

MARKET PULSE

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A MARKET PULSE RESEARCH ON UP(E) Circle
July – September, 2011



Telecom Regulatory Authority of India

Assessment of (i) Implementation and Effectiveness of
Telecom Consumers Protection and Redressal of
Grievances Regulations, 2007 and (ii) Customer
Perception of Service through Survey .

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The Market
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PREFACE

The Telecom Regulatory Authority of India (TRAI) has been receiving a substantial number of complaints from consumers relating to the telecom services being provided by various service providers. With a view to further improve telecom services, TRAI has passed regulations on Quality of Service of Basic & Cellular Mobile Telephone (revised on 20th March, 2009), Quality of Service of Broadband Service (2006) and on the Telecom Consumers & Redressal of Grievances (2007). These regulations are applicable to all service providers of basic wire-line, cellular mobile and broadband service.

To determine the effectiveness of implementation of the regulations, TRAI has initiated the following survey:

- (i) **Assessment of Implementation and Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2007 and**
- (ii) **Customer Perception of Service through a Survey**

For this survey, customers of Basic Wire-line Service, Cellular Mobile Telephone Service and Broadband Service are interviewed to obtain their feedback on various QoS parameters.

The survey has been divided into four geographic zones covering the following Telecom Circle/ Metro Service Areas:

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

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

West Zone: Mumbai, UP(East) (including Goa and excluding Mumbai), Gujarat (including and Madhya Pradesh (Including Chattisgarh).

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

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

1. EXECUTIVE SUMMARY

In the period 1st July to 30th September of 2011, Market Pulse has carried out the customer satisfaction survey in UP(East) circle.

Two basic wire-line service providers present in the circle as on July 2011 have been covered. Across 17 cities of UP(East) circle, a sample of 1,200 basic wire-line customers has been covered.

Nine cellular mobile telephone service providers present in the circle as on July 2011 have been covered. A sample of 5,400 cellular mobile phone customers was covered.

Three broadband service providers present in the circle as on July 2011 have been covered. Across various points of presence in UP(East), a sample of 1,800 broadband customers was covered.

The following feedback was obtained from the sample of customers:

- Satisfaction on the Quality of Service parameters as laid down by TRAI, namely...
 - Provision of service (activation/ reactivation)
 - Billing performance
 - Help services including customer grievance redressal
 - Network performance, reliability and availability
 - Maintainability
 - Supplementary and value added service
 - Overall service quality
- Awareness of the grievance redressal mechanism set up by service providers, based on the regulations laid down by TRAI

The key findings of this survey in UP(East) are presented subsequently.

1.1 Basic Wire-line Service

Service Quality & Compliance

- 92% of the basic wire-line service customers in UP (East) circle were satisfied with their service providers with overall service quality. A higher proportion of urban customers (93%) were satisfied with overall service quality as compared to rural customers (84%).
- BSNL did not meet the benchmark for any parameter. In fact, it had very low satisfaction with respect to maintainability and help services including customer grievance redressal. The satisfaction was lower in rural areas, particularly on account of response time.
- BSNL registered a low percentage of customers satisfied with the voice quality.
- Airtel did not meet the benchmark with respect to maintainability and help services including customer grievance redressal.
- 86% of all customers reported that the fault was repaired within 3 days. A significantly lower proportion of BSNL customers reported that the fault was repaired within 3 days.
- 86% of all customers reported that their complaints were resolved within 4 weeks after they lodged their complaints.
- The satisfaction was low on all aspects of provision of service for both the service providers.
- A lower proportion of BSNL customers were satisfied on account of process of resolution of billing complaints as well as timely delivery of bills. This dragged down their scores with respect to postpaid billing performance. Airtel's performance was better than the benchmark on all aspects.

Grievance Redressal Mechanism

- 89% of the customers were aware about the call centre number of their service provider for the purpose of making a complaint/ query. Awareness among BSNL customers were less as compared to Airtel.
- Approximately 42% of the customers claimed to have made a complaint on the call centre number of their service provider in the last 6 months.
- Only 78% of the customers who had complained said that they had received a docket number for most of their complaints. This was significantly higher for Airtel customers as compared to BSNL customers.

- Only 5% of all basic telephone service customers said that they were aware about the contact details of the nodal officer. Only 2% of all the basic wire-line service customers said that they were aware of the contact details of the Appellate Authority.
- 39% of the new basic telephone service customers said that they got the Manual of Practice while subscribing to the new basic telephone connection.
- Only 6% of the customers were aware about the rent rebate entitlement, in case fault is not repaired within 3 days.
- 29% of the customers were aware about the facility for registering telephone number with the service provider for not receiving unwanted tele-marketing calls/SMS. Only 2% of the aware customers were registered with the service provider for not receiving unwanted tele marketing calls/SMS.
- Airtel received a higher rating than BSNL (7.93 VS.76.01).

1.2 Cellular Mobile Telephone Service

Service Quality & Compliance

- 95% of all cellular mobile customers were satisfied with overall service quality. All the service providers met the benchmark for overall service quality. However, the performance in rural areas was weaker for most except for Airtel, TTSL, Aircel & Vodafone
- All the service providers met the benchmark set for provision of service.
- None of the service provider met the benchmark set for prepaid billing performance.
- BSNL, TTSL, Reliance & Aircel did not meet the benchmark set for Help Services including customer grievance redressal.
- All the service providers except Reliance & Uninor met the benchmark set for Network performance, reliability & availability as well as maintainability.
- Uninor did not meet the benchmark set for value added services.
- Only 77% of the cellular mobile customers who made billing complaints to the call centre reported that their complaints were resolved within 4 weeks of lodging. This was particularly low for BSNL, TTSL & Uninor.

Grievance Redressal Mechanism

- 79% of all cellular mobile customers were aware of the call centre number of their service provider for the purpose of making a complaint/ query.
- 44% of the aware cellular mobile customers claimed that they had complained in the last 6 months to the toll free Call Centre/ Customer Care/ help-line telephone number.
- Only 47% of the customers reported complaint registration and receiving the docket numbers for most of their complaints. 30% of all the cellular mobile customers belonging to different service providers said that they had not received a docket number for most of their complaints. 16% received the docket number on request.
- Only 8% of the cellular mobile customers were aware of the contact details of the nodal officer.. All those who had complained to the Nodal Officer were satisfied with the action taken/ response.
- Only 2% of the mobile phone customers were aware of the contact details of appellate authority.
- Only 26% of the prepaid cellular mobile customers said that they were aware of the fact that they can get item-wise usage charge details on request.
- Only 73% of the new customers claimed to have received the Manual of Practice.

1.3 Broadband Service

Service Quality & Compliance

- 91% of all broadband customers were satisfied with overall service quality.
- Airtel met the benchmark set for all the parameters except maintainability. Airtel (89%) had the highest of customers satisfied with time taken by call centre/ customer care / help-line to resolve complaint as well as speed of broadband connection and the amount of time for which service is up & working.
- BSNL met the benchmark for provision of service and value added services.
- Reliance met the benchmark provision of service, billing performance and value added services.
- None of the service providers met the benchmark set for maintainability.
- 52% of the customers got their working connection within 7 working days. This proportion was higher for Reliance.

- All the service provider registered high satisfaction levels on account of clarity of bills in terms of transparency & understandability and accuracy.
- However, all of them had a low % of satisfied customers on account of resolution of billing complaints; it was especially low for Reliance (72%).
- Timely delivery of bills was an issue with Reliance and BSNL customers.
- Only 27% of customers reported that their billing complaints were resolved within 4 weeks after they lodged their complaints. 82% of Reliance customers reported that their complaints were not resolved within 4 weeks.
- Both Reliance and BSNL registered lower satisfaction scores on all aspects of Network performance.
- Only 27% of the customers were satisfied with the time taken for restoration of broadband connection.

Grievance Redressal Mechanism

- 73% of broadband customers belonging to different service providers said that they were aware of the call centre number of their service provider for making a complaint/ query. The awareness was higher among Airtel customers.
- 63% of broadband customers who were of the call centre number claimed to have complained in the last 6 months.
- Only 48% of all broadband customers who had complained claimed that they received a docket number for most of their complaints. Another 38% received it on request.
- 11% of all broadband customers who had complained said that they did not receive docket numbers for most of their complaints.
- 84% all broadband customers who had lodged complaints said that they were satisfied with the system of resolution of complaints by call centre/ customer care/ helpline.
- Only 7% of the broadband customers said that they were aware of the contact details of the Nodal Officer. 13% of them were satisfied with the redressal of the complaint by the Nodal Officer.
- Only 3% of the customers were aware of the Appellate Authority's contact details.
- 43% of the customers claimed to have got the Manual of Practice while taking the connection; the proportion was higher among Airtel (63%) customers.

2 SCOPE OF THE PROJECT

2.1 Background

TRAI has passed regulations on Quality of Service of Basic & Cellular Mobile Telephone (revised on 20th March, 2009), Quality of Service of Broadband Service (2006) and on the Telecom Consumers & Redressal of Grievances (2007). To determine the effectiveness of implementation of the regulations, TRAI has initiated the following survey:

- (i) **Assessment of Implementation and Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2007**
- (ii) **Customer Perception of Service through Survey**

With regard to the above mentioned study, Market Pulse has been commissioned by Telecom Regulatory Authority of India (TRAI) to conduct a Customer Satisfaction Survey (CSS) among Basic Wire-line, Cellular Mobile Telephone (including FWP) and Broadband customers, in the Northern zone of India, comprising the metro circle of Delhi and the circles of UP(East), UP East, UP West, Rajasthan, Punjab, Himachal Pradesh and J&K.

The current report presents the findings of the survey for UP(East) circle. This survey was conducted in the period July – September, 2011.

2.2 Survey Objectives

The objectives of this customer satisfaction survey are as follows:

1. To measure the level of satisfaction among customers with respect to:
 - Provision of service
 - Billing performance
 - Help services including customer grievance redressal
 - Network performance, reliability and availability
 - Maintainability
 - Supplementary and value added service
 - Overall service quality
2. To measure the awareness among customers with respect to the grievance redressal mechanism set up by service providers based on the regulations laid down by TRAI.

2.3 Survey Methodology

- The survey was conducted through personal, telephonic and Internet based interviews.
- In the survey of basic telephone service and cellular mobile service customers, 50% of the sample was covered with the help of personal interviews while the balance interviews were done on telephone.
- The identity of respondents was recorded in the questionnaires and the signatures of the customers who were surveyed through personal interviews were taken on the survey questionnaires. The questionnaires were filled up using a ballpoint pen.
- In the broadband service survey, 50% of the sample was covered through face-to-face interviews and 50% through a CATI/web-based survey.

2.4 Coverage of the Survey

In the period 1st July to 30th September of 2011, we conducted the Customer Satisfaction Survey (CSS) in UP(East) circle. The following service providers have been covered in the UP(East) circle.

2.4.1 Basic Telephone (Wire-line) Service

1. Bharti Airtel Limited (Referred as Airtel in the report)
2. Bharat Sanchar Nigam Limited (Referred as BSNL in the report)

2.4.2 Cellular Mobile Telephone Service (including FWP)

1. Bharti Airtel Limited (Referred as Airtel in the report)
2. Bharat Sanchar Nigam Limited (Referred as BSNL in the report)
3. Reliance Communications (Referred as Reliance in the report)
4. Tata Teleservices UP(East) Limited (Referred as TTSL in the report)
5. Idea Cellular Limited (Referred as Idea in the report)
6. Vodafone Essar Mobile Services Limited (Referred as Vodafone in the report)
7. Sistema Shyam (Referred as MTS in the report)
8. Aircel Limited (Referred as Aircel in the report)
9. Uninor (Referred as Uninor in the report)

2.4.3 Broadband Service

1. Bharti Airtel Limited (Referred as Airtel in the report)
2. Bharat Sanchar Nigam Limited (Referred as BSNL in the report)
3. Reliance Communication (Referred as Reliance in the report)

2.5 Geographical Coverage

Geographical Coverage	Cities Covered
UP(East)	Allahabad, Balia, Jaunpur, Jhansi, Kanpur, Lucknow, Mainpuri, Mirzapur, Raibareli, Sultanpur, Ghazipur, Gorakhpur, Khishinagar, Gonda, Busti, Unnao & Varanasi

2.6 Respondent Profile

The random sample included both prepaid & postpaid customers in household and commercial segments.

2.6.1 Individual/ Household users

Only those above the age of 18 years were interviewed. Actual users of basic telephone service, mobile or broadband services were interviewed

2.6.2 Commercial users

In case of the basic telephone service survey, the administration or accounts executive/ manager or whoever takes care of basic telephone service related issues was interviewed. In case of the broadband survey, the head/manager of the IT/MIS Department or the administration or accounts executive/ manager was interviewed. In case, there was no such person, then the CEO/ MD/ owner of the firm was interviewed.

2.7 Sampling Methodology & Coverage

A set of residential and commercial areas were identified in both urban and rural areas of UP(East) for this survey. Random sampling was done in the selected areas to select the respondents.

2.7.1 Basic Telephone (Wire-line) Service: Database obtained from the service providers was used in case of private operators, while for BSNL, door to door (in residential areas) and office-to-office (in commercial areas) survey was carried out.

The sample for basic service customers was evenly spread across 5% of the exchanges of each BSO in the circle. These exchanges were covered in urban and rural areas. The stated 5% exchanges were evenly spread over 10% of SDCAs for each BSO.

BSNL: In the UP(East) circle, there are 1226 exchanges and 164 SDCAs. 5% of these exchanges can be approximated to 62 exchanges and 10% of these SDCAs are 17 SDCAs. We have covered 62 exchanges and 17 SDCAs across UP(East) circle.

Airtel: Airtel reported presence only in Lucknow. For basic wire-line service survey, both residential and commercial areas were covered. In case of private operators, the sample was covered only in the urban areas.

Service Provider	Sample Size			Cities Covered
	Urban	Rural	Overall	
Airtel	600	--	600	1
BSNL	456	184	600	17
Overall	600	600	1200	

Geographical Coverage	Cities Covered
UP(East)	Allahabad, Balia, Jaunpur, Jhansi, Kanpur, Lucknow, Mainpuri, Mirzapur, Raibareli, Sultanpur, Ghazipur, Gorakhpur, Khishinagar, Gonda, Busti, Unnao & Varanasi

2.7.2 Cellular Mobile Telephone Service : For post-paid users, a database obtained from the service providers was used to boost the sample. The survey was carried out in both residential areas and commercial areas.

For prepaid users, only a door-to-door (in residential areas) and office-to-office (in commercial areas) survey was carried out. The sample for cellular mobile telephony service customers was evenly spread across 10% of district headquarters of a service area where the services were commissioned.

In all, there are 12 district headquarters in UP(East) circle. We have selected 4 district headquarters on the basis of their geographical spread namely Jhansi, Lucknow, Varanasi and Gorakhpur. Rural areas falling within 20 km radius of the district headquarters were also covered.

Service Provider	Sample Size			Cities Covered
	Urban	Rural	Overall	
Airtel	348	188	536	4
BSNL	337	211	548	4
TTSL	415	185	600	4
Reliance	406	194	600	4
Idea	415	185	600	4
Vodafone	408	192	600	4
MTS	450	150	600	4
Aircel	420	180	600	4
Uninor	460	140	600	4
Overall	3775	1625	5400	4

Geographical Coverage	Cities Covered
UP(East)	Jhansi, Lucknow, Varanasi, Gorakhpur

2.7.3 Broadband Service: In residential areas, the customer database obtained from the service providers was used. In commercial areas, an office-to-office survey was carried out since penetration of broadband was high in these areas.

The sample for broadband service customers was evenly spread in the areas served by 10% of the Points of Presence (POPs) for each service provider in each service area.

BSNL: There are 164 SDCAs (where their broadband service is available) thus, we covered more than 10% of these i.e. 17 SDCAs .

Airtel: Bharti Airtel reported presence in Lucknow only.

Reliance: Reliance Comm reported presence in Lucknow & Kanpur only.

Service Provider	Sample Size			Cities Covered
	Urban	Rural	Overall	
Airtel	600	--	600	
BSNL	417	183	600	
Reliance	600	--	600	
Overall	1800	--	1800	

Geographical Coverage	Cities Covered
UP(East)	Allahabad, Balia, Jaunpur, Jhansi, Kanpur, Lucknow, Mainpuri, Mirzapur, Raibareli, Sultanpur, Ghazipur, Gorakhpur, Kushinagar, Gonda, Busti, Unnao & Varanasi

2.8 Mode of Interview & Sample Size Covered

2.8.1 Basic Wire-line Service

For customer satisfaction survey of Basic Telephone Service customers, approx. 50% of the sample was covered with the help of face-to-face interviews while the balance interviews were done on the telephone. For rural customers, face-to-face interviews were done.

Service Provider	Face to Face			Telephonic	Sample Size Covered
	Urban	Rural	Overall		
Airtel	284	--	284	316	600
BSNL	241	184	425	175	600
Overall	525	184	709	491	1200

2.8.2 Cellular Mobile Telephone Service

For the survey of Cellular Mobile Telephone Service customers, approx. 50% of the sample was covered with the help of face-to-face interviews while the balance interviews were done on the telephone.

Service Provider	Face to Face			Telephonic	Sample Size Covered
	Urban	Rural	Overall		
Airtel	170	188	358	242	600
BSNL	142	211	353	247	600
TTSL	160	185	345	255	600
Reliance	159	194	353	247	600
Idea	205	185	390	210	600
Vodafone	204	192	396	204	600
MTS	8	150	158	442	600
Aircel	181	180	361	239	600
Uninor	4	140	144	456	600
Overall	1233	1625	2858	2542	5400

2.8.3 Broadband Service

For customer satisfaction survey of Broadband Service customer, approx. 50% of the sample were covered through face-to-face interviews and 50% through a CATI/ web-based survey. For web-based survey we used our proprietary web-based survey editor to host the survey on the Internet. After sending the survey invitations, follow up phone calls were made to drive respondents to the survey.

	Face to Face		Telephonic		Sample Size Covered
	Urban	Rural	Urban	Rural	
Airtel	337	--	--	263	600
BSNL	103	61	314	122	600
Reliance	129	--	--	471	600
Overall	630	61	314	856	1200

2.9 Respondents Profile by Payment Mode Used

2.9.1 Basic Wire-line Service

A total of 2 basic wire-line service providers present in the circle have been covered. Most of them were postpaid connections.

Service Provider	Prepaid			Postpaid			Sample Covered
	Urban	Rural	Overall	Urban	Rural	Overall	
Airtel	--	--	--	600	--	600	600
BSNL	--	--	--	413	187	600	600
Overall	--	--	--	1013	187	1200	1200

2.9.2 Cellular Mobile Telephone Service

A total of 9 cellular mobile telephone service providers present in the circle as of date have been covered. Of the total sample of 5,404, prepaid users were 5,082 with the balance being postpaid customers. 718 of the respondents were from rural areas.

Service Provider	Prepaid			Postpaid			Sample Covered
	Urban	Rural	Overall	Urban	Rural	Overall	
Airtel	245	176	421	167	12	179	600
BSNL	387	210	597	2	1	3	600
TTSL	415	183	598	0	2	2	600
Reliance	402	193	595	4	1	5	600
Idea	410	185	595	5	0	5	600
Vodafone	394	187	581	14	5	19	600
MTS	447	149	596	3	1	4	600
Aircel	420	180	600	0	0	0	600
Uninor	456	138	594	4	2	6	600
Overall	3576	1601	5177	199	24	223	5400

2.9.3 Broadband Service

A total of three broadband service providers present in the circle as of date have been covered. Across various Points of Presence of the UP(East) circle, 1800 broadband service customers were covered.

Service Provider	Prepaid			Postpaid			Sample Covered
	Urban	Rural	Overall	Urban	Rural	Overall	
Airtel	--	--	--	600	--	600	600
BSNL	--	--	--	183	417	600	600
Reliance	--	--	--	600	--	600	600
Overall	--	--	--	1800	--	1800	1800

2.10 Respondents Demographic Profile

2.10.1 Basic Wire-line Service

2.10.1.1 Gender Profile

Gender	% Customers		Base
	Male	Female	
Urban	69	31	1013
Rural	63	37	187
Overall	68	32	1200

- 1200 basic telephone service (Wire-line) customers were covered. Of this sample, 68% were male and the balance 32% were female respondents.

2.10.1.2 Age Profile

Age Group	% Customers				Base
	Less than 25 years	25-34 years	35-44 years	More than 45 years	
Urban	19	35	24	22	1013
Rural	20	26	25	29	187
Overall	19	35	24	23	1200

- 59% of the customers were in the age group of 25 – 44 years while 19% were less than 25 years and the 23% were more than 45 years old.

2.10.1.2 Occupation Profile

Occupation	% Customers					Base
	Service	Business- man/ Self Employed/ Farmers	Student	Housewife	Retired	
Urban	32	34	10	19	5	1013
Rural	37	21	12	22	6	187
Overall	33	32	10	19	5	1200

2.11.2 Cellular Mobile Telephone Service

2.11.2.1 Gender Profile

Gender	% Customers		Base
	Male	Female	
Urban	82	18	3775
Rural	86	14	1625
Overall	84	16	5400

- 5400 cellular mobile telephone service customers were covered. Of this sample, 84% were male and 16% were female respondents.

2.11.2.2 Age Profile

Age Group	% Customers				Base
	Less than 25 years	25-34 years	35-44 years	More than 45 years	
Urban	37	41	15	7	3775
Rural	41	35	17	6	1625
Overall	39	39	16	7	5400

- 55% of the customers were in the age group of 25 – 44 years while 39% were less than 25 years and the 7% were more than 45 years old.

2.11.2.3 Occupation Profile

Occupation	% Customers					Base
	Service	Businessman/ Self Employed/ Farmers	Student	Housewife	Retired	
Urban	31	32	25	10	1	3775
Rural	26	33	31	9	1	1625
Overall	30	33	27	10	1	5400

- Out of 5400 cellular mobile telephone service customers, 33% of the customers were businessmen/ self-employed and 30% of them were salaried while 27% were students.

2.12.3 Broadband Service

2.12.3.1 Gender Profile

Gender	% Customers		Base
	Male	Female	
Urban	78	22	1617
Rural	66	34	183
Overall	78	22	1800

- 1800 broadband service customers were covered. Of this sample, 22% were female respondents.

2.12.3.2 Age Profile

Age Group	% Customers				Base
	Less than 25 years	25-34 years	35-44 years	More than 45 years	
Urban	22	37	23	20	1617
Rural	27	33	10	30	183
Overall	22	37	22	20	1800

- 59% of the customers were in the age group of 25 –434 years while 22% were less than 25 years and the 20% were more than 45 years old.

2.13 Questionnaire Development Process

Three separate questionnaires were developed for the customer satisfaction survey in consultation with TRAI. These questionnaires included questions on parameters of Customer Perception of Service and Implementation and Effectiveness of Telecom Consumer Protection and Redressal of Grievances Regulations, 2007.

The questionnaires developed were for:

- Basic Wire-line Service
- Cellular Mobile Telephone Service
- Broadband Service

2.14 Methodology for Calculating Percentage of Satisfied Customers

Satisfaction of subscribers has been obtained on a 4-point scale.

To measure the percentage of satisfied customers, the total percentage of satisfied customers i.e. very satisfied and satisfied customers on various sub-parameters of customer perception of service, has been computed.

For a parameter, the weighted average of scores on various sub-parameters has been computed.

2.15 Explanation of Benchmarks

TRAI has laid down benchmarks on Customer Perception of Service for the service providers of Basic Wire-line, Cellular Mobile Telephone and Broadband service. The purpose of laying down these benchmarks was to protect the interest of consumers of telecommunication services and to create conditions for maximizing consumer satisfaction by making known the quality of service that the service providers are required to provide and that the user has a right to expect. All service providers have to follow these benchmarks, as laid down by TRAI.

2.15.1 Basic Wire-line Service

Customer Perception of Service	Benchmarks
% Satisfied with Provision of Service	>90%
% Satisfied with Billing Performance	>95%
% % Satisfied with Network Performance, Reliability and Availability	>95%
% Satisfied with Maintainability	>95%
% Satisfaction with Supplementary and Value Added Services	>90%
% % Satisfied with Help Services including customer grievance redressal	>90%
% Satisfied with Overall Service Quality	>90%

2.15.2 Cellular Mobile Telephone Service

Customer Perception of Service	Benchmarks
% Satisfied with Provision of Service	>90%
% Satisfied with Billing Performance	>95%
% Satisfied with Network Performance, Reliability and Availability	>95%
% Satisfied with Maintainability	>95%
% Satisfaction with Supplementary and Value Added Services	>90%
% Satisfied with Help Services including customer grievance redressal	>90%
% Satisfied with Overall Service Quality	>90%

2.15.3 Broadband Service

Customer Perception of Service	Benchmarks
% Satisfied with Provision of Service	>90%
% Satisfied with Billing Performance	>90%
% satisfied with help services	>90%
% Satisfied with Network Performance, Reliability and Availability	>85%
% Satisfied with Maintainability	>85%
% satisfied with Customer satisfaction with offered supplementary services such as allocation of static/fixed IP addresses, email Ids etc.	>85%
% Satisfied with Overall Service Quality	>85%

The parameters of customer perception of service have taken into account the following sub-parameters:

A. Basic Wire-line Service

Provision of Service

- Time taken to provide a customer with working telephone connection
- Ease of understanding or with provision of all relevant information related to tariff plans & charges

Billing Performance (Postpaid)

- Timely delivery of bills
- Quality, accuracy & completeness of the bills
- Process of resolution of billing complaints
- Clarity of the bills sent by the service provider in terms of transparency and understandability

Billing Performance (Prepaid)

- Accuracy of amount deducted on every usage
- resolution of billing complaints and the resulting refund/credit/waiver of excess charges on account of such resolution of complaints
- Ease of recharging process and the transparency of recharge offer

Help Services including customer grievance redressal

- Ease of access of call centre/customer care or helpline
- Ease of getting an option for "talking to a customer care executive"
- Response time taken to answer your call by a customer care executive
- Problem solving ability of the customer care executive(s)
- Time taken by call centre/customer care /helpline to resolve customer complaint

Network Performance, Reliability and Availability

- Availability of working telephone (dial tone)
- Ability to make or receive calls easily
- Voice quality

Maintainability

- Fault repair service

Supplementary and Value Added Services

- Quality of the supplementary services provided
- Process of activating value added services or the process of unsubscribing
- Resolution of your complaint for deactivation of VAS

Overall Service Quality

B. Cellular Mobile Telephone Service

Provision of Service

- Time taken to activate cellular mobile connection after customer applied and completed all formalities
- Ease of understanding or with provision of all relevant information related to tariff plans & charges

Billing Performance (Postpaid)

- Timely delivery of bills
- Clarity of the bills sent by the service provider in terms of transparency and understandability
- Accuracy & Completeness of bills
- Process of resolution of billing complaints

Billing Performance (Prepaid)

- Accuracy of amount deducted on every usage
- Resolution of the complaints and the resulting refund/ credit/ waiver of excess charges on account of resolution of complaints
- Ease of recharging process and the transparency of recharge offer

Help Services including customer grievance redressal

- Ease of access of call centre/customer care or helpline
- Ease of getting an option for "talking to a customer care executive"
- Response time taken to answer your call by a customer care executive
- Problem solving ability of the customer care executive(s)
- Time taken by call centre/customer care /helpline to resolve customer complaint

Network Performance, Reliability and Availability

- Availability of signal in customer locality
- Ability to make or receive calls easily
- Voice quality

Maintainability

- Availability of network (signal)
- Restoration of network (signal) problems

Supplementary and Value Added Services

- Quality of the supplementary services provided
- Process of activating value added services or the process of unsubscribing
- Resolution of your complaint for deactivation of VAS & refund of charges levied

Overall Service Quality

C. Broadband Service

Provision of Service

- Time taken to provide customer with broadband connection after registration and payment of initial deposit by customer

Billing performance (Postpaid)

- Timely delivery of bills
- Clarity of the bills issued by your service provider in terms of transparency and understandability
- Accuracy/Completeness of Bills
- Process of resolution of complaints and refund/credit/waiver of excess charges on account of such resolution of complaints

Billing Performance (Prepaid)

- Accuracy of amount deducted on every usage
- Process of resolution of complaints and refund/credit/waiver of excess charges on account of such resolution of complaints

Help Services

- Ease of access of call centre/customer care or helpline
- Ease of getting an option for “talking to a customer care executive
- Response time taken to answer your call by a customer care executive
- Problem solving ability of the customer care executive(s)
- Time taken by call centre/customer care /helpline to resolve customer complaint

Network Performance, Reliability and Availability

- Speed of broadband connection
- Amount of time for which service is up and working

Maintainability

- Restoration of broadband connection

Supplementary Services

- Process of activating value added services or the process of unsubscribing
- Resolution of your complaint for deactivation of VAS & refund of charges levied

Overall Customer Satisfaction

2.16 Definition of Key Terms Used

Appellate Authority: It means one or more persons appointed as appellate authority under regulation 10, by a service provider, falling in the clause (a) or clause (b) of sub-regulation (3) of regulation.

Basic Wire-line Service: It covers collection, carriage, transmission and delivery of voice or non-voice messages over licensee's Public Switched Telephone Network in the licensed service area and includes provision of all types of services except those requiring a separate license.

Broadband Service: It means data connection....

(1) which is always on and is able to support interactive services including Internet access.

(2) which has the capability of the minimum download speed of 256 kilo bits per second (kbps) or such minimum download speed, as may be specified by the licensor, from time to time, to an individual subscriber from the point of presence of the service provider intending to provide Broadband service where a multiple of such individual Broadband connections are aggregated and the subscriber is able to access these interactive services including the internet through the said point of presence.

(3) in which the interactive services shall exclude and services for which a separate license is specifically required (such as real-time voice transmission) except to the extent permitted, or, as may be permitted, under internet service provider's license with internet telephony.

(4) which shall include such service or download speed or features, as may be specified from time to time, by the licensor.

Call Centre: means a department or a section or a facility established under regulation 3 by the service provider, falling in clause (a) or clause (b) of the sub-regulation 3 of regulation 1 for redressal of grievances of its consumer by telephone or electronic means or by any other means.

Cellular Mobile Telephone Service: Means....

(1) telecommunication service provided by mean of a telecommunication system for the conveyance of the message through the agency of wireless telegraphy where every message that is conveyed thereby has been, or is to be, conveyed by means of a telecommunication systems which is designed or adapted to be capable of being used while in motion.

(2) refers to transmission of voice or non-voice message over Licensee's Network in real time but service does not cover broadcasting of any messages, voice or non-voice; however, Cell Broadcast is permitted only to the customers of the service.

(3) in respect of which the subscriber (all types, pre-paid as well as post-paid) has to be registered and authenticated at the network point of registration and approved numbering plan shall be applicable.

Consumer: means a consumer of a service provider falling in clause (a) or clause (b) of sub-regulation (3) of regulation 1 and includes its customer and subscriber.

Manual: means the Manual of Practice for handling consumer complaints referred to in regulation 20.

Nodal Officer: means the officer appointed or designated under regulation 6 by a service provider falling in clause (a) or clause (b) of sub-regulation (3) of regulation 1.

3. COMPLIANCE REPORT ON CUSTOMER PERCEPTION OF SERVICE

The compliance report has been presented, by using the following method:

The percentage of customers satisfied on various QoS parameters was derived by using the methodology explained in section 2.14 (Page 25). According to this methodology, the total percentage of satisfied customers i.e. very satisfied and satisfied customers on various QoS parameters has been taken into account. This methodology has been used to derive the percentage of customers satisfied with QoS parameters for all the three services i.e. Basic Telephone, Cellular Mobile and Broadband.

3.1 Basic Wire-line Service

3.1.1 The following table shows the percentage of customers satisfied on QoS parameters.

Sub Parameters	Type	Benchmarks	% Customers		
			Airtel	BSNL	Overall
% Satisfied with Provision of Service	Urban	≥90%	79	77	78
	Rural	≥90%	--	73	73
	Overall	≥90%	79	78	78
% Satisfied with Billing Performance Postpaid	Urban	≥95%	97	89	93
	Rural	≥95%	--	89	89
	Overall	≥95%	97	89	93
% Satisfied with Billing Performance Prepaid*	Urban	≥95%	--	--	--
	Rural	≥95%	--	--	--
	Overall	≥95%	--	--	--
% Satisfied with Help Services including customer grievance redressal	Urban	≥90%	87	75	83
	Rural	≥90%	--	68	68
	Overall	≥90%	87	73	82
% Satisfied with Network Performance, Reliability and Availability	Urban	≥95%	96	89	93
	Rural	≥95%	--	88	88
	Overall	≥95%	96	89	93
% Satisfied with Maintainability	Urban	≥95%	82	69	71
	Rural	≥95%	--	67	67
	Overall	≥95%	82	69	71
% Supplementary and Value Added Services*	Urban	≥90%	100	95	97
	Rural	≥90%	--	--	--
	Overall	≥90%	100	86	92
% Satisfied with Overall Service Quality	Urban	≥90%	98	86	93
	Rural	≥90%	--	85	85
	Overall	≥90%	98	86	92
<i>Base</i>			600	600	1200

* Denotes small sample and thus, statistically invalid data.

- 92% of the basic wire-line service customers in UP(East) circle were satisfied with their service providers with overall service quality. A higher proportion of urban customers (93%) were satisfied with overall service quality as compared to rural customers (84%).
- BSNL did not meet the benchmark for any parameter. In fact, it had very low satisfaction with respect to maintainability and help services including customer grievance redressal.
- Airtel did not meet the benchmark with respect to maintainability and help services including customer grievance redressal..

3.1.3 % of customers who reported that their telephone fault was repaired within 3 days.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	100	84	87
Rural	--	83	83
Overall	100	84	86
<i>Base</i>	<i>65</i>	<i>335</i>	<i>400</i>

- 86% of all customers reported that the fault was repaired within 3 days.
- A significantly lower proportion of BSNL customers reported that the fault was repaired within 3 days.

3.1.4 % of customers who reported that their telephone service was terminated within 7 days of request.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	86	--	86
Rural	--	--	--
Overall	86	--	86
<i>Base</i>	<i>7</i>	<i>--</i>	<i>7</i>

Note: The above sample is too small for any statistical inference

3.1.6 % of customers who reported that their billing complaints were resolved by call centre within 4 weeks.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	88	80	86
Rural	--	90	90
Overall	88	82	86
<i>Base</i>	<i>276</i>	<i>176</i>	<i>452</i>

- 86% of all customers reported that their complaints were resolved within 4 weeks after they lodged their complaints.

3.2 Cellular Mobile Telephone Service

3.2.1 The following table shows the percentage of customers satisfied on QoS parameters.

Sub Parameters	Type	Benchmarks	% Customers									
			Airtel	BSNL	TSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
% Satisfied with Provision of Service	Urban	≥90%	98	98	99	98	98	99	99	98	99	99
	Rural	≥90%	97	99	97	97	100	99	99	97	100	98
	Overall	≥90%	98	98	98	98	98	99	99	99	98	100
% Satisfied with Billing Performance Prepaid	Urban	≥95%	92	93	86	85	90	94	91	92	97	91
	Rural	≥95%	93	95	95	91	92	89	91	93	97	93
	Overall	≥95%	92	94	88	87	91	93	91	93	97	92
% Satisfied with Billing Performance Postpaid	Urban	≥95%	90	100	0	100	100	98	100	0	100	92
	Rural	≥95%	92	100	100	100	0	93	100	0	100	94
	Overall	≥95%	90	100	100	100	100	96	100		100	92
% Satisfied with Help Services including customer grievance redressal	Urban	≥90%	90	86	82	83	88	93	98	88	90	89
	Rural	≥90%	94	90	96	87	94	86	97	92	88	92
	Overall	≥90%	91	87	86	84	90	90	98	89	90	89
% Satisfied with Network Performance, Reliability and Availability	Urban	≥90%	95	90	94	87	93	98	100	95	89	93
	Rural	≥90%	95	98	98	92	93	97	100	93	89	95
	Overall	≥90%	95	93	95	89	93	98	100	94	89	94
% Satisfied with Maintainability	Urban	≥90%	94	93	94	87	97	97	99	96	89	94
	Rural	≥90%	96	98	100	90	95	97	99	93	90	95
	Overall	≥90%	95	95	96	88	96	97	99	95	90	94
% Supplementary and Value Added Services	Urban	≥90%	97	85	93	92	95	98	99	94	87	94
	Rural	≥90%	98	98	98	98	99	100	99	88	74	95
	Overall	≥90%	97	90	95	94	96	99	99	92	83	94
% Satisfied with Overall Service Quality	Urban	≥90%	95	88	93	91	94	97	98	94	97	94
	Rural	≥90%	97	97	97	94	95	96	98	98	90	96
	Overall	≥90%	96	92	94	92	95	97	98	95	95	95

- 95% of all cellular mobile customers were satisfied with overall service quality. All the service providers met the benchmark for overall service quality. However, the performance in rural areas was weaker for most except for Airtel, TTSL, Aircel & Vodafone
- All the service providers met the benchmark set for provision of service.
- None of the service provider met the benchmark set for prepaid billing performance.
- BSNL, TTSL, Reliance & Aircel did not meet the benchmark set for Help Services including customer grievance redressal.
- All the service providers except Reliance & Uninor met the benchmark set for Network performance, reliability & availability as well as maintainability.
- Uninor did not meet the benchmark set for value added services.

3.2.2 % customers who reported billing complaint resolution by call centre within 4 weeks.

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	85	74	72	75	84	78	90	83	70	79
Rural	47	46	33	76	88	45	--	54	30	57
Overall	82	71	69	75	85	74	90	79	68	77
<i>Base</i>	202	211	192	312	193	163	212	207	177	1869

- Only 77% of the cellular mobile customers who made billing complaints to the call centre reported that their complaints were resolved within 4 weeks of lodging. This was particularly low for BSNL, TTSL & Uninor.

3.3 Broadband Service

3.3.1 Percentage of customers satisfied on QoS parameters

Sub Parameters	Type	Benchm arks	% Customers			
			Airtel	BSNL	Reliance	Overall
% Satisfied with Provision of Service	Urban	≥90%	98	96	97	98
	Rural	≥90%	--	98	--	98
	Overall	≥90%	98	97	97	98
% Satisfied with Billing Performance Prepaid	Urban	≥90%	--	--	--	--
	Rural	≥90%	--	--	--	--
	Overall	≥90%	--	--	--	--
% Satisfied with Billing Performance Postpaid	Urban	≥90%	92	88	90	90
	Rural	≥90%	--	88	--	88
	Overall	≥90%	92	88	90	90
% Satisfied with Help Services including customer grievance redressal	Urban	≥90%	91	88	89	89
	Rural	≥90%	--	84	--	84
	Overall	≥90%	91	86	89	89
% Satisfied with Network Performance, Reliability and Availability	Urban	≥85%	97	90	87	91
	Rural	≥85%	--	80	--	80
	Overall	≥85%	97	87	87	90
% Satisfied with Maintainability	Urban	≥85%	14	19	36	28
	Rural	≥85%	--	24	--	24
	Overall	≥85%	14	21	36	27
% Supplementary and Value Added Services	Urban	≥85%	100	92	92	95
	Rural	≥85%	--	100	--	100
	Overall	≥85%	100	92	92	95
% Satisfied with Overall Service Quality	Urban	≥85%	97	91	89	91
	Rural	≥85%	--	74	--	74
	Overall	≥85%	97	86	89	91
<i>Base</i>			<i>600</i>	<i>600</i>	<i>600</i>	<i>1800</i>

MARKET PULSE

Mindware: Mindshare Delivered.

- 91% of all broadband customers were satisfied with overall service quality.
- Airtel met the benchmark set for all the parameters except maintainability.
- BSNL met the benchmark for provision of service and value added services.
- Reliance met the benchmark provision of service, billing performance and value added services.
- None of the service providers met the benchmark set for maintainability.

3.3.2 % of customers who reported getting a working connection with 7 days.

Type	% Customers			
	Airtel	BSNL	Reliance	Overall
Urban	38	50	71	52
Rural	--	41	--	41
Overall	38	47	71	52
<i>Base</i>	<i>600</i>	<i>600</i>	<i>600</i>	<i>1800</i>

- 52% of the customers got their working connection within 7 working days. However, this proportion was higher for Reliance.

3.3.3 % of customers who reported that their billing complaints were resolved by call centre within 4 weeks.

Type	% Customers			
	Airtel	BSNL	Reliance	Overall
Urban	32	26	18	27
Rural	--	37	--	37
Overall	32	30	18	27
<i>Base</i>	<i>600</i>	<i>600</i>	<i>600</i>	<i>1800</i>

- Only 27% of customers reported that their billing complaints were resolved within 4 weeks after they lodged their complaints. 82% of Reliance customers reported that their complaints were not resolved within 4 weeks.

4. DETAILED SURVEY FINDINGS

4.1 Basic Wire-line Service – UP(East) Circle

Customer Satisfaction Survey in the UP(East) circle was done among customers of 2 Basic Wire-line Service providers i.e. Airtel and BSNL.

4.1.1 Customer Satisfaction with Provision of Service

4.1.1. The following table shows the percentage of customers satisfied with different sub-parameters of Provision of Service

Sub Parameters	Type	% Customers		
		Airtel	BSNL	Overall
Time taken to provide working connection	Urban	77	75	76
	Rural	--	73	73
	Overall	77	76	77
Ease of understanding	Urban	82	79	81
	Rural	--	73	73
	Overall	82	79	80
Overall Provision of Service	Urban	79	77	78
	Rural	--	73	73
	Overall	79	78	78
<i>Base</i>		17*	38	55

- 78% of the customers were satisfied with the time taken to provide a working telephone ease of understanding/ provision of all relevant information related to tariff plans & charges.
- The satisfaction was low on all aspects of provision of service for both the service providers.

4.1.2a Customer Satisfaction with Billing Performance among Postpaid Customers

4.1.2. The following table shows the percentage of postpaid customers satisfied with different sub-parameters of billing performance.

Sub Parameters	Type	% Postpaid Customers		
		Airtel	BSNL	Overall
Timely delivery of bills	Urban	95	85	90
	Rural	--	85	85
	Overall	95	84	90
Quality, Accuracy & Completeness of the bills	Urban	87	89	94
	Rural	--	92	92
	Overall	97	90	93
Process of resolution of billing complaints	Urban	99	81	91
	Rural	--	78	78
	Overall	99	78	89
Clarity of the bills in terms of transparency & understandability	Urban	98	94	97
	Rural	--	94	94
	Overall	98	94	96
Overall Billing performance postpaid	Urban	97	89	93
	Rural	--	89	89
	Overall	97	89	93
<i>Base</i>		600	600	1200

- A lower proportion of BSNL customers were satisfied on account of process of resolution of billing complaints as well as timely delivery of bills. This dragged down their scores with respect to postpaid billing performance.
- Airtel's performance was better than the benchmark on all aspects.

4.1.3 Customer Satisfaction with Help Services including customer grievance redressal

4.1.3.1 The following table shows the percentage of customers satisfied with sub-parameters of help services including customer grievance redressal.

Sub Parameters	Type	% Customers		
		Airtel	BSNL	Overall
Ease of access of call centre/customer care or help-line	Urban	82	77	80
	Rural	--	67	67
	Overall	82	74	79
Ease of getting an option for “ talking to a customer care executive”	Urban	87	74	82
	Rural	--	71	71
	Overall	87	74	81
Response time taken to answer the call	Urban	77	65	72
	Rural	--	56	56
	Overall	77	61	71
Problem solving ability of customer care executive	Urban	86	73	81
	Rural	--	71	71
	Overall	86	72	80
Time taken by call centre/customer care /helpline to resolve complaint	Urban	86	76	82
	Rural	--	76	76
	Overall	86	75	81
Overall Help services including customer grievance redressal	Urban	87	75	83
	Rural	--	68	68
	Overall	87	73	82
<i>Base</i>		341	238	579

- BSNL customers in both urban and rural areas were less satisfied with all aspects of help services. The satisfaction was lower in rural areas, particularly on account of response time.
- Less than 90% of Airtel’s wire-line customers were satisfied on different aspects of help services.

4.1.4 Customer Satisfaction with Network Performance, Reliability & Availability

4.1.4.1 The following table shows the percentage of customers satisfied with sub-parameters of network performance, reliability & availability.

Sub Parameters	Type	% Customers		
		Airtel	BSNL	Overall
Availability of working telephone (dial tone)	Urban	98	89	94
	Rural	--	92	92
	Overall	98	90	94
Ability to make or receive calls easily	Urban	99	91	95
	Rural	--	92	92
	Overall	99	91	95
Voice Quality	Urban	92	86	89
	Rural	--	83	83
	Overall	92	86	89
Overall Network performance, Reliability & availability	Urban	96	89	93
	Rural	--	88	88
	Overall	96	89	93
Base		600	600	1200

- A higher percentage of Airtel’s customers were satisfied with the availability of working telephone (dial tone), ability to make or receive calls easily and voice quality.
- BSNL registered a low percentage of customers satisfied with the voice quality.

4.1.5 Customer Satisfaction with Maintainability

4.1.5.1 The following table shows the percentage of customers satisfied with maintainability.

Sub Parameters	Type	% Customers		
		Airtel	BSNL	Overall
Overall Maintainability (Fault repair service)	Urban	82	69	71
	Rural	--	67	67
	Overall	82	69	71
<i>Base</i>		65	335	400

- A higher percentage of Airtel customers were satisfied with the fault repair service as compared to BSNL customers. However, both the operators did not meet the benchmark score.

4.1.6 Customer Satisfaction with Supplementary and Value Added Services

4.1.6.1 The following table shows the percentage of customers satisfied with supplementary and value added services.

Sub Parameters	Type	% Customers		
		Airtel	BSNL	Overall
Quality of the supplementary services / value added service provided)	Urban	100	100	100
	Rural	--	--	--
	Overall	100	91	95
Process of activating value added services or the process of unsubscribing	Urban	100	90	95
	Rural	--	--	--
	Overall	100	82	90
Overall Value added services	Urban	100	95	97
	Rural	--	--	--
	Overall	100	86	92
<i>Base</i>		8	11	19

Note: The sample of wire-line customers was very low to draw any statistically valid inference for value added services.

4.1.7 Customer Satisfaction with Overall Service Quality

4.1.7.1 The following table shows the % of customers satisfied with overall service quality.

Sub Parameters	Type	% Customers		
		Airtel	BSNL	Overall
Overall quality of Telephone service	Urban	98	86	93
	Rural	--	85	85
	Overall	98	86	92
<i>Base</i>		600	600	1200

- 92% of the customers were satisfied with the overall quality of telephone service. The satisfaction was low among BSNL customers especially in rural areas.

4.2 Awareness of Grievance Redressal Mechanism & Experience among Basic Telephone Service subscribers

4.2.1 Awareness and experience of Call Centre

Table 4.2.1.1 The following table shows the percentage of customers aware about the call centre number of their service provider for making a complaint/ query

Type	% Customers		
	Airtel	BSNL	Overall
Urban	98	81	91
Rural	--	80	80
Overall	98	81	89
<i>Base</i>	<i>600</i>	<i>600</i>	<i>1200</i>

- 89% of the customers were aware about the call centre number of their service provider for the purpose of making a complaint/ query.
- Awareness among BSNL customers were less as compared to Airtel.

Table 4.2.1.2 The following table shows the percentage of customers who made a complaint on the call centre number of their service provider in the last 6 months

Type	% Customers		
	Airtel	BSNL	Overall
Urban	47	37	43
Rural	--	35	35
Overall	47	36	42
<i>Base</i>	<i>589</i>	<i>483</i>	<i>1072</i>

- Approximately 42% of the customers claimed to have made a complaint on the call centre number of their service provider in the last 6 months. The proportion was higher for Airtel customers.

4.2.1.3 The following table shows the percentage of customers who received or did not receive docket numbers for their complaints.

Sub Parameters	Type	% Customers		
		Airtel	BSNL	Overall
Docket number received for most of the complaints	Urban	84	65	78
	Rural	--	75	75
	Overall	84	68	78
No docket number received for most of the complaints	Urban	7	17	10
	Rural	--	3	3
	Overall	7	14	10
It was received on request	Urban	8	8	8
	Rural	--	3	3
	Overall	8	7	8
No docket number received even on request	Urban	--	10	3
	Rural	--	20	20
	Overall	--	12	5
<i>Base</i>		276	176	452

- 78% of the customers who had complained said that they had received a docket number for most of their complaints. This was significantly higher for Airtel customers as compared to BSNL customers.
- 10% of all customers who had complained said that they did not receive docket number for most of their complaints. 5% of all customers who had complained said that they did not receive a docket number for their complaints even on request.

4.2.1.4 The following table shows the percentage of customers who were informed about the action taken on their complaint by call centre.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	91	76	86
Rural	--	85	85
Overall	91	78	86
<i>Base</i>	276	176	452

- 86% all the basic telephone service customers who had complained said that they were informed about the action taken on their complaint by call centre.
- A lower proportion (78%) of BSNL customers were informed about the action taken on their complaint by the call centre as compared to Airtel (91%).

4.2.1.8 The following table shows the percentage of customers who got their billing complaints resolved satisfactorily by call centre/customer care within four weeks.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	88	80	86
Rural	--	90	90
Overall	88	82	86
<i>Base</i>	276	176	452

- 86% of the customers who had made billing complaints said that their complaints were resolved satisfactorily by the call centre/ customer care within four weeks of lodging their complaints.

4.2.2 Awareness and experience of Nodal Officer

Table 4.2.2.1 The following table shows the percentage of customers who were aware about contact details of nodal officer.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	6	4	5
Rural	--	4	4
Overall	6	4	5
<i>Base</i>	600	600	1200

- Only 5% of all basic telephone service customers said that they were aware about the contact details of the nodal officer.

Table 4.2.2.2 The percentage of customers who have made complaints to the Nodal Officer

Type	% Customers		
	Airtel	BSNL	Overall
Urban	35	12	28
Rural	--	33	33
Overall	35	17	28
<i>Base</i>	34	23	57

- Of those who were aware of the Nodal Officer's contact details, 28% claimed to have complained to the nodal officer.

Table 4.2.2.2 The percentage of customers who were able to contact the Nodal Officer without difficulty.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	50	100	57
Rural	--	100	100
Overall	50	100	63
<i>Base</i>	<i>12</i>	<i>4</i>	<i>16</i>

Note: The above sample size is too small for any statistical inference.

Table 4.2.2.3 The percentage of customers who were intimated about the decision taken on their complaints by the Nodal Officer

Type	% Customers		
	Airtel	BSNL	Overall
Urban	67	100	71
Rural	--	100	100
Overall	67	100	75
<i>Base</i>	<i>12</i>	<i>4</i>	<i>16</i>

Note: The above sample size is too small for any statistical inference.

Table 4.2.2.4 % of customers satisfied with redressal of complaint by the Nodal Officer

Type	% Customers		
	Airtel	BSNL	Overall
Urban	100	100	100
Rural	--	100	100
Overall	100	100	100
<i>Base</i>	12	4	16

Note: The above sample size is too small for any statistical inference.

4.2.4 Awareness and experience of Appellate Authority

Table 4.2.4.1 The following table shows the percentage of customers who were aware about the contact details of the appellate authority.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	2	2	2
Rural	--	3	3
Overall	2	3	2
<i>Base</i>	600	600	1200

- Only 2% of all the basic wire-line service customers said that they were aware of the contact details of the Appellate Authority.

4.2.4.2 Incidence of Appeal being filed in the prescribed form in the last 6 months

Type	% Customers		
	Airtel	BSNL	Overall
Urban	0	0	0
Rural	--	0	0
Overall	0	0	0
<i>Base</i>	<i>10</i>	<i>15</i>	<i>25</i>

Note: The above sample size is too small for any statistical inference.

- None of all the basic wire-line service customers who were aware of the contact details of Appellate Authority claimed to have filed an appeal in last the 6 months.

4.2.4.3 Percentage of Customers who filed an appeal with the Appellate & Received an Acknowledgement

Not Applicable

4.2.4.4 Percentage of Customers who filed an appeal with the Appellate & for Whom a Decision was taken within 3 months

Not Applicable

4.2.5 General Information

Table 4.2.5.1 The following table shows the percentage of the new customers who got the Manual of Practice containing the terms and conditions of service, toll free number of call centre and contact details of Nodal Officer & Appellate Authority for complaint redressal etc., while subscribing to the new basic telephone connection.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	50	30	41
Rural	--	24	24
Overall	50	28	39
<i>Base</i>	<i>600</i>	<i>600</i>	<i>1200</i>

- 39% of the new basic telephone service customers said that they got the Manual of Practice while subscribing to the new basic telephone connection.

Table 4.2.5.2 The following table shows the percentage of prepaid customers who were aware that a prepaid customer can get item-wise usage charge details, on request.

Not Applicable

4.2.5.3 The following table shows the percentage of customers who were denied item-wise usage charge details for their pre-paid connection.

Not Applicable

Table 4.2.5.4 The following table shows the percentage of customers who cited different reason(s) for their request for item-wise details being denied.

Not Applicable

Table 4.4.4.5 The following table shows the percentage of customers who terminated a telephone connection in the last 6 months.

Type	% Customer		
	Airtel	BSNL	Overall
Urban	1	--	1
Rural	--	--	--
Overall	1	--	1
<i>Base</i>	<i>600</i>	<i>600</i>	<i>1200</i>

- Only 1% of the prepaid customers claimed to have terminated a wire-line telephone connection in the last 6 months.

4.4.4.6 The following table shows the percentage of customers who are aware about getting rent rebate in case fault is not repaired within 3 days

Type	% Customers		
	Airtel	BSNL	Overall
Urban	3	9	6
Rural	--	9	9
Overall	3	9	6
<i>Base</i>	<i>600</i>	<i>600</i>	<i>1200</i>

- Only 6% of the customers were aware about the rent rebate entitlement, in case fault is not repaired within 3 days.

4.4.4.5 The following table shows the percentage of customers who were aware about the facility for registering telephone number with the service provider for not receiving unwanted tele marketing calls/SMS.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	34	24	30
Rural	--	29	29
Overall	34	25	29
<i>Base</i>	<i>600</i>	<i>600</i>	<i>1200</i>

- 29% of the customers were aware about the facility for registering telephone number with the service provider for not receiving unwanted tele-marketing calls/SMS.

4.4.4.6 The following table shows the percentage of customers who registered with service provider for not receiving any unwanted tele-marketing calls/SMS

Type	% Customers		
	Airtel	BSNL	Overall
Urban	2	1	2
Rural	--	1	1
Overall	2	1	2
<i>Base</i>	<i>13</i>	<i>8</i>	<i>21</i>

Note: The above sample size is too small for any statistical inference.

- Only 2% of the aware customers were registered with the service provider for not receiving unwanted tele marketing calls/SMS.

4.4.4.6 The following table shows the percentage of customers who reported varying degrees of reduction in number of unwanted tele marketing calls/SMS received after registering.

Sub Parameters	Type	% Customers		
		Airtel	BSNL	Overall
No change	Urban	8	50	21
	Rural	--	50	--
	Overall	8	50	24
Slight decrease	Urban	8	--	5
	Rural	--	--	--
	Overall	8	--	5
Considerable decrease	Urban	--	--	--
	Rural	--	--	--
	Overall	--	--	--
Stopped receiving	Urban	85	50	74
	Rural	--	50	--
	Overall	85	50	71
<i>Base</i>		13	8	21

Note: The above sample size is too small for any statistical inference.

4.4.4.6 The following table shows the percentage of customers who made a complaint to service provider on getting such unwanted tele marketing calls/ SMS even after registering telephone number.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	50	100	80
Rural	--	100	100
Overall	50	100	83
<i>Base</i>	2	4	6

Note: The above sample size is too small for any statistical inference.

4.4.4.10 Service provider rating on a scale of 1 – 10 where 10 is very good and 1 is very poor.

Sub Parameters	Type	Customer Ranking		
		Airtel	BSNL	Overall
Mean Score	Urban	7.93	7.02	7.53
	Rural	--	6.98	6.98
	Overall	7.93	7.01	7.47
Base		600	600	1200

- Airtel received a higher rating than BSNL (7.93 VS.76.01).

4.3 Cellular Mobile Telephone Service – UP(East) Circle

Customer Satisfaction Survey in the UP (East) circle was done among customers of 9 Cellular Mobile Telephone service providers i.e. Airtel, BSNL, Reliance, TTSL, Idea, Vodafone, MTS, Uninor and Aircel.

4.3.1 Customer Satisfaction with Provision of Service

4.3.1.1 The following table shows the % of customers satisfied with sub parameters of provision of service.

Sub Parameters	Type	% Customers									
		Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Process & time taken to activate connection	Urban	98	98	99	98	97	99	99	98	99	98
	Rural	95	99	98	99	100	98	99	95	99	98
	Overall	97	98	98	98	98	98	99	97	99	98
Ease of understanding	Urban	99	97	99	99	98	100	99	99	100	99
	Rural	98	100	97	96	100	99	99	98	100	99
	Overall	99	98	98	98	99	100	99	99	100	99
Overall Provision of service	Urban	98	98	99	98	98	99	99	98	99	99
	Rural	97	99	97	97	100	99	99	97	100	98
	Overall	98	98	98	98	98	99	99	98	100	98
<i>Base</i>		600	600	600	600	600	600	600	600	600	5400

- Most customers were satisfied with the process and time taken to activate the mobile connection as well as ease of understanding of plans conveyed. All the operators met the quality benchmark.

4.3.2a Customer Satisfaction with Billing Performance among Postpaid Customers

4.3.2.1a The following table shows the percentage of postpaid customers satisfied with sub-parameters of billing performance.

Sub Parameters	Type	% Postpaid Customers									
		Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Timely delivery of bills	Urban	79	100	0	100	100	100	100	--	100	82
	Rural	83	100	100	100	--	100	100	--	100	92
	Overall	79	100	100	100	100	100	100	100	--	100
Clarity of the bills in terms of transparency and understandability	Urban	99	100	0	100	100	93	100	--	100	99
	Rural	100	100	100	100	0	80	100	--	100	96
	Overall	100	100	100	100	100	89	100	--	100	99
Accuracy & completeness of the bills	Urban	92	100	0	100	100	100	100	--	100	94
	Rural	92	100	100	100	0	100	100	0	100	96
	Overall	92	100	100	100	100	100	100	--	100	94
Process of resolution of billing complaints	Urban	34	100	100	--	100	100	--	--	--	48
	Rural	100	--	--	--	--	--	--	--	--	100
	Overall	40	100	100	--	100	100	--	--	--	51
Overall Billing performance postpaid	Urban	90	100	--	100	100	98	100	--	100	92
	Rural	92	100	100	100	0	93	100	0	100	94
	Overall	90	100	100	100	100	96	100	--	100	92
Base		179	3*	2*	5*	5*	19*	4*	--	6*	223

*Note: Sample is too small for any statistical inference

- Process of billing complaint resolution registered the lowest satisfaction levels on an aggregate level among Airtel customers and particularly on account of billing complaint resolution as well as timely delivery of bills.

4.3.2b Customer Satisfaction with Billing Performance - Prepaid

4.3.2.1b The following table shows the percentage of prepaid customers satisfied with sub-parameters of billing performance.

Sub Parameters	Type	% Prepaid Customers									
		Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Accuracy of charges	Urban	87	93	83	81	89	92	100	91	98	91
	Rural	92	95	96	94	90	89	100	95	97	94
	Overall	89	93	87	85	90	91	100	92	98	92
Refund/Credit/Waiver of excess charges	Urban	89	82	68	69	78	87	62	78	84	75
	Rural	83	87	80	70	83	74	62	75	90	78
	Overall	87	84	71	70	80	82	62	77	86	76
Ease of recharging process & the transparency of recharge offer	Urban	98	97	97	98	96	99	100	99	100	98
	Rural	99	98	100	98	98	95	100	100	100	99
	Overall	98	98	98	98	97	98	100	99	100	98
Overall billing performance prepaid	Urban	92	93	86	85	90	94	91	92	97	91
	Rural	93	95	95	91	92	89	91	93	97	93
	Overall	92	94	88	87	91	93	91	93	97	92
<i>Base</i>		421	597	598	595	595	581	596	600	594	5177

- Airtel, Reliance & TTSL had lower % of prepaid customers satisfied on account of accuracy of charges.
- Customers had much lower satisfaction on account of refund/ credit/ waiver of excess charges across all the service providers.
- Ease of recharging was not an issue for any service provider.

4.3.3 Customer Satisfaction with Help Services including customer grievance redressal

4.3.3.1 The following table shows the percentage of customers satisfied with sub-parameters of Help Services including customer grievance redressal.

Sub Parameters	Type	% Customers									
		Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Ease of access of call centre/customer care or help-line	Urban	87	79	82	80	87	93	99	84	90	87
	Rural	94	92	96	86	92	80	98	93	95	92
	Overall	89	84	86	82	89	89	99	87	91	88
Ease of getting an option for “ talking to a customer care executive”	Urban	90	79	85	85	91	91	97	86	90	88
	Rural	94	90	95	84	96	80	97	91	93	91
	Overall	91	83	88	85	93	87	97	88	91	89
Response time taken	Urban	93	90	84	86	89	93	96	90	91	90
	Rural	94	90	95	86	95	90	96	94	85	92
	Overall	93	90	87	86	91	92	96	91	90	91
Problem solving ability	Urban	90	93	82	82	90	95	98	90	90	92
	Rural	95	91	97	90	93	92	98	90	83	92
	Overall	92	92	86	84	91	94	98	90	88	91
Time taken to resolve complaint	Urban	89	90	80	80	85	92	98	88	89	88
	Rural	92	88	95	89	94	87	98	90	85	91
	Overall	90	89	84	82	88	91	98	89	88	89
Overall Help service	Urban	90	86	82	83	88	93	98	88	90	89
	Rural	94	90	96	87	94	86	97	92	88	92
	Overall	91	87	86	84	90	90	98	89	90	89
<i>Base</i>		319	367	409	476	321	301	470	365	360	3388

- MTS had the highest of customers satisfied on all the sub parameters of help service
- TTSL & Reliance had very low satisfaction on account of response time taken by the customer care executive to answer the call.
- Ease of access & time taken to resolve the complaints registered lower satisfaction scores for most service providers.

4.3.4 Customer Satisfaction with Network Performance, Reliability & Availability

4.3.4.2 The following table shows the percentage of customers satisfied with sub-parameters of network performance, reliability & availability.

Sub Parameters	Type	% Customers									
		Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Airtel	Uninor	Overall
Availability of signal of your service provider in your locality	Urban	94	89	93	86	92	98	100	92	86	92
	Rural	93	98	97	92	93	97	100	91	85	94
	Overall	94	92	94	88	92	98	100	92	86	93
Ability to make or receive calls easily	Urban	95	89	94	87	94	99	100	96	91	94
	Rural	96	98	99	93	94	97	100	92	93	96
	Overall	96	92	96	89	94	99	100	95	91	95
Voice quality	Urban	95	93	95	88	94	97	100	96	90	94
	Rural	96	98	98	89	92	97	100	96	89	95
	Overall	95	95	96	88	93	97	100	96	90	94
Overall Network performance, reliability & availability	Urban	95	90	94	87	93	98	100	95	89	93
	Rural	95	98	98	92	93	97	100	93	89	95
	Overall	95	93	95	89	93	98	100	94	89	94
Base		600	600	600	600	600	600	600	600	600	5400

- Availability of signal as well as the ability to make/ receive calls registered lower satisfaction scores among Reliance & Uninor. Ability to make and receive calls was lower for Reliance.
- Higher % of MTS customers were satisfied with all the aspects of network performance.

4.3.5 Customer Satisfaction with Maintainability

4.3.5.2 The following table shows the % of customers satisfied with sub-parameters of maintainability.

Sub Parameters	Type	% Customers									
		Airtel	BSNL	TSL	Reliance	Idea	Vodafone	MTS	Airtel	Uninor	Overall
Availability of network (signal)	Urban	95	93	94	88	97	97	99	95	89	94
	Rural	96	99	100	90	95	97	99	92	89	95
	Overall	95	95	96	89	96	97	99	94	89	95
Restoration of network (signal) problems	Urban	93	92	94	85	97	98	99	96	90	94
	Rural	96	97	100	90	95	96	99	95	92	95
	Overall	94	94	96	87	96	97	99	96	91	94
Overall Maintainability	Urban	94	93	94	87	97	97	99	96	89	94
	Rural	96	98	100	90	95	97	99	93	90	95
	Overall	95	95	96	88	96	97	99	95	90	94
<i>Base</i>		600	600	600	600	600	600	600	600	600	5400

- Reliance registered much lower satisfaction scores on both aspects of maintainability.
- Higher proportion of MTS (99%) customers were satisfied with restoration of network (signal) problems.

4.3.6 Customer Satisfaction with Supplementary and Value Added Services

4.3.6.1 The following graph shows the percentage of customers satisfied with supplementary and value added services.

Sub Parameters	Type	% Customers									
		Airtel	BSNL	TSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Quality of supplementary service	Urban	96	76	92	86	97	99	99	90	86	92
	Rural	98	96	96	99	98	100	99	87	75	95
	Overall	97	84	94	90	97	99	99	90	83	93
Process of activating VAS	Urban	98	93	95	99	94	97	99	97	89	96
	Rural	98	100	100	98	100	100	99	89	73	96
	Overall	98	96	97	98	96	98	99	95	84	96
Overall Supplementary and value added services	Urban	97	85	93	92	95	98	99	94	87	94
	Rural	98	98	98	98	99	100	99	88	74	95
	Overall	97	90	95	94	96	99	99	92	83	94
<i>Base</i>		158	213	166	229	139	132	359	171	163	139

- Uninor had the lowest percentage of satisfied customers on quality of supplementary service and on the process of activating VAS.
- Other service providers registered very high satisfaction scores on value added services.

4.4 Awareness of Grievance Redressal Mechanism & Experience among Cellular Mobile Service subscribers

4.4.1 Awareness and experience of Call Centre

Table 4.4.1.1 The following table shows the percentage of customers aware about the call centre number of their service provider for making a complaint/ query.

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	68	76	67	91	65	67	97	78	77	77
Rural	83	92	80	96	82	71	97	83	86	85
Overall	73	82	71	92	70	68	97	80	79	79
<i>Base</i>	600	600	600	600	600	600	600	600	600	5400

- 79% of all cellular mobile customers were aware of the call centre number of their service provider for the purpose of making a complaint/ query. Awareness was higher among MTS and Reliance customers.

4.4.1.2 The following table shows the percentage of customers who had complained in last 6 months to the toll free Call Centre/ Customer Care/ Help-line telephone number.

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	45	40	50	61	46	41	37	43	35	44
Rural	49	48	35	46	46	38	36	44	45	43
Overall	46	43	45	56	46	40	36	43	37	44
<i>Base</i>	435	490	426	554	420	410	583	479	476	4273

- 44% of the aware cellular mobile customers claimed that they had complained in the last 6 months to the toll free Call Centre/ Customer Care/ help-line telephone number. This was highest among Reliance customers.

4.4.1.3 The following table shows the percentage of customers who received or did not receive docket number for their complaints.

Sub Parameters	Type	% Customers									
		Airtel	BSNL	TtSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Complaint was registered and Docket number received	Urban	59	62	61	58	50	45	46	43	63	54
	Rural	26	40	33	30	17	21	44	30	43	32
	Overall	47	53	54	50	38	37	46	39	57	47
Complaint was registered and Docket number not received	Urban	28	25	26	31	29	37	26	38	26	30
	Rural	29	26	23	37	37	29	27	30	44	32
	Overall	28	26	25	32	32	34	26	36	32	30
Complaint was registered and docket number provided on request	Urban	10	8	4	6	15	14	28	11	7	11
	Rural	24	20	31	23	36	25	29	23	9	24
	Overall	15	14	11	11	22	18	28	15	8	16
Complaint was registered and docket number not provided even on request	Urban	2	3	2	0	2	4	0	5	2	2
	Rural	14	7	8	8	7	4	0	9	4	7
	Overall	7	4	4	3	4	4	--	6	2	4
Refused to register the complaint	Urban	1	2	7	5	4	0	0	3	2	3
	Rural	7	7	6	1	3	21	0	8	0	5
	Overall	3	4	7	4	4	7	--	4	1	4
<i>Base</i>		202	211	192	312	193	163	212	207	177	1869

- Only 47% of the customers reported complaint registration and receiving the docket numbers for most of their complaints.
- 30% of all the cellular mobile customers belonging to different service providers said that they had not received a docket number for most of their complaints. 16% received the docket number on request.

4.4.1.4 The following table shows the percentage of customers who were informed about the action taken on their complaint by call centre.

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	88	76	72	80	78	77	87	84	85	81
Rural	85	78	77	81	94	86	84	74	81	82
Overall	87	77	73	80	84	80	87	81	84	82
<i>Base</i>	202	211	192	312	193	163	212	207	177	1869

- 82% all the cellular mobile customers who had complained said that they were informed about the action taken on their complaint by the call centre. It was significantly lower in rural areas.

4.4.1.7 The following table shows the percentage of customers who got their billing complaints resolved satisfactorily by call centre/customer care within four weeks.

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	83	71	66	76	78	73	90	82	71	77
Rural	79	71	77	74	96	77	88	72	61	77
Overall	82	71	69	75	85	74	90	79	68	77
<i>Base</i>	202	211	192	312	193	163	212	207	177	1869

- Only 77% of the cellular mobile customers who had made billing complaints said that their billing complaint was satisfactorily resolved by the call centre/customer care within four weeks after they lodged their complaint.

4.4.2 Awareness and experience of Nodal Officer

4.4.2.1 The following table shows the percentage of customers who were aware about contact details of the nodal officer.

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	11	12	7	14	7	8	5	5	10	9
Rural	3	6	2	3	4	0	5	5	14	4
Overall	9	10	5	11	6	6	5	5	11	8
<i>Base</i>	600	600	600	600	600	600	600	600	600	5400

- Only 8% of the cellular mobile customers were aware of the contact details of the nodal officer. However, this stood at 11% among Reliance & Uninor customers.

4.4.2.2 The following table shows the % of aware customers who complained to the nodal officer regarding their complaints not being resolved satisfactorily by customer care.

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	26	7	17	14	13	6	0	27	20	15
Rural	0	0	0	40	0	0	0	0	26	10
Overall	24	5	16	16	11	6	--	19	22	14
<i>Base</i>	51	57	32	64	38	34	31	31	65	403

- Only 14% of the cellular mobile customers who were aware of the nodal officer had complained to the nodal officer regarding their complaints not being resolved satisfactorily.

4.4.2.1 The following table shows the percentage of customers who were aware able to connect to the nodal officer without any difficulty.

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	20	7	14	14	10	3	0	27	15	12
Rural	0	0	0	0	0	0	0	0	21	6
Overall	18	5	13	13	8	3	0	19	17	11
<i>Base</i>	51	57	32	64	38	34	31	31	65	403

4.4.2.3 Incidence of Customer Intimation Regarding Decision taken on Complaint

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	24	7	14	14	10	6	0	27	6	12
*Rural	0	0	0	0	0	0	0	0	10	3
Overall	22	5	13	13	8	6	0	19	8	10
<i>Base</i>	51	57	32	64	38	34	31	31	65	403

4.4.2.4 Satisfaction with Nodal Officer

Type	% Customers									
	Airtel	BSNL	TSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	96	100	100	96	100	100	100	100	100	99
Rural	100	100	100	60	100	100	100	100	100	97
Overall	96	100	100	94	100	100	100	100	100	99
<i>Base</i>	51	57	32	64	38	34	31	31	65	403

- All those who had complained to the Nodal Officer were satisfied with the action taken/ response.

4.4.3 Awareness and experiences with Appellate Authority

4.4.3.1 The following table shows the percentage of customers who were aware about the contact details of the appellate authority.

Type	% Customers									
	Airtel	BSNL	TSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	5	3	2	4	2	3	0	1	3	3
Rural	1	1	2	0	0	0	0	0	3	1
Overall	4	2	2	3	1	2	0	1	3	2
<i>Base</i>	600	600	600	600	600	600	600	600	600	5400

- Only 2% of the mobile phone customers were aware of the contact details of appellate authority.

4.4.3.2 Incidence of Appeal being filed in the prescribed form in last 6 months

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	9	0	0	27	0	0	25	0	0	10
Rural										
Overall	8	0	0	27	0	25	0	0	0	8
<i>Base</i>	24	14	12	15	7	12	0	5	18	107

- Only 8% of those who were aware, had filed an appeal with the Appellate Authority.

4.4.3.2 Received any acknowledgement

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	50	---	--	100	---	100	---	--	---	89
Rural	--	---	--	--	---	--	---	--	---	--
Overall	50	---	--	100	---	100	---	--	---	89
<i>Base</i>	2	---	--	4	---	3	---	--	---	9

4.3.2 Reported Decisions by the Appellate Authority

Type	Service Provider									Overall
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	
Urban	50	--	--	50	--	100	--	--	--	66
Rural	--	--	--	--	--	--	--	--	--	--
Overall	50	--	--	50	--	100	--	--	--	--
Base	2	--	--	4	--	3	--	--	--	--

4.4.4 General Information

4.4.4.1 The following table shows the percentage of prepaid customers who were aware that a prepaid customer can get item-wise usage charge details, on request.

Type	Service Provider									Overall
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	
Urban	33	18	14	22	21	19	34	19	18	21
Rural	51	44	32	25	44	33	35	34	38	37
Overall	40	27	20	23	28	24	34	24	23	26
Base	421	597	598	595	595	581	596	600	594	5177

- Only 26% of the prepaid cellular mobile customers said that they were aware of the fact that they can get item-wise usage charge details on request.

4.4.4.2 The following table shows the percentage of customers who were denied item-wise usage charge details for their pre-paid connection.

Type	Service Provider									Overall
	Airtel	BSNL	TSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	
Urban	64	63	57	74	72	62	52	59	73	63
Rural	39	56	59	35	45	47	52	45	60	49
Overall	51	59	58	60	59	56	52	53	68	57
<i>Base</i>	169	161	117	136	167	137	203	142	134	1366

- Only 57% of the prepaid cellular mobile customers were denied item-wise usage charge details on request. This was high among Uninor customers.

4.4.4.3 The following table shows the percentage of customers who cited different reason(s) for their request for item-wise details being denied.

Sub Parameters	Type	Prepaid Customers									
		Airtel	BSNL	TSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
No reason given	Urban	92	96	79	94	92	90	63	81	90	86
	Rural	77	86	77	78	73	65	63	68	91	77
	Overall	86	91	78	90	85	81	63	76	90	82
Technical problem	Urban	7	2	18	5	5	2	4	4	10	6
	Rural	17	2	17	11	16	31	4	11	9	12
	Overall	11	2	18	6	9	13	4	7	10	8
Others	Urban	0	2	3	1	3	8	38	15	0	8
	Rural	6	11	6	11	11	3	33	21	0	11
	Overall	2	7	4	4	6	7	33	17	0	9
<i>Base</i>		88	97	68	83	100	77	105	75	103	796

- 82% of the prepaid cellular mobile customers who were denied item-wise usage details were given no reason for the denial by the service provider.

4.4.4.4 The following table shows the percentage of customers who claimed to have got the Manual of Practice containing the terms & conditions of service, toll free number of the call centre and contact detail of Nodal Officer & Appellate Authority for complaint redressal while subscribing the new mobile telephone connection.

Type	% Service Provider									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	58	51	67	76	69	72	82	75	69	69
Rural	85	81	73	83	77	79	82	83	81	80
Overall	67	62	69	78	72	75	83	78	72	73
Base	600	600	600	600	600	600	600	600	600	5400

- Only 73% of the new customers claimed to have received the Manual of Practice. This proportion was significantly lower among MTS customers.

4.5 Broadband Service – UP(East) circle

The survey of customer perception of Satisfaction was done in UP (East) circle among customers of 3 Broadband service providers i.e. Airtel, BSNL, & Reliance.

4.5.1 Customer Satisfaction with Provision of Service

4.5.1.1 The following table shows the % of customers satisfied with provision of service.

Sub Parameters	Type	Customers			
		Airtel	BSNL	Reliance	Overall
Time taken	Urban	98	97	97	98
	Rural	--	--	--	--
	Overall	98	97	97	98
<i>Base</i>		600	600	600	1800

- 98% the customers were satisfied with the provision of service.

4.5.2a Postpaid Customer Satisfaction with Billing Performance

4.5.2.2a The following table shows the percentage of postpaid customers satisfied with sub-parameters of billing performance.

Sub Parameters	Type	Postpaid Customers			
		Airtel	BSNL	Reliance	Overall
Timely delivery of bills	Urban	91	87	92	90
	Rural	0	83	0	83
	Overall	91	86	82	90
Clarity of the bills in terms of transparency and understandability	Urban	93	90	94	93
	Rural	0	92	0	92
	Overall	93	91	94	93
Accuracy of the bills	Urban	94	90	90	92
	Rural	0	89	0	89
	Overall	94	90	90	91
Process of resolution of billing complaints	Urban	86	84	72	81
	Rural	--	--	--	--
	Overall	86	84	72	81
Overall Billing Performance postpaid	Urban	92	88	90	90
	Rural	0	88	0	88
	Overall	92	88	90	90
<i>Base</i>		600	600	600	1800

- All the service provider registered high satisfaction levels on account of clarity of bills in terms of transparency & understandability and accuracy.
- However, all of them had a low % of satisfied customers on account of resolution of billing complaints; it was especially low for Reliance (72%).
- Timely delivery of bills was an issue with Reliance and BSNL customers.

4.5.3 Customer Satisfaction with Help Services

4.5.3.1 The following table shows the percentage of customers satisfied with sub-parameters of help services.

Sub Parameters	Type	% Customers			
		Airtel	BSNL	Reliance	Overall
Ease of access of call centre/ customer care or helpline	Urban	93	89	92	91
	Rural	0	84	0	84
	Overall	93	87	92	91
Ease of getting an option for “ talking to customer care executive”	Urban	92	88	92	91
	Rural	0	83	0	83
	Overall	92	86	92	90
Response time taken by customer executive to answer customer call	Urban	90	93	92	92
	Rural	0	84	0	84
	Overall	90	90	92	91
Problem solving ability of customer care executive(s)	Urban	90	87	88	89
	Rural	0	87	0	87
	Overall	90	87	88	89
Time taken by call centre/ customer care / help-line to resolve your complaint	Urban	89	83	80	84
	Rural	0	80	0	80
	Overall	89	82	80	83
Overall Help service	Urban	91	88	89	89
	Rural	83	84	83	84
	Overall	91	86	89	89
<i>Base</i>		324	343	421	1088

- Lower proportion of BSNL customers were satisfied with all the sub parameters of help services except with the time taken by call centre/ customer care / help-line to resolve complaint.
- Airtel (89%) had the highest of customers satisfied with time taken by call centre/ customer care / help-line to resolve complaint.

4.5.4 Customer Satisfaction with Network Performance, Reliability & Availability

4.5.4.1 The following table shows the percentage of customers satisfied with sub-parameters of network performance, reliability & availability.

Sub Parameters	Type	% Customers			
		Airtel	BSNL	Reliance	Overall
Speed of broadband connection	Urban	96	90	86	91
	Rural	0	79	0	79
	Overall	96	86	86	89
Amount of time for which service is up and working	Urban	97	90	88	92
	Rural	0	81	0	81
	Overall	97	87	88	91
Overall Network performance, reliability & availability	Urban	97	90	87	91
	Rural	0	80	0	80
	Overall	97	87	87	90
<i>Base</i>		600	600	600	1800

- Airtel had the highest % of satisfied customers with respect to speed of broadband connection and the amount of time for which service is up & working.
- Both Reliance and BSNL registered lower satisfaction scores on all aspects of Network performance.

4.5.5 Customer Satisfaction with Maintainability

4.5.5.1 The following table shows the percentage of customers satisfied with maintainability

Sub Parameters	Type	%Customers			
		Airtel	BSNL	Reliance	Overall
Time taken for restoration of broadband connection	Urban	14	19	36	28
	Rural		24		24
	Overall	14	21	36	27
<i>Base</i>		14	86	78	178

- Only 27% of the customers were satisfied with the time taken for restoration of broadband connection.

4.5.6 Customer Satisfaction with Supplementary Services

4.5.6.1 The following table shows the percentage of customers satisfied with supplementary services.

Sub Parameters	Type	% Customers			
		Airtel	BSNL	Reliance	Overall
Overall Process of activating VAS or process of unsubscribing	Urban	100	91	92	95
	Rural		100		100
	Overall	100	92	92	95
<i>Base</i>		27	26	26	79

- 95% of customers satisfied with process of activating VAS or process of unsubscribing among Airtel & BSNL.

4.5.7 Customer Satisfaction with Overall Service Quality

4.5.7.1 The following graph shows the % of customers satisfied with overall service.

Sub Parameters	Type	% Customers			
		Airtel	BSNL	Reliance	Overall
Overall service quality	Urban	97	91	89	92
	Rural	0	74	0	74
	Overall	97	86	89	91
<i>Base</i>		597	588	582	1767

- 91% of the customers were satisfied with the quality of overall service. Airtel (97%) had the highest percentage of satisfied customers on this parameter while the other operators also met the benchmark scores.

4.6 Awareness of Grievance Redressal Mechanism & Experience among Broadband Service Subscribers

4.6.1 Awareness and experience of Call Centre

4.6.1.1 % of customers aware about the call centre number for making a complaint/ query.

Type	% Customers			
	Airtel	BSNL	Reliance	Overall
Urban	81	63	74	74
Rural	0	72	0	72
Overall	81	66	74	73
<i>Base</i>	600	600	600	1800

- 73% of broadband customers belonging to different service providers said that they were aware about the call centre number of their service provider for making a complaint/ query. The awareness was higher among Airtel customers.

4.6.1.2 The following table shows the percentage of customers who had complained in last 6 months to the toll free call centre/ customer care/ help-line telephone number.

Type	% Customers			
	Airtel	BSNL	Reliance	Overall
Urban	56	68	65	62
Rural	0	78	0	78
Overall	56	71	65	63
<i>Base</i>	486	394	442	1322

- 63% of broadband customers who were of the call centre number claimed to have complained in the last 6 months.

4.6.1.3 The following table shows the percentage of customers who received or did not receive the docket number for their complaints.

	Type of Users	% Customers			Overall
		Airtel	BSNL	Reliance	
Docket number received for most of the complaints	Urban	36	37	70	49
	Rural	0	41	0	41
	Overall	36	39	70	48
No Docket number received for most of the complaints	Urban	14	14	5	11
	Rural	0	15	0	15
	Overall	14	14	5	11
It was received on request	Urban	0	0	0	0
	Rural	47	45	24	37
	Overall	47	43	24	38
No Docket number received even on request	Urban	0	41	0	41
	Rural	0	0	0	0
	Overall	3	4	2	3
<i>Base</i>		270	280	286	836

- 48% of all broadband customers who had complained claimed that they received a docket number for most of their complaints. Another 38% received it on request.
- 11% of all broadband customers who had complained said that they did not receive docket numbers for most of their complaints.
- 38% of all broadband customers who had complained said that they received docket numbers on request.

4.6.1.4 The following table shows the percentage of customers who were informed about the action taken on their complaint by the call centre.

Type	% Customers			
	Airtel	BSNL	Reliance	Overall
Urban	93	93	86	90
Rural	--	87	--	87
Overall	93	91	86	90
<i>Base</i>	270	280	286	836

- 90% of all broadband customers who had complained said that they were informed about the action taken on their complaint by the call centre.

4.6.1.5 The following table shows the % of customers satisfied with complaint resolution.

Type	% Customers			
	Airtel	BSNL	Reliance	Overall
Urban	89	83	82	84
Rural	--	85	--	85
Overall	89	83	82	84
<i>Base</i>	270	280	286	836

- 84% all broadband customers who had lodged complaints said that they were satisfied with the system of resolution of complaints by call centre/ customer care/ helpline.

4.6.1.7 of customers who got their billing complaint resolved satisfactorily by call centre/ customer care within 4 weeks of lodging their complaints.

Type	% Customers			
	Airtel	BSNL	Reliance	Overall
Urban	32	26	18	27
Rural	--	37	--	37
Overall	32	30	18	27
<i>Base</i>	600	600	600	1800

- Only 27% of the billing complaints were satisfactorily resolved.

4.6.2 Awareness and experience of Nodal Officer

4.6.2.1 % of customers who were aware about the contact details of the nodal officer.

Type	% Customers			
	Airtel	BSNL	Reliance	Overall
Urban	4	7	9	7
Rural	--	5	--	5
Overall	4	7	9	7
<i>Base</i>	600	600	600	1800

- Only 7% of the broadband customers said that they were aware of the contact details of the Nodal Officer.

4.6.2.2 The following table shows the percentage of customers who had complained to the nodal officer regarding their complaints not being resolved or being unsatisfactorily resolved by the call center/customer care.

Type	% Customers			
	Airtel	BSNL	Reliance	Overall
Urban	8	10	47	30
Rural	--	50	--	50
Overall	8	20	47	30
<i>Base</i>	25	40	53	118

- 30% of the customers who were aware of the nodal officer had complained to the nodal officer.

4.6.2.3 The following table shows the percentage of customers who were able to connect to the Nodal Officer without any difficulty.

Type	% Customers			
	Airtel	BSNL	Reliance	Overall
Urban	8	15	34	19
Rural	--	50	--	50
Overall	8	15	34	22
<i>Base</i>	25	40	53	118

- 22% of the customers who had complained to the nodal officer were able to connect to the Nodal Officer without any difficulty.

4.6.2.3 The following table shows the percentage of customers who were intimidated by the Nodal Officer about the decision taken on their complaint.

Type	% Customers			
	Airtel	BSNL	Reliance	Overall
Urban	8	10	15	12
Rural	--	30	--	30
Overall	8	15	15	14
<i>Base</i>	25	40	53	118

- 14% of the customers who had complained to the nodal officer were intimidated by the Nodal Officer about the decision taken on their complaint.

4.6.2.4 The following table shows the percentage of customers satisfied with the redressal of the complaint by the Nodal Officer.

Type	% Customers			
	Airtel	BSNL	Reliance	Overall
Urban	8	3	13	9
Rural	--	50	--	50
Overall	8	15	13	13
<i>Base</i>	25	40	53	118

- 13% of them were satisfied with the redressal of the complaint by the Nodal Officer.

4.6.4 Awareness and experience of Appellate Authority

4.6.4.1 % of customers who were aware about Appellate Authority's contact details

Type	% Customers			
	Airtel	BSNL	Reliance	Overall
Urban	1	4	4	3
Rural	--	4	--	4
Overall	1	4	4	3
<i>Base</i>	600	600	600	1800

- Only 3% of the customers were aware of the Appellate Authority's contact details.

4.6.4.2 Incidence of Appeal being filed in the prescribed form in last 6 months

Type	% Customers			
	Airtel	BSNL	Reliance	Overall
Urban	0	0	8	4
Rural	--	--	--	--
Overall	0	0	8	4
<i>Base</i>	6	24	25	55

- Of those who were aware, only 4% had filed an appeal to the Appellate Authority.

4.6.4.3 Incidence of Acknowledgement Receipt

Type	% Customers			
	Airtel	BSNL	Reliance	Overall
Urban	--	--	100	100
Rural	--	--	--	--
Overall	--	--	100	100
<i>Base</i>	--	--	2	2

4.6.4.4 Reported Incidence of Decision by the Appellate Authority

Type	% Customers			
	Airtel	BSNL	Reliance	Overall
Urban	--	--	--	--
Rural	--	--	--	--
Overall	--	--	--	--
<i>Base</i>	--	--	2	2

4.6.5 General Information

4.6.5.1 The following table shows the percentage of new customers who got the Manual of Practice containing the terms and conditions of service, grievance redressal mechanism etc. while taking the connection.

Type	% Customers			
	Airtel	BSNL	Reliance	Overall
Urban	63	29	38	43
Rural	--	28	--	28
Overall	63	29	38	43
<i>Base</i>	600	600	600	1800

- 43% of the customers claimed to have got the Manual of Practice while taking the connection; the proportion was higher among Airtel (63%) customers.

5. SUMMARY OF CRITICAL FINDINGS

5.1 Basic Wire-line Service

Service Quality Compliance

- 92% of the basic wire-line service customers in UP(East) circle were satisfied with their service providers with overall service quality. A lower proportion of rural customers (84%) were satisfied.
- BSNL did not meet the benchmark for any parameter. In fact, it had very low satisfaction with respect to maintainability and help services including customer grievance redressal.
- Airtel did not meet the benchmark with respect to maintainability and help services including customer grievance redressal..
- 86% of all customers reported that the fault was repaired within 3 days.

Grievance Redressal Gaps

- Approximately 42% of the customers claimed to have made a complaint on the call centre number of their service provider in the last 6 months. Almost 22% of them had not received the docket number.
- Only 5% of all basic telephone service customers said that they were aware about the contact details of the nodal officer. Only 2% of all the basic wire-line service customers said that they were aware of the contact details of the Appellate Authority.
- Only 39% of the new basic telephone service customers said that they got the Manual of Practice while subscribing to the new basic telephone connection. Only 6% of the customers were aware about the rent rebate entitlement, in case fault is not repaired within 3 days. 29% of the customers were aware about the facility for registering telephone number with the service provider for not receiving unwanted tele-marketing calls/SMS. Only 2% of the aware customers were registered with the service provider for not receiving unwanted tele marketing calls/SMS.

5.2 Cellular Mobile Service

Service Quality Compliance

- 95% of all cellular mobile customers were satisfied with overall service quality. All the service providers met the benchmark for overall service quality. However, the performance in rural areas was weaker for most except for Airtel, TTSL, Aircel & Vodafone
- All the service providers met the benchmark set for provision of service.
- None of the service provider met the benchmark set for prepaid billing performance.
- BSNL, TTSL, Reliance & Aircel did not meet the benchmark set for Help Services including customer grievance redressal.
- Reliance & Uninor met the benchmark set for Network performance, reliability & availability as well as maintainability.
- Uninor did not meet the benchmark set for value added services.
- Only 77% of the cellular mobile customers who made billing complaints to the call centre reported that their complaints were resolved within 4 weeks of lodging. This was particularly low for BSNL, TTSL & Uninor.

Grievance Redressal Gaps

- 79% of all cellular mobile customers were aware of the call centre number of their service provider for the purpose of making a complaint/ query. 44% of them claimed that they had complained in the last 6 months to the toll free Call Centre/ Customer Care/ help-line telephone number. Only 47% of the customers reported complaint registration and receiving the docket numbers for most of their complaints.
- Only 8% of the cellular mobile customers were aware of the contact details of the nodal officer. All those who had complained to the Nodal Officer were satisfied with the action taken/ response.
- Only 2% of the mobile phone customers were aware of the contact details of appellate authority.
- Only 26% of the prepaid cellular mobile customers said that they were aware of the fact that they can get item-wise usage charge details on request.

5.3 Broadband Service

Service Quality Compliance

- 91% of all broadband customers were satisfied with overall service quality.
- None of the service providers met the benchmark set for maintainability.
- BSNL did not meet the benchmark for billing performance, network performance and help services.
- Reliance did not meet the benchmark for network performance and help services.
- Only 52% of the customers got their working connection within 7 working days.
- Only 27% of customers reported that their billing complaints were resolved within 4 weeks after they lodged their complaints. 82% of Reliance customers reported that their complaints were not resolved within 4 weeks.

Grievance Redressal Gaps

- 73% of broadband customers belonging to different service providers said that they were aware about the call centre number of their service provider for making a complaint/ query. 63% of them claimed to have complained in the last 6 months. Only 48% of all broadband customers who had complained claimed that they received a docket number for most of their complaints. However, 84% all broadband customers who had lodged complaints said that they were satisfied with the system of resolution of complaints by call centre/ customer care/ helpline.
- Only 7% of the broadband customers said that they were aware of the contact details of the Nodal Officer. 13% of them were satisfied with the redressal of the complaint by the Nodal Officer. Only 3% of the customers were aware of the Appellate Authority's contact details. Of those who were aware, only 4% had filed an appeal to the Appellate Authority.
- Approximately, 43% of the customers claimed to have got the Manual of Practice while taking the connection.

6. RECOMMENDATIONS

6.1 Quality of Service

6.1.1 Basic Wireline

- BSNL needs to improve on billing performance, particularly timely delivery of bills need to be improved
- Both Airtel & BSNL need to improve on help services including customer grievance redressal, on account of accessibility to the call centre and customer care executive's ability to solve the problem needs to be improved.
- Maintainability (fault repair) needs to be improved for Airtel & BSNL.
- Voice quality needs to be improved for BSNL

6.1.2 Cellular Mobile

- BSNL, TTSL, Reliance and Airtel need to improve on Help services including customer grievance redressal. Response time taken, time taken to solve the problem and problem solving ability are the areas where improvement is required.
- Process of resolution of billing complaints needs to be improved for all service providers except Uninor. Accuracy of charges & Refund/Credit/Waiver of excess charges are the areas to be improved.
- Reliance, should improve their network performance, on account of availability of signal in the locality & voice quality need to be improved.
- Reliance should improve on maintainability - availability & restoration of network need to be improved.
- Uninor needs to improve the process of activating VAS needs improvement.

6.1.3 Broadband

- BSNL & Reliance need to improve their help services including customer grievance redressal, on account of accessibility and ability to solve the problem by the customer care need to be improved.
- All the service providers need to improve on maintainability - restoration of broadband connection should be improved.
- BSNL needs to improve their process of billing performance.

6.2 Grievance Redressal Mechanism.

- Service providers should make their customers aware about the contact details of their Customer care, Nodal officer and appellate Authority.
- The effectiveness of the Nodal Officer needs to be enhanced so that complaints are speedily addressed to the satisfaction of the customers.
- All the customers should be informed about the facility whereby they can get item-wise usage charges on request.
- Delivery of the manual practice should be strengthened.

Annexure 1: Detailed Tables (Basic Telephone Service - Customers Survey)

A. Service Provision

Qus (1(a). Have you taken a telephone connection, shifted your connection or had your connection temporarily suspended in the last 6 months?

	Type		Airtel	BSNL	Overall
Yes	Urban	Count	17	24	41
		%	3	5	4
	Rural	Count	--	14	14
		%	--	10	10
	Overall	Count	17	38	55
		%	3	6	5
No	Urban	Count	583	432	1015
		%	97	95	96
	Rural	Count	--	130	130
		%	--	90	90
	Overall	Count	583	562	1145
		%	97	94	95

Qus(2). Have you been informed in writing, at the time of subscription of service or within a week of activation of service the complete details of your tariff plan?

	Type		Airtel	BSNL	Overall
Yes	Urban	Count	13	17	30
		%	77	71	73
	Rural	Count	--	9	9
		%	--	64	64
	Overall	Count	13	26	39
		%	77	68	71
No	Urban	Count	4	7	11
		%	24	29	27
	Rural	Count	--	5	5
		%	--	36	36
	Overall	Count	4	12	16
		%	24	32	29

Qus.. 5 (b) Please specify the reason(s) for your dissatisfaction with the quality, accuracy & completeness of the bills?

	Type		Airtel	BSNL	Overall
Charges not as per tariff plan	Urban	Count	--	10	10
		%	--	15	15
	Rural	Count	--	2	2
		%	--	17	17
	Overall	Count	--	12	12
		%	--	15	15
Charged for calls/services not made	Urban	Count	--	4	4
		%	--	6	6
	Rural	Count	--	--	--
		%	--	--	--
	Overall	Count	--	4	4
		%	--	5	5
Details like item wise charges are not provided	Urban	Count	1	--	1
		%	2	--	2
	Rural	Count	--	--	--
		%	--	--	--
	Overall	Count	1	--	1
		%	1	--	1
Calculation are not clear	Urban	Count	--	15	15
		%	--	22	22
	Rural	Count	--	5	5
		%	--	42	42
	Overall	Count	--	20	20
		%	--	25	25

Qus.6 Have you made any billing related complaints in the last 6 months?

	Type		Airtel	BSNL	Overall
Yes	Urban	Count	132	103	235
		%	22	23	22
	Rural	Count	--	22	22
		%	--	15	15
	Overall	Count	132	125	257
		%	22	21	21
No	Urban	Count	468	353	821
		%	78	77	78
	Rural	Count	--	122	122
		%	--	85	85
	Overall	Count	468	475	943
		%	78	79	79

Qus.9 Please specify the reason(s) for your dissatisfaction with the clarity of the bills sent by your service provider in terms of transparency and understandability?

	Type		Airtel	BSNL	Overall
Difficult to read the bill	Urban	Count	--	1	1
		%	--	3	3
	Rural	Count	--		
		%	--		
	Overall	Count	--	1	1
		%	--	2	2
Calculations not clear	Urban	Count	6	1	7
		%	16	3	18
	Rural	Count	--	--	--
		%	--	--	--
	Overall	Count	6	1	7
		%	13	2	15
Item-wise charges not given	Urban	Count	4	4	8
		%	11	11	21
	Rural	Count	--	2	2
		%	--	22	22
	Overall	Count	4	6	10
		%	9	13	21
Others	Urban	Count	--	22	22
		%	--	58	58
	Rural	Count	--	7	7
		%	--	78	78
	Overall	Count	--	29	29
		%	--	62	62

Qus.11 In the last 6 months, have you contacted customer care/ helpline/ call centre of your service provider?

	Type		Airtel	BSNL	Overall
Yes	Urban	Count	341	197	538
		%	57	43	51
	Rural	Count	--	41	41
		%	--	29	29
	Overall	Count	341	238	579
		%	57	40	48
No	Urban	Count	259	259	518
		%	43	57	49
	Rural	Count	--	103	103
		%	--	72	72
	Overall	Count	259	362	621
		%	43	60	52

Qus 19. How many times has your telephone connection required repair in the last 6 months?

	Type		Airtel	BSNL	Overall
Nil	Urban	Count	535	210	745
		%	89	46	71
	Rural	Count	--	55	55
		%	--	38	38
	Overall	Count	535	265	800
		%	89	44	67
Once	Urban	Count	46	99	145
		%	8	22	14
	Rural	Count	--	31	31
		%	--	22	22
	Overall	Count	46	130	176
		%	8	22	15
2-3 times	Urban	Count	16	94	110
		%	3	21	10
	Rural	Count	--	36	36
		%	--	25	25
	Overall	Count	16	130	146
		%	3	22	12
More than 3 times	Urban	Count	3	53	56
		%	1	12	5
	Rural	Count	--	22	22
		%	--	15	15
	Overall	Count	3	75	78
		%	1	13	7

Qus.22 Do you use services like call waiting, call forwarding, voice mail or any other supplementary services / value added services?

Service Providers	Type		Airtel	BSNL	Overall
Yes	Urban	Count	8	10	18
		%	1	2	2
	Rural	Count	--	1	1
		%	--	1	1
	Overall	Count	8	11	19
		%	1	2	2
No	Urban	Count	592	446	1038
		%	99	98	98
	Rural	Count	--	143	143
		%	--	99	99
	Overall	Count	592	589	1181
		%	99	98	98

Qus.24(b). Please tell me the reason for dissatisfaction with the process of activating value added services or the process of unsubscribing?

	Type		Airtel	BSNL	Overall
Not informed of charges	Urban	Count	--	1	1
		%	--	100	100
	Rural	Count	--	1	1
		%	--	100	100
	Overall	Count	--	2	2
		%	--	100	100
Activated without consent	Urban	Count	--	--	--
		%	--	--	--
	Rural	Count	--	--	--
		%	--	--	--
	Overall	Count	--	--	--
		%	--	--	--
Not informed about toll free number for unsubscribing	Urban	Count	--	--	--
		%	--	--	--
	Rural	Count	--	--	--
		%	--	--	--
	Overall	Count	--	--	--
		%	--	--	--
other	Urban	Count	--	--	--
		%	--	--	--
	Rural	Count	--	--	--
		%	--	--	--
	Overall	Count	--	--	--
		%	--	--	--

Qus.25 . In the last 6 months have you faced the problem of unauthorized activation of VAS by your service provider?

Service Providers	Type		Airtel	BSNL	Overall
Yes	Urban	Count	7	1	8
		%	1	0	1
	Rural	Count	--	1	1
		%	--	1	1
	Overall	Count	7	2	9
		%	1	0	1
No	Urban	Count	593	455	1048
		%	99	100	99
	Rural	Count	--	143	143
		%	--	99	99
	Overall	Count	593	598	1191
		%	99	100	99

Qus.25(a) how satisfied are you with the overall quality of your telephone services

Service Providers	Type		Airtel	BSNL	Overall
Total satisfaction	Urban	Count	6	1	7
		%	86%	100%	88%
	Rural	Count	--	1	1
		%	--	100%	100%
	Overall	Count	6	2	8
		%	86%	100%	89%

Qus.27 What kind of others services are you also taking from this service provider

	Type		Airtel	BSNL	Overall
Broadband	Urban	Count	415	215	630
		%	39	20	60
	Rural	Count	--	67	67
		%	--	47	47
	Overall	Count	415	282	697
		%	35	24	58
Mobile	Urban	Count	191	141	332
		%	18	13	31
	Rural	Count	--	51	51
		%	--	35	35
	Overall	Count	191	192	383
		%	16	16	32
Others	Urban	Count	2	5	7
		%	--	1	1
	Rural	Count	--	1	1
		%	--	1	1
	Overall	Count	2	6	8
		%	0	1	1
None	Urban	Count	171	95	266
		%	16	9	25
	Rural	Count	--	25	25
		%	--	17	17
	Overall	Count	171	120	291
		%	14	10	24

Annexure 2: Detailed Tables (Cellular Mobile Telephone Customers Survey)

Qus. (2) Have you been informed in writing, at the time of subscription of service or within a week of activation of service the complete details of your tariff plan?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Yes	Urban	Count	415	376	337	366	361	325	584	350	384	3498
		%	77	69	61	68	68	66	97	67	68	72
	Rural	Count	33	32	15	35	23	55	--	43	16	252
		%	52	62	29	56	35	52	--	54	47	49
	Overall	Count	448	408	352	401	384	380	584	393	400	3750
		%	75	68	59	67	64	63	97	66	67	69
No	Urban	Count	121	172	212	171	173	169	16	171	182	1387
		%	23	31	39	32	32	34	3	33	32	28
	Rural	Count	31	20	36	28	43	51	--	36	18	263
		%	48	39	71	44	65	48	--	46	53	51
	Overall	Count	152	192	248	199	216	220	16	207	200	1650
		%	25	32	41	33	36	37	3	35	33	31

B. Billing Process - Prepaid Customers

Qus. 4b Please specify the reason(s) for your dissatisfaction with the accuracy of charges for the services used such as call, SMS, GPRS etc.?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Charges not as per tariff plan subscribed	Urban	Count	6	2	4	7	9	5	--	2	--	35
		%	2	1	1	2	3	2	--	1	--	10
	Rural	Count	2	--	--	4	--	--	--		--	6
		%	2	--	--	5	--	--	--		--	7
	Overall	Count	8	2	4	11	9	5	--	2	--	41
		%	2	1	1	3	2	1	--	1	--	10
Tariff plan changed without information	Urban	Count	4	3	3	16	4	3	--	2	--	35
		%	1	1	1	5	1	1	--	1	--	10
	Rural	Count	1	--	--	--	3	2	--	2	--	8
		%	1	--	--	--	4	2	--	2	--	9
	Overall	Count	5	3	3	16	7	5	--	4	--	43
		%	1	1	1	4	2	1	--	1	--	10
Charged for value added services not requested	Urban	Count	12	2	55	35	21	11	--	11	6	153
		%	4	1	16	10	6	3	--	3	2	46
	Rural	Count	3	4	4	2	8	10	--	1	--	32
		%	4	5	5	2	9	12	--	1	--	38
	Overall	Count	15	6	59	37	29	21	--	12	6	185
		%	4	1	14	9	7	5	--	3	1	44

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Charged for call/services not made	Urban	Count	9	8	51	29	17	7	--	16	--	137
		%	3	2	15	9	5	2	--	5	--	41
	Rural	Count	7	4	--	3	2	4	--	2	--	22
		%	8	5	--	4	2	5	--	2	--	26
	Overall	Count	16	12	51	32	19	11	--	18	--	159
		%	4	3	12	8	5	3	--	4	--	38
Others	Urban	Count	6	13	3	9	5	11	--	12	6	65
		%	2	4	1	3	2	3	--	4	2	19
	Rural	Count	2	3	3	--	3	7	--	4	2	24
		%	2	4	4	--	4	8	--	5	2	28
	Overall	Count	8	16	6	9	8	18	--	16	8	89
		%	2	4	1	2	2	4	--	4	2	21

Qus 5a Have you made any complaint related to charging/credit/ waiver/ validity/ adjustments in the last 6 months?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Yes	Urban	Count	197	224	278	291	239	183	369	219	208	2208
		%	53	41	51	55	45	38	62	42	37	47
	Rural	Count	17	10	15	27	23	28	--	29	11	160
		%	33	19	29	43	35	28	--	37	32	32
	Overall	Count	214	234	293	318	262	211	369	248	219	2368
		%	51	39	49	53	44	36	62	41	37	46
No	Urban	Count	172	321	269	241	290	296	227	302	352	2470
		%	47	59	49	45	55	62	38	58	63	53
	Rural	Count	35	42	36	36	43	74	--	50	23	339
		%	67	81	71	57	65	73	--	63	68	68
	Overall	Count	207	363	305	277	333	370	227	352	375	2809
		%	49	61	51	47	56	64	38	59	63	54

Qus 5d Please specify the reason(s) for your dissatisfaction with the ease of recharging process and the transparency of recharge offer

Sub Parameters	Type	% Customers										
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Lack of complete information about the offer	Urban	Count	--	1	4	2	2	1	--	--	--	10
		%	--	1	5	3	3	1	--	--	--	13
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Overall	Count	--	1	4	2	2	1	--	--	--	10
		%	--	1	5	2	2	1	--	--	--	12
Charges/ Services not as per the offer	Urban	Count	--	2	1	2	--	--	--	1	--	6
		%	--	3	1	3	--	--	--	1	--	8
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Overall	Count	--	2	1	2	--	--	--	1	--	6
		%	--	2	1	2	--	--	--	1	--	7
Delay in activation of recharge	Urban	Count	1	2	3	9	2	2	--	2	--	21
		%	1	3	4	12	3	3	--	3	--	28
	Rural	Count	--	2	--	--	--	3	--	--	--	5
		%	--	22	--	--	--	33	--	--	--	56
	Overall	Count	1	4	3	9	2	5	--	2	--	26
		%	1	5	4	11	2	6	--	2	--	31

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Non availability of all denominations on recharge coupons	Urban	Count	1	--	4	1	6	--	--	--	2	14
		%	1	--	5	1	8	--	--	--	3	19
	Rural	Count	--	--	--	1	1	5	--	--		7
		%	--	--	--	11	11	56	--	--		78
	Overall	Count	1	--	4	2	7	5	--	--	2	21
		%	1	--	5	2	8	6	--	--	2	25
Others	Urban	Count	7	12	7	11	17	7	--	4	2	67
		%	9	16	9	15	23	9	--	5	3	89
	Rural	Count	--	2	--	1	1	5	--	--		9
		%	--	22	--	11	11	56	--	--		100
	Overall	Count	7	14	7	12	18	12	--	4	2	76
		%	8	17	8	14	21	14	--	5	2	91

Qus 5e Did you get information regarding call duration, amount deducted for call and balance in the account after every call?

Sub Parameters	Type	% Customers										
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Yes	Urban	Count	352	527	507	435	507	463	589	504	534	4418
		%	95	97	93	82	96	97	99	97	95	94
	Rural	Count	48	46	41	38	56	93	--	77	34	433
		%	92	89	80	60	85	91	--	98	100	87
	Overall	Count	400	573	548	473	563	556	589	581	568	4851
		%	95	96	92	80	95	96	99	97	96	94
No	Urban	Count	17	18	40	97	22	16	7	17	26	260
		%	5	3	7	18	4	3	1	3	5	6
	Rural	Count	4	6	10	25	10	9	--	2	0	66
		%	8	12	20	40	15	9	--	3	0	13
	Overall	Count	21	24	50	122	32	25	7	19	26	326
		%	5	4	8	21	5	4	1	3	4	6

Qus 8b Please specify the reason(s) for your dissatisfaction with the accuracy & completeness of the bills?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Charges not as per tariff plan subscribed	Urban	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Overall	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
Tariff plan changed without information	Urban	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Overall	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
Charged for value added services not subscribed	Urban	Count	2	--	--	--	--	--	--	--	--	2
		%	15	--	--	--	--	--	--	--	--	15
	Rural	Count		--	--	--	--	--	--	--	--	--
		%		--	--	--	--	--	--	--	--	--
	Overall	Count	2	--	--	--	--	--	--	--	--	2
		%	14	--	--	--	--	--	--	--	--	14

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Charged for calls/services not made/used	Urban	Count	11	--	--	--	--	--	--	--	--	11
		%	85	--	--	--	--	--	--	--	--	85
	Rural	Count	1	--	--	--	--	--	--	--	--	1
		%	100	--	--	--	--	--	--	--	--	100
	Overall	Count	12	--	--	--	--	--	--	--	--	12
		%	86	--	--	--	--	--	--	--	--	86
Calculations are not clear	Urban	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Overall	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--

Qus 9a Have you made any billing related complaints in the last 6 months?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Yes	Urban	Count	35	1	1	0	2	5	0	0	44	35
		%	21	33	50	0	40	33	0	0	21	21
	Rural	Count	3	--	--	--	--	0	--	--	3	3
		%	25	--	--	--	--	0	--	--	19	25
	Overall	Count	38	1	1	0	2	5	0	0	47	38
		%	21	33	50	0	40	26	0	0	21	21
No	Urban	Count	132	2	1	5	3	10	4	6	163	132
		%	79	67	50	100	60	67	100	100	79	79
	Rural	Count	9	--	--	--	--	4	--	--	13	9
		%	75	--	--	--	--	100	--	--	81	75
	Overall	Count	141	2	1	5	3	14	4	6	176	141
		%	79	67	50	100	60	74	100	100	79	79

Qus 10 In the last 6 months, have you contacted customer care/ helpline/ call centre of your service provider?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Yes	Urban	Count	290	343	377	421	292	260	470	314	340	3107
		%	54	63	69	78	55	53	78	60	60	64
	Rural	Count	29	24	32	55	29	41	--	51	20	281
		%	45	46	63	87	44	39	--	65	59	55
	Overall	Count	319	367	409	476	321	301	470	365	360	3388
		%	53	61	68	79	54	50	78	61	60	63
No	Urban	Count	246	205	172	116	242	234	130	207	226	1778
		%	46	37	31	22	45	47	22	40	40	36
	Rural	Count	35	28	19	8	37	65	--	28	14	234
		%	55	54	37	13	56	61	--	35	41	45
	Overall	Count	281	233	191	124	279	299	130	235	240	2012
		%	47	39	32	21	47	50	22	39	40	37

Qus 18 How often does your call drops during conversation?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Very Frequently	Urban	Count	0	0	0	6	1	2	0	0	9	18
		%	0	0	0	1	0	0	0	0	2	0
	Rural	Count	0	0	0	5	0	0	--	0	2	7
		%	0	0	0	8	0	0	--	0	6	1
	Overall	Count	0	0	0	11	1	2	0	0	11	25
%		0	0	0	2	0	0	0	0	2	1	
Frequently	Urban	Count	37	80	46	82	26	17	4	61	85	438
		%	7	15	8	15	5	3	1	12	15	9
	Rural	Count	14	16	4	15	16	24	--	17	4	110
		%	22	31	8	24	24	23	--	22	12	21
	Overall	Count	51	96	50	97	42	41	4	78	89	548
%		9	16	8	16	7	7	1	13	15	10	
Occasionally	Urban	Count	311	319	278	329	345	244	502	264	261	2853
		%	58	58	51	61	65	49	84	51	46	58
	Rural	Count	16	23	20	27	23	34	--	29	18	190
		%	25	44	39	43	35	32	--	37	53	37
	Overall	Count	327	342	298	356	368	278	502	293	279	3043
%		55	57	50	59	61	46	84	49	47	56	
Never	Urban	Count	188	149	225	120	162	231	94	196	211	1576
		%	35	27	41	22	30	47	16	38	37	32
	Rural	Count	34	13	27	16	27	48	--	33	10	208
		%	53	25	53	25	41	45	--	42	29	40
	Overall	Count	222	162	252	136	189	279	94	229	221	1784
%		37	27	42	23	32	47	16	38	37	33	

Qus Q 20 How often do you face signal problems?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Very Frequently	Urban	Count	0	0	3	6	1	4	0	3	9	26
		%	0	0	1	1	0	1	0	1	2	1
	Rural	Count	1	0	0	5	4	0	--	0	2	12
		%	2	0	0	8	6	0	--	0	6	2
	Overall	Count	1	0	3	11	5	4	0	3	11	38
		%	0	0	1	2	1	1	0	1	2	1
Frequently	Urban	Count	12	27	12	51	17	5	4	19	49	196
		%	2	5	2	10	3	1	1	4	9	4
	Rural	Count	5	4	0	11	6	5	--	10	9	50
		%	8	8	0	18	9	5	--	13	27	10
	Overall	Count	17	31	12	62	23	10	4	29	58	246
		%	3	5	2	10	4	2	1	5	10	5
Occasionally	Urban	Count	367	364	329	380	372	280	533	312	314	3251
		%	69	66	60	71	70	57	89	60	56	67
	Rural	Count	21	40	27	34	32	56	--	37	17	264
		%	33	77	53	54	49	53	--	47	50	51
	Overall	Count	388	404	356	414	404	336	533	349	331	3515
		%	65	67	59	69	67	56	89	58	55	65
Never	Urban	Count	157	157	205	100	144	205	63	187	194	1412
		%	29	29	37	19	27	42	11	36	34	29
	Rural	Count	37	8	24	13	24	45	--	32	6	189
		%	58	15	47	21	36	43	--	41	18	37
	Overall	Count	194	165	229	113	168	250	63	219	200	1601
		%	32	28	38	19	28	42	11	37	33	30

Qus 23 Have you subscribed to any supplementary services like call forwarding, call diverting and value added services like ring tone, alerts, GPRS, e-mail, voice mail or any other such services, in the last 6 months?

Sub Parameters	Type	% Customers										
			Airtel	BSNL	TSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Yes	Urban	Count	149	206	160	215	136	127	359	155	153	1660
		%	28	38	29	40	26	26	60	30	27	34
	Rural	Count	9	7	6	14	3	5	--	16	10	70
		%	14	14	12	22	5	5	--	20	29	14
	Overall	Count	158	213	166	229	139	132	359	171	163	1730
		%	26	36	28	38	23	22	60	29	27	32
No	Urban	Count	387	342	389	322	398	367	241	366	413	3225
		%	72	62	71	60	75	74	40	70	73	66
	Rural	Count	55	45	45	49	63	101	--	63	24	445
		%	86	87	88	78	96	95	--	80	71	86
	Overall	Count	442	387	434	371	461	468	241	429	437	3670
		%	74	65	72	62	77	78	40	72	73	68

Qus 25(b) Please tell me the reasons for your dissatisfaction with the process of activating value added services or the process of unsubscribing?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Not informed of charges	Urban	Count	3	9	5	3	6	3	4	5	19	57
		%	5	16	9	5	11	5	7	9	33	100
	Rural	Count	--	--	--	1	--	--	--	4	7	12
		%	--	--	--	8	--	--	--	33	58	100
	Overall	Count	3	9	5	4	6	3	4	9	26	69
		%	4	13	7	6	9	4	6	13	38	100
Activated without consent	Urban	Count	2	1	2	1	2	1	--	--	7	16
		%	4	2	4	2	4	2	--	--	12	28
	Rural	Count	--	--	--	--	--	--	--	--	5	5
		%	--	--	--	--	--	--	--	--	42	42
	Overall	Count	2	1	2	1	2	1	--	--	12	21
		%	3	1	3	1	3	1	--	--	17	30
Not informed about toll free number for unsubscribing	Urban	Count		1	2		1		4	2	6	16
		%		2	4		2		7	4	11	28
	Rural	Count	--	--	--	--	--	--	--	--	5	5
		%	--	--	--	--	--	--	--	--	42	42
	Overall	Count		1	2		1		4	2	11	21
		%		1	3		1		6	3	16	30
Others	Urban	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Overall	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--

Qus 26 In last 6 months have you faced the problem of unauthorized activation of VAS by your service provider?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Yes	Urban	Count	114	139	193	211	169	118	201	153	98	1396
		%	21	25	35	39	32	24	34	29	17	29
	Rural	Count	23	25	23	38	23	37	--	17	3	189
		%	36	48	45	60	35	35	--	22	9	37
	Overall	Count	137	164	216	249	192	155	201	170	101	1585
		%	23	27	36	42	32	26	34	28	17	29
No	Urban	Count	422	409	356	326	365	376	399	368	468	3489
		%	79	75	65	61	68	76	67	71	83	71
	Rural	Count	41	27	28	25	43	69	--	62	31	326
		%	64	52	55	40	65	65	--	79	91	63
	Overall	Count	463	436	384	351	408	445	399	430	499	3815
		%	77	73	64	59	68	74	67	72	83	71

Qus 27 Have you complained to your service provider for deactivation of such services and refund of charges levied?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Yes	Urban	Count	103	121	187	186	154	109	201	140	78	1279
		%	90	87	97	88	91	92	100	92	80	92
	Rural	Count	23	25	21	32	23	34	--	17	3	178
		%	100	100	91	84	100	92	--	100	100	94
	Overall	Count	126	146	208	218	177	143	201	157	81	1457
		%	92	89	96	88	92	92	100	92	80	92
No	Urban	Count	11	18	6	25	15	9	0	13	20	117
		%	10	13	3	12	9	8	0	9	20	8
	Rural	Count	0	0	2	6	0	3	--	0	0	11
		%	0	0	9	16	0	8	--	0	0	6
	Overall	Count	11	18	8	31	15	12	0	13	20	128
		%	8	11	4	12	8	8	0	8	20	8

Qus 28(b) How satisfied are you with the resolution of your complaint for deactivation of VAS & refund of charges levied?

	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Total satisfaction	Urban	Count	61	68	96	109	78	54	138	70	55	729
		%	59	56	51	59	51	50	69	50	71	57
	Rural	Count	8	8	8	16	11	10	0	2	0	63
		%	35	32	38	50	48	29	0	12	0	35
	Overall	Count	69	76	104	125	89	64	138	72	55	792
		%	55	52	50	57	50	45	69	46	68	54

Qus 30 What kind of other services are you also taking from this service provider?

	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Broadband	Urban	Count	42	27	31	43	--	--	--	21	--	164
		%	7	4.5	5.2	7.2	--	--	--	3.5	--	3
	Rural	Count	1		3	2	--	--	--	2	--	8
		%	0.2		0.5	0.3	--	--	--	0.3	--	0.1
	Overall	Count	43	27	34	45	--	--	--	23	--	172
		%	7.2	4.5	5.7	7.5	--	--	--	3.8	--	3.2
Wireline	Urban	Count	59	77	45	64	--	--	--	--	--	245
		%	9.8	12.8	7.5	10.7	--	--	--	--	--	4.5
	Rural	Count	4	8	1	13	--	--	--	--	--	26
		%	0.7	1.3	0.2	2.2	--	--	--	--	--	0.5
	Overall	Count	63	85	46	77	--	--	--	--	--	271
		%	10.5	14.2	7.7	12.8	--	--	--	--	--	5
Others	Urban	Count	18	48	15	45	85	80	46	81	219	637
		%	3	8	2.5	7.5	14.2	13.3	7.7	13.5	36.5	11.8
	Rural	Count	3	2	2	3	8	17		15	9	59
		%	0.5	0.3	0.3	0.5	1.3	2.8		2.5	1.5	1.1
	Overall	Count	21	50	17	48	93	97	46	96	228	696
		%	3.5	8.3	2.8	8	15.5	16.2	7.7	16	38	12.9
None	Urban	Count	421	403	463	388	449	414	554	419	347	3858
		%	70.2	67.2	77.2	64.7	74.8	69	92.3	69.8	57.8	71.4
	Rural	Count	56	42	45	47	58	89		62	25	424
		%	9.3	7	7.5	7.8	9.7	14.8		10.3	4.2	7.9
	Overall	Count	477	445	508	435	507	503	554	481	372	4282
		%	79.5	74.2	84.7	72.5	84.5	83.8	92.3	80.2	62	79.3

Qus 42b Were you able to connect to the Nodal officer without any difficulty?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Yes	Urban	Count	9	3	4	8	3	1	0	6	11	45
		%	19	6	13	13	8	3	0	21	17	12
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	9	3	4	8	3	1	0	6	11	45
	Overall	Count	18	5	13	13	8	3	0	19	17	11
		%	--	--	--	--	--	--	--	--	--	--
No	Urban	Count	39	50	28	54	34	33	31	23	54	346
		%	81	94	88	87	92	97	100	79	83	89
	Rural	Count	3	4	--	2	1	--	--	2	--	12
		%	100	100	--	100	100	--	--	100	--	100
	Overall	Count	42	54	28	56	35	33	31	25	54	358
		%	82	95	88	88	92	97	100	81	83	89

MARKET PULSE

Mindware: Mindshare Delivered.

Qus 31 The following table shows the percentage of customers who aware about the facility for registering your mobile number with the service provider for not receiving unwanted tele marketing calls/SMS.

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Yes	Urban	Count	137	145	171	243	110	106	64	132	241	1349
		%	26	27	31	45	21	22	11	25	43	28
	Rural	Count	8	10	15	38	2	17	--	12	8	110
		%	13	19	29	60	3	16	--	15	24	21
	Overall	Count	145	155	186	281	112	123	64	144	249	1459
		%	24	26	31	47	19	21	11	24	42	27
No	Urban	Count	399	403	378	294	424	388	536	389	325	3536
		%	74	74	69	55	79	79	89	75	57	72
	Rural	Count	56	42	36	25	64	89	--	67	26	405
		%	88	81	71	40	97	84	--	85	77	79
	Overall	Count	455	445	414	319	488	477	536	456	351	3941
		%	76	74	69	53	81	80	89	76	59	73

Q32 The following table shows the percentage of customers who registered with service provider for not receiving any unwanted tele marketing calls/SMS

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Yes	Urban	Count	57	67	68	142	50	44	34	55	78	595
		%	42	46	40	58	46	42	53	42	32	44
	Rural	Count	4	0	6	20	2	11	--	4	0	47
		%	50	0	40	53	100	65	--	33	0	43
	Overall	Count	61	67	74	162	52	55	34	59	78	642
		%	42	43	40	58	46	45	53	41	31	44
No	Urban	Count	80	78	103	101	60	62	30	77	163	754
		%	58	54	60	42	55	59	47	58	68	56
	Rural	Count	4	10	9	18	0	6	--	8	8	63
		%	50	100	60	47	0	35	--	67	100	57
	Overall	Count	84	88	112	119	60	68	30	85	171	817
		%	58	57	60	42	54	55	47	59	69	56

Qus 33A The following table shows the percentage of customers who significant reduction in number of unwanted tele marketing calls/SMS received even after registering

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
No change	Urban	Count	31	47	22	44	30	21	34	12	43	284
		%	54	70	32	31	60	48	100	22	55	48
	Rural	Count	1	--	0	6	1	0	--	0	--	8
		%	25	--	0	30	50	0	--	0	--	17
	Overall	Count	32	47	22	50	31	21	34	12	43	292
%	53	70	30	31	60	38	100	20	55	46		
Slight decrease	Urban	Count	2	6	0	2	2	1	0	2	0	15
		%	4	9	0	1	4	2	0	4	0	3
	Rural	Count	0	--	2	2	0	3	--	4	--	11
		%	0	--	33	10	0	27	--	100	--	23
	Overall	Count	2	6	2	4	2	4	0	6	0	26
%	3	9	3	3	4	7	0	10	0	4		
Considerable decrease	Urban	Count	5	5	11	15	3	2	0	2	11	54
		%	9	8	16	11	6	5	0	4	14	9
	Rural	Count	0	--	2	0	1	3	--	0	--	6
		%	0	--	33	0	50	27	--	0	--	13
	Overall	Count	5	5	13	15	4	5	0	2	11	60
%	8	8	18	9	8	9	0	3	14	9		
Stopped receiving	Urban	Count	19	9	35	81	15	20	0	39	24	242
		%	33	13	52	57	30	46	0	71	31	41
	Rural	Count	3	--	2	12	0	5	--	0	--	22
		%	75	--	33	60	0	46	--	0	--	47
	Overall	Count	22	9	37	93	15	25	0	39	24	264
%	36	13	50	57	29	46	0	66	31	41		

Qus 33b The following table shows the percentage of customers who made any complaint to your service provider on getting such unwanted tele marketing calls/ SMS even after registering your mobile number.

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Yes	Urban	Count	25	42	19	36	31	16	30	7	38	244
		%	66	72	58	59	89	67	88	44	70	69
	Rural	Count	0	--	0	4	2	0	--	0	--	6
		%	0	--	0	50	100	0	--	0	--	24
	Overall	Count	25	42	19	40	33	16	30	7	38	250
		%	64	72	51	58	89	53	88	35	70	66
No	Urban	Count	13	16	14	24	4	8	4	9	13	105
		%	34	28	42	39	11	33	12	56	24	30
	Rural	Count	1	--	4	4	0	6	--	4	--	19
		%	100	--	100	50	0	100	--	100	--	76
	Overall	Count	14	16	18	28	4	14	4	13	13	124
		%	36	28	49	41	11	47	12	65	24	33

Qus 33c The following table shows the percentage of customers who made any complaint to service provider on getting such unwanted tele marketing calls/ SMS even after registering mobile number and...

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Complaint was registered by the service provider and informed about the action taken	Urban	Count	19	33	15	29	28	14	19	4	23	184
		%	76	79	79	81	90	88	63	57	61	75
	Rural	Count	--	--	--	2	1	--	--	--	--	3
		%	--	--	--	50	50	--	--	--	--	50
	Overall	Count	19	33	15	31	29	14	19	4	23	187
%		76	79	79	78	88	88	63	57	61	75	
Complaint was registered by the service provider and did not inform about the action taken	Urban	Count	4	7	1	3	3	2	8	3	9	40
		%	16	17	5	8	10	13	27	43	24	16
	Rural	Count	--	--	--	2	1	--	--	--	--	3
		%	--	--	--	50	50	--	--	--	--	50
	Overall	Count	4	7	1	5	4	2	8	3	9	43
%		16	17	5	13	12	13	27	43	24	17	
Service Provider refused to register the complaint	Urban	Count	1	0	0	1	0	0	0	0	6	8
		%	4	0	0	3	0	0	0	0	16	3
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Overall	Count	1	0	0	1	0	0	0	0	6	8
%		4	0	0	3	0	0	0	0	16	3	
Difficult to lodge the complaint	Urban	Count	1	2	3	3	0	0	3	0	0	12
		%	4	5	16	8	0	0	10	0	0	5
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Overall	Count	1	2	3	3	0	0	3	0	0	12
%		4	5	16	8	0	0	10	0	0	5	

Q34a The following table shows the percentage of customers who aware of facility by which you can change your service provider without changing your mobile number

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Yes	Urban	Count	303	317	273	344	278	289	262	292	429	2787
		%	57	58	50	64	52	59	44	56	76	57
	Rural	Count	25	19	27	48	16	43	--	38	22	238
		%	39	37	53	76	24	41	--	48	65	46
	Overall	Count	328	336	300	392	294	332	262	330	451	3025
		%	55	56	50	65	49	55	44	55	75	56
No	Urban	Count	233	231	276	193	256	205	338	229	137	2098
		%	44	42	50	36	48	42	56	44	24	43
	Rural	Count	39	33	24	15	50	63	--	41	12	277
		%	61	64	47	24	76	59	--	52	35	54
	Overall	Count	272	264	300	208	306	268	338	270	149	2375
		%	45	44	50	35	51	45	56	45	25	44

Qus 34b The following table shows the percentage of customers who Have you utilized SMS based Mechanism for getting 'Unique Porting Code' from your existing service provider

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Yes	Urban	Count	37	56	30	61	37	31	46	18	51	367
		%	12	18	11	18	13	11	18	6	12	13
	Rural	Count	0	0	0	0	0	1	--	0	0	1
		%	0	0	0	0	0	2	--	0	0	0
	Overall	Count	37	56	30	61	37	32	46	18	51	368
		%	11	17	10	16	13	10	18	6	11	12
No	Urban	Count	266	261	243	283	241	258	216	274	378	2420
		%	88	82	89	82	87	89	82	94	88	87
	Rural	Count	25	19	27	48	16	42	--	38	22	237
		%	100	100	100	100	100	98	--	100	100	100
	Overall	Count	291	280	270	331	257	300	216	312	400	2657
		%	89	83	90	84	87	90	82	95	89	88

Qus 34d The following table shows the percentage of customers If they have utilized the service of MNP, you satisfied with its entire process

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Very dissatisfied	Urban	Count	0	0	0	1	0	0	0	0	0	1
		%	0	0	0	2	0	0	0	0	0	0
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Overall	Count	0	0	0	1	0	0	0	0	0	1
		%	0	0	0	2	0	0	0	0	0	0
Dissatisfied	Urban	Count	0	1	2	0	6	0	0	2	0	11
		%	0	2	7	0	14	0	0	12	0	3
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Overall	Count	0	1	2	0	6	0	0	2	0	11
		%	0	2	7	0	14	0	0	12	0	3
Satisfied	Urban	Count	27	46	18	48	31	23	43	12	36	284
		%	71	84	64	80	72	77	94	71	71	77
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Overall	Count	27	46	18	48	31	23	43	12	36	284
		%	71	84	64	80	72	77	94	71	71	77
Very satisfied	Urban	Count	11	8	8	11	6	7	3	3	15	72
		%	29	15	29	18	14	23	7	18	29	20
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Overall	Count	11	8	8	11	6	7	3	3	15	72
		%	29	15	29	18	14	23	7	18	29	20

Qus 34 (C) When did you get 'Unique Porting Code' from your existing service provider

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Within 5 minutes	Urban	Count	3	8	7	10	3	4	8	5	0	48
		%	8	14	23	16	8	13	17	28	0	13
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Overall	Count	3	8	7	10	3	4	8	5	0	48
		%	8	14	23	16	8	13	17	28	0	13
After 5 to 10 minutes	Urban	Count	32	44	19	46	32	26	35	12	51	297
		%	87	79	63	75	87	84	76	67	100	81
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Overall	Count	32	44	19	46	32	26	35	12	51	297
		%	87	79	63	75	87	81	76	67	100	81
After 10 minutes	Urban	Count	1	2	4	4	1	1	3	1	0	17
		%	3	4	13	7	3	3	7	6	0	5
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Overall	Count	1	2	4	4	1	1	3	1	0	17
		%	3	4	13	7	3	3	7	6	0	5
Never	Urban	Count	1	2	0	1	1	0	0	0	0	5
		%	3	4	0	2	3	0	0	0	0	1
	Rural	Count	--	--	--	--	--	1	--	--	--	1
		%	--	--	--	--	--	100	--	--	--	100
	Overall	Count	1	2	0	1	1	1	0	0	0	6
		%	3	4	0	2	3	3	0	0	0	2

Qus 35 On a scale of 1 – 10 where 10 is very good and 1 is very poor, how do you rate your service provider

Sub Parameters	Type	Customers Retention										
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Average score	Urban	Count	522	516	510	537	515	485	596	505	534	4720
		Mean	8.14	8.06	7.65	8.07	8.04	8.34	7.93	8.25	8.21	8.07
	Rural	Count	61	48	63	51	62	97	--	73	34	489
		Mean	8.17	7.43	7.37	8.35	7.89	8.44	--	8.27	7.65	8.01
	Overall	Count	583	564	573	588	577	582	596	578	568	5209
		Mean	8.14	8	7.62	8.09	8.02	8.35	7.93	8.25	8.17	8.07

Annexure 3: Detailed Tables (Broadband Customers Survey)

Qus (1a) When did you last apply for a broadband connection?

Service Providers	Type		Airtel	BSNL	Reliance	Overall
More than 7 to 15 days ago	Urban	Count	3	2	11	16
		%	1	0	2	1
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	3	2	11	16
		%	1	0	2	1
More than 15 day to 30 days ago	Urban	Count	2	0	2	4
		%	0	0	0	0
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	2	0	2	4
		%	0	0	0	0
More than 30 days ago	Urban	Count	595	598	587	1780
		%	99	100	98	99
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	595	598	587	1780
		%	99	100	98	99

Qus.3 . In case your connection was temporarily suspended due to non-payment of bills, how much time was taken by the service provider to reactivate service after you made the payment?

Service Providers	Type		Airtel	BSNL	Reliance	Overall
Within 24 hrs	Urban	Count	11	32	84	127
			2	5	14	7
	Rural	Count	--	--	--	--
			--	--	--	--
	Overall	Count	11	32	84	127
			2	5	14	7
2-3 days	Urban	Count	227	205	169	601
			38	34	28	33
	Rural	Count	--	--	--	--
			--	--	--	--
	Overall	Count	227	205	169	601
			38	34	28	33
4-7 days	Urban	Count	15	4	12	31
			3	1	2	2
	Rural	Count	--	--	--	--
			--	--	--	--
	Overall	Count	15	4	12	31
			3	1	2	2
More than 7 days	Urban	Count	123	9	25	157
			21	2	4	9
	Rural	Count	--	--	--	--
			--	--	--	--
	Overall	Count	123	9	25	157
			21	2	4	9
Not applicable	Urban	Count	224	350	310	884
			37	58	52	49
	Rural	Count	--	--	--	--
			--	--	--	--
	Overall	Count	224	350	310	884
			37	58	52	49

Qus.5(b) Please specify the reason(s) for your dissatisfaction with the clarity of the bills issued by your service provider in terms of transparency and understandability?

Service Providers	Type		Airtel	BSNL	Reliance	Overall
Difficult to read the bill	Urban	Count	4	--	--	4
		%	3	--	--	3
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	4	--	--	4
		%	3	--	--	3
Difficult to understand the language	Urban	Count	3	--	--	3
		%	2	--	--	2
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	3	--	--	3
		%	2	--	--	2
Calculation-on not clear	Urban	Count	--	6	2	8
		%	--	5	2	6
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	--	6	2	8
		%	--	5	2	6
Item-wise charges not given	Urban	Count	2	2	--	4
		%	2	2	--	3
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	2	2	--	4
		%	2	2	--	3
others	Urban	Count	48	47	36	131
		%	36	36	27	99
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	48	47	36	131
		%	36	36	27	99

Qus.6(b) Please specify the reason(s) for your dissatisfaction with the accuracy/completeness of the bills?

Service Providers	Type		Airtel	BSNL	Reliance	Overall
Charges not as per tariff plan subscribed	Urban	Count	2	6	6	14
		%	1	4	4	9
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	2	6	6	14
		%	1	4	4	9
Tariff plan changed without information	Urban	Count	2	2	2	6
		%	1	1	1	4
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	2	2	2	6
		%	1	1	1	4
Charged for value added services not requested	Urban	Count	--	2	--	2
		%	--	1	--	1
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	--	2	--	2
		%	--	1	--	1
Charged for calls not made	Urban	Count	8	8	11	27
		%	5	5	7	17
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	8	8	11	27
		%	5	5	7	17
others	Urban	Count	33	45	40	118
		%	21	29	26	75
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	33	45	40	118
		%	21	29	26	75

Qus.7 Have you made any billing related complaints in last 6 months?

Service Providers	Type		Airtel	BSNL	Reliance	Overall
Yes	Urban	Count	255	223	183	661
		%	43	37	31	37
	Rural		--	--	--	--
			--	--	--	--
	Overall	Count	255	223	183	661
		%	43	37	31	37
No	Urban	Count	345	377	417	1139
		%	58	63	70	63
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	345	377	417	1139
		%	58	63	70	63

Qus.10 In the last 6 months, have you contacted customer care/helpline/call centre of your service provider?

Service Providers	Type		Airtel	BSNL	Reliance	Overall
Yes	Urban	Count	324	343	421	1088
		%	54	57	70	60
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	324	343	421	1088
		%	54	57	70	60
No	Urban	Count	276	257	179	712
		%	46	43	30	40
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	276	257	179	712
		%	46	43	30	40

Qus.17 . How often do you face a problem with your Broadband connection?

Service Providers	Type		Airtel	BSNL	Reliance	Overall
Very frequently	Urban	Count	2	14	5	21
		%	0	2	1	1
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	2	14	5	21
		%	0	2	1	1
Frequently	Urban	Count	12	72	73	157
		%	2	12	12	9
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	12	72	73	157
		%	2	12	12	9
Occasionally	Urban	Count	529	458	462	1449
		%	88	76	77	81
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	529	458	462	1449
		%	88	76	77	81
Never	Urban	Count	57	56	60	173
		%	10	9	10	10
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	57	56	60	173
		%	10	9	10	10

Qus.18 What was the broadband connection problem faced by you in last 6 months related to, please specify?

Service Providers	Type		Airtel	BSNL	Reliance	Overall
Problem was related to my computer Hardware/software	Urban	Count	4	20	12	36
		%	29	23	15	20
	Rural		--	--	--	--
			--	--	--	--
	Overall	Count	4	20	12	36
		%	29	23	15	20
Problem was related to broadband and modem provided by the service operator	Urban	Count	10	66	66	142
		%	71	77	85	80
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	10	66	66	142
		%	71	77	85	80

Qus20(a) Do you use any value added services or supplementary services such as static/ fixed IP addresses, e-mail IDs etc.

Service Providers	Type		Airtel	BSNL	Reliance	Overall
Yes	Urban	Count	27	26	26	79
		%	5	4	4	4
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	27	26	26	79
		%	5	4	4	4
No	Urban	Count	573	574	574	1721
		%	96	96	96	96
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	573	574	574	1721
		%	96	96	96	96

MARKET PULSE
Mindware: Mindshare Delivered.

Qus.20(c) Please tell me the reasons for your dissatisfaction with the process of activating value added services or the process of unsubscribing?.

Service Providers	Type		Airtel	BSNL	Reliance	Overall
Not informed of charges	Urban	Count	--	--	--	--
		%	--	--	--	--
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	--	--	--	--
		%	--	--	--	--
Activated without consent	Rural	Count	--	2	--	2
		%	--	50	--	50
	Urban	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	--	2	--	2
		%	--	50	--	50
Not informed about toll free no. for unsubscribing	Urban	Count	--	--	2	2
		%	--	--	50	50
	Rural	Count	--	--		
		%	--	--		
	Overall	Count	--	--	2	2
		%	--	--	50	50
others	Urban	Count	--	--	--	--
		%	--	--	--	--
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	--	--	--	--
		%	--	--	--	--

Qus23 (b) Please specify the reason(s) for your dissatisfaction with the overall quality of your Broadband service?

Service Providers	Type		Airtel	BSNL	Reliance	Overall
No Reason Given	Urban	Count	2	8	0	10
		%	20	80	0	100
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	2	8	0	10
		%	20	80	0	100
bad customer care	Urban	Count	0	2	2	4
		%	0	50	50	100
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	0	2	2	4
		%	0	50	50	100
bill is not clear	Urban	Count	4	2	4	10
		%	40	20	40	100
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	4	2	4	10
		%	40	20	40	100
customer care services are bad	Urban	Count	6	2	13	21
		%	29	10	62	100
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	6	2	13	21
		%	29	10	62	100
Speed is very slow	Urban	Count	2	34	29	65
		%	3	52	45	100
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	2	34	29	65
		%	3	52	45	100
Others	Urban	Count	4	36	17	57
		%	7	63	30	100
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	4	36	17	57
		%	7	63	30	100

Qus.24 How many persons in your house are using this Broadband connection?

Service Providers	Type		Airtel	BSNL	Reliance
Average score	Urban	Count	594	578	579
		Mean	3	3	2
	Rural	Count	--	--	--
		Mean	--	--	--
	Overall	Count	594	578	579
		Mean	3	3	2

Qus.24(a) What kind of other telecom services are you also taking from your service provider?

Service Providers	Type		Airtel	BSNL	Reliance	Overall
Mobile	Urban	Count	187	243	227	657
		%	10	14	13	37
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	187	243	227	657
		%	10	14	13	37
Wireline	Urban	Count	493	337	197	1027
		%	27	19	11	57
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	493	337	197	1027
		%	27	19	11	57
Others	Urban	Count	42	11	60	113
		%	2	1	3	6
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	42	11	60	113
		%	2	1	3	6
None	Urban	Count	52	102	170	324
		%	3	6	9	18
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	52	102	170	324
		%	3	6	9	18

Qus 25 Are you aware of the facility for measuring the broadband connection speed provided by your service provider?

Service Providers	Type		Airtel	BSNL	Reliance	Overall
Yes	Urban	Count	382	314	445	1141
			64	52	74	63
	Rural	Count	--	--	--	--
			--	--	--	--
	Overall	Count	382	314	445	1141
			64	52	74	63
No	Urban	Count	218	286	155	659
			36	48	26	37
	Rural	Count	--	--	--	--
			--	--	--	--
	Overall	Count	218	286	155	659
			36	48	26	37

Qus.36(b) Please specify the reason(s) for your dissatisfaction with the redressal of the complaint by the Nodal Officer?

Service Providers	Type		Airtel	BSNL	Reliance	Overall
Difficult to connect to the nodal officer	Urban	Count	--	--	--	--
		%	--	--	--	--
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	--	--	--	--
		%	--	--	--	--
Nodal officer not polite	Urban	Count	138	202	268	608
		%	134	196	260	590
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	138	202	268	608
		%	134	196	260	590
officer not equipped with adequate information	Urban	Count	--	--	--	--
		%	--	--	--	--
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	--	--	--	--
		%	--	--	--	--
Time taken by Nodal officer for redresser of complaint is too	Urban	Count	--	--	8	8
		%	--	--	8	8
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	--	--	8	8
		%	--	--	8	8
Nodal officer was unable to understand the problem	Urban	Count	--	2	--	2
		%	--	2	--	2
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	--	2	--	2
		%	--	2	--	2
Others	Urban	Count	--	--	--	--
		%	--	--	--	--
	Rural	Count	--	--	--	--
		%	--	--	--	--
	Overall	Count	--	--	--	--
		%	--	--	--	--

SURVEY A: Basic Service (WireLine)

Serial No.		
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Good morning/ afternoon/ evening. I am _____ from Market Pulse, a reputed market research and consulting company. We are currently doing a survey on satisfaction amongst phone and broadband users. This survey is being carried out on behalf of **TRAI – Telecom Regulatory Authority of India** a body set up by the government, so that customers like you get better service in future. We would appreciate if you could spare 15 minutes of your valuable time to answer a few questions. Thank you.

**THE QUESTIONNAIRE SHALL BE FILLED USING ONLY BALL POINT PEN.
ALL QUESTIONS ARE SINGLE CODE UNLESS MULTICODE IS SPECIFIED.**

S1.1. Which landline service provider are you using currently? READ OUT & TICK

[1] Airtel [2] BSNL [3] Reliance [4] Tata Indicom [5] MTS/ Sistema Shyam [6] HFCL [7] MTNL

<IF ANY OPTION IS TICKED ABOVE, THEN CONTINUE ELSE TERMINATE>

S1.2. Name: _____ **S1.3. RECORD Gender:** Male Female

Could you please sign here. We are taking your signature to establish that someone has actually taken **your** feedback and not some one else's: _____ **(QUESTIONNAIRE WITHOUT SIGNATURE WILL BE CONSIDERED INVALID)**

S1.4 Tel: _____ **S1.5. Age (in years):** Less than 25 25-34 35-44 More than 45

STD Code	Telephone Number

S1.6 Please tell us your Occupation: Service Business/self employed
 Student Housewife Retired

S1.7. RECORD Usage Type: Residential Commercial

S1.8. RECORD Area: Rural Urban

S1.9. User Type: Postpaid Prepaid

S1.10. RECORD State: [1] Jammu & Kashmir [2] Himachal Pradesh [3] Rajasthan [4] Punjab
[5] Haryana [6] Delhi [7] Uttar Pradesh(East) [8] Uttar Pradesh(West)

S1.11. RECORD District: _____ **Address:** _____

S1.12. RECORD Name of SDCA: _____

S1.13. RECORD Name of Exchange: _____

S1.14. RECORD Mode of Interview: Telephonic In-person

QUESTIONNAIRE FOR CUSTOMER SATISFACTION SURVEY

A. SERVICE PROVISION

1(a) . Have you taken a telephone connection, shifted your connection or had your connection temporarily suspended in the last 6 months?	[1] Yes ADMINISTER Q.NOS. 1 - 3 [2] No SKIP TO SECTION B
1(b). In case you have taken a telephone connection in the last 6 months, how satisfied are you with time taken to provide working phone connection?	[4] Very Satisfied [3] Satisfied [2] Dissatisfied [1] Very Dissatisfied
2. Have you been informed in writing, at the time of subscription of service or within a week of activation of service the complete details of your tariff plan?	[1] Yes [2] No
3. How satisfied are you with the ease of understanding or with provision of all relevant information related to tariff plans & charges?	[4] Very Satisfied [3] Satisfied [2] Dissatisfied [1] Very Dissatisfied

B. BILLING RELATED (Only for Postpaid Customers) (For Pre-Paid customers go to Q 10)

4. How satisfied are you with the time taken to deliver your bills?	[4] Very Satisfied [3] Satisfied [2] Dissatisfied [1] Very Dissatisfied
5(a). How satisfied are you with the quality of your bills? accuracy & completeness of the bills?	[4] Very Satisfied [3] Satisfied [2] Dissatisfied [1] Very Dissatisfied (Ask Q 5(b) only if 1 OR 2 is coded)
(Ask this question only if 1 OR 2 is coded in Q5(a)) 5(b). Please specify the reason(s) for your dissatisfaction. (Multiple Code)	[1] Charges not as per tariff plan subscribed [2] Tariff plan changed without information [3] Charged for value added services not subscribed [4] Charged for calls/services not made/used [5] Details like item-wise charges are not provided [6] Calculations are not clear [7] Others (please specify) _____
6. Have you made any billing related complaints in the last 6 months?	[1] Yes [2] No → (If No, go to Q 8)
7. How satisfied are you with the process of resolution of billing complaints?	[4] Very Satisfied [3] Satisfied [2] Dissatisfied [1] Very Dissatisfied

<p>8. How satisfied are you with the clarity of the bills sent by your service provider in terms of transparency and understandability?</p>	<p><input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied (Ask Q 9 only if 1 OR 2 is coded)</p>
<p>(Ask this question only if 1 OR 2 is coded in Q 9(a)) 9. Please specify the reason(s) for your dissatisfaction. (Multiple Code)</p>	<p><input type="checkbox"/> 1 Difficult to read the bill <input type="checkbox"/> 2 Difficult to understand the language <input type="checkbox"/> 3 Calculations not clear <input type="checkbox"/> 4 Item-wise charges like total minutes of usage of local, STD, ISD calls and charges thereon not given <input type="checkbox"/> 5 Others (please specify) _____</p>

For Prepaid Customers only

<p>10(a) How satisfied are you with the charges deducted for every call i.e. amount deducted on every usage?</p>	<p><input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied</p>
<p>(Ask this question only if 1 OR 2 is coded in Q10(a)) 10(b). Please specify the reason(s) for your dissatisfaction. (Multiple Code)</p>	<p><input type="checkbox"/> 1 Charges not as per tariff plan subscribed <input type="checkbox"/> 2 Tariff plan changed without information <input type="checkbox"/> 3 Charged for value added services not subscribed <input type="checkbox"/> 4 Charged for calls/services not made/used <input type="checkbox"/> 5 Others (please specify) _____</p>
<p>10(c). Have you made any complaint related to charging/credit/waiver/validity/adjustments in the last 6 months?</p>	<p><input type="checkbox"/> 1 Yes (If Yes, go to Q 10(d)) <input type="checkbox"/> 2 No</p>
<p>10(d).How satisfied are you with the resolution of such billing complaints and the resulting refund/credit/waiver of excess charges on account of such resolution of complaints?</p>	<p><input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied</p>
<p>10(e). How satisfied are you with the ease of recharging process and the transparency of recharge offer?</p>	<p><input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied (Ask Q 10(f) only if 1 OR 2 is coded)</p>

10(f) Please specify the reason(s) for your dissatisfaction. (Multiple Code)	<input type="checkbox"/> 1 Lack of complete information about the offer <input type="checkbox"/> 2 Charges/Services not as per the offer <input type="checkbox"/> 3 Delay in activation of recharge <input type="checkbox"/> 4 Non availability of all denomination recharge coupons <input type="checkbox"/> 5 Others (please specify) _____
--	---

C. HELP SERVICES/CUSTOMER CARE INCLUDING CUSTOMER GRIEVANCE REDRESSAL

11. In the last 6 months, have you contacted customer care/ helpline/ call centre of your service provider?	<input type="checkbox"/> 1 Yes	<input type="checkbox"/> 2 No	—————→ (If No, go to Q 16)	
12(a). How satisfied are you with the ease of access of call centre/customer care or helpline?	<input type="checkbox"/> 4 Very Satisfied	<input type="checkbox"/> 3 Satisfied	<input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 1 Very Dissatisfied
12(b). How satisfied are you with the ease of getting an option for "talking to a customer care executive"?	<input type="checkbox"/> 4 Very Satisfied	<input type="checkbox"/> 3 Satisfied	<input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 1 Very Dissatisfied
13. How satisfied are you with the response time taken to answer your call by a customer care executive?	<input type="checkbox"/> 4 Very Satisfied	<input type="checkbox"/> 3 Satisfied	<input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 1 Very Dissatisfied
14. How satisfied are you with the problem solving ability of the customer care executive(s)?	<input type="checkbox"/> 4 Very Satisfied	<input type="checkbox"/> 3 Satisfied	<input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 1 Very Dissatisfied
15. How satisfied are you with the time taken by call centre/customer care /helpline to resolve your complaint?	<input type="checkbox"/> 4 Very Satisfied	<input type="checkbox"/> 3 Satisfied	<input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 1 Very Dissatisfied

D. NETWORK PERFORMANCE, RELIABILITY AND AVAILABILITY

16. How satisfied are you with the availability of working telephone (dial tone)?	<input type="checkbox"/> 4 Very Satisfied	<input type="checkbox"/> 3 Satisfied	<input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 1 Very Dissatisfied
17. How satisfied are you with the ability to make or receive calls easily?	<input type="checkbox"/> 4 Very Satisfied	<input type="checkbox"/> 3 Satisfied	<input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 1 Very Dissatisfied
18. How satisfied are you with the voice quality?	<input type="checkbox"/> 4 Very Satisfied	<input type="checkbox"/> 3 Satisfied	<input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 1 Very Dissatisfied

E. MAINTAINABILITY (FAULT REPAIR)

19. How many times has your telephone connection required repair in the last 6 months?	<input type="checkbox"/> 1 Nil	<input type="checkbox"/> 2 One time	<input type="checkbox"/> 3 2-3 times	<input type="checkbox"/> 4 More than 3 times
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20. How long did it take generally for repairing the fault after lodging a complaint?	<input type="checkbox"/> 1 1 day	<input type="checkbox"/> 2 2-3 days
	<input type="checkbox"/> 3 4 - 7 days	<input type="checkbox"/> 4 more than 7 days
21. How satisfied are you with the fault repair service?	<input type="checkbox"/> 4 Very Satisfied	<input type="checkbox"/> 3 Satisfied
	<input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 1 Very Dissatisfied

F. SUPPLEMENTARY SERVICES AND VALUE ADDED SERVICES

22. Do you use services like call waiting, call forwarding, voice mail or any other supplementary services / value added services?	<input type="checkbox"/> 1 Yes	<input type="checkbox"/> 2 No	—————▶(If No, go to Q 26(a))
23. How satisfied are you with the quality of the supplementary services / value added service provided?	<input type="checkbox"/> 4 Very Satisfied	<input type="checkbox"/> 3 Satisfied	
	<input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 1 Very Dissatisfied	
24(a) How satisfied are you with the process of activating value added services or the process of unsubscribing?	<input type="checkbox"/> 4 Very Satisfied	<input type="checkbox"/> 3 Satisfied	
	<input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 1 Very Dissatisfied	
24(b) Please tell me the reasons for your dissatisfaction.	<input type="checkbox"/> 1 Not informed of charges <input type="checkbox"/> 2 Activated without consent <input type="checkbox"/> 3 Not informed about toll free number for unsubscribing <input type="checkbox"/> 4 If any other reasons, please specify		
25. In the last 6 months have you faced the problem of unauthorized activation of VAS by your service provider?	<input type="checkbox"/> 1 Yes	<input type="checkbox"/> 2 No	—————▶(If No, go to Q 26(a))
(Ask only If Yes in Q25)			
25(a).How satisfied are you with the resolution of your complaint for deactivation of VAS?	<input type="checkbox"/> 4 Very Satisfied	<input type="checkbox"/> 3 Satisfied	
	<input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 1 Very Dissatisfied	

G. OVERALL CUSTOMER SATISFACTION

26(a). How satisfied are you with the overall quality of your telephone service?	<input type="checkbox"/> 4 Very Satisfied	<input type="checkbox"/> 3 Satisfied
	<input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 1 Very Dissatisfied
	(Ask Q 26(b) only if 1 OR 2 is coded)	

<p>(Ask this question only if 1 OR 2 is coded in Q25(a))</p> <p>26(b) Please specify the reason(s) for your dissatisfaction</p>	<p>1. _____</p> <p>_____</p> <p>2. _____</p> <p>_____</p> <p>3. _____</p> <p>_____</p>
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H. GENERAL INFORMATION

<p>27. What kind of other services are you also taking from this service provider?</p>	<p><input type="checkbox"/> Broadband <input type="checkbox"/> Mobile</p> <p><input type="checkbox"/> Others <input type="checkbox"/> None</p>
<p>28(a) Have you terminated a telephone connection that you had in the last 6 month?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>28(b) If Yes, Please name your service provider?</p>	<p><input type="checkbox"/> Airtel <input type="checkbox"/> BSNL <input type="checkbox"/> TATA <input type="checkbox"/> Indicom</p> <p><input type="checkbox"/> Rel Com <input type="checkbox"/> MTNL <input type="checkbox"/> HFCL</p> <p><input type="checkbox"/> Shyam/MTS <input type="checkbox"/> MTNL</p>
<p>29. How many days were taken for termination of your telephone connection?</p>	<p><input type="checkbox"/> 1 day <input type="checkbox"/> 2-3 days</p> <p><input type="checkbox"/> 4-7 days <input type="checkbox"/> more than 7 days</p>
<p>30. Are you aware that in case your fault was not repaired within 3 days you are entitled for rent rebate?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>31. Are you aware about the facility for registering your telephone number with the service provider for not receiving unwanted tele marketing calls/SMS?</p>	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>
<p>32(a). Have you registered with your service provider for not receiving any unwanted tele marketing calls/SMS?</p>	<p><input type="checkbox"/> Yes → (If Yes, go to Q 32(b))</p> <p><input type="checkbox"/> No</p>
<p>(Ask only if Yes in Q 32(a))</p> <p>32(b). Is there a significant reduction in number of unwanted tele marketing calls/SMS received even after registering?</p>	<p><input type="checkbox"/> Stopped receiving <input type="checkbox"/> Considerable decrease</p> <p><input type="checkbox"/> Slight decrease <input type="checkbox"/> No change</p> <p>(Ask Q 32(b) only if 3 OR 2 OR 1 is coded)</p>
<p>(Ask only if 3 OR 2 OR 1 coded in Q 32 (b))</p> <p>32.(c) Have you made any complaint to your service provider on getting such unwanted tele marketing calls/ SMS even after registering your telephone number?</p>	<p><input type="checkbox"/> Yes → (If Yes, go to Q 32(c))</p> <p><input type="checkbox"/> No</p>

<p>(Ask only if Yes in Q32 (c)) 32.(d) If Yes then ask Please indicate whether -</p>	<p><input type="checkbox"/> 1 Complaint was registered by the service provider and informed about the action taken</p> <p><input type="checkbox"/> 2 Complaint was registered by the service provider and did not inform about the action taken</p> <p><input type="checkbox"/> 3 Service Provider refused to register the complaint</p> <p><input type="checkbox"/> 4 Difficult to lodge the complaint</p>
<p>33. On a scale of 1 – 10 where 10 is very good and 1 is very poor, how do you rate your service provider?</p>	

QUESTIONNAIRE FOR ASSESSMENT OF IMPLEMENTATION AND EFFECTIVENESS OF TELECOM CONSUMERS PROTECTION AND REDRESSAL OF GRIEVANCES REGULATIONS, 2007

<p>34(a). Are you aware of the call centre telephone number of your telecom service provider for making complaints/ query?</p>	<p><input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No</p>
<p>34(b). Have you made any complaint within last 6 months to the toll free Call Centre/customer care/ Helpline telephone number?</p>	<p><input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 40)</p>
<p>35. With respect to complaint made by you to the call centre, please specify which of these was most applicable to you? (Single Code)</p>	<p><input type="checkbox"/> 1 Docket number received for most of the complaints</p> <p><input type="checkbox"/> 2 No Docket number received for most of the complaints</p> <p><input type="checkbox"/> 3 It was received on request</p> <p><input type="checkbox"/> 4 No docket number received even on request</p>
<p>36. Did the Call Centre inform you about the action taken on your complaint?</p>	<p><input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No</p>
<p>37. Was your complaint resolved satisfactorily by call centre/customer care within four weeks after lodging of the complaint?</p>	<p><input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No</p> <p><input type="checkbox"/> 3 Not applicable</p>
<p>38. In case the complaint has not been resolved by the call centre, you can contact the next level called as Nodal Officer. Are you aware of the contact details of the Nodal Officer?</p>	<p><input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 43)</p>

39(a). Have you ever made a complaint to the Nodal Officer regarding your complaints not resolved or unsatisfactorily resolved by the call center/customer care?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No —————> (If No, go to Q 43)
39(b). Were you able to contact to the Nodal officer without difficulty?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
40. Did the Nodal Officer intimate you about the decision taken on your complaint?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
41. How satisfied are you with the redressal of the complaint by the Nodal Officer?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied (Ask Q 42 only if 1 OR 2 is coded)
(Ask this question only if 1 OR 2 is coded in Q41) 42. Please specify the reason(s) for your dissatisfaction. (Multiple Code)	<input type="checkbox"/> 1 Difficult to connect to the Nodal Officer <input type="checkbox"/> 2 Nodal Officer not polite/courteous <input type="checkbox"/> 3 Nodal Officer not equipped with adequate information <input type="checkbox"/> 4 Time taken by Nodal Officer for redressal of complaint is too long <input type="checkbox"/> 5 Nodal Officer was unable to understand the problem <input type="checkbox"/> 6 Others (please specify) _____
43. In case the complaint has not been resolved by the Nodal Officer or you are not satisfied with the decision taken by the Nodal Officer, you can file an appeal to the appellate authority of the service provider. Are you aware of the contact details of the appellate authority for filing of appeals?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No —————> (If No, go to Q 47)
44. Have you filed any appeal in last 6 months?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No —————> (If No, go to Q 47)
45. Did you receive any acknowledgement?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
46. Did the appellate authority take a decision upon your appeal within 3 months of filing the appeal?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No <input type="checkbox"/> 3 Appeal filed only recently

(Q47 to Q49 are for Prepaid Customers only)	
47. Are you aware that a prepaid customer can get item-wise usage charge details, on request?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
48. Have you been denied of your request for item-wise usage charge details for your pre-paid connection?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 50)
49. What were the reason(s) for denying your request?	<input type="checkbox"/> 1 No reason given <input type="checkbox"/> 2 Technical problem <input type="checkbox"/> 3 Others (please specify) _____
50. Have you been provided the Manual of Practice, containing the terms and conditions of service, toll free number of call centre and contact detail of Nodal Officer and appellate authority for complaint redressal etc., while subscribing the new telephone connection?"	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No

SURVEY B: CELLULAR MOBILE TELEPHONE SERVICE

Serial No.		
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Good morning/ afternoon/ evening. I am _____ from Market Pulse, a reputed market research and consulting company. We are currently doing a survey on satisfaction amongst phone and broadband users. This survey is being carried out on behalf of **TRAI – Telecom Regulatory Authority of India** a body set up by the government, so that customers like you get better service in future. We would appreciate if you could spare 15 minutes of your valuable time to answer a few questions. Thank you.

**THE QUESTIONNAIRE SHALL BE FILLED USING ONLY BALL POINT PEN.
ALL QUESTIONS ARE SINGLE CODE UNLESS MULTICODE IS SPECIFIED.**

S1.1 Which mobile phone or fixed wireless phone (FWP) service provider are you using currently? **READ OUT & TICK**

- [1] Airtel [2] BSNL [3] Reliance Communications [4] Tata Indicom
 [5] Reliance Telecom [6] Idea [7] Vodafone [8] Dishnet [9] S Tel
 [10] Sistema Shyam [11] Spice Comm [12] MTNL [13] Aircel [13] Unitech

<IF ANY OPTION IS TICKED ABOVE, THEN CONTINUE ELSE TERMINATE>

S1.2Name: _____ **S1.3 RECORD Gender:** 1 Male 2 Female

Could you please sign here. We are taking your signature to establish that someone has actually taken **your** feedback and not some one else's : _____ **(QUESTIONNAIRE WITHOUT SIGNATURE WILL BE CONSIDERED INVALID)**

S1.4 Please tell us your Mobile/ fixed wireless No. STD Code: _____ Telephone Number: _____

- S1.5. Age (in years): 1 Less than 25 2 25-34 3 35-44 4 More than 45
- S1.6 Please tell us your Occupation: 1 Service 2 Business/self employed
 3 Student 4 Housewife 5 Retired
- S1.7. RECORD Usage Type: 1 Residential 2 Commercial
- S1.8. RECORD Area: 1 Rural 2 Urban
- S1.9. User Type: 1 Postpaid 2 Prepaid
- S1.10. RECORD State: [1] Jammu & Kashmir [2] Himachal Pradesh [3] Rajasthan [4] Punjab
[5] Haryana [6] Delhi [7] Uttar Pradesh (East) [8] Uttar Pradesh(West)
- S1.11. RECORD District: _____ Address: _____
- S1.12. RECORD Name of SDCA: _____
- S1.13. RECORD Name of Exchange: _____
- S1.14. RECORD Mode of Interview: 1 Telephonic 2 In-person

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QUESTIONNAIRE FOR CUSTOMER SATISFACTION SURVEY

A. SERVICE PROVISION

1. How satisfied are you with the process and time taken to activate the mobile connection, after you applied and completed all formalities?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
2. Have you been informed in writing, at the time of subscription of service or within a week of activation of service the complete details of your tariff plan?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
3. How satisfied are you with the ease of understanding or with provision of all relevant information related to tariff plans & charges?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied

B. BILLING RELATED – PREPAID CUSTOMER

4(a) How satisfied are you with the accuracy of charges for the services used such as call, SMS, GPRS etc.?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
4(b). Please specify the reason(s) for your dissatisfaction. (Multiple Code)	<input type="checkbox"/> 1 Charges not as per tariff plan subscribed <input type="checkbox"/> 2 Tariff plan changed without information <input type="checkbox"/> 3 Charged for value added services not subscribed <input type="checkbox"/> 4 Charged for calls/services not made/used <input type="checkbox"/> 5 Others (please specify) _____

5(a). Have you made any complaint related to charging/credit/waiver/ validity/ adjustments in the last 6 months?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No (If Yes go to 5(b))
5(b).ASK IF YES IN Q.5a. How satisfied are you with the resolution of the complaints and the resulting refund/ credit/ waiver of excess charges on account of such resolution of complaints?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
5(c). How satisfied are you with the ease of recharging process and the transparency of recharge offer?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied (Ask Q 5(d) only if 1 OR 2 is coded)
5(d) Please specify the reason(s) for your dissatisfaction. (Multiple Code)	<input type="checkbox"/> 1 Lack of complete information about the offer <input type="checkbox"/> 2 Charges/Services not as per the offer <input type="checkbox"/> 3 Delay in activation of recharge <input type="checkbox"/> 4 Non availability of all denomination recharge coupons <input type="checkbox"/> 5 Others (please specify) _____
5(e) Did you get information regarding call duration, amount deducted for call and balance in the account after every call?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No

C. BILLING RELATED – POSTPAID CUSTOMER

6. How satisfied are you with the time taken to deliver your bills?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
7(a). How satisfied are you with the clarity of the bills issued by your service provider in terms of transparency and understandability?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
(Ask this question only if 1 OR 2 is coded in Q7(a)) 7(b) Please specify the reason(s) for your dissatisfaction. (Multiple Code)	<input type="checkbox"/> 1 Difficult to read the bill <input type="checkbox"/> 2 Difficult to understand the language <input type="checkbox"/> 3 Calculations not clear <input type="checkbox"/> 4 Item-wise charges like total minutes of usage of local, STD, ISD calls and charges thereon not given <input type="checkbox"/> 5 Others (please specify) _____

8(a). How satisfied are you with the accuracy & completeness of the bills?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
(Ask this question only if 1 OR 2 is coded in Q8(a)) 8(b). Please specify the reason(s) for your dissatisfaction. (Multiple Code)	<input type="checkbox"/> 1 Charges not as per tariff plan subscribed <input type="checkbox"/> 2 Tariff plan changed without information <input type="checkbox"/> 3 Charged for value added services not subscribed <input type="checkbox"/> 4 Charged for calls/services not made/used <input type="checkbox"/> 5 Calculations are not clear <input type="checkbox"/> 6 Others (please specify) _____
9(a). Have you made any billing related complaints in the last 6 months?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 10)
9(b). How satisfied are you with the process of resolution of billing complaints?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied

D. HELP SERVICES/CUSTOMER CARE INCLUDING CUSTOMER GRIEVANCE REDRESSAL

10. In the last 6 months, have you contacted customer care/ helpline/ call centre of your service provider?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 16)
11. How satisfied are you with the ease of access of call centre/customer care or helpline?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
12. How satisfied are you with the ease of getting an option for "talking to a customer care executive"?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
13. How satisfied are you with the response time taken to answer your call by a customer care executive?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
14. How satisfied are you with the problem solving ability of the customer care executive(s)?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
15. How satisfied are you with the time taken by call centre/customer care /helpline to resolve your complaint?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied

E. NETWORK PERFORMANCE, RELIABILITY AND AVAILABILITY

16. How satisfied are you with the availability of signal of your service provider in your locality?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
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MARKET PULSE
Mindware: Mindshare Delivered.

17. How satisfied are you with the ability to make or receive calls easily?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied
18. How often does your call drops during conversation?	<input type="checkbox"/> 1 Never <input type="checkbox"/> 2 Frequently	<input type="checkbox"/> 3 Occasionally <input type="checkbox"/> 1 Very Frequently
19. How satisfied are you with the voice quality?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied

F. MAINTAINABILITY

20. How often do you face signal problems?	<input type="checkbox"/> 4 Never <input type="checkbox"/> 2 Frequently	<input type="checkbox"/> 3 Occasionally <input type="checkbox"/> 1 Very Frequently
21. How satisfied are you with the availability of signal in your area?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied
22. How satisfied are you with the restoration of network (signal) problems?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied

G. SUPPLEMENTARY SERVICES AND VALUE ADDED SERVICES

23. Have you subscribed to any supplementary services like call forwarding, call diverting and value added services like ring tone, alerts, GPRS, e-mail, voice mail or any other such services, in the last 6 months?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 24)	
24. How satisfied are you with the quality of the supplementary / value added services provided?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied
25(a) How satisfied are you with the process of activating value added services or the process of unsubscribing?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied
25(b) Please tell me the reasons for your dissatisfaction.	<input type="checkbox"/> 1 Not informed of charges <input type="checkbox"/> 2 Activated without consent <input type="checkbox"/> 3 Not informed about toll free number for unsubscribing <input type="checkbox"/> 4 If any other reasons, please specify	

MARKET PULSE
Mindware: Mindshare Delivered.

26. In last 6 months have you faced the problem of unauthorized activation of VAS by your service provider?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
27. ASK IF YES IN Q26. Have you complained to your service provider for deactivation of such services and refund of charges levied?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
28(a). What difficulties have you faced while deactivating of such services and refund of charges levied?	<input type="checkbox"/> 1 None <input type="checkbox"/> 2 Delay in deactivation resulting in repeat complaints <input type="checkbox"/> 3 Customer care refused to register the complaint <input type="checkbox"/> 4 Not aware of whom to contact <input type="checkbox"/> 5 Others please specify _____
28(b). How satisfied are you with the resolution of your complaint for deactivation of VAS & refund of charges levied?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied

G. OVERALL CUSTOMER SATISFACTION

29(a). How satisfied are you with the overall quality of your mobile service?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
(Ask this question only if 1 OR 2 is coded in Q29(a)) 29(b) Please specify the reason(s) for your dissatisfaction	1. _____ _____ 2. _____ _____ 3. _____ _____

H. GENERAL INFORMATION

30. What kind of other telecom services are you using?	<input type="checkbox"/> 1 Broadband <input type="checkbox"/> 2 Wire line <input type="checkbox"/> 3 Others <input type="checkbox"/> 4 None
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31. Are you aware about the facility for registering your mobile number with the service provider for not receiving unwanted tele marketing calls/SMS?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
32. Have you registered with your service provider for not receiving any unwanted tele marketing calls/SMS?	<input type="checkbox"/> 1 Yes —————> (If Yes, go to Q 33(a)) <input type="checkbox"/> 2 No
(Ask only if Yes in Q 32) 33(a). Is there a significant reduction in number of unwanted tele marketing calls/SMS received even after registering?	<input type="checkbox"/> 4 Stopped receiving <input type="checkbox"/> 3 Considerable decrease <input type="checkbox"/> 2 Slight decrease <input type="checkbox"/> 1 No change (Ask Q 33(b) only if 3 OR 2 OR 1 is coded)
(Ask only if 3 OR 2 OR 1 coded in Q 33 (a)) 33.(b) Have you made any complaint to your service provider on getting such unwanted tele marketing calls/ SMS even after registering your mobile number?	<input type="checkbox"/> 1 Yes —————> (If Yes, go to Q 33(c)) <input type="checkbox"/> 2 No
(Ask only if Yes in Q33 (b)) 33.(c) If Yes, please indicate the following -	<input type="checkbox"/> 1 Complaint was registered by the service provider and informed about the action taken <input type="checkbox"/> 2 Complaint was registered by the service provider and did not inform about the action taken <input type="checkbox"/> 3 Service Provider refused to register the complaint <input type="checkbox"/> 4 Difficult to lodge the complaint
34(a). Are you aware of facility by which you can change your service provider without changing your mobile number?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No —————> (If No, go to Q35)
34(b). Have you utilized SMS based mechanism for getting unique porting code?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
34(c) If yes, when did you get 'Unique Porting Code' from your existing service provider?	<input type="checkbox"/> 1 Within 5 miuntes <input type="checkbox"/> 2 After 5 to 10 miuntes <input type="checkbox"/> 3 After 10 miuntes <input type="checkbox"/> 4 Never
34 (d) If you have utilized the service of MNP, are you satisfied with its entire process?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied

35. On a scale of 1 – 10 where 10 is very good and 1 is very poor, how do you rate your service provider?	
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QUESTIONNAIRE FOR ASSESSMENT OF IMPLEMENTATION AND EFFECTIVENESS OF TELECOM CONSUMERS PROTECTION AND REDRESSAL OF GRIEVANCES REGULATIONS, 2007

36. Are you aware of the call centre telephone number of your telecom service provider for making complaints?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
37. Have you made any complaint within last 6 months to the toll free Call Centre/customer care/Helpline telephone number?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 41)
38. With respect to complaint made by you to the call centre, please specify which of these was most applicable to you? (Single Code)	<input type="checkbox"/> 1 Complaint was registered and Docket number received <input type="checkbox"/> 2 Complaint was registered and Docket number not received <input type="checkbox"/> 3 Complaint was registered and docket number provided on request <input type="checkbox"/> 4 Complaint was registered and docket number not provided even on request <input type="checkbox"/> 5 Refused to register the complaint
39. Did the Call Centre inform you about the action taken on your complaint?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
40. Was your billing/charging complaint resolved satisfactorily by call centre/customer care within four weeks after lodging of the complaint?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No <input type="checkbox"/> 3 Not applicable
41. In case the complaint has not been resolved by the call centre, you can contact the next level called as Nodal Officer. Are you aware of the contact detail of the Nodal Officer?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 46)
42(a). Have you ever made a complaint to the Nodal Officer regarding your complaints not resolved or unsatisfactorily resolved by the call center/customer care?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 46)
42(b). Were you able to connect to the Nodal officer without any difficulty?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
43. Did the Nodal Officer intimate you about the decision taken on your complaint?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No

44. How satisfied are you with the redressal of the complaint by the Nodal Officer?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied (Ask Q 45 only if 1 OR 2 is coded)
(Ask this question only if 1 OR 2 is coded in Q44) 45. Please specify the reason(s) for your dissatisfaction. (Multiple Code)	<input type="checkbox"/> 1 Difficult to connect to the Nodal Officer <input type="checkbox"/> 2 Nodal Officer not polite/courteous <input type="checkbox"/> 3 Nodal Officer not equipped with adequate information <input type="checkbox"/> 4 Time taken by Nodal Officer for redressal of complaint is too long <input type="checkbox"/> 5 Nodal Officer was unable to understand the problem <input type="checkbox"/> 6 Others (please specify) _____
46. In case the complaint has not been resolved by the Nodal Officer or you are not satisfied with the decision taken by the Nodal Officer, you can file an appeal to the appellate authority of the service provider. Are you aware of the contact details of the appellate authority for filing of appeals?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 50)
47. Have you filed any appeal in last 6 months?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 50)
48. Did you receive any acknowledgement?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
49. Did the appellate authority take a decision upon your appeal within 3 months of filing the appeal?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No <input type="checkbox"/> 3 Appeal filed only recently
(Q50 to Q52 are for prepaid customers only)	
50. Are you aware that a prepaid customer can get item-wise usage charge details, on request?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
51. Have you been denied of your request for item-wise usage charge details for your pre-paid connection?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 53)
52. What were the reason(s) for denying your request?	<input type="checkbox"/> 1 No reason given <input type="checkbox"/> 2 Technical problem <input type="checkbox"/> 3 Others (please specify)
53. Have you been provided the Manual of Practice, containing the terms and conditions of service, toll free number of call centre and contact detail of Nodal Officer and	

appellate authority for complaint redressal etc., while subscribing the new mobile telephone connection?"	<input type="checkbox"/> 1 Yes	<input type="checkbox"/> 2 No
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SURVEY C: BROADBAND SERVICE

Serial No.		
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Good morning/ afternoon/ evening. I am _____ from Market Pulse, a reputed market research and consulting company. We are currently doing a survey on satisfaction amongst phone and broadband users. This survey is being carried out on behalf of TRAI – Telecom Regulatory Authority of India a body set up by the government, so that customers like you get better service in future. We would appreciate if you could spare 15 minutes of your valuable time to answer a few questions. Thank you.

**THE QUESTIONNAIRE SHALL BE FILLED USING ONLY BALL POINT PEN.
ALL QUESTIONS ARE SINGLE CODE UNLESS MULTICODE IS SPECIFIED.**

S1.1 Which broadband service provider are you using currently? **READ OUT & TICK**

- [1] BSNL [2] Tata Comm/VSNL [3] Airtel [4] Reliance [5] Sify
[6] Hathway [7] Shyam Telelink [8] You Telecom [9] Spectranet [10] HFCL

<IF ANY OPTION IS TICKED ABOVE, THEN CONTINUE ELSE TERMINATE>

S1.2 Name: _____ **S1.3 RECORD Gender:** 1 Male 2 Female

Could you please sign here. We are taking your signature to establish that someone has actually taken your feedback and not some one else's : _____ **(QUESTIONNAIRE WITHOUT SIGNATURE WILL BE CONSIDERED INVALID)**

S1.4 Tel: _____ **AgeS1.5. Age (in years):** 1 Less than 25 2 25-60 3 More than 60

STD Code	Telephone Number

S1.6. RECORD Usage Type: 1 Residential 2 Commercial **S1.7.**

RECORD Area: 1 Rural 2 Urban
S1.8. User Type: 1 Postpaid 2 Prepaid
S1.9 E-mail

S1.10 User Type: 1 Prepaid 2 Postpaid

S1.11. RECORD State: [1] Jammu & Kashmir [2] Himachal Pradesh [3] Rajasthan [4] Punjab
[5] Haryana [6] Delhi [7] Uttar Pradesh (East) [8] Uttar Pradesh(West)

S1.12. RECORD District _____

S1.13. RECORD Name of SDCA: _____ **S1.14. RECORD Name of Exchange:** _____

S1.15 RECORD Name of POP: _____

S1.16 RECORD Mode of interview: 1 Telephonic 2 In-person 3 E-mail 4 Web/Online

Address: _____

QUESTIONNAIRE FOR CUSTOMER SATISFACTION SURVEY

A. SERVICE PROVISION

1(a). When did you last apply for a broadband connection?	<input type="checkbox"/> 1 less than half month <input type="checkbox"/> 2 half month-1 month <input type="checkbox"/> 3 more than 1
1(b).After registration and payment of initial deposit by you within how many working days did the broadband connection get activated?	<input type="checkbox"/> 1 Within 7 working days <input type="checkbox"/> 2 More than 7 working Days
2. How satisfied are you with the time taken in the provision of the Broadband connection after registration and payment of initial deposit by you?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
3. In case your connection was temporarily suspended due to non-payment of bills, how much time was taken by the service provider to reactivate service after you made the payment?	<input type="checkbox"/> 1 Within 24 hrs. <input type="checkbox"/> 2 2-3 days <input type="checkbox"/> 3 4-7 days <input type="checkbox"/> 4 More than 7 days <input type="checkbox"/> 5 Not Applicable

B. BILLING RELATED - POSTPAID CUSTOMER

4. How satisfied are you with the timely delivery of bills?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
5(a). How satisfied are you with the clarity of the bills issued by your service provider in terms of transparency and understandability?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied (Ask Q 5(b) only if 1 OR 2 is coded)
(Ask this question only if 1 OR 2 is coded in Q8(a)) 5(b). Please specify the reason(s) for your dissatisfaction. (Multiple Code)	<input type="checkbox"/> 1 Difficult to read the bill <input type="checkbox"/> 2 Difficult to understand the language <input type="checkbox"/> 3 Calculations not clear <input type="checkbox"/> 4 Item-wise charges like total minutes of usage of local, STD, ISD calls and charges thereon not given <input type="checkbox"/> 5 Others (please specify) _____
6(a). How satisfied are you with the accuracy/completeness of the bills?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied (Ask Q 6(b) only if 1 OR 2 is coded)
(Ask this question only if 1 OR 2 is coded in Q6(a))	<input type="checkbox"/> 1 Charges not as per tariff plan subscribed

6(b) Please specify the reason(s) for your dissatisfaction. (Multiple Code)	<input type="checkbox"/> 2 Tariff plan changed without information <input type="checkbox"/> 3 Charged for value added services not requested <input type="checkbox"/> 4 Charged for calls/services not made/used <input type="checkbox"/> 5 Others (please specify) _____
7. Have you made any billing related complaints in last 6 months?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 9(a))
8. How satisfied are you with the process of resolution of complaints and refund/credit/waiver of excess charges on account of such resolution of complaints?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied

C. BILLING RELATED - FOR PREPAID CUSTOMER ONLY

9(a). How satisfied are you with the accuracy of charges i.e. amount deducted on every usage?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied (Ask Q 9(b) only if 1 OR 2 is coded)
(Ask this question only if 1 OR 2 is coded in Q9(a)) 9(b) Please specify the reason(s) for your dissatisfaction	<input type="checkbox"/> 1 charges not as per tariff plan subscribed <input type="checkbox"/> 2 tariff plan changed without information <input type="checkbox"/> 3 charged for value added services not requested <input type="checkbox"/> 4 charged for calls/services not made/used <input type="checkbox"/> 5 Others (please specify) _____
9(c). Have you made any complaints related to charging/credit/waiver/validity/adjustments in last 6 months?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
9 (d). How satisfied are you with the process of resolution of complaints and refund/credit/waiver of excess charges on account of such resolution of complaints?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied

D. HELP SERVICE

10. In the last 6 months, have you contacted customer care/helpline/call centre of your service provider?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 15)
11(a). How satisfied are you with the ease of access of customer care or helpline?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied

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11(b). How satisfied are you with the ease of getting an option for “talking to a customer care executive”?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied
12. How satisfied are you with the response time taken to answer your call by a customer care executive?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied
13. How satisfied are you with the problem solving ability of the customer care executive(s)?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied
14. How satisfied are you with the time taken by call centre/customer care /helpdesk to resolve your complaint?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied

E. NETWORK PERFORMANCE, RELIABILITY AND AVAILABILITY

15. How satisfied are you with the speed of Broadband connection?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied
16. How satisfied are you with the amount of time for which service is up and working?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied

F. MAINTAINABILITY

17. How often do you face a problem with your Broadband connection?	<input type="checkbox"/> 1 Never <input type="checkbox"/> 3 Frequently	<input type="checkbox"/> 2 Occasionally <input type="checkbox"/> 4 Very Frequently
(Ask if response to Q17 is Frequently/Very Frequently)		
18. What was the broadband connection problem faced by you in last 6 months related to, please specify?	<input type="checkbox"/> 1 Problem was related to my computer hardware/ software <input type="checkbox"/> 2 Problem was related to the broadband connection and modem provided by the service provider.	
19. How satisfied are you with the time taken for restoration of Broadband connection?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied

G. SUPPLEMENTARY SERVICES

20(a) .Do you use any value added services or supplementary services such as static/ fixed IP addresses, e-mail IDs etc.	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 23(a))	
20(b) How satisfied are you with the process of activating value added services or the process of unsubscribing?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied
20(c) Please tell me the reasons for your dissatisfaction.	<input type="checkbox"/> 1 Not informed of charges	

	<input type="checkbox"/> 2 Activated without consent <input type="checkbox"/> 3 Not informed about toll free number for unsubscribing <input type="checkbox"/> 4 If any other reasons, please specify
21(a). In last 6 months have you faced the problem of unauthorized activation of VAS by your service provider?(such as static/fixed IP addresses, email-ids, antivirus packages, etc)	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 23(a))
21(b). ASK IF YES IN Q26. Have you complained to your service provider for deactivation of such services and refund of charges levied?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 23(a))
21(c). What difficulties you have faced while deactivating of such services and refund of charges levied?	<input type="checkbox"/> 1 None <input type="checkbox"/> 2 Delay in deactivation resulting in repeat complaints <input type="checkbox"/> 3 Customer care refused to register the complaint <input type="checkbox"/> 4 Not aware of whom to be contacted <input type="checkbox"/> 5 Others please specify _____
22.How satisfied are you with the resolution of your complaint for deactivation of VAS & refund of charges levied?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied

G. OVERALL CUSTOMER SATISFACTION

23(a). How satisfied are you with the overall quality of your Broadband service?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
(Ask this question only if 1 OR 2 is coded in Q22(a)) 23(b) Please specify the reason(s) for your dissatisfaction	1. _____ _____ 2. _____ _____ 3. _____ _____

H. GENERAL

24. How many persons in your house are using this Broadband connection?	-----
24(a). What kind of other telecom services are you also taking from your service provider?	<input type="checkbox"/> 1 Mobile <input type="checkbox"/> 2 Wireline <input type="checkbox"/> 3 Others

	<input type="checkbox"/> 4 None
25. Are you aware of the facility for measuring the broadband connection speed provided by your service provider?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
26. On a scale of 1-10 where 10 is very good and 1 is very poor, how do you rate your service provider?	-----

QUESTIONNAIRE FOR ASSESSMENT OF IMPLEMENTATION AND EFFECTIVENESS OF TELECOM CONSUMERS PROTECTION AND REDRESSAL OF GRIEVANCES REGULATIONS, 2007

27. Are you aware of the call centre telephone number of your telecom service provider for making complaints/query?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 31)
28. Have you made any complaint within last 6 months to the toll free Call Centre/customer care/ Helpline telephone number?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 34(a))
29. With respect to complaint made by you to the call centre, please specify which of these was most applicable to you? (Single Code)	<input type="checkbox"/> 1 Docket number received for most of the complaints <input type="checkbox"/> 2 No Docket number received for most of the complaints <input type="checkbox"/> 3 It was received on request <input type="checkbox"/> 4 No docket number received even on request
30. Did the Call Centre inform you about the action taken on your complaint?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
31. How satisfied are you with the system of resolving of your complaints by call centre/customer care/ helpline?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied (Ask Q 32 only if 1 OR 2 is coded)
(Ask this question only if 1 OR 2 is coded in Q 28) 32. Please specify the reason(s) for your dissatisfaction. (multiple code)	<input type="checkbox"/> 1 Difficult to connect to the call centre executive <input type="checkbox"/> 2 Customer care executive not polite/courteous <input type="checkbox"/> 3 Customer care executive not equipped with adequate information <input type="checkbox"/> 4 Time taken by call centre for redressal of complaint is too long <input type="checkbox"/> 5 Customer care executive was unable to

	<p>understand the problem</p> <p><input type="checkbox"/> Others (please specify)</p> <p>_____</p>
33. Was your billing/charging complaint resolved satisfactorily by call centre/customer care within four weeks after lodging of the complaint?	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p><input type="checkbox"/> Not applicable</p>
34(a). In case the complaint has not been resolved by the call centre, you can contact the next level called as Nodal Officer. Are you aware of the contact detail of the Nodal Officer?	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No → (If No, go to Q37)</p>
34(b). Have you ever made a complaint to the Nodal Officer regarding your complaints not resolved or unsatisfactorily resolved by the call center/customer care?	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No → (If No, go to Q 37)</p>
34(c). Were you able to connect to the nodal officer without any difficulty?	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>
35. Did the Nodal Officer intimate you about the decision taken on your complaint?	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
36(a). How satisfied are you with the redressal of the complaint by the Nodal Officer?	<p><input type="checkbox"/> Very Satisfied <input type="checkbox"/> Satisfied</p> <p><input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very Dissatisfied</p> <p>(Ask Q 36(b) only if 1 OR 2 is coded)</p>
(Ask this question only if 1 OR 2 is coded in Q36(a))	
36(b). Please specify the reason(s) for your dissatisfaction. (Multiple Code)	<p><input type="checkbox"/> Difficult to connect to the Nodal Officer</p> <p><input type="checkbox"/> Nodal Officer not polite/courteous</p> <p><input type="checkbox"/> Nodal Officer not equipped with adequate information</p> <p><input type="checkbox"/> time taken by Nodal Officer for redressal of complaint is too long</p> <p><input type="checkbox"/> Nodal Officer was unable to understand the problem</p> <p><input type="checkbox"/> Others (please specify)</p> <p>_____</p>
37. In case the complaint has not been resolved by the Nodal Officer or you are not satisfied with the decision taken by the Nodal Officer, you can file an appeal to the appellate authority of the service provider. Are you aware of the contact details of the appellate authority for filing of appeals?	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No → (if no go to Q 41)</p>
38. Have you filed any appeal in last 6 month?	<p><input type="checkbox"/> Yes</p>

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	<input type="checkbox"/> No → (if no go to Q 41)
39. Did you receive any acknowledgement?	<input type="checkbox"/> Yes <input type="checkbox"/> No
40. Did the appellate authority take a decision upon your appeal within 3 months of filing the appeal?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Appeal filed only recently
(Q41 to Q43 are for prepaid customers only)	
41. Are you aware that a prepaid customer can get item-wise usage charge details, on request?	<input type="checkbox"/> Yes <input type="checkbox"/> No
42. Have you been denied of your request for item-wise usage charge details for your pre-paid connection?	<input type="checkbox"/> Yes <input type="checkbox"/> No → (if no go to Q 44)
43. What were the reason(s) for denying your request?	<input type="checkbox"/> No reason given <input type="checkbox"/> technical problem <input type="checkbox"/> Others (please specify) _____
44. Have you been provided the Manual of Practice, containing the terms and conditions of service, toll free number of call centre and contact detail of Nodal Officer and appellate authority for complaint redressal etc., while subscribing the new Broadband connection?"	<input type="checkbox"/> Yes <input type="checkbox"/> No

THANKS

Name of the interviewer: _____
Name of the scrutinizer: _____
Back-check done by: _____
Name of field officer: _____

Date: _____
Date: _____
Date of back-check: _____