



**TTL response to Consultation Paper on**  
**“Duration Of Alert For The Called Party”**

**Question 1. Can the arbitrary value of Ringing impacts consumer experience? Please give your views with detailed justifications.**

**TTL Response**

Telecommunication consumers have different response time for attending to incoming calls. In case of mobile phones, due to close proximity of phone, response time for an incoming call is less as compared to landline phones. Further based on different situations, type of customers, response time can vary. For example, responding to a call while driving, response to a call by old age person, or person at home may take more time to respond to an incoming call for mobile or landline. Considering these aspects, TTL is of the opinion that any change in timer of ringing at one side will impact the customer experience.

**Question 2. How to discover the appropriate values of Ringing from customer's perspective? What may be the guidelines to be followed when configuring specific values of relevant timers in the originating and terminating networks to achieve Ringing? Please give your views with detailed justifications.**

**TTL Response**

Based on the response time taken to answer incoming calls, a distribution plot can be prepared in which maximum number of calls are answered. Based on this analysis an appropriate time can be figured out which is meeting Quality of service, better utilization of resources and less impact on customer experience.

As far as timer values are concerned, No Reply timer should be set considering above situation so that for any call scenario, maximum number of calls are answered. As far as TTL is concerned, this timer value is set at 60 sec for outgoing/incoming calls. For an incoming call from other network, If the timer value at far end is set less than terminating exchange then it will lead to more call attempts (due to missed calls). For these reasons, these timers need to be set in sync so that network give same experience for all subscribers.

**Question 3. Is there a requirement to configure values of timers related to ringing in a uniform manner across the networks or is there also a requirement to maintain additional time margins for the timer in the originating network with respect to the typical values of timer configured in the terminating networks? Please suggest typical values for Ringing along with supporting data and explain with detailed justifications.**



#### **TTL Response**

As mentioned in our response to Question 2, timer value should be set considering all call scenario for example, local, NLD or ILD call scenarios. Further some supplementary feature like call forward no reply also need to be considered while setting these timers so that user invoking such service gets enough time to respond to an incoming call. Considering interworking of call in national network, some additional time margin need to be considered so that all call types are covered successfully in proposed timer values.

**Question 4. Whether customers need to be offered options to change or modify the duration of ringing time particularly for them? If yes what should be the typical range of values within which one can set the values and what should be the granularity to make such a change? To modify values, What procedure is suggested to be followed by the customer to make such changes? Please give your views with detailed justifications.**

#### **TTL Response**

Current deployed network capabilities do not support to offer changing or modifying the duration of ringing time by the customers, and it may also require additional cost of deployment by the telecom operators. As networks are running for so long without any issues but keeping in view of optimizing spectrum, network resources, an appropriate timer value can be set at network level.

**Question 5. How to discover the appropriate values of percentage of calls that can be force released by the network i.e. value of CREL, which may be acceptable in general from customer's perspective? How this value affects with the changes in value of the Ringing? Please suggest typical values for CREL along with supporting data and explain with detailed justifications.**

#### **TTL Response**

As suggested in response 2, appropriate timer values can be arrived by analysing the time range in which most of the calls are answered.

**Question 6. How the impact on the utilization of different types of telecommunication resources such as radio spectrum, point of interconnect etc. may be assessed due to the change in the values of timers, related to duration of ringing, configured at originating network or at terminating network? Please provide details of computation methodology to make such assessment along with supporting data to justify the suggested value of Ringing.**



#### **TTL Response**

As suggested earlier, various call scenario spread across network covering local, NLD and ILD calls can be analysed to validate the appropriate timer values.

**Question 7. Whether networks can be adaptive by utilizing Artificial Intelligence (AI) and Machine Learning (ML) techniques to discover appropriate value of ringing duration specific to a subscriber or class of subscriber? Whether networks can also differentiate commercial calls from normal calls from the perspective of ringing duration? Please provide inputs and give your views with detailed justifications.**

#### **TTL Response**

AI and ML can be surely can be a tool for analysing the timer but in TTL view, it is not a complex situation which need such tools deployment for analysis. Therefore, data coming from current network can be checked manually for agreed period to arrive at appropriate timer value

**Question 8. Any other issue which is relevant to this subject?**

The customer experience should not be impacted due to arbitrary changing the ringing timer as network are interconnected.