

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 Tamil Nadu 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, Etisalat, Vodafone, Idea Cellular Limited, BSNL, Tata (CDMA and GSM), Reliance Communications (CDMA and GSM), MTS, Videocon 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 subjective customer satisfaction surveys of the service providers, namely, M/s Airtel, BSNL, Reliance and Tata was conducted. Service Provider's performance on the selected Key Parameters in respect of Basic Telephone service (Wire Line) based on 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 subjective customer satisfaction surveys of the service providers, namely, M/s Airtel, BSNL, Reliance, Tata, Tikona, Sify and Zylog was conducted. Service Provider's performance on the selected Key Parameters in respect of Broadband service based on 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 December, 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 Tamilnadu Service Area:

Name of Service Provider	Network Availability		Accessibility & Retainability				Metering and Billing				Help Services		Supplementary
	(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)	(Post Paid)	(Pre Paid)	% Customers satisfied with help service)	Percentage of calls answered by operators (voice to voice) within 60 sec	% Customers satisfied with supplementary service)
Bench marks	≥ 90%	≤ 2%	≥ 95%	≥ 95%	≤ 2%	≥ 95%	≥ 95%	≥ 95%	< 0.1%		≥ 90%	≥ 90%	≥ 90%
Aircel	70.71	0.55	74.32	98.92	0.60	95.09	71.85	66.03	0.07	0.04	70.35	92	69.87
Airtel	69.98	0.26	74.92	98.35	1.20	96.57	75.27	64.75	0.01	0.02	71.45	84	71.52
BSNL	67.64	1.98	73.76	98.61	1.13	98.18	71.09	62.79	0.06	0.01	64.13	99	64.37
Etisalat	---	0.00	---	99.30	0.55	98.37	---	---	---	0.00	---	100	---
Idea	66.81	0.00	77.16	99.65	0.45	98.02	72.77	66.77	0.06	0.03	66.15	61	66.55
Rcom GSM	69.84	0.04	75.85	99.85	0.34	99.40	73.72	64.69	0.01	0.05	68.10	88	68.21
Rcom CDMA		0.00		99.39	0.59	---			0.07	0.01		98	
Tata GSM	67.19	0.00	74.42	99.28	0.68	98.44	64.68	62.07	---	---	66.09	---	67.90
Tata CDMA		0.00		98.66	0.81	---			---	---			
Uninor	69.13	0.00	74.15	99.27	1.22	98.68	70.26	63.45	---	0.00	60.87	98	64.44
Videocon	67.95	0.00	70.06	98.51	1.03	97.93	70.11	63.06	---	0.03	63.12	100	66.25
Vodafone	70.29	0.13	72.07	98.42	0.90	96.99	71.72	62.85	0.03	0.03	69.64	84	68.64
MTS	70.06	0.00	75.60	99.30	0.71	100	72.55	63.67	---	0.01	66.83	94	68.82

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 Tamilnadu Service Area:

Name of Service Provider	Network Availability	Accessibility	Metering and Billing		Maintainability	Help Service
	(Survey)	(Survey)	(Survey)		(Survey)	(Survey)
	Customers satisfied with Provision of Service	Customers satisfied with network performance	%customers satisfied with billing performance (Post Paid)	%customers satisfied with billing performance (Pre Paid)	% Customers satisfied with Maintainability)	% Customers satisfied with help service
Bench marks	≥ 90%	≥ 95%	≥ 95%	≥ 95%	≥ 95%	≥ 90%
Airtel	70.05	73.99	68.09	89.29	66.44	67.95
BSNL	74.00	66.95	69.47	81.25	69.72	72.17
Reliance	66.67	77.30	68.63	83.33	66.67	78.07
Tata	72.86	69.75	66.71	74.47	65.70	74.90

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 Tamilnadu Service Area:

Name of Service Provider	Network Availability	Accessibility	Metering and Billing		Help Services	Supplementary services
	(Survey)	(Survey)	(Survey)		(Survey)	(Survey)
	Customers satisfied with Provision of Service	Customers satisfied with network performance	% customers satisfied with billing performance (Post Paid)	% customers satisfied with billing performance (Pre Paid)	% Customers satisfied with help service)	% Customers satisfied with supplementary service)
Bench marks	≥ 90%	≥ 85%	≥ 90%	≥ 90%	≥ 90%	≥ 85%
Airtel	66.39	69.34	66.92	74.18	71.61	69.43
BSNL	65.98	70.22	66.89	70.24	70.72	68.39
Reliance	65.67	66.36	67.35	69.36	66.96	67.09
Sify	64.64	68.55	64.06	67.82	66.67	58.67
Tata	64.01	66.13	65.13	69.93	67.34	65.03
Tikona	65.23	69.38	65.50	70.71	70.46	62.60
Zylog	64.83	67.03	66.59	70.34	69.45	65.20

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 Tamilnadu Service Area:

S.NO.	Sub Parameter	Airtel			Reliance			BSNL			Tata			Idea	Uninor	Videoc on	Vodafone	System a	Aircel	Sify	Tikona	Zylog
		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 %)	Broadband (in %)	Broadband (in %)	Broadband (in %)
1	For prepaid customers awareness about item-wise usage charge details on request	58.18	75	89.9	74.15	90	76.47	74.85	100	89.39	69.34	18.18	78.38	66.14	61.08	75.95	60.38	68.79	74.53	73.91	70.37	63.22
2	If aware (for pre-paid customers) ever denied of item wise usage change details for pre paid connection	25.46	0	16.3	33.86	0	11.31	35.23	0	15	27.4	75	8.11	19.86	22.27	32.23	16.51	22.35	19.95	4.35	0	0
3	For new customers provisioning of "Manual of practice while taking the new connection	82.45	89.3	44.64	92.66	56.77	88.28	88.92	85.4	64.4	77.42	59.03	50.48	71.11	79.83	96.47	77.12	89.09	71.47	58.26	70.76	61.86
4	Awareness of call center for redressing grievances	48.1	78.33	80.43	29.99	85.81	86.33	33.99	74.98	77.45	25.74	73.81	85.21	30.38	29	17.84	55.44	42.26	44.7	94.78	86.36	78.4
5	Penetration of consumers made any complaint to the toll free number within last 6 months	9.66	35.07	34.99	7.71	35.2	53.3	8.94	47.95	41.28	10.78	22.08	53.29	8.48	9.85	13.85	15.07	12.13	11.06	31.19	34.62	37.28
6	Call center informing about the action taken on complaint	43.27	96.29	45.03	38.55	96.29	50.1	69.79	43.07	46.94	72.41	73.31	52.6	47.25	75.47	67.11	73.37	58.46	71.43	29.41	60	41.19
7	Resolution of billing complaint by customer care within 4 weeks of lodging complaint	31.73	96.29	74.83	43.37	96.29	75.4	46.88	76.09	72.01	19.57	81.36	64.93	31.87	34.91	44.3	32.72	52.31	42.86	26.47	52.22	43.08
8	Percentage satisfied with complaint resolution by call center	71.46	66.08	73.42	69.02	68.06	63.77	59.73	73.31	72.08	67.04	68.64	64.61	65.32	63.33	66.12	69.69	60.91	67.79	65.22	70.7	67.34
9	Awareness about contact detail of nodal officer for redressing grievances	5.29	4.09	14.35	4.64	3.92	14.42	8.29	12.28	12.77	9.85	14.59	6.3	5.87	8.64	8.55	9.3	7.09	7.9	1.74	6.96	2.94
10	Awareness about contact detail of appellate authority for redressing grievances	0.37	1.12	1.96	0.56	1.12	1.49	1.03	4.09	1.77	1.39	4.21	0.61	0.75	1.77	1.02	1.49	1.21	1.67	0	0.33	0.28