

Information note to the Press

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For Immediate release

Telecom Regulatory Authority of India

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

TRAI has engaged independent agencies to conduct Network audit for the assessment of Quality of Service being provided by the service providers and to collect customers views through survey for the assessment of implementation and effectiveness of the Telecom Consumers Protection and Redressal of Grievance Regulation, 2007 and customers perception of service of Basic, Cellular Mobile and Broadband Service Providers during the period from October to December, 2011. The main findings of the reports are given below:-

2 Findings of the independent agency on Quality of Service

2.1 Cellular Mobile Telephone Service:

The objective assessment of quality of service and subjective customer satisfaction surveys of the service providers, namely, M/s Airtel, Aircel, Vodafone, Videocon, Etisalat, Idea Cellular Limited, BSNL, Tata (CDMA and GSM), Reliance Communications (CDMA and GSM), Systema Shyam and Uninor, was conducted. Service Provider's performance on the selected Key Parameters in respect of cellular mobile telephone service based on one month data verification and the gradation on "Satisfaction" score scale i.e. scores of "Very Satisfied" to "Satisfied" on the matching parameters of the customers perception of services is annexed at "A"

2.2 Basic Telephone Service (Wire Line):

The objective assessment of quality of service and subjective customer satisfaction surveys of the service providers, namely, M/s Airtel, RCOM, Tata Teleservices and BSNL was conducted. Service Provider's performance on the selected Key Parameters in respect of Basic Telephone service (Wire Line) based on one month data verification and the gradation on "Satisfaction" score scale i.e. scores of "Very Satisfied" to "Satisfied" on the matching parameters of the customers perception of services is annexed at "B"

2.3 Broadband Service:

The objective assessment of quality of service and subjective customer satisfaction surveys of the service providers, namely, M/s Airtel, RCOM, BSNL, TCISL and Asianet was conducted. Service Provider's performance on the selected Key Parameters in respect of Broadband service based on one month data verification and the gradation on "Satisfaction" score scale i.e. scores of "Very Satisfied" to "Satisfied" on the matching parameters of the customers perception of services is annexed at "C"

3. Telecom Consumers Protection and Redressal of Grievances score:

The results of the survey reveal that the service providers need to take effective steps for bringing awareness about three stage redressal mechanism including contact details of Nodal Officers/ appellate authority to improve customers satisfaction. Service provider wise overall score on various parameters pertaining to Cellular Mobile Telephone, Basic Service (Wire Line) and Broadband service is enclosed at Annex "D".

4. The detailed Report on Quality of Service – Audit/Objective Assessment and Customer Satisfaction Survey, including grievance redressal mechanism, conducted during the period October, 2011 to Decemberr, 2011 is placed at TRAI Website (www.traigov.in).

5. In case of any clarification, please contact, Mr A. Robert. J. Ravi, Advisor (QOS) at Tel. No. 011-23230404/23217914 or at email id: advqos@traigov.in.

(Rajeev Agrawal)
Secretary

Cellular Mobile Services: Performance of Service providers on the selected key parameters based on one month data verification and the proportion of satisfied customers on "Satisfaction" score scale i.e. score of very satisfied to satisfied in respect of related customer service perception parameters for October 2011 to December 2011 for Kerala Service Area:

Name of Service Provider	Network Availability		Accessibility & Retainability				Metering and Billing				Help Services		Supplementary services
	(Survey)	(Audit)	(Survey)	(Audit)	(Audit)	(Audit)	(Survey)	(Survey)	(Audit)		(Survey)	(Audit)	(Survey)
	Customers satisfied with Provision of Service	Worst affected BTSs due to downtime (%age)	Customers satisfied with network performance	Call Set-up Success Rate (within licensee's own network)	Call Drop Rate (%age)	%age of connection with good voice quality	%customers satisfied with billing performance (Post Paid)	%customers satisfied with billing performance (Pre Paid)	Metering & Billing		% Customers satisfied with help service)	Percentage of calls answered by operators (voice to voice) within 60 sec	% Customers satisfied with supplementary service)
								(Post Paid)	(Pre Paid)				
Bench marks	≥ 90%	≤ 2%	≥ 95%	≥ 95%	≤ 2%	≥ 95%	≥ 95%	≥ 95%	< 0.1%		≥ 90%	≥ 90%	≥ 90%
Aircel	62.81	2.25	66.76	99.65	0.64	97.95	69.28	61.15	0.29	0.06	56.19	90.49	50.61
Airtel	66.56	0.16	70.46	98.88	1.06	96.74	64.89	60.99	0.02	0.04	61.59	94.27	64.18
BSNL	64.50	0.88	70.27	98.03	0.54	99.86	70.61	63.27	0.10	0.02	63.81	49.50	58.53
Etisalat	---	0.00	70.97	99.71	0.85	98.44	---	---	---	0.00	---	100	---
Idea	66.69	0.14	71.06	99.70	0.90	95.62	63.06	63.88	0.02	0.00	66.45	91.13	60.00
RCOM CDMA	66.64	0.00	72.25	99.56	0.59	98.55	63.16	63.73	0.06	0.02	59.87	95.79	60.05
RCOM GSM		0.00		99.92	0.13	99.30			0.09	0.03		93.66	
Tata CDMA	65.17	0.00	71.18	98.67	0.70	0.00	62.24	63.19	0.00	0.00	68.57	83.63	62.56
Tata GSM		0.00		99.41	1.00	98.31			0.00	0.00		97.21	
Uninor	66.20	0.30	69.39	99.27	1.14	97.53	62.81	63.42	---	0.00	63.66	98.29	63.00
Videocon	65.92	0.33	69.38	98.63	0.98	98.38	63.53	64.39	---	0.04	65.76	96.25	64.95
Vodafone	65.51	0.00	67.18	98.53	0.65	97.19	61.04	61.95	0.09	0.04	60.67	94.84	58.87
MTS	65.53	0.00	---	98.91	1.14	100	62.76	62.59	---	0.02	68.50	90.35	62.29

Basic Telephone Services: Performance of Service providers on the selected key parameters based on one month data verification and the proportion of satisfied customers on “Satisfaction” score scale i.e. score of very satisfied to satisfied in respect of related customer service perception parameters for October 2011 to December 2011 for Kerala Service Area:

Name of Service Provider	Network Availability	Accessibility		Metering and Billing			Maintanability		Help Service	
	(Survey)	(Survey)	(Audit)	(Survey)	(Survey)	(Audit)	(Survey)	(Audit)	(Survey)	(Audit)
	Customers satisfied with Provision of Service	Customers satisfied with network performance	Call completion Rate	%customers satisfied with billing performance (Post Paid)	%customers satisfied with billing performance (Pre Paid)	Metering and billing credibility No of bills disputed during over a billing cycle	% Customers satisfied with Maintainability)	Faults Incidences(No. of faults /100 Subscribers)	% Customer s satisfied with help service	% call answered by operator in 60 seconds
Bench marks	≥ 90%	≥ 95%	≥ 55%	≥ 95%	≥ 95%	≤0.1%	≥ 95%	≤ 5	≥ 90%	≥ 90%
Airtel	66.67	68.96	92.49	63.82	57.76	0.06	72.15	1.87	70.73	89.10
BSNL	70.83	67.18	73.24	64.41	56.13	0.01	63.57	6.23	68.37	77.89
Rel Comm.	68.63	66.41	83.10	62.48	62.02	0.03	63.84	0.42	64.66	96.00
TTSL	63.23	66.50	98.16	64.56	63.94	0.00	64.36	0.02	66.45	94.53

Broadband Services: Performance of Service providers on the selected key parameters based on one month data verification and the proportion of satisfied customers on “Satisfaction” score scale i.e. score of very satisfied to satisfied in respect of related customer service perception parameters for October 2011 to December 2011 for Kerala Service Area:

Name of Service Provider	Network Availability		Accessibility		Retainability		Metering and Billing			Help Services		Supplementary services
	(Survey)	(Audit)	(Survey)	(Audit)	(Audit)	(Audit)	(Survey)	(Survey)	(Audit)	(Survey)	(Audit)	(Survey)
	Customers satisfied with Provision of Service	% Connections Provided within 15 days	Customers satisfied with network performance	Service availability uptime	% Band width utilized on upstream link	Broad band download speed	% customers satisfied with billing performance (Post Paid)	% customers satisfied with billing performance (Pre Paid)	Billing Complaints per 100 bills issued	% Customers satisfied with help service)	%age of calls answered by operators (voice to voice) within 60 sec	% Customers satisfied with supplementary service)
Bench marks	≥ 90%	100%	≥ 85%	≥ 98%	≤ 80%	≥ 80%	≥ 90%	≥ 90%	< 2%	≥ 90%	≥ 60%	≥ 85%
Airtel	62.13	100	68.88	99.99	0.00	96.48	61.88	62.22	0.04	68.88	91.30	59.38
Asianet	66.78	100	60.79	99.70	67.00	88.00	61.16	61.94	1.50	60.79	---	62.63
BSNL	65.61	100	68.65	99.98	83.00	93.80	63.68	65.14	0.24	68.65	77.00	60.83
RCOM	64.46	100	69.17	99.99	---	---	63.85	58.81	0.08	69.17	98.00	62.12
TCISL	64.23	100	65.89	98.00	54.00	93.2	61.70	61.98	0.35	65.89	90.99	39.47

The provider wise score on various provisions of the Telecom Consumer Protection and Redressal of Grievances Act in respect of Cellular Mobile, Basic Telephone and Broadband service for October 2011 to December 2011 for Kerala Circle																				
S.NO.	Sub Parameter	Airtel			Reliance			BSNL			TTSL		TCISL	Idea	Uninor	Videocon	Vodafone	Systema	Aircel	Asianet
		Cellular (in %)	Basic (in %)	Broadband (in %)	Cellular (in %)	Basic (in %)	Broadband (in %)	Cellular (in %)	Basic (in %)	Broadband (in %)	Cellular (in %)	Basic (in %)	Broadband (in %)	Cellular (in %)	Cellular (in %)	Cellular (in %)	Cellular (in %)	Cellular (in %)	Cellular (in %)	Cellular (in %)
1	For prepaid customers awareness about item-wise usage charge details on request	61.97	66	93.5	45.52	92.41	76.72	54.69	63.33	64.15	94.25	50	98.9	76.75	87.25	69.13	32.96	83.58	36.19	23.89
2	If aware (for pre-paid customers) ever denied of item wise usage change	14.08	22	19.6	4.85	0	3.61	2.35	20	6	4.08	26	20.88	5.1	3.74	4.33	10.49	3.83	35.19	5.8
3	For new customers provisioning of "Manual of procedure" while taking the	93.57	53.32	80.76	93.37	41.58	71.24	66.72	60.2	93.19	86.38	19.6	83.19	78.61	82.75	77.37	99.34	88.5	42.31	96.53
4	Awareness of call center for redressing grievances	33.11	68.77	24.88	48.59	82.51	10.41	69.38	85.15	29.57	92.19	81.23	94.2	30.35	66.83	76.87	49.5	39.33	37.19	60.17
5	Penetration of consumers made any complaint to the toll free number within last	6.43	10.63	22.5	6.97	9.41	19.1	7.15	7.59	6.18	11.46	9.8	1.94	6.97	8.13	7.65	5.28	5.17	17.02	3.57
6	Call center informing about the action taken on complaint	74.36	85.94	55.56	69.05	78.95	58.3	30.23	82.61	54.55	73.91	86.44	72.73	80.95	73.47	69.57	81.25	77.42	4.85	69.23
7	Resolution of billing complaint by customer care within 4 weeks of lodging complaint	53.85	84.38	55.56	47.62	82.46	58.3	41.86	84.78	63.64	52.17	84.75	54.55	57.14	55.1	45.65	56.25	51.61	38.83	46.15
8	Percentage satisfied with complaint resolution by call center	67		33.33	60.83		33.33	74.05		57.99	73.84		43.3	84.28	72.78	77.62	57.36	83.5	56.65	50
9	Awareness about contact detail of nodal officer for redressing grievances	1.15	1.00	0.83	1.66	0.83	0.99	1.66	0.66	1.33	1.83	0.5	1	1.49	2.32	2	0.5	1.33	4.3	0.83
10	Awareness about contact detail of appellate authority for redressing grievances	0.49	0.17	0.17	0.5	0.17	0.17	0.33	0	0.5	0.66	0.17	0.17	0.5	0.83	0.5	0.17	0.5	1.16	0.17