



Final Report - West Zone (Madhya Pradesh Circle)

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

October 2013

Telecom Regulatory Authority of India (TRAI)



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Telecom Regulatory Authority of India (TRAI)

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Preface

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

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

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

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

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

Customer Perception of Service Provider

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

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

Executive Summary

Madhya Pradesh: Comparisons with Quality of Service Benchmarks

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

Performance Compliance-Basic-Wire line Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Provision of Service	≥90%	97%	99%	97%	99%
Customer Satisfied With Billing Performance – Pre-Paid	≥95%	NA	NA	NA	NA
Customer Satisfied With Billing Performance – Post-Paid	≥95%	94%	99%	96%	97%
Customer Satisfied With Help Services	≥90%	89%	87%	79%	88%
Customer Satisfied With Network Performance, Reliability and Availability	≥95%	95%	100%	95%	98%
Customer Satisfied With Maintainability	≥95%	87%	97%	83%	91%
Customer Satisfied With Supplementary Services and Value Added Services	≥90%	99%	100%	88%	97%
Customer Satisfied With Overall Quality of Telephone Service	≥90%	89%	97%	94%	95%

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

Performance Compliance-Cellular Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon
Customer Satisfied With Provision of Service	≥90%	93%	98%	99%	98%	99%	100%	98%
Customer Satisfied With Billing Performance – Pre-Paid	≥95%	91%	93%	94%	95%	97%	99%	98%
Customer Satisfied With Billing Performance – Post-Paid	≥95%	95%	86%	93%	86%	98%	100%	NA
Customer Satisfied With Help Services	≥90%	82%	86%	88%	84%	93%	99%	97%
Customer Satisfied With Network Performance, Reliability and Availability	≥95%	84%	82%	79%	83%	89%	94%	89%
Customer Satisfied With Maintainability	≥95%	84%	87%	90%	84%	94%	87%	88%
Customer Satisfied With Supplementary Services and Value Added Services	≥90%	84%	84%	89%	92%	93%	93%	91%
Customer Satisfied With Overall Quality of Telephone Service	≥90%	92%	93%	95%	96%	98%	97%	94%

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

Performance Compliance-Broadband Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Airtel	Tata	Indusland
Customers satisfied with the	>90%	95%	100%	90%	98%	100%	100%

Parameter	Benchmark	BSNL	Hathway	Reliance	Airtel	Tata	Indusland
provision of service							
Customers satisfied with the billing performance: Pre-Paid	>90%	NA	100%	NA	NA	NA	100%
Customers satisfied with the billing performance: Post-Paid	>90%	95%	100%	91%	98%	100%	NA
Customers satisfied with help services	>90%	87%	93%	69%	93%	83%	97%
Customers satisfied with network performance, reliability and availability	>85%	82%	84%	77%	93%	88%	71%
Customers satisfied with maintainability	>85%	80%	99%	74%	95%	75%	55%
Customers satisfied with supplementary services	>85%	91%	NA	91%	96%	NA	NA
Overall Customer Satisfaction	>85%	93%	88%	85%	98%	88%	81%

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

Madhya Pradesh: Basic Wire-Line

Quality of Service Benchmarks

- The survey results show that all service providers have met the quality of service benchmarks for the provision of service, billing performance and network parameters. While in case of the other parameters, few of the service providers could not to meet the benchmarks. In many cases service providers have marginally missed to reach the benchmark.
- Help services is the only parameter wherein none of the service providers have met the benchmark for the parameter. It has also been observed that all service providers except Reliance have marginally missed the benchmarks with all of them having satisfaction percentile in the range of 87-89%. Reliance has the lowest percentile with around 79% of the customers being satisfied on the parameter.
- On the overall service quality parameter all service providers except BSNL have met the benchmark for the parameter. BSNL missed the benchmark with around 89% of the customers being satisfied on the parameter.
- Tata has registered the highest satisfaction level on the overall quality of service benchmark with around 97% of the consumers being satisfied on the parameter.
- Based on the qualitative inputs from field staff and general observation during the survey period the consultants have observed that the satisfaction levels for the help services parameter are a bit lower as compared to satisfaction percentiles for other parameters.

Assessment of Various Regulations

- 16% of surveyed customers of Reliance and BSNL have registered their number for not receiving / blocking unsolicited commercial calls / SMSs, being the highest amongst all the service providers. On the other hand none of the Tata consumers have registered their number for the purpose.

- 92% of the customers of Reliance who had registered their number for not receiving / blocking unsolicited commercial calls / SMSs were satisfied with the effectiveness of the same. In case of BSNL, 75% and in case of Airtel, 66% of the customers satisfied with the effectiveness of blocking of unsolicited commercial calls.
- With reference to the grievance redressal mechanism the consumers are mainly aware of the toll free consumer care number with around 92% of the consumers being aware of it. Few consumers are aware of the Appellate Authority and the Web Based Monitoring System as a mechanism for grievance redressal.

Madhya Pradesh: Cellular Mobile

Quality of Service Benchmarks

- The survey results show that all service providers have met the quality of service benchmarks for the provision of service and overall quality parameter. While in case of the other parameters, few of the service providers could not to meet the benchmarks. In many cases service providers have marginally missed to reach the benchmark.
- The satisfaction levels for the Help Services parameter are comparatively lower across all service providers. Airtel, Vodafone and Videocon have met the benchmark for the parameter with a satisfaction percentile of 99%, 93% and 97% respectively. Rest of the service providers have satisfaction levels in the range of 82-88%.
- The satisfaction levels for the Network Performance, Reliability and Availability benchmark have been low as compared to other parameters. Airtel marginally missed with a satisfaction level of 94%, the rest of the service providers have satisfaction percentiles in the range of 79-89%. Reliance has the lowest satisfaction level at 79%.
- The service providers have performed well in cases of rest of the benchmarks such as provision of service, billing performance, supplementary and value added service and overall quality with most of the service providers meeting or nearing the benchmark on these parameters.
- Based on the qualitative inputs from field staff and general observation during the survey period the consultants have observed that the satisfaction levels for the help services and network parameters are a bit lower as compared to satisfaction percentiles for other parameters.

Assessment of Various Regulations

- With reference to the grievance redressal mechanism the consumers are mainly aware of the toll free consumer care number with around 92% of the consumers being aware of it. Few consumers are aware of the Appellate Authority and the Web Based Monitoring System as a mechanism for grievance redressal.
- The level of satisfaction with the effectiveness of blocking of unsolicited commercial calls is well achieved across all service providers.
- Very few pre-paid customers have requested for an item-wise usage bill for their connection. Based on the qualitative inputs from field staff the consultants have observed that the awareness amongst the pre-paid customer with reference to this option with them is quite low.

Madhya Pradesh: Broadband

Quality of Service Benchmarks

- Airtel has met the benchmarks for all the parameters in the broadband category. The service providers have performed quite well in the broadband category as compared to basic wire-line and cellular categories.
- All the service providers have met the benchmarks for the provision of service, billing performance, supplementary and value added services and overall quality parameters.
- The satisfaction levels for the Help Services and Network parameters are comparatively lower as compared to other parameters. While Hathway, Airtel and Indusland have met the benchmark for the help service parameter the rest have satisfaction percentiles in the range of 69-87%. Airtel and Tata have met the benchmark for the Network parameter with satisfaction percentiles of 93% and 88% respectively while the other have satisfaction percentiles in the range of 71-84%.

Assessment of Various Regulations

- With reference to the grievance redressal mechanism the consumers are mainly aware of the toll free consumer care number with around 93% of the consumers being aware of it. Very few consumers are aware of the Appellate Authority and the Web Based Monitoring System as a mechanism for grievance redressal and efforts should be made in generating awareness with respect to Appellate Authority and Web Based Monitoring System.
- The levels of customers being satisfied with the manner in which their complaint with the toll free consumer care number was addressed can be considered high with Hathway, Airtel and Indusland have registered satisfaction percentiles in the range of 83-89%. The rest of the service providers including BSNL, Reliance and Tata have satisfaction percentiles in the range of 54-69%.
- Customer satisfaction levels with respect to the information provided by the service provider under the fair usage policy (FUP) and the facility to measure the broadband connection speed provided by the service provider is moderate.

Part A : QoS Benchmark & Assessment of Regulations

1 Introduction

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

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

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

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

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

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

2 Objective of the Study

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

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

2.1 Assessment of customer perception of telecom services

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

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

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

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

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

Table 2.2: Parameters and Benchmarks for Broadband Service

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

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

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

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

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

3 Methodology

3.1 Questionnaire Design Methodology

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

3.1.1 Service Quality Model

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

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

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

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

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

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

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

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

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

Table 3.1: Dimensions and Variables Used in the Study

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

3.1.2 Questionnaire Design

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

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

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

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

3.2 Analysis Methodology

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

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

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

3.3 Sampling Methodology

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

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

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

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

Table 3.2: Sample Size Distribution – Madhya Pradesh

Circle	Number of Districts	Basic Wire-Line Districts	Cellular Districts	Broadband Districts
Madhya Pradesh (including Chattisgarh)	68	Gwalior	Gwalior	Gwalior
		Indore	Indore	Indore
		Raisen	Raisen	Raisen
		Ujjain	Ujjain	Ujjain
		Bhopal	Bhopal	Bhopal
		Dhar	Dhar	Bilaspur
		Bilaspur	Bilaspur	Raipur
		Raipur	Raipur	

3.4 Mode of Conducting Survey

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

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

3.5 Sample Size

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

3.5.1 Madhya Pradesh Circle

Table 3.3: Basic Wire-Line Sample Size – Madhya Pradesh Circle

Circle	Service Provider	Sample Size As Per TOR	Sample Size Achieved	Remarks
Madhya Pradesh	BSNL	600	600	
Madhya Pradesh	Tata	600	102	The total subscriber base of Tata in Madhya Pradesh Circle was less than 600. On best endeavour basis, the consultants were able to capture response from 102 subscribers.
Madhya Pradesh	Reliance	600	600	
Madhya Pradesh	Bharti Airtel	600	600	

Table 3.4: Cellular Sample Size – Madhya Pradesh Circle

Circle	Service Provider	Sample Size As Per TOR	Sample Size Achieved	Remarks
Madhya Pradesh	BSNL	600	600	
Madhya Pradesh	Tata	600	600	
Madhya Pradesh	Reliance	600	600	
Madhya Pradesh	IDEA	600	600	
Madhya Pradesh	Vodafone	600	600	
Madhya Pradesh	Bharti Airtel	600	600	
Madhya Pradesh	Aircel	600	NA	The consultant could not find active subscriber of Aircel in Madhya Pradesh Circle
Madhya Pradesh	Videocon	600	600	

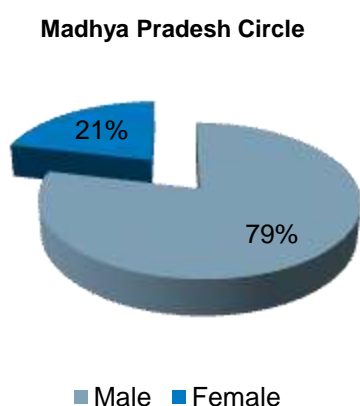
Table 3.5: Broadband Services Sample Size – Madhya Pradesh Circle

Circle	Service Provider	Sample Size As Per TOR	Sample Size Achieved	Remarks
Madhya Pradesh	BSNL	600	600	
Madhya Pradesh	Airtel	600	600	
Madhya Pradesh	Tata Communications	600	16	TATA's total subscriber base in Madhya Pradesh Circle is approximately 100. Sample Survey carried out on Best Endeavour Basis
Madhya Pradesh	You Broadband	600	NA	
Madhya Pradesh	Sify	600	NA	
Madhya Pradesh	Reliance	600	600	
Madhya Pradesh	Spectra Net	600	NA	
Madhya Pradesh	Indusland Media & Communications Ltd.	600	31	Indusland Media's total subscriber base in Madhya Pradesh Circle is less than 300. Sample Survey carried out on Best Endeavour Basis
Madhya Pradesh	Five Network Solution (India) Ltd.	600	NA	
Madhya Pradesh	Softgen Computers Pvt. Ltd.	600	NA	
Madhya Pradesh	Hathway	600	105	Hathway's total subscriber base in Madhya Pradesh Circle is less than 500. Sample Survey carried out on Best Endeavour Basis

3.6 Sample Characteristics – Madhya Pradesh Circle

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

3.6.1 Gender



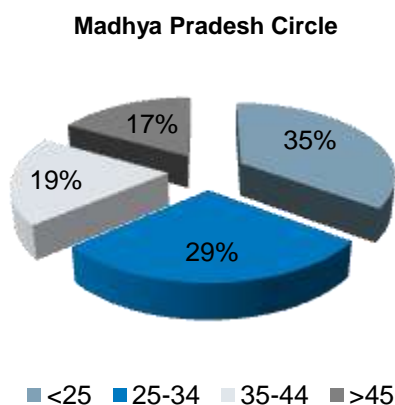
- In the Basic Wire-Line category, out of the total surveyed sample of 1902 individuals 1381 were male and the rest 521 were females.
- In the Cellular Category, out of the total surveyed sample of 4200 individuals 3380 were male and the rest 820 were females.
- In the Broadband Category, out of the total surveyed sample of 1952 individuals 1580 were male and the rest 372 were females.

Table 3.6: Sample Characteristics - Gender

Circle	Service	Male	Female	Total
Madhya Pradesh	Basic Wire-Line	1381	521	1902
	Cellular	3380	820	4200
	Broadband	1580	372	1952
TOTAL		6341	1713	8054

Source: IMM Analysis

3.6.2 Age



- In the Basic Wire-Line category, out of the total surveyed sample of 1902 individuals 365 individuals were below the age of 25, 54 were in the age bracket of 25-34 years, 485 in the age bracket of 35-44 years and 458 were above the age of 45 years.
- In the Cellular category, out of the total surveyed sample of 4200 individuals 1774 individuals were below the age of 25, 1469 were in the age bracket of 25-34 years, 601 in the age bracket of 35-44 years and 356 were above the age of 45 years.

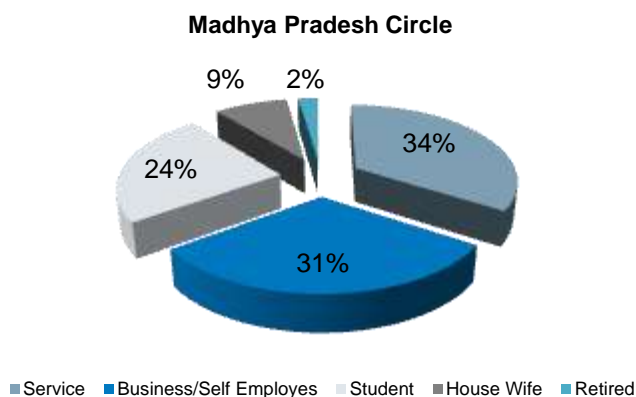
- In the Broadband category, out of the total surveyed sample of 1952 individuals 498 individuals were below the age of 25, 631 were in the age bracket of 25-34 years, 376 in the age bracket of 35-44 years and 447 were above the age of 45 years.

Table 3.7: Sample Characteristics - Age

Circle	Service	<25	25-34	35-44	>45	Total
Madhya Pradesh	Basic Wire-Line	365	54	485	458	1902
	Cellular	1774	1469	601	356	4200
	Broadband	498	631	376	447	1952
TOTAL		2637	2154	1462	1261	8054

Source: IMM Analysis

3.6.3 Occupation



- In the Basic Wire-Line Category, out of the total surveyed sample of 1902 individuals 688 fall under the service category, 718 respondents were self-employed, 208 were students, 212 were housewives and 76 respondents were retired/unemployed individuals.
- In the Cellular Category, out of the total surveyed sample of 4200 individuals 1380 fall under the service category, 1043 respondents were self-employed, 1388 were students, 334 were housewives and 55 respondents were retired/unemployed individuals.

respondents were retired/unemployed individuals.

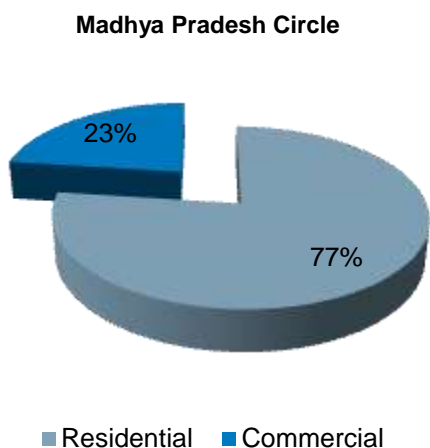
- In the Broadband Category, out of the total surveyed sample of 1952 individuals 680 fall under the service category, 732 respondents were self-employed, 335 were students, 148 were housewives and 57 respondents were retired/unemployed individuals.

Table 3.8: Sample Characteristics - Occupation

Circle	Service	Service	Business/Self Employed	Student	House Wife	Retired	Total
Madhya Pradesh	Basic Wire-Line	688	718	208	212	76	1902
	Cellular	1380	1043	1388	334	55	4200
	Broadband	680	732	335	148	57	1952
TOTAL		2748	2493	1931	694	188	8054

Source: IMM Analysis

3.6.4 Usage Type



- In the Basic Wire-Line category, out of the total surveyed sample of 1902 individuals 1114 respondents have taken the basic wire-line connection for residential purposes and the rest 788 have taken the same for commercial purposes.
- In the Cellular category, out of the total surveyed sample of 4200 individuals 3709 respondents have taken the basic wire-line connection for residential purposes and the rest 491 have taken the same for commercial purposes.

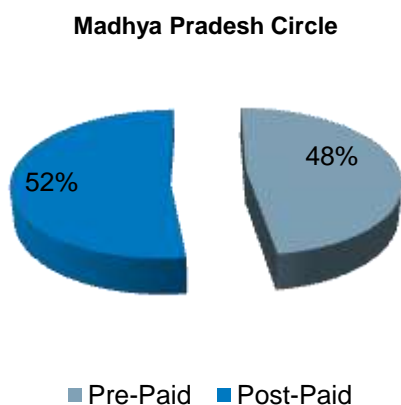
- In the Broadband category, out of the total surveyed sample of 1952 individuals 1382 respondents have taken the basic wire-line connection for residential purposes and the rest 570 have taken the same for commercial purposes.

Table 3.9: Sample Characteristics – Usage Type

Circle	Service	Residential	Commercial	Total
Madhya Pradesh	Basic Wire-Line	1114	788	1902
	Cellular	3709	491	4200
	Broadband	1382	570	1952
TOTAL		6205	1849	8054

Source: IMM Analysis

3.6.5 Connection Type



- In the Basic Land-Line Category all the 1902 surveyed individuals have post-paid connections. None of the service providers offer pre-paid option for the basic wire-line services.
- In the Cellular Category 3724 surveyed individuals have pre-paid connections while the rest have 476 post-paid connections.
- In the Broadband Category 1824 surveyed individuals have post-paid connections while the rest have 128 pre-paid connections.

Table 3.10: Sample Characteristics – Connection Type

Circle	Service	Pre-Paid	Post-Paid	Total
Madhya Pradesh	Basic Wire-Line	0	1902	1902
	Cellular	3724	476	4200
	Broadband	128	1824	1952
TOTAL		3852	4202	8054

Source: IMM Analysis

4 Customer Perception of Telecom Service

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

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

4.1 Madhya Pradesh Circle - Performance Compliance

4.1.1 Basic Wire-line Service

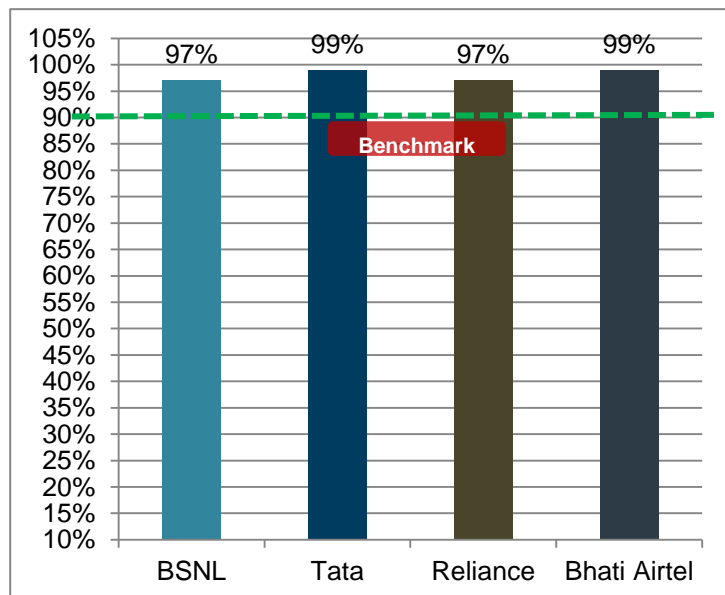
The performance compliance of the service providers for the basic wire-line service is as given below

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

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Provision of Service	≥90%	97%	99%	97%	99%
Customer Satisfied With Billing Performance – Pre-Paid	≥95%	NA	NA	NA	NA
Customer Satisfied With Billing Performance – Post-Paid	≥95%	94%	99%	96%	97%
Customer Satisfied With Help Services	≥90%	89%	87%	79%	88%
Customer Satisfied With Network Performance, Reliability and Availability	≥95%	95%	100%	95%	98%
Customer Satisfied With Maintainability	≥95%	87%	97%	83%	91%
Customer Satisfied With Supplementary Services and Value Added Services	≥90%	99%	100%	88%	97%
Customer Satisfied With Overall Quality of Telephone Service	≥90%	89%	97%	94%	95%

Source: IMM Analysis

4.1.1.1 Provision of Service

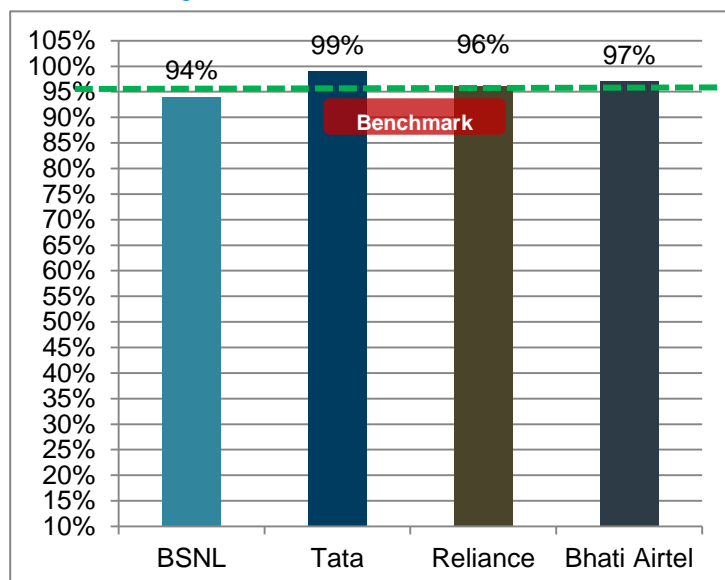


■ The benchmark for the Provision of Service parameter is that of >90% of the customers being satisfied on the parameter. All the four service providers have met the benchmark for the provision of service parameter. In case of Bharti Airtel and Tata 99% of the customers are satisfied on the parameter whereas in case of BSNL and Reliance 97% of the customers are satisfied.

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Provision of Service	≥90%	97%	99%	97%	99%

Source: IMM Analysis

4.1.1.2 Billing Performance-Post-Paid



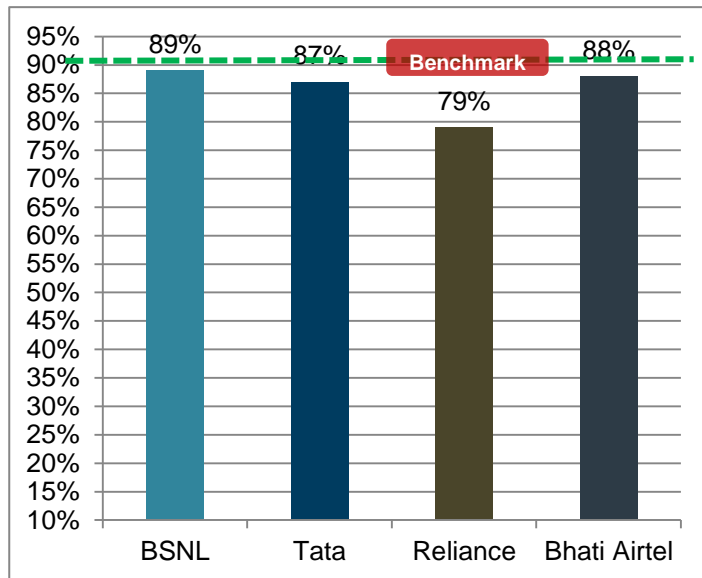
■ The benchmark for the Billing Performance parameter is that of >95% of the customers being satisfied on the parameter. All the service providers except BSNL have met the benchmark for the Billing Performance parameter. In case of Tata 99% of the customers, in case of Bharti Airtel 97% of the customers, in case of Reliance 96% of the customers and in case of BSNL 94% of the customers are satisfied on the parameter. BSNL has marginally missed to meet the benchmark.

Table 4.2: Billing Performance: Post-Paid – Madhya Pradesh Circle

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Billing Performance – Post-Paid	≥95%	94%	99%	96%	97%

Source: IMM Analysis

4.1.1.3 Help Services



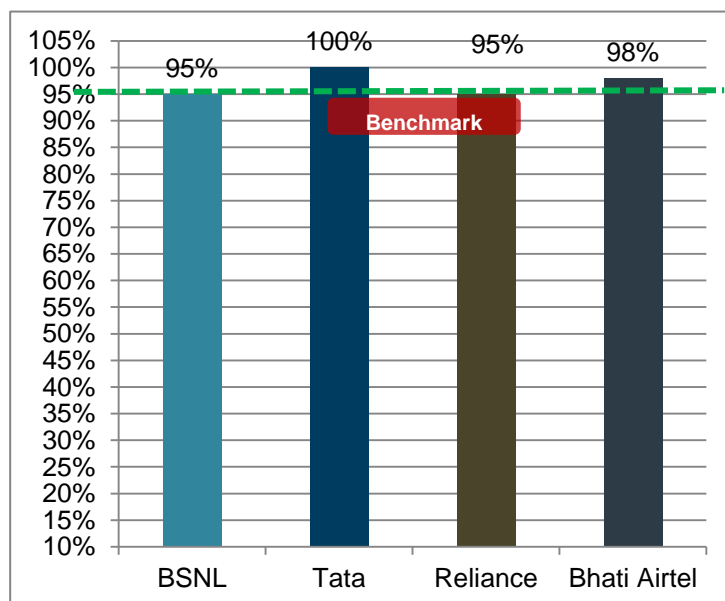
■ The benchmark for the Help Services parameter is that of >90% of the customers being satisfied on the parameter. Most of the service providers have marginally missed to meet the benchmark for the Help Services parameter. In case of BSNL 89% of the customers, in case of Bharti Airtel 88% of the customers, in case of Tata 87% of the customers and in case of Reliance only 79% of the customers are satisfied on the parameter.

Table 4.3: Help Services – Madhya Pradesh Circle

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Help Services	≥90%	89%	87%	79%	88%

Source: IMM Analysis

4.1.1.4 Network Performance, Reliability and Availability



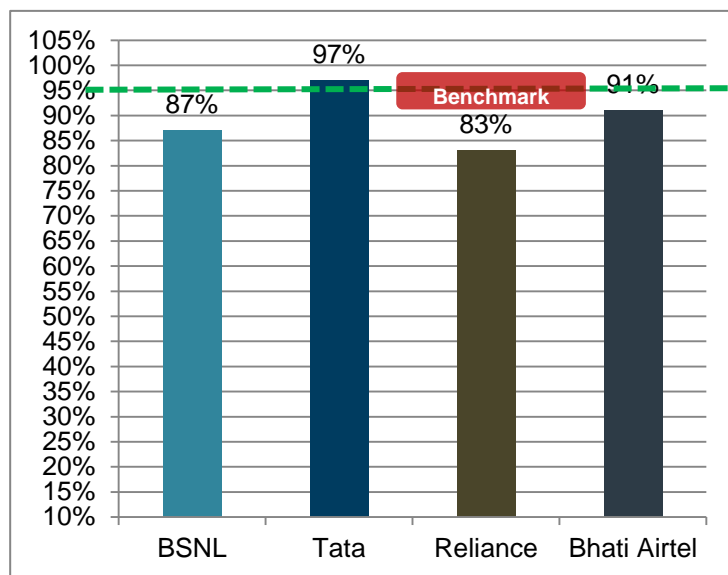
■ The benchmark for the Network Performance, Reliability and Availability parameter is that of >95% of the customers being satisfied on the parameter. All of the service providers have met the benchmark for the parameter. In case of Tata 100% of the customers, in case of Bharti Airtel 98% of the customers, in case of BSNL 95% of the customers and in case of Reliance 95% of the customers are satisfied on the parameter.

Table 4.4: Network Performance, Reliability and Availability – Madhya Pradesh Circle

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Network Performance, Reliability and Availability	≥95%	95%	100%	95%	98%

Source: IMM Analysis

4.1.1.5 Maintainability



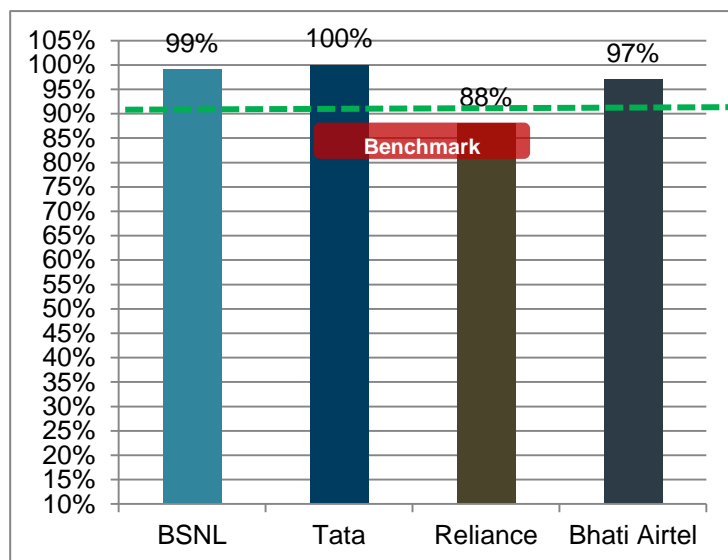
■ The benchmark for the Maintainability parameter is that of >95% of the customers being satisfied on the parameter. Tata has met the benchmark for the maintainability parameter. BSNL and Reliance missed the benchmarks although having considerable satisfaction levels of 87% and 83% respectively.

Table 4.5: Maintainability – Madhya Pradesh Circle

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Maintainability	≥95%	87%	97%	83%	91%

Source: IMM Analysis

4.1.1.6 Supplementary Services and Value Added Services



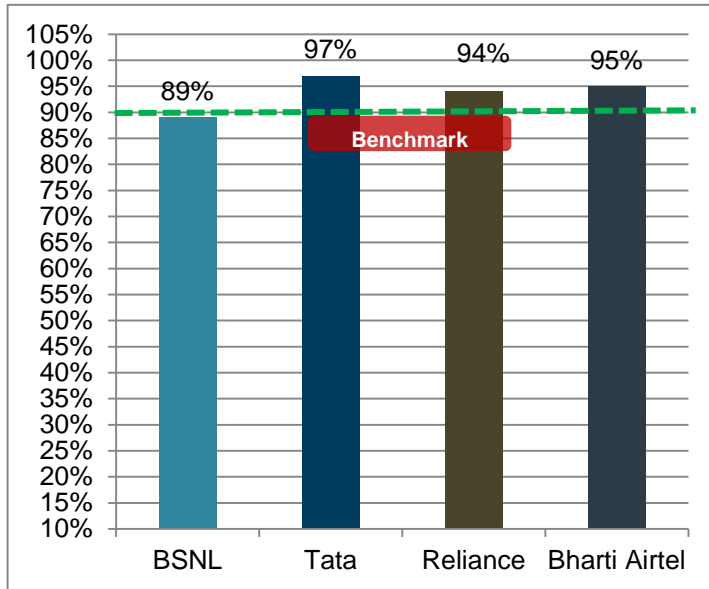
■ The benchmark for the Supplementary Services and Value Added Services parameter is that of >90% of the customers being satisfied on the parameter. All of the service providers have met the benchmark for the parameter except Reliance which has marginally missed the benchmark. In case of Tata 100% of the customers, in case of BSNL 99% of the customers, in case of Bharti Airtel 97% of the customers and in case of Reliance 88% of the customers are satisfied on the parameter.

Table 4.6: Supplementary and Value Added Services – Madhya Pradesh Circle

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Supplementary and Value Added Services	≥90%	99%	100%	88%	97%

Source: IMM Analysis

4.1.1.7 Overall Quality of Telephone Service



■ The benchmark for the Overall Quality of Telephone Service parameter is that of >90% of the customers being satisfied on the parameter. All of the service providers have met the benchmark for the parameter except BSNL which has marginally missed the benchmark. In case of Tata 97% of the customers, in case of BSNL 89% of the customers, in case of Bharti Airtel 95% of the customers and in case of Reliance 94% of the customers are satisfied on the parameter.

Table 4.7: Overall Quality of Telephone Service – Madhya Pradesh Circle

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Overall Quality of Telephone Service	≥90%	89%	97%	94%	95%

Source: IMM Analysis

4.1.2 Cellular Service

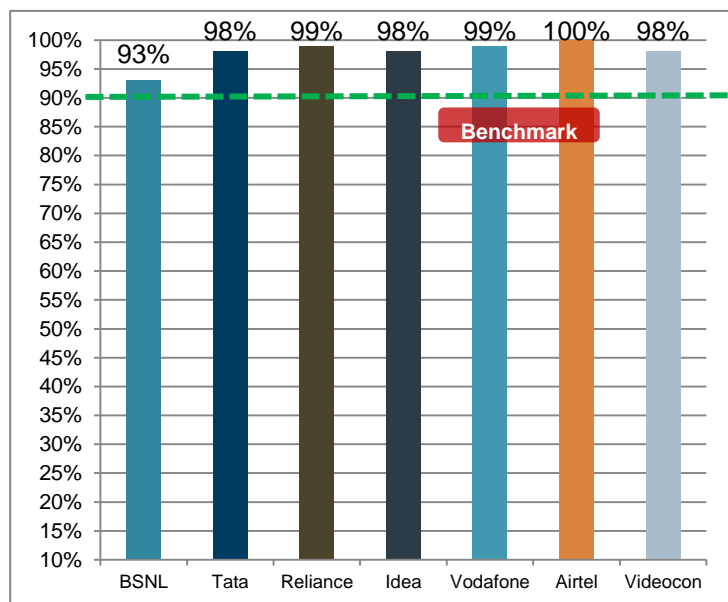
The performance compliance of the service providers for the cellular service is as given below

Table 4.8: Performance Compliance-Cellular Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon
Customer Satisfied With Provision of Service	≥90%	93%	98%	99%	98%	99%	100%	98%
Customer Satisfied With Billing Performance – Pre-Paid	≥95%	91%	93%	94%	95%	97%	99%	98%
Customer Satisfied With Billing Performance – Post-Paid	≥95%	95%	86%	93%	86%	98%	100%	NA
Customer Satisfied With Help Services	≥90%	82%	86%	88%	84%	93%	99%	97%
Customer Satisfied With Network Performance, Reliability and Availability	≥95%	84%	82%	79%	83%	89%	94%	89%
Customer Satisfied With Maintainability	≥95%	84%	87%	90%	84%	94%	87%	88%
Customer Satisfied With Supplementary Services and Value Added Services	≥90%	84%	84%	89%	92%	93%	93%	91%
Customer Satisfied With Overall Quality of Telephone Service	≥90%	92%	93%	95%	96%	98%	97%	94%

Source: IMM Analysis

4.1.2.1 Provision of Service



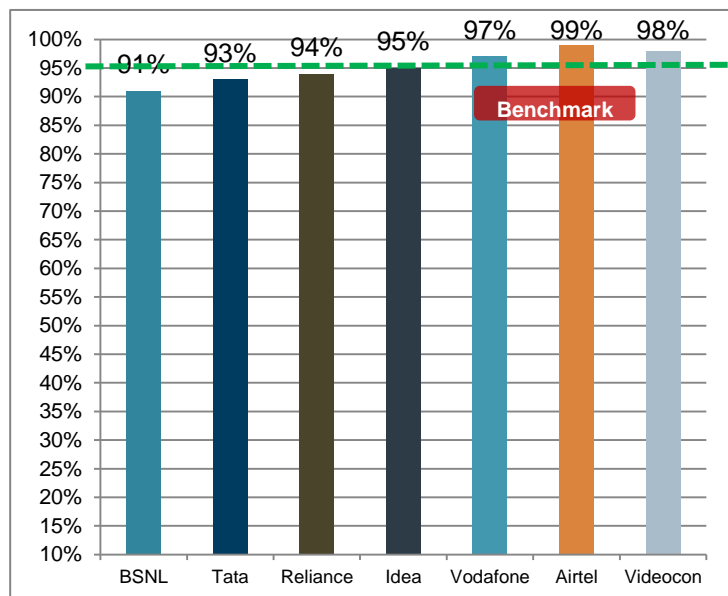
■ The benchmark for the Provision of Service parameter is that of >90% of the customers being satisfied on the parameter. All the service providers have met the benchmark for the provision of service parameter. In case of Airtel 100% of the customers are satisfied on the parameter being the highest amongst all, followed by Vodafone and Reliance which have satisfaction level of 99%. Tata, Idea and Videocon have a satisfaction level of 98% each whereas BSNL has a satisfaction level of 93%.

Table 4.9: Provision of Service-Cellular Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon
Customer Satisfied With Provision of Service	≥90%	93%	98%	99%	98%	99%	100%	98%

Source: IMM Analysis

4.1.2.2 Billing Performance-Pre-Paid



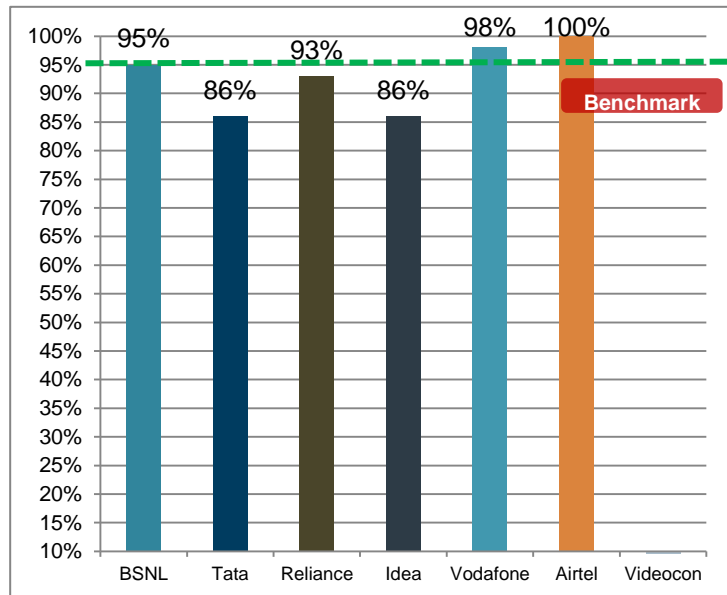
■ The benchmark for the Billing Performance parameter is that of >95% of the customers being satisfied on the parameter. Idea, Vodafone, Airtel and Videocon have met the benchmark with satisfaction levels of 95%,97% and 99% respectively whereas BSNL, Tata and Reliance have missed the benchmark with satisfaction levels of 91%,93% and 94% respectively.

Table 4.10: Billing Performance: Pre-Paid-Cellular Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon
Customer Satisfied With Billing Performance – Pre-Paid	≥95%	91%	93%	94%	95%	97%	99%	98%

Source: IMM Analysis

4.1.2.3 Billing Performance-Post-Paid



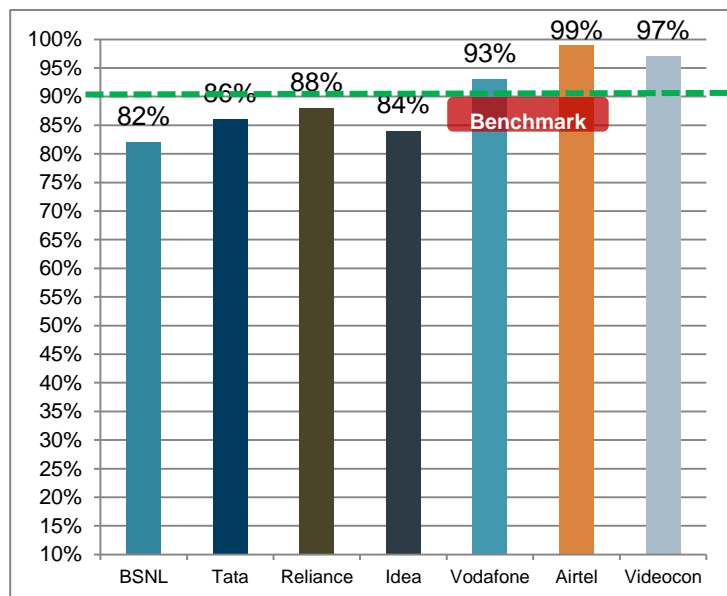
■ The benchmark for the Billing Performance parameter is that of >95% of the customers being satisfied on the parameter. BSNL, Vodafone and Airtel have met the benchmark with satisfaction levels of 95%, 98% and 100% respectively whereas Idea, Tata and Reliance have missed the benchmark with satisfaction levels of 86%,86% and 93% respectively. Videocon does not offer Post-Paid options to its consumers.

Table 4.11: Billing Performance: Post-Paid - Cellular Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon
Customer Satisfied With Billing Performance – Post-Paid	≥95%	95%	86%	93%	86%	98%	100%	NA

Source: IMM Analysis

4.1.2.4 Help Services



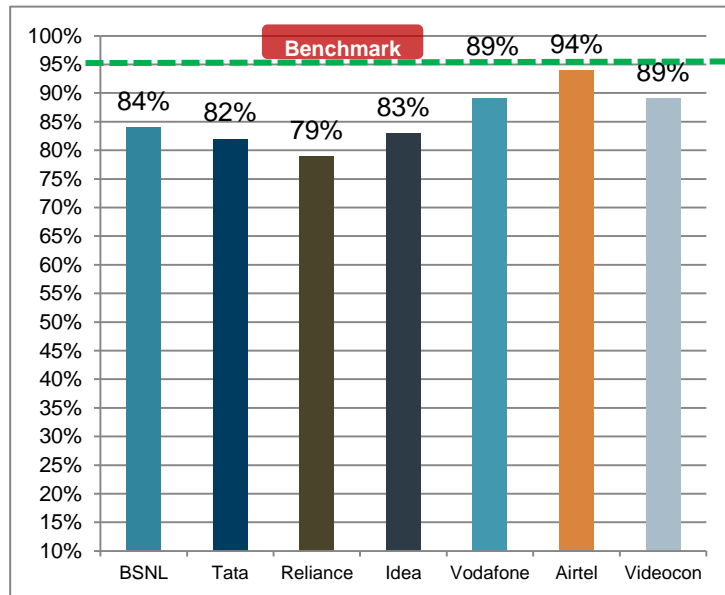
The benchmark for the Help Services parameter is that of >90% of the customers being satisfied on the parameter. Airtel, Vodafone and Videocon have met the benchmark for the parameter while the others have not. In case of Airtel, 99% of the customers, in case of Vodafone 93% and in case of Videocon 97% of the customers are satisfied on the parameter whereas the satisfaction levels of other service providers are in the range of 82-88%.

Table 4.12: Help Services-Cellular Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon
Customer Satisfied With Help Services	≥90%	82%	86%	88%	84%	93%	99%	97%

Source: IMM Analysis

4.1.2.5 Network Performance, Reliability and Availability



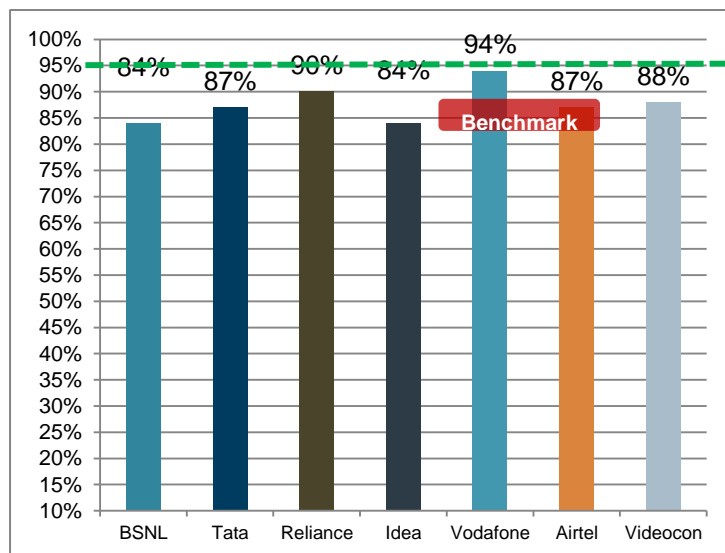
■ The benchmark for the Network Performance, Reliability and Availability parameter is that of >95% of the customers being satisfied on the parameter. The satisfaction levels on the parameter are comparatively lower with respect to other parameters. In case of Airtel 94% of the customers are satisfied on the parameter which is the highest amongst all service providers whereas the satisfaction levels of other service providers are in the range of 79-89%.

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

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon
Customer Satisfied With Network Performance, Reliability and Availability	≥95%	84%	82%	79%	83%	89%	94%	89%

Source: IMM Analysis

4.1.2.6 Maintainability



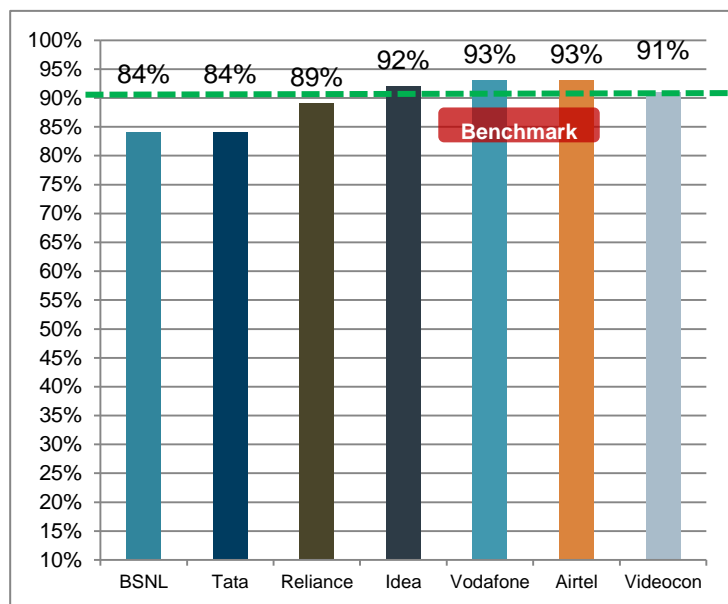
The benchmark for the Maintainability parameter is that of >95% of the customers being satisfied on the parameter. None of the service providers have met the benchmark for the parameter. Vodafone missed the benchmark narrowly with a satisfaction level of 94%. The satisfaction levels of other service providers are in the range of 84-90%.

Table 4.14: Maintainability - Cellular Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon
Customer Satisfied With Maintainability	≥95%	84%	87%	90%	84%	94%	87%	88%

Source: IMM Analysis

4.1.2.7 Supplementary Services and Value Added Services



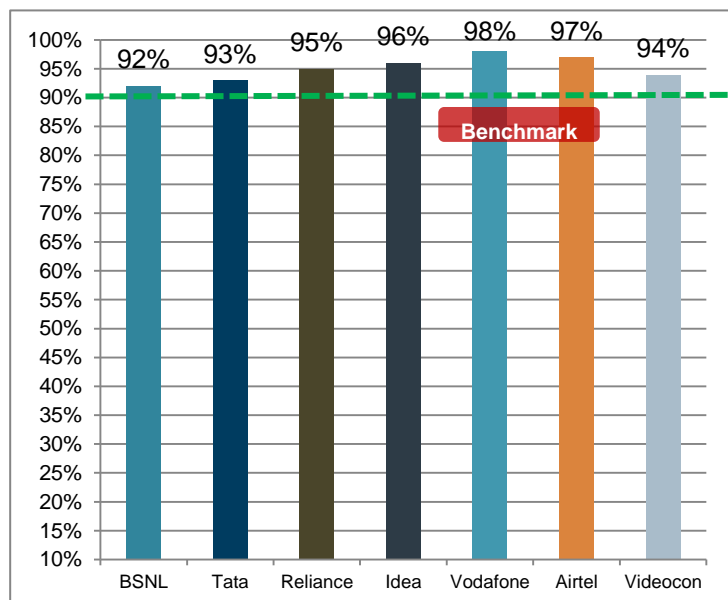
■ The benchmark for the Supplementary Service and Value Added Services parameter is that of >90% of the customers being satisfied on the parameter. Idea, Vodafone, Videocon and Airtel have met the benchmark for the parameter with satisfaction levels of 92%, 93%, 91% and 93% respectively. The satisfaction levels of other service providers are in the range of 84-89%.

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

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon
Customer Satisfied With Supplementary Services and Value Added Services	≥90%	84%	84%	89%	92%	93%	93%	91%

Source: IMM Analysis

4.1.2.8 Overall Quality of Telephone Service



■ The benchmark for the Overall Quality of Telephone Service parameter is that of >90% of the customers being satisfied on the parameter. All the service providers have met the benchmark for the parameter.

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

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon
Customer Satisfied With Overall Quality of Telephone Service	≥90%	92%	93%	95%	96%	98%	97%	94%

Source: IMM Analysis

4.1.3 Broadband Service

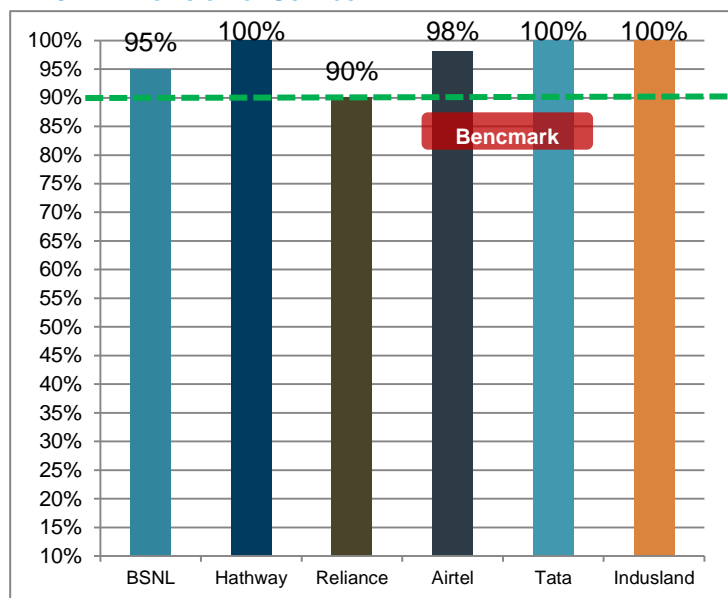
The performance compliance of the service providers for the broadband service is as given below

Table 4.17: Performance Compliance-Broadband Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Bharti Airtel	Tata Communications	Indusland Media
Customers satisfied with the provision of service	>90%	95%	100%	90%	98%	100%	100%
Customers satisfied with the billing performance: Pre-Paid	>90%	NA	100%	NA	NA	NA	100%
Customers satisfied with the billing performance: Post-Paid	>90%	95%	100%	91%	98%	100%	NA
Customers satisfied with help services	>90%	87%	93%	69%	93%	83%	97%
Customers satisfied with network performance, reliability and availability	>85%	82%	84%	77%	93%	88%	71%
Customers satisfied with maintainability	>85%	80%	99%	74%	95%	75%	55%
Customers satisfied with supplementary services	>85%	91%	NA	91%	96%	NA	NA
Overall Customer Satisfaction	>85%	93%	88%	85%	98%	88%	81%

Source: IMM Analysis

4.1.3.1 Provision of Service



The benchmark for the Provision of Service parameter is that of >90% of the customers being satisfied on the parameter. All of the service providers have met the benchmark for the Provision of Service parameter. In case of Tata, Hathway and Indusland 100% of the customers, in case of Airtel 98% of the customers, in case of BSNL 95% of the customers and in case of Reliance 90% of the customers are satisfied on the parameter.

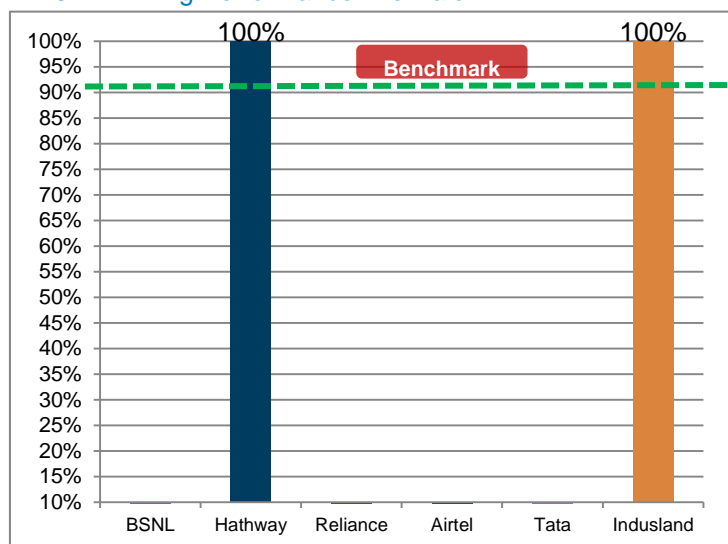
Table 4.18: Provision of Service-Broadband

Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Airtel	Tata	Indusland
Customer Satisfied With Provision of Service	>90%	95%	100%	90%	98%	100%	100%

Source: IMM Analysis

4.1.3.2 Billing Performance-Pre-Paid



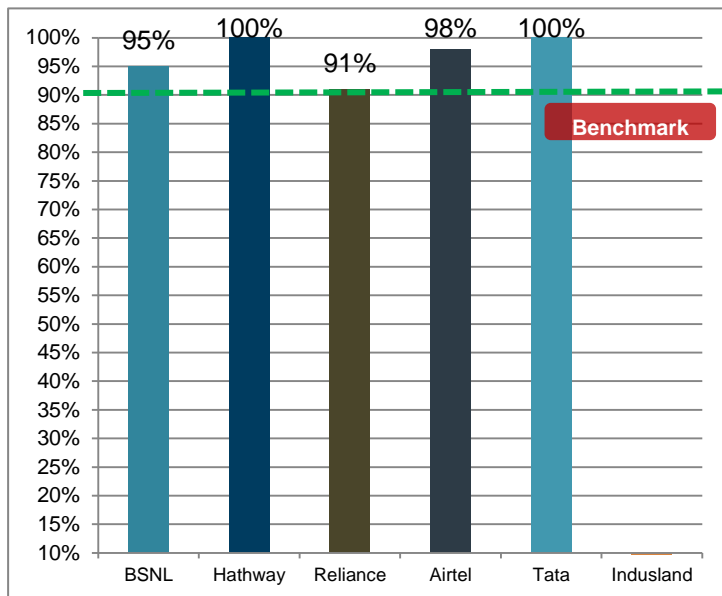
The benchmark for the Billing Performance parameter is that of >90% of the customers being satisfied on the parameter. Only Hathway and Indusland Media give Pre-Paid service options to their customers. For both these service providers 100% of the customers are satisfied on the parameter.

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

Parameter	Benchmark	BSNL	Hathway	Reliance	Airtel	Tata	Indusland
Customer Satisfied With Billing Performance: Pre-Paid	>90%	NA	100%	NA	NA	NA	100%

Source: IMM Analysis

4.1.3.3 Billing Performance-Post-Paid



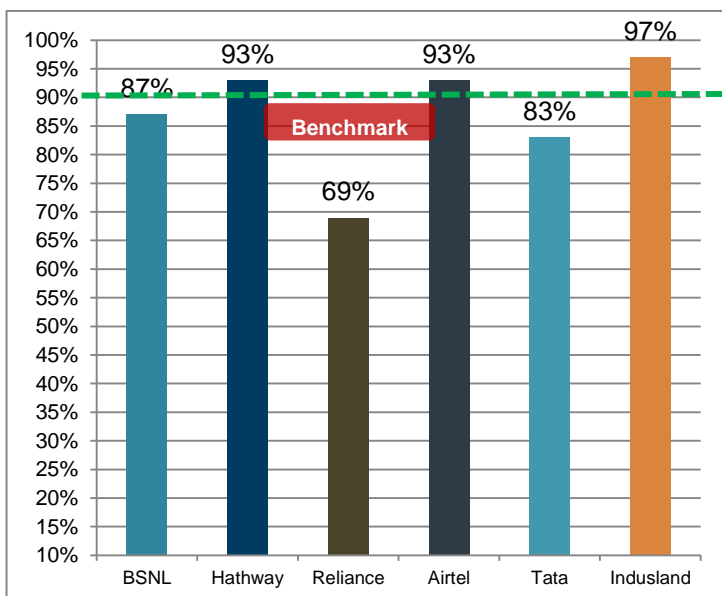
■ The benchmark for the Billing Performance parameter is that of >90% of the customers being satisfied on the parameter. All of the service providers have met the benchmark for the Billing Performance parameter. In case of Tata and Hathway 100% of the customers, in case of Airtel 98% of the customers, in case of BSNL 95% of the customers and in case of Reliance 91% of the customers are satisfied on the parameter. Indusland Media does not give Post-Paid service options to its customers.

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

Parameter	Benchmark	BSNL	Hathway	Reliance	Airtel	Tata	Indusland
Customer Satisfied With Billing Performance: Post-Paid	>90%	95%	100%	91%	98%	100%	NA

Source: IMM Analysis

4.1.3.4 Help Services



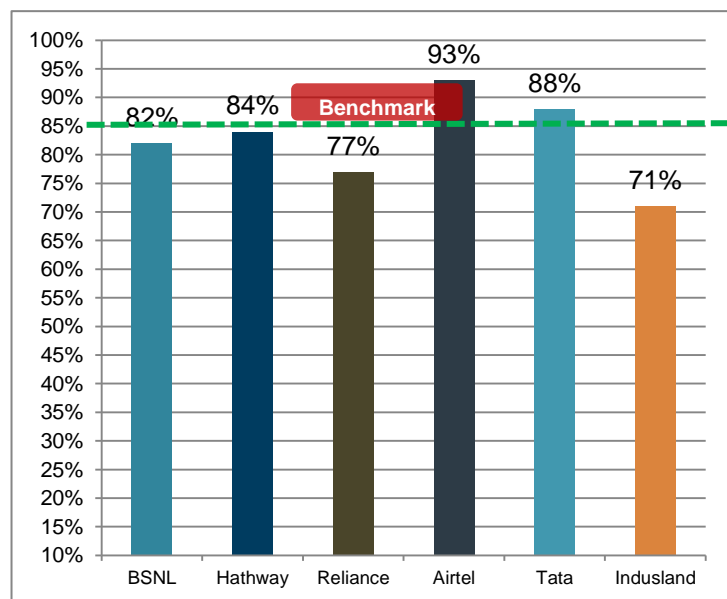
■ The benchmark for the Help Services parameter is that of >90% of the customers being satisfied on the parameter. Airtel, Indusland Media and Hathway have met the benchmark for the parameter with satisfaction levels of 93%, 97% and 93% respectively. The satisfaction levels of the other service providers are in the range of 69-87%.

Table 4.21: Help Services -Broadband Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Airtel	Tata	Indusland
Customer Satisfied With Help Services	>90%	87%	93%	69%	93%	83%	97%

Source: IMM Analysis

4.1.3.5 Network Performance, Reliability and Availability



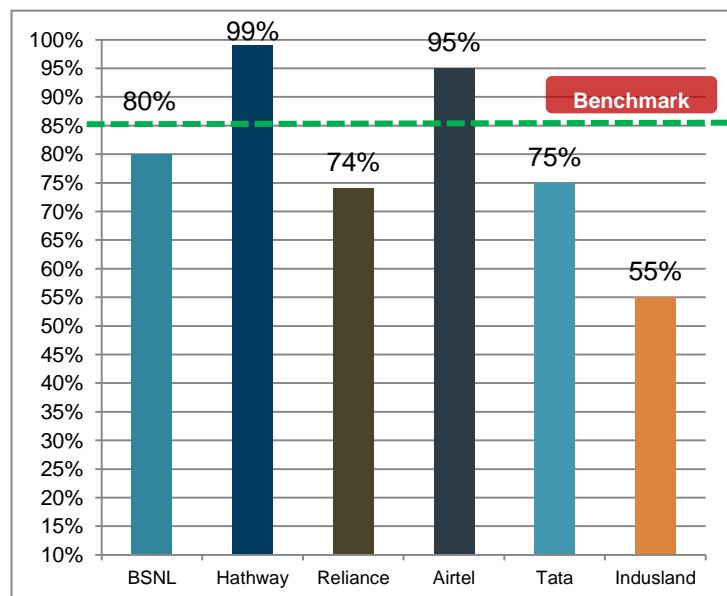
■ The benchmark for the Network Performance, Reliability and Availability parameter is that of >85% of the customers being satisfied on the parameter. Airtel and Tata have met the benchmark for the parameter with satisfaction levels of 93% and 88% respectively. The satisfaction levels of the other service providers are in the range of 71-84%.

Table 4.22: Network Performance, Reliability and Availability -Broadband Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Airtel	Tata	Indusland
Customer Satisfied With Network Performance, Reliability and Availability	>85%	82%	84%	77%	93%	88%	71%

Source: IMM Analysis

4.1.3.6 Maintainability



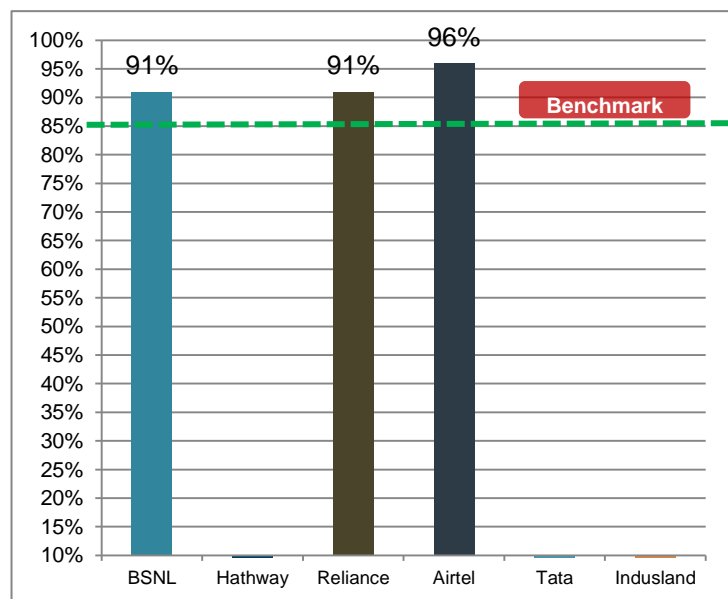
■ The benchmark for the Maintainability parameter is that of >85% of the customers being satisfied on the parameter. Hathway and Airtel have met the benchmark for the Maintainability parameter with satisfaction levels of 99% and 95% respectively. The satisfaction levels of the other service providers are in the range of 74-80%.

Table 4.23: Maintainability -Broadband Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Airtel	Tata	Indusland
Customer Satisfied With Maintainability	>85%	80%	99%	74%	95%	75%	55%

Source: IMM Analysis

4.1.3.7 Supplementary Services and Value Added Services



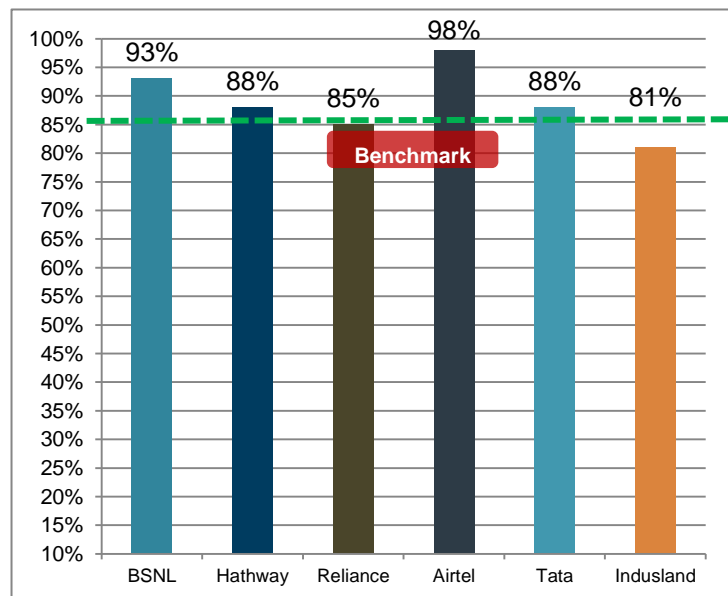
■ The benchmark for the Supplementary Services and Value Added Services parameter is that of >90% of the customers being satisfied on the parameter. Only the customer of BSNL, Reliance and Airtel have responded to the questions on this parameter as the rest of the respondents of other service providers have not subscribed to the supplementary or value added services. BSNL, Reliance and Airtel have met the benchmark on this parameter. In case of Airtel 96% of the customers and in case of BSNL and Reliance 91% of the customers are satisfied on the parameter

Table 4.24: Supplementary and Value Added Services -Broadband Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Airtel	Tata	Indusland
Customer Satisfied With Supplementary and Value Added Services	>85%	91%	NA	91%	96%	NA	NA

Source: IMM Analysis

4.1.3.8 Overall Quality of Telephone Service



■ The benchmark for the Overall Quality of Telephone Service parameter is that of >85% of the customers being satisfied on the parameter. All of the service providers except Indusland Media have met the benchmark for the parameter. In case of Airtel 98% of the customers, in case of BSNL 93% of the customers, in case of Hathway and Tata 88% of the customers, in case of Reliance 85% of the customers and in case of Indusland 81% of the customers are satisfied on the parameter.

Table 4.25: Overall Quality of Telephone Service -Broadband Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Airtel	Tata	Indusland
Customer Satisfied With Overall Quality of Telephone Service	>85%	93%	88%	85%	98%	88%	81%

Source: IMM Analysis

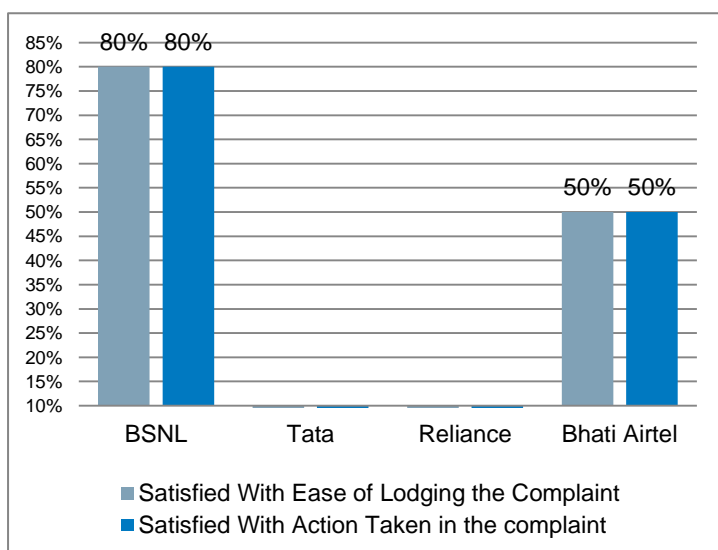
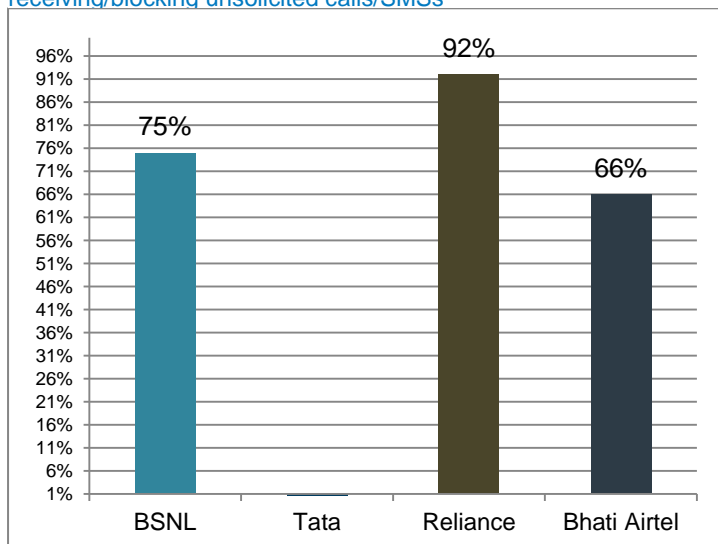
5 Assessment of TRAI Regulations and Directions

5.1 Madhya Pradesh: Basic Wire-line Service

5.1.1 The Telecom Commercial Communications Customer Preference Regulations, 2010.

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

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



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

- 16% of surveyed customers of Reliance and BSNL have registered their number for not receiving / blocking unsolicited commercial calls / SMSs, being the highest amongst all the service providers. On the other hand none of the Tata consumers have registered their number for the purpose.

- 92% of the customers of Reliance who had registered their number for not receiving / blocking unsolicited commercial calls / SMSs were satisfied with the effectiveness of the same. In case of BSNL, 75% and in case of Airtel, 66% of the customers satisfied with the effectiveness of blocking of unsolicited commercial calls.

- Few consumers have lodged a complaint in case the unsolicited call/SMS had not stopped in spite of registration. In case of BSNL 1% of such consumers registered a complaint in these regards.

- 80% of the customers of BSNL who had lodged a complaint were satisfied with the ease of lodging a complaint in case the unsolicited call/SMS had not stopped in spite of registration

- 80% of the above customers of BSNL who had registered their complaint were satisfied with the action taken on their complaints.

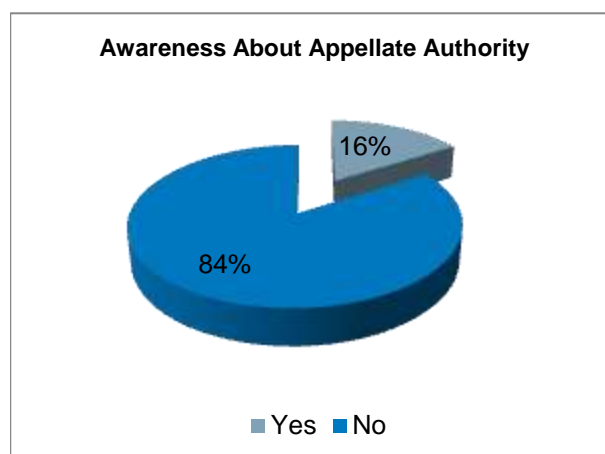
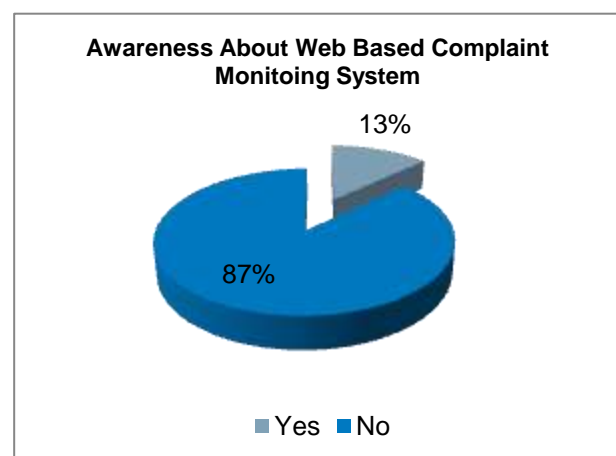
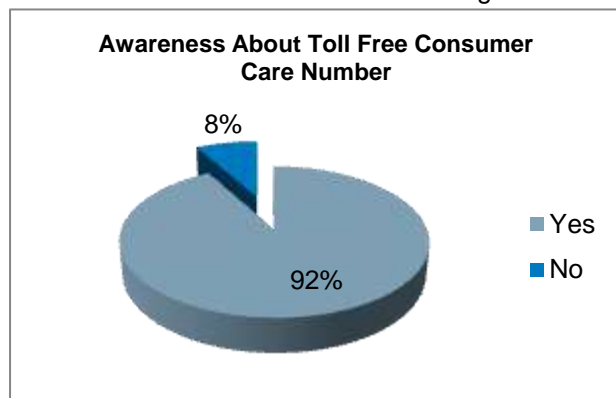
Table 5.1: Assessment of Telecom Commercial Communications Customer Preference Regulation

Particular	BSNL	Tata	Reliance	Bharti Airtel
Number registered for not receiving / blocking unsolicited commercial calls / SMSs	75%	0%	92%	66%
Customers satisfied with the effectiveness of blocking of unsolicited commercial calls	12%	NA	14%	9%
Registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same	1%	0%	0%	0.33%
Customers satisfied with the ease of lodging the complaint	80%	NA	NA	50%
Customers satisfied with the action taken on the complaint	80%	NA	NA	50%

Source: IMM Analysis

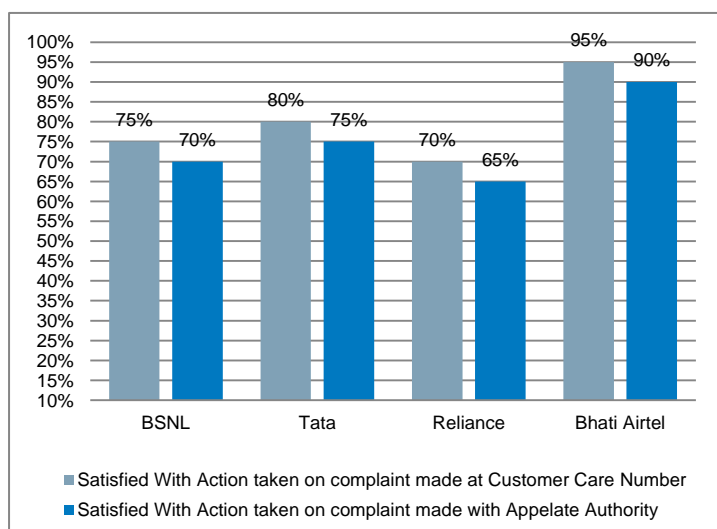
5.1.2 Telecom Consumers Complaint Redressal Regulations, 2012.

As per the Telecom Consumers Complaint Redressal Regulation there are three grievance redressal mechanisms a consumer can use to register their complaints which include the Toll Free Consumer Care Number, Appellate Authority for filing appeal in cases not satisfied with redressal of complaints and Web Based Complaint Monitoring System. The awareness about the toll free consumer care number is the highest with more than 92% of the total surveyed sample being aware about it. About 16% of the total respondents were aware about the Appellate Authority while 13% of the respondents were aware about the Web Based Complaint Monitoring System.



5.1.2.1 Level of Satisfaction with the Action Taken on Complaints

- 81% of surveyed customers of Reliance have registered a complaint with the Toll Free Consumer Care number, being the highest amongst all the service providers. On the other hand BSNL has the least percentage of surveyed consumers who have registered a complaint with only 42% of the consumers have registered a complaint with Toll Free Consumer Care number.
- 78% of the customers of Bharti Airtel who had registered a complaint with the Toll Free Consumer Care number were satisfied with the action taken on it being the highest amongst all the service providers.



- 6% of surveyed customers of Bharti Airtel & Reliance have registered a complaint with the Appellate Authority, being the highest amongst all the service providers. For BSNL nearly 4% of the surveyed consumers have registered a complaint with the Appellate Authority.
- 91% of the customers of Bharti Airtel who had registered a complaint with the Appellate Authority are satisfied with the action taken on it being the highest amongst all the service providers.

Table 5.2: Assessment of Telecom Consumer Protection Regulation

Particular	BSNL	Tata	Reliance	Bharti Airtel
Made complaint to the toll free Consumer Care Number	42%	73%	81%	69%
Customers satisfied with the manner in which complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint	64%	47%	70%	78%
Filed any appeal with the appellate authority	4%	5%	6%	6%
Customers satisfied with the manner in which appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc.	85%	80%	66%	91%

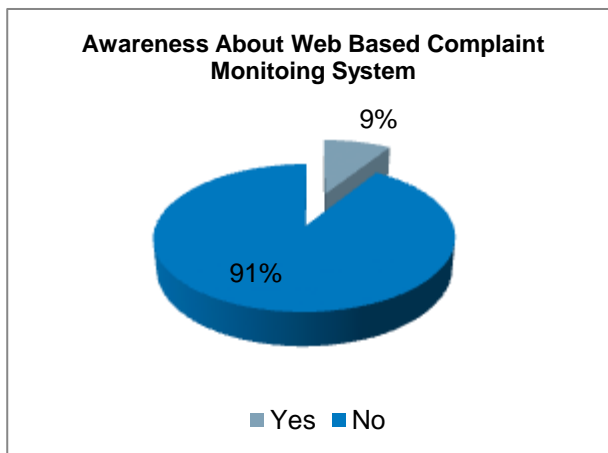
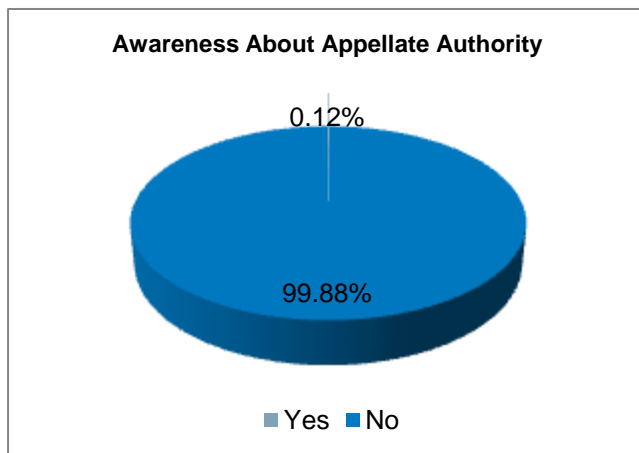
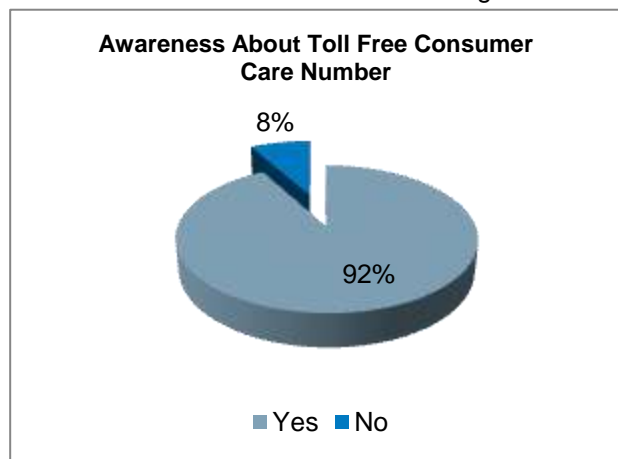
Source: IMM Analysis

5.2 Madhya Pradesh: Cellular Service

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

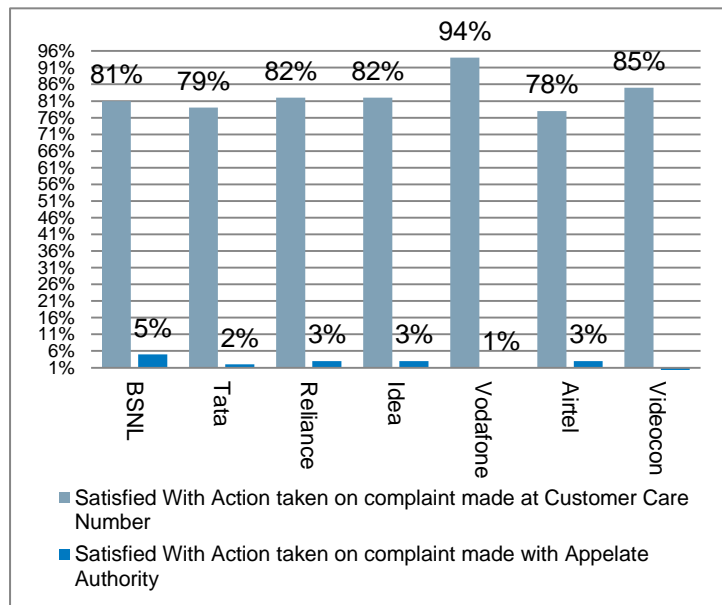
5.2.1 Telecom Consumers Complaint Redressal Regulations, 2012.

As per the Telecom Consumers Complaint Redressal Regulation there are three grievance redressal mechanisms a consumer can use to register their complaints which include the Toll Free Consumer Care Number, Appellate Authority for filing appeal in cases not satisfied with redressal of complaints and Web Based Complaint Monitoring System. The awareness about the toll free consumer care number is the highest with more than 92% of the total surveyed sample being aware about it. Only 0.12% of the total respondents were aware about the Appellate Authority while 9% of the respondents were aware about the Web Based Complaint Monitoring System.



5.2.1.1 Level of Satisfaction with the Action Taken on Complaints

- 43% of surveyed customers of BSNL have registered a complaint with the Toll Free Consumer Care number, being the highest amongst all the service providers. On the other hand Airtel has the least percentage of surveyed consumers who have registered a complaint with only 8% of the consumers have registered a complaint with Toll Free Consumer Care number.
- 94% of the customers of Vodafone who had registered a complaint with the Toll Free Consumer Care number were satisfied with the action taken on it being the highest amongst all the service providers.



- 2% of surveyed customers of Idea have registered a complaint with the Appellate Authority, being the highest amongst all the service providers. For all the other service providers nearly 1% of the surveyed consumers have registered a complaint with the Appellate Authority.
- 5% of the customers of BSNL who had registered a complaint with the Appellate Authority are satisfied with the action taken on it being the highest amongst all the service providers.

Table 5.3: Assessment of Telecom Consumers Complaint Redressal Regulations

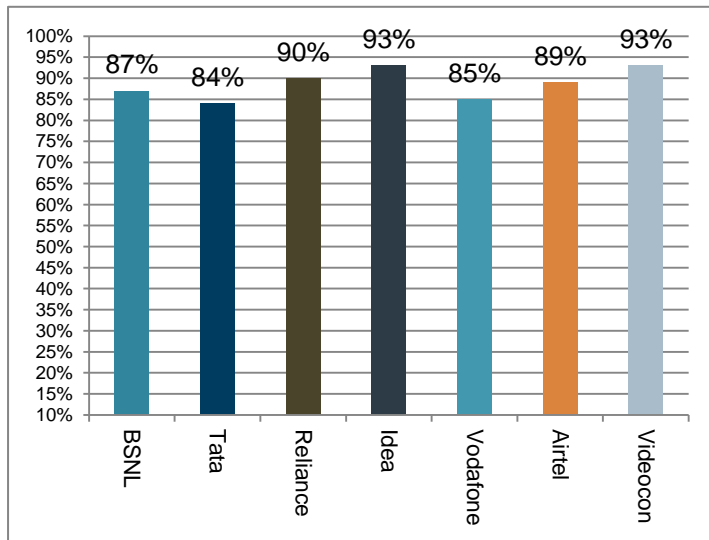
	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon
Particular							
Made complaint to the toll free Consumer Care Number	43%	28%	34%	31%	28%	8%	38%
Customers satisfied with the manner in which complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint	81%	79%	82%	82%	94%	78%	85%
Filed any appeal with the appellate authority	1%	1%	1%	2%	1%	1%	1%
Customers satisfied with the manner in which appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc.	5%	2%	3%	3%	1%	3%	NA

Source: IMM Analysis

5.2.2 The Telecom Commercial Communications Customer Preference Regulations, 2010.

The Telecom Commercial Communications Customer Preference Regulations, 2010 gives a telecom consumer the option of registering his/her mobile number for not receiving/blocking unsolicited commercial calls / SMSs. The consumer also has the option to register his number to be accessible to telemarketers of

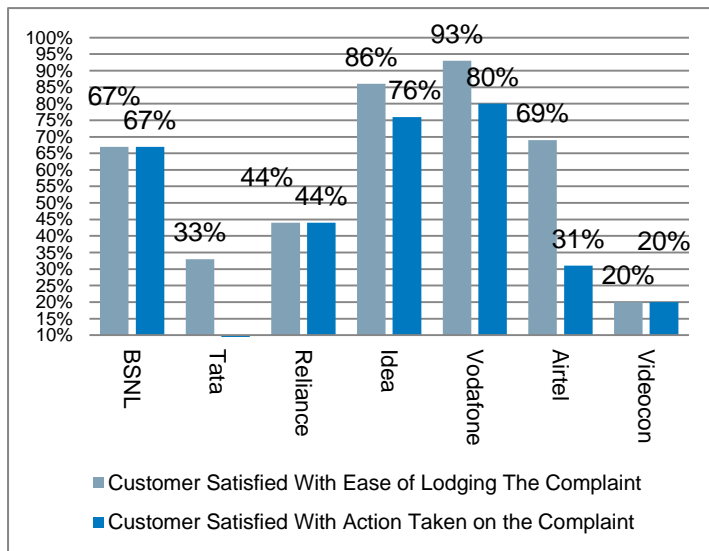
Satisfaction level with the effectiveness of registration for not receiving/blocking unsolicited calls/SMSs



specific sectors. The telecom service providers have to ensure that such unsolicited calls/SMSs be blocked to the registered number with a specific time frame. In case the call/SMSs aren't stopped the telecom consumer may register a complaint on specific toll free numbers.

- 26% of surveyed customers of Idea have registered their number for not receiving / blocking unsolicited commercial calls / SMSs, being the highest amongst all the service providers..

- 93% of the customers of Idea and Videocon who had registered their number for not receiving / blocking unsolicited commercial calls / SMSs were satisfied with the effectiveness of the same, being the highest amongst all the service providers.



- 6% of surveyed customers of Idea who had registered their number for not receiving / blocking unsolicited commercial calls / SMSs went on to register a complaint, when unsolicited call/SMS had not stopped in spite of registration. In case of Videocon and Tata only 1% of such consumers registered a complaint in these regards.

93% of the customers of Vodafone were satisfied with the ease of lodging a complaint in case the unsolicited call/SMS had not

stopped in spite of registration, being the highest amongst all the service providers.

- 80% of the customers of Vodafone who had registered their complaint were satisfied with the action taken on their complaints, being the highest amongst all the service providers.

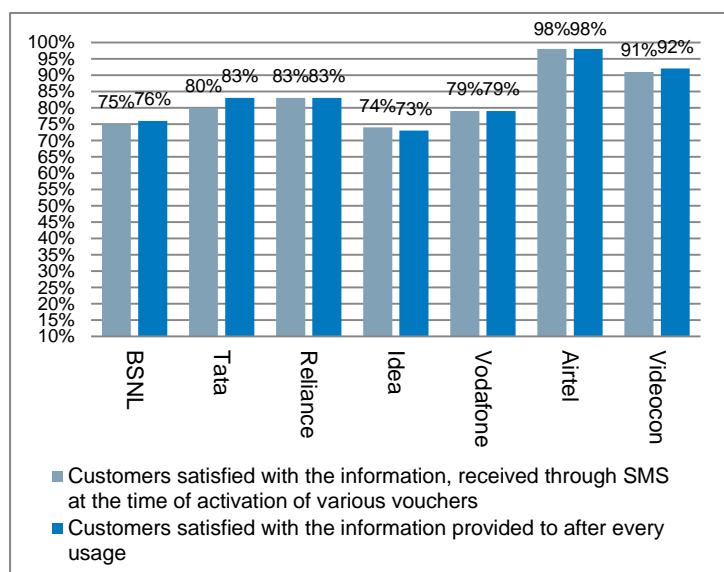
Table 5.4: Assessment of Telecom Commercial Communications Customer Preference Regulation

	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon
Particular							
Number registered for not receiving / blocking unsolicited commercial calls / SMSs	18%	17%	21%	26%	23%	21%	21%
Customers satisfied with the effectiveness of blocking of unsolicited commercial calls	87%	84%	90%	93%	85%	89%	93%
Registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same	2%	1%	2%	6%	3%	3%	1%
Customers satisfied with the ease of lodging the complaint	67%	33%	44%	86%	93%	69%	20%
Customers satisfied with the action taken on the complaint	67%	NA	44%	76%	80%	31%	20%

Source: IMM Analysis

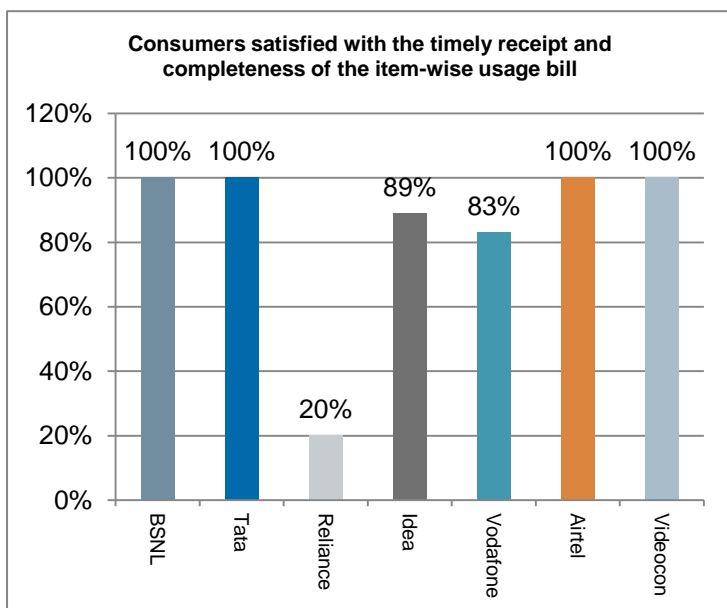
5.2.3 Telecom Consumers Protection Regulations, 2012.

As per the Telecom Consumers Protection Regulations, 2012 every service provider has to, immediately on the activation of a voucher provide through SMS to the pre-paid consumer details such as amount charged, processing fee, taxes deducted, title of the plan, validity of the plan etc. The regulations also makes it mandatory for the service provider to immediately after a specific usage such as making a call, activation of value added services or internet data usage, send the customer details such as duration of call, charges deducted, balance in account etc



98% of the consumers of Airtel are satisfied with the information, received through SMS at the time of activation of various vouchers. On the other hand only 74% of the surveyed Idea consumers were satisfied with the information, received through SMS at the time of activation of various vouchers.

- 98% of the consumers of Airtel are satisfied with the information provided through SMS after every usage, such as duration of call, charges deducted, balance in account etc. On the other hand only 73% of the surveyed Idea consumers were satisfied with the information provided through SMS after every usage.



Few consumers pre-paid customers have requested an item-wise usage bill for their connection. Amongst them most of them were satisfied with the receipt of information from the service provider with an exception of Reliance wherein 20% of the consumers were satisfied with the timely receipt and completeness of the item-wise usage bill

Table 5.5: Assessment of Telecom Consumer Protection Regulation

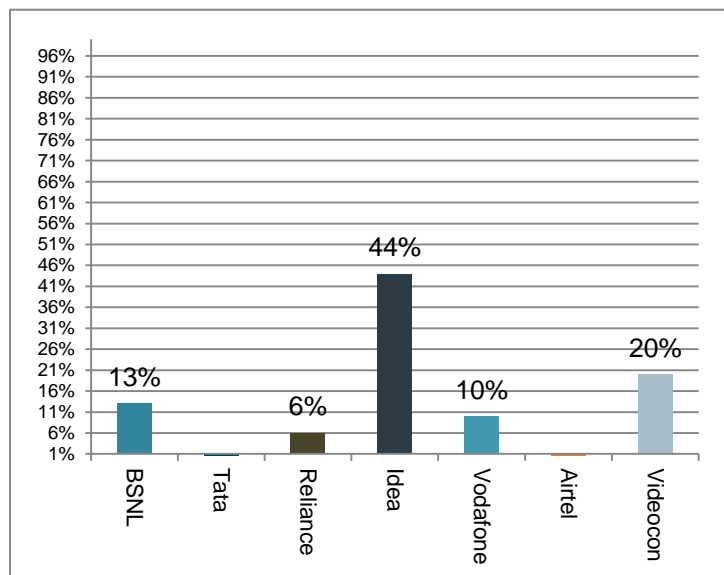
Particular	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon
Customers satisfied with the information, received through SMS at the time of activation of various vouchers, such as amount charged, processing fee, taxes deducted, title of the plan, validity etc	75%	80%	83%	74%	79%	98%	91%
Customers satisfied with the information provided to you after every usage, such as duration of call, charges deducted, balance in account etc	76%	83%	83%	73%	79%	98%	92%
Requested for an item-wise usage bill	0%	0%	1%	6%	2%	1%	0%
Customers satisfied with the timely receipt and completeness of the item-wise usage bill on request	100%	100%	20%	89%	83%	100%	100%

Source: IMM Analysis

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

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

Satisfaction Level with the process of porting to another operator



- Few surveyed consumers have opted for Mobile Number Portability (MNP) with the percentage of such consumers ranging from 1% to 5% for all the service providers.
- 44% of the Idea consumers who had opted for MNP were satisfied with the process of porting to another operator, being the highest amongst all the service providers whereas in case of other service providers the satisfaction levels are in the range of 6%-20%.

Table 5.6: Assessment of Telecommunication Mobile Number Portability Regulations

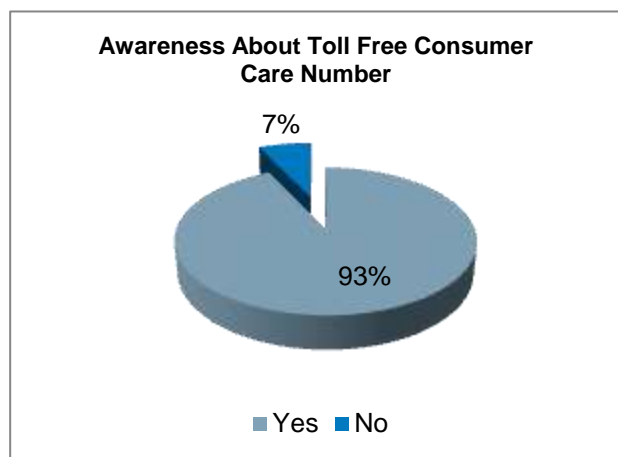
Particular	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon
Utilized the service of Mobile number portability for changing your operator	1%	1%	3%	5%	2%	2%	1%
Customers satisfied with the process of porting to another operator	13%	NA	6%	44%	10%	NA	20%

Source: IMM Analysis

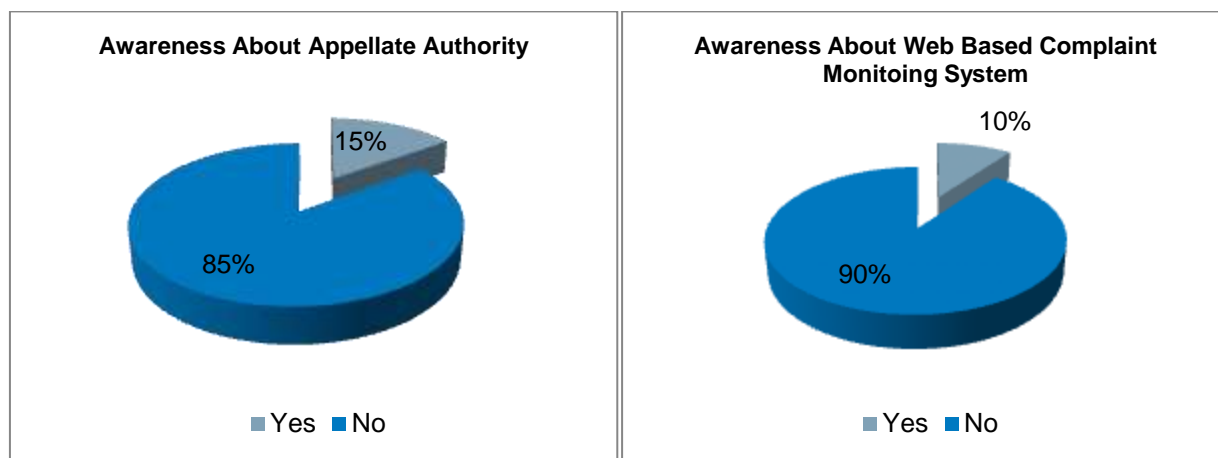
5.3 Madhya Pradesh: Broadband Service

5.3.1 Telecom Consumers Complaint Redressal Regulations, 2012

As per the Telecom Consumers Complaint Redressal Regulation there are three grievance rederssal

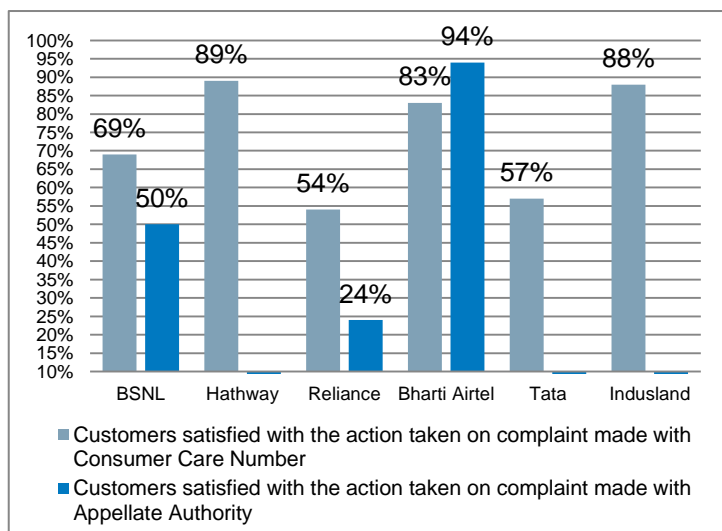


mechanisms a consumer can use to register their complaints which include the Toll Free Consumer Care Number, Appellate Authority for filing appeal in cases not satisfied with redressal of complaints and Web Based Complaint Monitoring System. The awareness about the toll free consumer care number is the highest with more than 93% of the total surveyed sample being aware about it. Around 15 % of the total respondents were aware about the Appellate Authority while 10% of the respondents were aware about the Web Based Complaint Monitoring System.



5.3.1.1 Level of Satisfaction With the Action Taken on Complaints

- 84% of surveyed customers of Hathway have registered a complaint with the Toll Free Consumer Care number, being the highest amongst all the service providers. On the other hand BSNL has the least percentage of surveyed consumers who have registered a complaint with only 29% of the consumers have registered a complaint with Toll Free Consumer Care number.
- 89% of the customers of Hathway who had registered a complaint with the Toll Free Consumer Care number were satisfied with the action taken on it being the highest amongst all the service providers.



- 8% of surveyed customers of Reliance have registered a complaint with the Appellate Authority, being the highest amongst all the service providers. On the other hand none of the surveyed consumers of Tata, Hathway and Indusland Media have registered a complaint with the Appellate Authority.
- 94% of the customers of Airtel who had registered a complaint with the Appellate Authority are satisfied with the action taken on it being the highest amongst all the service providers.

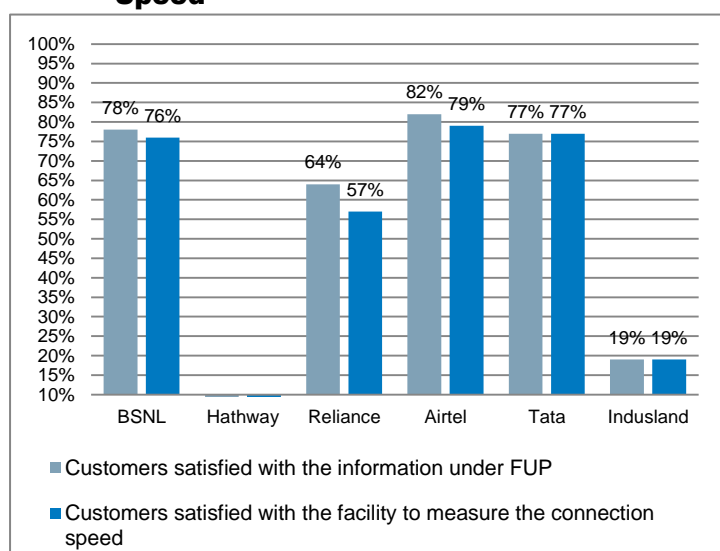
Table 5.7: Assessment of Telecom Consumer Complaint Redressal Regulations

Particular	BSNL	Hathway	Reliance	Airtel	Tata	Indusland
Made complaint to the toll free Consumer Care Number	29%	84%	78%	59%	56%	81%
Level of satisfaction with the manner in which complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the	69%	89%	54%	83%	57%	88%

Particular	BSNL	Hathway	Reliance	Airtel	Tata	Indusland
complaint						
Filed any appeal with the appellate authority	0.67%	0%	8%	3%	0%	0%
Level of satisfaction with the manner in which appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc.	50%	NA	24%	94%	NA	NA

Source: IMM Analysis

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



- 82% of the surveyed customers of Airtel who had sought information under the fair usage policy are satisfied with the information given to them being the highest amongst all the service providers.

- 79% of the surveyed customers of Airtel were satisfied with the facility to measure the broadband connection speed provided by the service provider, being the highest amongst all the service providers.

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

Particular	BSNL	Hathway	Reliance	Airtel	Tata	Indusland
Customers satisfied with the information, provided by the service provider under the fair usage policy (FUP) such as data usage limit with higher speed and speed of connection up to or beyond data usage limit	78%	1%	64%	82%	77%	19%
Customers satisfied with the facility to measure the broadband connection speed provided by the service provider	76%	1%	57%	79%	77%	19%

Source: IMM Analysis

6 Conclusions

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

6.1 Madhya Pradesh: Basic Wire-Line

6.1.1.1 Quality of Service Benchmarks

- The survey results show that all service providers have met the quality of service benchmarks for the provision of service, billing performance and network parameters. While in case of the other parameters, few of the service providers could not to meet the benchmarks. In many cases service providers have marginally missed to reach the benchmark.
- Help services is the only parameter wherein none of the service providers have met the benchmark for the parameter. It has also been observed that all service providers except Reliance have marginally missed the benchmarks with all of them having satisfaction percentile in the range of 87-89%. Reliance has the lowest percentile with around 79% of the customers being satisfied on the parameter.
- On the overall service quality parameter all service providers except BSNL have met the benchmark for the parameter. BSNL missed the benchmark with around 89% of the customers being satisfied on the parameter.
- Tata has registered the highest satisfaction level on the overall quality of service benchmark with around 97% of the consumers being satisfied on the parameter.
- Based on the qualitative inputs from field staff and general observation during the survey period the consultants have observed that the satisfaction levels for the help services parameter are a bit lower as compared to satisfaction percentiles for other parameters.

6.1.1.2 Assessment of Various Regulations

- 16% of surveyed customers of Reliance and BSNL have registered their number for not receiving / blocking unsolicited commercial calls / SMSs, being the highest amongst all the service providers. On the other hand none of the Tata consumers have registered their number for the purpose.
- 92% of the customers of Reliance who had registered their number for not receiving / blocking unsolicited commercial calls / SMSs were satisfied with the effectiveness of the same. In case of BSNL, 75% and in case of Airtel, 66% of the customers satisfied with the effectiveness of blocking of unsolicited commercial calls.
- With reference to the grievance redressal mechanism the consumers are mainly aware of the toll free consumer care number with around 92% of the consumers being aware of it. Few consumers are aware of the Appellate Authority and the Web Based Monitoring System as a mechanism for grievance redressal.

6.2 Madhya Pradesh: Cellular Mobile

6.2.1.1 Quality of Service Benchmarks

- The survey results show that all service providers have met the quality of service benchmarks for the provision of service and overall quality parameter. While in case of the other parameters, few of the service providers could not to meet the benchmarks. In many cases service providers have marginally missed to reach the benchmark.

- The satisfaction levels for the Help Services parameter are comparatively lower across all service providers. Airtel, Vodafone and Videocon have met the benchmark for the parameter with a satisfaction percentile of 99%, 93% and 97% respectively. Rest of the service providers have satisfaction levels in the range of 82-88%.
- The satisfaction levels for the Network Performance, Reliability and Availability benchmark have been low as compared to other parameters. Airtel marginally missed with a satisfaction level of 94%, the rest of the service providers have satisfaction percentiles in the range of 79-89%. Reliance has the lowest satisfaction level at 79%.
- The service providers have performed well in cases of rest of the benchmarks such as provision of service, billing performance, supplementary and value added service and overall quality with most of the service providers meeting or nearing the benchmark on these parameters.
- Based on the qualitative inputs from field staff and general observation during the survey period the consultants have observed that the satisfaction levels for the help services and network parameters are a bit lower as compared to satisfaction percentiles for other parameters.

6.2.1.2 Assessment of Various Regulations

- With reference to the grievance redressal mechanism the consumers are mainly aware of the toll free consumer care number with around 92% of the consumers being aware of it. Few consumers are aware of the Appellate Authority and the Web Based Monitoring System as a mechanism for grievance redressal.
- The level of satisfaction with the effectiveness of blocking of unsolicited commercial calls is well achieved across all service providers.
- Very few pre-paid customers have requested for an item-wise usage bill for their connection. Based on the qualitative inputs from field staff the consultants have observed that the awareness amongst the pre-paid customer with reference to this option with them is quite low.

6.3 Madhya Pradesh: Broadband

6.3.1.1 Quality of Service Benchmarks

- Airtel has met the benchmarks for all the parameters in the broadband category. The service providers have performed quite well in the broadband category as compared to basic wire-line and cellular categories.
- All the service providers have met the benchmarks for the provision of service, billing performance, supplementary and value added services and overall quality parameters.
- The satisfaction levels for the Help Services and Network parameters are comparatively lower as compared to other parameters. While Hathway, Airtel and Indusland have met the benchmark for the help service parameter the rest have satisfaction percentiles in the range of 69-87%. Airtel and Tata have met the benchmark for the Network parameter with satisfaction percentiles of 93% and 88% respectively while the other have satisfaction percentiles in the range of 71-84%.

6.3.1.2 Assessment of Various Regulations

- With reference to the grievance redressal mechanism the consumers are mainly aware of the toll free consumer care number with around 93% of the consumers being aware of it. Very few consumers are aware of the Appellate Authority and the Web Based Monitoring System as a mechanism for grievance redressal and efforts should be made in generating awareness with respect to Appellate Authority and Web Based Monitoring System.

- The levels of customers being satisfied with the manner in which their complaint with the toll free consumer care number was addressed can be considered quite decent with Hathway, Airtel and Indusland have satisfaction percentiles in the range of 83-89%. The rest of the service providers including BSNL, Reliance and Tata have satisfaction percentiles in the range of 54-69%.
- Customer satisfaction levels with respect to the information provided by the service provider under the fair usage policy (FUP) and the facility to measure the broadband connection speed provided by the service provider is moderate.

7 Recommendations

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

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

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Appendix A. Output Tables – Madhya Pradesh Circle

A.1 Basic Wire-line Service

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

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	15	18	36	74	128	148	154	3%	3%	6%	13%	22%	26%	27%
Tata	1	9	10	19	22	22	18	1%	9%	10%	19%	22%	22%	18%
Reliance	9	12	23	64	161	173	157	2%	2%	4%	11%	27%	29%	26%
Airtel	5	9	33	52	161	181	149	1%	2%	6%	9%	27%	31%	25%
TOTAL	31	50	105	213	477	530	485	2%	3%	6%	11%	25%	28%	26%

Source: IMM Analysis

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

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	19	30	23	66	161	176	98	3%	5%	4%	12%	28%	31%	17%
Tata	0	4	12	16	36	27	6	0%	4%	12%	16%	36%	27%	6%
Reliance	4	21	28	62	170	212	102	1%	4%	5%	10%	28%	35%	17%
Airtel	12	18	39	92	189	157	83	2%	3%	7%	16%	32%	27%	14%
TOTAL	35	73	102	236	556	572	289	2%	4%	5%	13%	30%	31%	16%

Source: IMM Analysis

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

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	15	17	23	67	171	180	100	3%	3%	4%	12%	30%	31%	17%
Tata	0	2	7	25	46	19	2	0%	2%	7%	25%	46%	19%	2%
Reliance	11	15	25	88	146	246	68	2%	3%	4%	15%	24%	41%	11%
Airtel	14	11	44	122	185	136	78	2%	2%	7%	21%	31%	23%	13%
TOTAL	40	45	99	302	548	581	248	2%	2%	5%	16%	29%	31%	13%

Source: IMM Analysis

Table A.4: How satisfied are you with the charges levied per call? (EC2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	18	32	53	94	113	205	80	3%	5%	9%	16%	19%	34%	13%
Tata	0	2	7	23	28	30	10	0%	2%	7%	23%	28%	30%	10%
Reliance	11	24	41	86	203	178	57	2%	4%	7%	14%	34%	30%	10%
Airtel	12	33	56	82	164	157	92	2%	6%	9%	14%	28%	26%	15%
TOTAL	41	91	157	285	508	570	239	2%	5%	8%	15%	27%	30%	13%

Source: IMM Analysis

Table A.5: How satisfied are you with the overall accuracy & completeness of the bills? (RL 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	24	22	39	76	178	159	97	4%	4%	7%	13%	30%	27%	16%
Tata	0	1	3	15	42	25	14	0%	1%	3%	15%	42%	25%	14%
Reliance	13	27	45	89	182	183	61	2%	5%	8%	15%	30%	31%	10%
Airtel	13	22	50	104	185	141	81	2%	4%	8%	17%	31%	24%	14%
TOTAL	50	72	137	284	587	508	253	3%	4%	7%	15%	31%	27%	13%

Source: IMM Analysis

Table A.6: How satisfied are you with the clarity of the bills in terms of transparency and understandability? (RL2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	23	18	35	68	164	171	116	4%	3%	6%	11%	28%	29%	19%
Tata	0	2	4	16	34	28	16	0%	2%	4%	16%	34%	28%	16%
Reliance	16	30	37	76	150	213	78	3%	5%	6%	13%	25%	36%	13%
Airtel	11	19	42	86	187	154	97	2%	3%	7%	14%	31%	26%	16%
TOTAL	50	69	118	246	535	566	307	3%	4%	6%	13%	28%	30%	16%

Source: IMM Analysis

Table A.7: How satisfied are you with the availability of customer care services (consumer care number and general information number)? (EM 5)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	34	32	60	81	97	142	38	7%	7%	12%	17%	20%	29%	8%
Tata	9	3	13	15	21	17	6	11%	4%	15%	18%	25%	20%	7%
Reliance	76	36	42	92	150	119	45	14%	6%	8%	16%	27%	21%	8%
Airtel	54	36	44	85	138	137	78	9%	6%	8%	15%	24%	24%	14%
TOTAL	173	107	159	273	406	415	167	10%	6%	9%	16%	24%	24%	10%

Source: IMM Analysis

Table A.8: How satisfied are you with the ease of access to a customer care executive through the IVR menu? (CV1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	36	32	55	57	131	115	58	7%	7%	11%	12%	27%	24%	12%
Tata	8	5	6	26	25	12	2	10%	6%	7%	31%	30%	14%	2%
Reliance	70	52	62	93	144	88	51	13%	9%	11%	17%	26%	16%	9%
Airtel	61	37	57	101	143	119	54	11%	6%	10%	18%	25%	21%	9%
TOTAL	175	126	180	277	443	334	165	10%	7%	11%	16%	26%	20%	10%

Source: IMM Analysis

Table A.9: How satisfied are you with the customer friendly approach of the customer care executive? (RL 3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	31	24	39	77	122	128	63	6%	5%	8%	16%	25%	26%	13%
Tata	8	3	10	24	27	11	1	10%	4%	12%	29%	32%	13%	1%
Reliance	68	54	52	86	141	111	48	12%	10%	9%	15%	25%	20%	9%
Airtel	52	23	40	102	156	129	70	9%	4%	7%	18%	27%	23%	12%
TOTAL	159	104	141	289	446	379	182	9%	6%	8%	17%	26%	22%	11%

Source: IMM Analysis

Table A.10: How satisfied are you with the competency level/problem solving ability of the customer care executive? (AS 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	38	35	53	72	116	115	55	8%	7%	11%	15%	24%	24%	11%
Tata	7	4	5	22	24	16	6	8%	5%	6%	26%	29%	19%	7%
Reliance	72	46	42	80	149	118	53	13%	8%	8%	14%	27%	21%	9%
Airtel	53	23	38	101	137	126	94	9%	4%	7%	18%	24%	22%	16%
TOTAL	170	108	138	275	426	375	208	10%	6%	8%	16%	25%	22%	12%

Source: IMM Analysis

Table A.11: How satisfied are you with the dial tone availability on your phone? (NT 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	31	36	60	95	92	204	82	5%	6%	10%	16%	15%	34%	14%
Tata	0	3	15	16	37	20	11	0%	3%	15%	16%	36%	20%	11%
Reliance	19	28	61	135	180	119	58	3%	5%	10%	23%	30%	20%	10%
Airtel	14	22	52	103	139	160	110	2%	4%	9%	17%	23%	27%	18%
TOTAL	64	89	188	349	448	503	261	3%	5%	10%	18%	24%	26%	14%

Source: IMM Analysis

Table A.12: How satisfied are you with the network of your service provider in terms of ability to make or receive calls easily? (NT2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	14	31	34	76	168	177	100	2%	5%	6%	13%	28%	30%	17%
Tata	0	1	7	19	30	25	20	0%	1%	7%	19%	29%	25%	20%
Reliance	15	23	56	106	176	132	92	3%	4%	9%	18%	29%	22%	15%
Airtel	6	16	42	75	181	147	133	1%	3%	7%	13%	30%	25%	22%
TOTAL	35	71	139	276	555	481	345	2%	4%	7%	15%	29%	25%	18%

Source: IMM Analysis

Table A.13: How satisfied are you with the voice quality on your phone during calls? (NT3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	31	19	65	82	169	146	88	5%	3%	11%	14%	28%	24%	15%
Tata	0	0	13	12	33	31	13	0%	0%	13%	12%	32%	30%	13%
Reliance	13	30	46	110	162	153	86	2%	5%	8%	18%	27%	26%	14%
Airtel	11	18	51	97	156	152	115	2%	3%	9%	16%	26%	25%	19%
TOTAL	55	67	175	301	520	482	302	3%	4%	9%	16%	27%	25%	16%

Source: IMM Analysis

Table A.14: How satisfied are you with the availability of fault free connection? (RS 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	31	44	59	104	147	145	70	5%	7%	10%	17%	25%	24%	12%
Tata	0	3	11	17	38	24	9	0%	3%	11%	17%	37%	24%	9%
Reliance	26	48	65	92	170	131	68	4%	8%	11%	15%	28%	22%	11%
Airtel	20	27	53	107	157	145	91	3%	5%	9%	18%	26%	24%	15%
TOTAL	77	122	188	320	512	445	238	4%	6%	10%	17%	27%	23%	13%

Source: IMM Analysis

Table A.15: How satisfied are you with the timely repair of faults of your phone connection? (RS 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	45	45	44	102	135	124	105	8%	8%	7%	17%	23%	21%	18%
Tata	0	4	14	24	34	18	8	0%	4%	14%	24%	33%	18%	8%
Reliance	49	56	54	85	144	139	73	8%	9%	9%	14%	24%	23%	12%
Airtel	35	31	60	106	155	112	101	6%	5%	10%	18%	26%	19%	17%
TOTAL	129	136	172	317	468	393	287	7%	7%	9%	17%	25%	21%	15%

Source: IMM Analysis

Table A.16: Have you subscribed to any supplementary services like call waiting/forwarding, voice mail / Value added services?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	106	494	18%	82%
Tata	2	100	2%	98%
Reliance	104	496	17%	83%
Airtel	65	535	11%	89%
TOTAL	277	1625	15%	85%

Source: IMM Analysis

Table A.17: If Yes, How satisfied are you with the supplementary services / value added service provided including activation, deactivation, charges etc.? (CV 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	1	0	12	33	36	21	3	1%	0%	11%	31%	34%	20%	3%
Tata	0	0	0	0	1	0	1	0%	0%	0%	0%	50%	0%	50%
Reliance	4	8	5	44	37	5	1	4%	8%	5%	42%	36%	5%	1%
Airtel	2	0	5	23	25	8	2	3%	0%	8%	35%	38%	12%	3%
TOTAL	7	8	22	100	99	34	7	3%	3%	8%	36%	36%	12%	3%

Source: IMM Analysis

Table A.18: Overall Quality of the Telephone Service

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	26	39	75	72	175	164	49	4%	7%	13%	12%	29%	27%	8%
Tata	0	3	7	32	28	24	8	0%	3%	7%	31%	27%	24%	8%
Reliance	6	30	36	82	207	164	75	1%	5%	6%	14%	35%	27%	13%
Airtel	9	23	56	69	173	198	72	2%	4%	9%	12%	29%	33%	12%
TOTAL	41	95	174	255	583	550	204	2%	5%	9%	13%	31%	29%	11%

Source: IMM Analysis

Table A.19: Have you registered your number for not receiving/blocking unsolicited commercial calls / SMSs?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	97	503	16%	84%
Tata	0	102	0%	100%
Reliance	93	507	16%	85%
Airtel	79	521	13%	87%
TOTAL	269	1633	14%	86%

Table A.20: If Yes, how satisfied are you with the effectiveness of blocking of unsolicited commercial calls on your number?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	1	7	16	23	32	14	4	1%	7%	16%	24%	33%	14%	4%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Tata	0	0	0	0	0	0	0							
Reliance	0	3	4	39	40	5	2	0%	3%	4%	42%	43%	5%	2%
Airtel	1	8	18	26	17	5	4	1%	10%	23%	33%	22%	6%	5%
TOTAL	2	18	38	88	89	24	10	1%	7%	14%	33%	33%	9%	4%

Source: IMM Analysis

Table A.21: Have you ever registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	5	595	1%	99%
Tata	0	102	0%	100%
Reliance	0	600	0%	100%
Airtel	2	598	0%	100%
TOTAL	7	1895	0%	100%

Source: IMM Analysis

Table A.22: If Yes, how satisfied are you with the ease of lodging the complaint?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	1	0	1	2	0	1	0%	20%	0%	20%	40%	0%	20%
Tata	0	0	0	0	0	0	0							
Reliance	0	0	0	0	0	0	0							
Airtel	1	0	0	1	0	0	0	50%	0%	0%	50%	0%	0%	0%
TOTAL	1	1	0	2	2	0	1	14%	14%	0%	29%	29%	0%	14%

Source: IMM Analysis

Table A.23: If Yes, how satisfied are you with the action taken on your complaint?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	1	0	1	1	2	0	0%	20%	0%	20%	20%	40%	0%
Tata	0	0	0	0	0	0	0							

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Reliance	0	0	0	0	0	0	0							
Airtel	1	0	0	1	0	0	0	50%	0%	0%	50%	0%	0%	0%
TOTAL	1	1	0	2	1	2	0	14%	14%	0%	29%	14%	29%	0%

Source: IMM Analysis

Table A.24: Have you made any complaint to the toll free Consumer Care Number?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	5	595	1%	99%
Tata	0	102	0%	100%
Reliance	0	600	0%	100%
Airtel	2	598	0%	100%
TOTAL	7	1895	1%	99%

Source: IMM Analysis

Table A.25: If yes, how satisfied are you with the manner in which your complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	1	0	1	2	0	1	0%	20%	0%	20%	40%	0%	20%
Tata	0	0	0	0	0	0	0							
Reliance	0	0	0	0	0	0	0							
Airtel	1	0	0	1	0	0	0	50%	0%	0%	50%	0%	0%	0%
TOTAL	1	1	0	2	2	0	1	14%	14%	0%	29%	29%	0%	14%

Source: IMM Analysis

Table A.26: Have you filed any appeal with the appellate authority?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	26	574	4%	96%
Tata	5	97	5%	95%
Reliance	35	565	6%	94%

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
Airtel	34	566	6%	94%
TOTAL	100	1802	5%	95%

Source: IMM Analysis

Table A.27: If yes, how satisfied are you with the manner in which your appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc..?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	3	1	0	11	7	2	2	12%	4%	0%	42%	27%	8%	8%
Tata	0	0	1	3	1	0	0	0%	0%	20%	60%	20%	0%	0%
Reliance	5	2	5	12	7	4	0	14%	6%	14%	34%	20%	11%	0%
Airtel	0	0	3	12	7	10	2	0%	0%	9%	35%	21%	29%	6%
TOTAL	8	3	9	38	22	16	4	8%	3%	9%	38%	22%	16%	4%

Source: IMM Analysis

A.2 Cellular Service

Table A.28: How satisfied are you with the ease of taking a connection? (EM 3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	7	9	24	53	141	217	149	1%	2%	4%	9%	24%	36%	25%
Tata	2	1	16	127	165	139	150	0%	0%	3%	21%	28%	23%	25%
Reliance	3	5	8	69	189	186	140	1%	1%	1%	12%	32%	31%	23%
Idea	5	1	8	66	122	222	176	1%	0%	1%	11%	20%	37%	29%
Vodafone	2	8	16	42	134	225	173	0%	1%	3%	7%	22%	38%	29%
Airtel	0	0	7	10	75	297	211	0%	0%	1%	2%	13%	50%	35%
Videocon	7	5	5	76	188	125	194	1%	1%	1%	13%	31%	21%	32%
Total	26	29	84	443	1014	1411	1193	1%	1%	2%	11%	24%	34%	28%

Source: IMM Analysis

Table A.29: How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges? (EM 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	9	13	41	81	177	172	107	2%	2%	7%	14%	30%	29%	18%
Tata	3	4	31	93	195	199	75	1%	1%	5%	16%	33%	33%	13%
Reliance	2	0	38	75	179	233	73	0%	0%	6%	13%	30%	39%	12%
Idea	4	6	18	70	197	199	106	1%	1%	3%	12%	33%	33%	18%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Vodafone	2	4	18	75	184	202	115	0%	1%	3%	13%	31%	34%	19%
Airtel	0	1	12	66	259	204	58	0%	0%	2%	11%	43%	34%	10%
Videocon	3	4	15	62	150	249	117	1%	1%	3%	10%	25%	42%	20%
Total	23	32	173	522	1341	1458	651	1%	1%	4%	12%	32%	35%	16%

Source: IMM Analysis

Table A.30: How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement? (TA 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	14	14	40	98	153	163	118	2%	2%	7%	16%	26%	27%	20%
Tata	6	15	17	88	193	201	80	1%	3%	3%	15%	32%	34%	13%
Reliance	2	6	20	96	184	216	76	0%	1%	3%	16%	31%	36%	13%
Idea	3	7	27	78	209	160	116	1%	1%	5%	13%	35%	27%	19%
Vodafone	1	3	19	87	181	195	114	0%	1%	3%	15%	30%	33%	19%
Airtel	0	0	19	79	290	177	35	0%	0%	3%	13%	48%	30%	6%
Videocon	5	9	23	89	165	200	109	1%	2%	4%	15%	28%	33%	18%
Total	31	54	165	615	1375	1312	648	1%	1%	4%	15%	33%	31%	15%

Source: IMM Analysis

Table A.31: How satisfied are you with ease of recharging process/activation of vouchers? (EM 4)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	20	29	57	60	78	138	117	4%	6%	11%	12%	16%	28%	23%
Tata	0	2	23	91	132	140	146	0%	0%	4%	17%	25%	26%	27%
Reliance	2	3	22	88	137	161	128	0%	1%	4%	16%	25%	30%	24%
Idea	5	8	17	13	72	184	159	1%	2%	4%	3%	16%	40%	35%
Vodafone	2	4	38	36	87	186	141	0%	1%	8%	7%	18%	38%	29%
Airtel	0	0	9	15	90	279	205	0%	0%	2%	3%	15%	47%	34%
Videocon	2	2	28	73	159	120	216	0%	0%	5%	12%	27%	20%	36%
Total	31	48	194	376	755	1208	1112	1%	1%	5%	10%	20%	32%	30%

Source: IMM Analysis

Table A.32: How satisfied are you with the availability of recharging cards/vouchers of various denominations? (EC 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	28	33	54	76	108	122	78	6%	7%	11%	15%	22%	24%	16%
Tata	7	18	31	106	134	150	88	1%	3%	6%	20%	25%	28%	16%
Reliance	3	13	27	92	162	176	68	1%	2%	5%	17%	30%	33%	13%
Idea	10	6	16	39	108	171	108	2%	1%	3%	9%	24%	37%	24%
Vodafone	0	6	22	73	143	171	79	0%	1%	4%	15%	29%	35%	16%
Airtel	0	5	7	41	219	255	71	0%	1%	1%	7%	37%	43%	12%
Videocon	12	19	36	81	157	183	112	2%	3%	6%	14%	26%	31%	19%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Total	60	100	193	508	1031	1228	604	2%	3%	5%	14%	28%	33%	16%

Source: IMM Analysis

Table A.33: How satisfied are you with the transparency of recharge offer/voucher i.e. talk time available on the recharge card/voucher? (RL 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	14	23	70	76	118	138	60	3%	5%	14%	15%	24%	28%	12%
Tata	4	15	35	105	167	157	51	1%	3%	7%	20%	31%	29%	10%
Reliance	5	19	34	91	180	157	55	1%	4%	6%	17%	33%	29%	10%
Idea	2	15	39	76	115	128	83	0%	3%	9%	17%	25%	28%	18%
Vodafone	2	20	45	69	118	175	65	0%	4%	9%	14%	24%	35%	13%
Airtel	0	5	57	128	223	143	42	0%	1%	10%	21%	37%	24%	7%
Videocon	10	9	14	87	153	225	102	2%	2%	2%	15%	26%	38%	17%
Total	37	106	294	632	1074	1123	458	1%	3%	8%	17%	29%	30%	12%

Source: IMM Analysis

Table A.34: How satisfied are you with the charges deducted for every call i.e. amount deducted on every usage? (EC 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	29	36	75	87	113	98	61	6%	7%	15%	17%	23%	20%	12%
Tata	16	25	37	102	154	142	58	3%	5%	7%	19%	29%	27%	11%
Reliance	10	18	36	114	169	154	40	2%	3%	7%	21%	31%	28%	7%
Idea	10	19	49	83	117	101	79	2%	4%	11%	18%	26%	22%	17%
Vodafone	9	20	53	86	129	141	56	2%	4%	11%	17%	26%	29%	11%
Airtel	4	7	71	130	228	126	32	1%	1%	12%	22%	38%	21%	5%
Videocon	11	9	31	92	188	170	99	2%	2%	5%	15%	31%	28%	17%
Total	89	134	352	694	1098	932	425	2%	4%	9%	19%	29%	25%	11%

Source: IMM Analysis

Table A.35: How satisfied are you with the charges levied per call? (EC2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	4	2	1	2	43	36	13	4%	2%	1%	2%	43%	36%	13%
Tata	1	1	6	21	23	9	5	2%	2%	9%	32%	35%	14%	8%
Reliance	2	1	1	16	11	18	10	3%	2%	2%	27%	19%	31%	17%
Idea	1	8	15	46	23	25	24	1%	6%	11%	32%	16%	18%	17%
Vodafone	3	1	6	11	16	45	24	3%	1%	6%	10%	15%	42%	23%
Airtel	0	0	0	0	1	0	1	0%	0%	0%	0%	50%	0%	50%
Videocon	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	11	13	29	96	117	133	77	2%	3%	6%	20%	25%	28%	16%

Source: IMM Analysis

Table A.36: How satisfied are you with the overall accuracy & completeness of the bills? (RL 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	2	2	4	6	29	39	19	2%	2%	4%	6%	29%	39%	19%
Tata	1	6	5	10	19	20	5	2%	9%	8%	15%	29%	30%	8%
Reliance	2	1	4	9	15	16	12	3%	2%	7%	15%	25%	27%	20%
Idea	5	13	18	24	43	27	12	4%	9%	13%	17%	30%	19%	8%
Vodafone	2	0	0	5	19	43	37	2%	0%	0%	5%	18%	41%	35%
Airtel	0	0	0	0	1	0	1	0%	0%	0%	0%	50%	0%	50%
Videocon	0	0	0	0	0	0	0	3%	5%	7%	11%	26%	3%	18%
Total	2	2	4	6	29	39	19	0	3%	5%	7%	11%	26%	3%

Source: IMM Analysis

Table A.37: How satisfied are you with the clarity of the bills in terms of transparency and understandability? (RL2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	2	2	4	6	29	39	19	2%	2%	4%	6%	29%	39%	19%
Tata	1	6	5	10	19	20	5	2%	9%	8%	15%	29%	30%	8%
Reliance	2	1	4	9	15	16	12	3%	2%	7%	15%	25%	27%	20%
Idea	5	13	18	24	43	27	12	4%	9%	13%	17%	30%	19%	8%
Vodafone	2	0	0	5	19	43	37	2%	0%	0%	5%	18%	41%	35%
Airtel	0	0	0	0	1	0	1	0%	0%	0%	0%	50%	0%	50%
Videocon	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	12	22	31	54	126	145	86	3%	5%	7%	11%	26%	30%	18%

Source: IMM Analysis

Table A.38: How satisfied are you with the availability of customer care services (consumer care number and general information number)? (EM 5)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	19	56	78	89	105	115	62	524	4%	11%	15%	17%	20%	22%
Tata	10	16	111	84	119	84	42	466	2%	3%	24%	18%	26%	18%
Reliance	30	27	55	73	113	124	99	521	6%	5%	11%	14%	22%	24%
Idea	44	26	30	37	106	159	149	551	8%	5%	5%	7%	19%	29%
Vodafone	27	17	23	45	118	204	136	570	5%	3%	4%	8%	21%	36%
Airtel	1	1	8	17	44	221	211	503	0%	0%	2%	3%	9%	44%
Videocon	17	10	16	88	111	97	82	421	4%	2%	4%	21%	26%	23%
Total	148	153	321	433	716	1004	781	3556	4%	4%	9%	12%	20%	28%

Source: IMM Analysis

Table A.39: How satisfied are you with the ease of access to a customer care executive through the IVR menu? (CV1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	39	68	64	135	124	77	17	524	7%	13%	12%	26%	24%	15%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Tata	15	32	98	109	95	79	38	466	3%	7%	21%	23%	20%	17%
Reliance	20	31	41	112	152	129	36	521	4%	6%	8%	21%	29%	25%
Idea	45	27	40	87	159	154	39	551	8%	5%	7%	16%	29%	28%
Vodafone	24	21	31	114	186	141	53	570	4%	4%	5%	20%	33%	25%
Airtel	0	1	18	81	200	169	34	503	0%	0%	4%	16%	40%	34%
Videocon	9	20	49	72	87	109	75	421	2%	5%	12%	17%	21%	26%
Total	152	200	341	710	1003	858	292	3556	4%	6%	10%	20%	28%	24%

Source: IMM Analysis

Table A.40: How satisfied are you with the customer friendly approach of the customer care executive? (RL 3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	30	43	83	109	121	98	40	524	6%	8%	16%	21%	23%	19%
Tata	14	35	65	130	103	80	39	466	3%	8%	14%	28%	22%	17%
Reliance	29	33	43	91	148	136	41	521	6%	6%	8%	17%	28%	26%
Idea	43	21	36	70	160	141	80	551	8%	4%	7%	13%	29%	26%
Vodafone	19	9	24	106	168	172	72	570	3%	2%	4%	19%	29%	30%
Airtel	1	6	33	126	190	116	31	503	0%	1%	7%	25%	38%	23%
Videocon	14	16	46	66	99	113	67	421	3%	4%	11%	16%	24%	27%
Total	150	163	330	698	989	856	370	3556	4%	5%	9%	20%	28%	24%

Source: IMM Analysis

Table A.41: How satisfied are you with the competency level/problem solving ability of the customer care executive? (AS 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	52	77	119	77	90	77	32	524	10%	15%	23%	15%	17%	15%
Tata	49	67	120	81	68	51	30	466	11%	14%	26%	17%	15%	11%
Reliance	43	42	65	80	145	107	39	521	8%	8%	12%	15%	28%	21%
Idea	65	34	45	62	147	130	68	551	12%	6%	8%	11%	27%	24%
Vodafone	22	13	33	107	171	161	63	570	4%	2%	6%	19%	30%	28%
Airtel	2	6	31	90	211	129	34	503	0%	1%	6%	18%	42%	26%
Videocon	12	26	38	98	111	88	48	421	3%	6%	9%	23%	26%	21%
Total	245	265	451	595	943	743	314	3556	7%	7%	13%	17%	27%	21%

Source: IMM Analysis

Table A.42: How satisfied are you with the availability of signal of your service provider? (NT 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	40	49	113	159	98	93	48	600	7%	8%	19%	27%	16%	16%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Tata	29	55	58	202	141	69	46	600	5%	9%	10%	34%	24%	12%
Reliance	23	34	97	119	143	134	50	600	4%	6%	16%	20%	24%	22%
Idea	16	37	74	110	119	165	79	600	3%	6%	12%	18%	20%	28%
Vodafone	47	56	38	150	139	105	65	600	8%	9%	6%	25%	23%	18%
Airtel	2	7	31	77	173	230	80	600	0%	1%	5%	13%	29%	38%
Videocon	32	28	68	165	134	66	107	600	5%	5%	11%	28%	22%	11%
Total	189	266	479	982	947	862	475	4200	5%	6%	11%	23%	23%	21%

Source: IMM Analysis

Table A.43: How satisfied are you with the network of your service provider in terms of ability to make or receive calls easily? (NT2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	33	42	138	127	93	107	60	6%	7%	23%	21%	16%	18%	10%
Tata	52	55	136	125	89	102	41	9%	9%	23%	21%	15%	17%	7%
Reliance	19	59	93	110	131	139	49	3%	10%	16%	18%	22%	23%	8%
Idea	16	61	68	96	126	146	87	3%	10%	11%	16%	21%	24%	15%
Vodafone	40	36	81	159	109	113	62	7%	6%	14%	27%	18%	19%	10%
Airtel	5	19	49	130	156	180	61	1%	3%	8%	22%	26%	30%	10%
Videocon	29	36	140	105	126	104	60	5%	6%	23%	18%	21%	17%	10%
Total	194	308	705	852	830	891	420	5%	7%	17%	20%	20%	21%	10%

Source: IMM Analysis

Table A.44: How satisfied are you with the voice quality on your phone during calls? (NT3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	44	54	186	68	90	92	66	7%	9%	31%	11%	15%	15%	11%
Tata	51	65	181	67	88	114	34	9%	11%	30%	11%	15%	19%	6%
Reliance	26	56	134	71	132	142	39	4%	9%	22%	12%	22%	24%	7%
Idea	16	53	99	90	119	136	87	3%	9%	17%	15%	20%	23%	15%
Vodafone	45	34	90	166	92	115	58	8%	6%	15%	28%	15%	19%	10%
Airtel	8	17	47	122	185	164	57	1%	3%	8%	20%	31%	27%	10%
Videocon	33	32	98	161	89	125	62	6%	5%	16%	27%	15%	21%	10%
Total	223	311	835	745	795	888	403	5%	7%	20%	18%	19%	21%	10%

Source: IMM Analysis

Table A.45: How satisfied are you with the availability of fault free connection? (RS 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	25	33	91	221	96	76	58	4%	6%	15%	37%	16%	13%	10%
Tata	9	26	51	277	186	37	14	2%	4%	9%	46%	31%	6%	2%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Reliance	8	16	57	295	159	43	22	1%	3%	10%	49%	27%	7%	4%
Idea	17	39	80	216	142	65	41	3%	7%	13%	36%	24%	11%	7%
Vodafone	7	19	59	405	59	33	18	1%	3%	10%	68%	10%	6%	3%
Airtel	5	23	110	160	134	135	33	1%	4%	18%	27%	22%	23%	6%
Videocon	10	11	91	258	141	56	33	2%	2%	15%	43%	24%	9%	6%
Total	81	167	539	183	917	445	219	2%	4%	13%	44%	22%	11%	5%

Source: IMM Analysis

Table A.46: How satisfied are you with the timely repair of faults of your phone connection? (RS 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	21	23	96	211	66	90	93	4%	4%	16%	35%	11%	15%	16%
Tata	19	26	75	223	97	142	18	3%	4%	13%	37%	16%	24%	3%
Reliance	8	10	78	239	146	90	29	1%	2%	13%	40%	24%	15%	5%
Idea	9	23	75	253	74	115	51	2%	4%	13%	42%	12%	19%	9%
Vodafone	6	22	101	370	40	34	27	1%	4%	17%	62%	7%	6%	5%
Airtel	2	8	93	179	125	144	49	0%	1%	16%	30%	21%	24%	8%
Videocon	9	18	155	208	99	61	50	2%	3%	26%	35%	17%	10%	8%
Total	74	130	673	168	647	676	317	2%	3%	16%	40%	15%	16%	8%

Source: IMM Analysis

Table A.47: Have you subscribed to any supplementary services like call waiting/forwarding, voice mail / Value added services?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	90	510	15%	85%
Tata	109	491	18%	82%
Reliance	174	426	29%	71%
Idea	220	380	37%	63%
Vodafone	203	397	34%	66%
Airtel	267	333	45%	56%
Videocon	149	451	25%	75%
Total	1212	2988	29%	71%

Source: IMM Analysis

Table A.48: If Yes, How satisfied are you with the supplementary services / value added service provided including activation, deactivation, charges etc.? (CV 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	5	3	6	15	21	31	9	6%	3%	7%	17%	23%	34%	10%
Tata	6	5	6	32	31	25	4	6%	5%	6%	29%	28%	23%	4%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Reliance	2	9	8	43	66	42	4	1%	5%	5%	25%	38%	24%	2%
Idea	1	6	11	43	73	60	26	0%	3%	5%	20%	33%	27%	12%
Vodafone	1	3	11	55	91	39	3	0%	1%	5%	27%	45%	19%	1%
Airtel	0	2	17	76	109	52	11	0%	1%	6%	28%	41%	19%	4%
Videocon	3	7	3	51	51	25	9	2%	5%	2%	34%	34%	17%	6%
Total	18	35	62	315	442	274	66	1%	3%	5%	26%	36%	23%	5%

Source: IMM Analysis

Table A.49: Overall Quality of the Telephone Service

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	7	10	32	74	218	206	53	1%	2%	5%	12%	36%	34%	9%
Tata	3	8	34	100	236	190	29	1%	1%	6%	17%	39%	32%	5%
Reliance	3	9	16	87	273	179	33	1%	2%	3%	15%	46%	30%	6%
Idea	4	6	17	74	232	195	72	1%	1%	3%	12%	39%	33%	12%
Vodafone	0	1	12	68	202	257	60	0%	0%	2%	11%	34%	43%	10%
Airtel	0	0	18	134	257	155	36	0%	0%	3%	22%	43%	26%	6%
Videocon	7	10	19	89	234	192	49	1%	2%	3%	15%	39%	32%	8%
Total	24	44	148	626	1652	1374	332	1%	1%	4%	15%	39%	33%	8%

Source: IMM Analysis

Table A.50: Have you registered your number for not receiving/blocking unsolicited commercial calls / SMSs?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	107	493	18%	82%
Tata	99	501	17%	84%
Reliance	124	476	21%	79%
Idea	157	443	26%	74%
Vodafone	136	464	23%	77%
Airtel	123	477	21%	80%
Videocon	125	475	21%	79%
Total	871	3329	21%	79%

Source: IMM Analysis

Table A.51: If Yes, how satisfied are you with the effectiveness of blocking of unsolicited commercial calls on your number?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	2	7	5	19	27	27	20	2%	7%	5%	18%	25%	25%	19%
Tata	4	3	9	14	28	23	18	4%	3%	9%	14%	28%	23%	18%
Reliance	2	4	7	17	42	29	23	2%	3%	6%	14%	34%	23%	19%
Idea	1	1	9	19	45	66	16	1%	1%	6%	12%	29%	42%	10%
Vodafone	6	4	11	14	37	37	27	4%	3%	8%	10%	27%	27%	20%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Airtel	1	1	12	10	30	57	12	1%	1%	10%	8%	24%	46%	10%
Videocon	3	2	4	8	20	23	65	2%	2%	3%	6%	16%	18%	52%
Total	19	22	57	101	229	262	181	2%	3%	7%	12%	26%	30%	21%

Source: IMM Analysis

Table A.52: Have you ever registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	9	591	2%	99%
Tata	6	594	1%	99%
Reliance	9	591	2%	99%
Idea	37	563	6%	94%
Vodafone	15	585	3%	98%
Airtel	16	584	3%	97%
Videocon	5	595	1%	99%
Total	97	4103	2%	98%

Source: IMM Analysis

Table A.53: If Yes, how satisfied are you with the ease of lodging the complaint?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	1	1	1	2	2	2	0	11%	11%	11%	22%	22%	22%	0%
Tata	2	1	1	1	1	0	0	33%	17%	17%	17%	17%	0%	0%
Reliance	1	2	2	2	0	1	1	11%	22%	22%	22%	0%	11%	11%
Idea	0	2	3	5	8	15	4	0%	5%	8%	14%	22%	41%	11%
Vodafone	0	1	0	5	4	5	0	0%	7%	0%	33%	27%	33%	0%
Airtel	2	1	2	4	2	4	1	13%	6%	13%	25%	13%	25%	6%
Videocon	2	2	0	0	1	0	0	40%	40%	0%	0%	20%	0%	0%
Total	8	10	9	19	18	27	6	8%	10%	9%	20%	19%	28%	6%

Source: IMM Analysis

Table A.54: If Yes, how satisfied are you with the action taken on your complaint?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	2	1	3	1	2	0	0%	22%	11%	33%	11%	22%	0%
Tata	2	2	1	0	0	0	1	33%	33%	17%	0%	0%	0%	17%
Reliance	2	1	1	2	1	1	1	22%	11%	11%	22%	11%	11%	11%
Idea	1	1	4	4	17	7	3	3%	3%	11%	11%	46%	19%	8%
Vodafone	1	1	1	2	9	1	0	7%	7%	7%	13%	60%	7%	0%
Airtel	1	1	2	4	3	4	1	6%	6%	13%	25%	19%	25%	6%
Videocon	1	1	2	0	0	1	0	20%	20%	40%	0%	0%	20%	0%
Total	8	9	12	15	31	16	6	8%	9%	12%	15%	32%	16%	6%

Source: IMM Analysis

Table A.55: Have you made any complaint to the toll free Consumer Care Number?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	255	345	43%	58%
Tata	168	432	28%	72%
Reliance	203	397	34%	66%
Idea	184	416	31%	69%
Vodafone	165	435	28%	73%
Airtel	50	550	8%	92%
Videocon	229	371	38%	62%
Total	1254	2946	30%	70%

Source: IMM Analysis

Table A.56: If yes, how satisfied are you with the manner in which your complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	14	17	18	42	67	77	20	5%	7%	7%	16%	26%	30%	8%
Tata	11	20	4	30	39	47	17	7%	12%	2%	18%	23%	28%	10%
Reliance	11	16	10	28	70	53	15	5%	8%	5%	14%	34%	26%	7%
Idea	7	10	16	21	50	56	24	4%	5%	9%	11%	27%	30%	13%
Vodafone	3	1	6	17	50	67	21	2%	1%	4%	10%	30%	41%	13%
Airtel	2	3	6	5	10	9	15	4%	6%	12%	10%	20%	18%	30%
Videocon	9	11	14	32	47	87	29	4%	5%	6%	14%	21%	38%	13%
Total	57	78	74	175	333	396	141	5%	6%	6%	14%	27%	32%	11%

Source: IMM Analysis

Table A.57: Have you filed any appeal with the appellate authority?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	8	592	1%	99%
Tata	7	593	1%	99%
Reliance	6	594	1%	99%
Idea	12	588	2%	98%
Vodafone	3	597	1%	100%
Airtel	6	594	1%	99%
Videocon	4	596	1%	99%
Total	46	4154	1%	99%

Source: IMM Analysis

Table A.58: If yes, how satisfied are you with the manner in which your appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc..?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	1	0	0	4	3	0	0%	13%	0%	0%	50%	38%	0%
Tata	3	2	0	0	1	0	1	43%	29%	0%	0%	14%	0%	14%
Reliance	0	1	0	2	2	0	1	0%	17%	0%	33%	33%	0%	17%
Idea	1	0	2	2	1	4	2	8%	0%	17%	17%	8%	33%	17%
Vodafone	0	0	0	0	0	2	1	0%	0%	0%	0%	0%	67%	33%
Airtel	0	0	0	2	2	1	1	0%	0%	0%	33%	33%	17%	17%
Videocon	0	0	1	3	0	0	0	0%	0%	25%	75%	0%	0%	0%
Total	4	4	3	9	10	10	6	9%	9%	7%	20%	22%	22%	13%

Source: IMM Analysis

A.3 Broadband Service

Table A.59: How satisfied are you with the ease of taking a connection? (EM 3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	16	14	14	48	126	154	222	3%	2%	2%	8%	21%	26%	37%
Hathway	0	0	0	11	80	13	1	0%	0%	0%	10%	76%	12%	1%
Reliance	24	24	49	106	185	151	60	4%	4%	8%	18%	31%	25%	10%
Airtel	2	4	18	56	210	194	106	0%	1%	3%	9%	36%	33%	18%
Tata Comm.	0	0	0	3	9	1	3	0%	0%	0%	19%	56%	6%	19%
Indus Media	0	0	0	0	0	7	24	0%	0%	0%	0%	0%	23%	77%
Total	42	42	81	224	610	520	416	2%	2%	4%	12%	32%	27%	21%

Source: IMM Analysis

Table A.60: How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges? (EM 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	18	7	25	64	137	174	169	3%	1%	4%	11%	23%	29%	28%
Hathway	0	0	0	6	43	56	0	0%	0%	0%	6%	41%	53%	0%
Reliance	23	31	54	118	161	156	56	4%	5%	9%	20%	27%	26%	9%
Airtel	8	8	31	68	217	185	73	1%	1%	5%	12%	37%	31%	12%
Tata Comm.	0	0	0	2	5	6	3	0%	0%	0%	13%	31%	38%	19%
Indus Media	0	0	0	0	6	23	2	0%	0%	0%	0%	19%	74%	6%
Total	49	46	110	258	569	600	303	3%	2%	6%	13%	29%	31%	16%

Source: IMM Analysis

Table A.61: How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement? (TA 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	18	17	20	58	114	180	187	3%	3%	3%	10%	19%	30%	31%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Hathway	0	0	0	4	28	71	2	0%	0%	0%	4%	27%	68%	2%
Reliance	25	27	56	98	178	160	55	4%	5%	9%	16%	30%	27%	9%
Airtel	8	6	33	89	218	166	70	1%	1%	6%	15%	37%	28%	12%
Tata Comm.	0	0	0	2	3	8	3	0%	0%	0%	13%	19%	50%	19%
Indus Media	0	0	0	2	12	15	2	0%	0%	0%	6%	39%	48%	6%
Total	51	50	109	253	553	600	319	3%	3%	6%	13%	29%	31%	16%

Source: IMM Analysis

Table A.62: How satisfied are you with ease of recharging process/activation of vouchers? (EM 4)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Hathway	0	0	0	14	57	26	0	0%	0%	0%	14%	59%	27%	0%
Reliance	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Airtel	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tata Comm.	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Indus Media	0	0	0	1	0	20	10	0%	0%	0%	3%	0%	65%	32%
Total	0	0	0	15	57	46	10	0%	0%	0%	12%	45%	36%	8%

Source: IMM Analysis

Table A.63: How satisfied are you with the availability of recharging cards/vouchers of various denominations? (EC 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Hathway	0	0	0	11	48	38	0	0%	0%	0%	11%	49%	39%	0%
Reliance	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Airtel	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tata Comm.	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Indus Media	0	0	0	0	19	8	4	0%	0%	0%	0%	61%	26%	13%
Total	0	0	0	11	67	46	4	0%	0%	0%	9%	52%	36%	3%

Source: IMM Analysis

Table A.64: How satisfied are you with the transparency of recharge offer/voucher i.e. internet usage available on the recharge card? (RL 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Hathway	0	0	0	11	51	35	0	0%	0%	0%	11%	53%	36%	0%
Reliance	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Airtel	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tata Comm.	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Indus Media	0	0	0	3	13	8	7	0%	0%	0%	10%	42%	26%	23%
Total	0	0	0	14	64	43	7	0%	0%	0%	11%	50%	34%	5%

Source: IMM Analysis

Table A.65: How satisfied are you with the charges deducted for internet usage? (EC 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Hathway	0	0	1	8	43	45	0	0%	0%	1%	8%	44%	46%	0%
Reliance	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Airtel	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tata Comm.	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Indus Media	0	0	0	6	14	8	3	0%	0%	0%	19%	45%	26%	10%
Total	0	0	1	14	57	53	3	0%	0%	1%	11%	45%	41%	2%

Source: IMM Analysis

Table A.66: How satisfied are you with the charges levied for every internet usage? (EC2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	20	13	22	66	118	192	166	3%	2%	4%	11%	20%	32%	28%
Hathway	0	0	0	2	5	0	1	0%	0%	0%	25%	63%	0%	13%
Reliance	23	30	66	129	169	119	63	4%	5%	11%	22%	28%	20%	11%
Airtel	4	15	34	76	237	180	52	1%	3%	6%	13%	40%	30%	9%
Tata Comm.	0	0	0	5	4	4	3	0%	0%	0%	31%	25%	25%	19%
Indus Media	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	47	58	122	278	533	495	285	3%	3%	7%	15%	29%	27%	16%

Source: IMM Analysis

Table A.67: How satisfied are you with the overall accuracy & completeness of the bills? (RL 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	18	10	17	55	126	188	183	3%	2%	3%	9%	21%	31%	31%
Hathway	0	0	0	0	3	5	0	0%	0%	0%	0%	38%	63%	0%
Reliance	29	27	76	107	176	116	68	5%	5%	13%	18%	29%	19%	11%
Airtel	6	12	45	93	213	163	66	1%	2%	8%	16%	36%	27%	11%
Tata Comm.	0	0	0	3	3	7	3	0%	0%	0%	19%	19%	44%	19%
Indus Media	0	0	0	0	0	0	0	0	0	0	0	#DI V/O!	#DI V/O!	#DI V/O!
Total	53	49	138	258	521	479	320	3%	3%	8%	14%	29%	26%	18%

Source: IMM Analysis

Table A.68: How satisfied are you with the clarity of the bills in terms of transparency and understandability? (RL2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	18	10	24	45	110	179	211	3%	2%	4%	8%	18%	30%	35%
Hathway	0	0	0	0	4	3	1	0%	0%	0%	0%	50%	38%	13%
Reliance	34	34	68	108	154	119	82	6%	6%	11%	18%	26%	20%	14%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Airtel	3	7	32	84	234	151	87	1%	1%	5%	14%	39%	25%	15%
Tata Comm.	0	0	0	1	8	4	3	0%	0%	0%	6%	50%	25%	19%
Indus Media	0	0	0	0	0	0	0	0	0	0	0	0	#DI V/O!	#DI V/O!
Total	55	51	124	238	510	456	384	3%	3%	7%	13%	28%	25%	21%

Source: IMM Analysis

Table A.69: How satisfied are you with the availability of customer care services (consumer care number and general information number)? (EM 5)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	45	21	36	81	96	113	100	9%	4%	7%	16%	20%	23%	20%
Hathway	0	0	0	57	30	1	1	0%	0%	0%	64%	34%	1%	1%
Reliance	116	49	64	129	118	83	33	20%	8%	11%	22%	20%	14%	6%
Airtel	28	10	44	129	209	110	49	5%	2%	8%	22%	36%	19%	8%
Tata Comm.	0	0	1	6	2	3	0	0%	0%	8%	50%	17%	25%	0%
Indus Media	1	0	3	7	9	7	3	3%	0%	10%	23%	30%	23%	10%
Total	190	80	148	409	464	317	186	11%	4%	8%	23%	26%	18%	10%

Source: IMM Analysis

Table A.70: How satisfied are you with the ease of access to a customer care executive through the IVR menu? (CV1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	33	34	37	77	97	110	104	7%	7%	8%	16%	20%	22%	21%
Hathway	0	0	11	35	34	9	0	0%	0%	12%	39%	38%	10%	0%
Reliance	98	68	100	124	129	60	13	17%	11%	17%	21%	22%	10%	2%
Airtel	27	26	51	160	174	108	33	5%	4%	9%	28%	30%	19%	6%
Tata Comm.	0	1	3	5	1	2	0	0%	8%	25%	42%	8%	17%	0%
Indus Media	1	1	4	7	9	6	2	3%	3%	13%	23%	30%	20%	7%
Total	159	130	206	408	444	295	152	9%	7%	11%	23%	25%	16%	8%

Source: IMM Analysis

Table A.71: How satisfied are you with the customer friendly approach of the customer care executive? (RL 3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	26	20	34	66	87	145	114	5%	4%	7%	13%	18%	29%	23%
Hathway	0	1	14	13	47	14	0	0%	1%	16%	15%	53%	16%	0%
Reliance	89	52	70	99	152	96	34	15%	9%	12%	17%	26%	16%	6%
Airtel	24	21	63	150	178	95	48	4%	4%	11%	26%	31%	16%	8%
Tata Comm.	1	0	3	4	3	1	0	8%	0%	25%	33%	25%	8%	0%
Indus Media	1	0	2	7	5	8	7	3%	0%	7%	23%	17%	27%	23%
Total	141	94	186	339	472	359	203	8%	5%	10%	19%	26%	20%	11%

Source: IMM Analysis

Table A.72: How satisfied are you with the competency level/problem solving ability of the customer care executive? (AS 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	40	28	32	53	102	113	124	8%	6%	7%	11%	21%	23%	25%
Hathway	0	7	6	27	37	11	1	0%	8%	7%	30%	42%	12%	1%
Reliance	116	71	68	115	123	77	22	20%	12%	11%	19%	21%	13%	4%
Airtel	23	14	42	150	173	109	68	4%	2%	7%	26%	30%	19%	12%
Tata Comm.	1	1	2	5	2	1	0	8%	8%	17%	42%	17%	8%	0%
Indus Media	1	0	7	5	7	9	1	3%	0%	23%	17%	23%	30%	3%
Total	181	121	157	355	444	320	216	10%	7%	9%	20%	25%	18%	12%

Source: IMM Analysis

Table A.73: How satisfied are you with the availability of signal of your service provider? (NT 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	43	34	65	103	134	124	97	7%	6%	11%	17%	22%	21%	16%
Hathway	0	0	6	37	54	8	0	0%	0%	6%	35%	51%	8%	0%
Reliance	42	47	67	138	182	87	37	7%	8%	11%	23%	30%	15%	6%
Airtel	9	6	56	154	187	132	56	2%	1%	9%	26%	31%	22%	9%
Tata Comm.	0	1	2	10	2	1	0	0%	6%	13%	63%	13%	6%	0%
Indus Media	2	6	1	9	4	8	1	6%	19%	3%	29%	13%	26%	3%
Total	96	94	197	451	563	360	191	5%	5%	10%	23%	29%	18%	10%

Source: IMM Analysis

Table A.74: How satisfied are you with the network of your service provider in terms speed of broadband connection? (NT2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	41	29	60	120	139	108	103	7%	5%	10%	20%	23%	18%	17%
Hathway	2	13	17	5	14	53	1	2%	12%	16%	5%	13%	50%	1%
Reliance	53	47	81	138	136	95	50	9%	8%	14%	23%	23%	16%	8%
Airtel	8	16	74	152	172	122	56	1%	3%	12%	25%	29%	20%	9%
Tata Comm.	0	1	7	3	0	5	0	0%	6%	44%	19%	0%	31%	0%
Indus Media	5	4	4	6	4	7	1	16%	13%	13%	19%	13%	23%	3%
Total	109	110	243	424	465	390	211	6%	6%	12%	22%	24%	20%	11%

Source: IMM Analysis

Table A.75: How satisfied are you with the time for which service is up and working? (NT3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	32	35	60	129	145	126	73	5%	6%	10%	22%	24%	21%	12%
Hathway	0	0	1	49	54	0	1	0%	0%	1%	47%	51%	0%	1%
Reliance	62	39	73	129	174	81	42	10%	7%	12%	22%	29%	14%	7%
Airtel	4	6	46	153	218	125	48	1%	1%	8%	26%	36%	21%	8%
Tata Comm.	0	0	4	7	5	0	0	0%	0%	25%	44%	31%	0%	0%

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Indus Media	6	5	4	5	5	5	1	19%	16%	13%	16%	16%	16%	3%
Total	104	85	188	472	601	337	165	5%	4%	10%	24%	31%	17%	8%

Source: IMM Analysis

Table A.76: How satisfied are you with the timely repair of faults of your phone connection? (RS 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	44	39	54	127	116	127	93	7%	7%	9%	21%	19%	21%	16%
Hathway	0	1	4	29	62	9	0	0%	1%	4%	28%	59%	9%	0%
Reliance	80	57	63	132	140	91	37	13%	10%	11%	22%	23%	15%	6%
Airtel	5	17	47	160	176	134	61	1%	3%	8%	27%	29%	22%	10%
Tata Comm.	0	1	3	5	5	2	0	0%	6%	19%	31%	31%	13%	0%
Indus Media	7	5	3	5	4	6	1	23%	16%	10%	16%	13%	19%	3%
Total	136	120	174	458	503	369	192	7%	6%	9%	23%	26%	19%	10%

Source: IMM Analysis

Table A.77: Have you subscribed to any supplementary services such as Static/fixed IP addresses, e-mail id's etc.?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	94	506	16%	84%
Hathway	0	105	0%	100%
Reliance	98	502	16%	84%
Airtel	125	475	21%	79%
Tata Comm.	0	16	0%	100%
Indus Media	0	31	0%	100%
Total	317	1635	16%	84%

Source: IMM Analysis

Table A.78: If Yes, How satisfied are you with the supplementary services / value added service provided including activation, deactivation, charges etc.? (CV 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	3	5	20	40	19	7	0%	3%	5%	21%	43%	20%	7%
Hathway	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Reliance	1	0	8	19	35	27	8	1%	0%	8%	19%	36%	28%	8%
Airtel	0	0	5	30	54	31	5	0%	0%	4%	24%	43%	25%	4%
Tata Comm.	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Indus Media	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	1	3	18	69	129	77	20	0%	1%	6%	22%	41%	24%	6%

Source: IMM Analysis

Table A.79: Overall Quality of the Telephone Service

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	8	9	28	109	213	158	75	1%	2%	5%	18%	36%	26%	13%
Hathway	0	1	12	19	36	37	0	0%	1%	11%	18%	34%	35%	0%
Reliance	29	32	27	106	207	164	35	5%	5%	5%	18%	35%	27%	6%
Airtel	1	1	9	114	282	139	54	0%	0%	2%	19%	47%	23%	9%
Tata Comm.	0	1	1	7	5	2	0	0%	6%	6%	44%	31%	13%	0%
Indus Media	0	1	5	7	11	7	0	0%	3%	16%	23%	35%	23%	0%
Total	38	45	82	362	754	507	164	2%	2%	4%	19%	39%	26%	8%

Source: IMM Analysis

Table A.80: Have you made any complaint to the toll free Consumer Care Number?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	172	428	29%	71%
Hathway	88	17	84%	16%
Reliance	467	133	78%	22%
Airtel	354	246	59%	41%
Tata Comm.	9	7	56%	44%
Indus Media	25	6	81%	19%
Total	1115	837	57%	43%

Source: IMM Analysis

Table A.81: If yes, how satisfied are you with the manner in which your complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	15	18	21	31	39	36	12	9%	10%	12%	18%	23%	21%	7%
Hathway	0	1	9	26	50	2	0	0%	1%	10%	30%	57%	2%	0%
Reliance	78	77	59	66	130	44	13	17%	16%	13%	14%	28%	9%	3%
Airtel	5	16	40	89	105	80	19	1%	5%	11%	25%	30%	23%	5%
Tata Comm.	0	0	4	3	2	0	0	0%	0%	44%	33%	22%	0%	0%
Indus Media	0	1	2	7	7	8	0	0%	4%	8%	28%	28%	32%	0%
Total	98	113	135	222	333	170	44	9%	10%	12%	20%	30%	15%	4%

Source: IMM Analysis

Table A.82: Have you filed any appeal with the appellate authority?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	4	596	1%	99%
Hathway	0	105	0%	100%
Reliance	50	550	8%	92%
Airtel	16	584	3%	97%
Tata Comm.	0	16	0%	100%

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
Indus Media	0	31	0%	100%
Total	70	1882	4%	96%

Source: IMM Analysis

Table A.83: If yes, how satisfied are you with the manner in which your appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc..?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	2	0	0	1	0	1	0	50%	0%	0%	25%	0%	25%	0%
Hathway	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Reliance	10	19	9	3	5	3	1	20%	38%	18%	6%	10%	6%	2%
Airtel	0	0	1	3	3	9	0	0%	0%	6%	19%	19%	56%	0%
Tata Comm.	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Indus Media	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	12	19	10	7	8	13	1	17%	27%	14%	10%	11%	19%	1%

Source: IMM Analysis

Table A.84: How satisfied are you with the information, provided by your service provider under the fair usage policy (FUP) such as data usage limit with higher speed and speed of connection up to or beyond data usage limit?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	14	14	52	94	175	155	44	3%	3%	9%	17%	32%	28%	8%
Hathway	0	0	0	0	0	0	1	0%	0%	0%	0%	0%	0%	100%
Reliance	27	20	60	74	182	97	32	5%	4%	12%	15%	37%	20%	7%
Airtel	1	9	50	152	190	132	17	0%	2%	9%	28%	34%	24%	3%
Tata Comm.	0	0	0	0	2	1	0	0%	0%	0%	0%	67%	33%	0%
Indus Media	0	4	3	9	9	6	0	0%	13%	10%	29%	29%	19%	0%
Total	42	47	165	329	558	391	94	3%	3%	10%	20%	34%	24%	6%

Source: IMM Analysis



Table A.85: How satisfied are you with the facility to measure the broadband connection speed provided by your service provider?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	23	18	53	130	140	126	57	4%	3%	10%	24%	26%	23%	10%
Hathway	0	0	0	0	0	1	0	0%	0%	0%	0%	0%	100%	0%
Reliance	32	35	63	113	137	63	26	7%	7%	13%	24%	29%	13%	6%
Airtel	2	14	61	126	206	117	27	0%	3%	11%	23%	37%	21%	5%
Tata Comm.	0	0	0	2	1	0	0	0%	0%	0%	67%	33%	0%	0%
Indus Media	1	4	2	10	10	4	0	3%	13%	6%	32%	32%	13%	0%
Total	58	71	179	381	494	311	110	4%	4%	11%	24%	31%	19%	7%

Source: IMM Analysis

Appendix B. Questionnaires

B.1 Basic Wire-line Service

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

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

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

1. Provision of Service

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Question Number 6-9 are for Prepaid Customers Only



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

20. Which all grievance redressal mechanisms set up by your telecom service provider based on the TRAI regulations are you aware of?

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

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

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

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

PERFORMANCE PERCEPTION OF ATTRIBUTES RELATED TO SERVICE QUALITY PARAMETERS

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

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

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

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

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

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

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

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

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

22. Overall Quality of the Telephone Service	1	2	3	4	5	6	7
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Implementation and Effectiveness of various Regulations and Directions issued by TRAI							
27. Which all grievance redressal mechanisms set up by your telecom service provider based on the TRAI regulations are you aware of?							
1	Toll Free Consumer Care Number for making complaints	2	Appellate Authority for filing appeal in case not satisfied with redressal of complaint	3	Web based complaint monitoring system		
28. Have you made any complaint to the toll free Consumer Care Number?							
	1	Yes		2	N o		
29. If yes, how satisfied are you with the manner in which your complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint?							
	1	2	3	4	5	6	7
30. Have you filed any appeal with the appellate authority?							
	1	Yes		2	N o		
31. If yes, how satisfied are you with the manner in which your appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc..?							
	1	2	3	4	5	6	7
32. How satisfied are you with the information, provided by your service provider under the fair usage policy (FUP) such as data usage limit with higher speed and speed of connection up to or beyond data usage limit?							
	1	2	3	4	5	6	7
33. How satisfied are you with the facility to measure the broadband connection speed provided by your service provider?							
	1	2	3	4	5	6	7

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