

Information note to the Press
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Telecom Regulatory Authority of India

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TRAI Releases Report of the independent agencies engaged for the Objective Assessment of Quality of Service and Customer Satisfaction Survey of Telecom Services in Gujarat service area (including Daman, Diu and Silvassa).

New Delhi, 20th May, 2009 - TRAI engaged M/s. TCIL as independent agency for conducting an objective assessment of the Quality of Service provided by basic and cellular mobile telephone service providers and broadband service providers and M/s Market Pulse for conducting subjective customer satisfaction surveys for assessing the customers' perception of the service and to assess the implementation and effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2007.

2. Key Findings of the independent agency on Quality of Service

Telecom service providers are not meeting Customer satisfaction benchmark. The Authority demands better treatment to the customers particularly in resolving the grievances of customers by the service providers. TRAI carried out a customer satisfaction survey through M/s. Market Pulse for Gujarat Service Area (including Daman, Diu and Silvassa) during the period from October - December, 2008. The survey covered 6589 mobile subscribers, 4001 fixed line subscribers and 8558 broadband subscribers across the various districts/ cities of Gujarat spread across various geographies and customer strata.

2.1 Proportion of satisfied customers on various customer service perception parameters

2.1.1 Cellular Mobile Telephone Service: In Gujarat service area the survey of customers satisfaction of service of service providers, namely, Bharti-Airtel, BSNL, Reliance Communications, TTSL, Vodafone Essar and Idea Cellular was conducted. The gradation on "Satisfaction" score i.e. scores of "Very Satisfied" and "Satisfied" is given in Table-1 below. The survey results reveal that there is a need to improve the satisfaction level of subscribers with respect to the Help services, Billing Performance (Post-paid), Network Performance, Maintainability and also Overall Satisfaction across the service providers. The main reason identified, in respect of dissatisfaction relating to accuracy of billing /charging performance of various service providers, is that the charges not levied as per the subscribed tariff plan and charges levied on account of the services not made/used/subscribed.

Table-1 (Cellular Mobile Telephone Service – Gujarat Service Area)

Name of Service Providers (Sample Size)	PERCENTAGE (%) CUSTOMERS SATISFIED WITH							
	Provision of service	Billing Performance		Help Services	Network Performance,	Maintainability	Supplementary Services	Overall Satisfaction
		Postpaid	Prepaid					
Airtel (1067)	96	92	97	86	89	89	96	82
BSNL (1128)	98	94	97	78	73	78	96	73
Reliance (1067)	98	89	92	78	92	94	93	83
TTSL (1132)	93	95	98	87	92	94	96	91
Vodafone (1091)	96	92	94	80	93	95	96	87
IDEA (1104)	96	92	98	86	91	91	96	88

Note: Shaded areas indicates areas of significant weakness

Source: TRAI survey carried out by M/s Market Pulse based on sample of 6589 subscribers

2.1.2 Basic Telephone Service (wire line): In Gujarat service area the survey of customer's satisfaction of service of service providers, namely, Bharti-Airtel, BSNL, Reliance Communications and TTSL was conducted. The gradation on "Satisfaction" score i.e. scores of "Very Satisfied" and "Satisfied" is given in Table-2 below. The survey results reveal that there is a need to improve the satisfaction level of subscribers with respect to the provision of service and Maintainability and also Overall Satisfaction across the service providers.

Table-2 (Basic Telephone Service – Gujarat Service Area)

Name of Service Providers (Sample Size)	PERCENTAGE (%) CUSTOMERS SATISFIED WITH							
	Provision of service	Billing Performance		Help Services	Network Performance	Maintainability	Supplementary Services	Overall Satisfaction
		Postpaid	Prepaid					
Airtel (974)	96	92	--	96	97	85	100	91
BSNL (1077)	88	95	--	78	93	69	98	91
Reliance (979)	85	95	--	90	96	81	98	93
TTSL (971)	92	96	--	92	96	88	99	90

Note: Shaded areas indicates areas of significant weakness

Source: TRAI survey carried out by M/s Market Pulse based on sample of 4001 subscribers

Broadband Service:

2.1.3 In Gujarat service area the survey of customers satisfaction of service of service providers, namely, Hathway, BSNL, You Telecom, TTSL, Bharti-Airtel, and Reliance Communications was conducted. The gradation on “Satisfaction” score i.e. scores of “Very Satisfied” and “Satisfied” is given in Table-3 below. The survey results reveal that there is a need to improve the satisfaction level of subscribers with respect to the Help services, Network Performance and Maintainability including Overall Satisfaction across the service providers.

Table-3 (Broadband Service – Gujarat Service Area)

Name of Service Providers (Sample Size)	PERCENTAGE (%) CUSTOMERS SATISFIED WITH							
	Provision of service	Billing Performance		Help Services	Network Performance,	Maintainability	Supplementary Services	Overall Satisfaction
		Postpaid	Prepaid					
Hathway (1261)	94	94	92	67	82	19	96	78
BSNL (1073)	91	96	--	72	85	11	95	81
You Telecom (1282)	96	92	93	82	88	22	99	83
TTSL (1433)	95	95	100	81	83	32	98	75
Sify (1190)	96	98	82	75	79	25	99	74
Airtel (1202)	96	96	--	86	89	20	100	87
Reliance (1217)	91	91	98	73	83	14	95	75

Note: Shaded areas indicates areas of significant weakness

Source: TRAI survey carried out by M/s Market Pulse based on sample of 8558 subscribers

2.2 Objective Assessment/Audit of Quality of Service performance

2.2.1 Cellular Mobile Telephone Service: In Gujarat service area the audit of quality of service data of service providers, namely, Bharti Airtel, Idea, BSNL, Vodafone Essar, Tata Teleservices and Reliance Communications was conducted. The audit for Cellular Mobile Telephone Service Providers was conducted at their respective MSCs in the Gujarat circle apart from Reliance Communication whose audit was conducted at their central NOC, Mumbai. Service Provider’s performance in respect of cellular mobile telephone service based on one month data is given in Annex-`1`. The areas of concerns i.e. parameters, for which benchmarks is not met by the service providers, are identified based on analysis of one month QoS performance data and live measurement as below:

- Call answered by Operator
- Cells exceeding 3% call drop

2.2.1.1 **Drive Test:** The drive tests were conducted at Ahmedabad, Baroda, and Surat to verify parameters like Call Drop Rate, Call Set-up Success Rate, Blocked Call Rate and Percentage of Connections with Good Voice Quality. The areas of concerns (i.e. parameters) are identified as below:

- Blocked Call Rate
- Call Drop Rate
- Connections with good voice quality

2.2.2 **Basic Telephone Service (wire line):** In Gujarat service area the audit of quality of service data of basic service providers, namely, Bharti Airtel, BSNL, Reliance Communications and TTSL was conducted. Basic (Wire line) services audit for Gujarat circle broadly indicates that most of the service providers are not meeting the benchmarks for some of the Parameters. Service Provider's performance in respect of basic service (wire line) based on one month data is given in Annex-'2'. The areas of concerns i.e. parameters, for which benchmarks is not met by the service providers, are identified based on analysis of one month QoS performance data and live measurement as below:

- Fault repaired within 3 days
- Fault incidences
- Call answered by Operator

2.2.3 **Broadband Service:** In Gujarat service area the audit of quality of service data of service providers, namely, Bharti Airtel, Hathway, BSNL, Reliance Communications, Sify, You Telecom and VSNL were conducted by independent agency M/s. TCIL. The audit for Broadband Service Providers was conducted at their respective network operating centre/point of presence (POPs) in the Gujarat circle. Service Provider's performance based on one month data is given in Annex -'3'. The report reveals that most of the service providers are meeting the benchmarks of all the parameters as specified by TRAI.

3. **Telecom Consumers Protection and Redressal of Grievances score:** The results of the survey reveal that more than 95.4% of Basic Telephone, 98.5% of Cellular mobile and 99% of Broadband customers claimed to be aware of the Call Centre while the awareness of nodal officer and appellate authority for redressing grievances is negligible. 79.9% of basic telephone service, 77.8% of the Cellular mobile telephone service and 56% of Broadband service customers who had lodged complaints said that they were satisfied with the system of resolving their complaints by the call centers. Service providers need to take effective steps for bringing awareness about three stage redressal mechanism including contact details of Nodal Officers/ appellate authority to improve customers satisfaction.

4. **Value Added Services:** The Authority had entrusted the survey agency to undertake survey about the provision of value added services without explicit consent by all the service providers. The reports of the survey agency reveal the following position about provision of value added services without explicit consent of the consumers;-

Question: Did the service provider have your explicit consent before providing the chargeable value added service such as ring tone, emails / GPRS, voice mail etc. ?					
Name of Service Provider	Total customer surveyed, who have given specific response	Yes		No	
		Count	%age	Count	%age
Bharti Airtel	329	315	95.7	14	4.3
BSNL	256	243	94.9	13	5.1
Reliance	256	221	86.3	35	13.7
TTSL	221	217	98.2	4	1.8
Vodafone	417	397	95.2	20	4.8
Idea	345	324	93.9	21	6.1
Overall	1824	1717	94.10%	107	5.90%

5. The survey revealed that about 5.9% customers were provided value added services without their explicit consent. It was also revealed that M/s Reliance Communications has the highest number (13.7%) of such responses of provisioning of Value added service without explicit consent of the customers.

6. The detailed Report on Quality of Service – Audit/Objective Assessment and Customer Satisfaction Survey, including grievance redressal mechanism, conducted during the period September, 2008 to December, 2008 is placed at TRAI Website (www.traigov.in).

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Annexure-1

**Service Provider Performance Report based on One Month Data Verification in which
Audit was conducted (September – November 2008).**


S.N.	Parameters	Benchmark	GSM OPERATORS				CDMA OPERATORS	
			Airtel	Idea	BSNL	Vodafone	TTSL	Reliance
1	Network Performance							
1.1	Accumulated down time of Community Isolation	< 24 Hrs	18.21	2.46	0	0	0.67	0
1.2	Call set-up Success Rate (within licensees own network) (%)	> 95%	95.88%	99.18%	99.3%	98.40%	99.11%	99.56%
1.3	Service Access Delay (Sec)	9 – 20 Sec	4.4	12.99	2.3	10.5	11.7	13.19
1.4	Blocked Call Rate							
	(i) SDCCCH Congestion (%)	< 1%	0.10%	0.71%	0.15%	0.18%	0%	0%
	(ii) TCH Congestion (%)	< 2%	0.29%	0.20%	1.92%	0.28%	0.02%	0.44%
	(iii) Cell exceeding 80% TCH utilization (Nos)		3485	3218	1363	131	6	1.7
1.5	(i) Call Drop Rate (%)	< 3%	1.8%	1.90%	2.70%	1.07%	0.45%	0.86%
	(ii) Cell exceeding 3% TCH drop (Nos)		2562	3017	1737	130	18	12.8
	(iii) Cell exceeding 3% TCH drop (%)		18.75%	27.80%	30.03%	0.78%	2%	1.23%
1.6	Percentage of connections with good voice quality (%)	> 95%	95%	97.02%	95%	96.98%	98.2%	99.3%
1.8	POI Congestion (%)	< 0.5%	2.73%	0%	0%	0%	0%	0%
2	Customer Help Lines:							
2.1	Response time to the customer for assistance							
	(i) % age of calls answered (electronically) :							
	within 20 seconds (%)	> 80%	100%	100%	100%	99.29%	100%	97.54%
	within 40 seconds (%)	> 95%	100%	100%	100%	100%	100%	97.54%
	(ii) % age of calls answered by operator (voice to voice):							
	Within 60 seconds (%)	> 80%	93%	10%	86%	95.27%	93%	89%
	Within 90 seconds (%)	> 95%	99%	24%	96%	96.96%	95%	93.6%
3	Billing Complaints							
3.1	Billing complaints per 100 bills issued (%)	0.1%	0.04%	0.07%	0.04%	0.058%	0.07%	0.08%
3.2	% of billing complaints resolved within 4 weeks (%)	100%	100%	97.22%	100%	100%	100%	100%
3.3	Period of all refunds / payments due to customers from the date of resolution of complaints as in (ii) above (weeks)	< 4 weeks	< 4 week	< 4week	< 2 weeks	< 4 weeks	< 4 weeks	< 4 weeks

■ Indicates deviation from benchmark of TRAI.

Annexure-2

Service Provider Performance Report based on One Month Data Verification in which audit was conducted (September – November 2008).

S.N.	Parameters	BENCH-MARKS	AIRTEL	BSNL	RELIANCE	TTSL
1	Provision of a telephone after registration of demand					
	100 % cases within 7 days (subject to technical feasibility)	100%	98.84%	100%	100%	100%
2	Fault incidences					
	(No. of faults/100 subscribers /month)	< 3%	2.69%	6.64%	5.38%	3.0%
	By 31 st June 2008					
3	Fault repair by next working day					
	By next working day	>90%	98.13%	91%	99%	92%
	Within 3 days	100%	100%	98%	100%	100%
4	Mean Time To Repair (MTTR)	<8 Hrs	6.64	8.7	5.06	7.6
5	Call Completion Rate within a local network					
	Should be better than 55%	>55%	60.40%	65.02%	77.02%	56.08%
6	Metering and billing credibility					
	Disputed Bills over bills issued	< 0.1%	0.17%	0.04%	0.04%	0.10%
7	Customer Care					
	(Promptness in attending to customers requests) 95% of requests					
	- Shifts (< 3 days)	95%	97.81%	100%	96.87%	100%
	- Closures (< 24 Hrs.)	95%	99.56%	100%	98.12%	100%
	- Additional Facility (< 24 Hrs.)	95%	99.50%	100%	96.76%	95%
8	Response Time to the customer for assistance					
	(i) % age of calls answered (electronically):					
	within 20 seconds	80%	100%	100%	100%	100%
	within 40 seconds	95%	100%	100%	100%	100%
	(ii) % age of calls answered by operator(voice to voice):					
	within 60 seconds	80%	83.78%	95.12%	99.59%	93.07%
	within 90 seconds	95%	91.96%	95.12%	99.91%	94.76%
9	Time taken for refund of deposits after closure (100% within 60 days)	100%	100%	100%	100%	100%

 Indicates deviation from benchmark of TRAI.

Annexure-3

**Service Provider Performance Report based on One Month Data Verification in which
Audit was conducted (September – November 2008).**

S.N.	Parameters	Benchmark	Bharti	Hathway	BSNL	Reliance	SIFY	YOU Telecom	VSNL
1	Service Provisioning /Activation Time								
1.1	100% cases in days (subject to technical feasibility)	<15 working days	99.41%	100%	100%	100%	100%	100%	99.56%
2	Fault Repair / Restoration Time								
	By next working day:	> 90%	94%	90.29%	97.35 %	99%	54%	88.78%	92%
	within 3 working days:	99%	99.18%	98.12%	99.51 %	100%	76%	96.79%	98%
3	Billing Performance								
	Billing complaints per 100 bills issued	< 2%	1.66%	0.14%	0.24%	0.19%	Not Applicable as SIFY is under Prepaid Module	0.32%	1.03%
	%age of Billing Complaints resolved	100% within 4 weeks	100%	100%	100%	100%		100%	100%
	Time taken for refund of deposits after closure:	100% within 60 days	100%	100%	100%	100%		96%	100%
4	Response time to the customer for assistance								
	% age of calls answered by operator (Voice to Voice)								
	Within 60 seconds	> 60%	83.78%	95%	77.41 %	94%	96%	88%	94.93%
	Within 90 seconds	> 80%	91.96%	98%	90.29 %	96%	100%	94%	96.86%
5	Bandwidth Utilization/ Throughput:								
	i) POP to ISP Gateway Node [Intra-network] Link(s)		78.50%	55%	49.66 %	35%	68%	NA	48.39%
	ii) ISP Gateway Node to IGSP / NIXI Node upstream Link(s) for International connectivity		74.68%	90%	75.02 %	NA	49%	76.87%	40%
	Broadband Connection Speed (download) - from ISP Node to User	> 80%	99%	90%	88.29 %	>85%	95%	85.34%	88.39%
6	Service Availability / Uptime (for all users)								
	With effect from quarter ending September 2007 and onwards	> 98%	99.99%	98.81%	99.98 %	99.99%	100%	99.28%	99.09%
7	Packet Loss	< 1%	0.03%	0.16%	0.10%	0.1%	<1%	<1%	0%
8	Network Latency (for wired broadband access)								
	User reference point at POP / ISP Gateway Node to International Gateway (IGSP/NIXI)	< 120 msec	29.9ms	34ms	53ms	33.44ms	25ms	14ms	44.43ms
	User reference point at ISP Gateway Node to International nearest NAP port abroad (Terrestrial)	< 350 msec	172.0ms	233ms	246ms	NA	255ms	244ms	274.83 ms
	User reference point at ISP Gateway Node to International nearest NAP port abroad (Satellite)	< 800 msec	NA	NA	NA	NA	NA	NA	NA

■ Indicates deviation from benchmark of TRAI.

NA – Not Applicable

The Satellite link does not exist with any of the Operator, hence the parameter “ 4.3 User reference point at ISP Gateway Node to International nearest NAP port abroad (Satellite)” is not applicable to the above Operators.

- VSNL : parameter 2.1 contains data on all India basis.

- Reliance: ISP gateway is in Mumbai, Delhi, Chennai. Hence No Upstream Link for GJ Circle.