

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 UP (East) 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 Bharti Airtel, Aircel, Vodafone, Idea Cellular Limited, BSNL, Tata (CDMA and GSM), Reliance Communications (CDMA and GSM), Sistema Shyam, Uninor, Videocon and Etisalat 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 Bharti Airtel and M/s BSNL was conducted. Service Provider's performance 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 Bharti Airtel, M/s BSNL and M/s RCOM was conducted. Service Provider's performance 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@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

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 and billing credibility		% Customers satisfied with help service)	Percentage of calls answered by operators (voice to voice) within 60 sec	% Customers satisfied with supplementary service)
Benchmark	≥ 90%	≤ 2%	≥ 95%	≥ 95%	≤ 2%	≥ 95%	≥ 95%	≥ 95%	< 0.1%		≥ 90%	≥ 90%	≥ 90%
Aircel	98	1.86	94	98.31	0.70	96.37	-	93	0.10	0.03	89	80.07	92
Airtel	98	0.63	95	99.20	1.21	98.39	90	92	0.01	0.003	91	86.01	97
BSNL	98	0.0003	93	97	1.60	96	100	94	0.01	0.05	87	95.09	90
Etisalat	-	0	-	98.93	0.52	98.72	-	-	-	0.003	-	100	-
Idea	98	0.18	93	99.85	1.38	95.83	100	91	0.02	0.02	90	80.19	96
RCOM CDMA	98	1.57	89	98.85	0.84	-	100	87	0.07	0.05	84	92.27	94
RCOM GSM		1.59		99.53	0.79	98.26			0.09	0.08		87.77	
Tata CDMA	98	0	95	98.64	0.66	-	100	88	0.001	0.2	86	93	95
Tata GSM		0		98.81	1.39	96.39			0.06	0.08		94	
Uninor	100	1.91	89	95.92	1.95	95.88	100	97	-	0.03	90	91.54	83
Vodafone	99	0.61	98	98.65	1.56	95.90	96	93	0.09	0.03	90	96.47	99
Videocon	-	1.43	-	98.38	1.26	97.34	-	-	-	0	-	98	-
Sistema Shyam	99	0	100	99.35	0.66	99.99	100	91	0	0.09	98	96.26	99

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		Maintainability	Help Service
	(Survey)	(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
Benchmark	≥ 90%	≥ 95%	≥ 95%	≥ 95%	≥ 95%	≥ 90%
Bharti Airtel	79	96	97	-	82	87
BSNL.	78	89	89	-	69	73

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	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 billing performance (Post Paid)	% customers satisfied with billing performance (Pre Paid)	% Customers satisfied with help service)	% Customers satisfied with supplementary service)
Benchmark	≥ 90%	≥ 85%	≥ 90%	≥ 90%	≥ 90%	≥ 85%
BSNL	97	87	88	-	86	92
Airtel	98	97	92	-	91	100
RCOM	97	87	90	-	89	92

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	Sistema Shyam	BSNL			Idea	Reliance	TSL	
		Cellular (in %)	Basic (in %)	Broadband (in %)	Cellular (in %)	Cellular (in %)	Cellular (in %)	Cellular (in %)	Cellular (in %)	Basic (in %)	Broadband (in %)	Cellular (in %)	Cellular (in %)	Broadband (in %)	Cellular (in %)
1	For prepaid customers awareness about item-wise usage charge details on request	40	-	-	24	24	23	34	27	-	-	28	23	-	20
2	If aware (for pre-paid customers) ever denied of item wise usage charge details for pre paid connection	51	-	-	56	53	68	52	59	-	-	59	60	-	58
3	For new customers provisioning of "Manual of practice while taking the new connection	67	50	63	75	78	72	83	62	28	29	72	78	38	69
4	Awareness of call center for redressing grievances	73	98	81	68	80	79	97	82	81	66	70	92	74	71
5	Percentage of consumer complaints to the toll free number within last 6 months	46	47	56	40	43	37	36	43	36	71	46	56	65	45
6	Call center informing about the action taken on complaint	87	91	93	80	81	84	87	77	78	91	84	80	86	73
7	Resolution of billing complaint by customer care within 4 weeks of lodging complaint	82	88	32	74	79	68	90	71	82	30	85	75	18	69
8	Percentage satisfied with complaint resolution by call center	-	-	89	-	-	-	-	-	-	83	-	-	82	-
9	Awareness about contact detail of nodal officer for redressing grievances	9	6	4	6	5	11	5	10	4	7	6	11	9	5
10	Awareness about contact detail of appellate authority for redressing grievances	4	2	1	2	1	3	0	2	3	4	1	3	4	2