

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 Andhra Pradesh service area.

TRAI has conducted Network audit for the assessment of Quality of Service being provided by the service providers and collected customers views through survey for the assessment of implementation and effectiveness of the Telecom Consumers Protection and Redressal of Grievance Regulation, 2007 and customers perception of service of Basic, Cellular Mobile and Broadband Service Providers during the period from July to September, 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), Sistema 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, You Broadband , Beam Cable, SIFY, TCISL, Tikona and Hathway 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 July, 2011 to September, 2011 is placed at TRAI Website (www.trai.gov.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

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 Credibility		% 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)			
Benchmark	≥ 90%	≤ 2%	≥ 95%	≥ 95%	≤ 2%	≥ 95%	≥ 95%	≥ 95%	< 0.1%		≥ 90%	≥ 90%	≥ 90%
Aircel	97.92	0.00	97.88	99.37	0.36	98.66	99.03	96.44	0.04	0.01	95.52	95.67	98.80
Airtel	70.50	0.03	75.86	99.68	0.49	99.13	72.89	67.19	0.02	0.00	62.86	90.30	66.93
BSNL	75.84	0.00	83.27	95.30	1.45	-	83.33	66.35	0.00	0.00	58.77	66.39	67.27
Idea	74.94	0.00	77.90	99.88	0.81	97.47	68.00	66.86	0.08	0.00	56.77	70.93	70.27
Etisalat	-	0.00	-	99.48	0.36	98.68	-	-	-	0.00	-	100	-
RCOM CDMA	75.34	0.00	81.83	99.15	0.08	-	75.93	71.84	0.04	0.02	65.66	53.8	68.56
RCOM GSM		0.08		99.65	0.34	99.48			0.1	0.00		48.97	
Tata CDMA	70.04	0.00	75.73	99.15	0.44	-	71.18	66.41	0.01	0.01	59.11	94.30	68.29
Tata GSM		0.00		98.61	0.80	97.40			0.53	0.01		87.80	
Uninor	78.43	0.00	82.24	99.14	0.59	99.01	-	74.08	-	0.03	65.03	43.74	76.89
Vodafone	73.64	0.00	78.02	98.63	0.57	98.80	72.58	70.15	0.03	0.01	64.79	85.67	69.89
Videocon	-	0.00	-	98.93	1.67	99.46	-	-	-	0.00	-	96.50	-
Sistema	78.71	0.00	84.83	98.20	0.82	-	77.78	72.81	-	0.01	77.63	96.60	77.53

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

Name of Service Provider	Network Availability	Accessibility		Metering and Billing			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/Answer to Seizure Ratio	%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)	% Customers satisfied with help service	% call answered by operator in 60 seconds
Bench marks	≥ 90%	≥ 95%	≥ 55%/ ≥ 75%	≥ 95%	≥ 95%	≤0.1%	≥ 95%	≤ 5	≥ 90%	≥ 90%
Bharti Airtel	83.33	84.18	90.81	72.42	0.00	0.50	78.56	2.90	83.10	90.00
BSNL.	72.32	74.45	55.14 **	71.84	0.00	0.03	69.23	3.58	71.67	98.48
Rel Comm.	71.55	76.11	88.86	72.58	66.67	0.01	82.85	0.44	73.23	90.00
Tata Teleservices	69.24	72.84	98.81	78.80	65.10	0.04	64.6.	0.73	70.89	92.64

** Data pertains to Call Completion Rate

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

Name of Service Provider	Network Availability		Accessibility		Retainability		Metering and Billing			Help Services		Supplementary services
	(Survey)	(Audit)	(Survey)	(Audit)	(Audit)	(Audit)	(Survey)	(Survey)	(Audit)	(Survey)	(Audit)	(Survey)
	Customers satisfied with Provision of Service	% Connections Provided within 15 days	Customers satisfied with network performance	Service availability uptime	% 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 mark	≥ 90%	100%	≥ 85%	≥ 98%	≤ 80%	≥ 80%	≥ 90%	≥ 90%	< 2%	≥ 90%	≥ 60%	≥ 85%
Airtel	67.38	100	69.51	99.99	-	-	68.43	67.36	-	69.75	88	65.91
Beam Cable	66.89	-	69.80	-	-	-	62.44	60.40	-	61.49	-	61.93
BSNL	69.22	99.7	64.26	100	-	-	63.85	0.00	0.00	64.70	80	65.14
Hathway	70.73	100	72.32	100	78	-	68.13	69.29	1.98	69.41	88	66.10
RCOM	71.33	100	71.30	99.99	-	-	68.15	69.02	0.06	67.98	93	66.56
Sify	70.22	100	62.69	100	87	-	63.26	65.85	-	61.86	98.97	58.43
TCISL	66.32	99	64.75	-	75	94.50	65.21	60.91	-	63.68	97	63.00
TIKONA	65.20	100	61.86	99.20	87.43	100	63.00	61.19	-	60.78	-	60.23
You Broadband	71.75	100	61.13	98.27	78.40	92.80	65.32	65.87	1.37	62.56	82	61.82

The following table shows the service 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.

S.No.	Sub Parameter	Airtel			Vodafone	Aircel	Uninor	Systema Shyam	Idea	Reliance			Tata			Sify	Beam Cable	HATHWAY	TIKO	YOU BROAD BAND	BSNL		
		Cellular (in %)	Basic (in %)	Broadband (in %)	Cellular (in %)	Cellular (in %)	Cellular (in %)	Cellular (in %)	Cellular (in %)	Cellular (in %)	Basic (in %)	Broadband (in %)	Cellular (in %)	Basic (in %)	Broadband (in %)	Broadband (in %)	Broadband (in %)	Broadband (in %)	Broadband (in %)	Broadband (in %)	Cellular (in %)	Basic (in %)	Broadband (in %)
1	For prepaid customers awareness about item-wise usage charge details on request	4.76	-	-	27.1	23.2	14.06	0	23.28	14.62	0	-	10.46	54.59	28.1	23.02	19.78	23.6	22.1	28.46	13.25	-	-
2	If aware (for pre-paid customers) ever denied of item wise usage charge details for pre paid connection	4.76	-	35.57	27.1	23.2	14.06	0	23.28	14.62	-	-	10.46	20.78	31.4	10.34	9.43	0.00	0.81	2.27	13.25	-	-
3	For new customers provisioning of "Manual of practice while taking the new connection	94.25	88.19	14.2	87.32	98.46	85.2	100	93.65	81.4	92.69	38.7	61.22	94.94	39.2	96.35	85.21	96.87	99.16	85.96	84.24	59.07	100
4	Awareness of call center for redressing grievances	92.95	72.26	98.00	96.85	97.18	95.84	97.28	90.07	89.85	80.22	93.5	96.89	84.07	93.9	99.53	-	97.61	99.18	99.91	86.29	65	95.64
5	Percentage of consumer complaints to the toll free number within last 6 months	59.52	29.8	18.5	98.6	23.48	98.84	98.32	67.58	89.8	16.12	15.7	96.71	20.62	29.2	34.34	39.15	38.53	39.49	38.3	2.2	27.54	33.14
6	Call center informing about the action taken on complaint	55.26	2.83	92.9	29.85	83.52	52.44	0	47.48	73.58	50	89.9	56.88	29.55	96.5	83	91.56	76.37	93.59	83.62	96.54	44	88
7	Resolution of billing complaint by customer care within 4 weeks of lodging complaint	39.75	97.48	47.4	19.74	78.28	37.4	6.82	46.5	38.87	58.72	30.5	24.76	69.09	13.3	43.69	100	26.04	0.24	4.4	62.17	93.85	0
8	Percentage satisfied with complaint resolution by call center	-	-	98.00	-	-	-	-	-	-	-	100	-	-	99.7	100	-	100	100	100	-	-	73.3
9	Awareness about contact detail of nodal officer for redressing grievances	4.7	11.6	8.43	6.4	-	13.3	24.5	7.4	15	2.5	5.54	15	3.7	5.41	3	1.22	6.34	3.56	2.43	5.9	3.4	5.72
10	Awareness about contact detail of appellate authority for redressing grievances	1.7	9.3	0	2.5	-	8.8	14.8	1.3	10.5	0	0	12.7	1.00	0.00	0	0	0	0	0.00	1.1	0.2	0