Information note to the Press
(Press Release No.48/2009/QoS)
Telecom Regulatory Authority of India

For Immediate release

TRAI Releases Report of the independent agencies engaged for the Objective Assessment of Quality of Service and Customer Satisfaction Survey of Telecom Services in Madhya Pradesh service area - including Chhattisgarh (CG).

New Delhi, 19th 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 Madhya Pradesh service area (including Chhattisgarh) during the period from July - September, 2008. The survey covered 4,222 mobile subscribers, 2,439 fixed line subscribers and 2,739 broadband subscribers across the various districts/ cities of Madhya Pradesh service area (including Chhattisgarh) 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 Madhya Pradesh service area (including Chhattisgarh) the survey of customers satisfaction of service   of service providers, namely, Bharti-Airtel, BSNL, Reliance Communications (RCOM) and Tata Teleservices, Reliance Telecom Ltd (RTL) 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, Network Performance, Maintainability and 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 levied on account of the calls/ services not made and value added services not requested for.

Table-1 {Cellular Mobile Telephone Service – Madhya Pradesh Service Area (including Chhattisgarh)}

Name of Service Providers (Sample Size)	PERCENTAGE (%) OF CUSTOMER SATISFIED WITH							
	Provision of service	Billing Performance(%)		Help Services	Network Performance	Maintain-Ability	Supple mentary Services)	Overall Satisfaction
		Postpaid	Prepaid					
Airtel (600)	98	96	96	88	90	94	95	82
BSNL (1200)	78	93	97	85	83	89	96	73
RCOM (600)	96	93	93	79	87	92	92	78
TTSL (600)	96	92	93	85	93	95	97	86
RTL (600)	94	88	94	81	82	92	95	76
Idea (622)	95	91	92	77	86	91	89	85

Note: Shaded areas indicates areas of significant weakness
Source: TRAI survey carried out by   M/s Market Pulse based on sample of 4,222 subscribers

2.1.2 Basic **Telephone Service (wire line):** In Madhya Pradesh service area (including Chhattisgarh) the survey of customer's satisfaction of service of service providers, namely, Bharti-Airtel, BSNL and Reliance Communications   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 Help services, Maintainability and Overall Satisfaction across the service providers.

Table-2 {Basic Telephone Service – Madhya Pradesh Service Area (including Chhattisgarh)}

Name of Service Providers (Sample Size)	PERCENTAGE (%) CUSTOMERS SATISFIED WITH							
	Provision of service	Billing Performance		Help Services	Network Performance,	Maintaina bility	Suppleme-ntary Services	Overall Satisfaction
		Postpaid	Prepaid					
Airtel (611)	92	90	-	86	96	80	100	89
BSNL (1258)	89	90	-	77	91	63	96	86
Reliance (570)	98	93	100	77	95	53	100	85

Note: Shaded areas indicates areas of significant weakness
Source: TRAI survey carried out by   M/s Market Pulse based on sample of 2,439 subscribers

2.1.3 **Broadband Service:** In Madhya Pradesh service area (including Chhattisgarh) the survey of customers satisfaction of service of service providers, namely, BSNL, Tata Com, 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, Maintainability, Network Performance, and Overall Satisfaction across the service providers.

Table-3 {Broadband Service–Madhya Pradesh service area (including Chhattisgarh)}

Name of Service Providers (Sample Size)	PERCENTAGE (%) CUSTOMERS SATISFIED WITH							
	Provision of service	Billing Performance		Help Services	Network Performance	Maintainabil ity	Suppleme-ntary Services	Overall Satisfaction
		Postpaid	Prepaid					
BSNL (857)	92	92	-	71	81	23	98	79
Tata Com (632)	89	88	77	66	75	14	97	66
Airtel (620)	98	92	100	84	84	46	95	80
Reliance (630)	96	93	100	69	84	22	92	79

Note: Shaded areas indicates areas of significant weakness
Source: TRAI survey carried out by M/s Market Pulse based on sample of 2,739 subscribers

2.2 Objective Assessment/Audit of Quality of Service performance

2.2.1 Cellular Mobile Telephone Service: In MP Service area the audit of quality of service data of service providers, namely, Bharti Airtel, Idea, BSNL, Reliance Telecom, Tata Teleservices and Reliance Communications was conducted. The audit for Cellular Mobile Telephone Service Providers was conducted at their respective MSCs in the MP 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:

- TCH congestion
- Cells exceeding 3% call drop

2.2.1.1 **Drive Test:** The drive tests were conducted to verify parameters like Call Drop Rate, Call Set-up Success Rate, Blocked Call Rate and 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 Service (wire line): In MP Service area the audit of quality of service data of basic service providers, namely, Bharti Airtel, BSNL, and Reliance Communications was conducted. Basic (Wire line) services audit for MP 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

2.2.3 Broadband Service: In MP Service area the audit of quality of service date of service providers, namely, Bharti Airtel, BSNL, Reliance Communications, Sify 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 MP 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 96% of cellular mobile telephone, 93.9% of Basic Telephone and 99.5% of Broadband service customers claimed to be aware of the Call Centre while the awareness of nodal officer and appellate authority for redressing grievances is negligible. 29.2% of basic telephone service customers, 50% of the Cellular mobile telephone service customers and 27% of Broadband service customers who had lodged complaints said that they were satisfied with the system of resolving their complaints by the call centres. 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**
Airtel	260	231	88.8	29	11.2
BSNL	625	425	68.0	200	32.0
RCOM	245	179	73.1	66	26.9
TTSL	244	225	92.2	19	7.8
Reliance Tele	243	193	79.4	50	20.6
Idea	298	229	76.8	69	23.2
Overall	**1915**	**1482**	**77.39%**	**433**	**22.6%**

5. The survey revealed that about 22.6% customers were provided value added services without their explicit consent. It is also revealed that most of the service providers have considerably higher number 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 July, 2008 to February, 2009 is placed at TRAI Website** *(www.trai.gov.in)***.**

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Cellular Mobile Telephone Service Providers Performance Report based on One Month Data Verification in which Audit was conducted (December 2008 – February 2009).

S.N.	Parameters	Bench mark	GSM OPERATORS					CDMA OPERATORS	
			Airtel	Idea	BSNL (MP)	BSNL (CG)	Reliance Telecom	TTSL	Reliance Comm.
1	Network Performance								
1.1	Accumulated down time of Community Isolation	< 24 Hrs	6.4	17.18	93	33	22.16	0	0.65
1.2	Call set-up Success Rate (within licensees own network) (%)	> 95%	89.4%	98.07%	97.8%	99.6%	100%	98.25%	100%
1.3	Service Access Delay (Sec)	9 – 20 Sec	16:36	7.25	11.6	13	3	12.5	11.8
1.4	Blocked Call Rate								
	(i) SDCCH Congestion (%)	< 1%	0.26%	0.94%	0.64%	0.38%	0.28%	0%	0%
	(ii)TCH Congestion (%)	< 2%	0.46%	1.04%	2.19%	3.43%	0.65%	0%	0.53%
	(iii) Cell exceeding 80% TCH utilization (Nos)		3997	4258	1113	NP	356	16	4.4
1.5	(i) Call Drop Rate (%)	< 3%	1.33%	1.86%	1.71%	3.5%	1.19%	0.82%	1.18%
	(ii) Cell exceeding 3% TCH drop (Nos)		2514	2673	959	839	306	11	5.2
	(iii) Cell exceeding 3% TCH drop (%)		14.3%	19.95%	18.52%	34.89%	5.9%	1.77%	0.62%
1.6	Percentage of connections with good voice quality (%)	> 95%	95.5%	96.1%	95.1%	89.87%	96.6%	97.3%	95.1%
1.8	POI Congestion (%)	< 0.5%	1.67%	0%	1.4%	*	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%	100%	100%	100%	99.5%
	within 40 seconds (%)	> 95%	100%	100%	100%	100%	100%	100%	99.5%
	(ii) % age of calls answered by operator (voice to voice):								
	Within 60 seconds (%)	> 80%	95.6%	95%	82%	82.5%	81%	93%	96.2%
	Within 90 seconds (%)	> 95%	99.1%	99%	96%	96.5%	100%	98%	97.5%
3	**Billing Complaints**								
3.1	Billing complaints per 100 bills issued (%)	0.1%	0.0023%	0.018%	0.002%	0.54%	0.08%	0.01%	0.06%
3.2	% of billing complaints resolved within 4 weeks (%)	100%	100%	100%	100%	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 Weeks	<4 Weeks	<8 Weeks	<4 Weeks	<4 Weeks	<4 Weeks	<4 Weeks

▇ Indicates deviation from benchmark of TRAI.

NP- Data not provided.
- BSNL-CG : GMSC for CG & MP Circle is at LUCENT Bhopal and at present no direct POI with private operators is working at MSC CG.\

Basic Telephone (Wireline) Service Providers Performance Report based on One Month Data Verification in which audit was conducted (December 2008 – February 2009).

S.N.	Parameters	BENCH-MARKS	AIRTEL	BSNL(MP)	BSNL(CG)	RELIANCE COMM.
1	Provision of a telephone after registration of demand					
	100 % cases within 7 days (subject to technical feasibility)	100%	99.60%	100%	100%	100%
2	Fault incidences					
	(No. of faults/100 subscribers /month)	< 3%	6.68%	3.87%	6.69%	1.64%
	By 31st june 2008					
3	Fault repair by next working day					
	By next working day	>90%	96.39%	96.17%	91.11%	99.02%
	Within 3 days	100%	98.70%	98.93%	96.38%	100%
4	Mean Time To Repair (MTTR)	<8 Hrs	7.9 Hrs	5.68 Hrs	6.71Hrs	5.54 Hrs
5	Call Completion Rate within a local network					
	Should be better than 55%	>55%	60.40%	70.41%	65.77%	74%
6	Metering and billing credibility					
	Disputed Bills over bills issued	< 0.1%	0.03%	0.02%	0.01%	0.01%
7	Customer Care					
	(Promptness in attending to customers requests) 95% of requests					
	- Shifts (< 3 days)	95%	95.31%	100%	100%	100%
	- Closures (< 24 Hrs.)	95%	100%	100%	100%	97%
	- Additional Facility (< 24 Hrs.)	95%	100%	100%	100%	100%
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%	96.10%	97.85%	91.99%	97%
	within 90 seconds	95%	100%	98.51%	100%	99%
9	Time taken for refund of deposits after closure (100% within 60 days)	100%	98.97%	92.16%	100%	No cases for refund

■ Indicates deviation from benchmark of TRAI.

Broadband Service Providers Performance Report based on One Month Data Verification in which Audit was conducted (December 2008 – February 2009).

S.N.	Parameters	Benchmark	Bharti	BSNL (MP)	BSNL (CG)	Reliance Comm.	SIFY	VSNL
1	Service Provisioning /Activation Time							
1.1	100% cases in 15 days (subject to technical feasibility)	<15 working days	100%	100%	100%	99.21%	100%	100%
2	Fault Repair / Restoration Time							
	By next working day:	> 90%	96%	96.95%	94.30%	100%	92.85%	98%
	within 3 working days:	99%	99.43%	100%	99.60%	100%	98.21%	100%
3	**Billing Performance**							
	Billing complaints per 100 bills issued	< 2%	0.33%	0.25%	0.2%	0.18%		0.49%
	%age of Billing Complaints resolved	100% within 4 weeks	100%	100%	100%	100%	Not Applicable	100%
	Time taken for refund of deposits after closure:	100% within 60 days	100%	100%	100%	No eligible refund cases		No closure cases
4	Response time to the customer for assistance							
	% age of calls answered by operator (Voice to Voice)							
	Within 60 seconds	> 60%	95%	97.85%	79.80%	90%	100%	98.15%
	Within 90 seconds	> 80%	100%	98.51%	92.80%	93%	100%	99.11%
5	Bandwidth Utilization/ Throughput:							
	Bandwidth Utilization	< 80%						
	i) POP to ISP Gateway Node [Intra-network] Link(s)		77.68%	27.90%	46%	14.42%	32%	41.66%
	ii) ISP Gateway Node to IGSP / NIXI Node upstream Link(s) for International connectivity		79.24%	36.42%	75.77%	NA	55.24%	51%
	Broadband Connection Speed (download) - from ISP Node to User	> 80%	99%	90.14%	87%	>85%	94.93%	>85%
6	**Service Availability / Uptime (for all users)**							
	With effect from quarter ending September 2007 and onwards	> 98%	99.99%	99.35%	99%	99.99%	100%	98.22%
7	**Packet Loss**	< 1%	0	0.035%	0.049%	34.18%	0.04%	0%
8	**Network Latency (for wired broadband access)**							
	User reference point at POP / ISP Gateway Node to International Gateway (IGSP/NIXI)	< 120 msec	76ms	93ms	66.99ms	20 ms	35.33ms	47 ms
	User reference point at ISP Gateway Node to International nearest NAP port abroad (Terrestrial)	< 350 msec	90ms	292ms	282.99ms	NA	296.71 ms	149 ms
	User reference point at ISP Gateway Node to International nearest NAP port abroad (Satellite)	< 800 msec	NA	NA	NA	NA	NA	NA

█ Indicates deviation from benchmark of TRAI.

NA – Not Applicable

 - VSNL : parameters 2.1 & 4 contains data on all India basis.
 - Reliance: ISP gateway is in Mumbai, Delhi, Chennai. Hence No Upstream Link for MP-CG Circle.
 - Reliance has packet loss very high due to under sea cable cut.