

**Information note to the Press**  
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**Telecom Regulatory Authority of India**

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**TRAI Releases Report of the independent agencies engaged for the Objective Assessment of Quality of Service and Customer Satisfaction Survey of Telecom Services in Kerala service area.**

New Delhi, 18<sup>th</sup> May, 2009 - TRAI engaged M/s. IMRB International as independent agency for (1) conducting an objective assessment of the Quality of Service provided by basic telephone cellular mobile telephone and broadband service providers and (2) 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. IMRB for Kerala service area during the period from October 2008 - February, 2009. The survey covered 3686 mobile subscribers, 1975 fixed line subscribers and 3051 broadband subscribers across the various districts/cities of Kerala service area 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 Kerala service area the survey of customers satisfaction of service of service providers, namely, Bharti-Airtel, Vodafone, BSNL, Reliance Communications Tata Teleservices 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, Maintainability, Supplementary services and Billing Performance (post paid)

**Table-1 {Cellular Mobile Telephone Service – Kerala Service Area}**

Name of Service Providers (Sample Size)	Percentage (%) Customers Satisfied With							
	Provision of service	Billing Performance		Help Services	Network Performance	Maintainability	Supplementary Services	Overall Satisfaction
		Post paid	Prepaid					
Bharti Airtel (641)	99	87	94	83	94	90	93	91
Vodafone (602)	98	94	95	88	96	96	95	96
Idea (659)	98	94	95	88	95	92	93	93
BSNL (581)	97	96	97	89	97	96	96	95
RCOM (604)	100	90	93	85	96	95	94	95
Tata (599)	99	87	95	80	95	91	89	90

Note: Shaded areas indicates areas of significant weakness

Source: TRAI survey carried out by M/s IMRB based on sample of 3686 subscribers

**2.1.2 Basic Telephone Service (wire line):** In Kerala service area the survey of customer's satisfaction of services of service provider M/s BSNL 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 Billing Performance, Help services, Maintainability, Supplementary Services and also Overall Satisfaction across the service providers.

**Table-2 {Basic Telephone Service – Kerala Service Area}**

Name of Service Providers (Sample Size)	Percentage (%) Customers Satisfied With							
	Provision of service	Billing Performance		Help Services	Network Performance	Maintainability	Supplementary Services	Overall Satisfaction
		Post paid	Prepaid					
Bharti Airtel (597)	98	93	-	80	96	90	98	91
BSNL (686)	97	89	-	90	95	93	93	96
RCOM (83)	98	91	87	85	96	92	95	93
TATA (609)	99	86	-	88	97	94	93	93

Note: Shaded areas indicates areas of significant weakness

Source: TRAI survey carried out by M/s IMRB based on sample of 1975 subscribers

**2.1.3 Broadband Service:** In Kerala service area the survey of customers' satisfaction of service of service providers, namely, BSNL, Bharti Airtel, RCOM, TATA, Sify, and Asianet 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 and maintainability across the service providers.

**Table-3 {Broadband Service–Kerala service area}**

Name of Service Providers (Sample Size)	Percentage (%) Customers Satisfied With							
	Provision of service	Billing Performance		Help Services	Network Performance	Maintainability	Supplementary Services	Overall Satisfaction
		Post paid	Prepaid					
Airtel (600)	98	93	100	81	88	89	96	92
BSNL (580)	98	94	-	86	90	85	96	90
RCOM (600)	98	92	-	85	93	73	98	85
TATA (VSNL) (635)	100	93	84	84	93	69	97	80
Sify (20)	95	-	-	100	100	100	-	89
Asianet (616)	98	92	98	84	87	86	95	89

Note: Shaded areas indicates areas of significant weakness

Source: TRAI survey carried out by M/s IMRB based on sample of 3051 subscribers

## 2.2 Objective Assessment/Audit of Quality of Service performance

**2.2.1 Cellular Mobile Telephone Service:** In Kerala service area the audit of quality of service data of service providers, namely, Reliance Communications, Idea, Vodafone, BSNL, Tata Teleservices and Bharti Airtel, was conducted. The audit for Cellular Mobile Telephone Service Providers was conducted at their respective MSCs in the Kerala 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 area of concerns i.e. parameter for which benchmark 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

**2.2.1.1 Drive Test:** The operator assisted drive tests were conducted in Cochin, Thrissur and Trivandrum 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 Kerala service area the audit of quality of service data of basic service provider, Bharti-Airtel, BSNL, RCOM and TATA was conducted. Basic (Wire line) services audit for Kerala circle broadly indicates that the service providers are not meeting the benchmarks for some of the Parameters. The performance in respect of basic service (wire line) based on one month data is given in Annex-`2'. The area of concern i.e. parameters, for which benchmark is not met by the service providers are identified based on analysis of one month QoS performance data and live measurement as below:

- Fault Incidences & repairs
- Billing Complaints

**2.2.3 Broadband Service:** In Kerala service area the audit of quality of service date of service providers, namely, Bharti Airtel, BSNL, RCOM, VSNL (Tata), and Asianet were conducted by independent agency M/s. IMRB International. The audit for Broadband Service Providers was conducted at their respective network operating centre/point of presence (POPs) in the Kerala circle. Service Provider's performance based on one month data is given in Annex -`3'. The area of concern i.e. parameter, for which benchmark is not met by the service provider, is identified based on analysis of one month QoS performance data and live measurement as below:

- Service Provisioning

3. **Telecom Consumers Protection and Redressal of Grievances score:** The results of the survey reveal that 68.6% of cellular mobile telephone, 69% of Basic and 80% 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 quite low. 61% of the Cellular mobile telephone service customers, 65% of basic telephone service customers, and 57% of Broadband 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:-

<b>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. ?</b>					
<b>Name of Service Provider</b>	<b>Total customer surveyed, who have given specific response</b>	<b>Yes</b>		<b>No</b>	
		<b>Count</b>	<b>%age</b>	<b>Count</b>	<b>%age</b>
Airtel	255	188	73.7	66	25.9
Vodafone	222	153	68.9	67	30.2
Idea	231	168	72.7	56	24.2
BSNL	187	130	69.5	52	27.8
RCOM	205	141	68.8	56	27.3
<b>TATA</b>	<b>252</b>	<b>163</b>	<b>64.7</b>	<b>88</b>	<b>34.9</b>
<b>Total</b>	<b>1352</b>	<b>943</b>	<b>69.7</b>	<b>385</b>	<b>28.5</b>

5. The survey revealed that 28.5% 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 October, 2008 to February, 2009 is placed at TRAI Website ([www.trai.gov.in](http://www.trai.gov.in)).***

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## Annexure-1

## Service provider performance report based on one month verification: Cellular Mobile Services

Parameters	Benchmark	RCOM	IDEA	Vodafone	BSNL	TATA	Bharti Airtel
Accumulated downtime for community isolation	< 24 hrs.	0.00	8.30	5.60	72.75	0.00	15.60
Call Set Up Success Rate (CSSR)	> 95%	99.46%	99.62%	98.27%	94.25%	98.67%	99.42%
Service Access Delay*	9 to 20 seconds (< = 15 seconds for 100 calls)	5.00	12.93	11.79	8.30	5.20	11.75
<b>Blocked Call Rate</b>							
SDCCH /Paging Channel Congestion	<1%	0.00%	0.71%	0.23%	0.58%	0.00%	0.45%
TCH Congestion	< 2%	0.44%	0.84%	0.72%	3.50%	0.00%	0.22%
Call drop rate	< 3%	0.80%	1.50%	0.95%	1.30%	0.79%	1.08%
Percentage connections with good voice quality*	> 95%	98%	98%	98%	94%	99%	96%
<b>Service coverage*</b>							
In door	>-75dbm	Complied	Complied	Complied	Complied	Complied	Complied
In vehicle	>-85dbm						
Out door - in city	>-95dbm						
POI congestion	< 0.5%	Complied	Complied	Complied	Complied	Complied	Complied
<b>Calls answered electronically</b>							
Percentage calls answered within 20 seconds	80%	99%	84%	100%	100%	100%	100%
Percentage calls answered within 40 seconds	95%	99%	97%	100%	100%	100%	100%
<b>Calls Answered by the operator</b>							
Percentage calls answered within 60 seconds	80%	88%	81%	98%	85%	92%	96%
Percentage calls answered within 90 seconds	95%	94%	96%	100%	93%	95%	98%
<b>Billing Complaints</b>							
Billing complaints per 100 bills issued	<0.1%	0.08%	0.07%	0.01%	0.00%	0.02%	0.09%
Percentage billing complaints resolved within 4 weeks	100%	100%	100%	100%	100%	100%	100%
Period of refunds/payments due to customers from the date of resolution of complaints	<4 weeks	100%	100%	100%	100%	NA	NA

\*Details pertaining to these are obtained through operator assisted drive tests. Results of the drive tests are explained in greater detail in critical findings

\*\* Methodology not in line with QoS



Figures provided on All India basis



Not meeting the benchmark

B'mark = TRAI Benchmark, DNA = Details not available

## Annexure - 2

### Service provider performance report based on one month verification – Basic (Wireline) Services

S.no	Parameters	B'mark	Bharti	BSNL	RCOM	TATA
<b>1</b>	<b>Provision of telephone after registration of demand</b>					
1.1	Connections completed within 7 days	100%	100%	63%	89%	99%
<b>2</b>	<b>Fault incidence/clearance statistics</b>					
<b>3</b>	Fault incidences(No. of faults/100 subscribers/month)	<3	2.7	7.24	2.7	2
3.1	Faults repaired within 24 hours	>90%	99%	62%	99%	100%
3.2	Faults repaired within three working days	100%	100%	91%	99%	100%
4	Mean time to Repair (MTTR)	<8 hours				
5	Call Completion Rate (CCR)	>55%	89%	69%	NA	95%
<b>6</b>	<b>Metering and billing credibility</b>					
6.1	Billing complaints per 100 bills issued	<0.1%	0.47%	0.00%	0.04%	0.06%
6.2	%age of billing complaints resolved within 4 weeks	100%	100%	100%	100%	100%
<b>7</b>	<b>Customer care/helpline promptness</b>					
7.1	<u>Shift requests attended</u>					
	Shift requests attended within 3 days	95%	96%	40%	100%	NA
7.2	<u>Closure request attended</u>					
	Closure within 24 hours	95%	100%	84%	98%	NA
7.3	<u>Supplementary (additional) service requests attended</u>					
	Additional facility provided within 24 hours	95%	100%	81%	98%	100%
<b>8</b>	<b>Response time to customer for assistance</b>					
8.1	% age call answered through IVR in 20 seconds	80%	100%	100%	100%	100%
	% age call answered through IVR in 40 seconds	100%	100%	100%	100%	100%
8.2	% age calls answered by operator in 60 seconds	80%	98%	65%	97%	92%
	% age calls answered by operator in 90 seconds	95%	99%	100%	99%	95%
<b>9</b>	<b>Time taken for refund of deposits after closure</b>					
9.1	%age cases where refund received within 60 days	100%	100%	69%	100%	NA

{\*Note: For BSNL data pertains to the sample 5% of exchanges audited during the period of to September to November 2008, whereas for rest of the operators figures pertain to all the exchanges present in the circle}

\*\* Methodology not in line with QoS ■ Figures provided on All India basis ■ Not meeting the benchmark B'mark = TRAI Benchmark, DNA = Details not available

### Service provider performance report based on one month Verification – Broadband Services

S.no	Parameter	B'mark	Bharti	BSNL	VSNL	RCOM	Asianet
1	<b>Service provisioning uptime</b>						
1.1	Total connections registered/calls made		612	2106	517	408	2220
1.2	Percentage connections provided within 15 days	100%	100%	67%	97%	99%	100%
2	<b>Fault repair restoration time</b>						
2.1	Total number of faults registered/calls made		492	1464	7356	872	11683
2.2	Percentage faults repaired by next working days	> 90%	100%	96%	93%	99%	92%
2.3	Percentage faults repaired within three working days	99%	100%	99%	99%	100%	99%
3	<b>Billing performance</b>						
3.1	Total bills generated/calls made		10768	37381	6945	4019	31411
3.2	Billing complaints per 100 bills issued	<2%	0.68%	0.17%	0.69%	0.10%	1.05%
3.3	%age of billing complaints resolved within 4 weeks	100%	100%	66%	100%	100%	100%
3.4	Time taken for refund of deposits after closure	100%	NA	NA	100%	100%	100%
4	<b>Customer care/helpline assessment</b>						
4.1	Percentage calls answered within 60 seconds	> 60%	98%	78%	95%	97%	Details not maintained by the operator
4.2	Percentage calls answered within 90 seconds	>80%	99%	90%	97%	99%	
5	<b>Bandwidth utilisation/Throughput</b>						
5.1	Total number of intra network links tested		81	23 BRAS, T1 24, T2 624, DSLAM 5960	16	No core distribution router	NA
5.2	Total number if intra network links crossing 90%		0	0	0		NA
	<b>Upstream Bandwidth (ISP Node to NIXI/NAP/IGSP)</b>						
5.3	Total number of upstream links		NA	141	50	Upstream links located in Mumbai	8
5.4	Number of links > 90%		NA	8	0		0
5.5	Percentage bandwidth utilized on upstream links	<80%	NA	70%	60%		86%
6	<b>Broadband download speed</b>	>80%	Complied	Complied	Complied	Complied	Complied
7	<b>Service availability/uptime</b>	>98%	100.00%	100.00%	99.08%	99.38%	99.73%
8	<b>Packet loss</b>	<1%	<1%	<1%	<1%	<1%	<1%
9	<b>Network Latency</b>						
9.1	POP/ISP Node to NIXI to IGSP	<120msec	78	<120	Complied	Complied	46
9.2	ISP node to NAP port	<350msec	233	Complied	Complied	Complied	250

\*\* Methodology not in line with QoS ■ Figures provided on All India basis ■ Not meeting the benchmark B'mark = TRAI Benchmark, DNA = Details not available