

**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 Jammu & Kashmir service area.**

TRAI has conducted Network audit for the assessment of Quality of Service being provided by the service providers and collected customer perception of service and assessment of implementation and effectiveness of the Telecom Consumers Complaints Redressal Regulations, 2012 of Basic, Cellular Mobile and Broadband services during the period from April to June, 2012. 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, BSNL, Reliance (GSM), Tata (CDMA), IDEA and Vodafone 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 (Wireline):**

The subjective customer satisfaction survey of the service providers, namely, M/s BSNL was conducted. Service Provider's performance on the selected Key Parameters in respect of Basic Telephone service (Wireline) 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 survey of the service providers, namely, M/s BSNL 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 Complaint Redressal score:**

The results of the survey reveal that the service providers need to take effective steps for bringing awareness about two stage redressal mechanism including contact details of appellate authority to improve customer's satisfaction. Service provider wise overall score on various parameters pertaining to Cellular Mobile Telephone, Basic Service (Wireline) and Broadband service is enclosed at Annexure "D".

4. The detailed Report on Quality of Service – Audit/Objective Assessment and Customer Satisfaction Survey, including grievance redressal mechanism, conducted during the period April, 2012 to June, 2012 is placed at TRAI Website ([www.trai.gov.in](http://www.trai.gov.in)).

5. In case of any clarification, please contact, Mr. A. Robert. J. Ravi, Advisor (CA & QOS) at Tel. No. 011-23230404/23217914 or at email id: [advqos@tra.gov.in](mailto:advqos@tra.gov.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 April 2012 to June 2012 for Jammu & Kashmir Service Area:**

Name of Service Provider	Network Availability		Accessibility & Retain ability				Metering and Billing				Help Services		Supplem entary services
	(Survey)	(Audit)	(Survey)	(Audit)	(Audit)	(Audit)	(Survey)	(Survey)	(Audit)		(Survey)	(Audit)	(Survey)
	Customer s 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) (CSSR)	Call Drop Rate (%age) (CDR)	%age of connection with good voice quality	%custo mers satisfied with billing performance (Post Paid)	%custom ers satisfied with billing performance (Pre Paid)	(Post Paid)	(Pre Paid)	% Customer s satisfied with help service	Percenta ge of calls answered by operators (voice to voice) within 60 sec	% Customer s satisfied with suppleme ntary service
<b>Bench marks</b>	<b>≥ 90%</b>	<b>≤ 2%</b>	<b>≥ 95%</b>	<b>≥ 95%</b>	<b>≤ 2%</b>	<b>≥ 95%</b>	<b>≥ 95%</b>	<b>≥ 95%</b>	<b>&lt; 0.1%</b>		<b>≥ 90%</b>	<b>≥ 90%</b>	<b>≥ 90%</b>
<b>Aircel</b>	87	13.86	87	95.91	1.92	95.82	86	88	0.002	0.001	77	96.36	92
<b>Airtel</b>	90	0.04	94	99.29	0.69	98.89	94	88	0.003	0.003	78	86.13	95
<b>BSNL</b>	70	0.62	83	96.96	1.70	--	74	88	0.005	0.05	69	64.98	91
<b>Idea</b>	85	0.61	85	99.01	1.25	95.96	83	94	0.01	0.01	83	94.99	92
<b>Reliance GSM</b>	85	1.59	67	99.53	0.52	98.56	69	87	0.01	0.10	67	96.37	96
<b>Vodafone</b>	76	0.00	93	98.86	0.98	97.14	99	98	0.02	0.04	90	98.21	96
<b>TATA CDMA</b>	85	0.00	90	98.58	1.05	--	89	93	0.00	0.01	90	97.95	100

**Annexure “B”**

**Basic Telephone Services:** Performance of Service providers on the selected key parameters based on 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 April 2012 to June 2012 for Jammu & Kashmir 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 Maintainability)	% Customers satisfied with help service
<b>Bench marks</b>	<b>≥ 90%</b>	<b>≥ 95%</b>	<b>≥ 95%</b>	<b>≥ 95%</b>	<b>≥ 90%</b>
<b>BSNL</b>	73	90	82	53	73

**Broadband Services:** Performance of Service providers on the selected key parameters based on 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 April 2012 to June 2012 for Jammu & Kashmir Service Area:

Name of Service Provider	Network Availability	Accessibility	Maintainability	Metering and Billing	Help Services	Supplementary services
	(Survey)	(Survey)	Survey	(Survey)	(Survey)	(Survey)
	Customers satisfied with Provision of Service	Customers satisfied with network performance	Customers satisfied with Maintainability	% customers satisfied with billing performance (Post Paid)	% Customers satisfied with help service)	% Customers satisfied with supplementary service)
<b>Bench marks</b>	<b>≥ 90%</b>	<b>≥ 85%</b>	<b>≥ 85%</b>	<b>≥ 90%</b>	<b>≥ 90%</b>	<b>≥ 85%</b>
<b>BSNL</b>	89	83	62	86	74	86

**Service provider wise score on various provisions of the Telecom Consumers Complaint Redressal Regulations, 2012 in respect of Cellular Mobile, Basic Telephone and Broadband service for April to June, 2012 for Jammu & Kashmir Service Area:**

S.No.	Sub Parameter	Aircel	Airtel	BSNL			IDEA	Reliance	TTSL	VODAFONE
		Cellular (%)	Cellular (%)	Cellular (%)	Basic (%)	Broadband (%)	Cellular (%)	Cellular (%)	Cellular (%)	Cellular (%)
1	For prepaid customers awareness about item-wise usage charge details on request	5	3	4	---	---	2	9	5	9
2	If aware (for pre-paid customers) ever denied of item wise usage change details for pre paid	---	---	---	---	---	---	---	---	---
3	For new customers provisioning of "Manual of practice while taking the new connection	27	5	14	22	20	32	27	39	27
4	Awareness of call center for redressing grievances	60	69	40	41	16	28	42	13	30
5	Penetration of consumers made any complaint to the toll free number within last 6 months	8	9	3	17	8	7	13	2	4
6	Call center informing about the action taken on complaint	52	15	29	45	43	64	74	71	73
7	Resolution of billing complaint by customer care within 4 weeks of lodging complaint	3	6	14	37	50	16	7	0	0
8	Awareness about contact detail of appellate authority for redressing grievances	1	0	2	2	2	2	3	2	1

