

Information note to the Press
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Telecom Regulatory Authority of India

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

TRAI has conducted Network audit for the assessment of Quality of service being provided by the service providers and collected customers views through survey for the assessment of implementation and effectiveness of the Telecom Consumers protection of grievances regulations, 2007 and customers Perception of service of Basic, Cellular Mobile and Broadband Service Providers during the period from July, 2009 to December, 2009. The main findings of the reports are given below:-

2.Findings of the independent agency on Quality of Service

2.1 Cellular Mobile Telephone Service:

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

2.2 Basic Telephone Service (Wire Line):

The objective assessment of quality of service and Subjective customer satisfaction surveys of the service providers, namely, M/s Bharti Airtel, BSNL(MP & CG), RCOM and TataTeleservices was conducted. Service Provider's performance

on the selected Key Parameters in respect of Basic Telephone service (Wire Line) based on one month data verification and the gradation on “Satisfaction” score scale i.e. scores of “Very Satisfied” to “Satisfied” on the matching parameters of the customers perception of service is annexed at “B”

2.3 Broadband Service:

The objective assessment of quality of service and Subjective customer satisfaction surveys of the service providers, namely, M/s Bharti Airtel, BSNL,RCOM, Sify and Tata Comm. (VSNL) was conducted . Service Provider’s performance on the selected Key Parameters in respect of Broadband service based on one month data verification and the gradation on “Satisfaction” score scale i.e. scores of “Very Satisfied” to “Satisfied” on the matching parameters of the customers perception of service is annexed at “C”

3 Telecom Consumers Protection and Redressal of Grievances score:

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

Awareness of	Services		
	Basic Telephone	Cellular Mobile	Broadband
Call Center	90.00%	91.00%	86.00%
Nodal Officer	5.00%	4.00%	13.00%
Appellate authority	1.00%	3.00%	7.00%

4. The detailed Report on Quality of Service – Audit/Objective Assessment and Customer Satisfaction Survey, including grievance redressal mechanism, conducted during the period July, 2009 to December, 2009 is placed at TRAI Website (www.trai.gov.in).

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Annex” A”

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

Name of Service Provider	Network Availability		Accessibility & Retainability				Metering and Billing				Help Services		Supplementary services
	(Survey) Customers satisfied with Provision of Service	(Audit) Worst affected BTSs due to downtime (%age)	(Survey) Customers satisfied with network performance	(Audit) Call Set-up Success Rate (within licensee's own network)	(Audit) Call Drop Rate (%age)	(Audit) %age of connection with good voice quality	(Survey) %customers satisfied with billing performance (Post Paid)	(Survey) %customers satisfied with billing performance (Pre Paid)	(Audit) Metering and billing credibility (Post Paid)	(Audit) Metering and billing credibility (Pre Paid)	(Survey) % Customers satisfied with help service)	(Audit) Percentage of calls answered by operators (voice to voice) within 60 sec	(Survey) % Customers satisfied with supplementary service)
Benchmarks	≥ 90%	≤ 2%	≥ 95%	≥ 95%	≤ 2%	≥ 95%	≥ 95%	≥ 95%	< 0.1%	< 0.0%	≥ 90%	≥ 90%	≥ 90%
Airtel	96.00%	1.16%	96.00%	97.10%	1.42%	94.22%	87.00%	80.00%	0.16%	0.05%	72.00%	88.20%	86.00%
Idea	95.00%	1.92%	96.00%	97.76%	1.90%	95.30%	96.00%	84.00%	0.006%	0.25%	78.00%	90.00%	95.00%
Vodafone	99.00%	1.96%	93.00%	98.45%	1.81%	96.50%	99.00%	95.00%	0.69%	0.23%	85.00%	93.20%	93.00%
BSNL(MP)	99.00%	1.88%	73.00%	95.77%	1.65%	95.9%	96.00%	84.00%	0.007%	0.00%	63.00%	85.10%	90.00%
BSNL(CG)	----	14.20%	-----	90.00%	2.90%	84.7%	-----	-----	0.00%	0.04%	----	86.20%	-----
TATA	92.00%	0.00%	92.00%	99.11%	0.78%	96.4%	91.00%	92.00%	0.08%	0.04%	80.00%	87.06%	92.00%
RCOM	96.00%	0.006%	86.00%	99.35%	1.08%	97.7%	87.00%	73.00%	0.10%	0.06%	69.00%	90.17%	80.00%
Rel.Tel	99.00%	0.44%	89.00%	98.31%	0.98%	90.9%	90.00%	76.00%	0.07%	0.08%	77.00%	93.00%	84.00%

Annex”B”

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

Name of Service Provider	Network Availability	Accessibility		Metering and Billing			Maintainability		Help Service	
	(Survey) Customers satisfied with Provision of Service	(Survey) Customers satisfied with network performance	(Audit) Call completion Rate & ASR	(Survey) %customers satisfied with billing performance (Post Paid)	(Survey) %customers satisfied with billing performance (Pre Paid)	(Audit) Metering and billing credibility No of bills disputed during over a billing cycle	(Survey) % Customers satisfied with Maintainability)	(Audit) Faults Incidences(No. of faults /100 Subscribers)	(Survey) % Customers satisfied with help service	(Audit) % call answered by operator in 60 seconds
Benchmarks	≥ 90%	≥ 95%	≥ 55%/75%	≥ 95%	≥ 95%	≤0.1%	≥ 95%	≤ 5	≥ 90%	≥ 90%
Bharti Airtel	98.00%	94.00%	60.52%	93.00%	----	0.03%	87.00%	9.70%	88.00%	98.00%
BSNL (MP)	89.00%	90.00%	71.21%	93.00%	----	0.09%	80.00%	3.83%	83.00%	99.00%
BSNL(CG)	---	----	67.37%	----	----	0.06%	-----	7.25%	-----	99.00%
Rel Comm.	95.00%	88.00%	87.00% (ASR)	84.00%	----	0.05%	71.00%	3.10%	76.00%	92.00%
Tata Teleservices	100.00%	94.00%	-----	86.00%	97.00%	-----	90.00%	-----	89.00%	----

Annex”C”

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

Name of Service Provider	Network Availability		Accessibility		Retainability		Metering and Billing			Help Services		Supplementary services
	(Survey)	(Audit)	(Survey)	(Audit)	(Audit)	(Audit)	(Survey)	(Survey)	(Audit)	(Survey)	(Audit)	(Survey)
	Customers satisfied with Provision of Service	%Connections Provided within 15 days	Customers satisfied with network performance	Service availability uptime	% Bandwidth utilized on upstream link	Broadband download speed	%customers satisfied with billing performance (Post Paid)	%customers satisfied with billing performance (Pre Paid)	Billing Complaints per 100 bills issued	% Customers satisfied with help service)	Percentage of calls answered by operators (voice to voice) within 60 sec	% Customers satisfied with supplementary service)
Benchmarks	≥ 90%	100%	≥ 85%	≥ 98%	≤ 80%	≥ 80%	≥ 90%	≥ 90%	< 2%	≥ 90%	≥ 60%	≥ 85%
BSNL (MP)	96.00%	100.00%	89.00%	100.00%	36.42%	90.14%	94.00%	----	0.12%	83.00%	98.97%	96.00%
BSNL(CG)	-----	100.00%	-----	99.73%	52.19%	87.00%	-----	-----	0.05%	-----	92.13%	-----
TATA(VSNL)	100.00%	100.00%	90.00%	99.60%	NP	85.00%	94.00%	99.00%	0.00%	81.00%	94.00%	89.00%
Airtel	97.00%	100.00%	91.00%	99.97%	48.66%	98.00%	97.00%	----	0.80%	91.00%	94.00%	98.00%
RCOM	92.00%	100.00%	91.00%	100.00%	NA	98.00%	95.00%	----	0.01%	86.00%	91.40%	95.00%
Sify	100.00%	100.00%	93.00%	100.00%	56.74%	94.00%	----	98.00%	-----	83.00%	100.00%	92.00%

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

Parameters → ↓ Name Of Service providers		For pre-paid customers awareness about item-wise usage charge details on request	If aware (for pre-paid customers) ever denied of item wise usage charge details for pre paid connection	For new customers provisioning of "Manual of practice while taking the new connection	Awareness of call center for redressing grievances	Penetration of consumers made any complaint to the toll free number within last 12 months	Call center informing about the action taken on complaint	Resolution of billing complaint by customer care with in 4 weeks of lodging complaint	Percentage satisfied with complaint resolution by call center	Awareness about contact detail of nodal officer for redressing grievances	Awareness about contact detail of appellate authority for redressing grievances
Airtel	Cellular	28%	7%	90%	95%	33%	38%	41%	66%	3%	3%
	Basic	---	----	70%	90%	30%	70%	48%	90%	4%	2%
	Broadband	----	-----	65%	84%	30%	68%	40%	81%	11%	4%
Vodafone	Cellular	38%	---	96%	91%	45%	64%	0	85%	1%	1%
BSNL	Cellular	20%	--	95%	89%	32%	29%	41%	60%	6%	4%
	Basic	----	----	89%	86%	27%	65%	69%	79%	5%	2%
	Broadband	----	-----	48%	82%	38%	37%	39%	78%	10%	5%
Tata	Cellular	34%	2%	88%	90%	37%	39%	68%	84%	6%	2%
	Basic	14%	----	96%	95%	12%	76%	64%	86%	1%	----
	Broadband	57%	6%	63%	82%	58%	49%	30%	79%	22%	13%
RCOM CDMA	Cellular	31%	1%	86%	85%	32%	40%	44%	68%	3%	2%
	Basic	----	----	97%	95%	48%	46%	37%	82%	8%	1%
	Broadband	----	-----	64%	93%	30%	50%	24%	80%	10%	3%
RTL	Cellular	40%	4%	99%	94%	39%	70%	100%	65%	3%	6%
Idea	Cellular	15%	5%	91%	92%	30%	51%	69%	81%	5%	4%
Sify	Broadband	55%	5%	84%	89%	21%	67%	50%	91%	10%	17%