage of customers satisfied** was found with Idea - in rural areas and Vodafone in urban areas.
- The **lowest percentage of customers satisfied** were found with TTSL in rural and Videocon in urban areas.

2.6: Supplementary services (Benchmark >90%)

The customer perception of the supplementary services parameter is somewhat poor in rural areas and in urban areas of Haryana as only two operators in rural as well as urban managed to **meet the benchmark of 90%**

In terms of **customers satisfied**, the achievement level of the operators ranged from 70.7% to 94.7% in rural areas and from 62.0% to 96.1% in urban areas

- The **highest** percentages of **customers satisfied** were found with Videocon in rural area and Airtel in urban areas.
- The **lowest** percentages of **customers satisfied** were found with Idea Cellular, both in rural and in urban areas.

2.7: Consumers Protection and Redressal of Grievances

- All consumers in Haryana were aware about toll free consumer care number, both in rural as well as urban areas.
- However, the awareness about contact detail of the Appellate Authority was found amongst only 3.8% with almost no awareness in rural areas (1.1%). Awareness was highest in case of BSNL and Idea Cellular (over 11% each)



- Higher number of complaints to the consumer care number, was made by rural subscribers (66.9%). In urban area also almost half of the consumers had put up their complaints. It was much higher in the case of TTSL (77.7%).
- Overall 7.8% had utilised MNP facility – 12.1% in rural area and 6% in urban area.

3 Customer Satisfaction Survey (Broadband)

Subscribers' perception of Broadband service was assessed for "7" defined parameters through 21 questions and Implementation and Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2012 through 7 questions. **Altogether three operators were covered in Haryana Service Area. They are Airtel, BSNL and You Broadband.** As regard to the performance of these operators **Haryana Service Area**, only Airtel and BSNL were meeting most of the prescribed benchmarks. The service You Broadband were low as it was unable to meet benchmarks on two of the important parameters esp in the rural areas. The findings with respect to major parameters on quality of service are as follows:

3.1: Customers satisfied with overall services (Benchmark >85%)

The customer perception of overall service is good in Haryana Service Area as **all the three Operators had met the benchmark of 85% in both Rural as well as Urban Area.**

- In terms of **customer satisfied**, the achievement level of the operators ranged from 87.7% to 92.8% in rural area and from 90.2% to 94.4% in urban area.
- The **highest percentages of customers satisfied** were found with BSNL in Urban and with Airtel in Rural area.
- The **lowest percentages of customers satisfied** were found with You Broadband, both in rural and urban areas.

3.2: Network Performance (Benchmark >85%)

The customer perception of the parameter network performance is mixed in Haryana Service Area as all the operators in urban areas and none in rural area were meeting the **benchmark of 85%.**

- In terms of **customers satisfied**, the achievement level of the operators ranged from 83.2% to 84.5% in rural areas and 85.2% to 86.0% in urban area.
- The **highest customers satisfied** were found with BSNL in rural areas and Airtel in urban area.
- The **lowest customers satisfied** were found with You Broadband in rural area and BSNL in urban area.

3.3: Billing (Benchmark >90%)

Only one of the operators **You Broadband** was providing prepaid services in Haryana Service Area. Level of **Customer Satisfied** is 81.8% in Urban and 81.9% in Rural.

In the case of **Postpaid**, all of the three operators were providing postpaid services in Urban area. **In rural areas** You Broadband is not providing postpaid service. **All of three operators met the benchmark of 90%.**



- In terms of **customers satisfied**, the achievement level of the operators, ranged from 98.2% to 98.7% in rural area and 91.3% to 98.1% in urban area
- The **highest percentage of satisfied consumers** with postpaid billing services was achieved by Airtel in rural and by BSNL urban area.
- The **lowest percentage of satisfied consumers** with postpaid billing service was attained by BSNL in rural and by You Broadband in urban area

3.4: Maintainability (Benchmark >85%)

The customer perception of the parameter maintainability is very good in Haryana Service Area as **all the three providers in both the areas were found to be meeting the benchmark of 85%.**

- In terms of **customers satisfied**, the achievement level of the operators ranged from 85.2% to 86.8% in rural area and 87.0% to 88.8% in urban areas.
- The **highest percentage of satisfied consumers** with maintainability was achieved by Airtel in rural area and BSNL in urban area.
- The **lowest percentages of customers satisfied** were found with You Broadband, both in rural and urban areas.

3.5: Help Services/ Customer Care (Benchmark >90%)

The customer perception of the parameter help service/ customer care is critical in rural areas of Haryana as none of the three operators could **meet the benchmark of 90%**. In urban area **two of the three operators met the benchmark.**

- In terms of **customers satisfied**, the achievement level of the operators ranged from 86.0% to 88.2% in rural area and 88.2% to 92.6% in urban area.
- The **highest percentage of customers satisfied** were found with Airtel in rural and BSNL in urban area.
- The **lowest percentages of customers satisfied** were found with You Broadband, both in rural as well as urban areas.

3.6: Consumers Protection and Redressal of Grievances

- Mostly customers are aware of the toll free consumer care number.
- Over 70% had made complaint for some service deficiency through toll free consumer care number for redressing grievances. This was higher in urban areas (76.0%) in comparison to rural areas (64.2%).
- Overall awareness of the appellate authority was found to be low at 2.0% only.
- Customers were generally satisfied with fair usage policy which was measured at 4.79 on a scale of 1 to 7.



1. INTRODUCTION

Provision of world class telecommunication infrastructure and information is the key to rapid economic and social development of the country. While expansion in number of subscribers and growth of tele-density are important quantitative goals in this sector, it is important to pay attention to the Quality of Service to customers through regulatory mechanism.

The Telecom Regulatory Authority of India was established in 1997 through an Act of Parliament namely, the Telecom Regulatory Authority of India Act 1997 as amended by TRAI (Amendment) Act 2000. The Framework for consumer protection is to “Lay down the standards of quality of service to be provided by the Operator and ensure the quality of service and conduct the periodical survey of such service provided by the Operator so as to protect interest of the customers of telecommunication service”¹.

While the TRAI is the regulatory body under the Act, TDSAT is the body responsible for settlement of telecom disputes. However, individual consumer complaints do not come under the purview of either TRAI or TDSAT. Considering the fact that individual customers can not seek redressal from TRAI or TDSAT, TRAI has taken number of steps to issue various directions, regulations and orders as measures to protect the interest of the customers.

In this concern, TRAI initiates study to assess the quality of telecom services every year. The study covers the whole India comprising four metros and three circles for Basic Wireline and Cellular services.

The main aim is to assess the quality of Basic service (Wireline) and Cellular Mobile services as per “**The Standard of Quality of Service of Basic Telephone Service (Wireline) and Cellular Mobile Telephone Service Regulation, 2009**”, notified by TRAI on 20th March 2009 and **Quality of Service of Broadband Service Regulation, 2006 (11 of 2006) dated 6th Oct 2006**.

In May 2007, TRAI had passed a regulation titled, “**Telecom Protection and Redressal of Grievances Regulation, 2007**”. The main objective of this regulation is to lay down the norms for the Operator of Basic service (Wireline), Cellular Mobile and Broadband services in order to handle the complaints of aggrieved customers.

The salient features of this regulation are listed below:

- I. Each Telecom Operators would be required:
 - a. To set up 24x7 Toll Free Call Centre
 - b. To appoint one or more Nodal Officer in each licensed service area
 - c. To appoint one or more Appellate Authority in each licensed service area.

¹ www.trai.gov.in



- II. The information as above and also contact details of Nodal Officers and Appellate Authority to be widely publicized in national and local newspaper, sales outlets, web-site and back side of their Invoice/ Bills being sent to customers.
- III. Each Operator will be required to publish abridged version of “Manual of Practices” for their customers and also make available the same on their web-sites.
- IV. The call centre, Nodal Officers and Appellate Authorities would follow the time lines as given in TRAI regulations for redressal of the complaints.

Voluntary Organization in the interest of Consumer Education (VOICE), with registered office at, 441, Jangpura, Mathura Road, New Delhi was awarded the contract for the **North Zone** comprising four circles – Delhi, Haryana, Rajasthan, Punjab, Jammu & Kashmir, Himachal Pradesh, UP (E) and UP (W) by Telecom Regulatory Authority of India (TRAI) on Jan 2013.

The present report covers the Haryana service Area for all the three services



2. OBJECTIVE OF THE STUDY

TRAI had laid down the Quality of Service standards for Basic Telephone Service (Wireline) and Cellular Mobile Telephone Service through 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. These regulations were amended by issuing the Standards of Quality of Service of Basic Telephone Service (Wireline) and Cellular Mobile Telephone service (Amendment) Regulations, 2012 (10 of 2012) dated the 7th May, 2012. Likewise, TRAI had laid down the Quality of Service Standards for Broadband Service through the Quality of Service of Broadband Service Regulations, 2006 (11 of 2006) dated the 6th October, 2006. Keeping in view the need to ensure the Quality of Service provided by the service providers and to protect the interests of the consumers by making these regulations more effective, it is felt that the Quality of Service of Broadband Service Regulations, 2006 (11 of 2006) dated the 6th October, 2006 need to be amended to introduce financial disincentive in relation to the performance of service providers with regard to the Quality of Service benchmarks. The draft amendments to the Standards of Quality of Service of Broadband Service Regulations, 2006 (11 of 2006) on financial disincentives were released on 26.10.2012.

The regulations - 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 and Quality of Service of Broadband Service Regulations, 2006 (11 of 2006) dated the 6th Oct. 2006 provide for benchmarks for the parameters on customer perception of service to be achieved by service providers. In order to monitor the compliance of prescribed standards/benchmarks, TRAI conducts periodic survey through independent agencies across the country.

Thus, the main objective of this customer satisfaction survey is to assess the:

- (i) implementation and effectiveness of the Telecom Consumers Complaint Redressal Regulations, 2012 (1 of 2012) dated 5th January 2012, the Telecom Consumer Protection Regulations 2012 dated 6th January 2012 and the Telecom Commercial Communications Customer Preference Regulation, 2010 dated 1st December 2010
- (ii) Customer's perception of service provided by basic telephone service (wireline), cellular mobile telephone service and broadband service providers in each of the telecom circles/ service areas under the respective Zone.

The scope of the survey also include assessment of implementation/ effectiveness of various orders/ directions/regulations issued by TRAI to protect the interest of consumers, particularly issues relating to tariff, billing including information to be included in the telephone bills, termination of service, redressal of grievances and provision of value added services and premium rate services.

The Zones comprise of the following Telecom Circle/ Service Areas:

North Zone: Delhi, Jammu & Kashmir, Himachal Pradesh, Punjab, Haryana, Rajasthan, Uttar Pradesh-East and Uttar Pradesh-West (including Uttarakhand). For the cellular mobile telephone service the service area of Delhi includes Ghaziabad, Faridabad, Noida and Gurgaon.



South Zone: Chennai, Andhra Pradesh, Karnataka, Tamil Nadu (excluding Chennai) and Kerala.

West Zone: Delhi, Maharashtra (including Goa and excluding Mumbai), Gujarat and Madhya Pradesh (including Chhattisgarh).

East Zone: Kolkata, West Bengal (including Andaman & Nicobar, Sikkim and excluding Kolkata), Bihar (including Jharkhand), Orissa, Assam and North East which includes Arunachal Pradesh, Meghalaya, Mizoram, Nagaland, Manipur and Tripura.

With regard to the afore-mentioned survey, VOICE has been commissioned by Telecom Regulatory Authority of India (TRAI) to conduct a Customer Satisfaction Survey (CSS) among Basic Wire-line Service, Cellular Mobile Telephone Service and Broadband Service customers, in North Zone.

Of the eight service areas allotted to VOICE, VOICE carried out the survey in four telecom circles/service areas, namely, Delhi, Rajasthan, Haryana and Punjab in the first half year. The remaining four service areas, viz., Jammu and Kashmir, Himachal Pradesh and Uttar Pradesh-East and Uttar Pradesh - West (including Uttarakhand) will be treated in the second half year.

The Survey period extends from July 2013 to September 2013.

The report deals with the main objective of the study wherein we are assessing whether the service providers are meeting the benchmarks laid down by TRAI on different set of parameters and also assessing the implementation/ effectiveness of various orders/ directions/regulations issued by TRAI to protect the interest of consumers.





3. METHODOLOGY

3.1 Questionnaire Building Process

The TRAI entrusted the task of developing the questionnaire to all the three successful bidders – VOICE for North Zone, IMRB for South and East Zone and Mott Mac Donald for West Zone. The objective was to design a questionnaire which will cover all the benchmark standards set up by the TRAI based on regulations mentioned above in the objectives of the study. . Hence, all three survey agencies submitted their draft questionnaires to TRAI in the month of March 2013. TRAI organised consultation with all the successful bidders and accordingly all three sets of questionnaires for the year 2013 were formed.

These set of questionnaires were based on SERVPERF model developed by Cronin and Taylor (1992), which is a refined version of SERVQUAL model developed by Parasuraman et al, (1988). The major difference between SERQUAL and Servperf is the exclusion of expectations portion in the SERPERF model. While developing the SERPERF model Cronin et al had argued that only the performance dimension can better predict the behavioural intention of the customers as against the ‘performance minus expectation’ model of SERVQUAL. The SERVPERF model is based on five dimensions which are used as the basis for service quality measurement tool. These dimensions are- Tangibility, Reliability, Responsiveness, Assurance and Empathy.

Keeping in mind the TRAI regulations, it was proposed by the survey agencies to include three more dimensions, namely, Network/technical quality, Economy and Convenience, in addition to the five dimensions (tangibles, reliability, responsiveness, assurance and empathy) used in the SERQUAL and SERVPERF models.

The table below shows the dimensions and corresponding variables which have been covered in the study:



Dimensions (Parameters) and variables used in the study		
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		

Questionnaire: Based on the dimensions and corresponding variables, the Basic service (Wireline) questionnaire (see Annexure 1.1) is based on 7 broad parameters and 22 questions related to consumer perception on quality of services and other 10 questions were related to consumer perception on



Assessment of Implementation and Effectiveness of Various regulations and directions issued by TRAI. The cellular mobile questionnaire contained 23 questions related to quality of service whereas 17 questions on Implementation and Effectiveness of Various regulations and directions issued by TRAI. In the case of Broadband, questionnaire was based on 7 broad parameters and 21 questions related to consumer perception on quality of service and 8 questions on Implementation and Effectiveness of Various regulations and directions issued by TRAI.

The parameters and benchmarks relating to customer perception of service for basic telephone service (wireline), cellular mobile telephone services and broadband service provided in the regulations are given below:

3.1.1 Basic Service (Wireline) and Cellular Mobile Telephone Service

	Customer perception of service	Benchmark
(i)	Customers satisfied with provision of services	≥ 90%
(ii)	Customers satisfied with billing performance	≥ 95%
(iii)	Customers satisfied with help services including customer grievance redressal	≥ 90%
(iv)	Customers satisfied with network performance, reliability and availability	≥ 95%
(v)	Customers satisfied with maintainability	≥ 95%
(vi)	Customers satisfied with supplementary and value added services	≥ 90%
(vii)	Customers satisfied with overall service quality	≥ 90%

3.1.2 Broadband Service

	Customer perception of service	Benchmark
(i)	Customers satisfied with provision of services	≥ 90%
(ii)	Customers satisfied with billing performance	≥ 90%
(iii)	Customers satisfied with help services	≥ 90%
(iv)	Customers satisfied with network performance, reliability and availability	≥ 85%
(v)	Customers satisfied with maintainability	≥ 85%
(vi)	Customer satisfaction with offered supplementary services such as allocation of static / fixed IP addresses, email Ids etc.	≥ 85%
(vii)	Customers satisfied Overall customer satisfaction	≥ 85%



3.1.1 Methodology to Calculate Customer Satisfaction on Broad Parameters.

On each of the above mentioned parameters, the respondents were asked to rate their satisfaction on a scale of 1 to 7, where 1 implies 'extremely dissatisfied' and 7 implies 'extremely satisfied'. To measure the percentage of consumers satisfied on various QoS parameters, 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. Therefore, the proportion of sum total of consumers who had given a score of 4 (Not dissatisfied), 5 (Satisfied), 6 (Very Satisfied) and 7 (Extremely Satisfied) were taken out from the total number of valid responses on the all questions of each of the broad parameter.

Consumers satisfied are ascertained using the following formula(s):

$$CS = (A / N) * 100$$

Where:

CS = % of satisfied consumers

A = sum total of no. of subscribers who were "Not dissatisfied" + "Satisfied" + "Very Satisfied" + "Extremely Satisfied" on each of the broad parameter

N = Total sample size achieved

This implies that if all the customers are either "Not dissatisfied", "Satisfied", "Very Satisfied" or "Extremely Satisfied", the operator can get a rating of 100%. On the other hand, if all the customers are "Dissatisfied", "Very Dissatisfied" or "Extremely dissatisfied" the operator gets a score of 0%.

Comparison with the Benchmarking

During the consultation with the TRAI, it was agreed that comparison with the benchmarks will be done on the basis of percentage of customers satisfied as described above.

The survey in the Haryana Service Area, of all the three services, was done between July 2013 and September 2013.



3.2 Sampling Methodology

3.2.1 Basic Wire line Service

As per the tender document, survey agency was supposed to cover a total sample of 2,400 subscribers, to be divided among the four operators. This is shown in the table below.

Name of the Operators	Target Sample*	Covered Sample
Airtel	600	600
Bharat Sanchar Nigam Limited (BSNL)	600	601
Tata Teleservices (TTSL)	600	0
Rel Communication (Rel Com)	600	0
Total	2400	1201

*The above sample represents the total operator wise subscribers in Haryana Service Area with 95% confidence level and 4% interval.

However, on interacting with Rel Com officials it was found that they do not provide Basic wire line services in Haryana. Similarly, the active subscriber base of TTSL in Haryana was too low. Hence, both these service providers were not covered in the survey. The same had been communicated to TRAI officials (Delhi and Jaipur) over the mail.

As per the tender document, survey agencies with the help of TRAI officials would select 10% of the SDCAs and 5% of the total exchanges in a services area. Altogether, Haryana Service Area is divided in to 54 SDCAs and 1172 exchanges. Thus, 6 SDCAs and 59 exchanges were selected for the survey. In the case of BSNL all the 6 SDCAs were covered. Airtel has presence only in Ambala. Hence for Airtel only Ambala was covered. Operator wise achieved sample is shown in the table below:

Haryana Service Area: Basic (Wireline): SDCA wise providers wise.							
		Airtel		BSNL		Total	
SDCAs	Total	Rural	Urban	Rural	Urban	Rural	Urban
Sirsa	101	-	-	30	71	30	71
Ambala	89	146	454	27	62	173	516
Jhajjar	74	-	-	22	52	22	52
Panipat	93	-	-	28	66	28	66
Jind	103	-	-	31	72	31	72
Faridabad	140	-	-	42	98	42	98
Total:	600	146	454	180	421	326	875

3.2.1.1 Mode of interview

Two modes of interview were adopted to cover the entire sample. While in rural areas, only In-person interviews were conducted, in urban areas half of the survey was conducted through telephonic interviews and remaining half through face to face interviews. Hence, minimum 65% of the sample was to be covered through In-person (Face to Face) and rest 35% through Computer



Assisted Telephonic Interviews (CATI). The table below shows the actual sample breakup achieved with both the modes of interviews:

Haryana Service Area: Operator wise sample distribution with mode of interview						
Operator	Mode	In Person		CATI		Total
		Count	Row N %	Count	Row N %	Count
Airtel	Urban	244	53.7%	210	46.3%	454
	Rural	146	100.0%			146
	Total	390	65.0%	210	35.0%	600
BSNL	Urban	211	50.1%	210	49.9%	421
	Rural	180	100.0%			180
	Total	391	65.1%	210	34.9%	601
Total	Urban	455	52.0%	420	48.0%	875
	Rural	326	100.0%			326
	Total	781	65.0%	420	35.0%	1201

3.2.1.2 Type wise sample distribution

None of the Service Providers had prepaid customers for their Basic Wire-line service. Hence all the post-paid customers were covered during the survey for each of the service providers.

3.2.1.3 Area wise sample distribution

As per the discussions with TRAI document, survey agencies were required to cover 30% of the total sample rural areas wherever possible. In the case of BSNL the rural sample achieved was 30% of the total sample. In the case of Airtel, 24.3% of the total sample were rural respondents. The following table shows the actual sample covered, based on that the operator wise rural sample covered:

Haryana: AREA wise sample distribution					
	Urban		Rural		Total
	Count	Row N %	Count	Row N %	Count
Airtel	454	75.7%	146	24.3%	600
BSNL	421	70.0%	180	30.0%	601
Total	875	72.9%	326	27.1%	1201

3.2.2 Cellular Mobile

As per the tender document, survey agency was supposed to cover a total sample of 4,800 subscribers, to be divided among the eight operators. This is shown in the table below:

Operators	Target Sample*	Covered Sample
Airtel	600	600
BSNL (Bharat Sanchar Nigam Limited)	600	600
Rel Com (Reliance Communication)	600	600
Tata Teleservices (TTSL)	600	600
Idea Cellular	600	600
Vodafone	600	602
Aircel	600	0
Videocon	600	600
Total	4,800	4202

*The target sample represents the total operator wise subscribers in Haryana Service Area 95% confidence level and 4% interval.

After interacting with Aircel officials it was found that their subscriber base in Haryana was too low and hence after discussing with TRAI officials they had been dropped from the survey.



In Haryana service area, there are 21 districts and as per the tender document 10% of the district headquarters was considered for coverage area. Therefore, operator wise sample was distributed in three districts of Haryana Service Area on the basis of proportionate population sample distribution basis.

The following table shows the district wise sample distribution that was achieved after carrying out the survey. The highest sample was covered in District of Sirsa (36.8%) followed by Ambala (35.1%) and Jhajjar (28.1%).

Haryana: Cellular service: Sample distribution					
District		Ambala	Sirsa	Jhajjar	Total:
Airtel	Rural	60	69	51	180
	Urban	143	160	117	420
BSNL	Rural	60	69	51	180
	Urban	142	160	118	420
Rel Com	Rural	61	69	50	180
	Urban	138	161	121	420
TTSL	Rural	60	69	51	180
	Urban	141	160	119	420
Idea	Rural	60	69	51	180
	Urban	142	164	114	420
Vodafone	Rural	60	69	51	180
	Urban	144	160	118	422
Videocon	Rural	93	37	51	181
	Urban	172	129	118	419
Total	Rural	454	451	356	1261
	Urban	1022	1094	825	2941

3.2.2.1 Mode of interview

As discussed above, two modes of interview were selected to cover the entire sample. While in rural areas, only In-person interviews were conducted, in urban areas half of the survey was conducted through telephonic interviews and remaining half through face to face interviews. Hence, minimum 65% of the sample was to be covered through In-person (Face to Face) and rest 35% were to be covered through Computer Assisted Telephonic Interviews (CATI). The table below shows the actual sample breakup achieved with both the modes of interviews:

Haryana Service Area: Operator wise sample distribution with mode of interview				
		In-Person	Telephonic	Total
Airtel	Count	389	211	600
	% age	64.8%	35.2%	100.0%
BSNL	Count	390	210	600
	% age	65.0%	35.0%	100.0%
Rel Com	Count	390	210	600
	% age	65.0%	35.0%	100.0%
TTSL	Count	390	210	600
	% age	65.0%	35.0%	100.0%
Idea	Count	390	210	600
	% age	65.0%	35.0%	100.0%
Vodafone	Count	392	210	602
	% age	65.1%	34.9%	100.0%
Videocon	Count	389	211	600
	% age	64.8%	35.2%	100.0%
Total	Count	2730	1472	4202
	% age	65.0%	35.0%	100.0%



3.2.2.2 Type wise sample distribution

The operator wise sample was further divided in to pre-paid and post paid segment. The operator wise ratio of pre paid and post paid subscriber base was organized with the help of nodal officer appointed for each of the operators. The following table shows the operator wise pre-paid and post-paid division of sample.

Haryana Service Area: Operator wise and user type wise sample distribution				
		Post-paid	Prepaid	Total
Airtel	Count	36	564	600
	% age	6.0%	94.0%	100.0%
BSNL	Count	35	565	600
	% age	5.8%	94.2%	100.0%
Rel Com	Count	55	545	600
	% age	9.2%	90.8%	100.0%
TTSL	Count	28	572	600
	% age	4.7%	95.3%	100.0%
Idea	Count	31	569	600
	% age	5.2%	94.8%	100.0%
Vodafone	Count	38	564	602
	% age	6.3%	93.7%	100.0%
Videocon	Count	0	600	600
	% age	0.0%	100.0%	100.0%
Total	Count	223	3979	4202
	% age	5.3%	94.7%	100.0%

3.2.2.3 Area wise distribution

As per the discussions with TRAI officials, rural areas within the radius of 20 km from the district headquarters were to be covered. Based on that the operator wise rural sample covered is shown in the table below:

Haryana service area: Operator wise and area wise sample distribution				
		Rural	Urban	Total
Airtel	Count	420	180	600
	% age	70.0%	30.0%	100.0%
BSNL	Count	420	180	600
	% age	70.0%	30.0%	100.0%
Rel Com	Count	420	180	600
	% age	70.0%	30.0%	100.0%
TTSL	Count	420	180	600
	% age	70.0%	30.0%	100.0%
Idea	Count	420	180	600
	% age	70.0%	30.0%	100.0%
Vodafone	Count	422	180	602
	% age	70.1%	29.9%	100.0%
Videocon	Count	419	181	600
	% age	69.8%	30.2%	100.0%
Total	Count	2941	1261	4202
	% age	70.0%	30.0%	100.0%



3.2.3 Broadband

In the case of Broadband, survey agency was required to obtain from Broadband operators, Central ISP Node and total number of subscribers in each circle and then work out the sample to be covered. Based on the number of subscribers the sample size was ascertained on the basis 95% confidence level and 3% confidence interval.

Operators	Target Sample*	Covered Sample
Airtel	600	600
Bharat Sanchar Nigam Ltd. (BSNL)	600	602
You Broadband	600	604
Hathway	600	0
Sify	600	0
Tata Comm	600	0
Rel Communications (Rel Com)	600	0
Total	4,200	1806

*The target sample represents the total operator wise subscribers in the Haryana with 95% confidence level and 4% confidence interval.

Rel Com and Hathway do not provide broadband services in Haryana and hence have not been covered in the survey. Moreover, on interacting with the Sify and Tata Comm officials it was found that their subscriber base is too low to carry out the survey and hence they have not been included in the survey. The same has been communicated to TRAI officials (Delhi and Jaipur) over the mail.

3.2.3.1 Mode of Interview: As per the tender document, in the urban areas at least 50% of the observations/ interviews shall be based on personal interview basis and up to 50% through email or by developing web based applications. VOICE, accordingly sent emails to the database of the operator wise subscribers received from few operators and also the VOICE internal data base. However, as the number of responses to the email sent was very low, it was mutually decided with the consultation of TRAI officials that instead of sending e-mails, CATI would be used for the remaining interviews. The following table shows the actual operators wise sample covered with the mode of interview.

Haryana Service Area: Operator wise sample distribution with mode of interviews				
		In Person	CATI/Web based	Total
Airtel	Count	391	209	600
	% age	65.2%	34.8%	100.0%
BSNL	Count	391	211	602
	% age	65.0%	35.0%	100.0%
You Broadband	Count	393	211	604
	% age	65.1%	34.9%	100.0%
Total	Count	1175	631	1806
	% age	65.1%	34.9%	100.0%

3.2.3.2 Type wise sample distribution

The operator wise sample was further divided in to pre-paid and post paid segment. The operator wise ratio of pre paid and post paid subscriber base was organized with the help of nodal officer appointed for each of the operators. It was found that out of the three operators, only You Broadband provided



Prepaid services to its subscribers in Haryana. The following table shows the operator wise pre-paid and post-paid division of sample.

Haryana Service Area: Operator wise and user type wise sample distribution				
		Post-paid	Prepaid	Total
Airtel	Count % age	600 100.0%	NA	600 100.0%
BSNL	Count % age	602 100.0%	NA	602 100.0%
You Broadband	Count % age	42 7.0%	562 93.0%	604 100.0%
Total	Count % age	1244 68.9%	562 31.1%	1806 100.0%

3.2.3.3 Area wise distribution

As per the discussions with TRAI document, survey agencies were required to cover 30% of the total sample in rural areas wherever possible. In the case of BSNL 31.6% of the total respondents were from rural areas. In case of Airtel and You Broadband, 25.3% and 25.7% of total sample hailed from rural areas. The following table shows the actual sample covered, based on that the operator wise rural sample covered:

Haryana service area: Broadband: Operator wise and area wise sample distribution					
	Urban		Rural		Total
	Count	Row N %	Count	Row N %	Count
Airtel	448	74.7%	152	25.3%	600
BSNL	412	68.4%	190	31.6%	602
You Broadband	449	74.3%	155	25.7%	604
Total	1309	72.5%	497	27.5%	1806



3.3 Sample Characteristics

3.3.1 Basic Wire-line Service

3.3.1.1 Gender Profile

Haryana: Basic services: Gender Profile						
		Male		Female		Total
		Count	%	Count	%	Count
Airtel	Urban	378	83.3%	76	16.7%	454
	Rural	132	90.4%	14	9.6%	146
	Total	510	85.0%	90	15.0%	600
BSNL	Urban	306	72.7%	115	27.3%	421
	Rural	165	91.7%	15	8.3%	180
	Total	471	78.4%	130	21.6%	601
Total	Urban	684	78.2%	191	21.8%	875
	Rural	297	91.1%	29	8.9%	326
	Total	981	81.7%	220	18.3%	1201

- Altogether 1201 basic wire-line subscribers were covered in Haryana Service Area – 875 in urban and 326 in rural areas.
- Amongst 1201 basic wire-line subscribers 981(81.7%) were males and remaining 220 (18.3%) were females.
- Highest percentage of females was found in urban area for Airtel (16.7%) and BSNL (27.3%)

3.3.1.2 Age Profile

Haryana : Basic services: Age Structure (in years)										
		Less than 25 years		25-34 years		35-44 years		More than 45 years		Total
		Count	%	Count	%	Count	%	Count	%	Count
Airtel	Urban	33	7.3%	103	22.7%	154	33.9%	164	36.1%	454
	Rural	12	8.2%	45	30.8%	55	37.7%	34	23.3%	146
	Total	45	7.5%	148	24.7%	209	34.8%	198	33.0%	600
BSNL	Urban	75	17.8%	102	24.2%	107	25.4%	137	32.5%	421
	Rural	8	4.4%	41	22.8%	70	38.9%	61	33.9%	180
	Total	83	13.8%	143	23.8%	177	29.5%	198	32.9%	601
Total	Urban	108	12.3%	205	23.4%	261	29.8%	301	34.4%	875
	Rural	20	6.1%	86	26.4%	125	38.3%	95	29.1%	326
	Total	128	10.7%	291	24.2%	386	32.1%	396	33.0%	1201

- Majority belonged to the age group of over 45 years (33.0%), followed by 35-44 years (32.1%)
- However in rural areas majorly were in age group of 35-44 years (38.3%)
- In urban area, maximum respondents(34.4%) were from the age group of more than 45 years



3.3.1.3 Occupational Structure

Haryana: Basic services: occupation structure of subscribers														
		Service		Business/Self Employed		Student		Housewife		Retired		Others		Total
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Airtel	Urban	155	34.1%	211	46.5%	15	3.3%	51	11.2%	20	4.4%	2	0.4%	454
	Rural	71	48.6%	68	46.6%	2	1.4%	4	2.7%	0	0.0%	1	0.7%	146
	Total	226	37.7%	279	46.5%	17	2.8%	55	9.2%	20	3.3%	3	0.5%	600
BSNL	Urban	112	26.6%	155	36.8%	53	12.6%	79	18.8%	16	3.8%	6	1.4%	421
	Rural	75	41.7%	82	45.6%	6	3.3%	12	6.7%	0	0.0%	5	2.8%	180
	Total	187	31.1%	237	39.4%	59	9.8%	91	15.1%	16	2.7%	11	1.8%	601
Total	Urban	267	30.5%	366	41.8%	68	7.8%	130	14.9%	36	4.1%	8	0.9%	875
	Rural	146	44.8%	150	46.0%	8	2.5%	16	4.9%	0	0.0%	6	1.8%	326
	Total	413	34.4%	516	43.0%	76	6.3%	146	12.2%	36	3.0%	14	1.2%	1201

Majority of the covered respondents were in business (43.0%) and service (34.4%). Around 12.2% were housewives and 6.3% students.

3.3.1.4 Usage Type

Haryana: Basic services: Usage Type						
		Residential		Commercial		Total
		Count	%	Count	%	Count
Airtel	Urban	396	87.2%	58	12.8%	454
	Rural	75	51.4%	71	48.6%	146
	Total	471	78.5%	129	21.5%	600
BSNL	Urban	346	82.2%	75	17.8%	421
	Rural	136	75.6%	44	24.4%	180
	Total	482	80.2%	119	19.8%	601
Total	Urban	742	84.8%	133	15.2%	875
	Rural	211	64.7%	115	35.3%	326
	Total	953	79.4%	248	20.6%	1201

- The use of basic wireline service was mainly used residential purpose in Haryana Service Area as it was reported by 79.4% of the total sample covered.
- However in rural areas over 35% reported its use for the commercial purpose.



3.3.2 Cellular Service

3.3.2.1 Gender Profile

Haryana cellular: Gender Profile						
		Male		Female		Total
		Count	%	Count	%	Count
Airtel	Urban	374	89.0%	46	11.0%	420
	Rural	170	94.4%	10	5.6%	180
	Total	544	90.7%	56	9.3%	600
BSNL	Urban	345	82.1%	75	17.9%	420
	Rural	172	95.6%	8	4.4%	180
	Total	517	86.2%	83	13.8%	600
Rel Com	Urban	390	92.9%	30	7.1%	420
	Rural	166	92.2%	14	7.8%	180
	Total	556	92.7%	44	7.3%	600
TTSL	Urban	366	87.1%	54	12.9%	420
	Rural	167	92.8%	13	7.2%	180
	Total	533	88.8%	67	11.2%	600
Idea	Urban	366	87.1%	54	12.9%	420
	Rural	172	95.6%	8	4.4%	180
	Total	538	89.7%	62	10.3%	600
Vodafone	Urban	361	85.5%	61	14.5%	422
	Rural	167	92.8%	13	7.2%	180
	Total	528	87.7%	74	12.3%	602
Videocon	Urban	370	88.3%	49	11.7%	419
	Rural	160	88.4%	21	11.6%	181
	Total	530	88.3%	70	11.7%	600
Total	Urban	2572	87.5%	369	12.5%	2941
	Rural	1174	93.1%	87	6.9%	1261
	Total	3746	89.1%	456	10.9%	4202

- Altogether 4202 cellular customers were covered in Haryana Service Area.
- Of them 3746 (89.1%) were males and remaining 456 (10.9%) were females.
- Highest percentage of female sample was covered in the case of BSNL (13.8%).
- In the case of rural area highest female sample came from Videocon (11.6%) and in urban area from BSNL (17.9%)



3.3.2.2 Age Profile

Hayana Cellular: Age structure (in years)										
		Less than 25 years		25-34 Years		35-44 Years		More than 45 years		Total
		Count	%	Count	%	Count	%	Count	%	Count
Airtel	Urban	87	20.7%	178	42.4%	74	17.6%	81	19.3%	420
	Rural	71	39.4%	54	30.0%	39	21.7%	16	8.9%	180
	Total	158	26.3%	232	38.7%	113	18.8%	97	16.2%	600
BSNL	Urban	71	16.9%	129	30.7%	129	30.7%	91	21.7%	420
	Rural	18	10.0%	65	36.1%	68	37.8%	29	16.1%	180
	Total	89	14.8%	194	32.3%	197	32.8%	120	20.0%	600
Rel Com	Urban	119	28.3%	170	40.5%	69	16.4%	62	14.8%	420
	Rural	29	16.1%	68	37.8%	45	25.0%	38	21.1%	180
	Total	148	24.7%	238	39.7%	114	19.0%	100	16.7%	600
TTSL	Urban	138	32.9%	140	33.3%	82	19.5%	60	14.3%	420
	Rural	30	16.7%	84	46.7%	36	20.0%	30	16.7%	180
	Total	168	28.0%	224	37.3%	118	19.7%	90	15.0%	600
Idea	Urban	118	28.1%	148	35.2%	89	21.2%	65	15.5%	420
	Rural	53	29.4%	57	31.7%	48	26.7%	22	12.2%	180
	Total	171	28.5%	205	34.2%	137	22.8%	87	14.5%	600
Vodafo ne	Urban	126	29.9%	140	33.2%	93	22.0%	63	14.9%	422
	Rural	36	20.0%	57	31.7%	46	25.6%	41	22.8%	180
	Total	162	26.9%	197	32.7%	139	23.1%	104	17.3%	602
Videoc on	Urban	118	28.2%	81	19.3%	127	30.3%	93	22.2%	419
	Rural	11	6.1%	28	15.5%	77	42.5%	65	35.9%	181
	Total	129	21.5%	109	18.2%	204	34.0%	158	26.3%	600
Total	Urban	777	26.4%	986	33.5%	663	22.5%	515	17.5%	2941
	Rural	248	19.7%	413	32.8%	359	28.5%	241	19.1%	1261
	Total	1025	24.4%	1399	33.3%	1022	24.3%	756	18.0%	4202

- Majority of respondents belonged to the age group 25-34 years (33.3%), followed by Less than 25 years (24.4%)
- In rural and urban areas also maximum respondents were from the age group of 25-34 years



3.3.2.3 Occupational Structure

Haryana Cellular: Occupational Structure														
		Service		Business/Self Employed		Student		Housewife		Retired		Others		Total
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Airtel	Urban	184	43.8%	165	39.3%	34	8.1%	21	5.0%	9	2.1%	7	1.7%	420
	Rural	68	37.8%	85	47.2%	14	7.8%	4	2.2%	0	0.0%	9	5.0%	180
	Total	252	42.0%	250	41.7%	48	8.0%	25	4.2%	9	1.5%	16	2.7%	600
BSNL	Urban	118	28.1%	196	46.7%	27	6.4%	57	13.6%	8	1.9%	14	3.3%	420
	Rural	75	41.7%	80	44.4%	7	3.9%	5	2.8%	3	1.7%	10	5.6%	180
	Total	193	32.2%	276	46.0%	34	5.7%	62	10.3%	11	1.8%	24	4.0%	600
Rel Com	Urban	143	34.0%	185	44.0%	65	15.5%	18	4.3%	6	1.4%	3	0.7%	420
	Rural	82	45.6%	83	46.1%	4	2.2%	8	4.4%	3	1.7%	0	0.0%	180
	Total	225	37.5%	268	44.7%	69	11.5%	26	4.3%	9	1.5%	3	0.5%	600
TTSL	Urban	125	29.8%	180	42.9%	71	16.9%	30	7.1%	13	3.1%	1	0.2%	420
	Rural	84	46.7%	73	40.6%	8	4.4%	10	5.6%	2	1.1%	3	1.7%	180
	Total	209	34.8%	253	42.2%	79	13.2%	40	6.7%	15	2.5%	4	0.7%	600
Idea	Urban	202	48.1%	132	31.4%	33	7.9%	38	9.0%	8	1.9%	7	1.7%	420
	Rural	76	42.2%	84	46.7%	5	2.8%	5	2.8%	0	0.0%	10	5.6%	180
	Total	278	46.3%	216	36.0%	38	6.3%	43	7.2%	8	1.3%	17	2.8%	600
Vodafone	Urban	151	35.8%	150	35.5%	53	12.6%	39	9.2%	16	3.8%	13	3.1%	422
	Rural	83	46.1%	76	42.2%	3	1.7%	7	3.9%	3	1.7%	8	4.4%	180
	Total	234	38.9%	226	37.5%	56	9.3%	46	7.6%	19	3.2%	21	3.5%	602
Videocon	Urban	186	44.4%	142	33.9%	42	10.0%	36	8.6%	2	0.5%	11	2.6%	419
	Rural	97	53.6%	59	32.6%	1	0.6%	21	11.6%	0	0.0%	3	1.7%	181
	Total	283	47.2%	201	33.5%	43	7.2%	57	9.5%	2	0.3%	14	2.3%	600
Total	Urban	1109	37.7%	1150	39.1%	325	11.1%	239	8.1%	62	2.1%	56	1.9%	2941
	Rural	565	44.8%	540	42.8%	42	3.3%	60	4.8%	11	0.9%	43	3.4%	1261
	Total	1674	39.8%	1690	40.2%	367	8.7%	299	7.1%	73	1.7%	99	2.4%	4202

- Majority of the respondents had Business or self employed (40.2%), followed by service class (39.8%).
- Around 8.7% were students and 7.1% were housewives.
- In rural areas majority of respondents were from service class (44.8%) followed by business/self employed, (42.8%) whereas in urban area it was vice versa. Majority of urban respondents were from business/self employed (39.1%) and (37.7%) in service class.



3.3.2.4 Usage Type

Haryana cellular: Usage type						
		Residential		Commercial		Total
		Count	%	Count	%	Count
Airtel	Urban	385	91.7%	35	8.3%	420
	Rural	173	96.1%	7	3.9%	180
	Total	558	93.0%	42	7.0%	600
BSNL	Urban	414	98.6%	6	1.4%	420
	Rural	179	99.4%	1	0.6%	180
	Total	593	98.8%	7	1.2%	600
Rel Com	Urban	416	99.0%	4	1.0%	420
	Rural	147	81.7%	33	18.3%	180
	Total	563	93.8%	37	6.2%	600
TTSL	Urban	412	98.1%	8	1.9%	420
	Rural	180	100.0%	0	0.0%	180
	Total	592	98.7%	8	1.3%	600
Idea	Urban	417	99.3%	3	0.7%	420
	Rural	147	81.7%	33	18.3%	180
	Total	564	94.0%	36	6.0%	600
Vodafone	Urban	415	98.3%	7	1.7%	422
	Rural	180	100.0%	0	0.0%	180
	Total	595	98.8%	7	1.2%	602
Videocon	Urban	419	100.0%	0	0.0%	419
	Rural	181	100.0%	0	0.0%	181
	Total	600	100.0%	0	0.0%	600
Total	Urban	2878	97.9%	63	2.1%	2941
	Rural	1187	94.1%	74	5.9%	1261
	Total	4065	96.7%	137	3.3%	4202

- Only 3.3% (137) were found to be using for commercial purpose (usage type). Maximum belong to Airtel subscribers – (7%, 42).



3.3.3 Broadband service

3.3.3.1 Gender Profile

Haryana Broadband Services: Gender profile						
		Male		Female		Total
		Count	%	Count	%	Count
Airtel	Urban	374	83.5%	74	16.5%	448
	Rural	138	90.8%	14	9.2%	152
	Total	512	85.3%	88	14.7%	600
BSNL	Urban	305	74.0%	107	26.0%	412
	Rural	176	92.6%	14	7.4%	190
	Total	481	79.9%	121	20.1%	602
You Broadband	Urban	368	82.0%	81	18.0%	449
	Rural	136	87.7%	19	12.3%	155
	Total	504	83.4%	100	16.6%	604
Total	Urban	1047	80.0%	262	20.0%	1309
	Rural	450	90.5%	47	9.5%	497
	Total	1497	82.9%	309	17.1%	1806

- Altogether 1806 broadband subscribers were covered in Haryana Service Area – 1309 in urban and 497 in rural areas.
- Amongst them 1497 (82.9%) were males and remaining 309 (17.1%) were females.
- Highest percentage of females was from BSNL (26.0%) in urban areas and You broadband (12.3%) in rural areas.

3.3.3.2 Age Profile

Haryana Broadband services: Age structure (in years)										
		Less than 25 years		25-34 years		35-44 years		More than 45 years		Total
		Count	%	Count	%	Count	%	Count	%	Count
Airtel	Urban	34	7.6%	105	23.4%	143	31.9%	166	37.1%	448
	Rural	7	4.6%	37	24.3%	29	19.1%	79	52.0%	152
	Total	41	6.8%	142	23.7%	172	28.7%	245	40.8%	600
BSNL	Urban	72	17.5%	89	21.6%	108	26.2%	143	34.7%	412
	Rural	11	5.8%	35	18.4%	89	46.8%	55	28.9%	190
	Total	83	13.8%	124	20.6%	197	32.7%	198	32.9%	602
You Broadband	Urban	50	11.1%	115	25.6%	123	27.4%	161	35.9%	449
	Rural	2	1.3%	76	49.0%	44	28.4%	33	21.3%	155
	Total	52	8.6%	191	31.6%	167	27.6%	194	32.1%	604
Total	Urban	156	11.9%	309	23.6%	374	28.6%	470	35.9%	1309
	Rural	20	4.0%	148	29.8%	162	32.6%	167	33.6%	497
	Total	176	9.7%	457	25.3%	536	29.7%	637	35.3%	1806

- Majority belonged to the age group of more than 45 years (35.3%), followed by 35-44 years (29.7%).
- The same trend is seen in rural and urban area also.



3.3.1.3 Occupational Structure

Haryana Broadband services: Occupational structure														
		Service		Business/Self employed		Student		Housewife		Retired		Others		Total
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Airtel	Urban	131	29.2%	243	54.2%	13	2.9%	36	8.0%	23	5.1%	2	0.4%	448
	Rural	53	34.9%	71	46.7%	3	2.0%	4	2.6%	18	11.8%	3	2.0%	152
	Total	184	30.7%	314	52.3%	16	2.7%	40	6.7%	41	6.8%	5	0.8%	600
BSNL	Urban	164	39.8%	110	26.7%	47	11.4%	70	17.0%	15	3.6%	6	1.5%	412
	Rural	114	60.0%	62	32.6%	5	2.6%	9	4.7%	0	0.0%	0	0.0%	190
	Total	278	46.2%	172	28.6%	52	8.6%	79	13.1%	15	2.5%	6	1.0%	602
You Broadband	Urban	225	50.1%	135	30.1%	14	3.1%	49	10.9%	24	5.3%	2	0.4%	449
	Rural	84	54.2%	45	29.0%	1	0.6%	19	12.3%	5	3.2%	1	0.6%	155
	Total	309	51.2%	180	29.8%	15	2.5%	68	11.3%	29	4.8%	3	0.5%	604
Total	Urban	520	39.7%	488	37.3%	74	5.7%	155	11.8%	62	4.7%	10	0.8%	1309
	Rural	251	50.5%	178	35.8%	9	1.8%	32	6.4%	23	4.6%	4	0.8%	497
	Total	771	42.7%	666	36.9%	83	4.6%	187	10.4%	85	4.7%	14	0.8%	1806

- Majority of the covered respondents were in service (42.7%) and business (36.9%). Around 10.4% were housewives, retired, 4.7% and 4.6% students.

3.3.3.4 Usage Type

Haryana Broadband services: Usage type						
		Residential		Commercial		Total
		Count	%	Count	%	Count
Airtel	Urban	400	89.3%	48	10.7%	448
	Rural	152	100.0%	0	0.0%	152
	Total	552	92.0%	48	8.0%	600
BSNL	Urban	372	90.3%	40	9.7%	412
	Rural	161	84.7%	29	15.3%	190
	Total	533	88.5%	69	11.5%	602
You Broadband	Urban	335	74.6%	114	25.4%	449
	Rural	144	92.9%	11	7.1%	155
	Total	479	79.3%	125	20.7%	604
Total	Urban	1107	84.6%	202	15.4%	1309
	Rural	457	92.0%	40	8.0%	497
	Total	1564	86.6%	242	13.4%	1806

- Overall, 86.6% of the respondents were using their broadband service for residential purpose in Haryana Service Area and 13.8% for commercial purpose.
- 25.4% of You broadband respondents in urban area use the broadband service for commercial purpose



4

CUSTOMER PERCEPTION OF TELECOM SERVICE DETAIL REPORT



4.1 PERFORMANCE COMPLIANCE

4.1.1 PERFORMANCE COMPLIANCE CSS – Basic Service (Wireline), Haryana Service Area

The following table shows the performance of Basic service operators in the service area of Haryana on various parameters.

CSS Wireline (SERVICE AREA - HARYANA) - Parameter Based Performance Compliance										
Operator	Area	Sample Size	Customers Satisfied With Provision of service	Customers satisfied with Billing performance		Customers satisfied with Help Services	Customers satisfied with Network performance reliability and availability	Customers satisfied with Maintainability	Customers Satisfied with Supplementary services	Customers satisfied with overall services
				Post-paid	Pre-paid					
Benchmark			>90%	>95%	>95%	>90%	>95%	>95%	>90%	>90%
SERVICE AREA – HARYANA										
Airtel	Urban	1362	92.1%	91.0%		91.6%	91.0%	91.0%	81.0%	92.5%
	Rural	438	84.0%	84.2%		82.7%	82.0%	81.8%	66.7%	89.0%
	Overall	1800	90.1%	89.4%		89.5%	88.8%	88.8%	80.7%	91.7%
BSNL	Urban	1263	94.5%	94.5%		92.5%	92.0%	91.7%	39.7%	95.7%
	Rural	540	95.9%	93.7%		85.6%	91.1%	92.5%	85.3%	91.1%
	Overall	1803	94.9%	94.3%		90.4%	91.7%	91.9%	46.9%	94.3%

The Condition of basic telecom services, in terms of consumer perception is poor in Haryana. Both the operators were not able to meet the TRAI prescribed benchmark on most of the parameters – in rural as well as urban areas.

- Airtel and BSNL both the operators met the benchmark of 90% on Overall Services and Provision of Services. However performance of Airtel in Rural Area was below the benchmark standards on both the above parameters.
- The performance of Airtel on **provision of services, help services and overall services** had met the benchmark of 90% in urban area. However, **on all given parameters it could not** meet the benchmark only in **Rural area**.
- The performance of BSNL on **provision of services, help services and overall services** had met the benchmark of 90% in both Rural and Urban except Rural Help Services. On **all other parameters it could not** meet the benchmark.

The analysis reveals that the quality of service of nearly both operators in Haryana service area is poor, as per the TRAI benchmark standards.



4.1.2 PERFORMANCE COMPLIANCE (CSS) – Cellular Mobile, Haryana Service Area

The following table shows the performance of cellular operators in Haryana Service Area on various parameters.

CSS Cellular (SERVICE AREA - Haryana) - Parameter Based Performance Compliance										
Operator	Area	Sample Size	Customers Satisfied With Provision of service	Customers satisfied with Billing performance		Customers satisfied with Help Services	Customers satisfied with Network performance reliability and availability	Customers satisfied with Maintainability	Customers Satisfied with Supplementary services	Customers satisfied with overall services
				Postpaid	Prepaid					
		Benchmark	>90%	>95%	>95%	>90%	>95%	>95%	>90%	>90%
SERVICE AREA – HARYANA										
Airtel	Urban	420	95.2%	100.0%	95.9%	93.7%	93.4%	94.3%	96.1%	96.0%
	Rural	180	93.0%	79.5%	91.3%	85.9%	81.1%	73.3%	88.2%	91.1%
	Total	600	94.5%	92.6%	94.6%	91.4%	89.7%	88.0%	94.8%	94.5%
BSNL	Urban	420	97.9%	89.3%	97.9%	88.7%	80.9%	73.9%	84.6%	94.8%
	Rural	180	97.2%	81.0%	96.4%	84.1%	68.9%	53.3%	90.9%	92.2%
	Total	600	97.7%	87.6%	97.5%	87.3%	77.3%	67.8%	86.7%	94.0%
Rel Com	Urban	420	96.4%	93.2%	96.7%	92.9%	91.8%	87.6%	86.1%	96.0%
	Rural	180	94.8%	93.9%	92.5%	92.7%	92.6%	83.9%	88.1%	91.1%
	Total	600	95.9%	93.3%	95.4%	92.8%	92.1%	86.5%	86.8%	94.5%
TTSL	Urban	420	96.9%	96.5%	96.3%	91.0%	84.4%	83.1%	90.9%	96.2%
	Rural	180	92.0%	92.6%	90.5%	79.0%	83.0%	68.6%	87.9%	91.1%
	Total	600	95.4%	95.2%	94.6%	87.4%	83.9%	78.8%	90.3%	94.7%
Idea	Urban	420	92.9%	83.3%	96.3%	90.8%	89.0%	82.9%	62.0%	96.0%
	Rural	180	98.7%	100.0%	95.5%	92.7%	85.9%	66.1%	70.7%	93.9%
	Total	600	94.6%	84.9%	96.0%	91.3%	88.1%	77.8%	64.8%	95.3%
Vodafone	Urban	422	98.8%	92.0%	98.1%	95.4%	95.4%	91.0%	82.7%	98.6%
	Rural	180	94.6%	76.9%	91.8%	87.1%	86.1%	86.9%	88.6%	92.2%
	Total	602	97.6%	86.8%	96.2%	92.9%	92.6%	89.8%	85.1%	96.7%
Videocon	Urban	419	90.3%		84.2%	81.1%	76.5%	68.9%	67.3%	89.7%
	Rural	181	98.3%		95.6%	92.7%	89.9%	75.1%	94.7%	90.6%
	Total	600	92.7%		87.6%	84.6%	80.6%	70.8%	78.4%	90.0%

The analysis reveals that in terms of meeting the benchmark, none of the operators were able to meet the benchmark on all the standards prescribed by TRAI.

- All operators met the benchmark on **Provision of Services**.
- In Urban area Airtel and TTSL were the only operators to meet the benchmark on six out of eight service standards. However, on Network Performance and Maintainability, both could not meet the benchmark of 95% set by TRAI. But in the rural area both were able to meet the benchmark on only two parameters - Provision of services and Overall services.
- On Help Services, performance of Rel Com and idea was better than others as they were able to meet the benchmark standards.
- Idea and BSNL were the only two operators to meet the benchmark on prepaid billing service – both in rural and urban areas.

The analysis reveals that the services of Airtel, TTSL, Idea and Rel Com are slightly better than other four operators.



4.1.3 PERFORMANCE COMPLIANCE CSS – Broadband, Haryana Service Area

The following table shows the performance of broadband operators in Haryana Service Area on various parameters.

Broadband (SERVICE AREA-HARYANA) - Parameter Based Performance Compliance										
Name of the Operator	Area	Sample Size	Customers Satisfied With Provision of service	Customers satisfied with Billing performance		Customers satisfied with Help Services	Customers satisfied with Network performance reliability and availability	Customers satisfied with Maintainability	Customers Satisfied with Supplementary services	Customers satisfied with overall services
				Postpaid	Prepaid					
Benchmark			90%	90%	90%	90%	85%	85%	85%	85%
SERVICE AREA-HARYANA										
Airtel	Urban	448	94.9%	96.1%	NA	90.7%	86.0%	87.5%	94.0%	92.2%
	Rural	152	99.1%	98.7%	NA	88.2%	84.2%	86.8%	NA*	92.8%
	Overall	600	96.0%	96.7%	NA	90.1%	85.6%	87.3%	94.1%	92.3%
BSNL	Urban	412	94.3%	98.1%	NA	92.6%	85.2%	88.8%	98.9%	94.4%
	Rural	190	97.7%	98.2%	NA	87.9%	84.5%	85.5%	NA*	92.6%
	Overall	602	95.4%	98.1%	NA	91.1%	85.0%	87.8%	98.9%	93.9%
You BB	Urban	449	93.8%	91.3%	81.8%	88.2%	85.7%	87.0%	NA*	90.2%
	Rural	155	98.9%	NA	81.9%	86.0%	83.2%	85.2%	NA*	87.7%
	Overall	604	95.1%	91.3%	81.8%	87.6%	85.1%	86.5%	NA*	89.6%

NA* - The sample of supplementary service of rural Airtel and rural BSNL and You BB (urban & rural) was of very low sample (<10) therefore not statistically significant to make a qualitative comparison with other service providers.

The analysis reveal that in terms of meeting the benchmark, the performance of **BSNL** and **Airtel** were comparatively better as they were able to meet the benchmark in all the parameters except 'two' in Rural Area. **You Broadband was not able to meet** benchmark criteria on two in rural and two in urban areas of Rajasthan, of the parameters.

- Airtel and BSNL were able to meet the benchmark on all the parameters in urban areas. In rural areas they both were not able to meet benchmark on the parameters of Help Services and Network Performance.

The analysis reveals that, **You Broadband needs to improve their broadband services on almost all the parameters in Haryana Service Area. BSNL and Airtel were found to be comparatively better than You Broadband in Haryana Service Area, however, they need to improve their services in terms of Availability and Reliability of their Network services which will improve Help service also.**

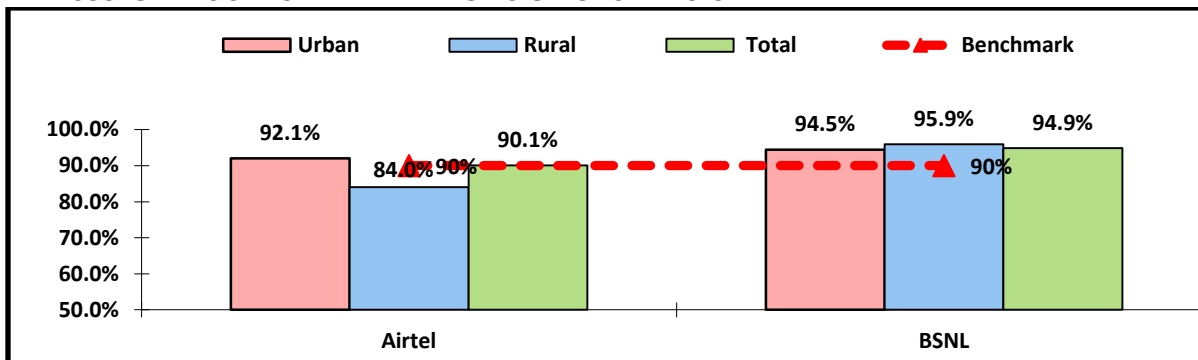


4.2 GRAPHICAL PRESENTATION



4.2.1 BASIC WIRE LINE – Haryana Service Area

4.2.1.1 CUSTOMERS SATISFIED WITH PROVISION OF SERVICES



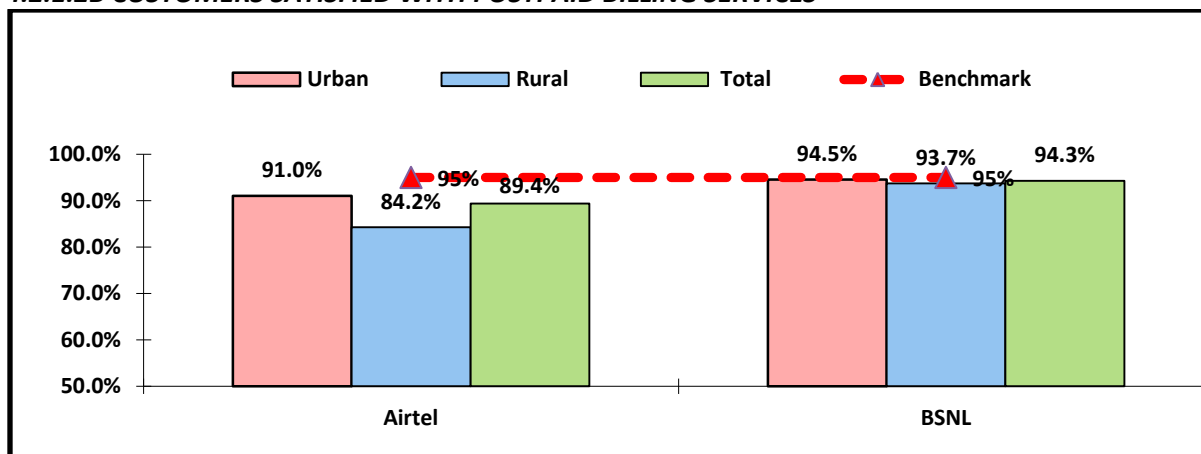
Source: Q1.1, Q1.2 and Q1.3 of the qnr

- Audit was conducted for 2 operators providing basic wire-line services in Haryana Service Area
- Only BSNL was found meeting the benchmark of >90% in Rural area. However in Urban area both had met the benchmark.
- Percentage of consumers satisfied with the provision of services attained by both the operators ranged from 84.0% (Airtel) to 95.9% (BSNL) in rural areas and 92.1% (Airtel) to 94.5% (BSNL) in urban areas.

4.2.1.2A CUSTOMERS SATISFIED WITH PREPAID BILLING SERVICES

Out of the two service providers covered during the survey, none had prepaid customers for their basic wire-line service

4.2.1.2B CUSTOMERS SATISFIED WITH POSTPAID BILLING SERVICES

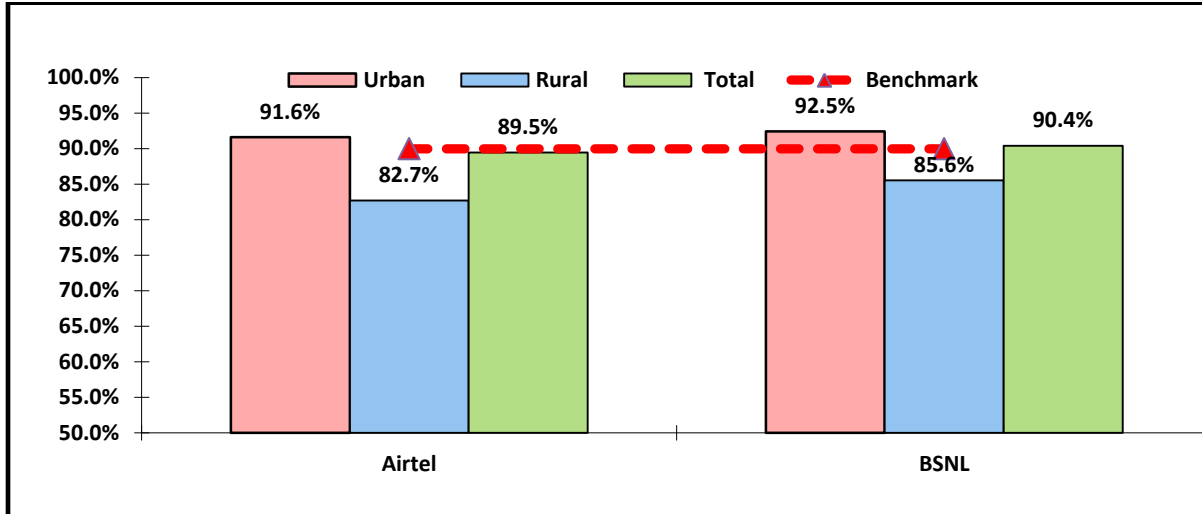


Source: Q2.5, Q2.6 and Q2.7 of the qnr

- None of the operators in rural and urban area were found to be meeting the benchmark of >95%
- Percentage of satisfied consumers by both operators ranged from 84.2% (Airtel) to 93.7% (BSNL) in rural area and 91.0% (Airtel) to 94.5% (BSNL) in urban area.



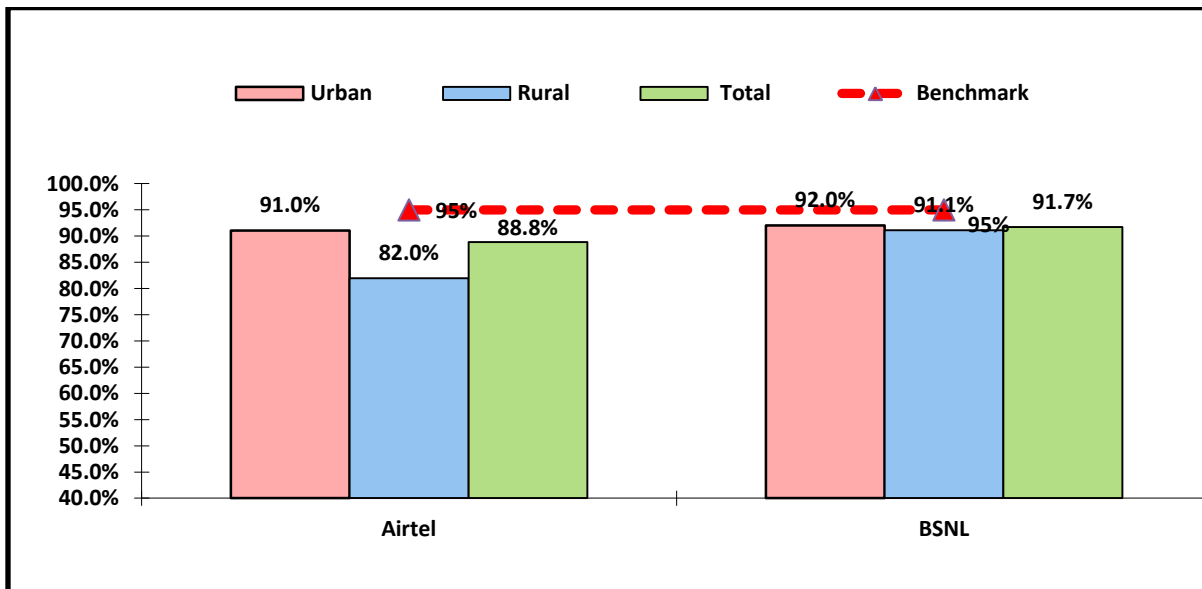
4.2.1.3 CUSTOMERS SATISFIED WITH HELP SERVICES



Source: Q3.1, Q3.2, Q3.3 and Q3.4 of the qnr

- None of operators in Rural area met the benchmark of >90%. In Urban area both had met benchmark of >90%.
- Percentage of consumer satisfied by both the operators ranged from 82.7% (Airtel) to 85.6% (BSNL) in rural area and 91.6% (Airtel) to 92.5% (BSNL) in urban area.

4.2.1.4 CUSTOMERS SATISFIED WITH NETWORK PERFORMANCE

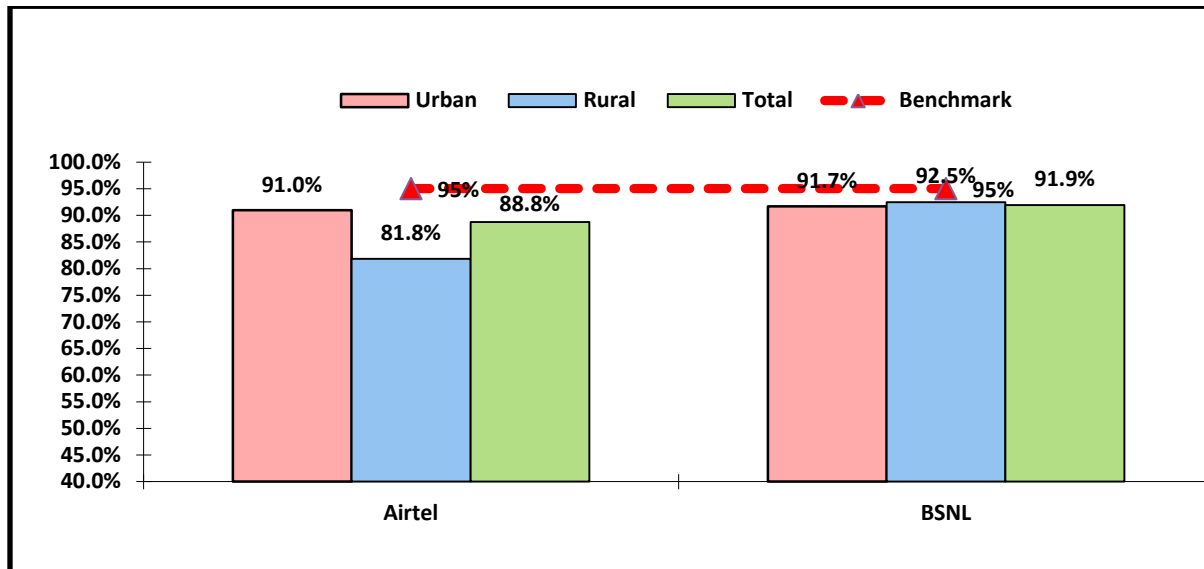


Source: Q4.1, Q4.2 and Q4.3 of the qnr

- None of the operators in met the benchmark of >95% - both in rural and urban Haryana.
- Percentages of customers satisfied by both the operators ranged from 82.0% (Airtel) to 91.1% (BSNL) in rural areas and 91.0% (Airtel) to 92.0% (BSNL) in urban area.



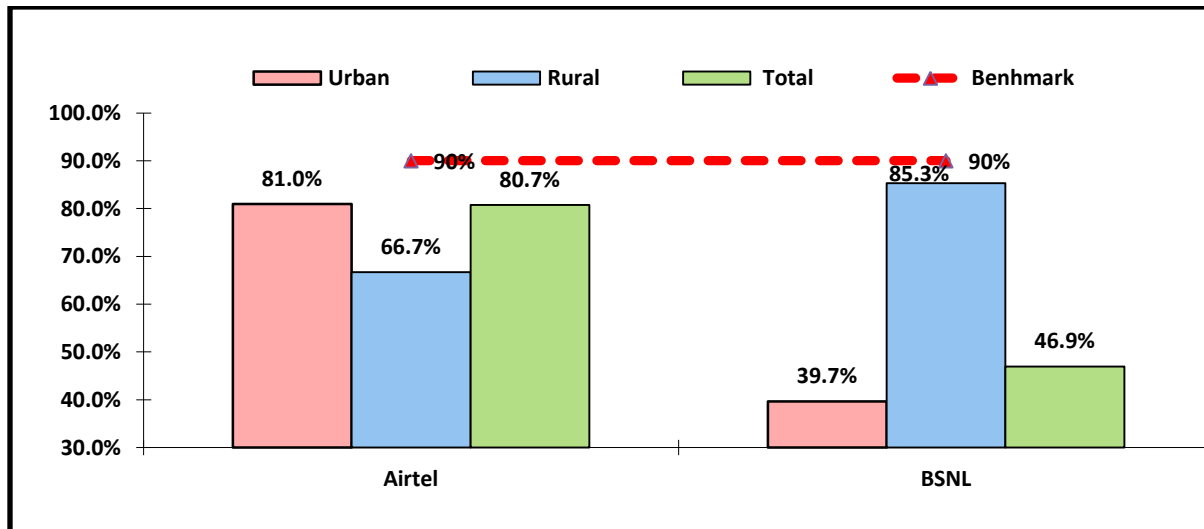
4.2.1.5 CUSTOMERS SATISFIED WITH MAINTAINABILITY



Source: Q5.1 and Q5.2 of the qnr

- None of the operators in rural and also in urban areas were found to be meeting the benchmark of >95%.
- Percentage of satisfied consumers by both the operators ranged from 81.8% (Airtel) to 92.5% (BSNL) in rural area and 91.0% (Airtel) to 91.7% (BSNL) in urban areas.

4.2.1.6 CUSTOMERS SATISFIED WITH SUPPLEMENTRY SERVICES

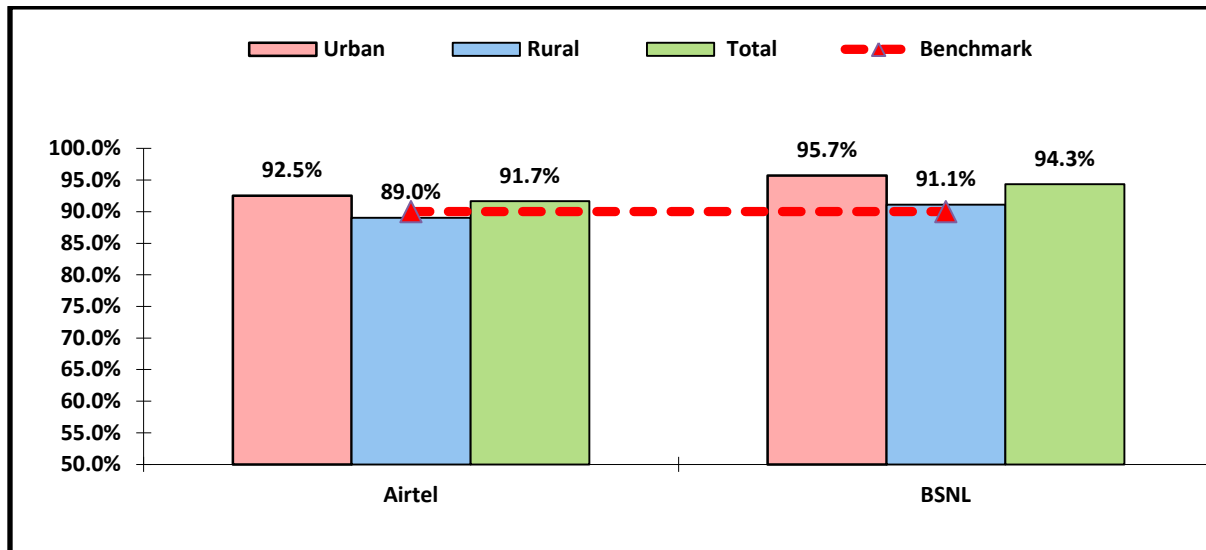


Source: Q6.1 and Q6.2 of the qnr

- **None** of the two operators in rural area and urban area had met the benchmark of >90%.
- Percentage of consumers satisfied by both the operators ranged from 39.7% (BSNL) to 81.0% (Airtel) in Urban area and 66.7% (Airtel) to 85.3% (BSNL) in Rural area.



4.2.1.7 CUSTOMERS SATISFIED WITH OVERALL SERVICES



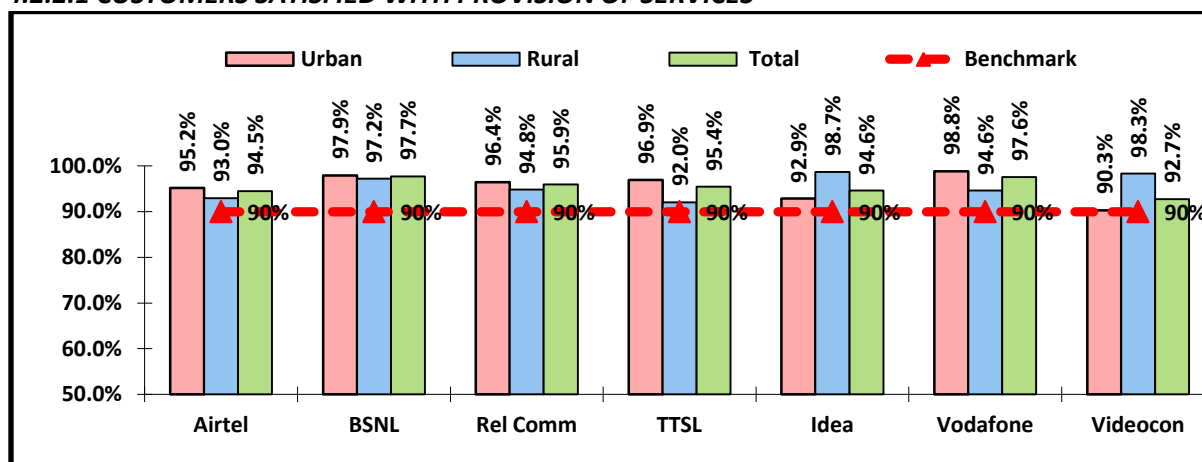
Source: Q7 of the qnr

- One operator in rural area (BSNL) and both the two in urban area (Airtel and BSNL) had met the benchmark of >90%.
- Percentage of customers satisfied by both the operators ranged from 89.0% (Airtel) to 91.1% (BSNL) in rural area and 92.5% (Airtel) to 95.7% (BSNL) in urban area.



4.2.2 CELLULAR SERVICE – HARYANA SERVICE AREA

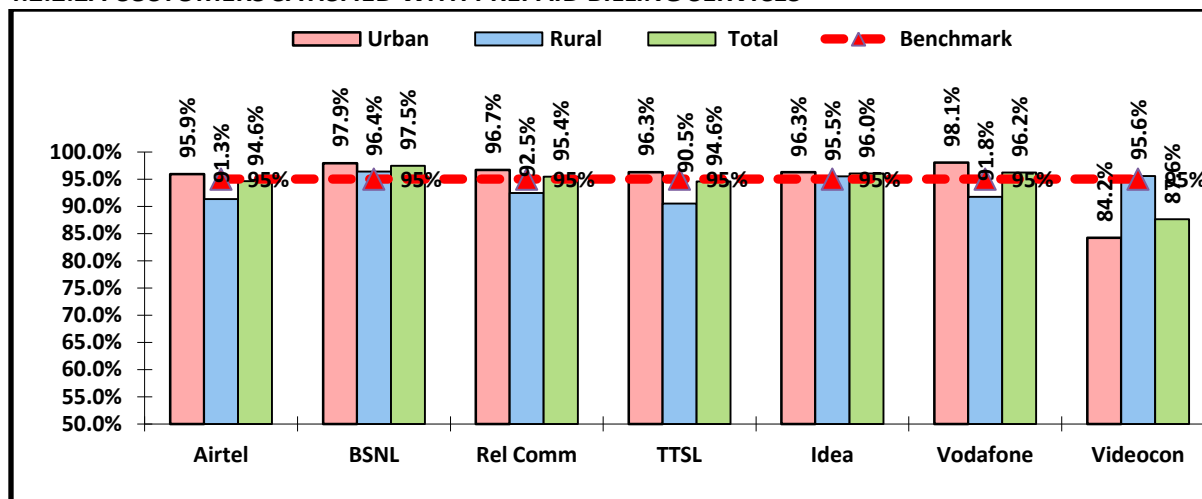
4.2.2.1 CUSTOMERS SATISFIED WITH PROVISION OF SERVICES



Source: Q1.1, Q1.2 and Q1.3 of the qnr

- Audit was conducted for 7 operators providing cellular service in Haryana. All operators were found to be meeting the benchmark of >90% in rural as well as urban areas.
- Percentage of consumers satisfied with the provision of services attained by all the eight operators ranged from 92.0% (TTSL) to 98.7% (Idea) in rural areas and 90.3% (Videocon) to 98.8% (Vodafone) in urban areas.

4.2.2.2A CUSTOMERS SATISFIED WITH PREPAID BILLING SERVICES

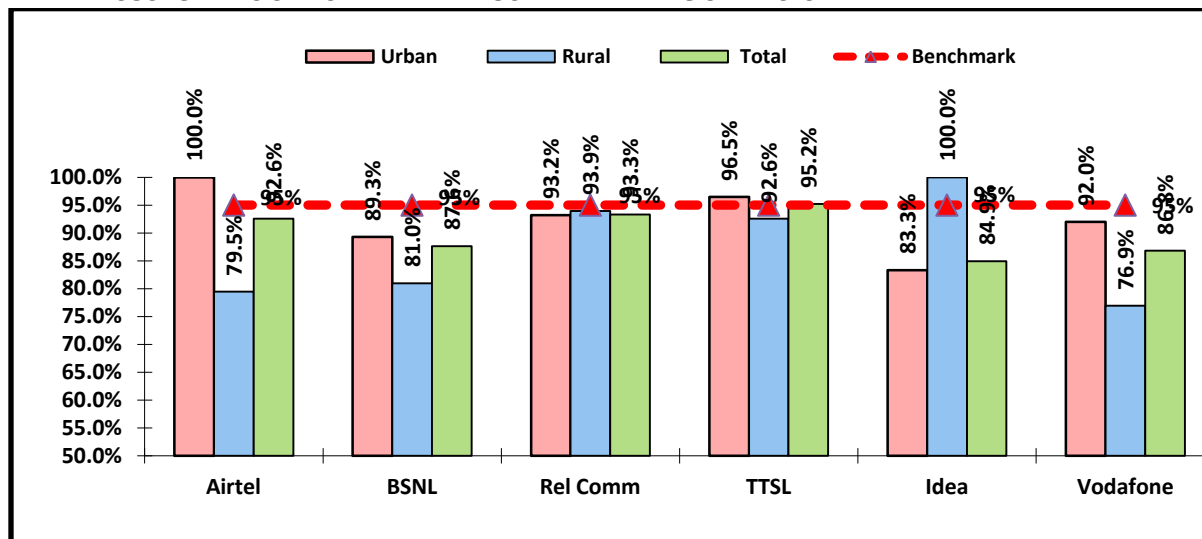


Source: Q2.1, Q2.2, Q2.3 and Q2.4 of the qnr

- In Rural area only three (BSNL, Idea and Videocon) out of seven operators were found to be meeting the benchmark of >95%. In Urban area, however, Videocon was not able to meet the benchmark.
- Percentages of satisfied consumer by all the operators ranged from 90.5% (TTSL) to 96.4% (BSNL) in rural area and 84.2% (Videocon) to 98.1% (Vodafone) in urban area.



4.2.2.2B CUSTOMERS SATISFIED WITH POSTPAID BILLING SERVICES

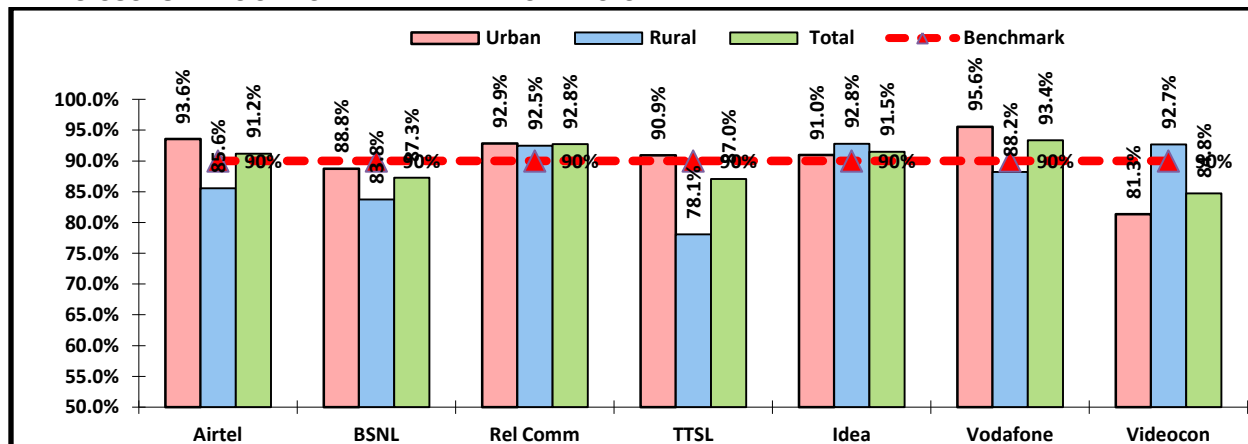


*Videocon does not provide postpaid cellular services in Haryana Service Area.

Source: Q2.5, Q2.6 and Q2.7 of the qnr

- Out of 7 operators only Idea Cellular in rural area and two operators (Airtel and TTSL) in urban area were found to be meeting the benchmark of >95%
- Percentage of satisfied consumers by all the seven operators ranged from 76.9% (Vodafone) to 100.0% (Idea) in rural area and 83.3% (Idea) to 100.0% (Airtel) in urban area.

4.2.2.3 CUSTOMERS SATISFIED WITH HELP SERVICES

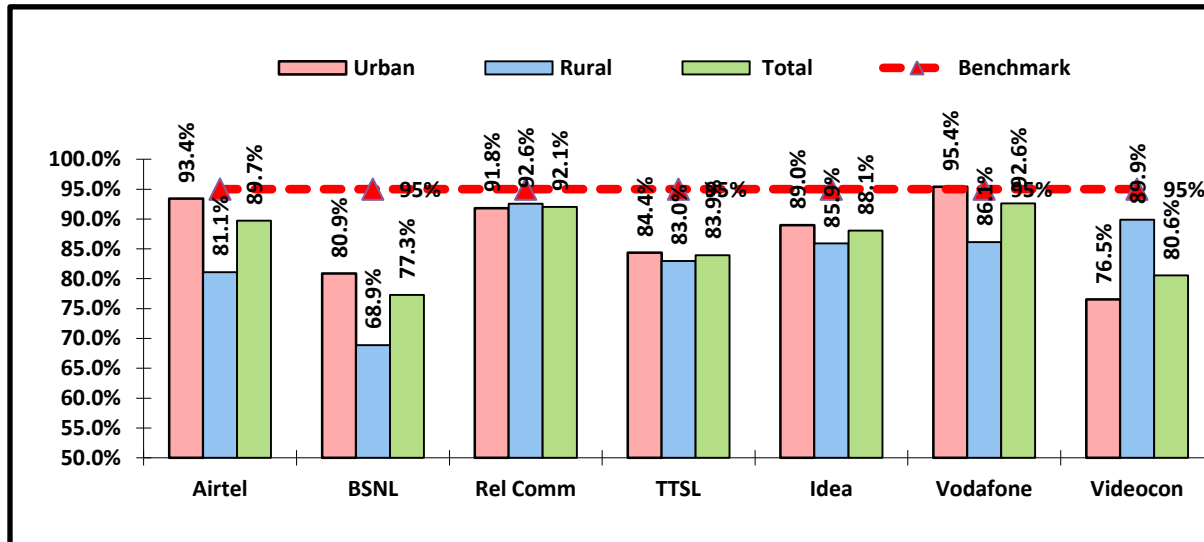


Source: Q3.1, Q3.2, Q3.3 and Q3.4 of the qnr

- Three out of seven operators (Rel Com, Idea and Videocon) in rural area met the benchmark of >90%. In Urban area all except two (BSNL and Videocon) had met this benchmark.
- Percentage of consumer satisfied by all the 7 operators ranged from 78.1% (TTSL) to 92.8% (Idea) in rural area and 81.3% (Videocon) to 95.6% (Vodafone) in urban area.



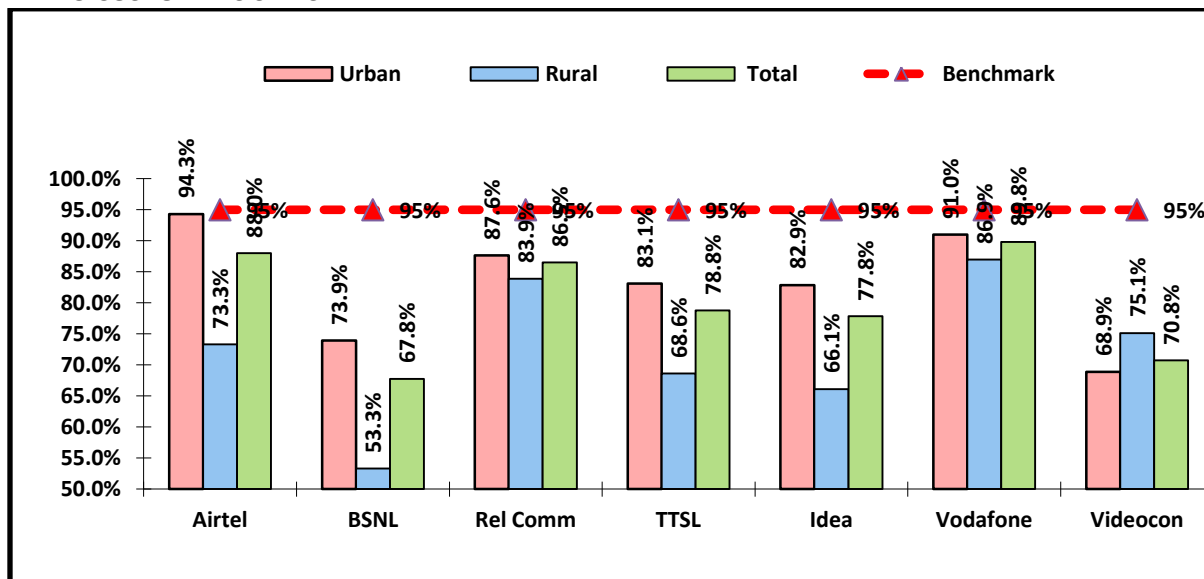
4.2.2.4 CUSTOMERS SATISFIED WITH NETWORK PERFORMANCE



Source: Q4.1, Q4.2 and Q4.3 of the qnr

- None of the operators out of seven in rural area and only Vodafone from urban area were found to be meeting the benchmark of >95%.
- Percentages of customers satisfied by all the operators ranged from 68.9% (BSNL) to 92.6% (Rel Com) in rural areas and 76.5% (Videocon) to 95.4% (Vodafone) in urban area.

4.2.2.5 CUSTOMERS SATISFIED WITH MAINTAINABILITY

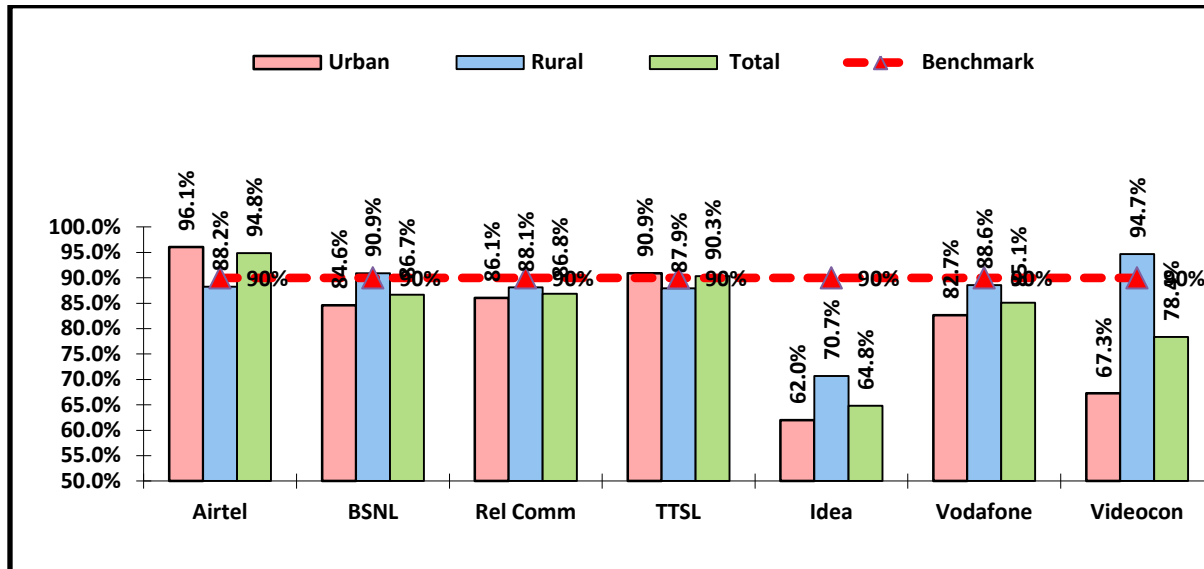


Source: Q5.1 and Q5.2 of the qnr

- None out of seven the operators in rural as well as urban areas were found to be meeting the benchmark of >95%.
- Percentage of satisfied consumers by all the 7 operators ranged from 53.3% (BSNL) to 86.9% (Vodafone) in rural area and 68.9% (Videocon) to 94.3% (Airtel) in urban areas.



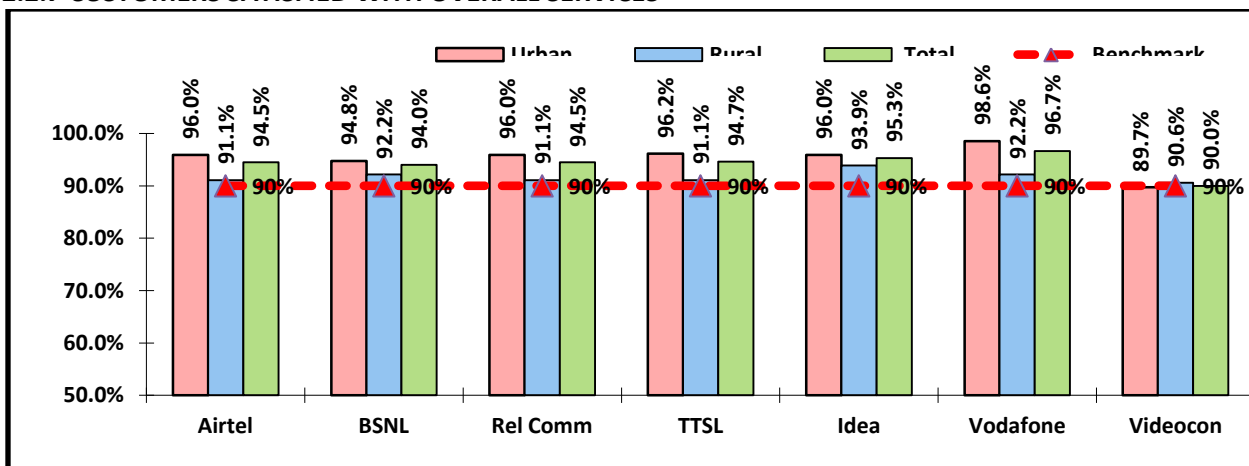
4.2.2.6 CUSTOMERS SATISFIED WITH SUPPLEMENTRY SERVICES



Source: Q6.1 and Q6.2 of the qnr

- Only two (BSNL and Videocon) out of seven operators in rural area and two (Airtel and TTSL) in urban area were found to be **meeting the benchmark of >90%**.
- Percentage of consumers satisfied by all the seven operators ranged from 70.7% (Idea) to 94.7% (Videocon) in rural area and 62.0% (Idea) to 96.1% (Airtel) in urban area.

4.2.2.7 CUSTOMERS SATISFIED WITH OVERALL SERVICES



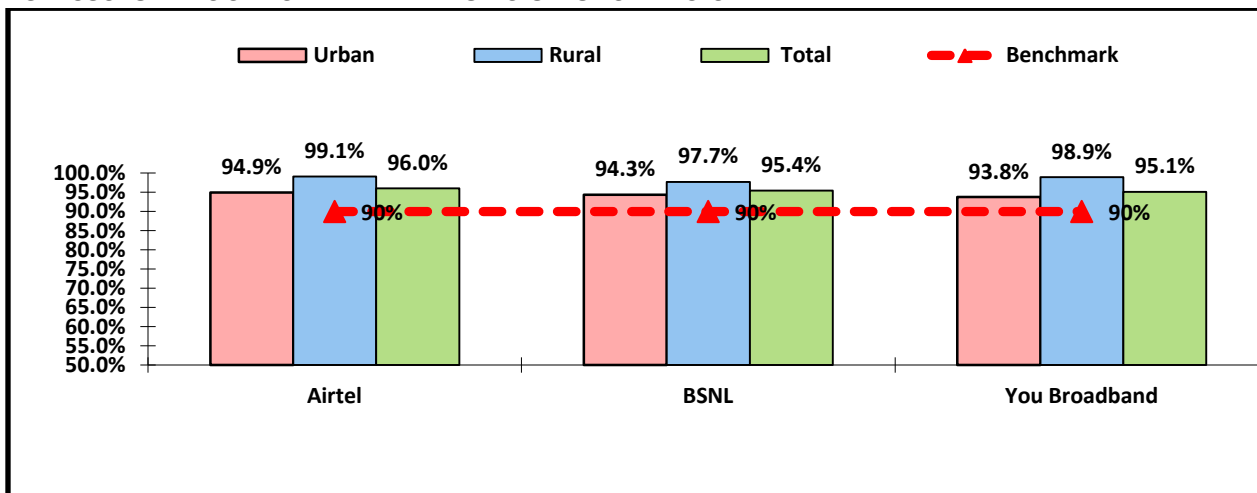
Source: Q7 of the qnr

- All seven operators in rural area had met the benchmark of >90%.
- Percentage of customers satisfied by all the operators ranged from 90.6% (Videocon) to 93.9% (Idea) in rural area and 89.7% (Videocon) to 98.6% (Vodafone) in urban area.



4.2.3 Broadband services – Haryana Service Area

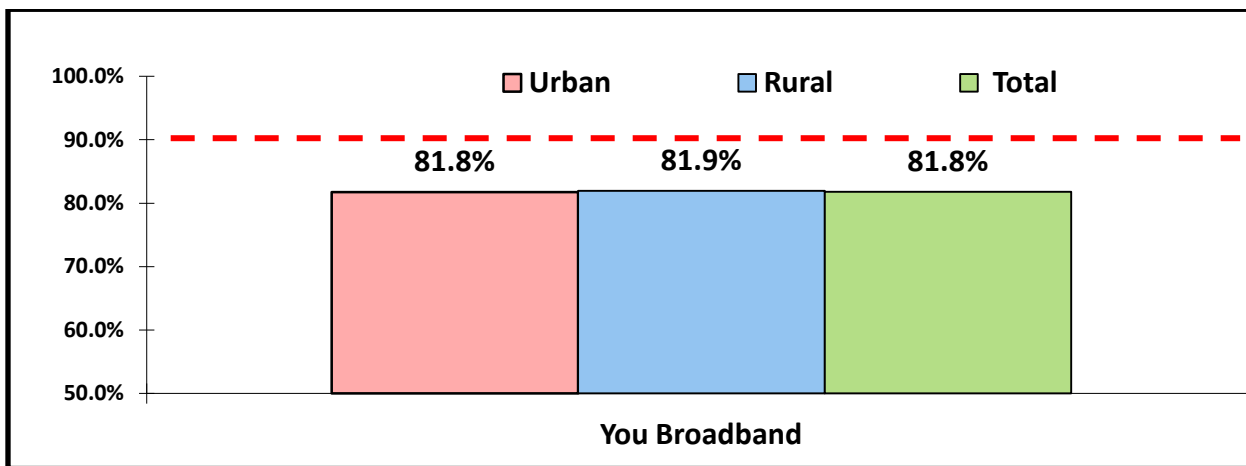
4.2.3.1 CUSTOMERS SATISFIED WITH PROVISION OF SERVICES



Source: Q1.1, Q1.2 and Q1.3 of the qnr

- Audit was conducted for 3 operators providing broadband services in Haryana
- All the three met the benchmark of >90% - both in rural as well as urban areas.
- Percentage of consumers satisfied with the provision of services attained by all the three operators ranged from 93.8% (You Broadband) to 94.9% (Airtel) in urban areas and 97.7% (BSNL) to 99.1% (Airtel) in rural areas.

4.2.3.2A CUSTOMERS SATISFIED WITH PREPAID BILLING SERVICES

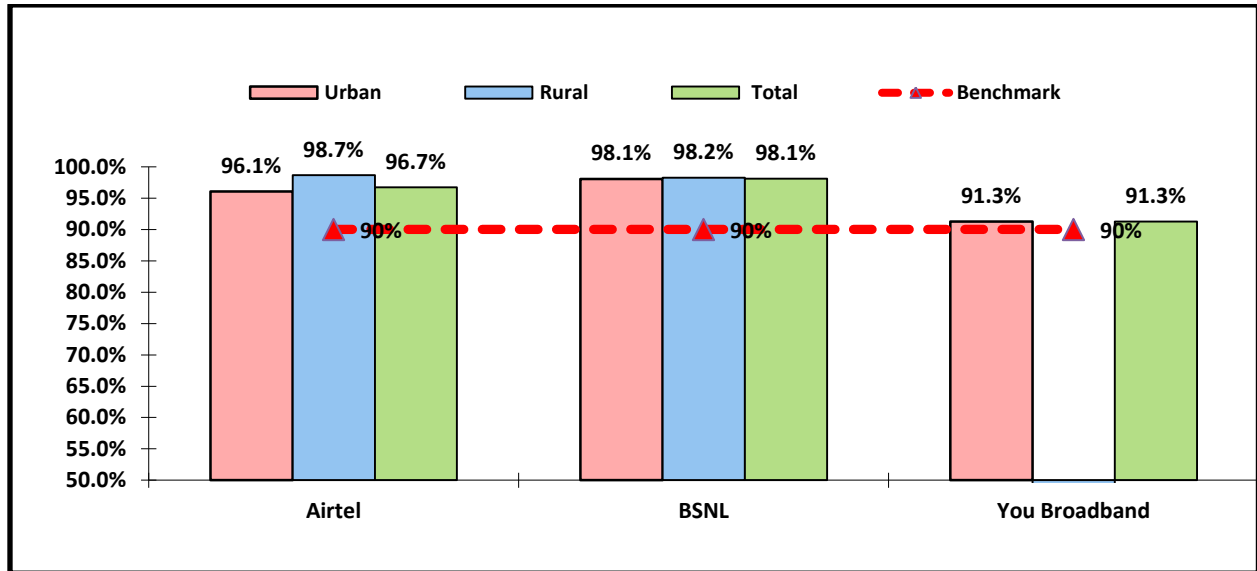


Source: Q2.1, Q2.2, Q2.3 and Q2.4 of the qnr

- Audit was conducted for only for **You Broadband** out of three operators providing prepaid service in Haryana
- It was not found to be meeting the benchmark of >90% in either in rural nor in urban areas..



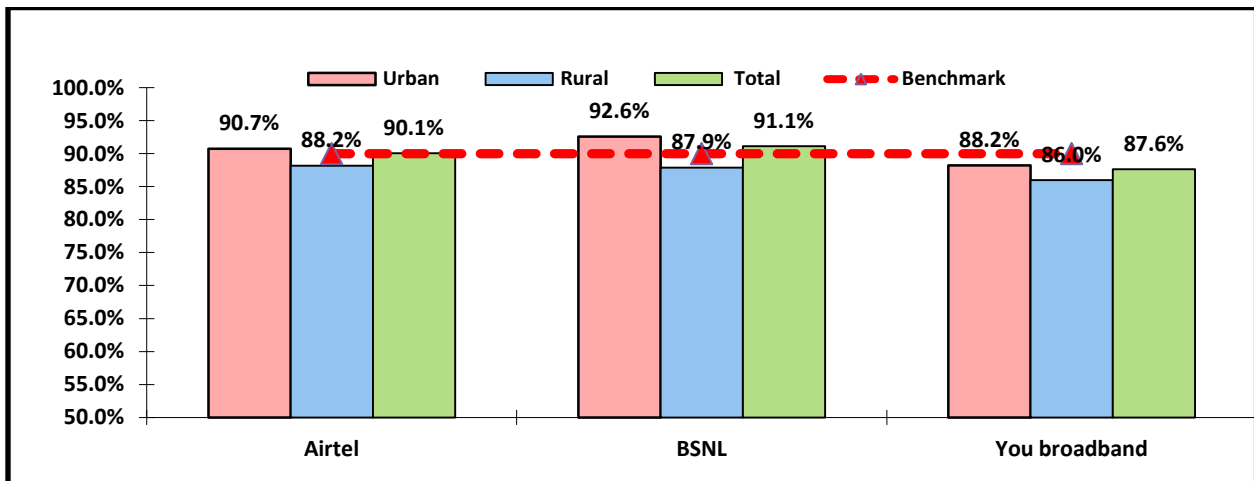
4.2.3.2B CUSTOMERS SATISFIED WITH POSTPAID BILLING SERVICES



Source: Q2.5, Q2.6 and Q2.7 of the qnr

- All the three operators in Urban Area and 2 out of three in Rural Area were found to be meeting the benchmark of >90%. You Broadband is not providing the Postpaid Services in Rural Area.
- Percentage of satisfied consumers ranged from 98.2% (BSNL) to 98.7% (Airtel) in rural area and 91.3% (You Broadband) to 98.1% (BSNL) in urban area.

4.2.3.3 CUSTOMERS SATISFIED WITH HELP SERVICES

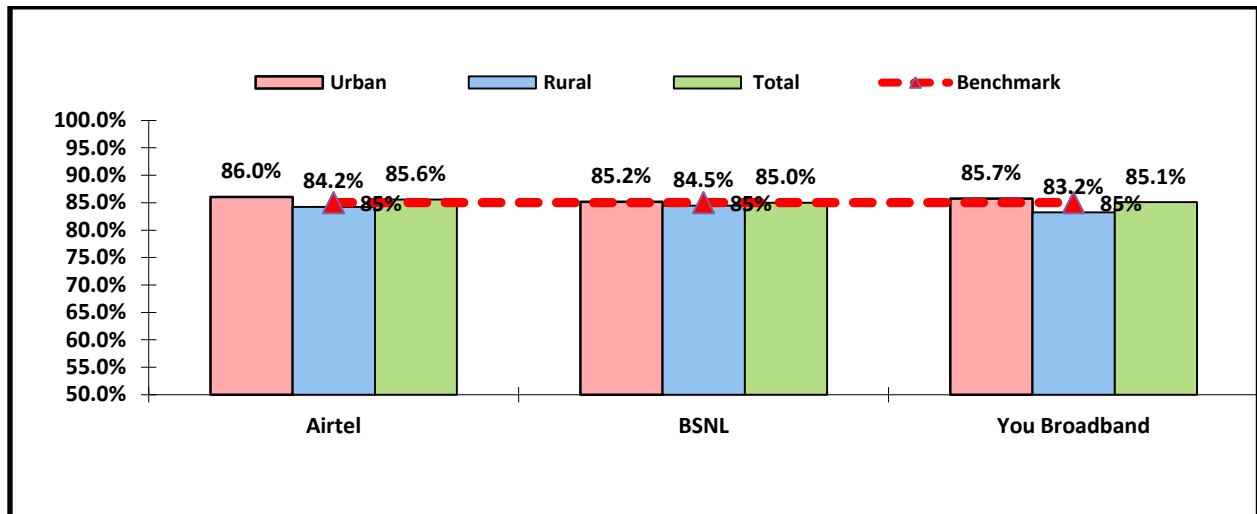


Source: Q3.1, Q3.2, Q3.3 and Q3.4 of the qnr

- None of the three operators in rural area and only two (Airtel and BSNL) in Urban Area met the benchmark of >90%.
- Percentage of consumer satisfied by all the three operators ranged from 86.0% (You Broadband) to 88.2% (Airtel) in rural area and 88.2% (You Broadband) to 92.6% (BSNL) in urban area.



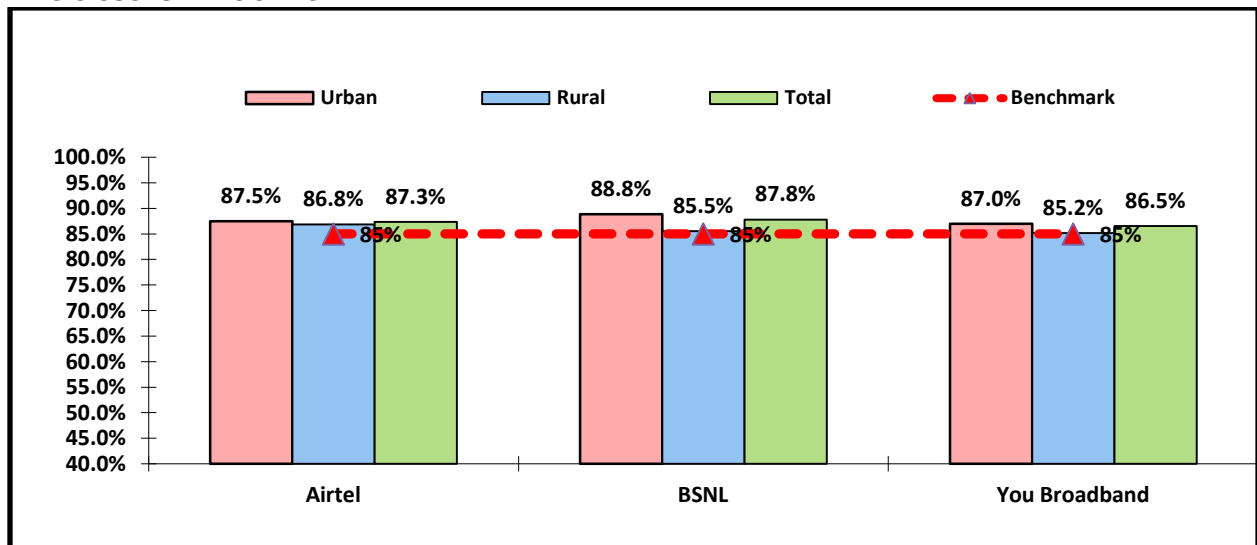
4.2.3.4 CUSTOMERS SATISFIED WITH NETWORK PERFORMANCE



Source: Q4.1 and Q4.2 of the qnr

- All the three in urban Area and none of them in rural area were able to meet the benchmark of >85%.
- Percentages of customers satisfied by all the operators ranged from 83.2% (You Broadband) to 84.5% (BSNL) in rural areas and 85.2% (BSNL) to 86.0% (Airtel) in urban area.

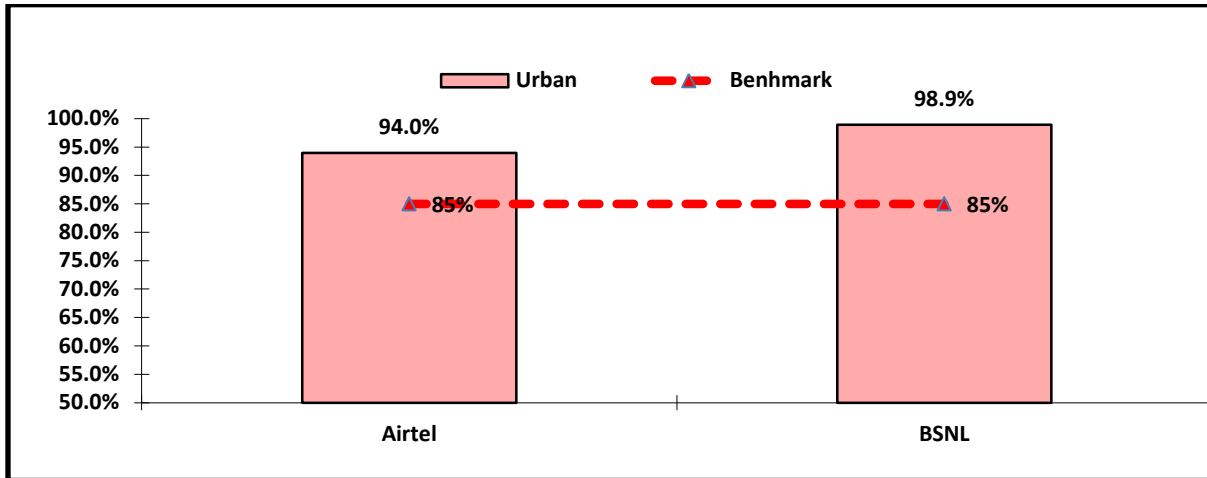
4.2.3.6 CUSTOMERS SATISFIED WITH MAINTAINABILITY



Source: Q5.1 and Q5.2 of the qnr

- All the three operators, both in urban as well as rural areas were found to be meeting the benchmark of >85%.
- Percentage of satisfied consumers by all the three operators ranged from 85.2% (You Broadband) to 86.8% (Airtel) in rural area and 87.0% (You Broadband) to 88.8% (BSNL) in urban areas.

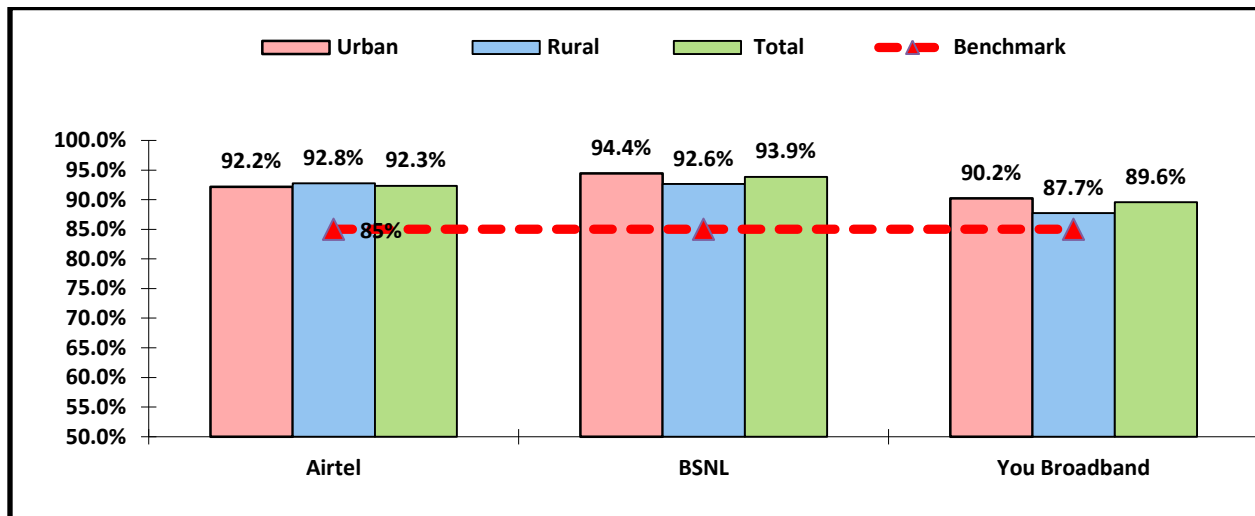
4.2.3.7 SATISFIED WITH SUPPLEMENTRY SERVICES



Source: Q6.1 and Q6.2 of the qnr

- In rural areas, the sample of three operators was too low (8) therefore assessment is not done. In urban area the sample of You Broadband was too low (8). Therefore assessment is done only for Airtel and BSNL. Both are meeting the benchmark of >85%.
- Percentage of consumers satisfied by all the three operators ranged from 94.0% (Airtel) to 100.0% (You Broadband) in urban area and in Rural Area all the three operators were providing 100.0% satisfaction.

4.2.3.8 CUSTOMERS SATISFIED WITH OVERALL SERVICES



Source: Q7 of the qnr

- All the three operators, both in rural as well as urban areas, had met the benchmark of >85%.
- Percentage of customers satisfied by all the operators ranged from 87.7% (You Broadband) to 92.8% (Airtel) in rural area and 90.2% (You Broadband) to 94.4% (BSNL) in urban area.



5. ASSESSMENT OF TRAI REGULATIONS & DIRECTIONS



5.1 BASIC (WIRELIN) SERVICE – HARYANA SERVICE AREA

5.1.1: Registration for blocking unsolicited commercial calls/SMSs: Altogether 1209 wireline subscribers of two operators (Airtel and BSNL) in Haryana were targeted and of them only 28 (2.3%) had registered for not receiving or blocking unsolicited commercial calls/SMSs. None of the rural subscribers of Airtel used this service. All 20 sirtel subscribers from urban area has mostly used this service.

1. Have you registered your number for not receiving/blocking unsolicited commercial calls / SMSs?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Airtel	Urban	20	4.4%	434	95.6%	454
	Rural	0	0.0%	146	100.0%	146
	Total	20	3.3%	580	96.7%	600
BSNL	Urban	6	1.4%	415	98.6%	421
	Rural	2	1.1%	178	98.9%	180
	Total	8	1.3%	593	98.7%	601
Total	Urban	26	3.0%	849	97.0%	875
	Rural	2	0.6%	324	99.4%	326
	Total	28	2.3%	1173	97.7%	1201

Source: Q1 of the Implementation and Effectiveness part of the qnr

5.1.2: Satisfaction on effectiveness of blocking of unsolicited commercial calls on your number: The average satisfaction level attained by 96 subscribers who had registered their number for not receiving or blocking unsolicited commercial calls / SMSs, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.00 in rural areas and 4.77 in urban area. It was 4.55 in the case of Airtel. For BSNL in rural area it was 4.00 whereas 4.77 in urban area.

2. Satisfaction with the effectiveness of blocking											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = $\Sigma fx/N$
Airtel	Urban	1	2	3	1	5	8	0	20	91	4.55
	Rural	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	Total	1	2	3	1	5	8	0	20	91	4.55
BSNL	Urban	0	0	0	1	1	4	0	6	33	5.50
	Rural	0	0	0	2	0	0	0	2	8	4.00
	Total	0	0	0	3	1	4	0	8	41	5.13
Total	Urban	1	2	3	2	6	12	0	26	124	4.77
	Rural	0	0	0	2	0	0	0	2	8	4.00
	Total	1	2	3	4	6	12	0	28	132	4.71

Source: Q2 of the Implementation and Effectiveness part



5.1.3 Consumers' complaints about services: Of the 28 subscribers who had registered for not receiving or blocking the unsolicited commercial calls, 10 (35.7%) had made complaints as the unsolicited call/SMS had not stopped in spite of registration for the same. In the case of BSNL 6 out of 8 had made the complaint which seems quite high.

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?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Airtel	Urban	4	20.0%	16	80.0%	20
	Rural	0	0.0%	0	0.0%	0
	Total	4	20.0%	16	80.0%	20
BSNL	Urban	5	83.3%	1	16.7%	6
	Rural	1	50.0%	1	50.0%	2
	Total	6	75.0%	2	25.0%	8
Total	Urban	9	34.6%	17	65.4%	26
	Rural	1	50.0%	1	50.0%	2
	Total	10	35.7%	18	64.3%	28

Source: Q3 of the Implementation and Effectiveness

5.1.4 Satisfaction on ease of lodging complaint: Since only 10 subscribers had lodged complaint, satisfaction level on ease of lodging complaint should not be qualitatively compared. The average satisfaction level was 4.70 –higher in urban area as compared to the rural area.

4. Satisfaction on ease of lodging complaint											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
Airtel	Urban	0	0	0	0	4	0	0	4	20	5.00
	Rural	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
	Total	0	0	0	0	4	0	0	4	20	5.00
BSNL	Urban	0	0	1	0	4	0	0	5	23	4.60
	Rural	0	0	0	1	0	0	0	1	4	4.00
	Total	0	0	1	1	4	0	0	6	27	4.50
Total	Urban	0	0	1	0	8	0	0	9	43	4.78
	Rural	0	0	0	1	0	0	0	1	4	4.00
	Total	0	0	1	1	8	0	0	10	47	4.70

Source: Q4 of the Implementation and Effectiveness part of the qnr

5.1.5 Satisfaction on action taken after lodging complaint: Since only 10 subscribers had lodged complaint, satisfaction level on action taken after lodging complaint should not be qualitatively compared. The average satisfaction level in this case was also 4.70 –higher in urban area as compared to the rural area.



5. Satisfaction on lodging complaint											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = $\Sigma fx/N$
Airtel	Urban	0	0	0	0	4	0	0	4	20	5.00
	Rural	0	0	0	0	0	0	0	0	0	NA
	Total	0	0	0	0	4	0	0	4	20	5.00
BSNL	Urban	0	0	1	0	4	0	0	5	23	4.60
	Rural	0	0	0	1	0	0	0	1	4	4.00
	Total	0	0	1	1	4	0	0	6	27	4.50
Total	Urban	0	0	1	0	8	0	0	9	43	4.78
	Rural	0	0	0	1	0	0	0	1	4	4.00
	Total	0	0	1	1	8	0	0	10	47	4.70

Source: Q4 of the Implementation and Effectiveness part of the qnr

5.1.6 Awareness about the grievance redressal mechanisms: Of the three different modes of grievance redressal mechanisms set up by different service providers, it was found that in Haryana out of 1201 consumers surveyed almost all were aware of toll free consumer care number. But they were hardly aware of Appellate Authority and none were aware about web based complaint monitoring system. Altogether only 5 were about Appellate Authority – 1 from Airtel and 4 from BSNL.

6. Which all grievance redressal mechanisms set up by your telecom service provider based on the TRAI regulations are you aware of?								
Service Provider		Toll Free Consumer Care Number		Appellate Authority		Web based complaint monitoring system		Total
		Count	%age	Count	%age	Count	%age	Count
Airtel	Urban	454	100.0%	0	0.0%	-	-	454
	Rural	145	99.3%	1	0.7%	-	-	146
	Total	599	99.8%	1	0.2%	-	-	600
BSNL	Urban	418	99.3%	3	0.7%	-	-	421
	Rural	179	99.4%	1	0.6%	-	-	180
	Total	597	99.3%	4	0.7%	-	-	601
Total	Urban	872	99.7%	3	0.3%	-	-	875
	Rural	324	99.4%	2	0.6%	-	-	326
	Total	1196	99.6%	5	0.4%	-	-	1201

* Multiple response answers, percentages may not add up to 100

Source: Q6 of the Implementation and Effectiveness part of the qnr



5.1.7 Consumers' complaints to toll free consumer care number: Around one fifth (20.3%) had reported they had made complaint to toll free consumer care number - 29.9% by rural subscribers and 16.7% by urban subscribers. In rural area it was reported by over 40% of Airtel subscribers and contacted during the survey. In the case of BSNL, over 1 out of 5 (21.2%) rural subscribers also reported to have put their complaints to toll free number.

7. Have you made any complaint to the toll free Consumer Care Number?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	
Airtel	Urban	75	16.5%	379	83.5%	454
	Rural	59	40.7%	86	59.3%	145
	Total	134	22.4%	465	77.6%	599
BSNL	Urban	71	17.0%	347	83.0%	418
	Rural	38	21.2%	141	78.8%	179
	Total	109	18.3%	488	81.7%	597
Total	Urban	146	16.7%	726	83.3%	872
	Rural	97	29.9%	227	70.1%	324
	Total	243	20.3%	953	79.7%	1196

Source: Q7 of the Implementation and Effectiveness part of the qnr

5.1.8 Satisfaction with manner in which the complaint was handled in consumer care: 243 customers who had lodged their complaints at the toll free consumer care number, average satisfaction level on a scale of 1 to 7, where 1 is highly dissatisfied and 7 is highly satisfied, was 3.93 in the urban and 3.84 in the rural areas of Haryana. Therefore the difference in the satisfaction level was not much in rural and urban areas. It was recorded highest in the case of BSNL (4.14) in the urban areas and Airtel (3.92) in the rural area.

8: Satisfaction on the manner of addressing the complaint such as docket number, redressal etc											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
Airtel	Urban	1	1	32	32	3	4	2	75	280	3.73
	Rural	0	3	19	20	14	3	0	59	231	3.92
	Total	1	4	51	52	17	7	2	134	511	3.81
BSNL	Urban	1	3	10	34	17	6	0	71	294	4.14
	Rural	5	1	5	17	9	1	0	38	141	3.71
	Total	6	4	15	51	26	7	0	109	435	3.99
Total	Urban	2	4	42	66	20	10	2	146	574	3.93
	Rural	5	4	24	37	23	4	0	97	372	3.84
	Total	7	8	66	103	43	14	2	243	946	3.89

Source: Q8 of the Implementation and Effectiveness part of the qnr

5.1.9 & 10: Consumers' appeal to Appellate Authority and Satisfaction with manner in which your appeal was addressed: None of the five complainants who were aware of the TRAI regulation on Appellate Authority had filed appeal at the time of the survey. Therefore satisfaction level on this aspect could not be ascertained.



5.1.11: OVERALL SCORE – BASIC SERVICE

The following table shows the provider wise score on various provisions of the Telecom Consumer Protection and Redressal of Grievances Act in the case of Basic Service in Haryana.

S.N.	Sub Parameters		All SPs	Airtel	BSNL
1	Registration for blocking unsolicited commercial calls/SMSs	Urban	3.0%	4.4%	14%
		Rural	0.6%	0.0%	1.1%
		Total	2.3%	3.3%	1.3%
2	Complaint lodged in case unsolicited call/SMS have not stopped in spite of registration for the same	Urban	34.6%	20.0%	83.3%
		Rural	50.0%	0.0%	50.0%
		Total	35.7%	20.0%	75.0%
3	Awareness about toll free Consumer Care Number	Urban	99.7%	100%	99.3%
		Rural	99.4%	99.3%	99.4%
		Total	99.6%	99.8%	99.3%
4	Complaint to toll free Consumer Care Number for redressing grievances	Urban	16.7%	16.5%	17.0%
		Rural	29.9%	40.7%	21.2%
		Total	20.3%	22.4%	18.3%
5	Awareness about appellate authority	Urban	0.3%	0.0%	0.7%
		Rural	0.6%	0.7%	0.6%
		Total	0.4%	0.2%	0.7%
6	Appeal to the appellate authority for redressing grievances	Urban	Nil	Nil	Nil
		Rural	Nil	Nil	Nil
		Total	Nil	Nil	Nil

- Registration for blocking unsolicited commercial calls/SMSs was found high in the case of Airtel (3.3%) as compared to BSNL (1.3%).
- Lodging complaint in case unsolicited call/SMS have not stopped in spite of registration for the same was highest in the case of BSNL, where 75% customers revealed that they have lodged a complaint as the calls/SMSes have not stopped even after registering for the same.
- Almost all the respondents were found to be aware of the toll free consumer care number.
- Complaint to the toll free consumer care number for redressing grievances was reported by 22.4% of Airtel subscribers and 18.3% of BSNL subscribers.
- Overall awareness of the appellate authority was found to be low as it was reported by only 5 subscribers in Haryana Service Area – 4 from Bsnl and only 1 from Airtel. None of them had filed appeal at the time of survey.



5.2 CELLULAR – Haryana Service Area

5.2.1: Registration for blocking unsolicited commercial calls/SMSs: Altogether 4202 cellular consumers of 7 operators in Haryana were targeted and of them only 979 (23.3%) had registered for not receiving or blocking unsolicited commercial calls/SMSes. The highest percentages of registered subscribers were found in the case of Idea (34.2%). In rural area it was highest in the case of Idea (60.6%) where as in urban are it was in the case of Rel Com (28.3%).

1. Have you registered your number for not receiving/blocking unsolicited commercial calls / SMSs?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Airtel	Urban	18	4.3%	402	95.7%	420
	Rural	35	19.4%	145	80.6%	180
	Total	53	8.8%	547	91.2%	600
BSNL	Urban	100	23.8%	320	76.2%	420
	Rural	79	43.9%	101	56.1%	180
	Total	179	29.8%	421	70.2%	600
Rel Com	Urban	119	28.3%	301	71.7%	420
	Rural	63	35.0%	117	65.0%	180
	Total	182	30.3%	418	69.7%	600
TTSL	Urban	81	19.3%	339	80.7%	420
	Rural	65	36.1%	115	63.9%	180
	Total	146	24.3%	454	75.7%	600
Idea	Urban	96	22.9%	324	77.1%	420
	Rural	109	60.6%	71	39.4%	180
	Total	205	34.2%	395	65.8%	600
Vodafone	Urban	61	14.5%	361	85.5%	422
	Rural	42	23.3%	138	76.7%	180
	Total	103	17.1%	499	82.9%	602
Videocon	Urban	56	13.4%	363	86.6%	419
	Rural	55	30.4%	126	69.6%	181
	Total	111	18.5%	489	81.5%	600
Total	Urban	531	18.1%	2410	81.9%	2941
	Rural	448	35.5%	813	64.5%	1261
	Total	979	23.3%	3223	76.7%	4202

Source: Q1 of the Implementation and Effectiveness part of the qnr



5.2.2: Satisfaction on effectiveness of blocking of unsolicited commercial calls on your number: The average satisfaction level attained by 979 subscribers, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 3.0 in urban areas and 3.2 in rural area. It was highest in the case of Rel Com and Videocon (4.1) in rural area and Airtel and Rel Com (4.0) in urban area

2. Satisfaction with the effectiveness of blocking of unsolicited commercial calls on your number.											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = $\Sigma fx/N$
Airtel	Urban	0	0	6	6	6	0	0	18	72	4.00
	Rural	18	3	8	2	3	1	0	35	77	2.20
	Total	18	3	14	8	9	1	0	53	149	2.81
BSNL	Urban	45	6	15	26	5	2	1	100	250	2.50
	Rural	40	2	10	4	7	9	7	79	228	2.89
	Total	85	8	25	30	12	11	8	179	478	2.67
Rel com	Urban	22	5	13	21	25	33	0	119	478	4.02
	Rural	3	7	13	17	6	14	3	63	259	4.11
	Total	25	12	26	38	31	47	3	182	737	4.05
TTSL	Urban	41	5	9	12	6	7	1	81	205	2.53
	Rural	21	0	8	6	11	18	1	65	239	3.68
	Total	62	5	17	18	17	25	2	146	444	3.04
IDEA	Urban	39	2	11	22	14	7	1	96	283	2.95
	Rural	51	3	6	19	9	18	3	109	325	2.98
	Total	90	5	17	41	23	25	4	205	608	2.97
Vodafone	Urban	37	0	10	8	3	2	1	61	133	2.18
	Rural	32	2	1	2	4	1	0	42	73	1.74
	Total	69	2	11	10	7	3	1	103	206	2.00
Videocon	Urban	7	2	7	28	6	3	3	56	213	3.80
	Rural	12	2	1	11	15	11	3	55	225	4.09
	Total	19	4	8	39	21	14	6	111	438	3.95
Total	Urban	191	20	71	123	65	54	7	531	1634	3.08
	Rural	177	19	47	61	55	72	17	448	1426	3.18
	Total	368	39	118	184	120	126	24	979	3060	3.13

Source: Q2 of the Implementation and Effectiveness part of the qnr



5.2.3 Consumers' complaints about services: Of the 979 customers who had registered for not receiving or blocking the unsolicited commercial calls 358 (36.6%) had made complaints as the unsolicited call/SMS had not stopped in spite of registration for the same. In rural area it was 38.4% whereas in urban area it was over 35.0%. In rural areas maximum complaints were reported by the subscribers of Idea (55.0%), where as in urban it was by Rel Com subscribers (50.4%).

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?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Airtel	Urban	4	22.2%	14	77.8%	18
	Rural	11	31.4%	24	68.6%	35
	Total	15	28.3%	38	71.7%	53
BSNL	Urban	27	27.0%	73	73.0%	100
	Rural	21	26.6%	58	73.4%	79
	Total	48	26.8%	131	73.2%	179
Rel Com	Urban	60	50.4%	59	49.6%	119
	Rural	27	42.9%	36	57.1%	63
	Total	87	47.8%	95	52.2%	182
TTSL	Urban	34	42.0%	47	58.0%	81
	Rural	17	26.2%	48	73.8%	65
	Total	51	34.9%	95	65.1%	146
Idea	Urban	39	40.6%	57	59.4%	96
	Rural	60	55.0%	49	45.0%	109
	Total	99	48.3%	106	51.7%	205
Vodafone	Urban	12	19.7%	49	80.3%	61
	Rural	14	33.3%	28	66.7%	42
	Total	26	25.2%	77	74.8%	103
Videocon	Urban	10	17.9%	46	82.1%	56
	Rural	22	40.0%	33	60.0%	55
	Total	32	28.8%	79	71.2%	111
Total	Urban	186	35.0%	345	65.0%	531
	Rural	172	38.4%	276	61.6%	448
	Total	358	36.6%	621	63.4%	979

Source: Q3 of the Implementation and Effectiveness part of the qnr



5.2.4 Satisfaction on ease of lodging the complaint and action thereupon: The average satisfaction level of 358 complainants on ease of lodging complaint after non stoppage of unsolicited calls/ SMSes, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 3.58 in urban areas and 3.73 in rural area. It was recorded highest in the case of Rel Com (5.07) in the rural areas and Airtel (4.75) in the urban area.

4: Satisfaction on ease of lodging complaint											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
Airtel	Urban	0	0	0	1	3	0	0	4	19	4.75
	Rural	4	1	1	2	3	0	0	11	32	2.91
	Total	4	1	1	3	6	0	0	15	51	3.40
BSNL	Urban	13	3	2	4	3	2	0	27	68	2.52
	Rural	12	1	2	1	2	1	2	21	54	2.57
	Total	25	4	4	5	5	3	2	48	122	2.54
Rel com	Urban	7	3	7	9	14	9	11	60	271	4.52
	Rural	2	0	3	4	6	4	8	27	137	5.07
	Total	9	3	10	13	20	13	19	87	408	4.69
TTSL	Urban	13	0	5	8	3	5	0	34	105	3.09
	Rural	7	0	0	0	6	4	0	17	61	3.59
	Total	20	0	5	8	9	9	0	51	166	3.25
IDEA	Urban	13	3	7	1	8	3	4	39	130	3.33
	Rural	15	1	11	7	9	3	14	60	239	3.98
	Total	28	4	18	8	17	6	18	99	369	3.73
Vodafone	Urban	6	0	2	1	3	0	0	12	31	2.58
	Rural	8	2	1	1	2	0	0	14	29	2.07
	Total	14	2	3	2	5	0	0	26	60	2.31
Videocon	Urban	0	2	0	5	1	2	0	10	41	4.10
	Rural	5	0	3	5	1	6	2	22	89	4.05
	Total	5	2	3	10	2	8	2	32	130	4.06
Total	Urban	52	11	23	29	35	21	15	186	665	3.58
	Rural	53	5	21	20	29	18	26	172	641	3.73
	Total	105	16	44	49	64	39	41	358	1306	3.65

Source: Q4 of the Implementation and Effectiveness part of the qnr



5.2.5 Satisfaction on action taken after lodging the complaint: The average satisfaction level of 358 complainants on action taken after lodging complaint, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 3.81 in urban areas and 3.55 in rural area. Airtel attained highest score (5.75) on complainants satisfaction level on action taken on their complaint lodged for non stoppage of unsolicited calls/ SMSes in urban areas. In rural area this was attained by Rel Com (4.52).

5: Satisfaction on ease of action thereupon											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = $\Sigma fx/N$
Airtel	Urban	0	0	0	0	1	3	0	4	23	5.75
	Rural	4	1	1	0	3	2	0	11	36	3.27
	Total	4	1	1	0	4	5	0	15	59	3.93
BSNL	Urban	15	0	3	3	5	1	0	27	67	2.48
	Rural	12	0	3	1	3	2	0	21	52	2.48
	Total	27	0	6	4	8	3	0	48	119	2.48
Rel com	Urban	6	0	5	6	25	13	5	60	283	4.72
	Rural	1	0	3	6	14	3	0	27	122	4.52
	Total	7	0	8	12	39	16	5	87	405	4.66
TTSL	Urban	13	1	1	6	10	3	0	34	110	3.24
	Rural	7	0	0	2	3	5	0	17	60	3.53
	Total	20	1	1	8	13	8	0	51	170	3.33
IDEA	Urban	11	1	4	9	4	6	4	39	145	3.72
	Rural	13	2	6	15	17	4	3	60	225	3.75
	Total	24	3	10	24	21	10	7	99	370	3.74
Vodafone	Urban	4	1	4	2	1	0	0	12	31	2.58
	Rural	9	2	0	1	1	1	0	14	28	2.00
	Total	13	3	4	3	2	1	0	26	59	2.27
Videocon	Urban	0	0	1	2	4	2	1	10	50	5.00
	Rural	5	0	4	2	6	3	2	22	87	3.95
	Total	5	0	5	4	10	5	3	32	137	4.28
Total	Urban	49	3	18	28	50	28	10	186	709	3.81
	Rural	51	5	17	27	47	20	5	172	610	3.55
	Total	100	8	35	55	97	48	15	358	1319	3.68

Source: Q5 of the Implementation and Effectiveness part of the qnr



5.2.6 Satisfaction with the information received at the time of activation of various vouchers: The average satisfaction level of 3979 prepaid subscribers with **the information, received through SMS at the time of activation of various vouchers,** on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.27 in urban areas and in rural area it was 4.60. Therefore the difference in the satisfaction level was not much in rural and urban area. It was recorded highest in the case of Airtel (4.80) in the Urban areas and Rel Com (4.98) in the Rural area.

6. 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?											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = $\Sigma fx/N$
Airtel	Urban	0	4	14	145	138	87	9	397	1905	4.80
	Rural	4	1	9	51	68	32	2	167	783	4.69
	Total	4	5	23	196	206	119	11	564	2688	4.77
BSNL	Urban	55	4	27	158	111	31	6	392	1559	3.98
	Rural	8	1	24	39	62	21	18	173	800	4.62
	Total	63	5	51	197	173	52	24	565	2359	4.18
Rel com	Urban	4	5	33	177	100	54	3	376	1666	4.43
	Rural	0	1	20	31	57	50	10	169	841	4.98
	Total	4	6	53	208	157	104	13	545	2507	4.60
TTSL	Urban	29	7	43	70	156	94	2	401	1810	4.51
	Rural	5	7	26	48	56	28	1	171	744	4.35
	Total	34	14	69	118	212	122	3	572	2554	4.47
IDEA	Urban	9	9	37	85	187	53	12	392	1815	4.63
	Rural	2	8	26	36	76	26	3	177	797	4.50
	Total	11	17	63	121	263	79	15	569	2612	4.59
Vodafone	Urban	89	7	26	136	106	31	2	397	1455	3.66
	Rural	5	1	23	44	73	21	0	167	743	4.45
	Total	94	8	49	180	179	52	2	564	2198	3.90
Videocon	Urban	24	3	95	197	65	25	10	419	1648	3.93
	Rural	0	2	26	47	77	26	3	181	832	4.60
	Total	24	5	121	244	142	51	13	600	2480	4.13
Total	Urban	210	39	275	968	863	375	44	2774	11858	4.27
	Rural	24	21	154	296	469	204	37	1205	5540	4.60
	Total	234	60	429	1264	1332	579	81	3979	17398	4.37

Source: Q6 of the Implementation and Effectiveness part of the qnr



5.2.7 Satisfaction with the information provided after every usage: Overall the prepaid subscribers' satisfaction with the information provided after every usage, such as duration of call, charges deducted, balance in account etc, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.27 in rural and 3.89 in urban areas. It was recorded highest in the case of Rel Com (5.08) in the rural areas and Airtel (4.59) in the urban area.

7. How satisfied are you with the information provided to you after every usage, such as duration of call, charges deducted, balance in account etc?											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
Airtel	Urban	0	9	101	46	147	76	18	397	1822	4.59
	Rural	20	11	9	30	58	37	2	167	715	4.28
	Total	20	20	110	76	205	113	20	564	2537	4.50
BSNL	Urban	33	132	20	79	78	43	7	392	1370	3.49
	Rural	33	3	16	49	33	22	17	173	699	4.04
	Total	66	135	36	128	111	65	24	565	2069	3.66
Rel com	Urban	14	4	139	75	72	52	20	376	1551	4.13
	Rural	0	2	17	42	30	60	18	169	859	5.08
	Total	14	6	156	117	102	112	38	545	2410	4.42
TTSL	Urban	27	46	30	57	145	90	6	401	1744	4.35
	Rural	22	5	18	43	54	22	7	171	709	4.15
	Total	49	51	48	100	199	112	13	572	2453	4.29
IDEA	Urban	35	14	36	127	130	42	8	392	1637	4.18
	Rural	33	9	15	66	26	13	15	177	673	3.80
	Total	68	23	51	193	156	55	23	569	2310	4.06
Vodafone	Urban	181	55	15	43	53	44	6	397	1079	2.72
	Rural	28	6	16	40	28	34	15	167	697	4.17
	Total	209	61	31	83	81	78	21	564	1776	3.15
Videocon	Urban	7	76	94	117	83	36	6	419	1582	3.78
	Rural	9	6	17	55	66	20	8	181	798	4.41
	Total	16	82	111	172	149	56	14	600	2380	3.97
Total	Urban	297	336	435	544	708	383	71	2774	10785	3.89
	Rural	145	42	108	325	295	208	82	1205	5150	4.27
	Total	442	378	543	869	1003	591	153	3979	15935	4.00

Source: Q7 of the Implementation and Effectiveness part of the qnr



5.2.8: Request for item-wise usage bill: Out of 3979 pre paid subscribers of seven operators covered 1092(27.8%) had requested for item wise usage bill within 45 days – 32.3% by rural subscribers and 25.3% by urban subscribers. In rural area the maximum request was by Vodafone subscribers (61.1%) and in urban area it was from Rel Com subscribers (69.1%)

8. A prepaid customer can get an item-wise usage bill within 45 days of making such request. Have you ever requested for it.						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Airtel	Urban	115	29.0%	282	71.0%	397
	Rural	24	14.4%	143	85.6%	167
	Total	139	24.6%	425	75.4%	564
BSNL	Urban	40	10.2%	352	89.8%	392
	Rural	80	46.2%	93	53.8%	173
	Total	120	21.2%	445	78.8%	565
Rel Com	Urban	260	69.1%	116	30.9%	376
	Rural	5	3.0%	164	97.0%	169
	Total	265	48.6%	280	51.4%	545
TTSL	Urban	46	11.5%	355	88.5%	401
	Rural	88	51.5%	83	48.5%	171
	Total	134	23.4%	438	76.6%	572
Idea	Urban	108	27.6%	284	72.4%	392
	Rural	61	34.5%	116	65.5%	177
	Total	169	29.7%	400	70.3%	569
Vodafone	Urban	80	20.2%	317	79.8%	397
	Rural	102	61.1%	65	38.9%	167
	Total	182	32.3%	382	67.7%	564
Videocon	Urban	54	12.9%	365	87.1%	419
	Rural	29	16.0%	152	84.0%	181
	Total	83	13.8%	517	86.2%	600
Total	Urban	703	25.3%	2071	74.7%	2774
	Rural	389	32.3%	816	67.7%	1205
	Total	1092	27.4%	2887	72.6%	3979

Source: Q8 of the Implementation and Effectiveness part of the qnr



5.2.9 Satisfaction with the timely receipt and completeness of the item-wise usage bill on request:
Overall 1092 prepaid subscribers had made request for **item-wise usage bill – 389 in the rural area and 703 in urban area. Overall the satisfaction on this aspect** was 4.64 on a scale of 1 to 7, where 1 is highly dissatisfied and 7 is highly satisfied. In rural areas the satisfaction level was same at 4.58as in urban area it was 4.68.

9. If Yes how satisfied are you with the timely receipts and completeness of the item-wise usage bill on request?											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
Airtel	Urban	0	0	3	10	62	39	1	115	600	5.22
	Rural	0	0	1	2	11	9	1	24	127	5.29
	Total	0	0	4	12	73	48	2	139	727	5.23
BSNL	Urban	0	10	6	6	15	3	0	40	155	3.88
	Rural	0	16	8	12	24	19	1	80	345	4.31
	Total	0	26	14	18	39	22	1	120	500	4.17
Rel com	Urban	6	14	28	46	67	85	14	260	1245	4.79
	Rural	0	0	2	2	0	1	0	5	20	4.00
	Total	6	14	30	48	67	86	14	265	1265	4.77
TTSL	Urban	10	3	8	12	8	5	0	46	158	3.43
	Rural	1	6	13	22	29	12	5	88	392	4.45
	Total	11	9	21	34	37	17	5	134	550	4.10
IDEA	Urban	4	4	9	31	30	28	2	108	495	4.58
	Rural	0	2	9	18	19	10	3	61	279	4.57
	Total	4	6	18	49	49	38	5	169	774	4.58
Vodafone	Urban	2	1	9	16	40	11	1	80	368	4.60
	Rural	0	2	6	25	57	12	0	102	479	4.70
	Total	2	3	15	41	97	23	1	182	847	4.65
Videocon	Urban	0	0	1	13	30	9	1	54	266	4.93
	Rural	1	0	1	5	15	7	0	29	141	4.86
	Total	1	0	2	18	45	16	1	83	407	4.90
Total	Urban	22	32	64	134	252	180	19	703	3287	4.68
	Rural	2	26	40	86	155	70	10	389	1783	4.58
	Total	24	58	104	220	407	250	29	1092	5070	4.64

Source: Q9 of the Implementation and Effectiveness part of the qnr



5.2.10 Awareness about the grievance redressal mechanisms: Of the three different modes of grievance redressal mechanisms set up by different service providers, it was found that in Haryana all consumers were aware of toll free number. 3.8% and 2.9% were also aware of Appellate Authority and web based complaint monitoring system of their service providers respectively. Awareness of Appellate Authority and web based complaint monitoring system was found relatively more in urban area. Operator wise analysis shows that percentages of subscribers knowing about Appellate Authority were found high in the case of Idea Cellular and BSNL (over 11% each). However, in the case of Airtel, rural subscribers were more aware about the Appellate Authority.

10. Which all grievance redressal mechanisms set up by your telecom service provider based on the TRAI regulations are you aware of?								
Service Provider		Toll Free Consumer Care Number		Appellate Authority		Web based complaint monitoring system		Total
		Count	%age	Count	%age	Count	%age	Count
Airtel	Urban	420	100%	3	0.7%	14	3.3%	420
	Rural	180	100%	10	5.6%	22	12.2%	180
	Total	600	100%	13	2.2%	36	6.0%	600
BSNL	Urban	420	100%	66	15.7%	21	5.0%	420
	Rural	180	100%	1	0.6%	3	1.7%	180
	Total	600	100%	67	11.2%	24	4.0%	600
Rel Com	Urban	420	100%	3	0.7%	9	2.1%	420
	Rural	180	100%	1	0.6%	1	0.6%	180
	Total	600	100%	4	0.7%	10	1.7%	600
TTSL	Urban	420	100%	1	0.2%	25	6.0%	420
	Rural	180	100%	1	0.6%	3	1.7%	180
	Total	600	100%	2	0.3%	28	4.7%	600
Idea	Urban	420	100%	68	16.2%	5	1.2%	420
	Rural	180	100%	0	0.0%	1	0.6%	180
	Total	600	100%	68	11.3%	6	1.0%	600
Vodafone	Urban	422	100%	6	1.4%	13	3.1%	422
	Rural	180	100%	0	0.0%	2	1.1%	180
	Total	602	100%	6	1.0%	15	2.5%	602
Videocon	Urban	419	100%	0	0.0%	1	0.2%	419
	Rural	181	100%	1	0.6%	1	0.6%	181
	Total	600	100%	1	0.2%	2	0.3%	600
Total	Urban	2941	100%	147	5.0%	88	3.0%	2941
	Rural	1261	100%	14	1.1%	33	2.6%	1261
	Total	4202	100%	161	3.8%	121	2.9%	4202

Source: Q10 of the Implementation and Effectiveness part of the qnr



5.2.11 Consumers' complaints to toll free consumer care number: Every second consumer in Haryana (54.6%) had made complaints to the toll free consumer care number of their operators. In rural areas this was reported by three two of three (66.9%) respondents contacted during the survey – reported very high in the case of Idea subscribers in rural areas (almost everyone) and TTSL in urban area (82.4%).

11. Have you made any complaint to the toll free Consumer Care Number?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Airtel	Urban	211	50.2%	209	49.8%	420
	Rural	118	65.6%	62	34.4%	180
	Total	329	54.8%	271	45.2%	600
BSNL	Urban	183	43.6%	237	56.4%	420
	Rural	144	80.0%	36	20.0%	180
	Total	327	54.5%	273	45.5%	600
Rel Com	Urban	241	57.4%	179	42.6%	420
	Rural	68	37.8%	112	62.2%	180
	Total	309	51.5%	291	48.5%	600
TTSL	Urban	346	82.4%	74	17.6%	420
	Rural	120	66.7%	60	33.3%	180
	Total	466	77.7%	134	22.3%	600
Idea	Urban	210	50.0%	210	50.0%	420
	Rural	175	97.2%	5	2.8%	180
	Total	385	64.2%	215	35.8%	600
Vodafone	Urban	173	41.0%	249	59.0%	422
	Rural	116	64.4%	64	35.6%	180
	Total	289	48.0%	313	52.0%	602
Videocon	Urban	85	20.3%	334	79.7%	419
	Rural	103	56.9%	78	43.1%	181
	Total	188	31.3%	412	68.7%	600
Total	Urban	1449	49.3%	1492	50.7%	2941
	Rural	844	66.9%	417	33.1%	1261
	Total	2293	54.6%	1909	45.4%	4202

Source: Q11 of the Implementation and Effectiveness part of the qnr



5.2.12 Satisfaction with manner in which the complaint was handled in consumer care: 2293 customers who had made lodged their complaints at the toll free consumer care no, average satisfaction level on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.74 in the urban and 4.63 in the rural area of Haryana. Therefore the difference in the satisfaction level was not much in rural and urban area. It was recorded highest in the case of Vodafone (4.78) in the rural areas and TTSL (5.03) in the urban area.

12: Satisfaction on the manner of addressing the complant such as docket number, redressal etc.											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
Airtel	Urban	0	5	10	44	95	56	1	211	1034	4.90
	Rural	5	2	8	16	64	22	1	118	556	4.71
	Total	5	7	18	60	159	78	2	329	1590	4.83
BSNL	Urban	10	2	13	49	90	18	1	183	814	4.45
	Rural	6	7	10	36	62	15	8	144	650	4.51
	Total	16	9	23	85	152	33	9	327	1464	4.48
Rel com	Urban	8	4	21	66	100	32	10	241	1105	4.59
	Rural	2	6	10	15	10	11	14	68	318	4.68
	Total	10	10	31	81	110	43	24	309	1423	4.61
TTSL	Urban	3	2	15	35	200	90	1	346	1739	5.03
	Rural	1	6	7	29	50	27	0	120	562	4.68
	Total	4	8	22	64	250	117	1	466	2301	4.94
IDEA	Urban	4	4	18	59	104	16	5	210	953	4.54
	Rural	8	8	13	44	72	13	17	175	796	4.55
	Total	12	12	31	103	176	29	22	385	1749	4.54
Vodafone	Urban	3	2	5	15	116	32	0	173	854	4.94
	Rural	6	3	9	8	58	30	2	116	555	4.78
	Total	9	5	14	23	174	62	2	289	1409	4.88
Videocon	Urban	1	1	14	35	24	6	4	85	369	4.34
	Rural	2	3	11	33	33	15	6	103	470	4.56
	Total	3	4	25	68	57	21	10	188	839	4.46
Total	Urban	29	20	96	303	729	250	22	1449	6868	4.74
	Rural	30	35	68	181	349	133	48	844	3907	4.63
	Total	59	55	164	484	1078	383	70	2293	10775	4.70

Source: Q12 of the Implementation and Effectiveness part of the qnr



5.2.13 & 14 Consumers' appeal to Appellate Authority and Satisfaction with manner in which your appeal was addressed: None of the Consumers/ complainants who was aware of the TRAI regulation on Appellate authority had filed the appeal at the time of the survey. Therefore satisfaction level on this aspect could not be ascertained.

5.2.15 Utilization of Mobile Number Portability service: Of the total 4202 consumers contacted during the survey in Haryana Service Area, altogether 329 (7.8%) had utilized the MNP service of their service providers – 6% in the urban area but 12.1% in the rural area. Usage of MNP was reported highest by the current subscribers of Idea in the rural (31.1%) as well as urban (11.7%).

15. Have you utilized the service of Mobile number portability for changing your operator?						
Operator	Area	Yes		No		Total
		Count	Row N %	Count	Row N %	Count
Airtel	Urban	8	1.9%	412	98.1%	420
	Rural	12	6.7%	168	93.3%	180
	Total	20	3.3%	580	96.7%	600
BSNL	Urban	7	1.7%	413	98.3%	420
	Rural	8	4.4%	172	95.6%	180
	Total	15	2.5%	585	97.5%	600
Rel Com	Urban	38	9.0%	382	91.0%	420
	Rural	42	23.3%	138	76.7%	180
	Total	80	13.3%	520	86.7%	600
TTSL	Urban	39	9.3%	381	90.7%	420
	Rural	13	7.2%	167	92.8%	180
	Total	52	8.7%	548	91.3%	600
Idea	Urban	49	11.7%	371	88.3%	420
	Rural	56	31.1%	124	68.9%	180
	Total	105	17.5%	495	82.5%	600
Vodafone	Urban	25	5.9%	397	94.1%	422
	Rural	6	3.3%	174	96.7%	180
	Total	31	5.1%	571	94.9%	602
Videocon	Urban	10	2.4%	409	97.6%	419
	Rural	16	8.8%	165	91.2%	181
	Total	26	4.3%	574	95.7%	600
Total	Urban	176	6.0%	2765	94.0%	2941
	Rural	153	12.1%	1108	87.9%	1261
	Total	329	7.8%	3873	92.2%	4202

Source: Q15 of the Implementation and Effectiveness part of the qnr



5.2.16 Satisfaction with the process of porting to another operator: The average satisfaction level of the 329 subscribers who had used MNP, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 5.60 in the rural area. In the urban it was bit lower at 5.05 (for the 176 users). The highest level of satisfaction was achieved by Vodafone (6.50) in rural area and BSNL (5.43) in urban area.

16: Satisfaction with process of porting to another number											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
Airtel	Urban	0	0	0	0	6	2	0	8	42	5.25
	Rural	0	1	0	0	3	1	7	12	72	6.00
	Total	0	1	0	0	9	3	7	20	114	5.70
BSNL	Urban	0	0	1	0	2	3	1	7	38	5.43
	Rural	0	0	0	1	2	2	3	8	47	5.88
	Total	0	0	1	1	4	5	4	15	85	5.67
Rel com	Urban	0	0	1	12	7	8	10	38	204	5.37
	Rural	0	3	4	7	2	12	14	42	226	5.38
	Total	0	3	5	19	9	20	24	80	430	5.38
TTSL	Urban	0	1	3	9	10	15	1	39	194	4.97
	Rural	0	1	0	1	1	10	0	13	71	5.46
	Total	0	2	3	10	11	25	1	52	265	5.10
IDEA	Urban	0	4	6	18	8	5	8	49	224	4.57
	Rural	0	0	2	18	7	9	20	56	307	5.48
	Total	0	4	8	36	15	14	28	105	531	5.06
Vodafone	Urban	0	2	1	4	4	7	7	25	134	5.36
	Rural	0	0	0	0	0	3	3	6	39	6.50
	Total	0	2	1	4	4	10	10	31	173	5.58
Videocon	Urban	0	0	0	3	3	2	2	10	53	5.30
	Rural	0	1	1	0	1	6	7	16	95	5.94
	Total	0	1	1	3	4	8	9	26	148	5.69
Total	Urban	0	7	12	46	40	42	29	176	889	5.05
	Rural	0	6	7	27	16	43	54	153	857	5.60
	Total	0	13	19	73	56	85	83	329	1746	5.31

Source: Q16 of the Implementation and Effectiveness part of the qnr



5.2.17: OVERALL SCORE - CELLULAR (MOBILE)

The following table shows the provider wise score on various provisions of the Telecom Consumer Protection and Redressal of Grievances Act.

S.N.	Sub Parameters		All SPs	Airtel	BSNL	Rel Com	TTSL	Idea	Vodafone	Videocon
1	Registration for blocking unsolicited commercial calls/SMSs	Urban	18.1%	4.3%	23.8%	28.3%	19.3%	22.9%	14.5%	13.4%
		Rural	35.5%	19.4%	43.9%	35.0%	36.1%	60.6%	23.3%	30.4%
		Total	23.3%	8.8%	29.8%	30.3%	24.3%	34.2%	17.1%	18.5%
2	Complaint lodged in case unsolicited call/SMS have not stopped	Urban	35.0%	22.2%	27.0%	50.4%	42.0%	40.6%	19.7%	17.9%
		Rural	38.4%	31.4%	26.6%	42.9%	26.2%	55.0%	33.3%	40.0%
		Total	36.6%	28.3%	26.8%	47.8%	34.9%	48.3%	25.2%	28.8%
3	Awareness about toll free Consumer Care Number	Urban	100%	100%	100%	100%	100%	100%	100%	100%
		Rural	100%	100%	100%	100%	100%	100%	100%	100%
		Total	100%	100%	100%	100%	100%	100%	100%	100%
4	Complaint to toll free Consumer Care Number for redressing grievances	Urban	49.3%	50.2%	43.6%	57.4%	82.4%	50.0%	41.0%	20.3%
		Rural	66.9%	65.6%	80.0%	37.8%	66.7%	97.2%	64.4%	56.9%
		Total	54.6%	54.8%	54.5%	51.5%	77.7%	64.2%	48.0%	31.3%
5	Awareness about appellate authority	Urban	5.0%	0.7%	15.7%	0.7%	0.2%	16.2%	1.4%	0.0%
		Rural	1.1%	5.6%	0.6%	0.6%	0.6%	0.0%	0.0%	0.6%
		Total	3.8%	2.2%	11.2%	0.7%	0.3%	11.3%	1.0%	0.2%
6	MNP utilized	Urban	6.0%	1.9%	1.7%	9.0%	9.3%	11.7%	5.9%	2.4%
		Rural	12.1%	6.7%	4.4%	23.3%	7.2%	31.1%	3.3%	8.8%
		Total	7.8%	3.3%	2.5%	13.3%	8.7%	17.5%	5.1%	4.3%

- Overall registration for blocking unsolicited commercial calls/SMSs was 23.3%- much higher in the case of rural areas (35.5%) in comparison to the urban area (18.1%). This shows that there was a huge difference in the rural and urban areas.
- Lodging complaint in case unsolicited call/SMS have not stopped in spite of registration for the same was found to be higher in rural areas-38.4% as against 35.0% in urban areas.
- All respondents were aware of the toll free consumer care number.
- Complaint to the toll free consumer care number for redressing grievances higher in rural areas (66.9%) as compared to urban areas (49.3%).
- Overall awareness of the appellate authority was found to be 5% in urban area and only 1.1% in rural area.
- MNP utilisation was found to be higher in rural area (12.1%) than in urban area (7.8%).



5.3 BROADBAND – Haryana Service Area

5.3.1 Awareness about the grievance redressal mechanisms: Of the three different modes of grievance redressal mechanisms set up by the service provider, it was found that almost everyone was aware of the toll free consumer care number, as 99.2% revealed the same. Of the other two modes, appellate authority was known by 2.0% of the customers and web based complaint monitoring mechanism was acknowledged by 1.6% subscribers. Amongst the customers of three SPs who knew about the appellate authority highest were the subscribers of Airtel in Urban Area and You Broadband in Rural Area.

1. Which all grievance redressal mechanisms set up by your telecom service provider based on the TRAI regulations are you aware of?								
Service Provider		Toll Free Consumer Care Number		Appellate Authority		Web based complaint monitoring system		Total
		Count	%age	Count	%age	Count	%age	Count
Airtel	Urban	443	98.9%	12	2.7%	5	1.1%	448
	Rural	152	100.0%	3	2.0%	1	0.7%	152
	Total	595	99.2%	15	2.5%	6	1.0%	600
BSNL	Urban	408	99.0%	4	1.0%	8	1.9%	412
	Rural	190	100.0%	2	1.1%	2	1.1%	190
	Total	598	99.3%	6	1.0%	10	1.7%	602
You BB	Urban	444	98.9%	6	1.3%	8	1.8%	449
	Rural	155	100.0%	9	5.8%	4	2.6%	155
	Total	599	99.2%	15	2.5%	12	2.0%	604
Total	Urban	1295	98.9%	22	1.7%	21	1.6%	1309
	Rural	497	100.0%	14	2.8%	7	1.4%	497
	Total	1792	99.2%	36	2.0%	28	1.6%	1806

* Multiple response answers, percentages may not add up to 100

Source: Q1 of the Implementation and Effectiveness part of the qnr

5.3.2 Consumers' complaints to toll free consumer care number: Altogether 1303 (72.7%) consumers had made complaints to the toll free consumer care number of their operators. This was found highest in the case of BSNL in Urban (79.9%) areas and lowest also in the case of BSNL (57.4%) in rural areas.

2. Have you made any complaint to the toll free Consumer Care Number?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Airtel	Urban	310	70.00%	133	30.00%	443
	Rural	100	65.80%	52	34.20%	152
	Total	410	68.90%	185	31.10%	595
BSNL	Urban	326	79.90%	82	20.10%	408
	Rural	109	57.40%	81	42.60%	190
	Total	435	72.70%	163	27.30%	598
You BB	Urban	348	78.40%	96	21.60%	444
	Rural	110	71.00%	45	29.00%	155
	Total	458	76.50%	141	23.50%	599
Total	Urban	984	76.00%	311	24.00%	1295
	Rural	319	64.20%	178	35.80%	497
	Total	1303	72.70%	489	27.30%	1792

Source: Q2 of the Implementation and Effectiveness part of the qnr



5.3.3 Satisfaction with manner in which the complaint was handled in consumer care: 1303 customers who had made lodged their complaints at the toll free consumer care no, average satisfaction level on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.45 in the rural and 3.53 in the urban area of Haryana. It was recorded highest in the case of Airtel in urban area (4.30) areas and both in the case of Airtel and BSNL in rural area (4.46).

3: Satisfaction on on the manner of addressing the complaint such as docket number, redressal etc.											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
Airtel	Urban	3	13	33	116	133	9	3	310	1332	4.30
	Rural	0	3	9	39	40	6	3	100	446	4.46
	Total	3	16	42	155	173	15	6	410	1778	4.34
BSNL	Urban	1	150	13	65	81	13	3	326	1104	3.39
	Rural	1	3	10	41	42	9	3	109	486	4.46
	Total	2	153	23	106	123	22	6	435	1590	3.66
You BB	Urban	0	214	9	55	57	9	4	348	1042	2.99
	Rural	0	4	12	42	42	6	4	110	486	4.42
	Total	0	218	21	97	99	15	8	458	1528	3.34
Total	Urban	4	377	55	236	271	31	10	984	3478	3.53
	Rural	1	10	31	122	124	21	10	319	1418	4.45
	Total	5	387	86	358	395	52	20	1303	4896	3.76

Source: Q3 of the Implementation and Effectiveness part of the qnr

5.3.4 Consumers' appeal to Appellate Authority: Of the 36 consumers who were aware of the appellate authority, overall 30 (83.3%) consumers had appealed to the appellate authority set up by their operators. This was found highest in the case of Airtel in both rural and urban areas.

4. Have you filed any appeal with the appellate authority?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Airtel	Urban	12	100.0%	0	0.0%	12
	Rural	3	100.0%	0	0.0%	3
	Total	15	100.0%	0	0.0%	15
BSNL	Urban	4	100.0%	0	0.0%	4
	Rural	2	100.0%	0	0.0%	2
	Total	6	100.0%	0	0.0%	6
You BB	Urban	6	100.0%	0	0.0%	6
	Rural	3	33.3%	6	66.7%	9
	Total	9	60.0%	6	40.0%	15
Total	Urban	22	100.0%	0	0.0%	22
	Rural	8	57.1%	6	42.9%	14
	Total	30	83.3%	6	16.7%	36

Source: Q4 of the Implementation and Effectiveness part of the qnr



5.3.5 Satisfaction with manner in which your appeal was addressed: 30 customers who had lodged their complaints at the Appellate Authority, average satisfaction level on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 5.00 in the rural and 3.27 in the urban area of Haryana. Therefore the significant difference in the satisfaction level was there in rural and urban area. It was recorded highest in the case of BSNL (5.00) in the urban area and all three providers' attained same scores (5.00 each) in rural area.

5: Satisfaction with Appellate authority											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
Airtel	Urban	9	0	0	0	3	0	0	12	24	2.00
	Rural	0	0	0	0	3	0	0	3	15	5.00
	Total	9	0	0	0	6	0	0	15	39	2.60
BSNL	Urban	0	0	0	0	4	0	0	4	20	5.00
	Rural	0	0	0	0	2	0	0	2	10	5.00
	Total	0	0	0	0	6	0	0	6	30	5.00
You BB	Urban	0	0	1	0	5	0	0	6	28	4.67
	Rural	0	0	0	0	3	0	0	3	15	5.00
	Total	0	0	1	0	8	0	0	9	43	4.78
Total	Urban	9	0	1	0	12	0	0	22	72	3.27
	Rural	0	0	0	0	8	0	0	8	40	5.00
	Total	9	0	1	0	20	0	0	30	112	3.73

Source: Q5 of the Implementation and Effectiveness part of the qnr

5.3.6 Satisfaction under Fair Usage Policy (FUP): Of the total 1806 consumers, average satisfaction level on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 5.10 in the rural and 4.67 in the urban area of Haryana. Therefore the difference in the satisfaction level was not much in rural and urban area. It was recorded highest in the case of Airtel in the rural (5.18) and BSNL in the urban area (4.72).

6: Satisfaction with information provided under FUP											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
Airtel	Urban	1	15	11	162	192	67	0	448	2074	4.63
	Rural	0	0	1	10	101	40	0	152	788	5.18
	Total	1	15	12	172	293	107	0	600	2862	4.77
BSNL	Urban	5	6	9	109	233	50	0	412	1945	4.72
	Rural	3	0	1	26	107	53	0	190	963	5.07
	Total	8	6	10	135	340	103	0	602	2908	4.83
You BB	Urban	2	15	26	128	195	83	0	449	2095	4.67
	Rural	0	0	0	23	98	34	0	155	786	5.07
	Total	2	15	26	151	293	117	0	604	2881	4.77
Total	Urban	8	36	46	399	620	200	0	1309	6114	4.67
	Rural	3	0	2	59	306	127	0	497	2537	5.10
	Total	11	36	48	458	926	327	0	1806	8651	4.79

Source: Q6 of the Implementation and Effectiveness part of the qnr



5.3.7 Satisfaction with the facility to measure the broadband connection speed: Of the total 1806 consumers, average satisfaction level on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 5.10 in the rural and 4.68 in the urban area of Haryana. Therefore the difference in the satisfaction level was not much in rural and urban area. It was recorded highest in the case of Airtel in the rural (5.21) and both You Broadband and BSNL in the urban area (4.72).

7: Satisfaction with facility provided to measure broadband speed											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = $\Sigma fx/N$
Airtel	Urban	4	19	3	160	206	56	0	448	2057	4.59
	Rural	0	0	1	11	95	45	0	152	792	5.21
	Total	4	19	4	171	301	101	0	600	2849	4.75
BSNL	Urban	6	4	8	113	231	50	0	412	1945	4.72
	Rural	3	0	1	26	108	52	0	190	962	5.06
	Total	9	4	9	139	339	102	0	602	2907	4.83
You BB	Urban	0	7	44	97	220	81	0	449	2120	4.72
	Rural	0	0	0	23	104	28	0	155	780	5.03
	Total	0	7	44	120	324	109	0	604	2900	4.80
Total	Urban	10	30	55	370	657	187	0	1309	6122	4.68
	Rural	3	0	2	60	307	125	0	497	2534	5.10
	Total	13	30	57	430	964	312	0	1806	8656	4.79

Source: Q7 of the Implementation and Effectiveness part of the qnr



5.3.8: OVERALL SCORE - BROADBAND

The following table shows the provider wise score on various provisions of the Telecom Consumer Protection and Redressal of Grievances Act.

S.N.	Sub Parameters		All SPs	Airtel	BSNL	You BB
1	Awareness about toll free Consumer Care Number	Urban	98.9%	98.9%	99.0%	98.9%
		Rural	100.0%	100.0%	100.0%	100.0%
		Total	99.2%	99.2%	99.3%	99.2%
2	Complaint to toll free Consumer Care Number for redressing grievances	Urban	76.0%	70.0%	79.9%	78.4%
		Rural	64.2%	65.8%	57.4%	71.0%
		Total	72.7%	68.9%	72.7%	76.5%
3	Awareness about appellate authority	Urban	1.7%	2.7%	1.0%	1.3%
		Rural	2.8%	2.0%	1.1%	5.8%
		Total	2.0%	2.5%	1.0%	2.5%
4	Appeal to the appellate authority for redressing grievances	Urban	100.0%	100.0%	100.0%	100.0%
		Rural	57.1%	100.0%	100.0%	33.3%
		Total	83.3%	100.0%	100.0%	60.0%

- Almost all the respondents were found to be aware of the toll free consumer care number.
- Complaint to the toll free consumer care number for redressing grievances was higher in urban areas (76.0%) in comparison to rural areas (64.2%).
- Overall awareness of the appellate authority was found to be low (2.0%).
- Of those who were aware of the appellate authority around 83.3% had appealed to him about their grievances.



6. CONCLUSION AND RECOMMENDATIONS



6. Conclusion and Recommendations

As discussed in Chapter 1 of the report, the main objective of the study was to:

1. To assess the Implementation and Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2012
2. To Assess Customer perception of Service as defined in *Regulations on quality of service of Basic, Cellular and Broadband Service*.

Therefore, the present report deals with the subject matter as listed above of the three services – Basic service (Wireline), Cellular Mobile and Broadband – in Rajasthan Service Area.

Altogether 7 parameters were considered to assess the customer perception of services. The consumers were asked to rank the services on the defined parameter on a likert scale of 1 to 7, where, 7 means extremely satisfied and 1 means extremely dissatisfied. To measure the percentage of consumers satisfied on various QoS parameters, 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. Therefore, the proportion of sum total of “Not dissatisfied”, “Satisfied”, “Very Satisfied” and “Extremely Satisfied” consumers were taken out from the total number of valid responses on the all questions of each of the broad parameter.

Consumers satisfied are ascertained using the following formula(s):

$$CS = (A / N) * 100$$

Where:

CS = % of satisfied consumers

A = sum total of no. of subscribers who were “Not dissatisfied” + “Satisfied” + “Very Satisfied” + “Extremely Satisfied” on each of the broad parameter

N = Total sample size achieved

6.1 Key Takeout

6.1.1 Basic Service (Wireline):

- 1) The quality of Basic telecom service in Haryana is quite low. Almost all operators performed badly on most of the parameters, therefore, could not meet the benchmarks prescribed by TRAI on seven defined parameters.
- 2) **With regard to the implementation and effectiveness of grievance redressal**, most of the consumers are aware of only call centre. Awareness Satisfaction level on registration for blocking or not receiving unsolicited call/SMS were found to be too low.



6.1.2 Cellular Mobile

- 1) Overall, the performance of all the operators was quite low and none could meet the benchmark on all the parameters. The performance of only few operators, such as **Airtel, TTSL, Idea and Rel Com**, was found to be slightly better than others as they were able to achieve the benchmark on few of the parameters in urban areas.
- 2) Again in rural areas, all the operators need to improve as the performance level is critical network availability and maintainability.
- 3) Aircel and Rel Com were not able to achieve the benchmark on any of the parameter.
- 4) **With regard to the implementation and effectiveness of grievance redressal**, around one fourth had requested for blocking or not receiving the unsolicited calls and SMSes. But consumer satisfaction level on this aspect was below average. Around one third had complained on the ineffective working of DNC services. Prepaid subscribers were not happy with the information provided after usage of service such as charges being deducted, balance in account etc. Only 4% were aware about the Appellate Authority and none of them have used this service.

6.1.3 Broadband

1. In the case of broadband, the performance of BSNL and Airtel was found to be slightly better than third operator – You Broadband in Haryana Service Area. However, their services with regard to Network and Help in rural area was found to be below prescribed benchmark.
2. The performance of You Broadband was found to be low on billing and help services, both in urban as well as rural areas.
4. **With regard to the implementation and effectiveness of grievance redressal mechanism**, almost 70% of subscribers had put their complaints on deficiency of some services. In urban area the problem was more serious.



6.2 Recommendations

6.2.1 Basic Service (Wireline):

- 1) All operators should improve their services on all the parameters. TRAI should monitor their performance in more stringent way with time bound results.
- 2) ISO standards for maintaining the Quality of service such as ISO 10,000 or others should be explored for desired result.
- 3) In order to spread the awareness level about the redressal mechanism, more drastic step should be adopted. Although the awareness of toll free consumer number is found to be high, all the service providers need to work for spreading the awareness about appellate authority.
- 4) Do not Call facility should be regularly monitored and keeping in mind the request of individual customers.

6.2.2 Cellular Mobile

- 1) Billing, Network availability and Maintainability are serious concerns for almost all the service providers. All of them should adopt effective mechanism to deal with these issues as none of the seven operators were able to meet the benchmark. In fact Videocon was far below the prescribed benchmark standard.
- 2) With the tremendous growth in number of subscribers, the operators should introduce more effective customer care service. This will take care of more effective mechanism to handle the concerns of their customers. Also they need to improve their infrastructure facility as the number of subscribers with all the operators is increasing every day. Regulator should evolve a mechanism where to measure the delivering capacity of each of the provider and at regular interval. Call drop incidences should be more stringently monitored. The operators should do investment on skilled man power in order to avoid the repeat complaints on the same issue.
- 3) ISO standards for maintaining the Quality of service such as ISO 10,000 or others should be explored for desired result.

6.2.3 Broadband

- 1) All the three service providers need to improve their services on help and network availability especially in the rural area of Haryana.
- 2) ISO standards for maintaining the Quality of service such as ISO 10,000 or others should be explored for desired result.



ANNEXURES



ANNEXURE A. OUTPUT TABLES

A1. BASIC WIRELINE

1. Provision of Services

1.1 How satisfied are you with the ease of taking a connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	0	42	13	199	175	25	454
	Rural	0	0	27	15	19	53	32	146
	Total	0	0	69	28	218	228	57	600
BSNL	Urban	1	2	19	38	169	164	28	421
	Rural	0	1	4	13	32	93	37	180
	Total	1	3	23	51	201	257	65	601
Total	Urban	1	2	61	51	368	339	53	875
	Rural	0	1	31	28	51	146	69	326
	Total	1	3	92	79	419	485	122	1201

1.2 How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban		0	30	38	221	159	6	454
	Rural		0	16	34	47	42	7	146
	Total		0	46	72	268	201	13	600
BSNL	Urban		5	19	47	166	180	4	421
	Rural		1	10	18	79	66	6	180
	Total		6	29	65	245	246	10	601
Total	Urban		5	49	85	387	339	10	875
	Rural		1	26	52	126	108	13	326
	Total		6	75	137	513	447	23	1201

1.3 How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban		0	36	31	260	126	1	454
	Rural		0	27	27	51	37	4	146
	Total		0	63	58	311	163	5	600
BSNL	Urban		2	22	43	179	167	8	421
	Rural		0	6	29	64	71	10	180
	Total		2	28	72	243	238	18	601
Total	Urban		2	58	74	439	293	9	875
	Rural		0	33	56	115	108	14	326
	Total		2	91	130	554	401	23	1201

Provision of Services: Calculation of satisfaction Score											
code		1	2	3	4	5	6	7	Total, N	Benchm ark	Overall Weighted Satisfaction
Airtel	Urban	0	0	108	82	680	460	32	1362	90%	92.1%
	Rural	0	0	70	76	117	132	43	438	90%	84.0%
	Total	0	0	178	158	797	592	75	1800	90%	90.1%
BSNL	Urban	1	9	60	128	514	511	40	1263	90%	94.5%
	Rural	0	2	20	60	175	230	53	540	90%	95.9%
	Total	1	11	80	188	689	741	93	1803	90%	94.9%
Total	Urban	1	9	168	210	1194	971	72	2625	90%	93.2%
	Rural	0	2	90	136	292	362	96	978	90%	90.6%
	Total	1	11	258	346	1486	1333	168	3603	90%	92.5%



2. Billing Related (only for postpaid customers)

2.5 How satisfied are you with the charges levied per call?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban		0	33	94	190	128	9	454
	Rural		1	18	34	21	57	15	146
	Total		1	51	128	211	185	24	600
BSNL	Urban		0	16	65	161	167	12	421
	Rural		0	7	21	44	85	23	180
	Total		0	23	86	205	252	35	601
Total	Urban		0	49	159	351	295	21	875
	Rural		1	25	55	65	142	38	326
	Total		1	74	214	416	437	59	1201

2.6 How satisfied are you with the overall accuracy & completeness of the bills?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	3	50	51	256	88	6	454
	Rural	0	0	29	28	55	32	2	146
	Total	0	3	79	79	311	120	8	600
BSNL	Urban	0	5	28	38	175	168	7	421
	Rural	1	1	13	22	91	45	7	180
	Total	1	6	41	60	266	213	14	601
Total	Urban	0	8	78	89	431	256	13	875
	Rural	1	1	42	50	146	77	9	326
	Total	1	9	120	139	577	333	22	1201

2.7 How satisfied are you with the clarity of the bills in terms of transparency and understandability?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	2	34	96	232	89	1	454
	Rural	1	1	19	50	36	37	2	146
	Total	1	3	53	146	268	126	3	600
BSNL	Urban	1	1	18	71	177	141	12	421
	Rural	4	0	8	34	76	49	9	180
	Total	5	1	26	105	253	190	21	601
Total	Urban	1	3	52	167	409	230	13	875
	Rural	5	1	27	84	112	86	11	326
	Total	6	4	79	251	521	316	24	1201

Billing service: Calculation of satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	0	5	117	241	678	305	16	1362	95%	91.0%
	Rural	1	2	66	112	112	126	19	438	95%	84.2%
	Total	1	7	183	353	790	431	35	1800	95%	89.4%
BSNL	Urban	1	6	62	174	513	476	31	1263	95%	94.5%
	Rural	5	1	28	77	211	179	39	540	95%	93.7%
	Total	6	7	90	251	724	655	70	1803	95%	94.3%
Total	Urban	1	11	179	415	1191	781	47	2625	95%	92.7%
	Rural	6	3	94	189	323	305	58	978	95%	89.5%
	Total	7	14	273	604	1514	1086	105	3603	95%	91.8%



3. Help Services

3.1 How satisfied are you with the availability of customer care services (consumer care number and general information number)?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	1	47	63	243	100	0	454
	Rural	0	1	24	34	43	38	6	146
	Total	0	2	71	97	286	138	6	600
BSNL	Urban	0	4	37	55	180	140	5	421
	Rural	7	8	10	29	68	56	2	180
	Total	7	12	47	84	248	196	7	601
Total	Urban	0	5	84	118	423	240	5	875
	Rural	7	9	34	63	111	94	8	326
	Total	7	14	118	181	534	334	13	1201

3.2 How satisfied are you with the ease of access to a consumer care executive through the IVR menu?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	3	3	26	96	255	63	8	454
	Rural	1	1	24	45	43	24	8	146
	Total	4	4	50	141	298	87	16	600
BSNL	Urban	3	9	20	68	206	106	9	421
	Rural	11	9	17	32	79	28	4	180
	Total	14	18	37	100	285	134	13	601
Total	Urban	6	12	46	164	461	169	17	875
	Rural	12	10	41	77	122	52	12	326
	Total	18	22	87	241	583	221	29	1201

3.3 How satisfied are you with the customer friendly approach of the customer care executive?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	0	46	60	237	108	3	454
	Rural	1	0	25	23	39	53	5	146
	Total	1	0	71	83	276	161	8	600
BSNL	Urban	0	3	26	52	169	163	8	421
	Rural	5	2	6	18	53	82	14	180
	Total	5	5	32	70	222	245	22	601
Total	Urban	0	3	72	112	406	271	11	875
	Rural	6	2	31	41	92	135	19	326
	Total	6	5	103	153	498	406	30	1201

3.4 How satisfied are you with the competency level/problem solving ability of the customer care executive?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	1	2	23	96	255	73	4	454
	Rural	0	3	21	48	53	16	5	146
	Total	1	5	44	144	308	89	9	600
BSNL	Urban	2	2	21	70	198	120	8	421
	Rural	8	7	14	38	85	24	4	180
	Total	10	9	35	108	283	144	12	601
Total	Urban	3	4	44	166	453	193	12	875
	Rural	8	10	35	86	138	40	9	326
	Total	11	14	79	252	591	233	21	1201

Help service: Calculation of satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	4	6	142	315	990	344	15	1816	90%	91.6%
	Rural	2	5	94	150	178	131	24	584	90%	82.7%
	Total	6	11	236	465	1168	475	39	2400	90%	89.5%
BSNL	Urban	5	18	104	245	753	529	30	1684	90%	92.5%
	Rural	31	26	47	117	285	190	24	720	90%	85.6%
	Total	36	44	151	362	1038	719	54	2404	90%	90.4%
Total	Urban	9	24	246	560	1743	873	45	3500	90%	92.0%
	Rural	33	31	141	267	463	321	48	1304	90%	84.3%
	Total	42	55	387	827	2206	1194	93	4804	90%	89.9%



4. Network performance, Reliability and Availability

4.1 How satisfied are you with the dial tone availability on your phone?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	2	46	81	207	115	3	454
	Rural	0	0	27	23	31	52	13	146
	Total	0	2	73	104	238	167	16	600
BSNL	Urban	0	4	26	61	168	145	17	421
	Rural	2	3	7	20	63	66	19	180
	Total	2	7	33	81	231	211	36	601
Total	Urban	0	6	72	142	375	260	20	875
	Rural	2	3	34	43	94	118	32	326
	Total	2	9	106	185	469	378	52	1201

4.2 How satisfied are you with the network of your service provider in terms of ability to make or receive calls easily?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	1	1	21	114	222	94	1	454
	Rural	0	2	20	37	55	29	3	146
	Total	1	3	41	151	277	123	4	600
BSNL	Urban	1	2	24	65	194	129	6	421
	Rural	3	3	13	34	76	49	2	180
	Total	4	5	37	99	270	178	8	601
Total	Urban	2	3	45	179	416	223	7	875
	Rural	3	5	33	71	131	78	5	326
	Total	5	8	78	250	547	301	12	1201

4.3 How satisfied are you with the voice quality on your phone during calls?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	2	49	74	246	81	2	454
	Rural	0	0	30	33	41	37	5	146
	Total	0	2	79	107	287	118	7	600
BSNL	Urban	0	10	34	67	178	122	10	421
	Rural	2	7	8	41	69	41	12	180
	Total	2	17	42	108	247	163	22	601
Total	Urban	0	12	83	141	424	203	12	875
	Rural	2	7	38	74	110	78	17	326
	Total	2	19	121	215	534	281	29	1201

Network performance: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	1	5	116	269	675	290	6	1362	90%	91.0%
	Rural	0	2	77	93	127	118	21	438	90%	82.0%
	Total	1	7	193	362	802	408	27	1800	90%	88.8%
BSNL	Urban	1	16	84	193	540	396	33	1263	90%	92.0%
	Rural	7	13	28	95	208	156	33	540	90%	91.1%
	Total	8	29	112	288	748	552	66	1803	90%	91.7%
Total	Urban	2	21	200	462	1215	686	39	2625	90%	91.5%
	Rural	7	15	105	188	335	274	54	978	90%	87.0%
	Total	9	36	305	650	1550	960	93	3603	90%	90.3%



5. Maintainability

5.1 How satisfied are you with the overall availability of fault free connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	1	2	29	106	223	81	12	454
	Rural	0	0	19	39	34	50	4	146
	Total	1	2	48	145	257	131	16	600
BSNL	Urban	2	1	20	99	202	73	24	421
	Rural	0	0	11	23	64	74	8	180
	Total	2	1	31	122	266	147	32	601
Total	Urban	3	3	49	205	425	154	36	875
	Rural	0	0	30	62	98	124	12	326
	Total	3	3	79	267	523	278	48	1201

5.2 How satisfied are you with the timely repair of faults of your phone connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	2	2	46	98	246	47	13	454
	Rural	2	2	30	36	63	10	3	146
	Total	4	4	76	134	309	57	16	600
BSNL	Urban	2	8	37	86	197	72	19	421
	Rural	0	7	9	44	85	32	3	180
	Total	2	15	46	130	282	104	22	601
Total	Urban	4	10	83	184	443	119	32	875
	Rural	2	9	39	80	148	42	6	326
	Total	6	19	122	264	591	161	38	1201

Maintainability: Calculation of Satisfaction score											
code		1	2	3	4	5	6	7	Total , N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	3	4	75	204	469	128	25	908	95%	91.0%
	Rural	2	2	49	75	97	60	7	292	95%	81.8%
	Total	5	6	124	279	566	188	32	1200	95%	88.8%
BSNL	Urban	4	9	57	185	399	145	43	842	95%	91.7%
	Rural	0	7	20	67	149	106	11	360	95%	92.5%
	Total	4	16	77	252	548	251	54	1202	95%	91.9%
Total	Urban	7	13	132	389	868	273	68	1750	95%	91.3%
	Rural	2	9	69	142	246	166	18	652	95%	87.7%
	Total	9	22	201	531	1114	439	86	2402	95%	90.3%



6. Supplementary services and Value Added services

6.1 Have you ever subscribed to any supplementary services like call waiting/forwarding, voice mail / Value added services?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Airtel	Urban	189	41.6%	265	58.4%	454
	Rural	3	2.1%	143	97.9%	146
	Total	192	32.0%	408	68.0%	600
BSNL	Urban	179	42.5%	242	57.5%	421
	Rural	34	18.9%	146	81.1%	180
	Total	213	35.4%	388	64.6%	601
Total	Urban	368	42.1%	507	57.9%	875
	Rural	37	11.3%	289	88.7%	326
	Total	405	33.7%	796	66.3%	1201

6.2 How satisfied are you with the supplementary services / value added service provided including activation, deactivation, charges etc?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	6	30	67	84	2	0	189
	Rural	0	0	1	0	0	2	0	3
	Total	0	6	31	67	84	4	0	192
BSNL	Urban	0	102	6	22	47	2	0	179
	Rural	0	0	5	18	11	0	0	34
	Total	0	102	11	40	58	2	0	213
Total	Rural	0	108	36	89	131	4	0	368
	Urban	0	0	6	18	11	2	0	37
	Total	0	108	42	107	142	6	0	405

Supplementary Services: Calculation of satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	0	6	30	67	84	2	0	189	90%	81.0%
	Rural	0	0	1	0	0	2	0	3	90%	66.7%
	Total	0	6	31	67	84	4	0	192	90%	80.7%
BSNL	Urban	0	102	6	22	47	2	0	179	90%	39.7%
	Rural	0	0	5	18	11	0	0	34	90%	85.3%
	Total	0	102	11	40	58	2	0	213	90%	46.9%
Total	Urban	0	36	131	0	0	0	0	368	90%	0.0%
	Rural	0	6	11	0	0	0	0	37	90%	0.0%
	Total	0	42	142	0	0	0	0	405	90%	0.0%



7. Overall Quality of Services

7. How satisfied are you with the overall Quality of the Basic Wire line Service									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	0	34	81	230	105	4	454
	Rural	0	0	16	42	54	34	0	146
	Total	0	0	50	123	284	139	4	600
BSNL	Urban	0	1	17	47	165	160	31	421
	Rural	0	1	15	26	85	52	1	180
	Total	0	2	32	73	250	212	32	601
Total	Urban	0	1	51	128	395	265	35	875
	Rural	0	1	31	68	139	86	1	326
	Total	0	2	82	196	534	351	36	1201

Overall quality of service: Calculation of satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	0	0	34	81	230	105	4	454	90%	92.5%
	Rural	0	0	16	42	54	34	0	146	90%	89.0%
	Total	0	0	50	123	284	139	4	600	90%	91.7%
BSNL	Urban	0	1	17	47	165	160	31	421	90%	95.7%
	Rural	0	1	15	26	85	52	1	180	90%	91.1%
	Total	0	2	32	73	250	212	32	601	90%	94.3%
Total	Urban	0	1	51	128	395	265	35	875	90%	94.1%
	Rural	0	1	31	68	139	86	1	326	90%	90.2%
	Total	0	2	82	196	534	351	36	1201	90%	93.0%



A2. CELLULAR SERVICES

1. Provision of Services

1.1 How satisfied are you with the ease of taking a connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	8	13	75	174	113	37	420
	Rural	0	0	14	33	62	54	17	180
	Total	0	8	27	108	236	167	54	600
BSNL	Urban	0	4	6	72	183	121	34	420
	Rural	0	1	1	33	76	35	34	180
	Total	0	5	7	105	259	156	68	600
Rel Com	Urban	1	9	10	49	179	138	34	420
	Rural	0	2	6	34	54	43	41	180
	Total	1	11	16	83	233	181	75	600
TTSL	Urban	0	10	10	99	191	80	30	420
	Rural	1	5	8	47	63	27	29	180
	Total	1	15	18	146	254	107	59	600
Idea	Urban	2	4	34	101	183	69	27	420
	Rural	0	0	3	44	63	52	18	180
	Total	2	4	37	145	246	121	45	600
Vodafone	Urban	0	4	6	75	181	143	13	422
	Rural	0	1	6	59	60	42	12	180
	Total	0	5	12	134	241	185	25	602
Videocon	Urban	1	0	40	116	143	55	64	419
	Rural	0	0	3	26	98	37	17	181
	Total	1	0	43	142	241	92	81	600
Total	Urban	4	39	119	587	1234	719	239	2941
	Rural	1	9	41	276	476	290	168	1261
	Total	5	48	160	863	1710	1009	407	4202

1.2 How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	3	20	47	201	127	22	420
	Rural	0	1	10	42	71	52	4	180
	Total	0	4	30	89	272	179	26	600
BSNL	Urban	0	0	8	60	225	117	10	420
	Rural	0	0	8	39	56	58	19	180
	Total	0	0	16	99	281	175	29	600
Rel Com	Urban	0	1	14	73	167	129	36	420
	Rural	0	1	7	28	60	49	35	180
	Total	0	2	21	101	227	178	71	600
TTSL	Urban	0	1	11	90	210	102	6	420
	Rural	0	3	13	37	63	55	9	180
	Total	0	4	24	127	273	157	15	600
Idea	Urban	0	3	22	118	196	69	12	420
	Rural	0	0	0	36	95	35	14	180
	Total	0	3	22	154	291	104	26	600
Vodafone	Urban	0	1	1	37	251	118	14	422
	Rural	0	2	6	24	74	54	20	180
	Total	0	3	7	61	325	172	34	602
Videocon	Urban	0	0	36	148	136	88	11	419
	Rural	0	1	2	66	54	49	9	181
	Total	0	1	38	214	190	137	20	600
Total	Urban	0	9	112	573	1386	750	111	2941
	Rural	0	8	46	272	473	352	110	1261
	Total	0	17	158	845	1859	1102	221	4202



1.3 How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	2	15	75	165	134	29	420
	Rural	0	2	11	36	62	62	7	180
	Total	0	4	26	111	227	196	36	600
BSNL	Urban	0	0	8	88	172	133	19	420
	Rural	0	1	4	41	64	50	20	180
	Total	0	1	12	129	236	183	39	600
Rel Com	Urban	0	4	6	95	139	115	61	420
	Rural	0	2	10	35	51	46	36	180
	Total	0	6	16	130	190	161	97	600
TTSL	Urban	0	0	7	117	186	94	16	420
	Rural	1	4	8	47	63	32	25	180
	Total	1	4	15	164	249	126	41	600
Idea	Urban	0	1	24	112	193	48	42	420
	Rural	0	0	4	38	62	50	26	180
	Total	0	1	28	150	255	98	68	600
Vodafone	Urban	0	1	2	73	226	112	8	422
	Rural	0	2	12	45	58	40	23	180
	Total	0	3	14	118	284	152	31	602
Videocon	Urban	0	0	45	126	115	107	26	419
	Rural	0	0	3	25	94	52	7	181
	Total	0	0	48	151	209	159	33	600
Total	Urban	0	8	107	686	1196	743	201	2941
	Rural	1	11	52	267	454	332	144	1261
	Total	1	19	159	953	1650	1075	345	4202

Provision of Services: Calculation of satisfaction Score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	0	13	48	197	540	374	88	1260	90%	95.2%
	Rural	0	3	35	111	195	168	28	540	90%	93.0%
	Total	0	16	83	308	735	542	116	1800	90%	94.5%
BSNL	Urban	0	4	22	220	580	371	63	1260	90%	97.9%
	Rural	0	2	13	113	196	143	73	540	90%	97.2%
	Total	0	6	35	333	776	514	136	1800	90%	97.7%
Rel Com	Urban	1	14	30	217	485	382	131	1260	90%	96.4%
	Rural	0	5	23	97	165	138	112	540	90%	94.8%
	Total	1	19	53	314	650	520	243	1800	90%	95.9%
TTSL	Urban	0	11	28	306	587	276	52	1260	90%	96.9%
	Rural	2	12	29	131	189	114	63	540	90%	92.0%
	Total	2	23	57	437	776	390	115	1800	90%	95.4%
Idea	Urban	2	8	80	331	572	186	81	1260	90%	92.9%
	Rural	0	0	7	118	220	137	58	540	90%	98.7%
	Total	2	8	87	449	792	323	139	1800	90%	94.6%
Vodafone	Urban	0	6	9	185	658	373	35	1266	90%	98.8%
	Rural	0	5	24	128	192	136	55	540	90%	94.6%
	Total	0	11	33	313	850	509	90	1806	90%	97.6%
Videocon	Urban	1	0	121	390	394	250	101	1257	90%	90.3%
	Rural	0	1	8	117	246	138	33	543	90%	98.3%
	Total	1	1	129	507	640	388	134	1800	90%	92.7%
Total	Urban	4	56	338	1846	3816	2212	551	8823	90%	95.5%
	Rural	2	28	139	815	1403	974	422	3783	90%	95.5%
	Total	6	84	477	2661	5219	3186	973	12606	90%	95.5%



2. Billing service

Prepaid

2.1 How satisfied are you with ease of activation of vouchers (recharging process)									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	6	24	146	110	101	20	407
	Rural	3	1	17	23	55	60	8	167
	Total	3	7	41	169	165	161	28	574
BSNL	Urban	1	3	8	120	183	68	17	400
	Rural	1	0	6	31	66	41	28	173
	Total	2	3	14	151	249	109	45	573
Rel Com	Urban	0	6	7	136	114	113	19	395
	Rural	0	0	10	24	50	63	22	169
	Total	0	6	17	160	164	176	41	564
TTSL	Urban	3	15	12	131	155	76	17	409
	Rural	1	3	19	40	45	40	23	171
	Total	4	18	31	171	200	116	40	580
Idea	Urban	3	6	12	156	158	38	34	407
	Rural	0	3	5	38	59	53	19	177
	Total	3	9	17	194	217	91	53	584
Vodafone	Urban	0	6	5	112	186	79	11	399
	Rural	0	4	10	46	50	42	15	167
	Total	0	10	15	158	236	121	26	566
Videocon	Urban	0	0	60	167	133	43	16	419
	Rural	0	1	20	23	84	49	4	181
	Total	0	1	80	190	217	92	20	600
Total	Urban	7	42	128	968	1039	518	134	2836
	Rural	5	12	87	225	409	348	119	1205
	Total	12	54	215	1193	1448	866	253	4041

2.2 How satisfied are you with the availability of vouchers (recharge coupons) of various denominations?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	1	0	9	169	124	90	14	407
	Rural	1	2	9	48	57	45	5	167
	Total	2	2	18	217	181	135	19	574
BSNL	Urban	0	0	5	98	224	57	16	400
	Rural	1	0	6	45	49	56	16	173
	Total	1	0	11	143	273	113	32	573
Rel Com	Urban	0	3	8	104	147	108	25	395
	Rural	0	4	12	28	40	58	27	169
	Total	0	7	20	132	187	166	52	564
TTSL	Urban	0	1	14	71	193	121	9	409
	Rural	0	3	14	41	62	37	14	171
	Total	0	4	28	112	255	158	23	580
Idea	Urban	0	6	11	117	185	69	19	407
	Rural	0	2	7	31	72	56	9	177
	Total	0	8	18	148	257	125	28	584
Vodafone	Urban	0	2	5	92	231	55	14	399
	Rural	0	2	12	28	62	41	22	167
	Total	0	4	17	120	293	96	36	566
Videocon	Urban	0	0	71	157	123	50	18	419
	Rural	0	0	5	67	49	52	8	181
	Total	0	0	76	224	172	102	26	600
Total	Urban	1	12	123	808	1227	550	115	2836
	Rural	2	13	65	288	391	345	101	1205
	Total	3	25	188	1096	1618	895	216	4041



2.3 How satisfied are you with the transparency of information provided on vouchers i.e. talk time available on the vouchers and restrictions if any?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	6	6	143	159	89	4	407
	Rural	3	1	7	23	78	51	4	167
	Total	3	7	13	166	237	140	8	574
BSNL	Urban	0	1	10	140	169	64	16	400
	Rural	1	0	5	43	64	35	25	173
	Total	1	1	15	183	233	99	41	573
Rel Com	Urban	0	4	9	119	133	103	27	395
	Rural	0	4	10	25	55	54	21	169
	Total	0	8	19	144	188	157	48	564
TTSL	Urban	0	1	5	105	173	111	14	409
	Rural	0	5	11	39	62	38	16	171
	Total	0	6	16	144	235	149	30	580
Idea	Urban	0	1	10	156	161	59	20	407
	Rural	0	3	3	39	68	52	12	177
	Total	0	4	13	195	229	111	32	584
Vodafone	Urban	1	2	2	132	194	53	15	399
	Rural	2	5	7	41	59	40	13	167
	Total	3	7	9	173	253	93	28	566
Videocon	Urban	0	0	68	140	134	59	18	419
	Rural	0	1	5	29	92	50	4	181
	Total	0	1	73	169	226	109	22	600
Total	Urban	1	15	110	935	1123	538	114	2836
	Rural	6	19	48	239	478	320	95	1205
	Total	7	34	158	1174	1601	858	209	4041

2.4 How satisfied are you with the charges deducted after every usage?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	5	9	155	135	91	12	407
	Rural	1	3	10	31	55	62	5	167
	Total	1	8	19	186	190	153	17	574
BSNL	Urban	0	1	4	97	227	60	11	400
	Rural	1	0	4	36	49	62	21	173
	Total	1	1	8	133	276	122	32	573
Rel Com	Urban	1	4	10	112	136	107	25	395
	Rural	1	2	8	35	36	57	30	169
	Total	2	6	18	147	172	164	55	564
TTSL	Urban	0	0	10	68	196	112	23	409
	Rural	2	2	5	26	68	46	22	171
	Total	2	2	15	94	264	158	45	580
Idea	Urban	0	5	7	118	195	63	19	407
	Rural	1	3	5	25	79	47	17	177
	Total	1	8	12	143	274	110	36	584
Vodafone	Urban	0	1	7	98	218	59	16	399
	Rural	0	1	12	28	62	47	17	167
	Total	0	2	19	126	280	106	33	566
Videocon	Urban	0	0	66	131	126	70	26	419
	Rural	0	0	0	36	60	77	8	181
	Total	0	0	66	167	186	147	34	600
Total	Urban	1	16	113	779	1233	562	132	2836
	Rural	6	11	44	217	409	398	120	1205
	Total	7	27	157	996	1642	960	252	4041



Billing services, prepaid customers: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	1	17	48	613	528	371	50	1628	90%	95.9%
	Rural	8	7	43	125	245	218	22	668	90%	91.3%
	Total	9	24	91	738	773	589	72	2296	90%	94.6%
BSNL	Urban	1	5	27	455	803	249	60	1600	90%	97.9%
	Rural	4	0	21	155	228	194	90	692	90%	96.4%
	Total	5	5	48	610	1031	443	150	2292	90%	97.5%
Rel Com	Urban	1	17	34	471	530	431	96	1580	90%	96.7%
	Rural	1	10	40	112	181	232	100	676	90%	92.5%
	Total	2	27	74	583	711	663	196	2256	90%	95.4%
TTSL	Urban	3	17	41	375	717	420	63	1636	90%	96.3%
	Rural	3	13	49	146	237	161	75	684	90%	90.5%
	Total	6	30	90	521	954	581	138	2320	90%	94.6%
Idea	Urban	3	18	40	547	699	229	92	1628	90%	96.3%
	Rural	1	11	20	133	278	208	57	708	90%	95.5%
	Total	4	29	60	680	977	437	149	2336	90%	96.0%
Vodafone	Urban	1	11	19	434	829	246	56	1596	90%	98.1%
	Rural	2	12	41	143	233	170	67	668	90%	91.8%
	Total	3	23	60	577	1062	416	123	2264	90%	96.2%
Videocon	Urban	0	0	265	595	516	222	78	1676	90%	84.2%
	Rural	0	2	30	155	285	228	24	724	90%	95.6%
	Total	0	2	295	750	801	450	102	2400	90%	87.6%
Total	Urban	10	85	474	3490	4622	2168	495	11344	90%	95.0%
	Rural	19	55	244	969	1687	1411	435	4820	90%	93.4%
	Total	29	140	718	4459	6309	3579	930	16164	90%	94.5%

Post paid

2.5 How satisfied are you with the charges levied per call?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Rural	0	0	0	3	20	0	0	23
	Urban	0	0	4	2	6	1	0	13
	Total	0	0	4	5	26	1	0	36
BSNL	Rural	0	0	0	9	13	6	0	28
	Urban	0	0	0	2	3	2	0	7
	Total	0	0	0	11	16	8	0	35
Rel Com	Rural	0	3	1	11	13	14	2	44
	Urban	0	0	1	2	3	3	2	11
	Total	0	3	2	13	16	17	4	55
TTSL	Rural	0	0	1	3	14	1	0	19
	Urban	0	0	1	1	5	2	0	9
	Total	0	0	2	4	19	3	0	28
Idea	Rural	0	0	4	15	3	4	2	28
	Urban	0	0	0	0	1	2	0	3
	Total	0	0	4	15	4	6	2	31
Vodafone	Rural	0	0	1	5	12	7	0	25
	Urban	1	1	0	6	3	1	1	13
	Total	1	1	1	11	15	8	1	38
Videocon	Rural	NA	NA	NA	NA	NA	NA	NA	NA
	Urban	NA	NA	NA	NA	NA	NA	NA	NA
	Total	NA	NA	NA	NA	NA	NA	NA	NA
Total	Rural	0	3	7	46	75	32	4	167
	Urban	1	1	6	13	21	11	3	56
	Total	1	4	13	59	96	43	7	223



2.6 How satisfied are you with the overall accuracy & completeness of the bills?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Rural	0	0	0	9	7	7	0	23
	Urban	0	0	2	5	3	3	0	13
	Total	0	0	2	14	10	10	0	36
BSNL	Rural	0	1	4	3	11	9	0	28
	Urban	0	1	1	1	2	1	1	7
	Total	0	2	5	4	13	10	1	35
Rel Com	Rural	0	2	3	6	18	13	2	44
	Urban	0	0	1	1	3	5	1	11
	Total	0	2	4	7	21	18	3	55
TTSL	Rural	0	0	0	3	13	3	0	19
	Urban	0	0	0	1	2	6	0	9
	Total	0	0	0	4	15	9	0	28
Idea	Rural	0	1	5	4	15	1	2	28
	Urban	0	0	0	2	1	0	0	3
	Total	0	1	5	6	16	1	2	31
Vodafone	Rural	0	1	3	6	9	6	0	25
	Urban	0	1	3	1	4	4	0	13
	Total	0	2	6	7	13	10	0	38
Videocon	Rural	0	0	0	0	0	0	0	0
	Urban	0	0	0	0	0	0	0	0
	Total	0	0	0	0	0	0	0	0
Total	Rural	0	5	15	31	73	39	4	167
	Urban	0	2	7	11	15	19	2	56
	Total	0	7	22	42	88	58	6	223

2.7 How satisfied are you with the clarity of bills in terms of transparency and understandability?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Rural	0	0	0	3	17	3	0	23
	Urban	0	0	2	4	5	2	0	13
	Total	0	0	2	7	22	5	0	36
BSNL	Rural	0	3	1	3	15	5	1	28
	Urban	0	1	1	2	1	1	1	7
	Total	0	4	2	5	16	6	2	35
Rel Com	Rural	0	0	0	7	28	8	1	44
	Urban	0	0	0	0	6	4	1	11
	Total	0	0	0	7	34	12	2	55
TTSL	Rural	0	0	1	2	13	3	0	19
	Urban	0	0	1	0	6	2	0	9
	Total	0	0	2	2	19	5	0	28
Idea	Rural	0	0	4	15	3	6	0	28
	Urban	0	0	0	0	2	1	0	3
	Total	0	0	4	15	5	7	0	31
Vodafone	Rural	1	0	0	3	15	6	0	25
	Urban	1	1	1	2	4	3	1	13
	Total	2	1	1	5	19	9	1	38
Videocon	Rural	0	0	0	0	0	0	0	0
	Urban	0	0	0	0	0	0	0	0
	Total	0	0	0	0	0	0	0	0
Total	Rural	1	3	6	33	91	31	2	167
	Urban	1	2	5	8	24	13	3	56
	Total	2	5	11	41	115	44	5	223



Billing services, postpaid customers: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Rural	0	0	0	15	44	10	0	69	90%	100.0%
	Urban	0	0	8	11	14	6	0	39	90%	79.5%
	Total	0	0	8	26	58	16	0	108	90%	92.6%
BSNL	Rural	0	4	5	15	39	20	1	84	90%	89.3%
	Urban	0	2	2	5	6	4	2	21	90%	81.0%
	Total	0	6	7	20	45	24	3	105	90%	87.6%
Rel Com	Rural	0	5	4	24	59	35	5	132	90%	93.2%
	Urban	0	0	2	3	12	12	4	33	90%	93.9%
	Total	0	5	6	27	71	47	9	165	90%	93.3%
TTSL	Rural	0	0	2	8	40	7	0	57	90%	96.5%
	Urban	0	0	2	2	13	10	0	27	90%	92.6%
	Total	0	0	4	10	53	17	0	84	90%	95.2%
Idea	Rural	0	1	13	34	21	11	4	84	90%	83.3%
	Urban	0	0	0	2	4	3	0	9	90%	100.0%
	Total	0	1	13	36	25	14	4	93	90%	84.9%
Vodafone	Rural	1	1	4	14	36	19	0	75	90%	92.0%
	Urban	2	3	4	9	11	8	2	39	90%	76.9%
	Total	3	4	8	23	47	27	2	114	90%	86.8%
Videocon	Rural	0	0	0	0	0	0	0	0	90%	0.0%
	Urban	0	0	0	0	0	0	0	0	90%	0.0%
	Total	0	0	0	0	0	0	0	0	90%	0.0%
Total	Rural	1	11	28	110	239	102	10	501	90%	92.0%
	Urban	2	5	18	32	60	43	8	168	90%	85.1%
	Total	3	16	46	142	299	145	18	669	90%	90.3%

3. Help Services

3.1 How satisfied are you with the availability of customer care services (consumer care number and general information number)?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	5	21	58	177	139	20	420
	Rural	2	3	21	38	72	44	0	180
	Total	2	8	42	96	249	183	20	600
BSNL	Urban	2	18	31	93	223	43	10	420
	Rural	1	4	25	53	47	38	12	180
	Total	3	22	56	146	270	81	22	600
Rel Com	Urban	1	7	31	76	163	109	33	420
	Rural	0	2	16	34	63	43	22	180
	Total	1	9	47	110	226	152	55	600
TTSL	Urban	2	20	33	92	207	61	5	420
	Rural	0	6	38	37	51	39	9	180
	Total	2	26	71	129	258	100	14	600
Idea	Urban	2	15	33	133	154	56	27	420
	Rural	0	4	13	43	70	26	24	180
	Total	2	19	46	176	224	82	51	600
Vodafone	Urban	1	6	15	117	216	60	7	422
	Rural	0	5	17	53	61	38	6	180
	Total	1	11	32	170	277	98	13	602
Videocon	Urban	0	1	80	149	140	32	17	419
	Rural	1	0	9	43	88	33	7	181
	Total	1	1	89	192	228	65	24	600
Total	Urban	8	72	244	718	1280	500	119	2941
	Rural	4	24	139	301	452	261	80	1261
	Total	12	96	383	1019	1732	761	199	4202



3.2 How satisfied are you with the ease of access to a customer care executive through the IVR menu?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	1	4	30	87	178	91	29	420
	Rural	2	8	30	52	49	36	3	180
	Total	3	12	60	139	227	127	32	600
BSNL	Urban	1	13	34	122	191	49	10	420
	Rural	0	9	20	47	56	31	17	180
	Total	1	22	54	169	247	80	27	600
Rel Com	Urban	1	11	18	93	170	100	27	420
	Rural	1	3	10	34	51	57	24	180
	Total	2	14	28	127	221	157	51	600
TTSL	Urban	0	6	32	149	155	71	7	420
	Rural	1	18	24	46	52	28	11	180
	Total	1	24	56	195	207	99	18	600
Idea	Urban	1	8	26	126	183	59	17	420
	Rural	1	4	6	43	73	42	11	180
	Total	2	12	32	169	256	101	28	600
Vodafone	Urban	0	3	19	103	223	62	12	422
	Rural	0	4	14	37	68	50	7	180
	Total	0	7	33	140	291	112	19	602
Videocon	Urban	0	1	74	154	115	65	10	419
	Rural	0	4	13	56	59	41	8	181
	Total	0	5	87	210	174	106	18	600
Total	Urban	4	46	233	834	1215	497	112	2941
	Rural	5	50	117	315	408	285	81	1261
	Total	9	96	350	1149	1623	782	193	4202

3.3 How satisfied are you with the customer friendly approach of the customer care executive?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	4	16	58	194	131	17	420
	Rural	2	3	16	37	73	42	7	180
	Total	2	7	32	95	267	173	24	600
BSNL	Urban	2	15	29	103	199	57	15	420
	Rural	0	6	23	45	51	34	21	180
	Total	2	21	52	148	250	91	36	600
Rel Com	Urban	1	6	24	111	147	104	27	420
	Rural	0	2	7	45	58	42	26	180
	Total	1	8	31	156	205	146	53	600
TTSL	Urban	2	10	25	137	142	89	15	420
	Rural	0	8	30	39	47	42	14	180
	Total	2	18	55	176	189	131	29	600
Idea	Urban	1	4	29	132	169	61	24	420
	Rural	1	3	11	51	63	30	21	180
	Total	2	7	40	183	232	91	45	600
Vodafone	Urban	0	5	14	115	218	56	14	422
	Rural	1	9	18	43	51	30	28	180
	Total	1	14	32	158	269	86	42	602
Videocon	Urban	0	0	72	150	118	58	21	419
	Rural	1	0	15	38	72	43	12	181
	Total	1	0	87	188	190	101	33	600
Total	Urban	6	44	209	806	1187	556	133	2941
	Rural	5	31	120	298	415	263	129	1261
	Total	11	75	329	1104	1602	819	262	4202



3.4 How satisfied are you with the competency level/problem solving ability of the customer care executive?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	5	22	63	196	108	26	420
	Rural	1	5	11	45	72	42	4	180
	Total	1	10	33	108	268	150	30	600
BSNL	Urban	0	9	35	118	202	46	10	420
	Rural	1	7	21	47	53	32	19	180
	Total	1	16	56	165	255	78	29	600
Rel Com	Urban	0	5	15	100	161	108	31	420
	Rural	0	2	11	24	59	52	32	180
	Total	0	7	26	124	220	160	63	600
TTSL	Urban	0	4	19	102	201	85	9	420
	Rural	1	14	18	38	64	27	18	180
	Total	1	18	37	140	265	112	27	600
Idea	Urban	1	7	25	137	184	36	30	420
	Rural	0	4	5	38	77	45	11	180
	Total	1	11	30	175	261	81	41	600
Vodafone	Urban	0	1	11	97	231	66	16	422
	Rural	2	4	11	37	77	37	12	180
	Total	2	5	22	134	308	103	28	602
Videocon	Urban	0	3	82	127	129	60	18	419
	Rural	0	6	4	35	81	46	9	181
	Total	0	9	86	162	210	106	27	600
Total	Urban	1	34	209	744	1304	509	140	2941
	Rural	5	42	81	264	483	281	105	1261
	Total	6	76	290	1008	1787	790	245	4202

Help Services: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	1	18	89	266	745	469	92	1680	90%	93.6%
	Rural	7	19	78	172	266	164	14	720	90%	85.6%
	Total	8	37	167	438	1011	633	106	2400	90%	91.2%
BSNL	Urban	5	55	129	436	815	195	45	1680	90%	88.8%
	Rural	2	26	89	192	207	135	69	720	90%	83.8%
	Total	7	81	218	628	1022	330	114	2400	90%	87.3%
Rel Com	Urban	3	29	88	380	641	421	118	1680	90%	92.9%
	Rural	1	9	44	137	231	194	104	720	90%	92.5%
	Total	4	38	132	517	872	615	222	2400	90%	92.8%
TTSL	Urban	4	40	109	480	705	306	36	1680	90%	90.9%
	Rural	2	46	110	160	214	136	52	720	90%	78.1%
	Total	6	86	219	640	919	442	88	2400	90%	87.0%
Idea	Urban	5	34	113	528	690	212	98	1680	90%	91.0%
	Rural	2	15	35	175	283	143	67	720	90%	92.8%
	Total	7	49	148	703	973	355	165	2400	90%	91.5%
Vodafone	Urban	1	15	59	432	888	244	49	1688	90%	95.6%
	Rural	3	22	60	170	257	155	53	720	90%	88.2%
	Total	4	37	119	602	1145	399	102	2408	90%	93.4%
Videocon	Urban	0	5	308	580	502	215	66	1676	90%	81.3%
	Rural	2	10	41	172	300	163	36	724	90%	92.7%
	Total	2	15	349	752	802	378	102	2400	90%	84.8%
Total	Urban	19	196	895	3102	4986	2062	504	11764	90%	90.6%
	Rural	19	147	457	1178	1758	1090	395	5044	90%	87.6%
	Total	38	343	1352	4280	6744	3152	899	16808	90%	89.7%



4. Network Performance

4.1 How satisfied are you with the availability of signal of your service provided?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	2	6	18	57	164	136	37	420
	Rural	2	8	29	33	45	35	28	180
	Total	4	14	47	90	209	171	65	600
BSNL	Urban	24	25	34	93	175	51	18	420
	Rural	18	23	17	26	38	39	19	180
	Total	42	48	51	119	213	90	37	600
Rel Com	Urban	4	12	18	100	143	117	26	420
	Rural	0	4	9	33	62	60	12	180
	Total	4	16	27	133	205	177	38	600
TTSL	Urban	14	36	26	76	158	90	20	420
	Rural	0	14	18	23	56	50	19	180
	Total	14	50	44	99	214	140	39	600
Idea	Urban	4	14	33	136	143	71	19	420
	Rural	1	16	12	50	53	29	19	180
	Total	5	30	45	186	196	100	38	600
Vodafone	Urban	1	10	12	112	209	58	20	422
	Rural	4	9	16	48	44	40	19	180
	Total	5	19	28	160	253	98	39	602
Videocon	Urban	1	1	101	131	131	37	17	419
	Rural	3	7	9	21	54	82	5	181
	Total	4	8	110	152	185	119	22	600
Total	Urban	50	104	242	705	1123	560	157	2941
	Rural	28	81	110	234	352	335	121	1261
	Total	78	185	352	939	1475	895	278	4202

4.2 How satisfied are you with the network of your service provider in terms of ability to make or receive calls easily?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	1	9	18	67	161	134	30	420
	Rural	6	10	13	33	44	64	10	180
	Total	7	19	31	100	205	198	40	600
BSNL	Urban	4	43	33	96	158	73	13	420
	Rural	10	20	29	28	41	31	21	180
	Total	14	63	62	124	199	104	34	600
Rel Com	Urban	1	14	18	74	166	116	31	420
	Rural	1	1	14	25	53	54	32	180
	Total	2	15	32	99	219	170	63	600
TTSL	Urban	3	17	37	101	120	129	13	420
	Rural	0	5	22	37	47	51	18	180
	Total	3	22	59	138	167	180	31	600
Idea	Urban	4	9	30	95	185	79	18	420
	Rural	2	4	14	30	62	44	24	180
	Total	6	13	44	125	247	123	42	600
Vodafone	Urban	1	2	9	91	209	87	23	422
	Rural	5	5	11	17	67	48	27	180
	Total	6	7	20	108	276	135	50	602
Videocon	Urban	0	4	87	132	86	99	11	419
	Rural	3	7	7	23	100	34	7	181
	Total	3	11	94	155	186	133	18	600
Total	Urban	14	98	232	656	1085	717	139	2941
	Rural	27	52	110	193	414	326	139	1261
	Total	41	150	342	849	1499	1043	278	4202



4.3 How satisfied are you with the voice quality on your phone during calls?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	2	5	22	59	202	110	20	420
	Rural	9	4	21	34	55	44	13	180
	Total	11	9	43	93	257	154	33	600
BSNL	Urban	21	26	31	98	165	59	20	420
	Rural	27	12	12	41	37	27	24	180
	Total	48	38	43	139	202	86	44	600
Rel Com	Urban	5	11	20	108	144	97	35	420
	Rural	1	1	9	50	57	36	26	180
	Total	6	12	29	158	201	133	61	600
TTSL	Urban	15	28	21	52	196	91	17	420
	Rural	3	10	20	41	54	39	13	180
	Total	18	38	41	93	250	130	30	600
Idea	Urban	7	13	25	161	151	45	18	420
	Rural	7	10	10	37	68	25	23	180
	Total	14	23	35	198	219	70	41	600
Vodafone	Urban	1	7	15	118	196	80	5	422
	Rural	4	9	12	40	58	51	6	180
	Total	5	16	27	158	254	131	11	602
Videocon	Urban	1	8	92	123	119	44	32	419
	Rural	7	3	9	21	95	39	7	181
	Total	8	11	101	144	214	83	39	600
Total	Urban	52	98	226	719	1173	526	147	2941
	Rural	58	49	93	264	424	261	112	1261
	Total	110	147	319	983	1597	787	259	4202

Network performance, Reliability and Availability: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	5	20	58	183	527	380	87	1260	90%	93.4%
	Rural	17	22	63	100	144	143	51	540	90%	81.1%
	Total	22	42	121	283	671	523	138	1800	90%	89.7%
BSNL	Urban	49	94	98	287	498	183	51	1260	90%	80.9%
	Rural	55	55	58	95	116	97	64	540	90%	68.9%
	Total	104	149	156	382	614	280	115	1800	90%	77.3%
Rel Com	Urban	10	37	56	282	453	330	92	1260	90%	91.8%
	Rural	2	6	32	108	172	150	70	540	90%	92.6%
	Total	12	43	88	390	625	480	162	1800	90%	92.1%
TTSL	Urban	32	81	84	229	474	310	50	1260	90%	84.4%
	Rural	3	29	60	101	157	140	50	540	90%	83.0%
	Total	35	110	144	330	631	450	100	1800	90%	83.9%
Idea	Urban	15	36	88	392	479	195	55	1260	90%	89.0%
	Rural	10	30	36	117	183	98	66	540	90%	85.9%
	Total	25	66	124	509	662	293	121	1800	90%	88.1%
Vodafone	Urban	3	19	36	321	614	225	48	1266	90%	95.4%
	Rural	13	23	39	105	169	139	52	540	90%	86.1%
	Total	16	42	75	426	783	364	100	1806	90%	92.6%
Videocon	Urban	2	13	280	386	336	180	60	1257	90%	76.5%
	Rural	13	17	25	65	249	155	19	543	90%	89.9%
	Total	15	30	305	451	585	335	79	1800	90%	80.6%
Total	Urban	116	300	700	2080	3381	1803	443	8823	90%	87.4%
	Rural	113	182	313	691	1190	922	372	3783	90%	83.9%
	Total	229	482	1013	2771	4571	2725	815	12606	90%	86.3%



5. Maintainability

5.1 How satisfied are you with the availability of fault free connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	2	14	56	232	93	23	420
	Rural	3	4	17	32	70	51	3	180
	Total	3	6	31	88	302	144	26	600
BSNL	Urban	6	27	40	102	165	68	12	420
	Rural	14	16	23	43	47	23	14	180
	Total	20	43	63	145	212	91	26	600
Rel Com	Urban	1	5	17	72	186	102	37	420
	Rural	0	2	9	34	51	64	20	180
	Total	1	7	26	106	237	166	57	600
TTSL	Urban	4	12	32	40	205	112	15	420
	Rural	1	4	29	41	61	31	13	180
	Total	5	16	61	81	266	143	28	600
Idea	Urban	4	2	32	144	173	52	13	420
	Rural	7	2	14	25	62	52	18	180
	Total	11	4	46	169	235	104	31	600
Vodafone	Urban	0	2	12	57	238	94	19	422
	Rural	3	4	12	28	77	38	18	180
	Total	3	6	24	85	315	132	37	602
Videocon	Urban	0	4	102	130	111	66	6	419
	Rural	5	4	14	43	64	45	6	181
	Total	5	8	116	173	175	111	12	600
Total	Urban	15	54	249	601	1310	587	125	2941
	Rural	33	36	118	246	432	304	92	1261
	Total	48	90	367	847	1742	891	217	4202

5.2 How satisfied are you with the timely repair of faults of your phone connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	2	30	260	81	45	2	420
	Rural	1	7	64	96	12	0	0	180
	Total	1	9	94	356	93	45	2	600
BSNL	Urban	0	19	127	240	23	10	1	420
	Rural	5	14	96	38	23	4	0	180
	Total	5	33	223	278	46	14	1	600
Rel Com	Urban	0	15	66	122	137	76	4	420
	Rural	1	11	35	37	33	63	0	180
	Total	1	26	101	159	170	139	4	600
TTSL	Urban	1	9	84	129	159	37	1	420
	Rural	0	13	66	53	43	5	0	180
	Total	1	22	150	182	202	42	1	600
Idea	Urban	2	1	103	198	86	25	5	420
	Rural	1	5	93	48	25	7	1	180
	Total	3	6	196	246	111	32	6	600
Vodafone	Urban	4	7	51	339	20	1	0	422
	Rural	0	1	27	96	2	54	0	180
	Total	4	8	78	435	22	55	0	602
Videocon	Urban	2	10	143	212	44	8	0	419
	Rural	0	11	56	51	53	10	0	181
	Total	2	21	199	263	97	18	0	600
Total	Urban	9	63	604	1500	550	202	13	2941
	Rural	8	62	437	419	191	143	1	1261
	Total	17	125	1041	1919	741	345	14	4202



Maintainability: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	0	4	44	316	313	138	25	840	95%	94.3%
	Rural	4	11	81	128	82	51	3	360	95%	73.3%
	Total	4	15	125	444	395	189	28	1200	95%	88.0%
BSNL	Urban	6	46	167	342	188	78	13	840	95%	73.9%
	Rural	19	30	119	81	70	27	14	360	95%	53.3%
	Total	25	76	286	423	258	105	27	1200	95%	67.8%
Rel Com	Urban	1	20	83	194	323	178	41	840	95%	87.6%
	Rural	1	13	44	71	84	127	20	360	95%	83.9%
	Total	2	33	127	265	407	305	61	1200	95%	86.5%
TTSL	Urban	5	21	116	169	364	149	16	840	95%	83.1%
	Rural	1	17	95	94	104	36	13	360	95%	68.6%
	Total	6	38	211	263	468	185	29	1200	95%	78.8%
Idea	Urban	6	3	135	342	259	77	18	840	95%	82.9%
	Rural	8	7	107	73	87	59	19	360	95%	66.1%
	Total	14	10	242	415	346	136	37	1200	95%	77.8%
Vodafone	Urban	4	9	63	396	258	95	19	844	95%	91.0%
	Rural	3	5	39	124	79	92	18	360	95%	86.9%
	Total	7	14	102	520	337	187	37	1204	95%	89.8%
Videocon	Urban	2	14	245	342	155	74	6	838	95%	68.9%
	Rural	5	15	70	94	117	55	6	362	95%	75.1%
	Total	7	29	315	436	272	129	12	1200	95%	70.8%
Total	Urban	24	117	853	2101	1860	789	138	5882	95%	83.1%
	Rural	41	98	555	665	623	447	93	2522	95%	72.5%
	Total	65	215	1408	2766	2483	1236	231	8404	95%	79.9%

6. Supplementary Services and Value Added Services

6.1 Have you subscribed to any supplementary services like call forwarding, call diverting and value added services						
Service Provider		Yes		No		Total
		Count	%	Count	%	Count
Airtel	Urban	179	42.6%	241	57.4%	420
	Rural	34	18.9%	146	81.1%	180
	Total	213	35.5%	387	64.5%	600
BSNL	Urban	91	21.7%	329	78.3%	420
	Rural	44	24.4%	136	75.6%	180
	Total	135	22.5%	465	77.5%	600
Rel Com	Urban	165	39.3%	255	60.7%	420
	Rural	101	56.1%	79	43.9%	180
	Total	266	44.3%	334	55.7%	600
TTSL	Urban	242	57.6%	178	42.4%	420
	Rural	58	32.2%	122	67.8%	180
	Total	300	50.0%	300	50.0%	600
Idea	Urban	121	28.8%	299	71.2%	420
	Rural	58	32.2%	122	67.8%	180
	Total	179	29.8%	421	70.2%	600
Vodafone	Urban	98	23.2%	324	76.8%	422
	Rural	70	38.9%	110	61.1%	180
	Total	168	27.9%	434	72.1%	602
Videocon	Urban	110	26.3%	309	73.7%	419
	Rural	75	41.4%	106	58.6%	181
	Total	185	30.8%	415	69.2%	600
Total	Urban	1006	34.2%	1935	65.8%	2941
	Rural	440	34.9%	821	65.1%	1261
	Total	1446	34.4%	2756	65.6%	4202



6.2 How satisfied are you with the supplementary services / value added service provided									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	1	6	27	87	57	1	179
	Rural	1	2	1	8	17	5	0	34
	Total	1	3	7	35	104	62	1	213
BSNL	Urban	1	4	9	37	25	12	3	91
	Rural	0	0	4	13	13	7	7	44
	Total	1	4	13	50	38	19	10	135
Rel Com	Urban	4	6	13	27	74	41	0	165
	Rural	2	4	6	27	29	25	8	101
	Total	6	10	19	54	103	66	8	266
TTSL	Urban	3	3	16	63	112	45	0	242
	Rural	0	0	7	10	15	26	0	58
	Total	3	3	23	73	127	71	0	300
Idea	Urban	0	12	34	27	34	13	1	121
	Rural	2	3	12	12	22	6	1	58
	Total	2	15	46	39	56	19	2	179
Vodafone	Urban	1	3	13	30	36	14	1	98
	Rural	2	1	5	5	27	27	3	70
	Total	3	4	18	35	63	41	4	168
Videocon	Urban	0	4	32	51	14	2	7	110
	Rural	1	1	2	27	30	11	3	75
	Total	1	5	34	78	44	13	10	185
Total	Urban	9	33	123	262	382	184	13	1006
	Rural	8	11	37	102	153	107	22	440
	Total	17	44	160	364	535	291	35	1446

Supplementary services and Value Added services: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	0	1	6	27	87	57	1	179	90%	96.1%
	Rural	1	2	1	8	17	5	0	34	90%	88.2%
	Total	1	3	7	35	104	62	1	213	90%	94.8%
BSNL	Urban	1	4	9	37	25	12	3	91	90%	84.6%
	Rural	0	0	4	13	13	7	7	44	90%	90.9%
	Total	1	4	13	50	38	19	10	135	90%	86.7%
Rel Com	Urban	4	6	13	27	74	41	0	165	90%	86.1%
	Rural	2	4	6	27	29	25	8	101	90%	88.1%
	Total	6	10	19	54	103	66	8	266	90%	86.8%
TTSL	Urban	3	3	16	63	112	45	0	242	90%	90.9%
	Rural	0	0	7	10	15	26	0	58	90%	87.9%
	Total	3	3	23	73	127	71	0	300	90%	90.3%
Idea	Urban	0	12	34	27	34	13	1	121	90%	62.0%
	Rural	2	3	12	12	22	6	1	58	90%	70.7%
	Total	2	15	46	39	56	19	2	179	90%	64.8%
Vodafone	Urban	1	3	13	30	36	14	1	98	90%	82.7%
	Rural	2	1	5	5	27	27	3	70	90%	88.6%
	Total	3	4	18	35	63	41	4	168	90%	85.1%
Videocon	Urban	0	4	32	51	14	2	7	110	90%	67.3%
	Rural	1	1	2	27	30	11	3	75	90%	94.7%
	Total	1	5	34	78	44	13	10	185	90%	78.4%
Total	Urban	9	33	123	262	382	184	13	1006	90%	83.6%
	Rural	8	11	37	102	153	107	22	440	90%	87.3%
	Total	17	44	160	364	535	291	35	1446	90%	84.7%



7. Overall Services

7. How satisfied are you with the overall Quality of the Cellular Service?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	1	2	14	39	135	162	67	420
	Rural	0	3	13	19	91	43	11	180
	Total	1	5	27	58	226	205	78	600
BSNL	Urban	1	3	18	76	189	120	13	420
	Rural	0	3	11	34	85	37	10	180
	Total	1	6	29	110	274	157	23	600
Rel Com	Urban	4	3	10	40	122	141	100	420
	Rural	4	5	7	32	52	48	32	180
	Total	8	8	17	72	174	189	132	600
TTSL	Urban	2	1	13	59	205	133	7	420
	Rural	0	1	15	23	82	42	17	180
	Total	2	2	28	82	287	175	24	600
Idea	Urban	2	1	14	79	204	75	45	420
	Rural	2	3	6	28	109	10	22	180
	Total	4	4	20	107	313	85	67	600
Vodafone	Urban	1	0	5	26	220	160	10	422
	Rural	0	3	11	27	85	42	12	180
	Total	1	3	16	53	305	202	22	602
Videocon	Urban	0	0	43	72	181	109	14	419
	Rural	0	2	15	9	101	45	9	181
	Total	0	2	58	81	282	154	23	600
Total	Urban	11	10	117	391	1256	900	256	2941
	Rural	6	20	78	172	605	267	113	1261
	Total	17	30	195	563	1861	1167	369	4202

Overall Quality of Services: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	1	2	14	39	135	162	67	420	90%	96.0%
	Rural	0	3	13	19	91	43	11	180	90%	91.1%
	Total	1	5	27	58	226	205	78	600	90%	94.5%
BSNL	Urban	1	3	18	76	189	120	13	420	90%	94.8%
	Rural	0	3	11	34	85	37	10	180	90%	92.2%
	Total	1	6	29	110	274	157	23	600	90%	94.0%
Rel Com	Urban	4	3	10	40	122	141	100	420	90%	96.0%
	Rural	4	5	7	32	52	48	32	180	90%	91.1%
	Total	8	8	17	72	174	189	132	600	90%	94.5%
TTSL	Urban	2	1	13	59	205	133	7	420	90%	96.2%
	Rural	0	1	15	23	82	42	17	180	90%	91.1%
	Total	2	2	28	82	287	175	24	600	90%	94.7%
Idea	Urban	2	1	14	79	204	75	45	420	90%	96.0%
	Rural	2	3	6	28	109	10	22	180	90%	93.9%
	Total	4	4	20	107	313	85	67	600	90%	95.3%
Vodafone	Urban	1	0	5	26	220	160	10	422	90%	98.6%
	Rural	0	3	11	27	85	42	12	180	90%	92.2%
	Total	1	3	16	53	305	202	22	602	90%	96.7%
Videocon	Urban	0	0	43	72	181	109	14	419	90%	89.7%
	Rural	0	2	15	9	101	45	9	181	90%	90.6%
	Total	0	2	58	81	282	154	23	600	90%	90.0%
Total	Urban	11	10	117	391	1256	900	256	2941	90%	95.3%
	Rural	6	20	78	172	605	267	113	1261	90%	91.8%
	Total	17	30	195	563	1861	1167	369	4202	90%	94.2%



A3. BROADBAND SERVICES

1. Provision of Service

1.1 How satisfied are you with the ease of taking a connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	9	36	65	98	200	40	448
	Rural	0	0	0	15	44	54	39	152
	Total	0	9	36	80	142	254	79	600
BSNL	Urban	47	0	6	46	122	132	59	412
	Rural	0	0	3	35	53	57	42	190
	Total	47	0	9	81	175	189	101	602
You Broadband	Urban	1	4	18	148	147	81	50	449
	Rural	0	0	0	15	39	57	44	155
	Total	1	4	18	163	186	138	94	604
Total	Urban	48	13	60	259	367	413	149	1309
	Rural	0	0	3	65	136	168	125	497
	Total	48	13	63	324	503	581	274	1806

1.2 How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	1	18	0	46	209	171	3	448
	Rural	0	0	3	16	69	60	4	152
	Total	1	18	3	62	278	231	7	600
BSNL	Urban	0	1	6	45	188	170	2	412
	Rural	0	1	7	33	84	62	3	190
	Total	0	2	13	78	272	232	5	602
You Broadband	Urban	0	6	33	107	200	98	5	449
	Rural	0	1	3	15	73	60	3	155
	Total	0	7	36	122	273	158	8	604
Total	Urban	1	25	39	198	597	439	10	1309
	Rural	0	2	13	64	226	182	10	497
	Total	1	27	52	262	823	621	20	1806

1.3 How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	1	3	0	104	184	144	12	448
	Rural	0	0	1	15	58	66	12	152
	Total	1	3	1	119	242	210	24	600
BSNL	Urban	0	2	8	41	159	187	15	412
	Rural	0	1	1	29	79	66	14	190
	Total	0	3	9	70	238	253	29	602
You Broadband	Urban	1	6	15	134	179	100	14	449
	Rural	0	1	0	15	58	66	15	155
	Total	1	7	15	149	237	166	29	604
Total	Urban	2	11	23	279	522	431	41	1309
	Rural	0	2	2	59	195	198	41	497
	Total	2	13	25	338	717	629	82	1806



Provision of services: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	2	30	36	215	491	515	55	1344	90%	94.9%
	Rural	0	0	4	46	171	180	55	456	90%	99.1%
	Total	2	30	40	261	662	695	110	1800	90%	96.0%
BSNL	Urban	47	3	20	132	469	489	76	1236	90%	94.3%
	Rural	0	2	11	97	216	185	59	570	90%	97.7%
	Total	47	5	31	229	685	674	135	1806	90%	95.4%
You Broadband	Urban	2	16	66	389	526	279	69	1347	90%	93.8%
	Rural	0	2	3	45	170	183	62	465	90%	98.9%
	Total	2	18	69	434	696	462	131	1812	90%	95.1%
Total	Urban	51	49	122	736	1486	1283	200	3927	90%	94.3%
	Rural	0	4	18	188	557	548	176	1491	90%	98.5%
	Total	51	53	140	924	2043	1831	376	5418	90%	95.5%

2. Billing related:

Prepaid Services

2.1 How satisfied are you with ease of recharging process/activation of vouchers?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
You BB	Urban	0	0	76	148	183	0	0	407
	Rural	0	0	30	55	70	0	0	155
	Total	0	0	106	203	253	0	0	562
Total	Urban	0	0	76	148	183	0	0	407
	Rural	0	0	30	55	70	0	0	155
	Total	0	0	106	203	253	0	0	562

2.2 How satisfied are you with the availability of recharging cards/vouchers of various denominations?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
You BB	Urban	0	11	52	234	110	0	0	407
	Rural	0	5	20	90	40	0	0	155
	Total	0	16	72	324	150	0	0	562
Total	Urban	0	11	52	234	110	0	0	407
	Rural	0	5	20	90	40	0	0	155
	Total	0	16	72	324	150	0	0	562

2.3 How satisfied are you with the transparency of recharge offer/voucher i.e. talk time available on the recharge card/voucher?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
You BB	Urban	0	12	66	219	110	0	0	407
	Rural	0	5	25	85	40	0	0	155
	Total	0	17	91	304	150	0	0	562
Total	Urban	0	12	66	219	110	0	0	407
	Rural	0	5	25	85	40	0	0	155
	Total	0	17	91	304	150	0	0	562



2.4 How satisfied are you with the charges deducted for every call i.e. amount deducted on every usage?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
You BB	Urban	0	14	66	211	109	7	0	407
	Rural	0	3	24	84	44	0	0	155
	Total	0	17	90	295	153	7	0	562
Total	Urban	0	14	66	211	109	7	0	407
	Rural	0	3	24	84	44	0	0	155
	Total	0	17	90	295	153	7	0	562

Pre-paid services: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
You BB	Urban	0	37	260	812	512	7	0	1628	90%	81.8%
	Rural	0	13	99	314	194	0	0	620	90%	81.9%
	Total	0	50	359	1126	706	7	0	2248	90%	81.8%
Total	Urban	0	37	260	812	512	7	0	1628	90%	81.8%
	Rural	0	13	99	314	194	0	0	620	90%	81.9%
	Total	0	50	359	1126	706	7	0	2248	90%	81.8%

Post Paid Services

2.5 How satisfied are you with the charges levied for every internet usage?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	3	12	1	149	132	131	20	448
	Rural	0	3	0	13	43	72	21	152
	Total	3	15	1	162	175	203	41	600
BSNL	Urban	0	5	5	52	140	173	37	412
	Rural	0	3	4	24	58	76	25	190
	Total	0	8	9	76	198	249	62	602
You BB	Urban	0	1	5	3	15	15	3	42
	Rural	0	0	0	0	0	0	0	0
	Total	0	1	5	3	15	15	3	42
Total	Urban	3	18	11	204	287	319	60	902
	Rural	0	6	4	37	101	148	46	342
	Total	3	24	15	241	388	467	106	1244

2.6 How satisfied are you with the overall accuracy & completeness of the bills?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	3	18	0	171	182	65	9	448
	Rural	0	0	0	30	77	39	6	152
	Total	3	18	0	201	259	104	15	600
BSNL	Urban	0	3	4	54	203	137	11	412
	Rural	0	0	1	42	85	48	14	190
	Total	0	3	5	96	288	185	25	602
You BB	Urban	0	1	1	14	14	9	3	42
	Rural	0	0	0	0	0	0	0	0
	Total	0	1	1	14	14	9	3	42
Total	Urban	3	22	5	239	399	211	23	902
	Rural	0	0	1	72	162	87	20	342
	Total	3	22	6	311	561	298	43	1244



2.7 How satisfied are you with the clarity of the bills in terms of transparency and understandability?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	4	8	4	142	156	111	23	448
	Rural	0	0	3	8	64	56	21	152
	Total	4	8	7	150	220	167	44	600
BSNL	Urban	0	1	6	45	173	153	34	412
	Rural	0	0	2	21	76	64	27	190
	Total	0	1	8	66	249	217	61	602
You BB	Urban	0	0	3	4	17	13	5	42
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	3	4	17	13	5	42
Total	Urban	4	9	13	191	346	277	62	902
	Rural	0	0	5	29	140	120	48	342
	Total	4	9	18	220	486	397	110	1244

Postpaid Billing services: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	10	38	5	462	470	307	52	1344	90%	96.1%
	Rural	0	3	3	51	184	167	48	456	90%	98.7%
	Total	10	41	8	513	654	474	100	1800	90%	96.7%
BSNL	Urban	0	9	15	151	516	463	82	1236	90%	98.1%
	Rural	0	3	7	87	219	188	66	570	90%	98.2%
	Total	0	12	22	238	735	651	148	1806	90%	98.1%
You BB	Urban	0	2	9	21	46	37	11	126	90%	91.3%
	Rural	0	0	0	0	0	0	0	0	90%	0.0%
	Total	0	2	9	21	46	37	11	126	90%	91.3%
Total	Urban	10	49	29	634	1032	807	145	2706	90%	96.7%
	Rural	0	6	10	138	403	355	114	1026	90%	98.4%
	Total	10	55	39	772	1435	1162	259	3732	90%	97.2%

3. Help Services

3.1 How satisfied are you with the availability of customer care services (consumer care number and general information number)?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	6	14	9	99	216	98	6	448
	Rural	3	3	17	27	58	38	6	152
	Total	9	17	26	126	274	136	12	600
BSNL	Urban	4	5	31	78	188	97	9	412
	Rural	4	5	22	45	73	35	6	190
	Total	8	10	53	123	261	132	15	602
You BB	Urban	5	9	37	158	170	63	7	449
	Rural	4	4	21	31	54	33	8	155
	Total	9	13	58	189	224	96	15	604
Total	Urban	15	28	77	335	574	258	22	1309
	Rural	11	12	60	103	185	106	20	497
	Total	26	40	137	438	759	364	42	1806



3.2 How satisfied are you with the ease of access to a consumer care executive through the IVR menu?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	3	20	14	81	213	114	3	448
	Rural	0	1	13	26	60	49	3	152
	Total	3	21	27	107	273	163	6	600
BSNL	Urban	0	5	22	72	193	116	4	412
	Rural	0	3	17	55	74	38	3	190
	Total	0	8	39	127	267	154	7	602
You BB	Urban	1	7	45	116	189	88	3	449
	Rural	0	4	14	27	57	49	4	155
	Total	1	11	59	143	246	137	7	604
Total	Urban	4	32	81	269	595	318	10	1309
	Rural	0	8	44	108	191	136	10	497
	Total	4	40	125	377	786	454	20	1806

3.3 How satisfied are you with the customer friendly approach of the customer care executive?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	3	7	51	127	207	47	6	448
	Rural	0	4	15	35	60	30	8	152
	Total	3	11	66	162	267	77	14	600
BSNL	Urban	1	8	23	90	188	97	5	412
	Rural	1	4	19	48	79	34	5	190
	Total	2	12	42	138	267	131	10	602
You BB	Urban	1	10	38	164	173	53	10	449
	Rural	0	4	18	35	61	31	6	155
	Total	1	14	56	199	234	84	16	604
Total	Urban	5	25	112	381	568	197	21	1309
	Rural	1	12	52	118	200	95	19	497
	Total	6	37	164	499	768	292	40	1806

3.4 How satisfied are you with the competency level/problem solving ability of the customer care executive?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	2	16	21	75	227	101	6	448
	Rural	0	3	13	30	48	51	7	152
	Total	2	19	34	105	275	152	13	600
BSNL	Urban	1	4	18	80	187	116	6	412
	Rural	1	3	13	52	68	48	5	190
	Total	2	7	31	132	255	164	11	602
You BB	Urban	2	10	47	114	180	87	9	449
	Rural	0	4	14	35	48	47	7	155
	Total	2	14	61	149	228	134	16	604
Total	Urban	5	30	86	269	594	304	21	1309
	Rural	1	10	40	117	164	146	19	497
	Total	6	40	126	386	758	450	40	1806



Help Services- Calculation of Satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	14	57	95	382	863	360	21	1792	90%	90.7%
	Rural	3	11	58	118	226	168	24	608	90%	88.2%
	Total	17	68	153	500	1089	528	45	2400	90%	90.1%
BSNL	Urban	6	22	94	320	756	426	24	1648	90%	92.6%
	Rural	6	15	71	200	294	155	19	760	90%	87.9%
	Total	12	37	165	520	1050	581	43	2408	90%	91.1%
You BB	Urban	9	36	167	552	712	291	29	1796	90%	88.2%
	Rural	4	16	67	128	220	160	25	620	90%	86.0%
	Total	13	52	234	680	932	451	54	2416	90%	87.6%
Total	Urban	29	115	356	1254	2331	1077	74	5236	90%	90.5%
	Rural	13	42	196	446	740	483	68	1988	90%	87.4%
	Total	42	157	552	1700	3071	1560	142	7224	90%	89.6%

4. Network Services

4.1 How satisfied are you with the availability of signal of your service provider?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	4	3	48	90	212	74	17	448
	Rural	0	3	27	15	61	28	18	152
	Total	4	6	75	105	273	102	35	600
BSNL	Urban	0	4	51	81	175	71	30	412
	Rural	0	4	32	38	72	27	17	190
	Total	0	8	83	119	247	98	47	602
You BB	Urban	2	6	58	154	160	48	21	449
	Rural	0	4	27	18	57	27	22	155
	Total	2	10	85	172	217	75	43	604
Total	Urban	6	13	157	325	547	193	68	1309
	Rural	0	11	86	71	190	82	57	497
	Total	6	24	243	396	737	275	125	1806

4.2 How satisfied are you with the network of your service provider in terms of speed of broadband connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	9	11	50	89	209	74	6	448
	Rural	6	3	9	33	45	49	7	152
	Total	15	14	59	122	254	123	13	600
BSNL	Urban	6	5	56	88	166	80	11	412
	Rural	7	4	12	45	66	50	6	190
	Total	13	9	68	133	232	130	17	602
You BB	Urban	10	11	41	125	174	78	10	449
	Rural	7	3	11	31	48	49	6	155
	Total	17	14	52	156	222	127	16	604
Total	Urban	25	27	147	302	549	232	27	1309
	Rural	20	10	32	109	159	148	19	497
	Total	45	37	179	411	708	380	46	1806



Network services-Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	13	14	98	179	421	148	23	896	85%	86.0%
	Rural	6	6	36	48	106	77	25	304	85%	84.2%
	Total	19	20	134	227	527	225	48	1200	85%	85.6%
BSNL	Urban	6	9	107	169	341	151	41	824	85%	85.2%
	Rural	7	8	44	83	138	77	23	380	85%	84.5%
	Total	13	17	151	252	479	228	64	1204	85%	85.0%
You BB	Urban	12	17	99	279	334	126	31	898	85%	85.7%
	Rural	7	7	38	49	105	76	28	310	85%	83.2%
	Total	19	24	137	328	439	202	59	1208	85%	85.1%
Total	Urban	31	40	304	627	1096	425	95	2618	85%	85.7%
	Rural	20	21	118	180	349	230	76	994	85%	84.0%
	Total	51	61	422	807	1445	655	171	3612	85%	85.2%

5. Maintainability

5.1 How satisfied are you with the time for which service is up and working?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	2	6	33	78	205	116	8	448
	Rural	0	0	19	21	47	55	10	152
	Total	2	6	52	99	252	171	18	600
BSNL	Urban	0	0	63	59	199	82	9	412
	Rural	0	1	29	41	65	45	9	190
	Total	0	1	92	100	264	127	18	602
You Broadband	Urban	0	7	51	149	157	72	13	449
	Rural	0	0	20	22	46	57	10	155
	Total	0	7	71	171	203	129	23	604
Total	Urban	2	13	147	286	561	270	30	1309
	Rural	0	1	68	84	158	157	29	497
	Total	2	14	215	370	719	427	59	1806

5.2 How satisfied are you with the timely repair of faults of your connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	5	16	50	222	102	45	8	448
	Rural	0	9	12	22	52	47	10	152
	Total	5	25	62	244	154	92	18	600
BSNL	Urban	0	14	15	228	96	47	12	412
	Rural	0	12	13	39	75	44	7	190
	Total	0	26	28	267	171	91	19	602
You Broadband	Urban	1	14	44	127	167	84	12	449
	Rural	0	12	14	22	54	43	10	155
	Total	1	26	58	149	221	127	22	604
Total	Urban	6	44	109	577	365	176	32	1309
	Rural	0	33	39	83	181	134	27	497
	Total	6	77	148	660	546	310	59	1806



Maintainability-Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	7	22	83	300	307	161	16	896	85%	87.5%
	Rural	0	9	31	43	99	102	20	304	85%	86.8%
	Total	7	31	114	343	406	263	36	1200	85%	87.3%
BSNL	Urban	0	14	78	287	295	129	21	824	85%	88.8%
	Rural	0	13	42	80	140	89	16	380	85%	85.5%
	Total	0	27	120	367	435	218	37	1204	85%	87.8%
You Broadband	Urban	1	21	95	276	324	156	25	898	85%	87.0%
	Rural	0	12	34	44	100	100	20	310	85%	85.2%
	Total	1	33	129	320	424	256	45	1208	85%	86.5%
Total	Urban	8	57	256	863	926	446	62	2618	85%	87.7%
	Rural	0	34	107	167	339	291	56	994	85%	85.8%
	Total	8	91	363	1030	1265	737	118	3612	85%	87.2%

6. Supplementary services

6.1 Have you ever subscribed to any supplementary services such as Static/fixed IP addresses, e-mail id's etc.?				
Service Provider		Yes	No	Total
		Count	Count	Count
Airtel	Urban	166	282	448
	Rural	3	149	152
	Total	169	431	600
BSNL	Urban	180	232	412
	Rural	2	188	190
	Total	182	420	602
You Bb	Urban	5	444	449
	Rural	3	152	155
	Total	8	596	604
Total	Urban	351	958	1309
	Rural	8	489	497
	Total	359	1447	1806

6.2 How satisfied are you with the supplementary services / value added service provided including activation, deactivation, charges etc?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	10	0	0	59	88	9	0	156
	Rural	0	0	0	1	3	0	0	3
	Total	10	0	0	59	91	9	0	169
BSNL	Urban	0	0	2	32	95	50	1	180
	Rural	0	0	0	0	2	0	0	2
	Total	0	0	2	32	97	50	1	182
You BB	Urban	0	0	0	0	5	0	0	5
	Rural	0	0	0	0	3	0	0	3
	Total	0	0	0	0	8	0	0	8
Total	Rural	10	0	2	91	188	59	1	351
	Urban	0	0	0	0	8	0	0	8
	Total	10	0	2	91	196	59	1	359



Supplementary services-Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	10	0	0	59	88	9	0	166	85%	94.0%
	Rural	0	0	0	1	3	0	0	4	85%	100.0%
	Total	10	0	0	59	91	9	0	169	85%	94.1%
BSNL	Urban	0	0	2	32	95	50	1	180	85%	98.9%
	Rural	0	0	0	0	2	0	0	2	85%	100.0%
	Total	0	0	2	32	97	50	1	182	85%	98.9%
You BB	Urban	0	0	0	0	5	0	0	5	85%	100.0%
	Rural	0	0	0	0	3	0	0	3	85%	100.0%
	Total	0	0	0	0	8	0	0	8	85%	100.0%
Total	Urban	10	0	2	91	188	59	1	351	85%	96.6%
	Rural	0	0	0	1	8	0	0	9	85%	100.0%
	Total	10	0	2	91	196	59	1	359	85%	96.7%

7. Overall services

7. How satisfied are you with the overall Quality of the Broadband Service?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	2	5	28	122	224	64	3	448
	Rural	0	4	7	29	59	49	4	152
	Total	2	9	35	151	283	113	7	600
BSNL	Urban	1	6	16	69	185	122	13	412
	Rural	0	4	10	36	76	57	7	190
	Total	1	10	26	105	261	179	20	602
You BB	Urban	3	15	26	82	185	124	14	449
	Rural	0	6	13	31	60	42	3	155
	Total	3	21	39	113	245	166	17	604
Total	Urban	6	26	70	273	594	310	30	1309
	Rural	0	14	30	96	195	148	14	497
	Total	6	40	100	369	789	458	44	1806

Overall services-Calculation of overall satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	2	5	28	122	224	64	3	448	85%	92.2%
	Rural	0	4	7	29	59	49	4	152	85%	92.8%
	Total	2	9	35	151	283	113	7	600	85%	92.3%
BSNL	Urban	1	6	16	69	185	122	13	412	85%	94.4%
	Rural	0	4	10	36	76	57	7	190	85%	92.6%
	Total	1	10	26	105	261	179	20	602	85%	93.9%
You BB	Urban	3	15	26	82	185	124	14	449	85%	90.2%
	Rural	0	6	13	31	60	42	3	155	85%	87.7%
	Total	3	21	39	113	245	166	17	604	85%	89.6%
Total	Urban	6	26	70	273	594	310	30	1309	85%	92.2%
	Rural	0	14	30	96	195	148	14	497	85%	91.1%
	Total	6	40	100	369	789	458	44	1806	85%	91.9%



Annexure B:
Comparison of telecom operators on various satisfaction parameters: Calculation of Mean



B.1: Basic Service

7.1.1 Overall Satisfaction										
	1	2	3	4	5	6	7	Total	Σfx	$\Sigma fx/N$
AIRTEL	0	0	50	123	284	139	4	600	2924	4.87
BSNL	0	2	32	73	250	212	32	601	3138	5.22
Total	0	2	82	196	534	351	36	1201	6062	5.05

7.1.2 Empathy										
	1	2	3	4	5	6	7	Total	Σfx	$\Sigma fx/N$
AIRTEL	0	0	76	28	335	153	8	600	2989	4.98
BSNL	0	4	36	55	270	229	7	601	3109	5.17
Total	0	4	112	83	605	382	15	1201	6098	5.08

7.1.3 Tangibility										
	1	2	3	4	5	6	7	Total	Σfx	$\Sigma fx/N$
AIRTEL	0	0	63	58	311	163	5	600	2989	4.98
BSNL	0	2	28	72	243	238	18	601	3145	5.23
Total	0	2	91	130	554	401	23	1201	6134	5.11

7.1.4 Economy										
	1	2	3	4	5	6	7	Total	Σfx	$\Sigma fx/N$
AIRTEL	0	1	51	128	211	185	24	600	3000	5.00
BSNL	0	0	23	86	205	252	35	601	3195	5.32
Total	0	1	74	214	416	437	59	1201	6195	5.16

7.1.5 Reliability										
	1	2	3	4	5	6	7	Total	Σfx	$\Sigma fx/N$
AIRTEL	0	0	77	73	334	114	2	600	2891	4.82
BSNL	0	0	38	67	254	240	2	601	3106	5.17
Total	0	0	115	140	588	354	4	1201	5997	4.99

7.1.6 Convenience										
	1	2	3	4	5	6	7	Total	Σfx	$\Sigma fx/N$
AIRTEL	4	4	51	155	295	75	16	600	2822	4.70
BSNL	14	18	42	193	236	86	12	601	2728	4.54
Total	18	22	93	348	531	161	28	1201	5550	4.62

7.1.7 Assurance										
	1	2	3	4	5	6	7	Total	Σfx	$\Sigma fx/N$
AIRTEL	1	5	44	144	308	89	9	600	2856	4.76
BSNL	10	9	35	108	283	144	12	601	2928	4.87
Total	11	14	79	252	591	233	21	1201	5784	4.82

7.1.8 Network										
	1	2	3	4	5	6	7	Total	Σfx	$\Sigma fx/N$
AIRTEL	0	1	78	90	317	112	2	600	2867	4.78
BSNL	2	6	41	74	289	178	11	601	3023	5.03
Total	2	7	119	164	606	290	13	1201	5890	4.90

7.1.9 Responsiveness										
	1	2	3	4	5	6	7	Total	Σfx	$\Sigma fx/N$
AIRTEL	1	1	25	149	261	145	18	600	2975	4.96
BSNL	2	0	23	101	270	173	32	601	3087	5.14
Total	3	1	48	250	531	318	50	1201	6062	5.05



B.2: Cellular Service

7.2.1 Overall Satisfaction										
	1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
Airtel	1	5	27	58	226	205	78	600	3230	5.38
BSNL	1	6	29	110	274	157	23	600	3013	5.02
Idea	4	4	20	107	313	85	67	600	3044	5.07
Rel Com	8	8	17	72	174	189	132	600	3291	5.49
TTSL	2	2	28	82	287	175	24	600	3071	5.12
Videocon	0	2	58	81	282	154	23	600	2997	5.00
Vodafone	1	3	16	53	305	202	22	602	3158	5.25
Total	17	30	195	563	1861	1167	369	4202	21804	5.19

7.2.2 Empathy										
	1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
Airtel	0	2	17	98	261	213	9	600	3093	5.16
BSNL	0	0	10	109	314	131	36	600	3074	5.12
Idea	0	4	16	149	264	146	21	600	2995	4.99
Rel Com	0	0	14	79	274	187	46	600	3172	5.29
TTSL	0	1	26	159	262	126	26	600	2964	4.94
Videocon	0	0	22	196	259	97	26	600	2909	4.85
Vodafone	0	1	10	129	298	147	17	602	3039	5.05
Total	0	8	115	919	1932	1047	181	4202	21246	5.06

7.2.3 Tangibility										
	1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
Airtel	0	4	26	111	227	196	36	600	3093	5.16
BSNL	0	1	12	129	236	183	39	600	3105	5.18
Idea	0	1	28	150	255	98	68	600	3025	5.04
Rel Com	0	6	16	130	190	161	97	600	3175	5.29
TTSL	1	4	15	164	249	126	41	600	2998	5.00
Videocon	0	0	48	151	209	159	33	600	2978	4.96
Vodafone	0	3	14	118	284	152	31	602	3069	5.10
Total	1	19	159	953	1650	1075	345	4202	21443	5.10

7.2.4 Economy										
	1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
Airtel	1	2	24	169	219	164	21	600	2979	4.97
BSNL	1	0	5	104	325	118	47	600	3094	5.16
Idea	0	5	13	118	281	140	43	600	3067	5.11
Rel Com	0	5	12	118	203	185	77	600	3182	5.30
TTSL	0	3	10	87	288	172	40	600	3136	5.23
Videocon	0	0	44	141	265	114	36	600	2957	4.93
Vodafone	1	1	12	79	341	131	37	602	3105	5.16
Total	3	16	120	816	1922	1024	301	4202	21520	5.12

7.2.5 Reliability										
	1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
Airtel	1	2	17	70	294	203	13	600	3115	5.19
BSNL	0	1	27	130	285	111	46	600	3016	5.03
Idea	0	0	12	151	250	155	32	600	3044	5.07
Rel Com	0	1	15	87	258	189	50	600	3169	5.28
TTSL	0	2	25	102	277	155	39	600	3075	5.13
Videocon	0	0	38	176	218	133	35	600	2951	4.92
Vodafone	1	6	17	120	296	126	36	602	3032	5.04
Total	2	12	151	836	1878	1072	251	4202	21402	5.09



7.2.6 Convenience										
	1	2	3	4	5	6	7	Total	Σfx	Mean = $\Sigma fx/N$
Airtel	2	9	53	126	225	152	33	600	2951	4.92
BSNL	1	16	50	173	254	80	26	600	2807	4.68
Idea	2	9	35	175	270	93	16	600	2845	4.74
Rel Com	0	9	31	119	240	149	52	600	3045	5.08
TTSL	1	20	52	165	239	109	14	600	2804	4.67
Videocon	0	5	83	206	208	75	23	600	2734	4.56
Vodafone	0	6	31	144	283	124	14	602	2938	4.88
Total	6	74	335	1108	1719	782	178	4202	20124	4.79

7.2.7 Assurance										
	1	2	3	4	5	6	7	Total	Σfx	$\Sigma fx/N$
Airtel	1	10	33	108	268	150	30	600	3002	5.00
BSNL	1	16	56	165	255	78	29	600	2807	4.68
Idea	1	11	30	175	261	81	41	600	2891	4.82
Rel Com	0	7	26	124	220	160	63	600	3089	5.15
TTSL	1	18	37	140	265	112	27	600	2894	4.82
Videocon	0	9	86	162	210	106	27	600	2799	4.67
Vodafone	2	5	22	134	308	103	28	602	2968	4.93
Total	6	76	290	1008	1787	790	245	4202	20450	4.87

7.2.8 Network										
	1	2	3	4	5	6	7	Total	Σfx	$\Sigma fx/N$
Airtel	4	16	44	87	229	195	25	600	3006	5.01
BSNL	43	41	49	116	233	93	25	600	2634	4.39
Idea	6	25	38	170	232	114	15	600	2799	4.67
Rel Com	5	9	30	103	284	135	34	600	2993	4.99
TTSL	10	35	50	127	214	142	22	600	2814	4.69
Videocon	7	4	105	123	259	92	10	600	2739	4.57
Vodafone	4	17	24	141	280	124	12	602	2902	4.82
Total	79	147	340	867	1731	895	143	4202	19887	4.73

7.2.9 Responsiveness										
	1	2	3	4	5	6	7	Total	Σfx	$\Sigma fx/N$
Airtel	0	3	22	128	368	76	3	600	2901	4.84
BSNL	5	27	94	188	249	34	3	600	2563	4.27
Idea	1	7	38	251	218	74	11	600	2744	4.57
Rel Com	0	4	25	106	258	179	28	600	3067	5.11
TTSL	0	11	60	130	280	118	1	600	2837	4.73
Videocon	0	6	75	242	204	69	4	600	2667	4.45
Vodafone	0	4	27	115	379	69	8	602	2914	4.84
Total	6	62	341	1160	1956	619	58	4202	19693	4.69



B.3: Broadband Service

7.3.1 Overall Satisfaction										
	1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
AIRTEL	2	9	35	151	283	113	7	600	2871	4.79
BSNL	1	10	26	105	261	179	20	602	3038	5.05
You BB	3	21	39	113	245	166	17	604	2954	4.89
Total	6	40	100	369	789	458	44	1806	8863	4.91

7.3.2 Emathy										
	1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
AIRTEL	0	1	11	67	338	183	0	600	3091	5.15
BSNL	0	0	7	127	290	176	2	602	3049	5.06
You BB	0	1	8	151	354	90	0	604	2940	4.87
Total	0	2	26	345	982	449	2	1806	9080	5.03

7.3.3 Tangibility										
	1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
AIRTEL	1	3	1	119	242	210	24	600	3124	5.21
BSNL	0	3	9	70	238	253	29	602	3224	5.36
You BB	1	7	15	149	237	166	29	604	3040	5.03
Total	2	13	25	338	717	629	82	1806	9388	5.20

7.3.4 Economy										
	1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
AIRTEL	3	15	1	162	175	203	41	600	3064	5.11
BSNL	0	8	9	76	198	249	62	602	3265	5.42
You BB	0	2	47	287	246	19	3	604	2658	4.40
Total	3	25	57	525	619	471	106	1806	8987	4.98

7.3.5 Reliability										
	1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
AIRTEL	4	1	4	188	331	64	8	600	2865	4.78
BSNL	0	0	6	92	339	150	15	602	3086	5.13
You BB	0	0	25	241	300	37	1	604	2768	4.58
Total	4	1	35	521	970	251	24	1806	8719	4.83

7.3.6 Convenience										
	1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
AIRTEL	3	21	36	91	280	163	6	600	2937	4.90
BSNL	0	8	38	120	255	173	8	602	2979	4.95
You BB	1	11	59	143	246	137	7	604	2873	4.76
Total	4	40	133	354	781	473	21	1806	8789	4.87

7.3.7 Assurance										
	1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
AIRTEL	2	19	34	105	275	152	13	600	2940	4.90
BSNL	2	7	31	132	255	164	11	602	2973	4.94
You BB	2	14	61	149	228	134	16	604	2865	4.74
Total	6	40	126	386	758	450	40	1806	8778	4.86

7.3.8 Network										
	1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
AIRTEL	3	13	19	97	291	129	48	600	3039	5.07
BSNL	0	13	12	136	261	122	58	602	3049	5.06
You BB	1	17	21	113	285	113	54	604	3031	5.02
Total	4	43	52	346	837	364	160	1806	9119	5.05

7.3.9 Responsiveness										
	1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
AIRTEL	2	3	37	89	297	143	29	600	3021	5.04
BSNL	0	1	37	96	278	160	30	602	3057	5.08
You BB	0	4	46	41	321	161	31	604	3098	5.13
Total	2	8	120	226	896	464	90	1806	9176	5.08



Annexure C: Questionnaires





TELECOM REGULATORY AUTHORITY OF INDIA
CUSTOMER PERCEPTION STUDY (North Zone)
 (Basic Wire line Service)



REF No.	CC	S. 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 Basic wire line 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	6	Others			
Registered Customer's Name (If different from respondent)															
Address	District								State						
	Mobile no.				STD Code				Tel No.						
Service Provider	1	BSNL			2	MTNL			3	Tata Teleservices			4	Reliance Comm	
	5	IDEA			6	Vodafone			7	Bharti Airtel			8	HFCL	
Usage Type	1	Residential			2	Commercial			User Type	1	Post Paid		2	Pre Paid	

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

1. Provision of Service																
1.1 How satisfied are you with the ease of taking a connection? (EM 3)										1	2	3	4	5	6	7
1.2 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
1.3 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)																
2.1 How satisfied are you with ease of recharging process/activation of vouchers? (EM 4)										1	2	3	4	5	6	7
2.2 How satisfied are you with the availability of recharging cards/vouchers of various denominations? (EC 1)										1	2	3	4	5	6	7
2.3 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
2.4 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 Postpaid Customers)																
2.5 How satisfied are you with the charges levied per call? (EC2)										1	2	3	4	5	6	7
2.6 How satisfied are you with the overall accuracy & completeness of the bills? (RL 1)										1	2	3	4	5	6	7
2.7 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																
3.1 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
3.2 How satisfied are you with the ease of access to a consumer care executive through the IVR menu? (CV1)										1	2	3	4	5	6	7

3.3 How satisfied are you with the customer friendly approach of the customer care executive? (RL 3)	1	2	3	4	5	6	7
3.4 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							
4.1 How satisfied are you with the dial tone availability on your phone? (NT 1)	1	2	3	4	5	6	7
4.2 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
4.3 How satisfied are you with the voice quality on your phone during calls? (NT3)	1	2	3	4	5	6	7

5. Maintainability							
5.1 How satisfied are you with the overall availability of fault free connection? (RS 2)	1	2	3	4	5	6	7
5.2 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							
6.1 Have you ever subscribed to any supplementary services like call waiting/forwarding, voice mail / Value added services?	1	Yes		2	No		
6.2 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. How satisfied are you with the overall Quality of the Basic Wire line 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	Yes		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	Yes		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 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	

11. 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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***** Thank You *****

Name of the interviewer: _____

Date: _____

Name of the scrutinizer: _____

Date: _____

Back-check done by: _____

Date of back-check: _____

Name of Operation Manager: _____



TELECOM REGULATORY AUTHORITY OF INDIA
CUSTOMER PERCEPTION STUDY (North Zone)
 (Cellular Mobile)



REF No.	CC	SR.No.	Interview Date	Interviewer's Name
Mode of Interview	1	In Person	2	Telephonic

Good morning/ afternoon/ evening. We are currently doing a survey on satisfaction among Cellular 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.

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	6	Other			
Address															
	District			State			Mobile Number								
Service Provider	1	BSNL	2	MTNL	3	TTSL	4	Reliance Comm	5	IDEA					
	6	Vodafone	7	Bharti Airtel	8	Uninor	9	Sistema Shyam	10	Videocon					
	11	S. Tel	12	HFCL	13	Aircel									
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 cellular services in terms of following dimensions, on a scale of 1 to 7 (1 = Extremely Dissatisfied, 7 = Extremely Satisfied)

Parameters and Attributes	Ratings						
1. Provision of Service							
1.1 How satisfied are you with the ease of activating a connection? (EM 3)	1	2	3	4	5	6	7
1.2 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
1.3 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
2. Billing Related (Only for Prepaid Customers)							
2.1 How satisfied are you with ease of activation of vouchers (recharging process)? (EM 4)	1	2	3	4	5	6	7
2.2 How satisfied are you with the availability of vouchers (recharge coupons) of various denominations? (EC 1)	1	2	3	4	5	6	7
2.3 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
2.4 How satisfied are you with the charges deducted after every usage? (EC 2)	1	2	3	4	5	6	7
Billing Related (Only for Postpaid Customers)							
2.5 How satisfied are you with the charges levied per call? (EC2)	1	2	3	4	5	6	7
2.6 How satisfied are you with the overall accuracy & completeness of the bills? (RL 1)	1	2	3	4	5	6	7
2.7 How satisfied are you with the clarity of bills in terms of transparency and understandability? (RL2)	1	2	3	4	5	6	7
3. Help Services							
3.1 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
3.2 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
3.3 How satisfied are you with the customer friendly approach of the customer care executive? (RL 3)	1	2	3	4	5	6	7
3.4 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
3.5 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
4. NETWORK PERFORMANCE, RELIABILITY AND AVAILABILITY							
4.1 How satisfied are you with the availability of signal of your service provided? (NT 1)	1	2	3	4	5	6	7
4.2 How satisfied are you with the network of your service provider in terms of ability to make or receive	1	2	3	4	5	6	7

calls easily? (NT2)																					
4.3 How satisfied are you with the voice quality on your phone during calls? (NT3)	1	2	3	4	5	6	7														
5. Maintainability																					
5.1 How satisfied are you with the availability of fault free connection? (RS 2)	1	2	3	4	5	6	7														
5.2 How satisfied are you with the timely repair of faults of your phone connection? (RS 2)																					
6. SUPPLEMENTARY SERVICES AND VALUE ADDED SERVICES																					
6.1 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 such services, in the last 6 months?	1	Yes		2	No																
6.2 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. How satisfied are you with the overall Quality of the Cellular Service?	1	2	3	4	5	6	7														
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	Yes		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 stopped in spite of registration for the same?	1	Yes		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														
Question Number 6-9 are for Prepaid Customers Only																					
6. 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														
7. 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														
8. 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	Yes		2	No																
9. 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														
10. 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																
11. Have you made any complaint to the toll free Consumer Care Number?											1	Yes		2	No						
12. If yes, how satisfied are you with the manner in which your complaint was addressed to such 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				
13. Have you filed any appeal with the appellate authority?											1	Yes		2	No						
14. 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				
15. Have you utilized the service of Mobile number portability for changing your operator?											1	Yes		2	No						
16. If, yes are you satisfied with the process of porting to another operator?											1	2	3	4	5	6	7				
17. 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

***** Thank You *****

Name of the interviewer: _____

Date: _____

Name of the scrutinizer: _____

Date: _____

Back-check done by: _____

Date of back-check: _____

Name of Operation Manager: _____



TELECOM REGULATORY AUTHORITY OF INDIA
CUSTOMER PERCEPTION STUDY (North 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

Good morning/ afternoon/ evening. We are currently doing a survey on satisfaction among 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.

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	6	Others	
Registered Customer's Name (If different from respondent)													
Address		District				State							
STD Code	Tel No.				Mobile								
Service Provider	1	BSNL			6	MTNL			11	Five Network			
	2	Hath way			7	You Broadband			12	Tata Communication			
	3	Reliance Comm			8	Spectra Net			13	Bharti Airtel			
	4	Reliance			9	Tikona			14	HFCL			
	5	Sify			10	Tata Teleservices							
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 (1 = Extremely Dissatisfied, 7 = Extremely Satisfied)

Parameters and Attributes	Ratings						
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1. Provision of Service							
1.1 How satisfied are you with the ease of taking a connection? (EM 3)	1	2	3	4	5	6	7
1.2 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
1.3 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)							
2.1 How satisfied are you with ease of recharging process/activation of vouchers? (EM 4)	1	2	3	4	5	6	7
2.2 How satisfied are you with the availability of recharging cards/voucher of various denominations? (EC 1)	1	2	3	4	5	6	7
2.3 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
2.4 How satisfied are you with the charges deducted for internet usage? (EC 2)	1	2	3	4	5	6	7

Billing Related (Only for Postpaid Customers)							
2.5 How satisfied are you with the charges levied for every internet usage? (EC2)	1	2	3	4	5	6	7
2.6 How satisfied are you with the overall accuracy & completeness of the bills? (RL 1)	1	2	3	4	5	6	7
2.7 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							
3.1 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
3.2 How satisfied are you with the ease of access to a customer care executive through the IVR menu?	1	2	3	4	5	6	7

(CV1)							
3.3 How satisfied are you with the customer friendly approach of the customer care executive? (RL 3)	1	2	3	4	5	6	7
3.4 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							
4.1 How satisfied are you with the availability of signal of your service provider? (NT 1)	1	2	3	4	5	6	7
4.2 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

5. Maintainability							
5.1 How satisfied are you with the time for which service is up and working? (NT3)	1	2	3	4	5	6	7
5.2 How satisfied are you with the timely repair of faults of your connection? (RS 2)	1	2	3	4	5	6	7

6. SUPPLEMENTARY SERVICES AND VALUE ADDED SERVICES							
6.1 Have you ever subscribed to any supplementary services such as Static/fixed IP addresses, e-mail id's etc.?	1	Yes		2	No		
6.2 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

7. How satisfied are you with the overall Quality of the Broadband Service?	1	2	3	4	5	6	7
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IMPLEMENTATION AND EFFECTIVENESS OF VARIOUS REGULATIONS AND DIRECTIONS ISSUED BY TRAI

1. 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			
2. Have you made any complaint to the toll free Consumer Care Number?								
		1	Yes		2	No		
3. If yes, how satisfied are you with the manner in which your complaint was addressed to such 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
4. Have you filed any appeal with the appellate authority?								
		1	Yes		2	No		
5. 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
6. 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
7. 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

8. 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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***** Thank You *****

Name of the interviewer: _____ Date: _____

Name of the scrutinizer: _____ Date: _____

Back-check done by: _____ Date of back-check: _____

Name of Operation Manager: _____