

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 Assam 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 of grievances regulations, 2007 and customers Perception of service of Basic, Cellular Mobile and Broadband Service Providers during the period from July,2009 to December, 2009. 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, Bharti Airtel, Vodafone, BSNL, TataTeleservices, Reliance Communications and Dishnet/Aircel 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 service is annexed at "A"

2.2 Basic Telephone Service (Wire Line):

The objective assessment of quality of service and Subjective customer satisfaction surveys of the service provider, namely, M/s BSNL was conducted. Service Provider's performance on the selected Key Parameters in respect of Basic Telephone service (Wire Line) 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 service is annexed at "B"

2.3 Broadband Service:

The objective assessment of quality of service and Subjective customer satisfaction surveys of the service providers, namely M/s BSNL and SIFY was conducted. Service Provider's performance on the selected Key Parameters in respect of Broadband 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 service 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". The following table shows the percentage of the customers who were aware about three stage grievance Redressal mechanism in respect of Basic, Cellular mobile Telephone and Broadband service :-

Awareness of	Services		
	Basic Telephone	Cellular Mobile	Broadband
Call Center	73.56%	68.95%	61.12%
Nodal Officer	10.21%	5.11%	5.53%
Appellate authority	11.26%	7.13%	7.33%

4. The detailed Report on Quality of Service – Audit/Objective Assessment and Customer Satisfaction Survey, including grievance redressal mechanism, conducted during the period July, 2009 to December, 2009 is placed at TRAI Website (www.trai.gov.in).

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Annex” A”

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) Customers satisfied with Provision of Service	(Audit) Worst affected BTSs due to downtime (%age)	(Survey) Customers satisfied with network performance	(Audit) Call Set-up Success Rate (within licensee's own network)	(Audit) Call Drop Rate (%age)	(Audit) %age of connection with good voice quality	(Survey) %customers satisfied with billing performance (Post Paid)	(Survey) %customers satisfied with billing performance (Pre Paid)	(Audit) Metering and billing credibility	(Survey) % Customers satisfied with help service)	(Audit) Percentage of calls answered by operators (voice to voice) within 60 sec	(Survey) % Customers satisfied with supplementary service)
Benchmarks	≥ 90%	≤ 2%	≥ 95%	≥ 95%	≤ 2%	≥ 95%	≥ 95%	≥ 95%	< 0.1%	≥ 90%	≥ 90%	≥ 90%
Airtel	97.65%	5.36%	92.67%	95.40%	1.07%	93.38%	90.00%	92.97%	0.09%	88.89%	93.00%	76.31%
Vodafone	98.71%	1.94%	92.90%	97.73%	0.86%	96.42%	88.64%	93.72%	0.25%	89.24%	80.53%	87.50%
BSNL	95.12%	16.45%	88.62%	95.62%	0.82%	96.35%	87.42%	89.11%	0.02%	84.00%	91.67%	94.29%
TATA	99.35%	0.00%	96.20%	99.15%	0.87%	99.37%	96.12%	94.51%	0.01%	90.69%	95.10%	92.59%
Dishnet	95.65%	8.55%	87.08%	94.95%	0.41%	90.26%	83.33%	93.12%	0.05%	85.65%	78.28%	89.66%
Reliance Telecom	95.65%	6.84%	76.36%	96.12%		97.52%	84.98%	89.64%	0.00%	69.09%	99.00%	88.64%

Annex”B”

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)	(Audit)	(Survey)	(Audit)	(Survey)	(Survey)	(Audit)	(Survey)	(Audit)	(Survey)	(Audit)
	Customers satisfied with Provision of Service	% Connection completed within 7 days	Customers satisfied with network performance	Call completion Rate	%customers satisfied with billing performance (Post Paid)	%customers satisfied with billing performance (Pre Paid)	Metering and billing credibility No of bills disputed during over a billing cycle	% Customers satisfied with Maintainability)	Faults Incidences(No. of faults /100 Subscribers)	% Customers satisfied with help service	% call answered by operator in 60 seconds
Benchmarks	≥ 90%	100%	≥ 95%	≥ 55%	≥ 95%	≥ 95%	≤0.1%	≥ 95%	≤ 5	≥ 90%	≥ 90%
BSNL	100.00%		84.65%	56.94%	84.07%	NA	0.12%	56.91%	4.9	64.88%	89.00%

Annex”C”

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		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	%Connections Provided within 15 days	Customers satisfied with network performance	Service availability uptime	% Bandwidth utilized on upstream link	Broadband download speed	%customers satisfied with billing performance (Post Paid)	%customers satisfied with billing performance (Pre Paid)	Billing Complaints per 100 bills issued	% Customers satisfied with help service)	Percentage of calls answered by operators (voice to voice) within 60 sec	% Customers satisfied with supplementary service)
Benchmarks	≥ 90%	100%	≥ 85%	≥ 98%	≤ 80%	≥ 80%	≥ 90%	≥ 90%	< 2%	≥ 90%	≥ 60%	≥ 85%
BSNL	90.21%	81.62%	80.80%	99.98%	74.59%	97.66%	89.87%	NA	0.24	83.41%	86.02%	94.49%
Sify	100.00%	100.00%	81.28%	100.0%	83.22%	87.50%	NA	88.00%	NA	76.35%	100.0%	100.00%

Annex”D”

The following table shows the 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.N.	Sub Parameter	Bharti			Vodafone			BSNL			Rel Comm			Aircel			Tata			SIFY		
		Cellular	Basic	Broad band	Cellular	Basic	Broad band	Cellular	Basic	Broad band	Cellular	Basic	Broad band	Cellular	Basic	Broad band	Cellular	Basic	Broadband	Cellular	Basic	Broadband
1	For pre-paid customers awareness about item-wise usage charge details on request	74.27%	---	---	77.87%	-	-	61.90%	NA	50.00%	72.82%	--	--	65.87%	-	-	83.55%	--	-	--	---	72.07%
2	If aware (for pre-paid customers) ever denied of item wise usage charge details for pre paid connection	5.56%	---	---	1.91%	-	-	7.41%	NA	25.00%	5.57%	---	---	4.76%	-	-	1.30%	--	-	---	---	2.05%
3	For new customers provisioning of "Manual of practice while taking the new connection	87.36%	---	---	72.08%	-	-	73.17%	75.00%	92.00%	88.89%	---	---	81.16%	-	-	93.25%	--	-	---	---	86.40%
4	Awareness of call center for redressing grievances	72.97%	---	---	71.20%	-	-	65.40%	73.56%	66.49%	78.80%	---	---	72.18%	-	-	53.16%	--	-	---	---	55.75%
5	Penetration of consumers made any complaint to the toll free number within last 12 months	11.89%	---	---	11.26%	-	-	14.65%	17.02%	19.15%	16.49%	---	---	15.54%	-	-	8.61%	--	-	---	---	33.50%
6	Call center informing about the action taken on complaint	86.36%	---	---	83.72%	-	-	55.17%	67.69%	56.94%	66.67%	---	---	80.65%	-	-	64.71%	--	-	---	---	66.41%
7	Resolution of billing complaint by customer care with in 4 weeks of lodging complaint	33.33%	---	---	40.00%	-	-	35.29%	51.61%	43.75%	47.62%	---	---	66.67%	-	-	28.57%	--	-	---	---	33.33%
8	Percentage satisfied with complaint resolution by call center	88.37%	---	---	90.48%	-	-	75.86%	66.13%	84.85%	80.64%	--	---	89.83%	-	-	79.41%	---	-	---	---	69.35%
9	Awareness about contact detail of nodal officer for redressing grievances	7.84%	---	---	2.36%	-	-	6.06%	10.21%	1.86%	3.14%	---	---	10.53%	-	-	0.76%	---	-	---	---	9.21%
10	Awareness about contact detail of appellate authority for redressing grievances	8.11%	---	---	4.45%	-	-	8.84%	11.26%	2.39%	7.59%	---	---	11.03%	-	-	2.78%	---	-	---	---	12.28%