Prepared by:

A study to assess the perception of consumers towards Basic Wireline, Cellular and Broadband service providers

Prepared for:

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

EAST ZONE

TRAI SURVEY REPORT: KOLKATA CIRCLE

SURVEY PERIOD: FIRST HALF YEAR 2014 (JUNE TO NOVEMBER)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

TABLE OF CONTENTS

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

Kolkata Licensing Area - **2014**

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

CHAPTER #1.0:-

INTRODUCTION

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

1.1.   About TRAI:

The Telecom Regulatory Authority of India (TRAI) was established on 20th February 1997, by an Act of Parliament, called the Telecom Regulatory Authority of India Act, 1997, to regulate telecom services, including fixation/revision of tariffs for telecom services which were earlier vested in the Central Government.

TRAI's mission is to create and nurture conditions for growth of telecommunications in the country in a manner and at a pace which will enable India to play a leading role in emerging global information society.

One of the main objectives of TRAI is to provide a fair and transparent policy environment which promotes a level playing field and facilitates fair competition.

In pursuance of above objective TRAI has issued from time to time a large number of regulations, orders and directives to deal with issues coming before it and provided the required direction to the evolution of Indian telecom market from a Government owned monopoly to a multi operator multi service open competitive market.

The directions, orders and regulations issued cover a wide range of subjects including tariff, interconnection and quality of service as well as governance of the Authority.

TRAI initiated the regulation on the Standard of Quality of Service of Basic Telephone Service (Wire line) and Cellular Mobile Telephone Service regulations, 2009 (7 of 2009) dated the March 20, 2009 and Quality of Service of Broadband Service Regulations, 2006 (11 of 2006) dated the October 6, 2006 provide for benchmarks for the parameters on customer perception of service to be achieved by service provider.

TRAI has commissioned this study with the objective of measuring Quality of Services under the parameters as per the published notifications for the telecom services – Basic (Wireline), Cellular Mobile (Wireless) and Broadband.

IMRB International | **eTech**

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

1.2.   Objectives of the study:

TRAI conducts regular audits with the consumer to gauge their satisfaction level and perception about various service providers in telecom space:

1. Assess the compliance of the service providers of the subscribers of Basic (Wireline), Cellular Mobile (Wireless) and broadband services with 'various regulation, directions and orders issued by TRAI in the interest of consumers.

2.   Assess the satisfaction with Quality of Services (QoS) provided by Basic (Wireline), Cellular Mobile (Wireless) and broadband service providers on the 'Quality of Service' parameters laid down by TRAI.

3. To compare the findings against the Quality of Service benchmarks notified by TRAI and identify the critical areas for improvement for the telecom service providers .

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

1.3. Methodology of the Study - Framework used:-

In order to have conformity across the telecom service providers, TRAI has set up a benchmark for each of the quality parameter(s) and thus for the purpose of evaluation of the various services, quality will be measured against the benchmark for the specific dimension/parameter.

1.3.1. Service Parameter Benchmarks

Benchmarks were part of tender that was issued by TRAI, the details are given below:

Basic Telephone Service (wireline) and Cellular Mobile Telephone Service		
S. No.	**Parameter/Dimension**	**Benchmark**
1	Customers satisfied with the provision of service	Greater than or equal to 90%
2	Customers satisfied with the billing performance	Greater than or equal to 95%
3	Customers satisfied with network performance, reliability and availability	Greater than or equal to 95%
4	Customers satisfied with maintainability	Greater than or equal to 95%
5	Customers satisfied with supplementary and value added services	Greater than or equal to 90%
6	Customers satisfied with help services including customer grievance redressal	Greater than or equal to 90%
7	Customers satisfied with overall service quality	Greater than or equal to 90%

Broadband Service		
S. No.	**Parameter/Dimension**	**Benchmark**
1	Customers satisfied with the provision of service	Greater than 90%
2	Customers satisfied with the billing performance	Greater than 90%
3	Customers satisfied with help services	Greater than 90%
4	Customers satisfied with network performance, reliability & availability	Greater than 85%
5	Customers satisfied with maintainability	Greater than 85%
6	Customer satisfied with Overall customer satisfaction	Greater than 85%
7	Customers satisfied with offered supplementary services such as allocation of static / fixed IP addresses, email Ids etc.	Greater than 85%

IMRB International | **eTech**

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

There are multiple definitions on which quality can be defined. Two of the most popular definitions of quality include 'conformance to requirements' and 'fitness for use'. Different models were discussed in order to measure the quality for the telecom sector, one of the model that was proposed and discussed in detail was the SERVQUAL MODEL.

1.3.2. SERVQUAL MODEL

As per the SERVQUAL model, service quality should be measured as the difference or gap between consumer expectations about the service and the actual perceived performance (i.e. the disconfirmation paradigm). The concept of measuring level of service quality in terms of expectations and perceptions using SERVQUAL gap score. Five key dimensions which were defined as part of this model include:

- **Tangibility:** Physical facilities, equipment and appearance of service firm's employees.

- **Reliability:** performing the promised services at stated level.

- **Responsiveness:** providing prompt services and willingness to help customers.

- **Assurance:** knowledge and courtesy of employees and their ability to inspire trust and confidence in the firm.

- **Empathy:** caring and personalized attention to its customers.

The proposed model could not be used for the current study considering the large sample size and spread of sample size across urban and rural areas. The other aspect being that the rural consumers are not at the same level of awareness with the urban consumers. For them understanding of expectation with the service could not be at the same level as urban consumers. So an alternative model named as SERVPERF model was discussed and evaluated.

1.3.3. SERVPERF MODEL

SERVPERF model was an extension to the SERVQUAL model as lot of criticism was levied against the model. One of the important aspect that was critiqued was on the operation deficiencies due to which an alternate SERVPERF model was proposed. As per SERVPERF model, perception portion can best describe the satisfaction level of customers as compared to difference score of perception minus expectations. 'SERVPERF' model nullifies the expectation portion of the original SERVQUAL model. Five key dimensions remain the same for the SERVPERF model as well.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

1.3.4. <u>MODEL USED FOR THE CURRENT STUDY</u>

Keeping in mind the TRAI regulations, SERVPERF model was extended to include three more dimensions namely Network/technical quality, Economy and Convenience, in addition to the five dimensions (tangibles, reliability, responsiveness, assurance and empathy).

- **Network/technical quality:** Network availability, reliability and performance

- **Economy:** how economical is the use of mobile/broadband/basic wire line service

- **Convenience:** Ease of approaching the service provider for any particular service

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Each of the 8 parameters/dimensions was further divided into sub parameters which
are given in the diagrammatic representation below:

Tangibility

- Availability of suitable plans
- Provision of information on SIM Card, recharge cards etc.
- Provision of visually attractive material – starter pack, reload card
- Provision of variety of entertainment facility – apps etc.

Reliability

- Provision of service accuracy and dependable
- Transparent & Accuracy of bill/ charges
- Customer friendly staff

Responsiveness

- Provision of timely service
- Effective handling of downtime (maintaining a service)
- Effective grievance redressal mechanism, customer service

Assurance

- Competency of the staff/ services/ problem solving ability
- Feedback mechanism

Convenience

- Ease of access to Customer help line numbers
- Ease of activating & deactivating any service (VAS)/ any other
- Ease of registering for unwanted calls/ SMS

Empathy

- Provision of service manual, complete tariff plan at the time of subscription
- Having convenient periods and terms for activation, recharge and account suspension , free call times
- Ease of taking a connection
- Ease of recharging process (pre paid)
- 24 x 7 customer care service

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Network/ Technical Quality	Economy
• Availability of signal in your area (cell)/ working phone(basic)/ uptime (broadband) • Ability to make and receive call / uninterrupted • Clear Voice quality	• Availability of recharging cards in various denomination • Economical call charges per minute/ second

1.4.   Methodology- Questionnaire Design:

Framework model formed the basis on which questionnaire was designed. Questionnaire was designed keeping in mind that it should be crisp considering the huge sample size and spread.

The questionnaire was purposely shortened keeping in mind the experience of the last round of survey which had a lengthier questionnaire that was resulting in respondent fatigue and ultimately degrading the quality of responses. Separate research instruments were used for the three service areas/ modules of the study.

1.4.1. <u>Choice of Scale used:</u> Perceptions of the consumers will be assessed using 7 point rating scale wherein scale varies from 1 which means 'Extremely dissatisfied' to 7 which means 'Extremely Satisfied'.

Satisfied with Services

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a L i c e n s i n g A r e a - **2014**
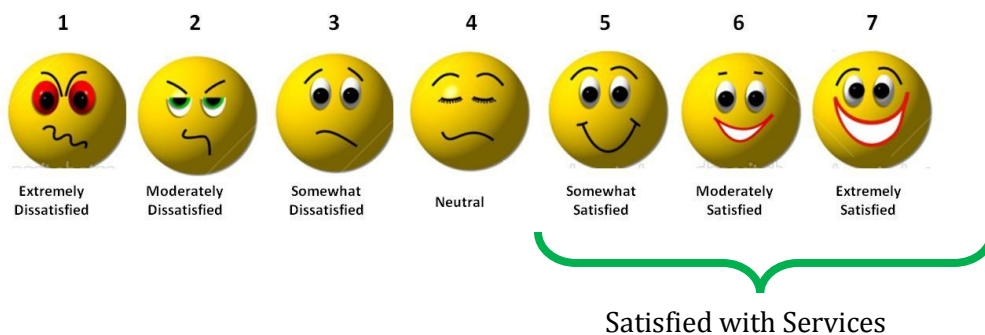
For the purpose of analysis, performance of the operators will be compared against the benchmark for the specific parameters. Top 4(Score 4-7) will be taken for the purpose of evaluation.

Standard 11 point scale was used to assess the consumer loyalty; Net Promoter Score (NPS) will be calculated on basis of the responses received for the loyalty. Net Promoter Score (NPS) measures the loyalty that exists between a Provider and a consumer. To calculate the Net Promoter Score, 11 point scale will be divided under three heads which are Promoters, Passive and Detractors.

- Promoters (score 9-10) are loyal enthusiasts who will keep using the services of current operators and refer others
- Passives (score 7-8) are satisfied but unenthusiastic customers who do not give any positive or negative feedback to others about the operator
- Detractors (score 0-6) are unhappy customers who can damage the reputation of operator through negative word-of-mouth.

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

1.5.   SAMPLING DETAILS:

Sampling methodology ensured that the sample is spread evenly across the circle there by
maintaining the required quotas as directed by TRAI. Methodology ensured spread across
gender, SEC, age and profession. Each city was divided into 8-12 zones in order to ensure
the spread.

In order to achieve the desired sampling size, multiple methodologies were used which
include random methodology wherein 4 households were skipped following the right hand
rule. Apart from the random interviews, intercept interviews were done at malls, shopping

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

complexes, office area, colleges, etc in order to achieve the desired sample size. IMRB
international ensured that a minimum of 30% representation from rural areas.

Sampling methodology also ensures that the necessary guidelines given by TRAI are met
which include:

- **Basic telephone service**: Subscribers were selected from 5% of exchange that
  were evenly spread over 10% (ten per cent) of SDCAs with each BSO. IMRB
  ensured that within these SDCA's the sample was evenly spread to the extent
  possible.

- **Cellular mobile telephone service**: Sample selected for cellular mobile telephone
  service subscribers was evenly spread over in 10% (ten per cent) of district
  headquarters of a service area where the services are commissioned. IMRB ensured
  that at least 30% of the subscribers were from the rural areas.

- **Broadband service**: Sample selected for broadband service subscribers was
  evenly spread in the areas served by 10% (ten per cent) of the Points of Presence
  (POPs) of each service provider in each service area.

IMRB
International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Profile of Consumers: IMRB ensured that different types of consumers were surveyed in order so that responses were well spread out and taken from different segments of the population. The below picture depicts the following were the broad demographic parameters covered:
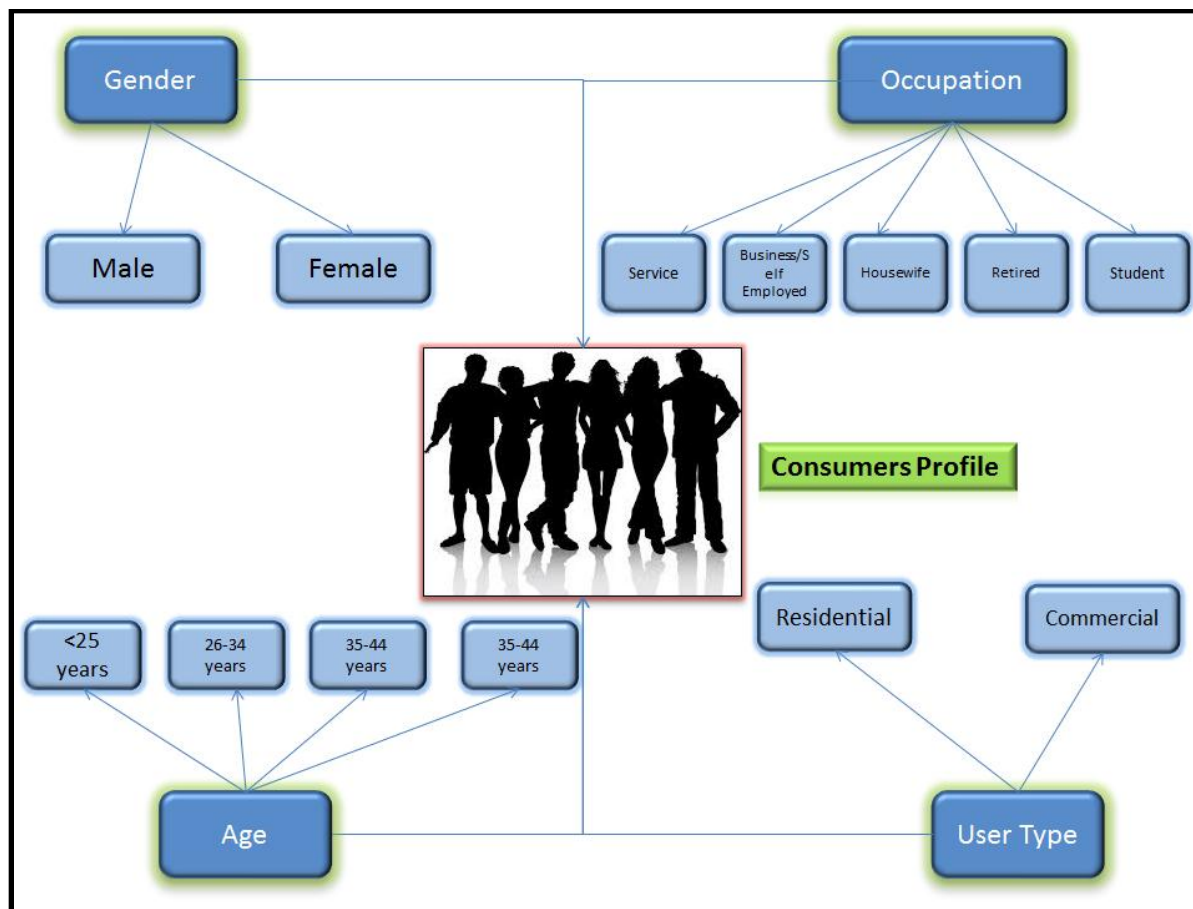
Data Collection Process: IMRB followed a five-step procedure of collecting data, checking it for quality standards and processing the outputs.

Step 1: Coordination with Operators

The field team heads were instructed to coordinate with respective operators and collect information regarding their presence in respective circle and database of subscribers needed for Telephonic survey activity.

Step 2: Briefing and training of Field interviewers

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

For each project IMRB as a standard procedure follows debriefing of the field. Each researcher on the project briefs the field coordinator/EIC (Executive In charge) of the project alongwith its team.

In the briefing the research instrument (questionnaire in the current study) is explained by the researcher to the whole field team and their doubts/clarification are cleared.

Further, the EIC conducts mock interviews with his/her team to explain to them how the research instrument needs to be administered to the respondent.

Step 3: Instruction to Field

IMRB field head instructed the field teams to follow a right hand rule methodology for the random part of the survey process.

The Right Hand Rule methodology is explained in the diagrammatic presentation below:

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**
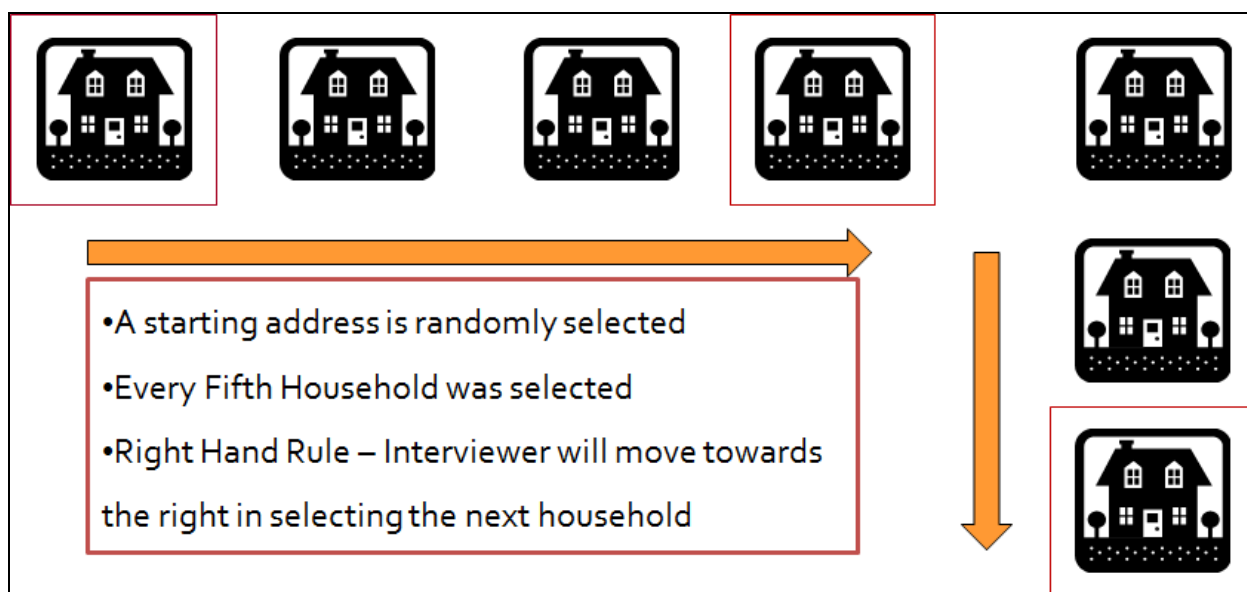
Step 4: Field Quality Back check

IMRB follows a stringent process of checking the field data at multiple levels.

Through a diagram below we explain the process:
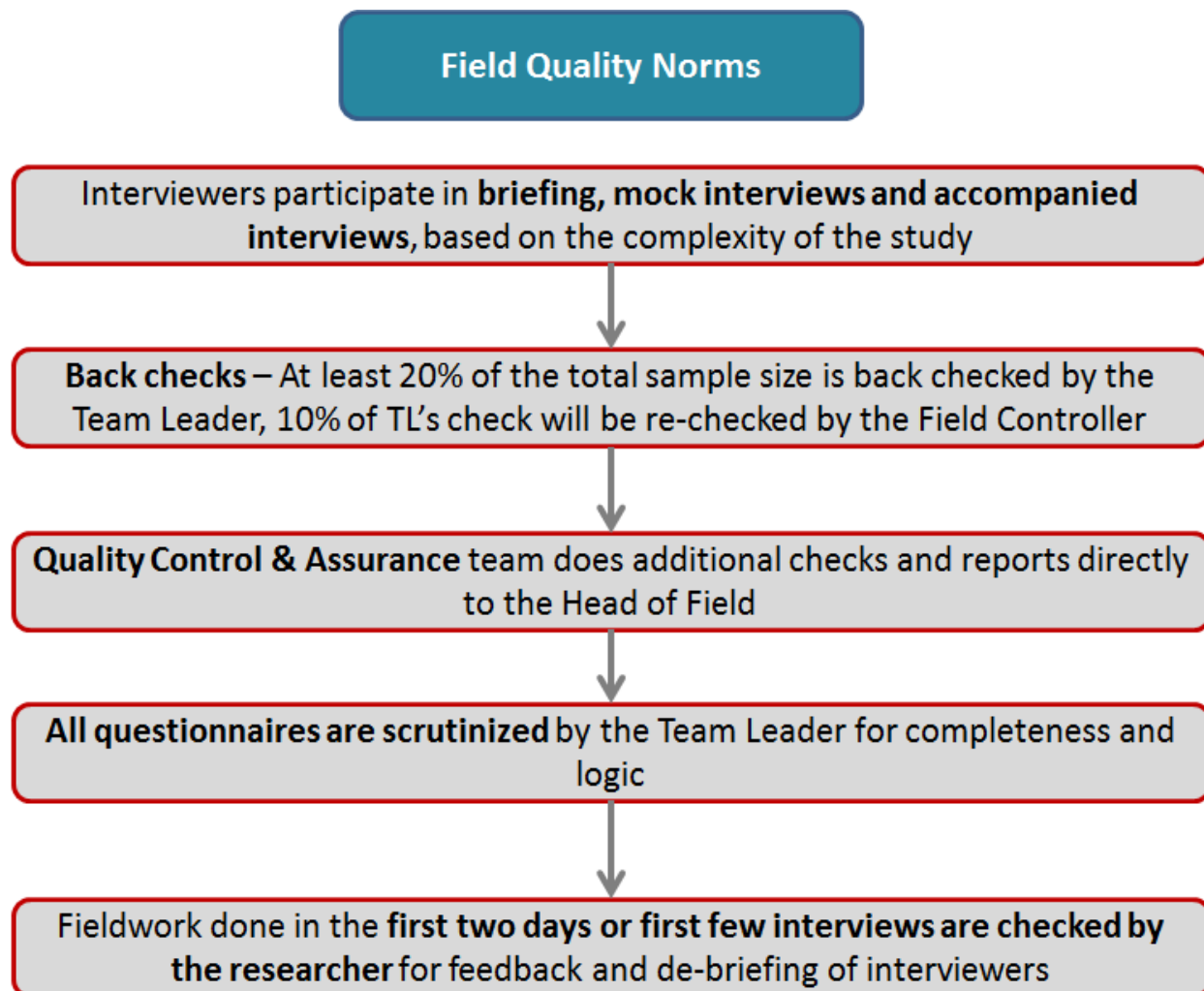
The diagrammatic presentation above explains in a step by step manner the field quality process followed by IMRB for all of its projects.

Step 5: Analysis Quality Norms

Once the field data is collected and back checked for quality then it is punched and processed as output. During this time IMRB follows a stringent process of Analysis quality norms described as below

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a L i c e n s i n g A r e a - **2014**

- **Verification of Questionnaires:** Analyst checks the Feedback Lot of Questionnaires in terms of quality of fieldwork. The same is shared with Research Team.

- **Verification of Open-Ended Coding:** 5% of Questionnaires are re-checked in terms of Open-Ended Coding (by Vendor), records are kept to verify at Analytics end, to ensure Coding Quality. For some critical projects, the coding is also get checked by Research Team. This part was not applicable in the current study as there were no questions asked in open ended form.

- **Verification of Data Entry:** 5% of Questionnaires are double-punched to verify the accuracy of Data Punching (by Vendor), records are kept to verify at Analytics end, to ensure Basic Data Punching Quality.

- **Data Validation:** 100% logical data verification is carried out through Vendor using the IMRB-Supplied Data Validation Program. Exception Report is prepared, checked & verified.

- **Data Weighting:** This is done and verified with the supplied matrix. This part was not applicable in the current study.

- **Output Checking:** Output (usually Magic Database / Table) is checked w.r.t. the basic counts (generated through different method, from same data). It is also checked in accordance with the Analysis Plan provided by Research Team. Post checking at Analyst end, a second person is also checking the same randomly to ensure correct / complete output.

IMRB eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

1.6.   LIST OF OPERATOR SURVEYED & SAMPLE SIZE COVERED:

Wireless Segment

Name of Service Provider	Sample Size - Planned	Sample Size - Achieved	Reason for Variance
Idea Cellular	1067	1102	-
Bharti Airtel	1067	1082	-
BSNL	1067	1080	-
Vodafone	1067	1181	-
Reliance CDMA	1067	1084	-
Reliance GSM	1067	1080	-
Aircel	1067	1092	-
Tata Teleservices	1067	1115	-
Sistema Shyam/MTS	1067	1081	-

Wireless Operators Not Covered: Uninor and Loop have exited the LSA. All other
operators given in tender were covered.

Wireline Segment

Name of Service Provider	Sample Size - Planned	Sample Size - Achieved	Reason for Variance
BSNL	1067	1220	-
Reliance	1067	1089	-
Bharti Airtel	1067	1071	-

Wireline Operators Not Covered: Tata Teleservices provides only commercial PRI
connections to 280 companies. Similarly, Vodafone provides only commercial PRI
connections to 50 companies. Further, the survey able base from this set would be smaller
basis the presence of unique admin/IT with whom the survey can be conducted. Since their
universe counts are quite low it was not possible for deriving the necessary sample size and
hence were excluded from the survey.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Broadband Segment

Name of Service Provider	Sample Size - Planned	Sample Size - Achieved	Reason for Variance
BSNL	1067	1071	-
Airtel	1067	1068	-
Reliance	1067	551	**Reduction in Sample Size in on consultation with TRAI due to low subscriber count**
Alliance	1067	1068	-
Wishnet	1067	1073	-
Meghbala	1067	1068	-

Broadband Operators Not Covered:

- **Tikona Digital Networks** - Tikona refused to share the requisite database inspite of TRAI intervention and numerous communications on mail and phone along with subsequent reminders. As per our telephonic discussion, we have also shared with Tikona, the TRAI letter dated 11.4.2013 drawing attention to instructions to ISPs at Para-4 & 5.
  Since we have not received the said documents within the stipulated deadline, the matter was reported to TRAI for further action and treated as non-compliance on part of operator and further exclusion of the operator from the TRAI broadband survey sample for Kolkata.

- **Tata Communications** - Provides only commercial connections with 3856 subscribers reported for Kolkata service area. Further, the survey able base from this set would be smaller basis the presence of unique admin/IT with whom the survey can be conducted. Since their universe counts are quite low it was not possible for deriving the necessary sample size and hence were excluded from the survey.

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

1.7.   SAMPLE PLAN:

As part of the tender process IMRB in consultation with TRAI Regional Offices (Kolkata Regional office) developed a sample plan which ensured that major portion of Kolkata licensing area was covered.

The current sample plan ensure wide spread geographic presentation across Kolkata circle.

The fieldwork for the survey for the current period extended from mid of August 2014 till November 2014.

The following table below represents the areas covered for all three services in this survey period.

Wireless Sample Plan Snapshot	
No. of District	5
No. of District HQ	5
10% of district HQ	5
Min No. of District HQ to be selected	5
Actual No. of District HQ selected	5
Name of the District HQ covered	KOLKATA
	HOWRAH
	CHINSURA
	BARUIPUR
	BARASAT

Wireline Sample Plan Snapshot	
No. of LDCA	1
No. of SDCA	1
10% of SDCA	1
No. of SDCA to be selected	1
No. of Exchages	538
5% of Exchanges	27
No. of exchanges to be selected	30
Urbun Exchange (70% of total exchange selected)	100%
No. of urban exch selected	30
Name of the BSNL Exchange selected*	Alipur OCB-M (2448/2449)
	Baghbazar MAIN (2554/2555/2543)
	Barrackpore Main (2592/2593/2594)
	Baruipur ROU 2433(9)
	Behala Main (EWSD)

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a L i c e n s i n g A r e a - **2014**

Bhadreswar ROU (2633)
Botanical Garden ROU (2688)
Central-II OCB (2217/2229/2249/2226/2227)
Chetla ROU
Chinsura E-10B 2680/2681(9)
Chowringhee RSU (2228)
Circus-II EWSD (2280/2281/2282)(Main)
Colony More ROU (2542)
Dum-Dum-II OCB (2529/2559)Main
Jadavpur-II OCB Main(2412/2413)
Kasba RSU (2442/2441)
Madhyamgram ROU (2538)
Manicktala EWSD Main 2370
Panihati OCB (2563/3-9)
Picnic Garden ROU 2344
Russa EWSD (2464/2465/2466/2463(3-9)
Salkia OCB Main(2655)
Salt Lake EWSD (2358/23592321/2334/2337)
Serampore ROU (2652)
Shibpore OCB Main (2640/0-1)
Sonarpur ROU (2434)
Uttarpara OCB (2664)
Teretta Bazar OCB Main(2236/2237/2235/2221(5-9)
Tolligunge ROU (2424)
Topsia RSU (2280/2282/2285)

*Note: In the case of wireline for Airtel and Reliance, no exchange level sampling was done since the no. of exchanges for these operators are very few. Hence, alternatively the sampling for these operators was done on best endeavor basis their wireline coverage areas.

Broadband Sample Plan Snapshot		
Operator	**BSNL**	**Airtel**
No. of POP Present (TIER SWITCH)	**55**	**245**
10% of POP	**5.5**	**24.5**

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

No. of POP selected		10	25
Name of the POP covered*		BARRACKPORE	**ALP - ALP_Vandana Apartment_22/1, Alipore Rd, Kolkata 700027,,,,Kolcutta,WEST BENGAL,IN,700027**
		UTTARPARA	**BAC - BAC BALLYGUNJ AC MARKET 18/7 DOVER LANE**
		DUMDUM	**BBD - BBD 4/1 Red Cross Place, Kolkata-1**
		JADAVPUR	**BBG - BBG_Bipin Bihari Ganguly_285 A,B,C Bipin Bihari Ganguly Street, kol-12,,,,calcutta,WEST BENGAL,IN,**
		BEHALA	**BKC - BKC_Bikam Chand Market_Bikhamchand Market, 14/2 Old China Bazaar Street, KOLKATA,,,,kolcutta,WEST BENGAL,IN,**
		KALIGHAT	**BZR - BZR_Big Bazar_9, Elgin Rd, Kolkata 700020,,,,kolcutta,WEST BENGAL,IN,**
		SALT LAKE	**CCS - CCS_Chandni Chawk_1/1 Biplabi Anukul Chandra Street, KOLKATA,,,,kolcutta,WEST BENGAL,IN,**
		CENTRAL	**CGS - CGS_St.Joseph School_213A,B.B.Ganguly St., kol-12,,,,calcutta,WEST BENGAL,IN,**
		BAGBAZAR	**BGR - BGR_BANGUR_P-58, BLOCK-C, BANGUR AVENUE, PO- BANGUR AVENUE, PS- LAKE TOWN, KOLKATA-700055, 24PGS(N),,,,kolcutta,WEST BENGAL,IN,**
		B.E.COLLEGE	**GDB - GDB_SALT LAKE GDB_Plot No. 300, Block - GD, Sector - III, SALT LAKE CITY, P.O. Bidhan Nagar IB Block, Kolkata - 700 106 Dist. 24 Pgs.(North),,,,kolkata,WEST BENGAL,IN,**
			GGC - GGC_GOLF GREEN_74/8/117, Jadavpur Central Road, kolkata - 700032,,,,calcutta,WEST BENGAL,IN,700032
			GHM - GHM_GOLPARK GHM_11, Moni Mukherjee Road, P.S. Gariahut, P.O. Ballygunge, Kolkata - 700 019,,,,kolkata,WEST BENGAL,IN,
			HLP - HLP_HILAND PARK_HIGHLAND PARK, 25, CHAK GARIA, P.O. CHAK GARIA, P.S. PURBA JADAVPUR, KOLKATA - 94,,,,kolkata,WEST BENGAL,IN,
			KCB - KCB_BTS EKOLCHKS Bhowanipore_10/1 Chakraberia Road (south), Kolkata,,,,Kolkata,WEST BENGAL,IN,700026
			KCT - KCT_CIT Road_139D/4, ANANDAPALIT ROAD, KOL-700014
			KDB - KDB_Dakbanglow_40/C Jessore Road (South) Dakbanglow more, Kol-127,,,,Kolkata,WEST BENGAL,IN,
			KDH - KDH_Dhakuria_1/427 Gariahat Road(south), Kol-68,,,,calcutta,WEST BENGAL,IN,

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

	KDR - KDR_Dargha Rd_25/2/1D DARGHA ROAD, KOL-700016
	KGC - KGC_KAKURGACHI_ P-132, A, C.I.T. Road, Scheme-VI, Phul Bagan, kol-86,,,,calcutta,WEST BENGAL,IN,
	KHP - KHP_Harish Park_180B HARISH MUKHERJEE ROAD,KOL-700026
	KIA - KIA_Kasba Industrial Estate_INDIAN COUNCIL OF REHABILATION & SPORTS FOR THE DISABLED, KASBA INDUSTRIAL ESTATE, PHASE - I, Plot No. 36, P.O. ANANDAPUR, KOLKATA - 700
	KLG - KLG-Lake Gardens, Kolkata : 700045,,,,Kolkata,WEST BENGAL,IN,
	KMP - KMP-134 Metropolitan Co-operative Housing society Ltd, Canal south road(sec-B) Kol-39,,,,Kolkata,WEST BENGAL,IN,
	KSC - KSC # 375 Prince Anwar Shah Road, Kolkata - 68,,,,Kolkata,WEST BENGAL,IN,
	KTP - KTP-Triangular Park, Rashbehari Avenue, Kol : 29,,,,Kolkata,WEST BENGAL,IN,

*Note: In the case of broadband for smaller operators, no POP level sampling was done since the no. of exchanges for these operators are very few. Hence, alternatively the sampling for these operators was done on best endeavor basis their broadband coverage areas.

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Chapter #2.0:-

Executive Summary

This section discusses in brief, performance of the operators for Wireline, Wireless and Broadband operators on various parameters.

IMRB | eTech

TRAI
Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation & Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

How to read this section

In the executive summary, we have presented a snapshot of the satisfaction for the different parameters at an overall level.

All the benchmarks mentioned by the regulator in the tender have been mentioned in the tables coming below.
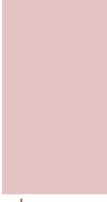
The overall satisfaction score for these benchmarks has been calculated giving an equal weightage to the sub-parameters that define the main parameter.

Let us understand this with an example as given below for the Service provision dimension:
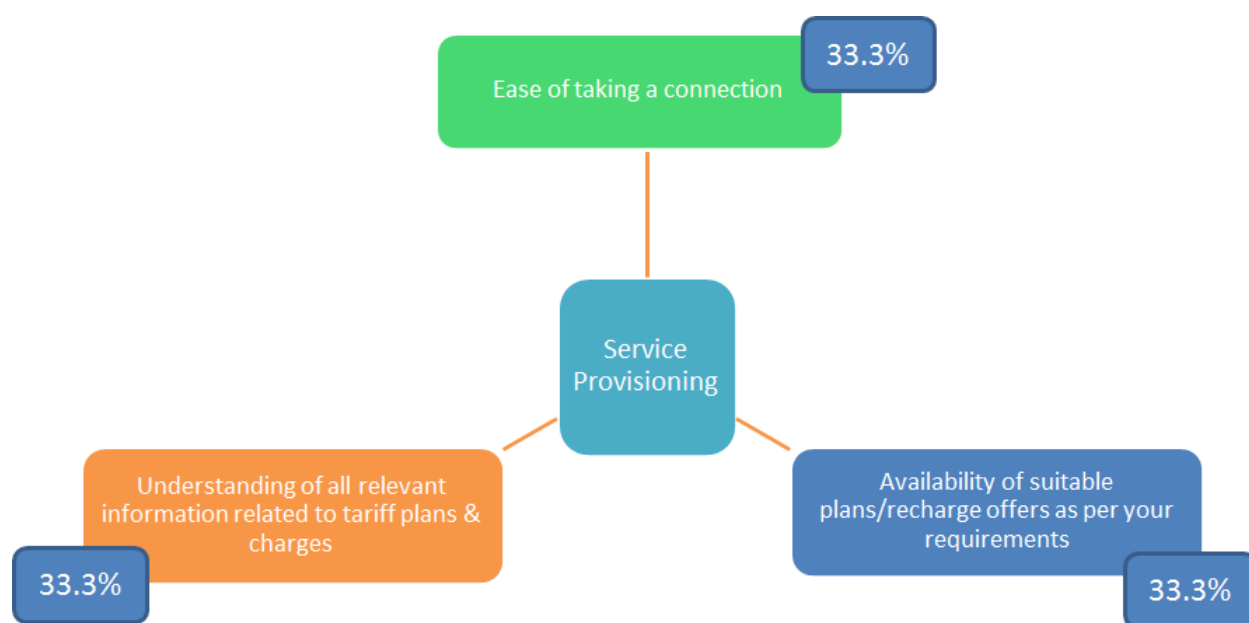
In the same manner all the other dimension overall satisfaction score has been calculated.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

The table below represents the overall dimension and its subsequent sub-parameters.

Service Provisioning
- Ease of Connection
- Understanding of relevant information related to tariff plans and charges
- Availability of suitable plan/recharge as per requirement

Billing related - Prepaid
- Ease of Recharging Process
- Availability of recharge card of various denominations
- Transparency of recharge offer
- Charges deducted for every call

Billing related - Postpaid
- Accuracy & completeness of the bills
- Clarity of the bills in terms of transparency and understanding ability
- Call charges levied per minute/second

Help Services
- Availability of customer care services 24*7
- Ease of access of call centre/customer care or helpline and contacting the customer care executive
- Customer friendly approach of the customer care executive
- Competency level/problem solving ability of the customer care executive

Network Performance, Reliability & Availability
- Availability or Accessibility of Signal of service provider in locality
- Strength of Network of your service provider in terms of ability to make or receive calls easily
- Voice Quality

Maintainability
- Effective handling of the network (signal) problems

Supplementary Services & Value Added Services
- Quality of supplementary services / value added service provided including activation, deactivation, charges etc

Mobile Data Services
- Speed of Mobile Internet Connection
- Coverage and Availability of Mobile Internet Connection

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a L i c e n s i n g A r e a - **2014**

2.1.   Summary of the Survey module for Wireless Operators

Overall satisfaction: Excluding Vodafone, all other operators fail to meet the benchmark level of overall satisfaction with the service provided by the operator.

Service provisioning: In the current round of survey, all operators meet the benchmark level of satisfaction with service provisioning.

Billing performance for pre-paid users: BSNL does not meet the benchmark of satisfaction on the aspect of 'billing performance for the pre-paid users'.

Billing performance for post-paid users: Excluding Aircel, all operators fail to meet the benchmark level of satisfaction on the aspect of billing performance for the post-paid users.

Help Services: Idea Cellular, BSNL, Reliance CDMA, Reliance GSM, Aircel and Sistema Shyam/ MTS fail to meet the benchmark level of satisfaction with Help Services.

Network performance, reliability and availability: Excluding Vodafone, all operators fail to meet the benchmark level of satisfaction with Network performance, reliability and availability.

Maintainability: None of the operators meet the benchmark level of satisfaction with Maintainability.

Supplementary and Value Added Services: BSNL, Reliance CDMA, Aircel and Sistema Shyam/MTS do not meet the benchmark level of satisfaction with Supplementary and Value Added Services

Mobile Data Services: Bharti Airtel performs the best vis-à-vis other operators on satisfaction on Mobile Data Services.

The cells within the tables in the table below have been color-coded to show the operators which are not meeting the benchmark for a particular service.

Legend	Cell color
Operator not meeting the benchmark	
Operator scoring highest vis-à-vis other operators	

IMRB International | **eTech**

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation & Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Overall Performance	Benchmark	Idea Cellular	Bharti Airtel	BSNL	Vodafone	Reliance CDMA	Reliance GSM	Aircel	Tata Teleservices	Sistema Shyam/MTS
Customers satisfied with provisioning of service	Greater than equal to 90%	96.77%	96.87%	93.87%	97.30%	99.00%	97.37%	94.33%	96.97%	96.43%
Customers satisfied with billing performance – Prepaid	Greater than equal to 95%	96.30%	95.48%	93.95%	97.05%	97.98%	97.03%	95.40%	97.03%	95.38%
Customers satisfied with billing performance – Postpaid	Greater than equal to 95%	84.97%	92.50%	82.07%	87.87%	89.63%	90.27%	95.83%	86.67%	76.90%
Customers satisfied with help services	Greater than equal to 90%	87.13%	90.73%	84.98%	90.50%	82.98%	88.78%	77.38%	90.23%	85.93%
Customers satisfied with network performance, reliability and availability	Greater than equal to 95%	85.20%	92.77%	83.80%	95.50%	86.13%	84.83%	82.73%	89.93%	89.43%
Customers satisfied with maintainability	Greater than equal to 95%	84.70%	92.20%	82.50%	93.50%	87.20%	86.50%	82.20%	88.80%	87.80%
Customers satisfied with supplementary and value added services	Greater than equal to 90%	93.30%	95.40%	86.00%	92.70%	86.00%	90.80%	88.50%	91.20%	89.50%
Customer Satisfied with mobile data services	-	77.60%	78.15%	75.00%	84.40%	62.65%	71.35%	72.85%	76.00%	87.50%
Customers satisfied with overall service quality	Greater than equal to 90%	93.60%	96.20%	92.20%	97.10%	90.90%	91.40%	90.50%	93.90%	94.80%

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

2.2.　　Summary of the Survey module for Wireline Operators

Overall satisfaction: Bharti Airtel has the highest satisfaction level among all operators on the aspect of 'overall service quality'. All operators meet the benchmark level with overall satisfaction.

Service provisioning: In the current round of survey, all operators meet the benchmark level of satisfaction with service provisioning.

Billing performance for pre-paid users: BSNL does not meet the benchmark level of satisfaction on the aspect of billing performance for the pre-paid users.

Billing Performance for Post-paid users: BSNL and Reliance do not meet the benchmark level of satisfaction on the aspect of 'billing performance for the post-paid users'.

Help Services: BSNL does not meet the benchmark level of satisfaction with Help Services.

Network performance, reliability and availability: BSNL and Reliance do not meet the benchmark level of satisfaction with Network performance, reliability and availability

Maintainability: BSNL and Reliance do not meet the benchmark level of satisfaction with Maintainability.

Supplementary and Value Added Services: BSNL does not meet the benchmark level of satisfaction with Supplementary and Value Added Services.

The cells within the tables in the table below have been color-coded to show the operators which are not meeting the benchmark for a particular service.

Legend	Cell color
Operator not meeting the benchmark	
Operator scoring highest vis-à-vis other operators	

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Overall Performance	Benchmark	BSNL	Reliance	Bharti Airtel
Customers satisfied with provisioning of service	Greater than equal to 90%	94.53%	98.13%	98.27%
Customers satisfied with billing performance – Prepaid	Greater than equal to 95%	91.68%	97.75%	99.70%
Customers satisfied with billing performance – Postpaid	Greater than equal to 95%	90.95%	88.73%	96.85%
Customers satisfied with help services	Greater than equal to 90%	86.38%	90.73%	96.43%
Customers satisfied with network performance, reliability and availability	Greater than equal to 95%	87.17%	91.30%	97.50%
Customers satisfied with maintainability	Greater than equal to 95%	77.20%	89.20%	96.80%
Customers satisfied with supplementary and value added services	Greater than equal to 90%	81.50%	97.20%	97.60%
Customers satisfied with overall service quality	Greater than equal to 90%	90.90%	91.20%	98.00%

IMRB
International

eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

2.3.   Summary of the Survey module for Broadband Operators

Overall Satisfaction: Except Wishnet, all other operators do not meet the benchmark level of satisfaction with overall service quality.

Service provisioning: Except Wishnet, all other operators fail to meet the benchmark level of satisfaction with service provisioning.

Billing Performance for Pre-paid users: Except Wishnet, all operators fail to meet the benchmark level of satisfaction on the aspect of 'billing performance for the pre-paid users'.

Billing Performance for Post-paid users: BSNL, Airtel, Reliance and Alliance fail to meet the benchmark level of satisfaction on aspect of 'billing performance for the post-paid users'.

Help Services: All operators fail to meet the benchmark level of satisfaction with Help Services.

Network performance, reliability and availability: All operators fail to meet the benchmark level of satisfaction with Network performance, reliability and availability.

Maintainability: All operators fail to meet the benchmark level of satisfaction with Maintainability.

Supplementary and Value Added Services: BSNL, Airtel and Reliance do not meet the benchmark level of satisfaction with Supplementary and Value Added Services.

The cells within the tables in the table below have been color-coded to show the operators which are not meeting the benchmark for a particular service.

Legend	Cell color
Operator not meeting the benchmark	
Operator scoring highest vis-à-vis other operators	

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation & Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Overall Performance	Benchmark	BSNL	Airtel	Reliance	Alliance	Wishnet	Meghbala
Customers satisfied with provisioning of service	Greater than 90%	73.63%	85.13%	86.03%	88.27%	92.00%	87.73%
Customers satisfied with billing performance - Prepaid	Greater than 90%	84.75%	87.85%	86.93%	87.15%	90.68%	87.83%
Customers satisfied with billing performance - Postpaid	Greater than 90%	77.47%	83.23%	85.13%	82.80%	95.00%	91.63%
Customers satisfied with help services	Greater than 90%	57.48%	82.98%	76.55%	80.68%	86.93%	76.18%
Customers satisfied with network performance, reliability and availability	Greater than 85%	61.20%	81.75%	81.00%	82.75%	84.80%	76.95%
Customers satisfied with maintainability	Greater than 85%	58.50%	81.80%	77.30%	80.30%	84.10%	75.00%
Customers satisfied with supplementary and value added services	Greater than 85%	70.10%	81.40%	81.30%	87.20%	89.00%	85.70%
Customers satisfied with overall service quality	Greater than 85%	61.70%	82.80%	79.10%	85.00%	87.50%	80.70%

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

Kolkata Licensing Area - **2014**

PART A

This part of the report covers the following sections:

- Detailed Findings for Wireless Service Provider

- Detailed Findings for Wireline Service Provider

- Detailed Findings for Broadband Service Provider

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

Kolkata Licensing Area - **2014**

Chapter #3.0:- Detailed Findings for Wireless Service provider
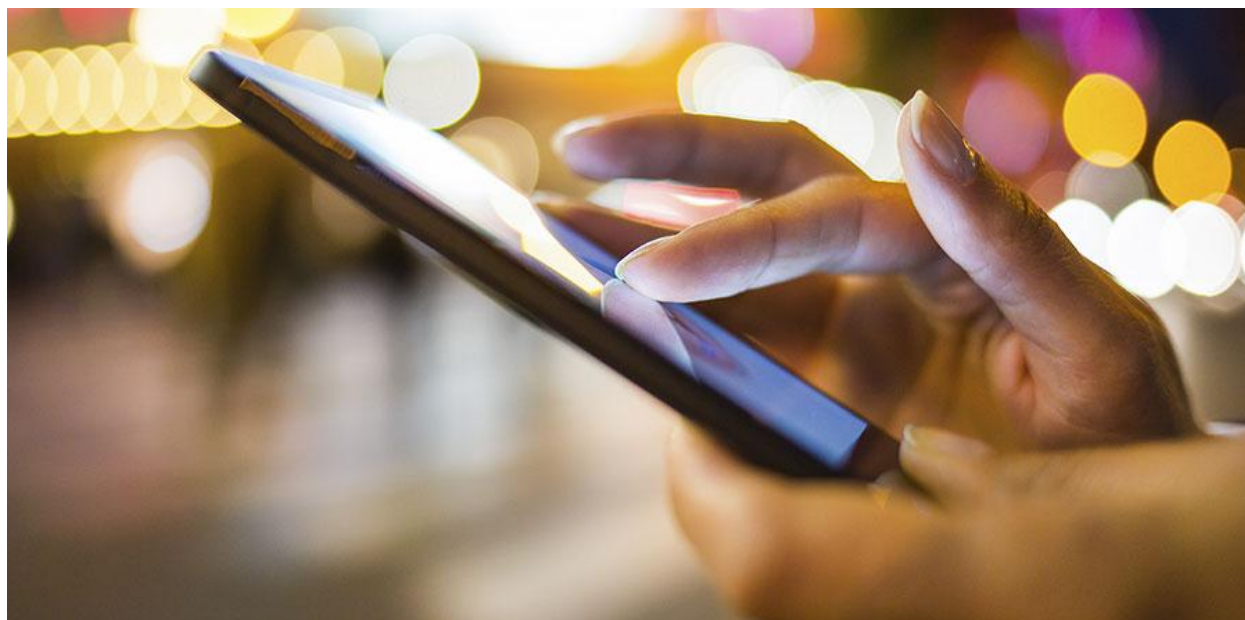
This section of the report details with the performance of service providers on all the sub-aspects of various 'Quality of Service' parameters. Let's look at the performance of the operators on different aspects in detail.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Let us have a look at who is a wireless consumer through different demographics given as below

1. **Age:** The following graph below gives the age wise distribution of the wireless subscribers at an overall level.

Age
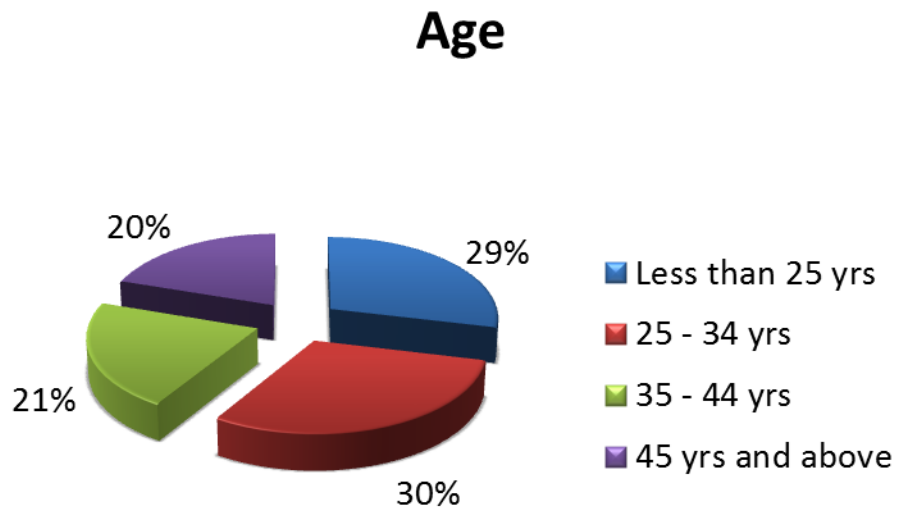
We observe that all age groups are more or less equally penetrated penetrated in terms of mobile ownership.

2. **Gender:** The following graph below gives the gender wise distribution of the wireless subscribers at an overall level.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Gender
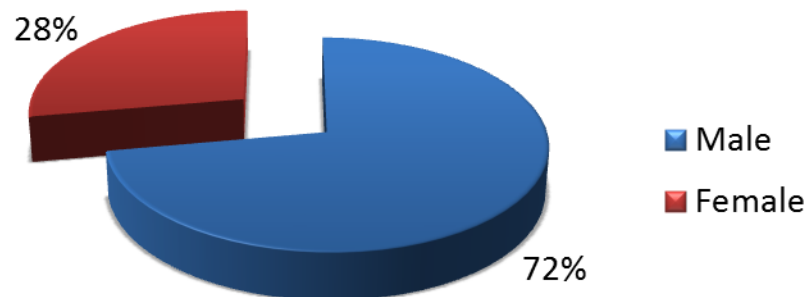
We observe that ~3/4th of the respondents surveyed was males while the rest females.

3. **Profession:** The following graph below gives the profession wise distribution of the wireless subscribers at an overall level.

Profession
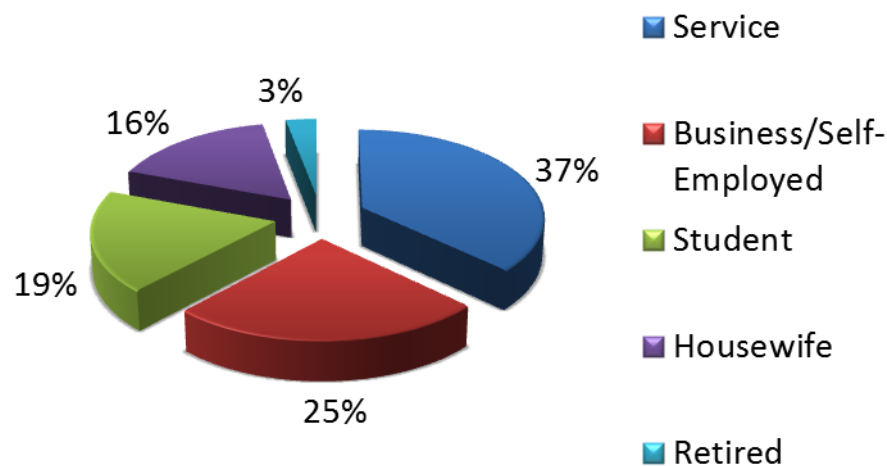
We observe that ~1/3rd of the overall population of wireless subscriber is individuals employed in Service.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.1.   Service provisioning:

This section captures the level of satisfaction of users with various parameters like activation of connection, information about services, plans. As per the directive given by TRAI, more than or equal to 90% of the users should be satisfied on each sub-dimension in order to meet the benchmark. Dimension is further classified into three sub-dimensions:

3.1.1. Ease of taking a connection: The aspect seeks to find out how satisfied the user is in case he/she has to purchase a new connection.

Reliance CDMA has the highest satisfaction score among all the operators on aspect of 'ease of taking connection'.

All operators meet the benchmark of 90%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

Kolkata Licensing Area - **2014**

3.1.2. <u>Relevant information related to tariff plans and charges:</u> The parameter seeks to find out how satisfied the user with the availability of information regarding tariff plan and charges.

Relevant information related to tariff plans & charges

Operator	Percentage
Sistema Shyam/MTS	97.3%
Tata Teleservices	96.8%
Aircel	93.9%
Reliance GSM	97.5%
Reliance CDMA	99.0%
Vodafone	97.1%
BSNL	94.2%
Bharti Airtel	96.8%
Idea Cellular	97.2%

Reliance CDMA has the highest satisfaction score among all the operators on parameter of 'Relevant information related to tariff plans & charges'.

All operators meet the benchmark of 90%.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**
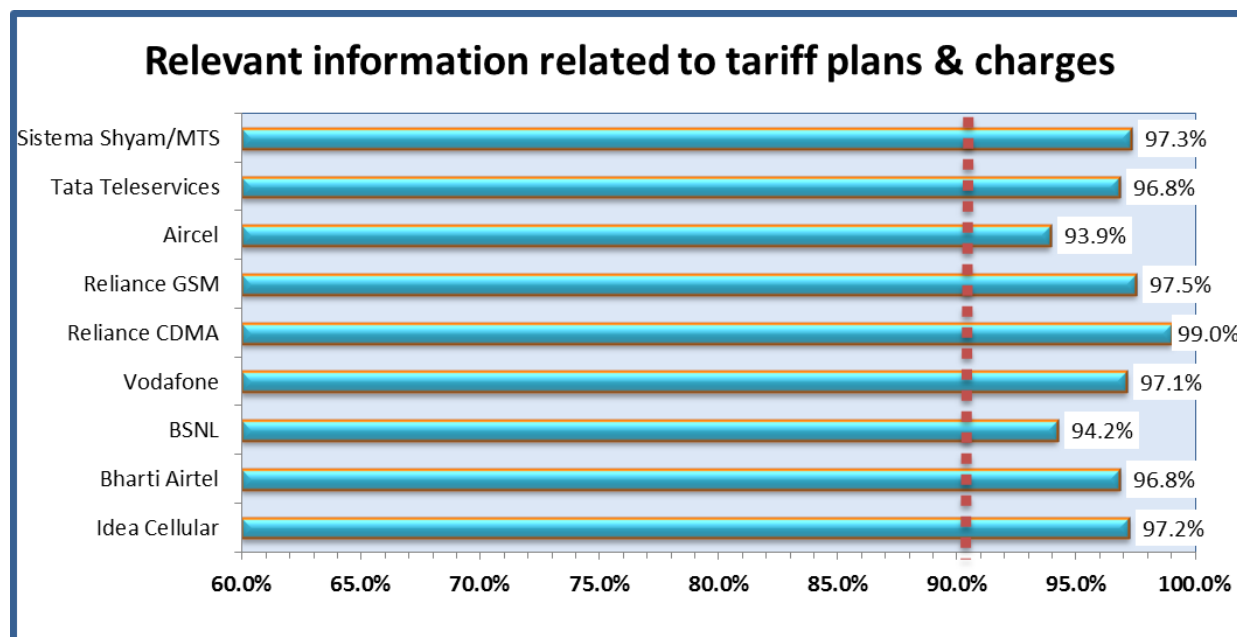
3.1.3. <u>Availability of suitable plan/recharge as per requirement:</u> The aspect seeks to find out how satisfied the user with the availability of suitable plans/recharge offers as per requirement.

Reliance CDMA has the highest satisfaction score among all the operators on parameter of 'availability of suitable plans/recharge offers as per requirement'.

All operators meet the benchmark of 90%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.2.   Billing performance for Prepaid Customers:

This aspect captures the level of satisfaction of prepaid users on different aspects related to billing and recharge. As per the directive given by TRAI, more than or equal to 95% of the users should be satisfied on each sub-dimension in order to meet the benchmark.

3.2.1. Ease of Recharging: The parameter seeks to find out how satisfied the user is with the recharge process.

Ease of recharging - Prepaid

Operator	%
Sistema Shyam/MTS	98.1%
Tata Teleservices	98.8%
Aircel	97.5%
Reliance GSM	98.5%
Reliance CDMA	99.5%
Vodafone	99.1%
BSNL	94.2%
Bharti Airtel	99.6%
Idea Cellular	98.2%
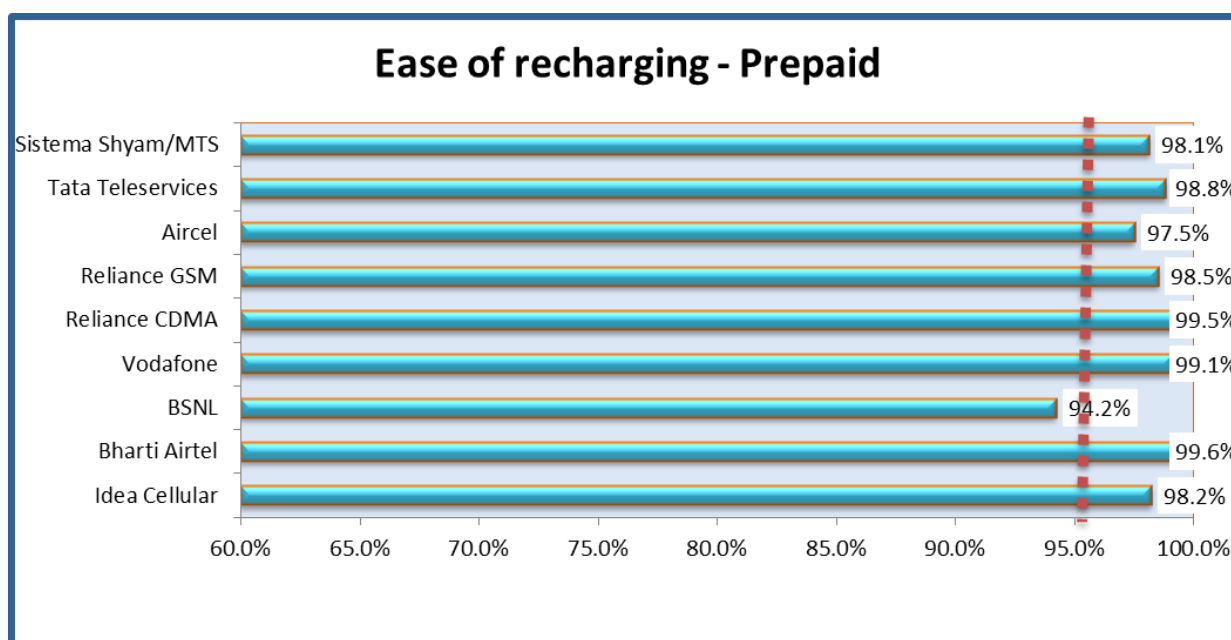
Bharti Airtel has the highest satisfaction score among all the operators on aspect of 'ease of recharge'.

BSNL does not meet the benchmark of 95%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.2.2. <u>Availability of recharge card of various denominations:</u> The aspect seeks to find out how satisfied is the user with the availability of recharge of different denomination.
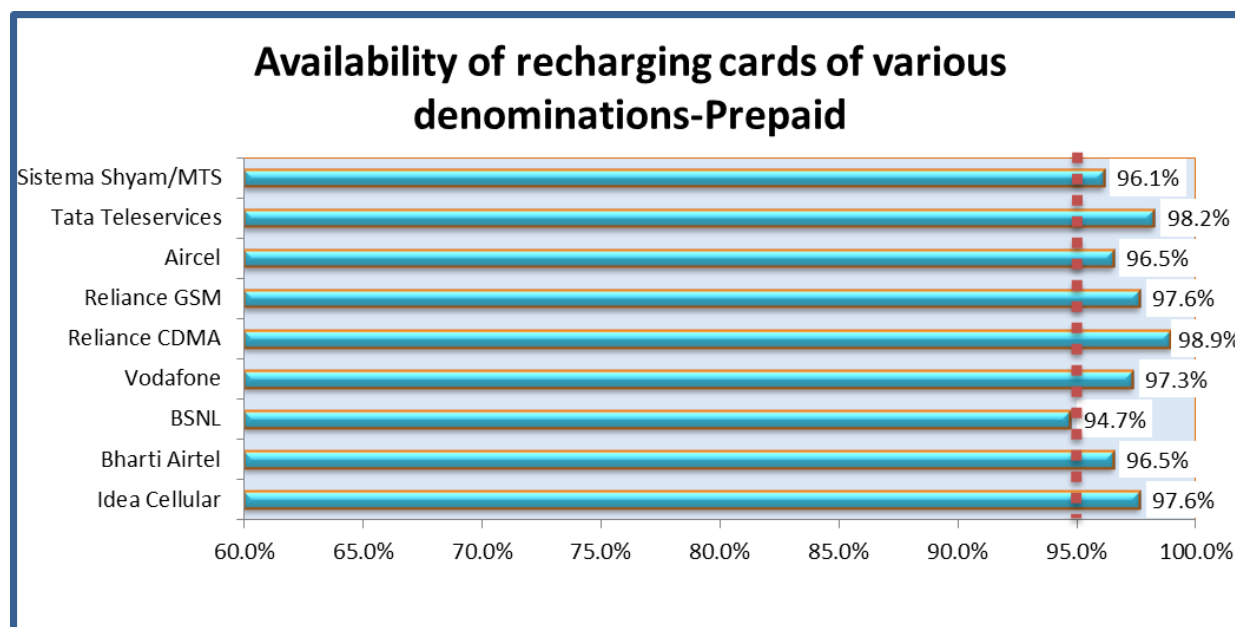
Availability of recharging cards of various denominations-Prepaid

Reliance CDMA has the highest satisfaction score among all the operators on aspect of 'Availability of recharge card of various denominations'.

BSNL does not meet the benchmark of 95%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.2.3. <u>Transparency of recharge offer:</u> This parameter covers the satisfaction level of prepaid users in terms of transparency of recharge offer provided by telecom operators.
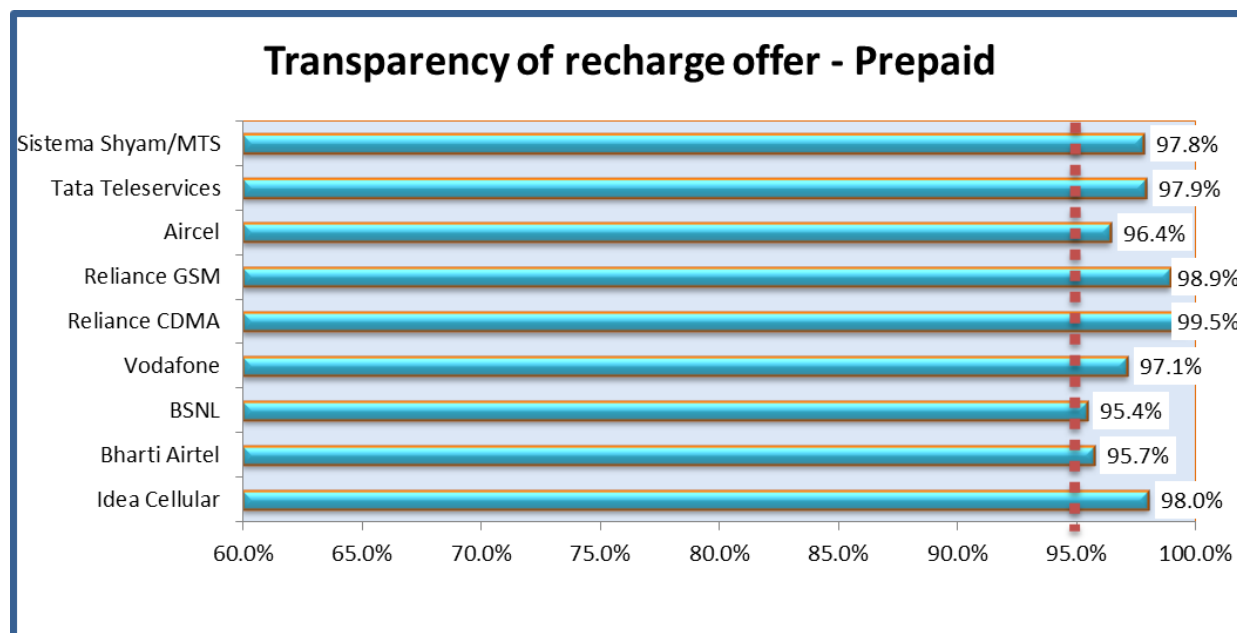
Reliance CDMA has the highest satisfaction score among all the operators on parameter of 'transparency of recharge offer'.

All operators meet the benchmark of 95%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a L i c e n s i n g A r e a - **2014**

3.2.4. Charges deducted for every call- This aspect covers the satisfaction level of prepaid users in terms of the charges that were levied by telecom operators for each call.
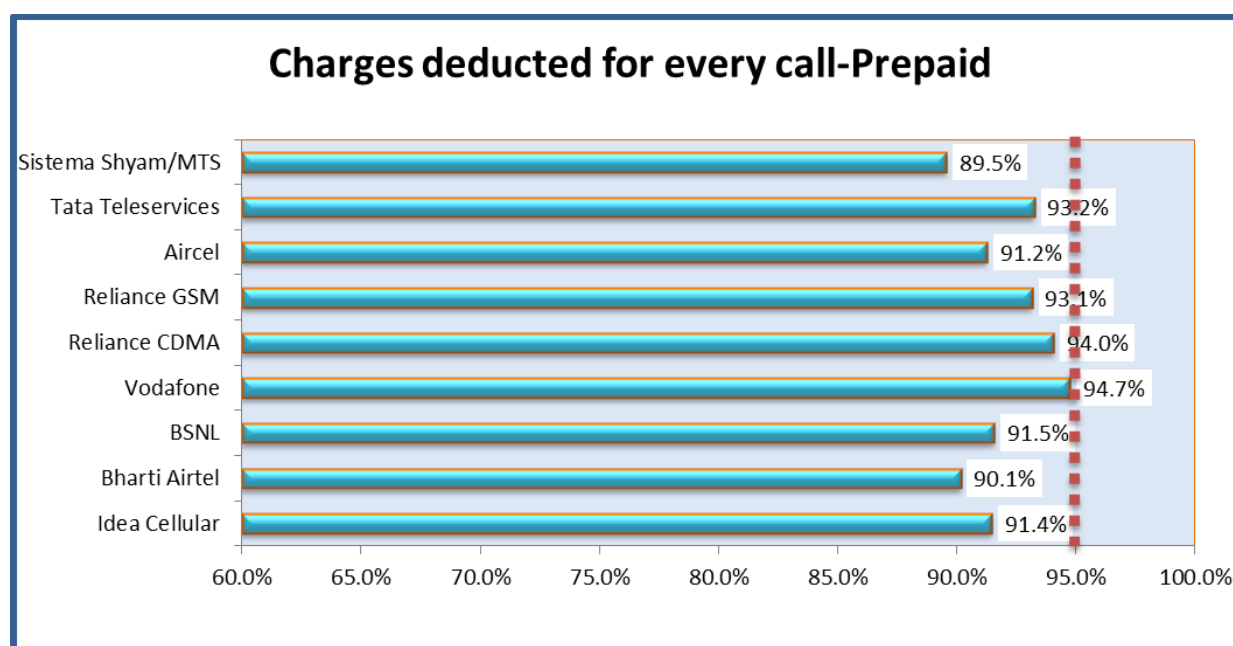
Charges deducted for every call-Prepaid

Operator	Value
Sistema Shyam/MTS	89.5%
Tata Teleservices	93.2%
Aircel	91.2%
Reliance GSM	93.1%
Reliance CDMA	94.0%
Vodafone	94.7%
BSNL	91.5%
Bharti Airtel	90.1%
Idea Cellular	91.4%

Vodafone has the highest satisfaction score among all the operators on parameter of 'charges deducted for every call'.

None of the operators meet the benchmark of 95%.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.3.   Billing performance for Postpaid Customers:

This aspect capture the level of satisfaction of postpaid users on different aspects related to
billing. As per the directive given by TRAI, more than or equal to 95% of the users should be
satisfied on each sub-dimension in order to meet the benchmark.

3.3.1.   Accuracy & completeness of the bills- The parameter seeks to find out
satisfaction level of postpaid users in terms of the accuracy and completeness of
the bills issued by the operator.

Accuracy & completeness of the bills-Postpaid

Operator	Satisfaction
Sistema Shyam/MTS	76.9%
Tata Teleservices	86.7%
Aircel	100.0%
Reliance GSM	90.4%
Reliance CDMA	89.9%
Vodafone	88.8%
BSNL	81.3%
Bharti Airtel	92.7%
Idea Cellular	83.5%
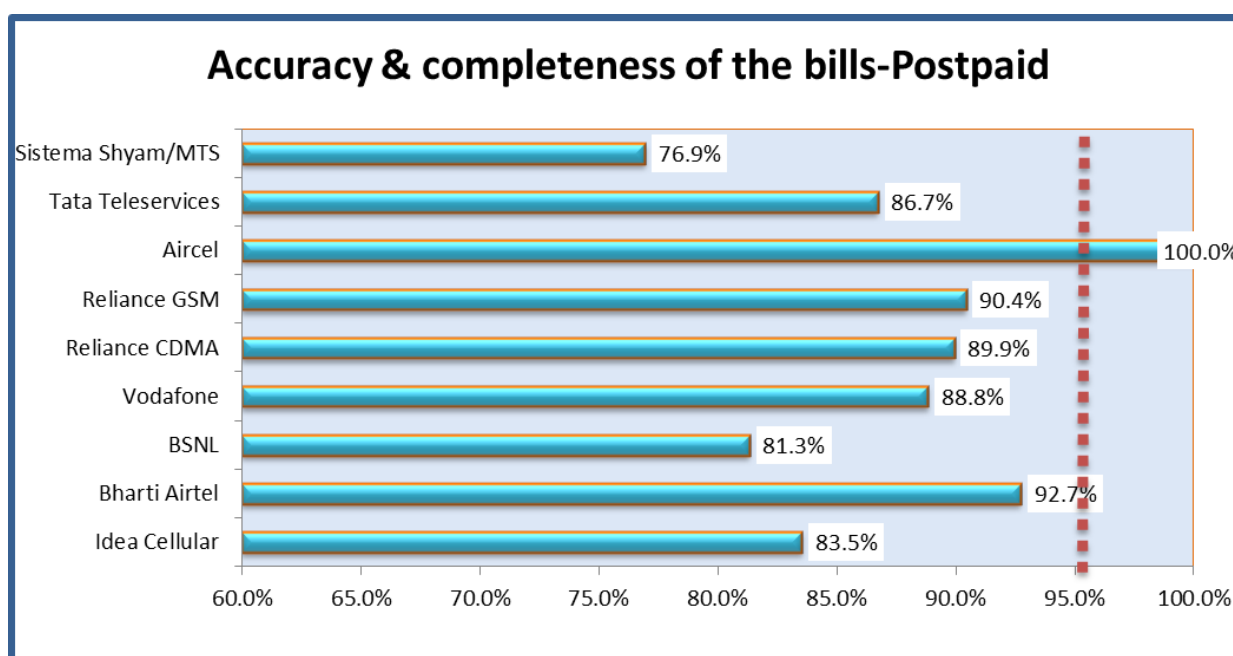
Aircel meets the benchmark of 95% and has the highest satisfaction score among all the
operators on aspect of 'accuracy and completeness of bills'.

All other operators fail to meet the benchmark for the parameter.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.3.2. <u>Clarity of the bills in terms of transparency and understanding ability-</u> The aspect seeks to find out satisfaction level of users with their telecom operator's with respect to bills being transparent and being easily understood by the users.
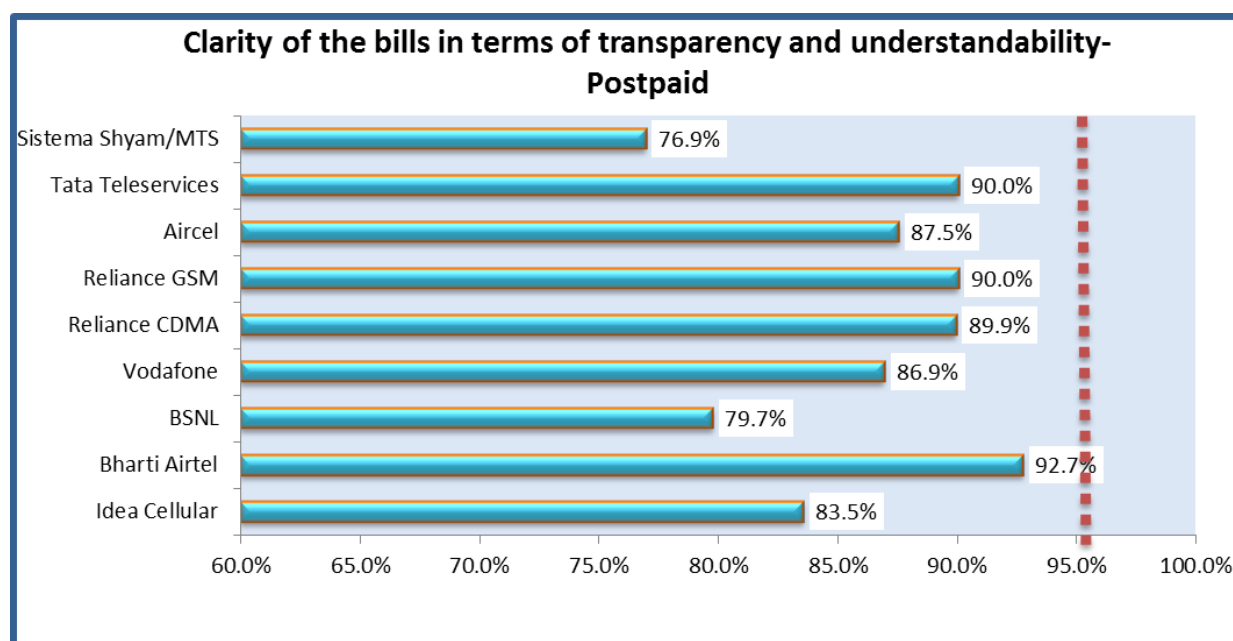
Bharti Airtel has the highest satisfaction score among all the operators on parameter of 'Clarity of the bills in terms of transparency and understandability'.

None of the operators meet the benchmark of 95%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.3.3. <u>Call charges levied per minute/second-</u> The aspect captures the satisfaction of users with the telecom operator's with respect to the call charges levied by the operator.

Call charges levied per minute/second

Operator	Value
Sistema Shyam/MTS	76.9%
Tata Teleservices	83.3%
Aircel	100.0%
Reliance GSM	90.4%
Reliance CDMA	89.1%
Vodafone	87.9%
BSNL	85.2%
Bharti Airtel	92.1%
Idea Cellular	87.9%
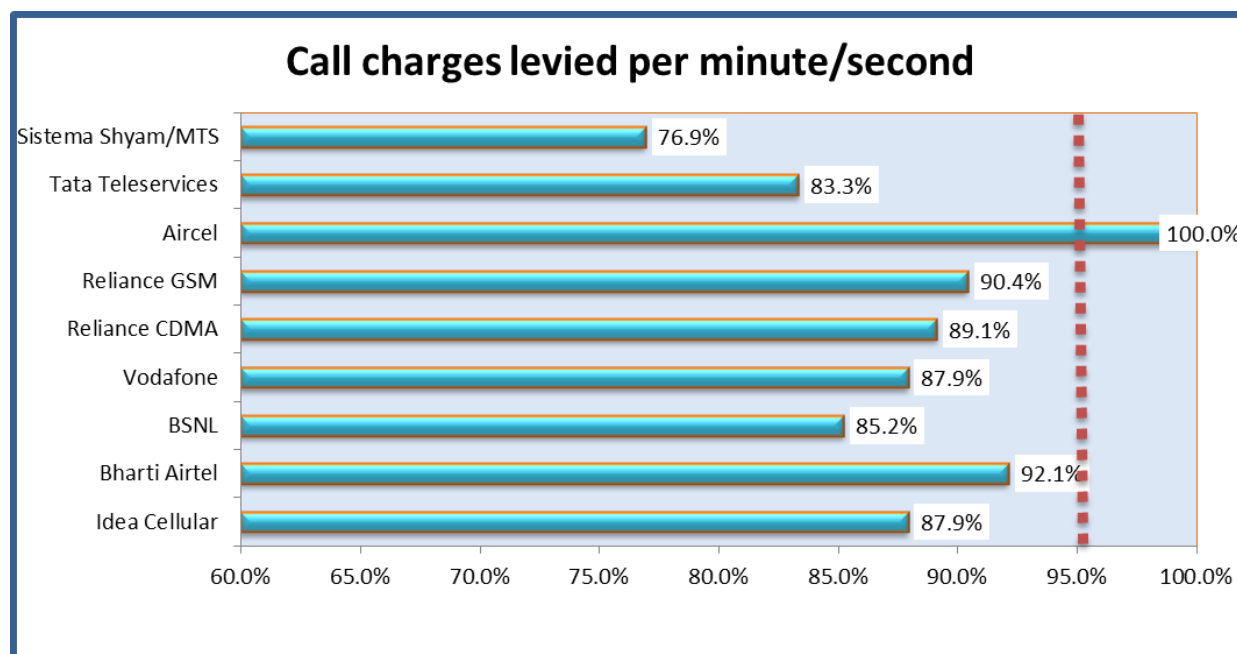
Aircel meets the benchmark of 95% and has the highest satisfaction score among all the operators on parameter of 'Call charges levied per minute/second'.

All other operators fail to meet the benchmark for the parameter.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.4.   Detailed findings for Help Services:

This aspect captures the level of satisfaction of users with the various help services like customer care provided by the operator. As per the directive given by TRAI, more than or equal to 90% of the users should be satisfied on each sub-dimension in order to meet the benchmark. Dimension is further classified into four sub-dimensions:

3.4.1. Availability of customer care services 24*7: This parameter measures the satisfaction level of the users with respect to availability of customer care executive in resolving the problem throughout the day.

Vodafone has the highest satisfaction score among all the operators on aspect of 'Availability of customer care 24*7'.

None of the operators meet the benchmark of 90%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.4.2. Ease of access of call centre/customer care or helpline and contacting the customer care executive: This parameter measures the satisfaction level of the users with respect to ease in connecting with call centre/customer care or helpline of the telecom operator as well as connecting with the customer care executive.

Ease of access of call centre/customer care or helpline and contacting the customer care executive

Operator	Score
Sistema Shyam/MTS	87.5%
Tata Teleservices	90.9%
Aircel	78.3%
Reliance GSM	89.5%
Reliance CDMA	86.8%
Vodafone	89.5%
BSNL	87.5%
Bharti Airtel	90.5%
Idea Cellular	88.0%

Tata Teleservices has the highest satisfaction score among all the operators on parameter of 'Ease of access of call centre/customer care or helpline and contacting the customer care executive'.

Idea Cellular, BSNL, Vodafone, Reliance CDMA, Reliance GSM, Aircel and Sistema Shyam/MTS do not meet the benchmark of 90%.

IMRB International | **eTech**

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.4.3. Customer friendly approach of the customer care executive:

This parameter measures the satisfaction level of the respondent with respect to the customer friendly approach of the customer care executive.

Customer friendly approach of the customer care executive
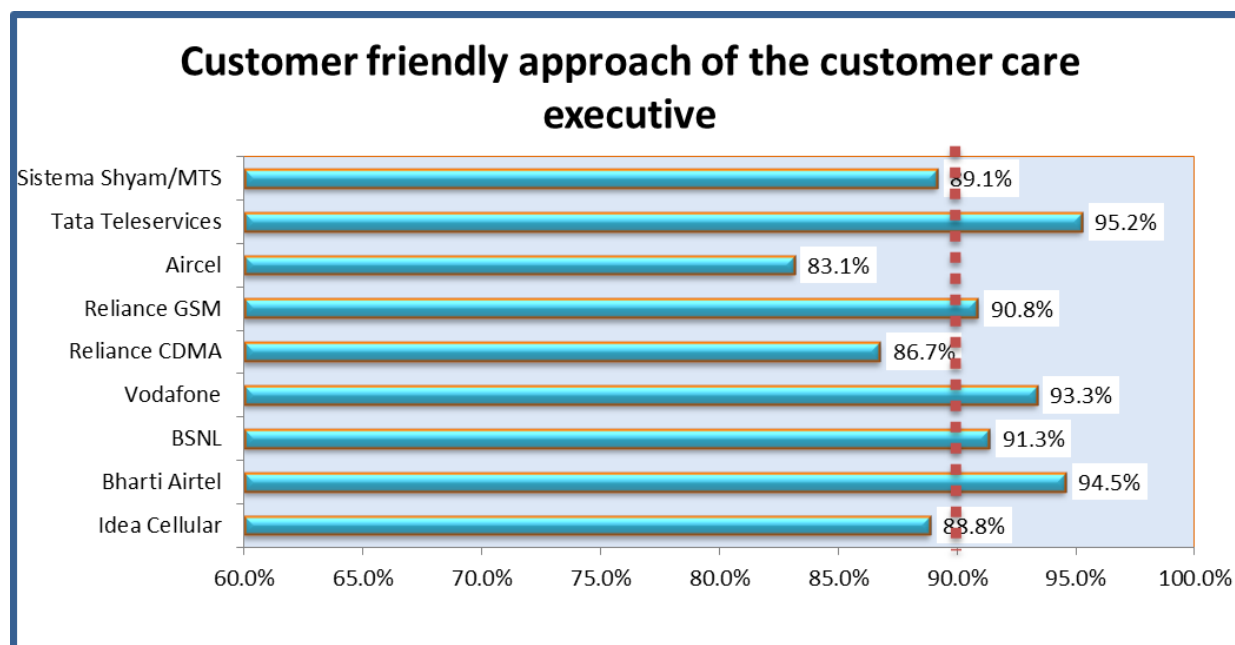
Tata Teleservices has the highest satisfaction score among all the operators on aspect of 'Customer friendly approach of the customer care executive'.

Idea Cellular, Reliance CDMA, Aircel and Sistema Shyam/MTS do not meet the benchmark of 90%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.4.4. Competency level/problem solving ability of the customer care executive: This parameter measures the satisfaction level of the respondent with respect to the competency shown by the customer care executive in solving the problems being faced by the subscribers.

Tata Teleservices has the highest satisfaction score among all the operators on aspect of 'Competency level/problem solving ability of the customer care executive'.

Idea Cellular, BSNL, Reliance CDMA, Reliance GSM, Aircel and Sistema Shyam/MTS do not meet the benchmark of 90%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.5.   Network Performance, Reliability and Availability:

This parameter captures the level of satisfaction of consumers with various technical
parameters related to network performance, reliability and availability. As per the directive given
by TRAI, more than or equal to 95% of the users should be satisfied on each sub-dimension in
order to meet the benchmark. Dimension is further classified into three sub-dimensions:

3.5.1. Availability or Accessibility of Signal of service provider in
locality: This parameter measures the satisfaction level of the respondent with
respect to availability or accessibility of signal of the service provider in the locality.
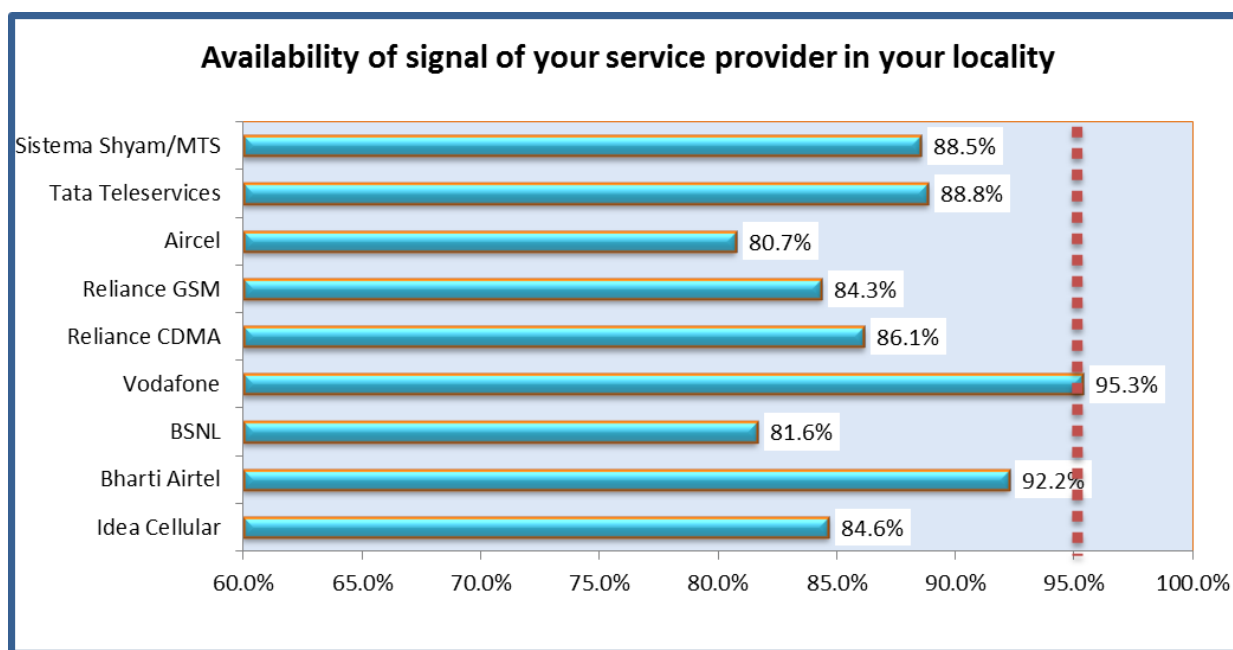
Vodafone meets the benchmark of 95% and has the highest satisfaction score among all the
operators on aspect of 'Availability or Accessibility of Signal of service provider in locality'.

All other operators fail to meet the benchmark for the parameter.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.5.2. <u>Strength of Network of your service provider in terms of ability to make or receive calls easily:</u> This parameter measures the satisfaction level of the users with respect to the ability to make or receive calls.
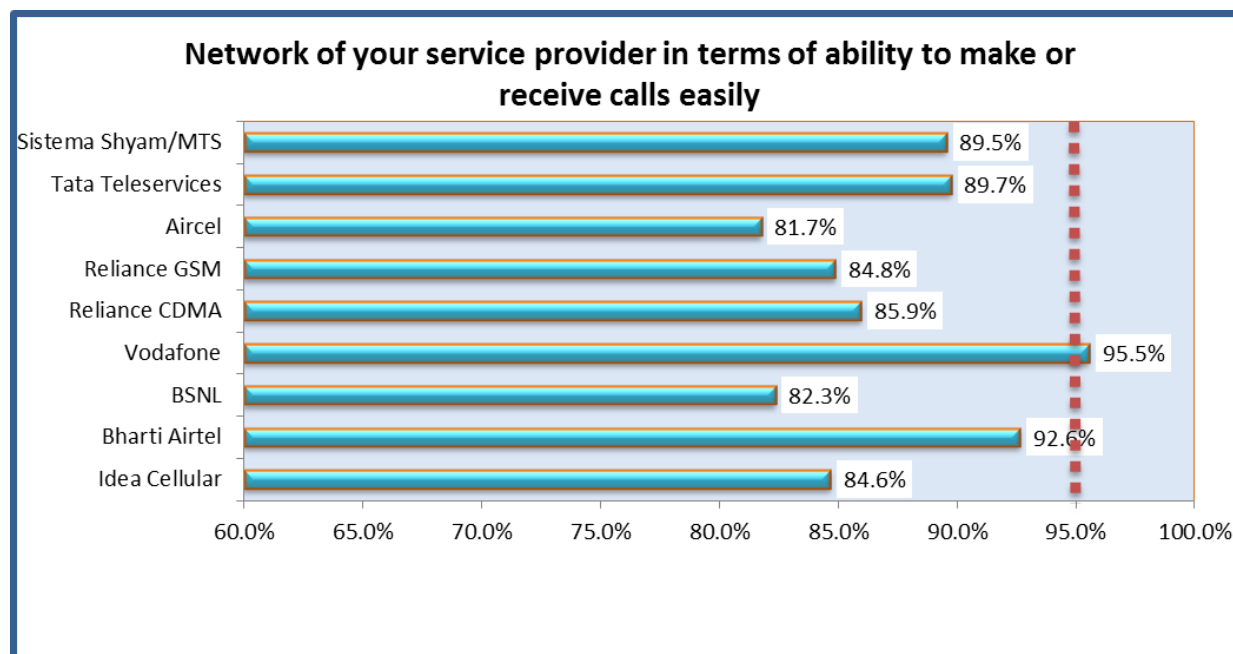
Vodafone meets the benchmark of 95% and has the highest satisfaction score among all the operators on aspect of 'Network of your service provider in terms of ability to make or receive calls easily'.

All other operators fail to meet the benchmark for the parameter.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.5.3. <u>Voice Quality:</u> This parameter measures the satisfaction level of the users with respect to the voice quality while making or receiving calls.
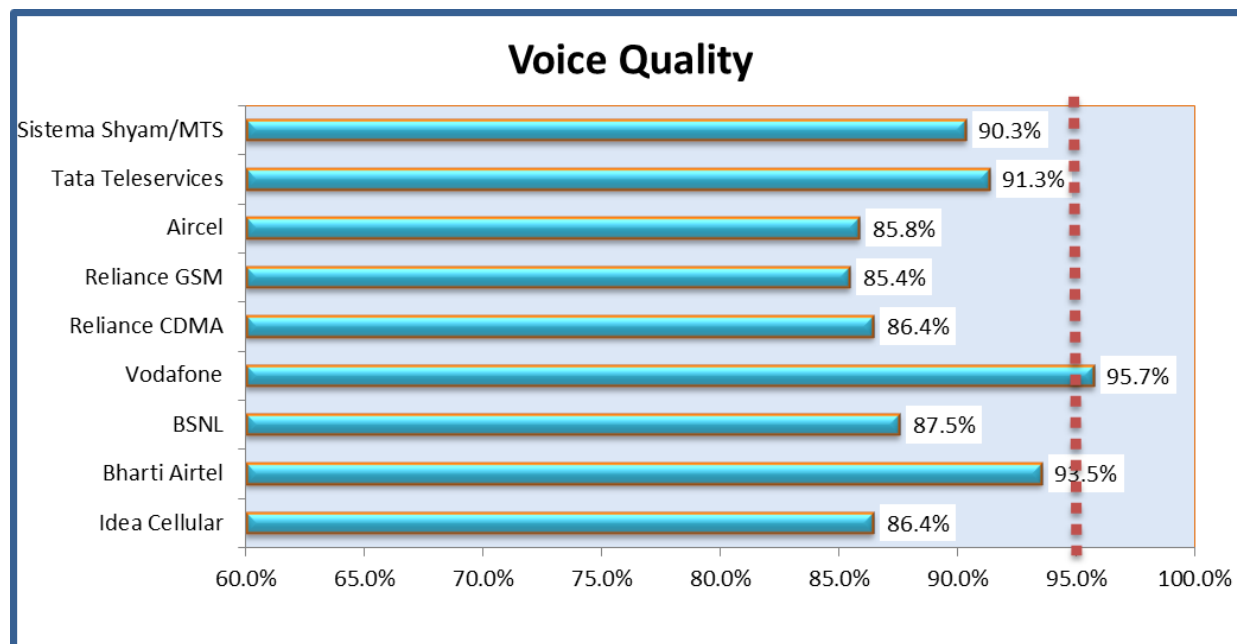
Vodafone meets the benchmark of 95% and has the highest satisfaction score among all the operators on parameter of 'Voice quality'.

All other operators fail to meet the benchmark for the parameter.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.6.   Maintainability:

This aspect captures the level of satisfaction of consumers with various technical parameters
related to maintainability which include troubleshooting in case of faults. As per the directive
given by TRAI, more than or equal to 95% of the users should be satisfied on each sub-
dimension in order to meet the benchmark. Dimension is further classified into one sub-
dimensions.

3.6.1. Effective handling of the network (signal) problems: This
parameter measures the satisfaction level of the user with respect to the handling
and resolution of the network/signal problems faced by the subscriber.
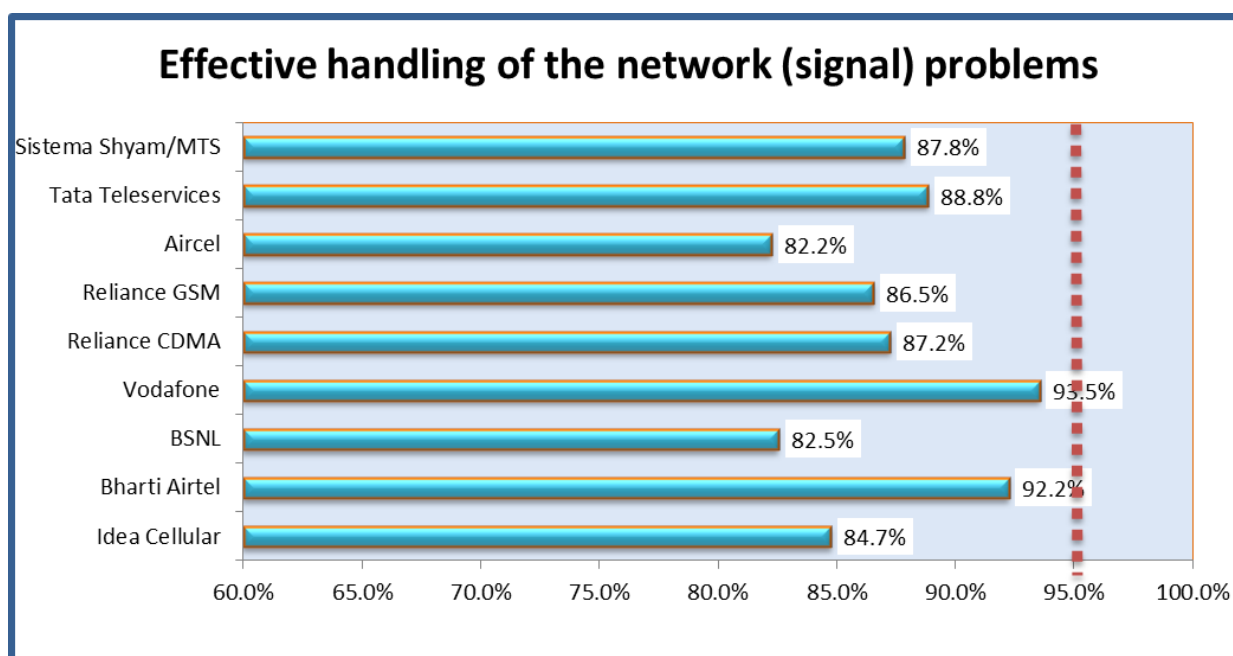
Vodafone has the highest satisfaction score among all the operators on aspect of 'Effective
handling of the network (signal) problems'.

None of the operators meet the benchmark of 95%.

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.7.   Supplementary services and VAS:

This parameter captures the level of satisfaction of consumers with various technical
parameters related to supplementary services and value added services like call
waiting/forwarding, voice mail etc. As per the directive given by TRAI, more than or equal to
90% of the operators should be satisfied on each sub-dimension in order to meet the
benchmark. Dimension is further classified into two sub-dimensions:

3.7.1. **Usage of Supplementary/Value Added Services:** Aircel has the highest
percentage of its overall subscribers as users of supplementary services whereas
Reliance CDMA has the lowest percentage of its overall subscribers as users of
supplementary services.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.7.2. <u>**Satisfaction with Quality of supplementary services / value added service provided including activation, deactivation, charges etc.:**</u>

This parameter measure the satisfaction level of users with the quality of supplementary services/value added services which include activation, deactivation, charges etc.

Satisfaction with Quality of supplementary services / value added service provided including activation, deactivation, charges etc

Operator	Percentage
Sistema Shyam/MTS	89.5%
Tata Teleservices	91.2%
Aircel	88.5%
Reliance GSM	90.8%
Reliance CDMA	86.0%
Vodafone	92.7%
BSNL	86.0%
Bharti Airtel	95.4%
Idea Cellular	93.3%
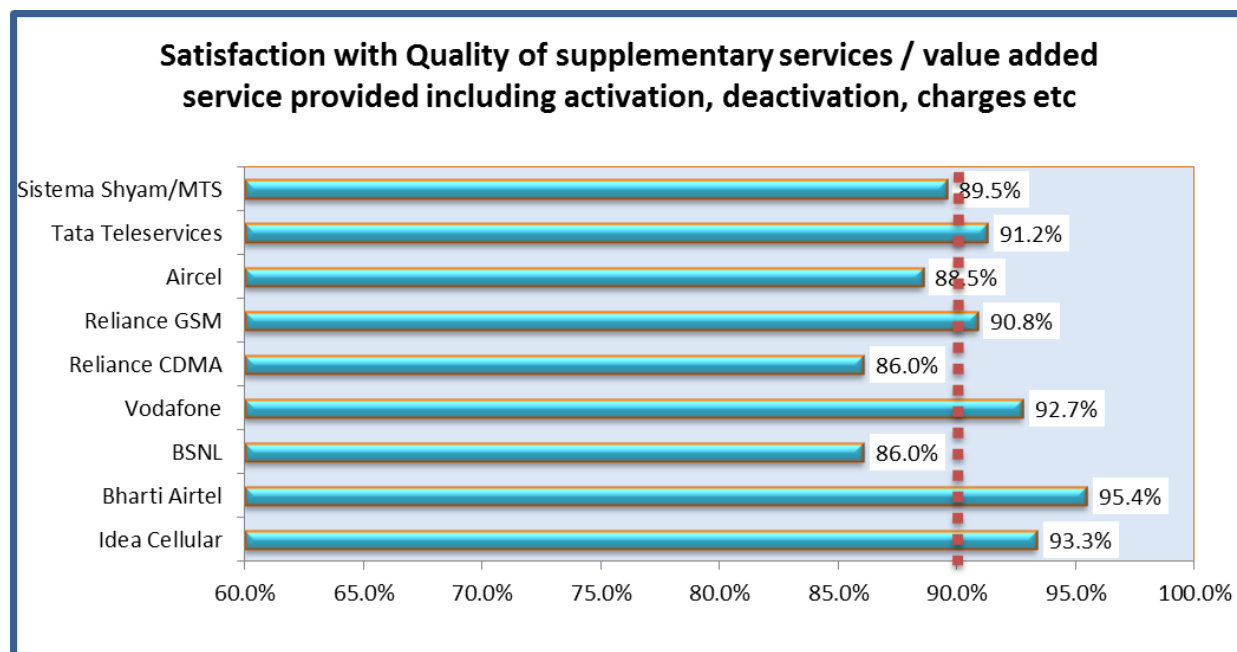
Bharti Airtel has the highest satisfaction score among all the operators on aspect of 'Satisfaction with Quality of supplementary services / value added service provided including activation, deactivation, charges etc.'

BSNL, Reliance CDMA, Aircel and Sistema Shyam/MTS do not meet the benchmark of 95%.

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.8.   Mobile Data Services:

This parameter captures the level of satisfaction of consumers with various technical
parameters related to Mobile Data services. Dimension is further classified into two sub-
dimensions:

3.8.1   Usage of Mobile Data Services:

Aircel has the highest percentage of its overall subscribers as users of mobile data services
whereas MTS has the lowest percentage of its overall subscribers as users of mobile data
services

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**
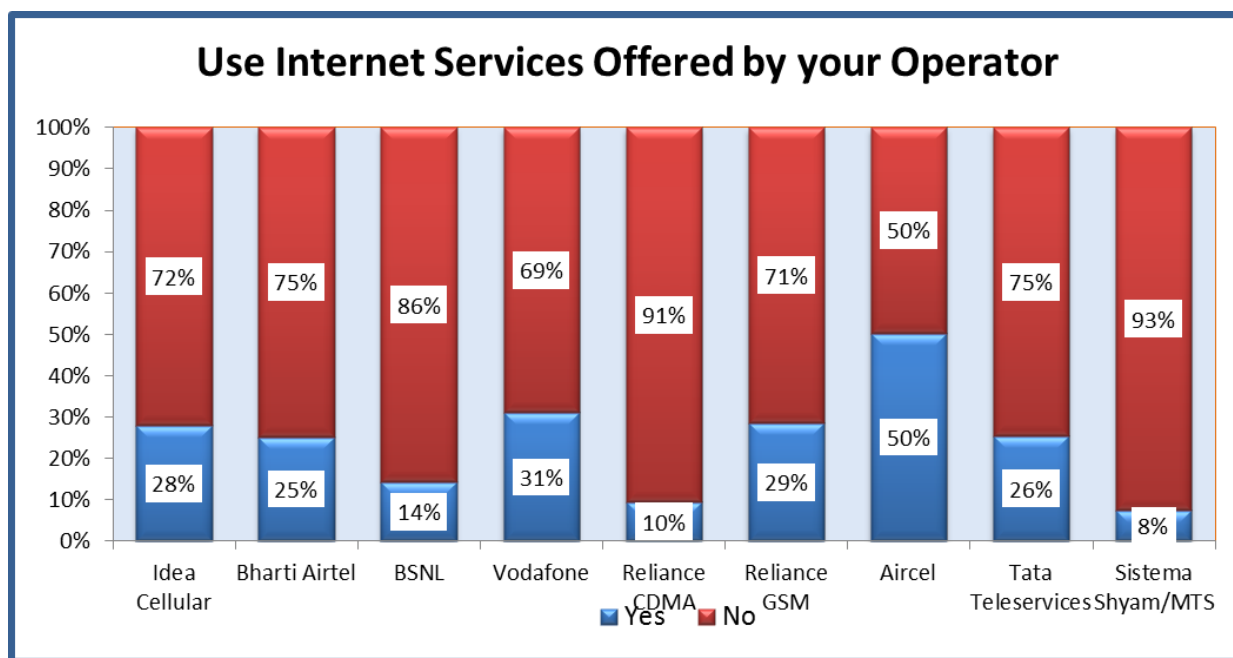
3.8.2. <u>**Satisfaction with Speed of Mobile Internet Connection:**</u> This parameter measures the satisfaction level of users with the speed of the mobile internet connection.
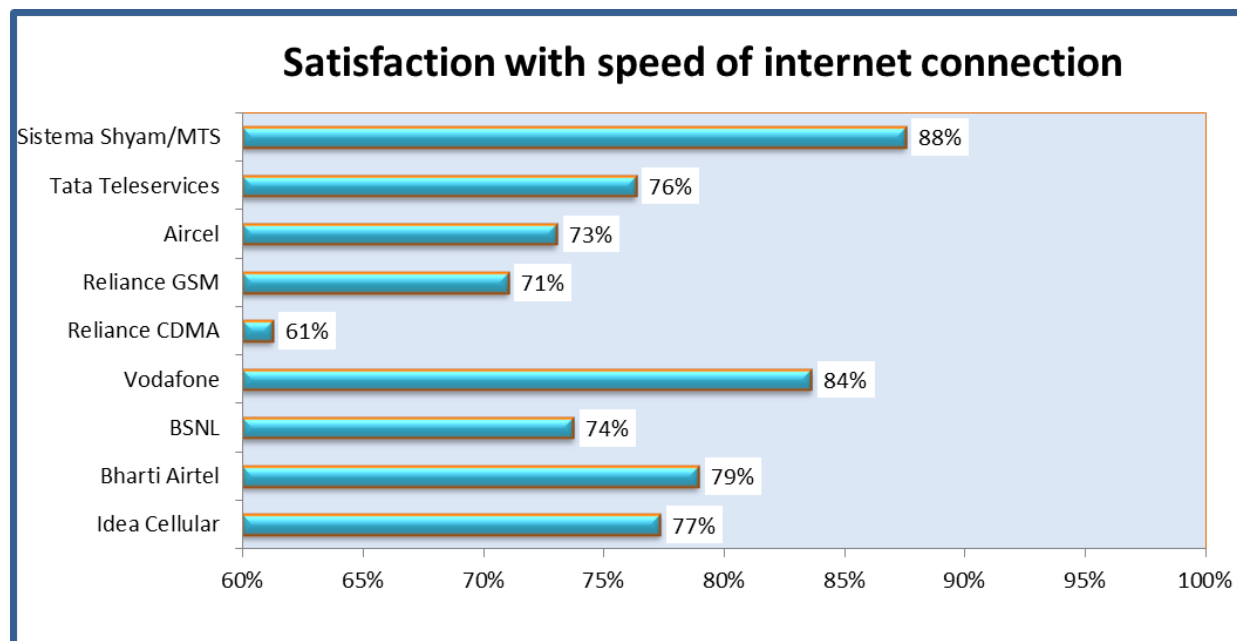
Satisfaction with speed of internet connection

Sistema Shyam/MTS has the highest satisfaction score among all the operators on aspect of 'Satisfaction with speed of mobile internet connection'.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.8.3. <u>Satisfaction with Coverage and Availability of Mobile Internet Connection:</u> This parameter measures the satisfaction level of users with the coverage and availability of the mobile internet connection.
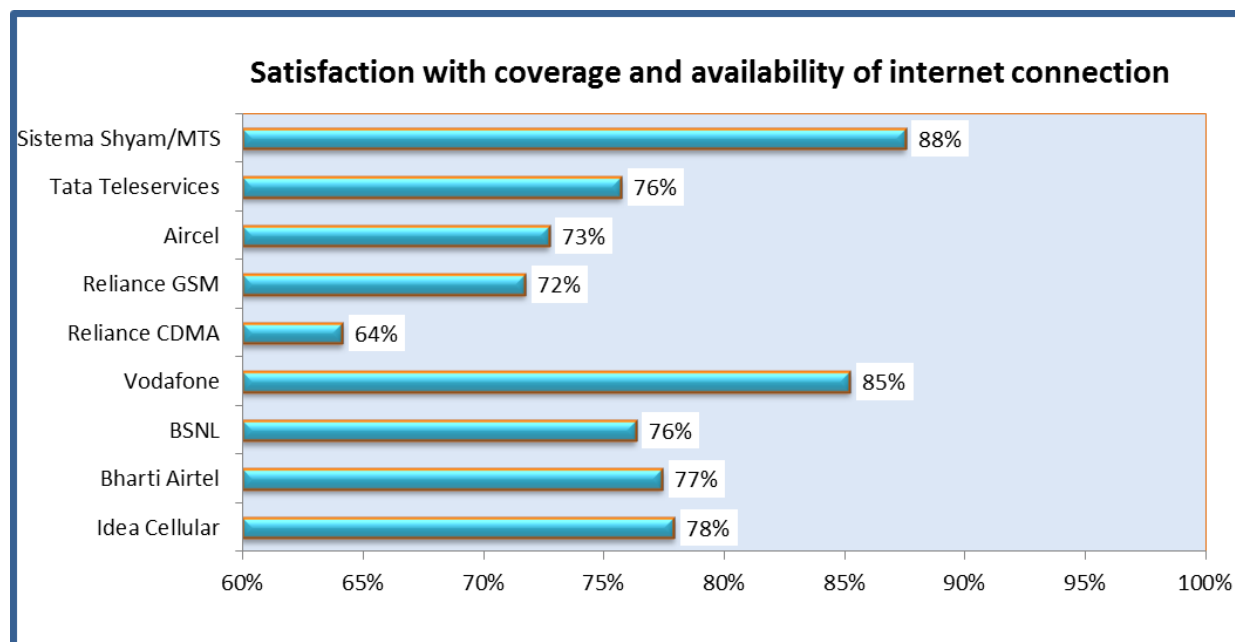
Satisfaction with coverage and availability of internet connection

Operator	Satisfaction
Sistema Shyam/MTS	88%
Tata Teleservices	76%
Aircel	73%
Reliance GSM	72%
Reliance CDMA	64%
Vodafone	85%
BSNL	76%
Bharti Airtel	77%
Idea Cellular	78%

Sistema Shyam/MTS has the highest satisfaction score among all the operators on aspect of 'Satisfaction with coverage and availability of mobile internet connection.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.9.   Assessment of TRAI Regulations and Directions:

TRAI issues regulations and directions for the operators in order to safeguard interest of consumers. This section of report discusses in detail about the awareness and satisfaction with the regulations.

3.9.1. 'Do not Call' or NCPR (National Customer Preference Register):

This regulation was passed by TRAI in order to curb the menace of unsolicited commercial communications. TRAI had notified the Telecom Commercial Communications Customer Preference Regulation, 2010 dated 1st December 2010, published in the Gazette of India Extraordinary Part-III-Section 4 dated 1st December, 2010. As part of this regulation, a consumer can register his/her number with the operator and he/she will not receive any unsolicited commercial communications.

Below chart indicates number of users who have registered for the DND service for different operators.

Reliance GSM has the highest number of users registering for this service whereas BSNL has minimum number of users registered for the service.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.9.2. <u>**Satisfaction on blocking of unsolicited commercial calls/SMSs:**</u>

This parameter measures the satisfaction level of users with the blocking of unsolicited commercial calls/SMS.

Satisfaction on blocking unsolicited commercial calls / SMSs

Reliance GSM has the highest satisfaction score among all the operators on aspect of 'Satisfaction on blocking of unsolicited commercial calls/SMSs' whereas BSNL has the minimum satisfaction score on this parameter.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

Kolkata Licensing Area - **2014**

3.9.3. Registration of complaint in case the unsolicited call/SMS have not been stopped in spite of registration for the same:

Registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same

Operator	Yes	No
Idea Cellular	10%	91%
Bharti Airtel	19%	81%
BSNL	21%	79%
Vodafone	19%	81%
Reliance CDMA	17%	83%
Reliance GSM	6%	94%
Aircel	19%	81%
Tata Teleservices	10%	90%
Sistema Shyam/MTS	24%	76%

In case the unsolicited call/SMS have not been stopped in spite of registration for the same, Sistema Shyam/MTS has the highest number of users registering a complaint whereas Reliance GSM has minimum number of users registering a complaint.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.9.4. <u>**Satisfaction with action taken against the complaint:**</u> This
parameter measures the satisfaction level of users with the action taken against
the complaint filed by the users against the unsolicited call/SMS in spite of
registration for the same.

Satisfaction- Registered a complaint, in case the unsolicited call/SMS
have not had not stopped in spite of registration for the same

Operator	%
Sistema Shyam/MTS	77%
Tata Teleservices	83%
Aircel	53%
Reliance GSM	71%
Reliance CDMA	75%
Vodafone	76%
BSNL	59%
Bharti Airtel	71%
Idea Cellular	68%
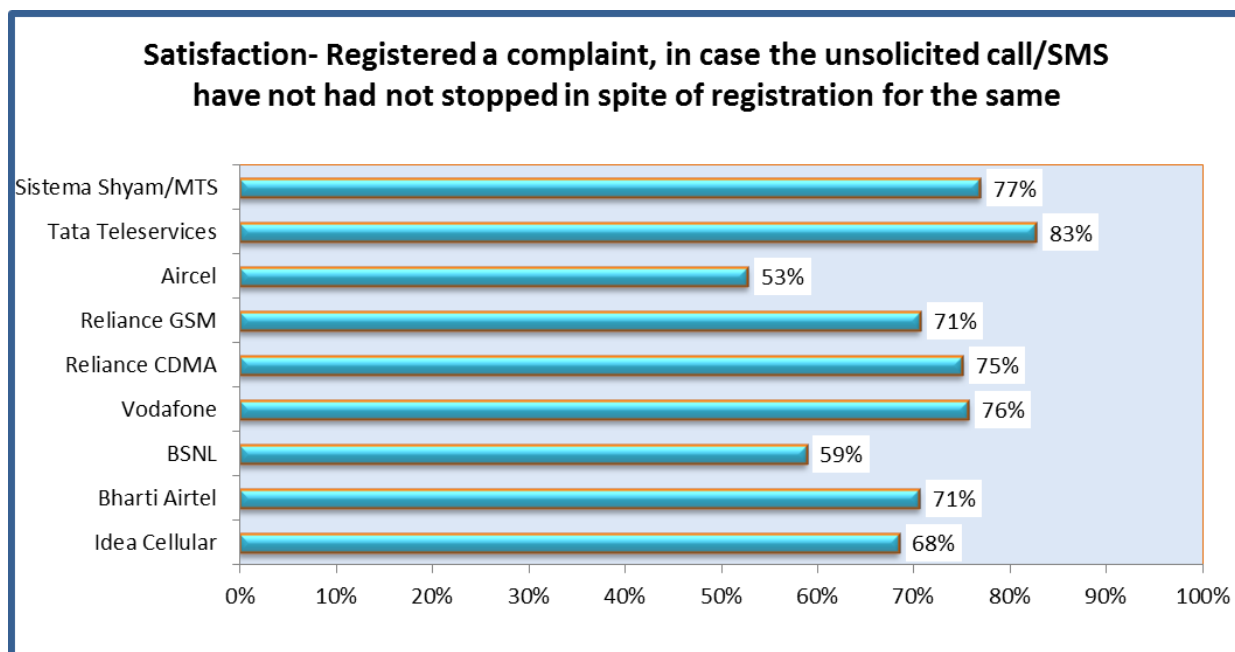
Tata Teleservices has the highest satisfaction score among all the operators on aspect of
'Satisfaction on blocking of unsolicited commercial calls/SMSs' whereas Aircel has the minimum
satisfaction score on this aspect.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.10.   Prepaid users- Information

This section captures the satisfaction level of the prepaid users on various parameters related to information provided by operator to users like SMS giving information on amount charged, processing fees, taxes, duration of call, notifications etc.

3.10.1.   **Receipt of a SMS providing information to the prepaid subscriber post recharge:** This parameter measures the satisfaction of prepaid subscribers with telecom operators with respect to information provided like amount charged, processing fee, taxes deducted, title of the plan, validity etc. at the time of recharge.
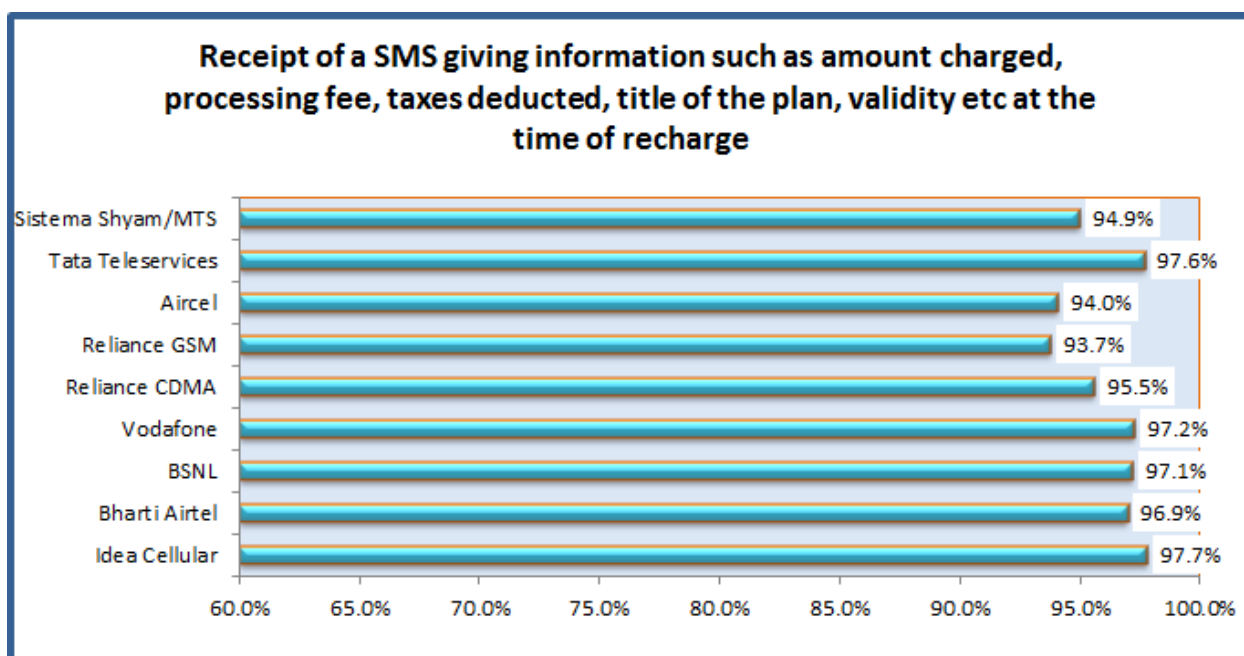
Idea Cellular has the highest satisfaction score among all the operators on aspect of 'Receipt of SMS providing information to the prepaid subscriber post recharge' whereas Reliance GSM has the minimum satisfaction score on this aspect.

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.10.2. <u>**Receipt of a SMS providing information to the prepaid subscriber after making a call:**</u> This parameter measures the satisfaction of prepaid subscribers with telecom operators with respect to information provided at the time of recharge such as duration of call, call charges, balance in account etc.
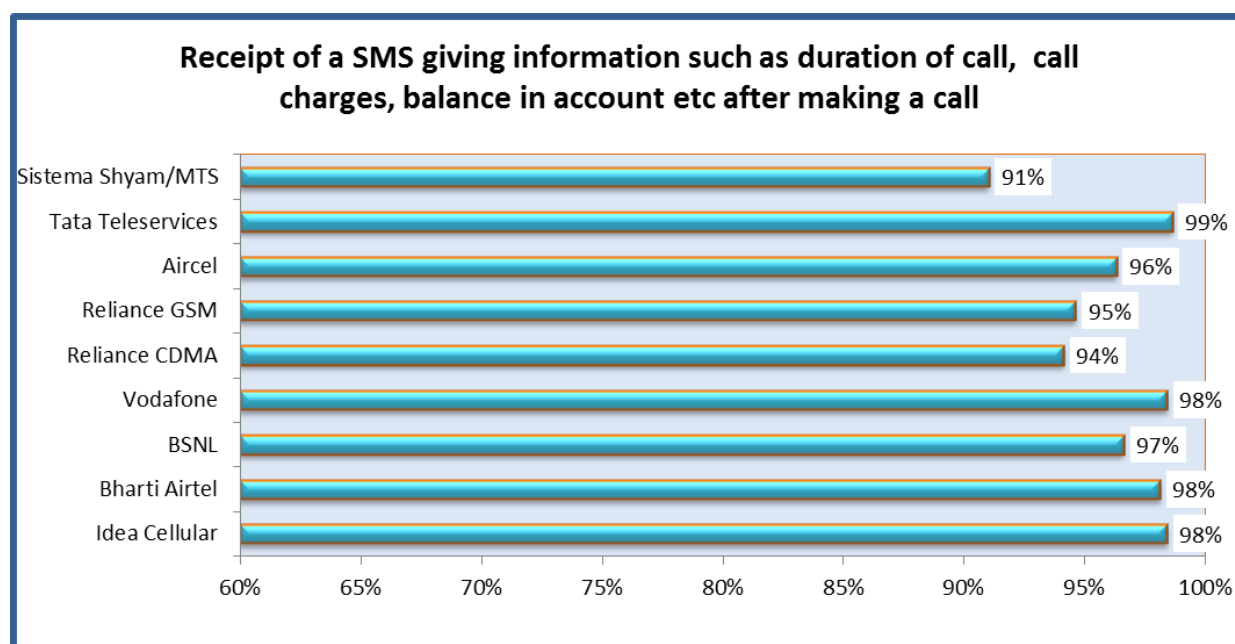
Tata Teleservices has the highest satisfaction score among all the operators on parameter of 'Receipt of SMS providing information to the prepaid subscriber after making a call' whereas Sistema Shyam/MTS has the minimum satisfaction score on this aspect.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.10.3. **Request for Item-wise usage bill - Prepaid Users:** A prepaid users
can request for item-wise usage bill from the operator and the operator is liable to
attend to the request within 30 days of such a request. Below chart captures
percentage of respondent who have made such a request to the operator.
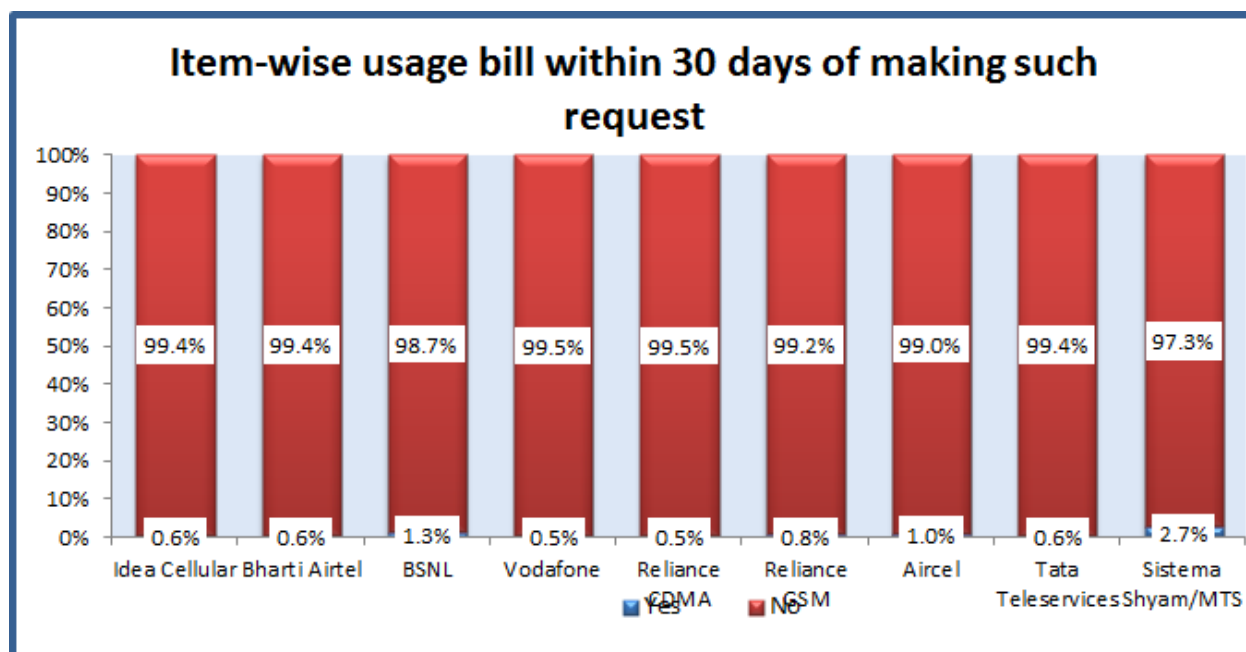
On an average, 1% of users have registered for the service in Kolkata. Sistema Shyam/MTS
has the highest number of users registering for this service whereas Vodafone and Reliance
CDMA have minimum number of users registered for the service.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.10.4. **Satisfaction on Item-wise usage bill request:** This parameter captures the subscribers satisfaction related to receipt of item-wise usage bill on request within 30 days of making such a request.

Satisfaction- Item-wise usage bill within 30 days of making such request

Operator	Satisfaction
Sistema Shyam/MTS	93%
Tata Teleservices	100%
Aircel	91%
Reliance GSM	57%
Reliance CDMA	100%
Vodafone	80%
BSNL	100%
Bharti Airtel	100%
Idea Cellular	83%
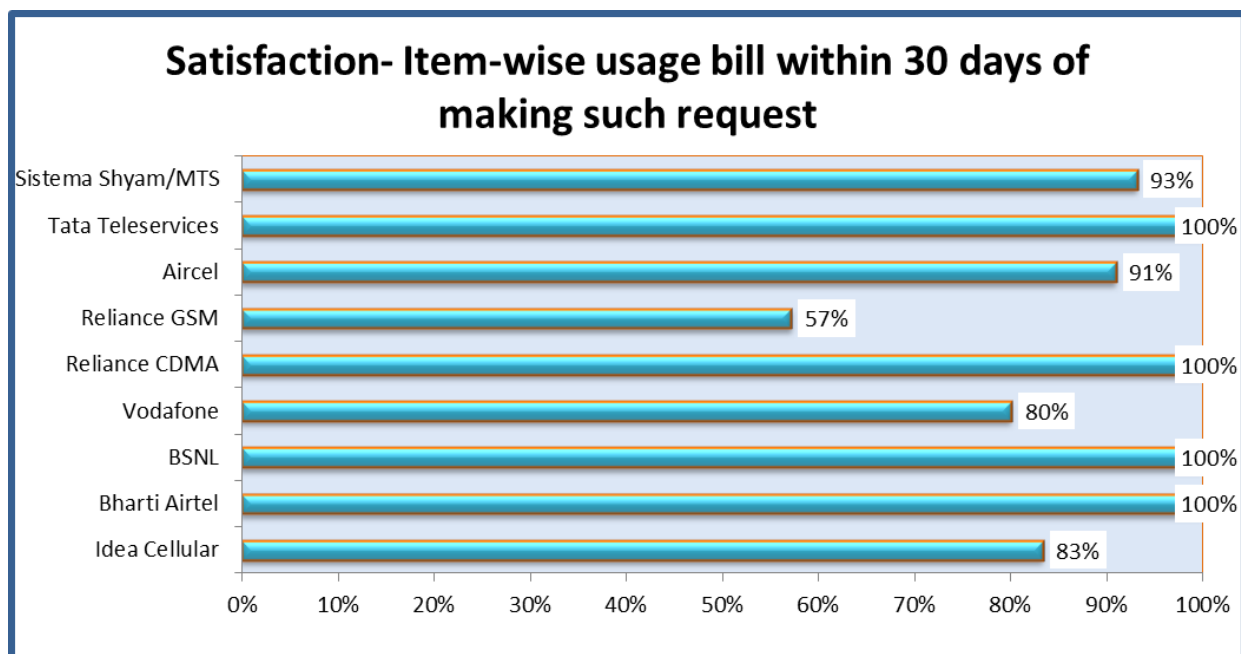
Bharti Airtel, BSNL, Reliance CDMA and Tata Teleservices have has the highest satisfaction score among all the operators on aspect of 'Item-wise usage bill request' whereas Reliance GSM has the minimum satisfaction score on this parameter.

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.11.   Awareness of grievance redressal mechanism:

This parameter measures the awareness level of the subscribers about the two stage grievance redressal mechanism set up by the telecom service provider based on the TRAI regulations.

Awareness of different redressal mechanism
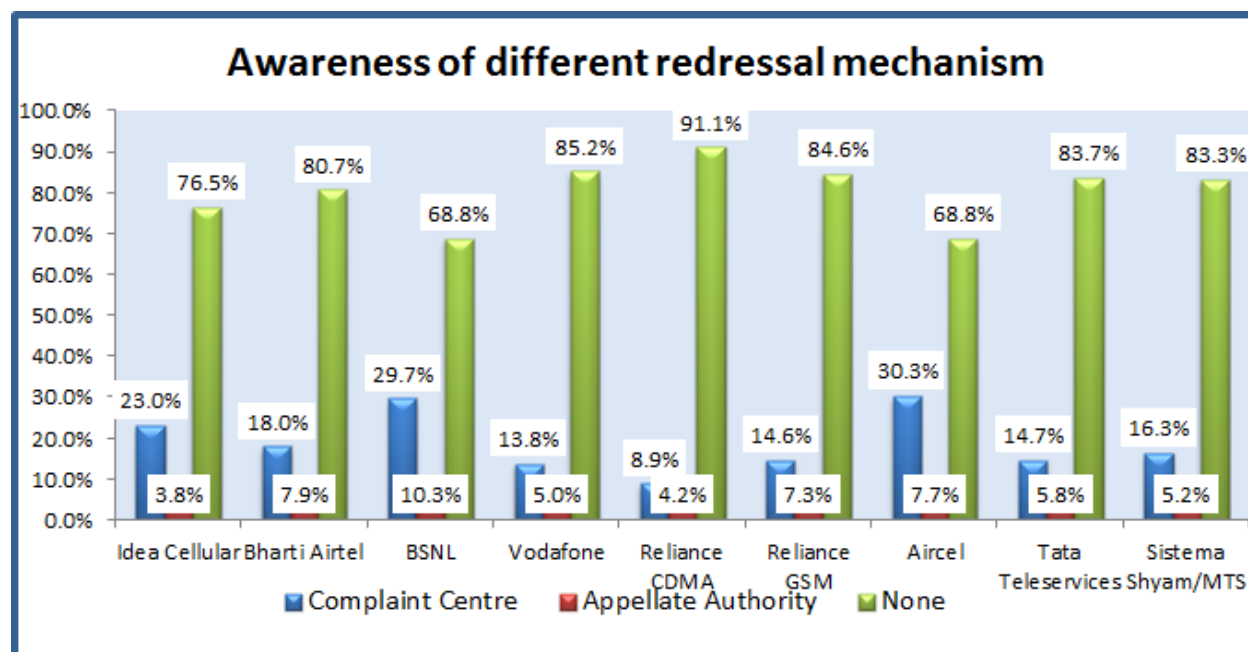
Complaint Centre: On an average 19% of the users are aware about the first stage of the grievance redressal mechanism. Subscribers owning connection of Aircel have the highest level of awareness whereas subscribers of Reliance CDMA have the lowest awareness level.

Appellate Authority: On an average 6% of the users are aware about the second stage of the grievance redressal mechanism. Subscribers owning connection of BSNL have the highest level of awareness whereas subscribers of Idea have the lowest awareness level.

None: On an average 80% of the respondents are unaware of any of the stages of the redressal mechanism.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Let us also analyze the awareness of different demographics given as below:

1. **Age:** The following table below gives the awareness of different redressal mechanism on an age wise breakup at an overall level.
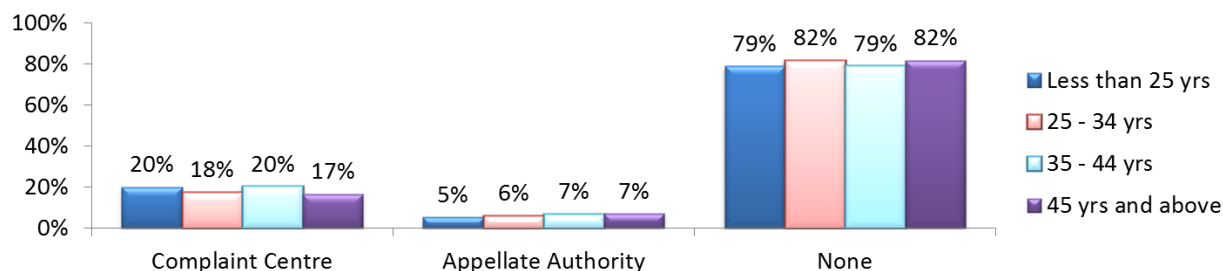
We observe that the awareness of complaint centre as well as Appellate authority is seemingly at par across age groups.

2. **Gender:** The following table below gives the awareness of different redressal mechanism on an gender wise breakup at an overall level

We observe that the awareness of complaint centre as well as Appellate authority is seemingly at par across gender.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3. **Profession:** The following table below gives the awareness of different redressal mechanism on an profession wise breakup at an overall level

We observe that the awareness of complaint centre as well as Appellate authority is seemingly at par across profession types.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**
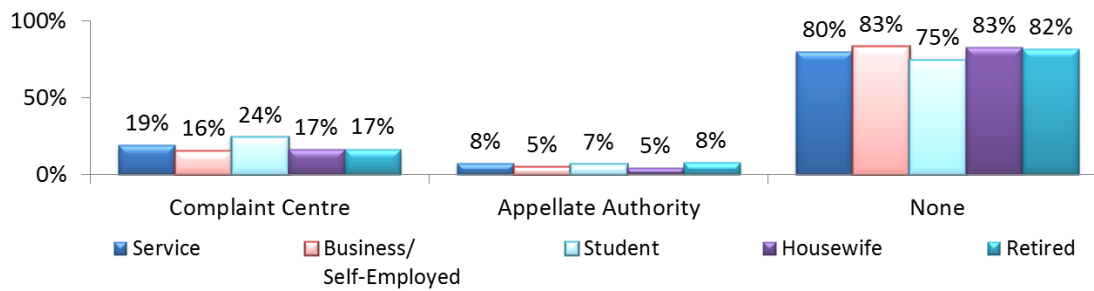
We will now look at the levels of usage and satisfaction among subscribers who are aware about each of the two stage grievance redressal mechanism set up by the telecom service provider based on the TRAI regulations.

3.11.1. Complaint on Toll free number: Users can lodge a complaint on the toll free number in case of any problem. Below chart indicates the percentage of users who have availed such a service.
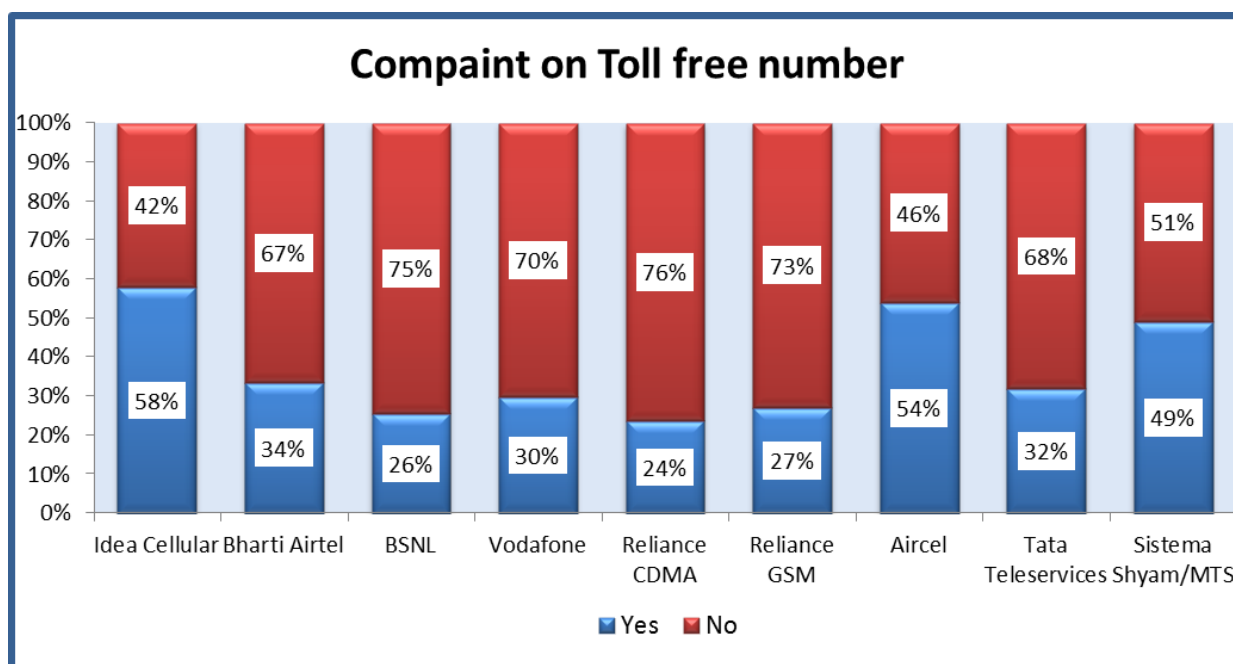
On an average, 37% of users aware of complaint center have complained to the toll free number (complaint center).

Idea Cellular has the highest number of users who have made complaint to the toll free number whereas Reliance CDMA has minimum number of users availing this service.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a L i c e n s i n g A r e a - **2014**

3.11.2. **Satisfaction - Complaint on Toll free number:** This parameter
captures the satisfaction level of the users on how the complaint was addressed
by the Toll free number of the telecom service providers.

Satisfaction - Compaint on Toll free number

Provider	Percentage
Sistema Shyam/MTS	91.0%
Tata Teleservices	87.0%
Aircel	71.8%
Reliance GSM	88.6%
Reliance CDMA	82.6%
Vodafone	72.0%
BSNL	78.3%
Bharti Airtel	91.2%
Idea Cellular	81.0%
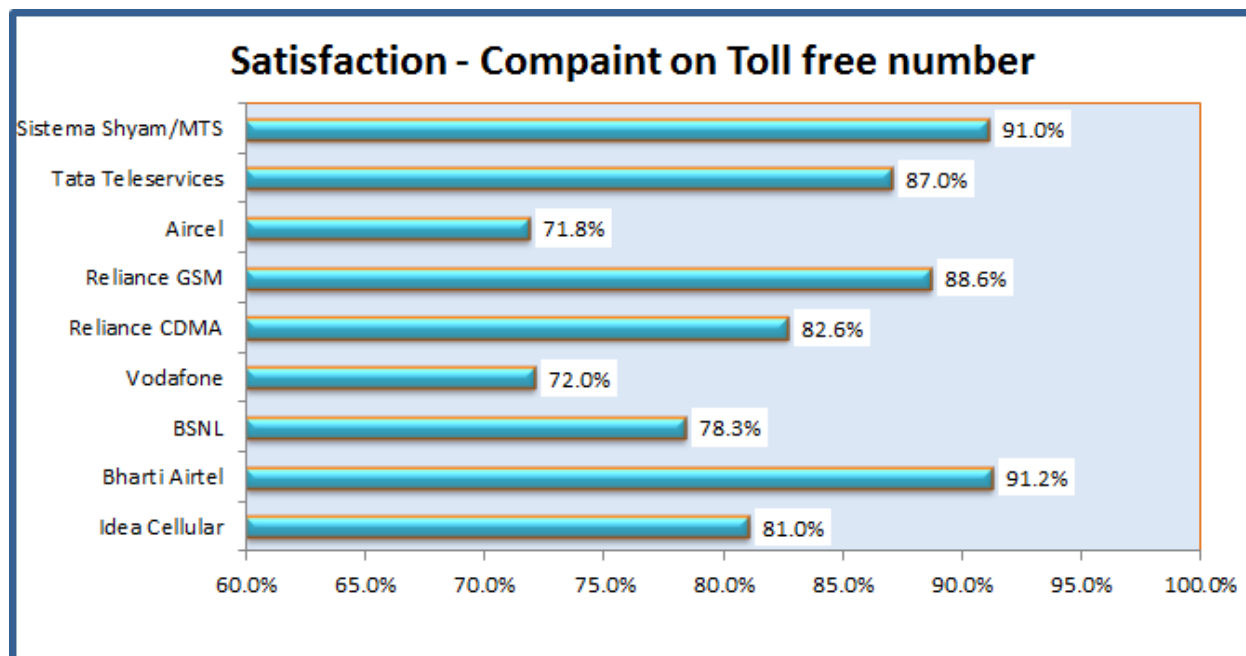
Bharti Airtel has the highest percentage of subscribers who are satisfied with the way in which
their complaint has been addressed. On the contrary, Aircel has the lowest percentage of
subscribers who are satisfied with the way in which their complaint was addressed.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.11.3. <u>**Complaint to Appellate Authority:**</u> Complaining to the Appellate
Authority is the second stage of the redressal mechanism. Below chart indicates
percentage of complainants who have escalated their complaint to the Appellate
Authority.
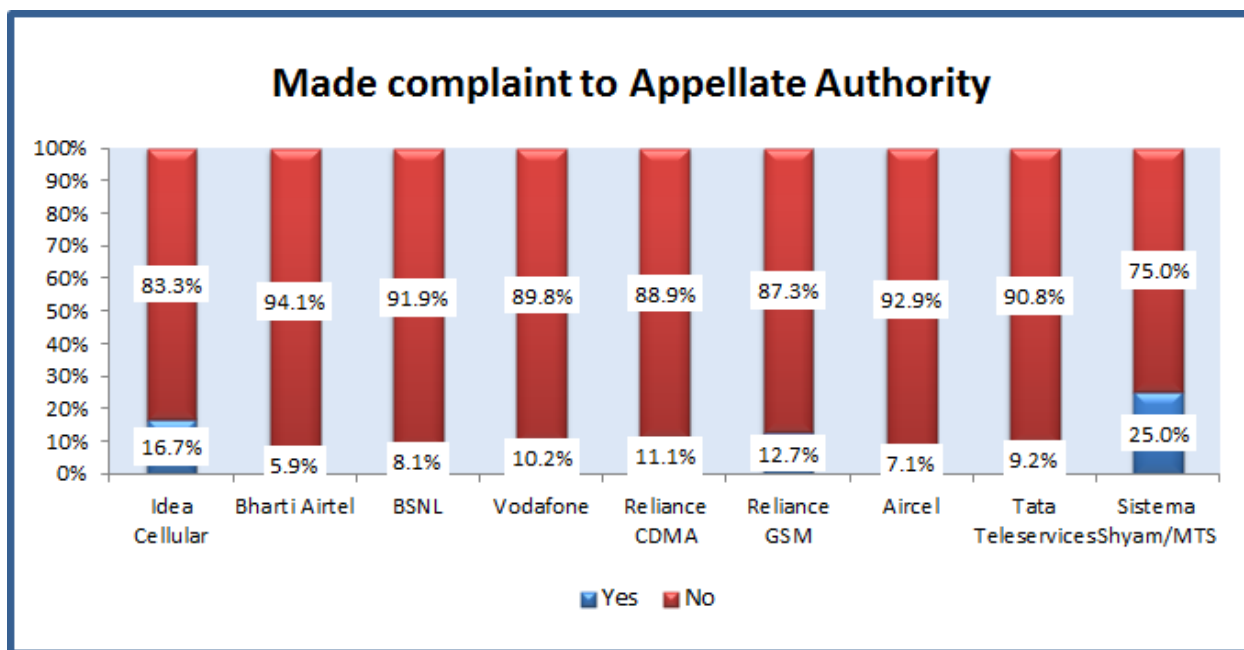
On an average, 11.8% of the complainants, whose complaints did not get resolved at the
Complaint Centre/ Toll free number, have escalated their complaint to the Appellate authority in
Kolkata.

Sistema Shyam/MTS has the highest number of complainants who have escalated their
complaint to the Appellate authority whereas Bharti Airtel has minimum number of users doing
the escalations to Appellate authority.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a L i c e n s i n g A r e a - **2014**

3.11.4. <u>**Satisfaction on how the complaint was addressed by the
Appellate Authority:**</u> This parameter captures the satisfaction level of user
on how the complaint was addressed by the Appellate Authority.

On account of low base (considered less than 30) at an individual operator level,
the results are statistically unviable and cannot be analysed further.

However it can be seen that, indicatively at an overall level combining all
operators, around 82% all those who have complained to the appellate authority
were satisfied on how the complaint was addressed by the appellate authority.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.12. Mobile Number Portability:

As per the latest directives issued by TRAI, a subscriber can change the service provider without changing the number using the services of MNP.
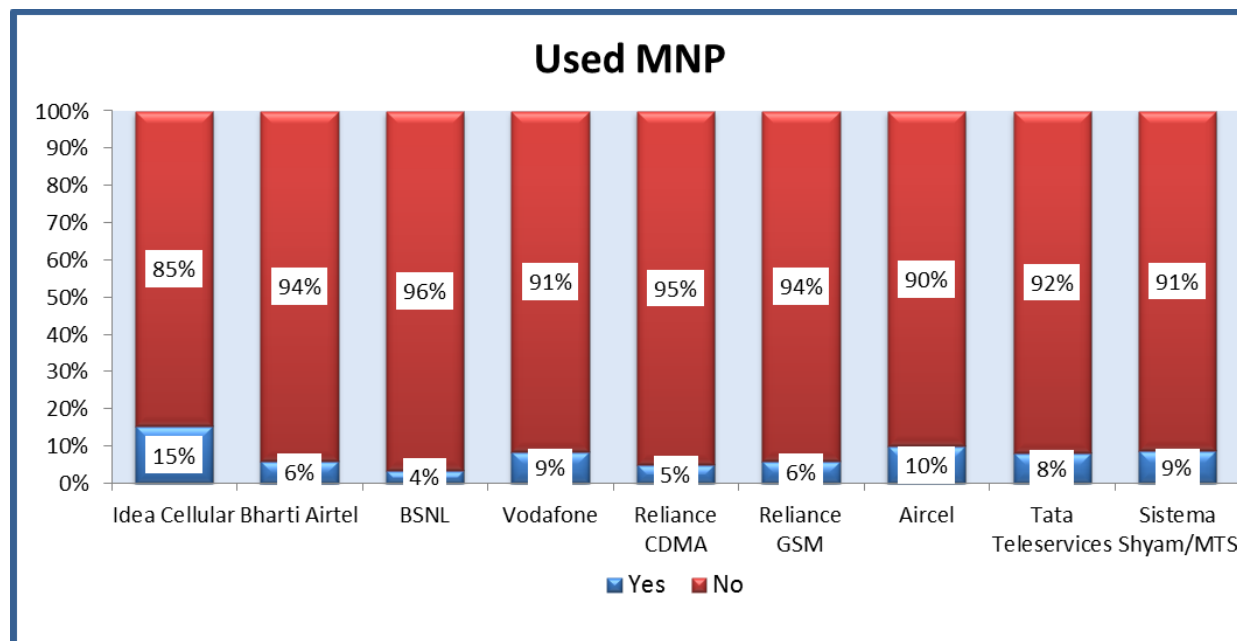
On an average, 8% of users have registered for the service in Kolkata.

Idea Cellular has the highest number of users registering for this service whereas BSNL has minimum number of users registered for the service.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3.12.1. <u>**Satisfaction with Mobile Number Portability Service (MNP):**</u>

This parameter captures the satisfaction level of user with the operator on the parameter of Mobile Number Portability (MNP).
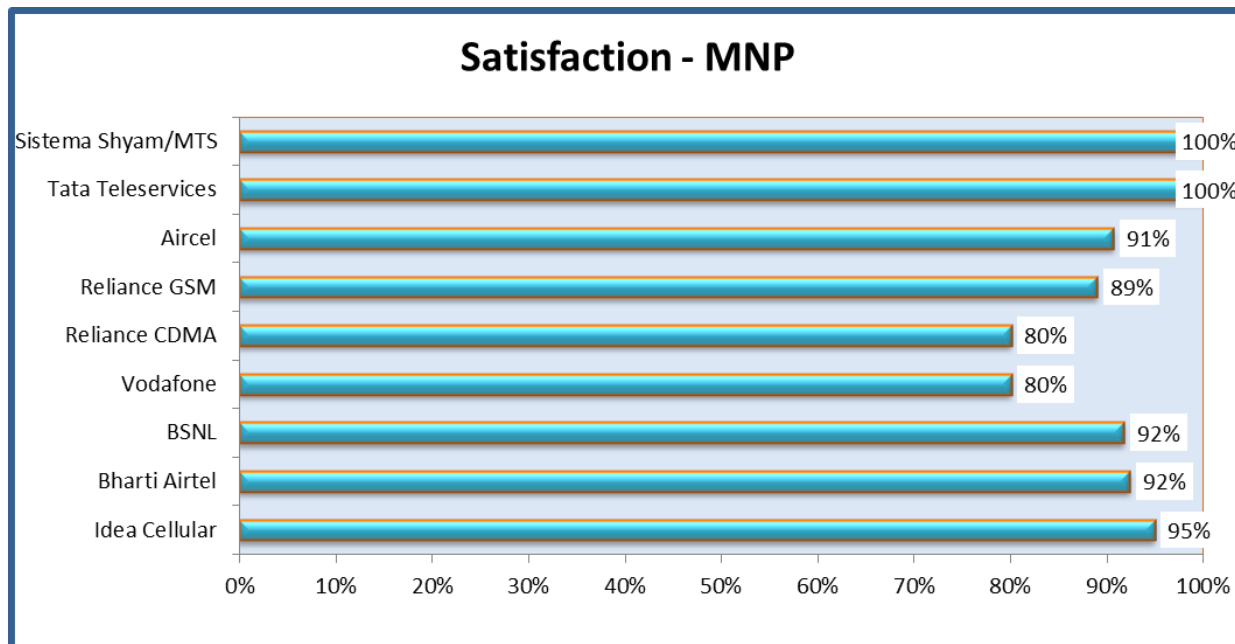
Tata Teleservices and Sistema Shyam/MTS have the highest percentage of subscribers who are satisfied with the operator on the parameter of MNP. On the contrary, Vodafone and Reliance CDMA have the lowest percentage of subscribers who are satisfied with the operator on this aspect.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a L i c e n s i n g A r e a - **2014**

Chapter #4.0:- Detailed Findings for Wireline Service Provider

This section of the report details with the performance of service providers on all the sub-aspects of various 'Quality of Service' parameters. Let's look at the performance of the operators on different aspects in detail.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Let us have a look at who is a typical wireline subscriber through different demographics given as below:

1. **Age:** The following graph below gives the age wise distribution of the wireline subscribers at an overall level.

Age

- Less than 25 yrs
- 25 - 34 yrs
- 35 - 44 yrs
- 45 yrs and above
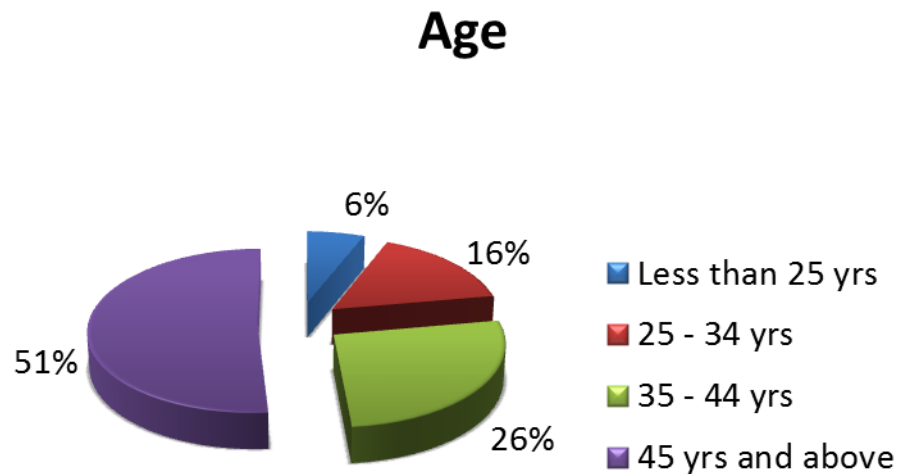
We observe that the age group of 45 years and above are the larger segment in wireline subscriptions.

2. **Gender:** The following graph below gives the gender wise distribution of the wireline subscribers at an overall level.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Gender
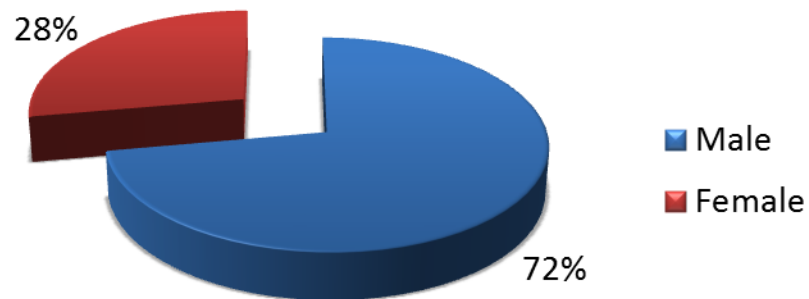
We observe that ~3/4th of the respondents surveyed was males and rests were females.

Assessment of Customer perception of Service and Implementation & Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3. **Profession:** The following graph below gives the profession wise distribution of the wireline subscribers at an overall level.

Profession
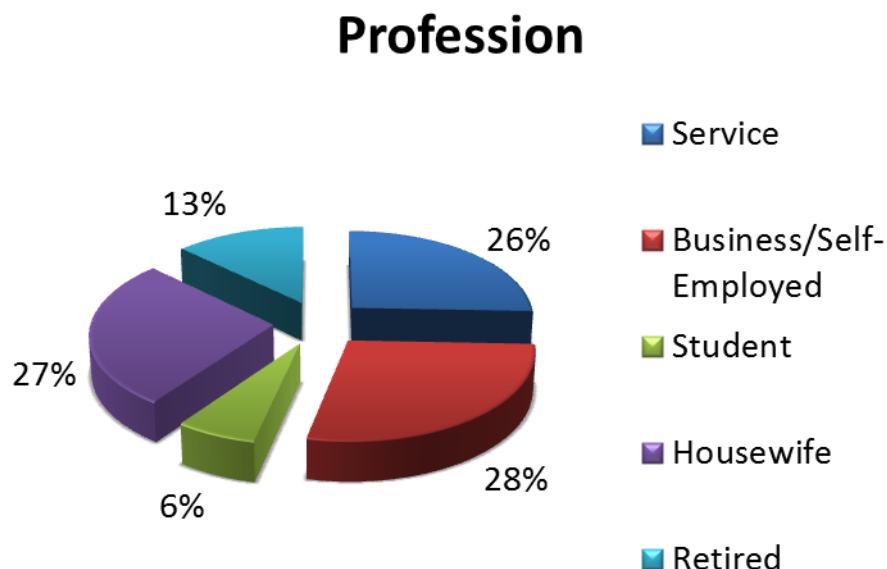
We observe that the majority of the overall population of wireline subscribers were from Business/Self-employed, Service and Housewives segment.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

4.1   Service provisioning:

This section captures the level of satisfaction of users with various parameters like activation of connection, information about services, plans. As per the directive given by TRAI, more than or equal to 90% of the users should be satisfied on each sub-dimension in order to meet the benchmark. Dimension is further classified into three sub-dimensions:

4.1.1   **Ease of taking a connection:** The aspect seeks to find out how satisfied the user is in case he/she has to purchase a new connection.

Bharti Airtel has the highest satisfaction score among all the operators on aspect of 'ease of taking connection'.

All operators meet the benchmark of 90%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

4.1.2 <u>**Relevant information related to tariff plans and charges:**</u> The
parameter seeks to find out how satisfied the user with the availability of
information regarding tariff plan and charges.

Ease of taking Connection

Operator	Score
Bharti Airtel	98.9%
Reliance	98.3%
BSNL	94.0%

Reliance has the highest satisfaction score among all the operators on parameter of 'Relevant
information related to tariff plans & charges'.

All operators meet the benchmark of 90%.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**
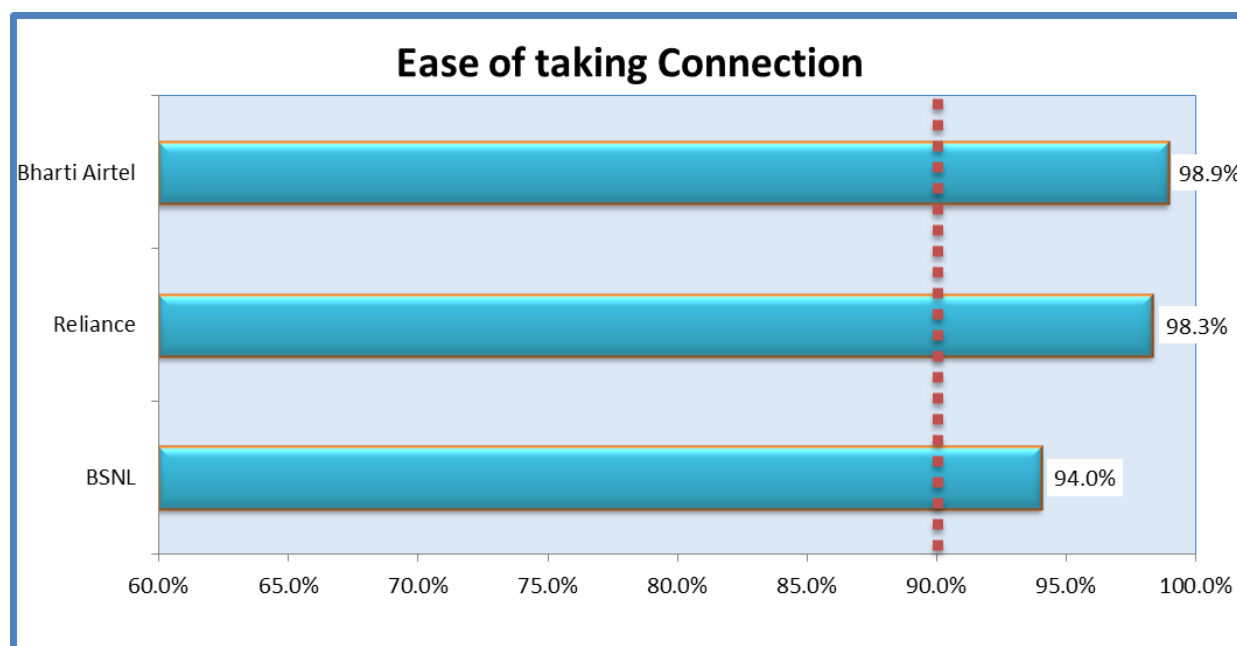
4.1.3   <u>**Availability of suitable plan/recharge as per requirement:**</u> The
aspects seek to find out how satisfied the user with the availability of suitable
plans/recharge offers as per requirement.
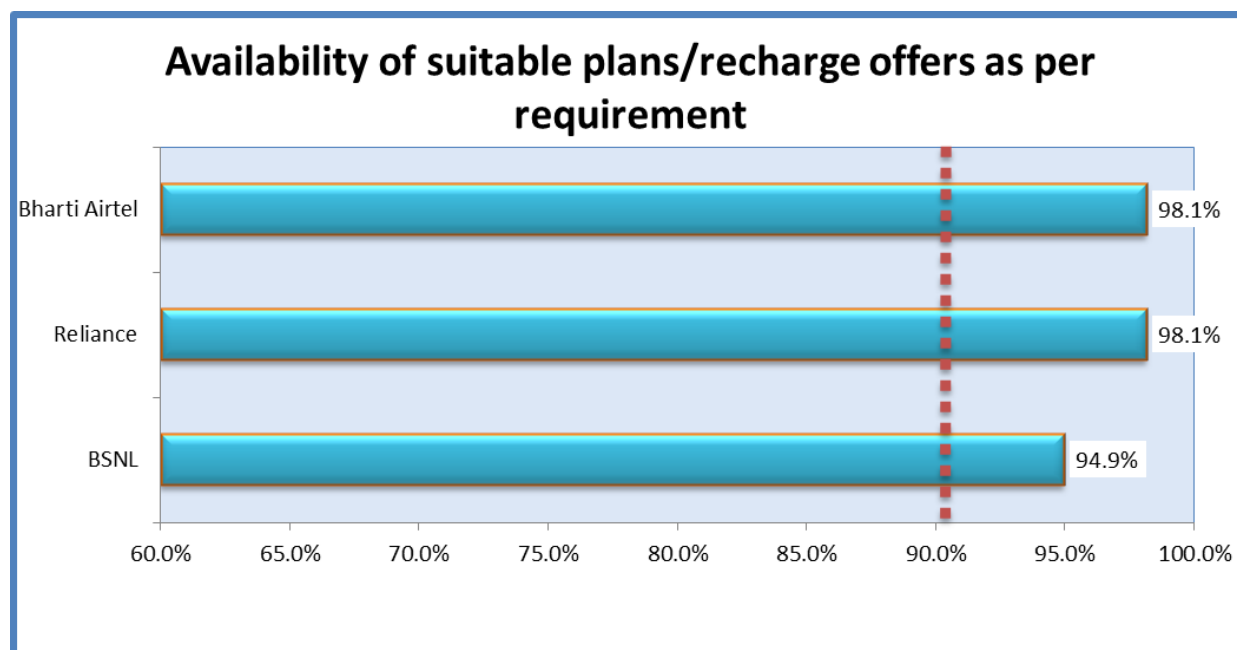
Reliance and Bharti Airtel have the highest satisfaction score among all the operators on
parameter of 'availability of suitable plans/recharge offers as per requirement'.

All operators meet the benchmark of 90%.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a L i c e n s i n g A r e a - **2014**

4.2   Billing performance for Prepaid Customers:

This aspect captures the level of satisfaction of prepaid users on different aspects related to
billing and recharge. As per the directive given by TRAI, more than or equal to 95% of the users
should be satisfied on each sub-dimension in order to meet the benchmark

Primarily, all of the service providers were offering their service via postpaid mode. Therefore no
satisfaction scores for this particular section would be reported as no prepaid subscribers were
found while conducting the survey.

4.3   Billing performance for Postpaid Customers:

This aspect captures the level of satisfaction of postpaid users on different aspects related to
billing. As per the directive given by TRAI, more than or equal to 95% of the users should be
satisfied on each sub-dimension in order to meet the benchmark.

4.3.1   **Receipt & timelines of delivery of bills-** The parameter seeks to find
out satisfaction levels of postpaid users in terms of the accuracy and
completeness of the bills issued by the operator.
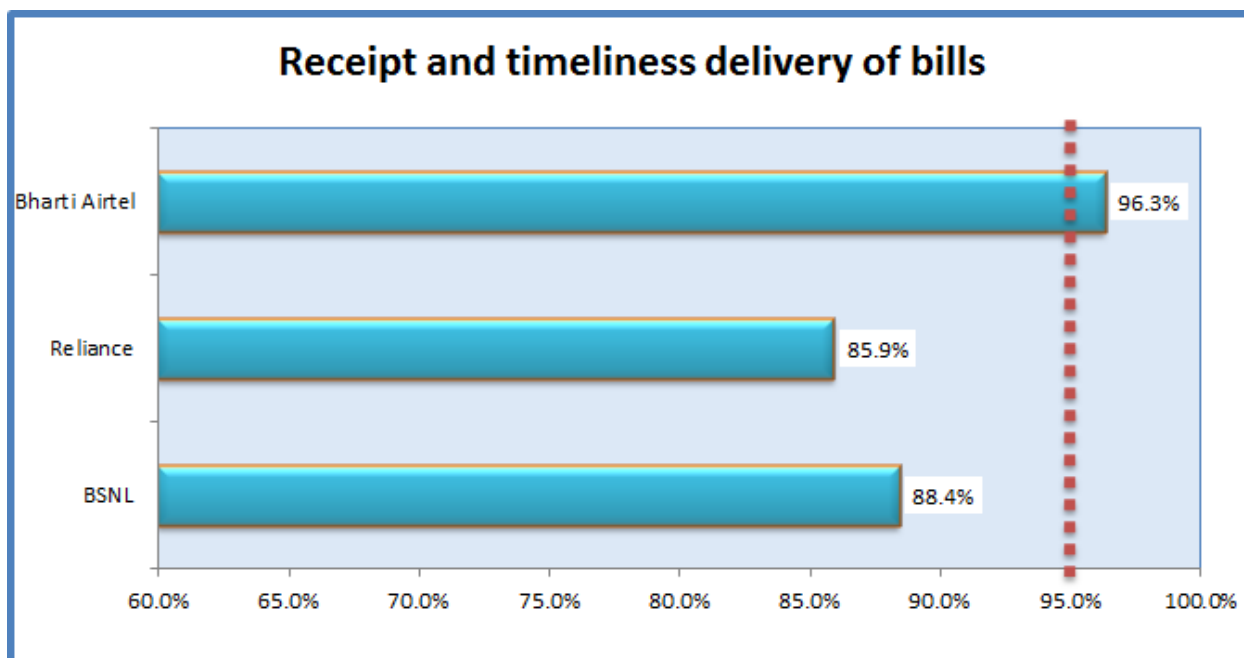
Bharti Airtel meets the benchmark and has the highest satisfaction score among all the
operators on aspect of 'Receipt & timelines of delivery of bills'.

BSNL and Reliance do not meet the benchmark of 95%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

4.3.2   <u>**Accuracy & completeness of the bills-**</u> The parameter seeks to find out satisfaction levels of postpaid users in terms of the accuracy and completeness of the bills issued by the operator.

Accuracy & completeness of the bills-Postpaid

- Bharti Airtel: 96.5%
- Reliance: 88.1%
- BSNL: 91.5%

Bharti Airtel meets the benchmark and has the highest satisfaction score among all the operators on aspect of 'accuracy and completeness of bills'.

BSNL and Reliance do not meet the benchmark of 95%.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

4.3.3   Clarity of the bills in terms of transparency and understand ability- The aspect seeks to find out satisfaction level of users with their telecom operator's with respect to bills being transparent and being easily understood by the users.

Clarity of the bills in terms of transparency and understandability-Postpaid

Operator	Value
Bharti Airtel	97.2%
Reliance	88.2%
BSNL	93.1%

Bharti Airtel meets the benchmark and has the highest satisfaction score among all the operators on parameter of 'Clarity of the bills in terms of transparency and understandability'.

BSNL and Reliance do not meet the benchmark of 95%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

4.3.4 <u>**Call charges levied per minute/second-**</u> The aspect captures the satisfaction of users with the telecom operator's with respect to the call charges levied by the operator.

Bharti Airtel meets the benchmark and has the highest satisfaction score among all the operators on parameter of 'Call charges levied per minute/second'.

BSNL and Reliance do not meet the benchmark of 95%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

4.4   Detailed findings for Help Services:

This aspect captures the level of satisfaction of users with the various help services like customer care provided by the operator. As per the directive given by TRAI, more than or equal to 90% of the users should be satisfied on each sub-dimension in order to meet the benchmark. Dimension is further classified into four sub-dimensions:
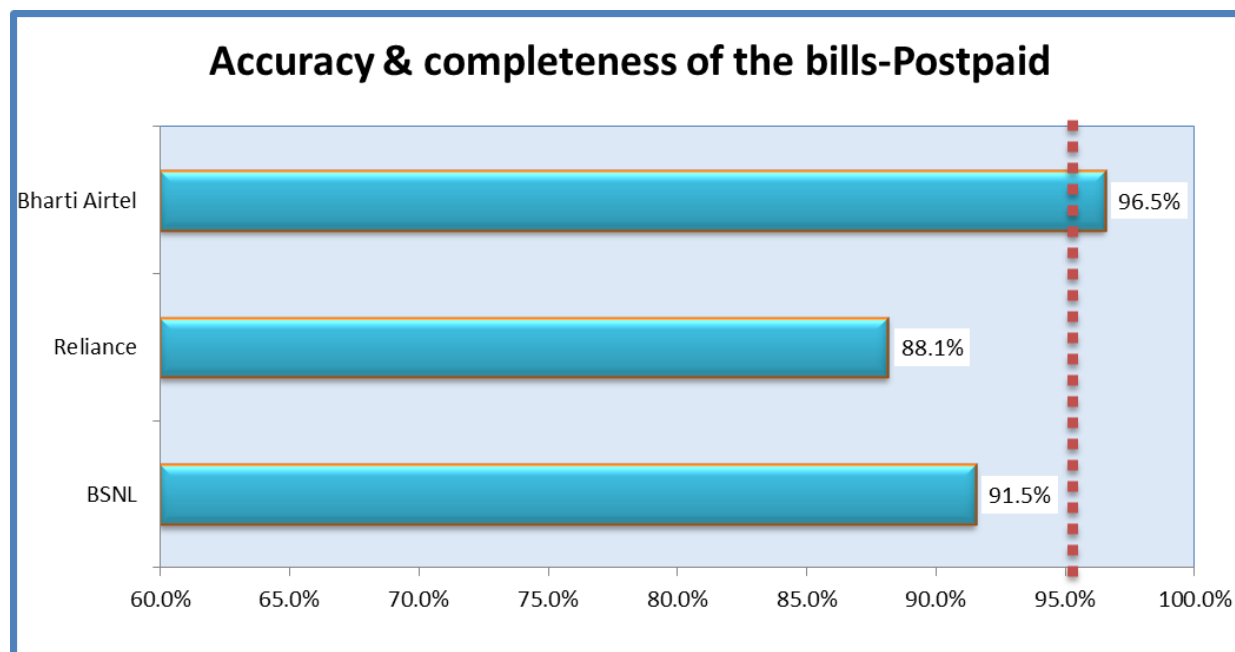
4.4.1   **Availability of customer care services 24*7:** This parameter measures the satisfaction level of the users with respect to availability of customer care executive in resolving the problem throughout the day.

Availability of customer care services 24 X 7

- Bharti Airtel — 96.4%
- Reliance — 91.5%
- BSNL — 84.8%
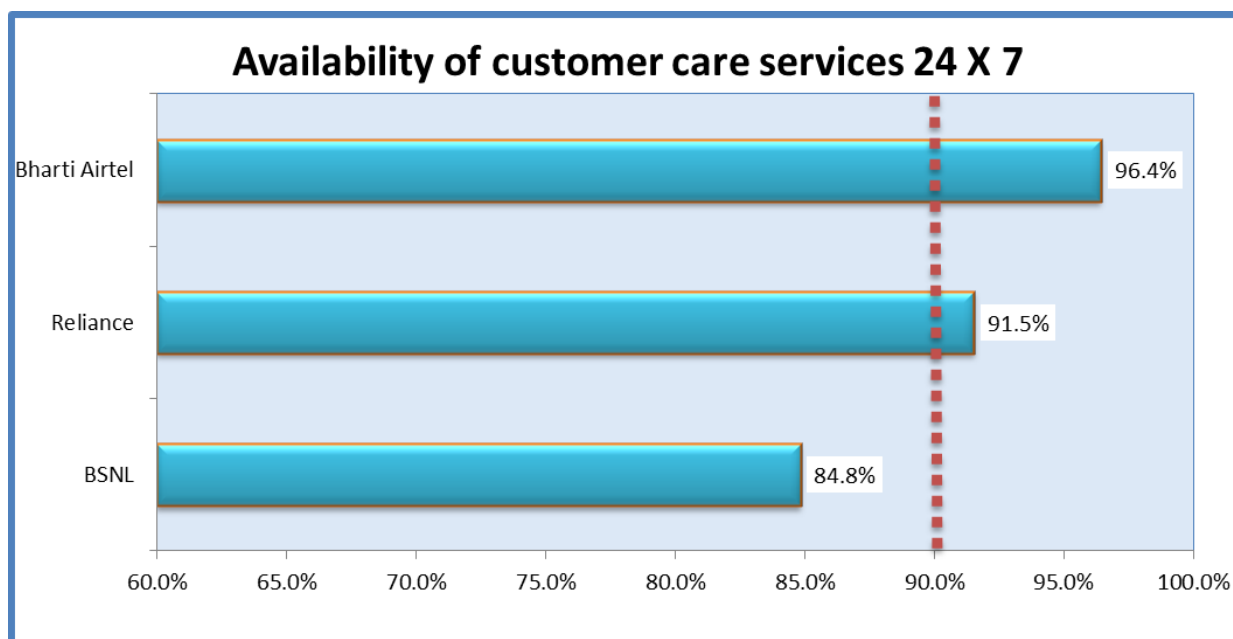
Bharti Airtel has the highest satisfaction score among all the operators on aspect of 'Availability of customer care 24*7'.

BSNL does not meet the benchmark of 90%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

4.4.2 <u>Ease of access of call centre/customer care or helpline and contacting the customer care executive:</u> This parameter measures the satisfaction level of the users with respect to ease in connecting with call centre/customer care or helpline of the telecom operator as well as connecting with the customer care executive.
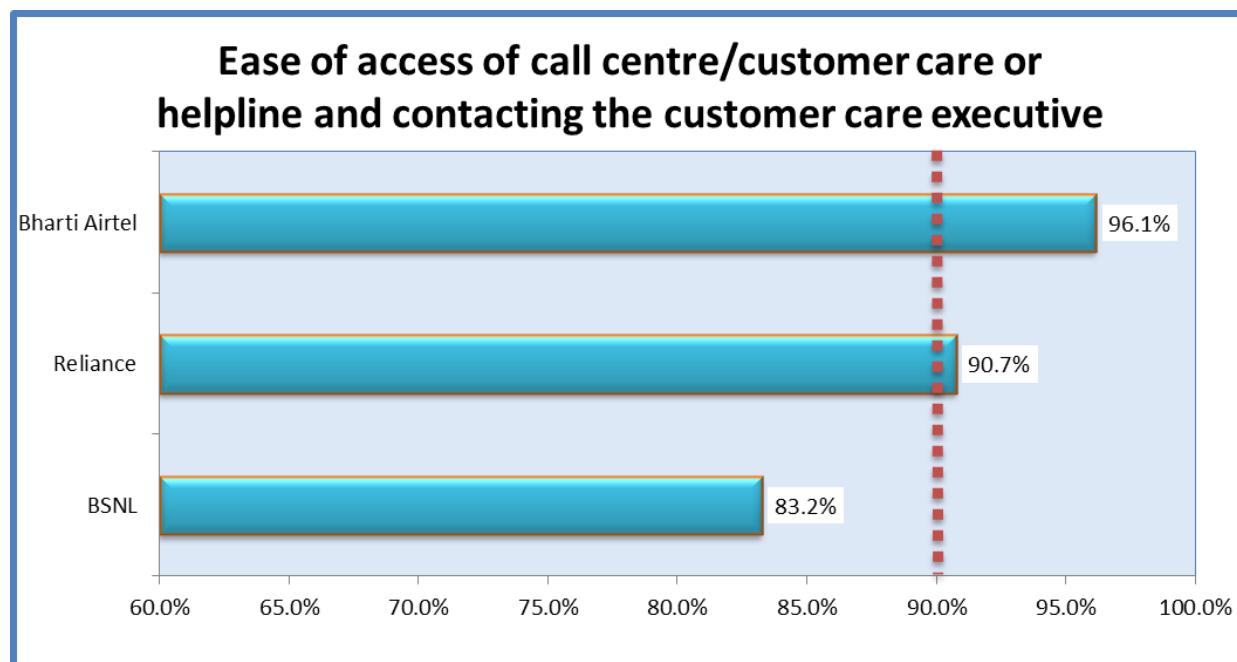
Bharti Airtel has the highest satisfaction score among all the operators on parameter of 'Ease of access of call centre/customer care or helpline and contacting the customer care executive'.

BSNL does not meet the benchmark of 90%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

4.4.3 Customer friendly approach of the customer care executive:

This parameter measure the satisfaction level of the respondent with respect to the customer friendly approach of the customer care executive.
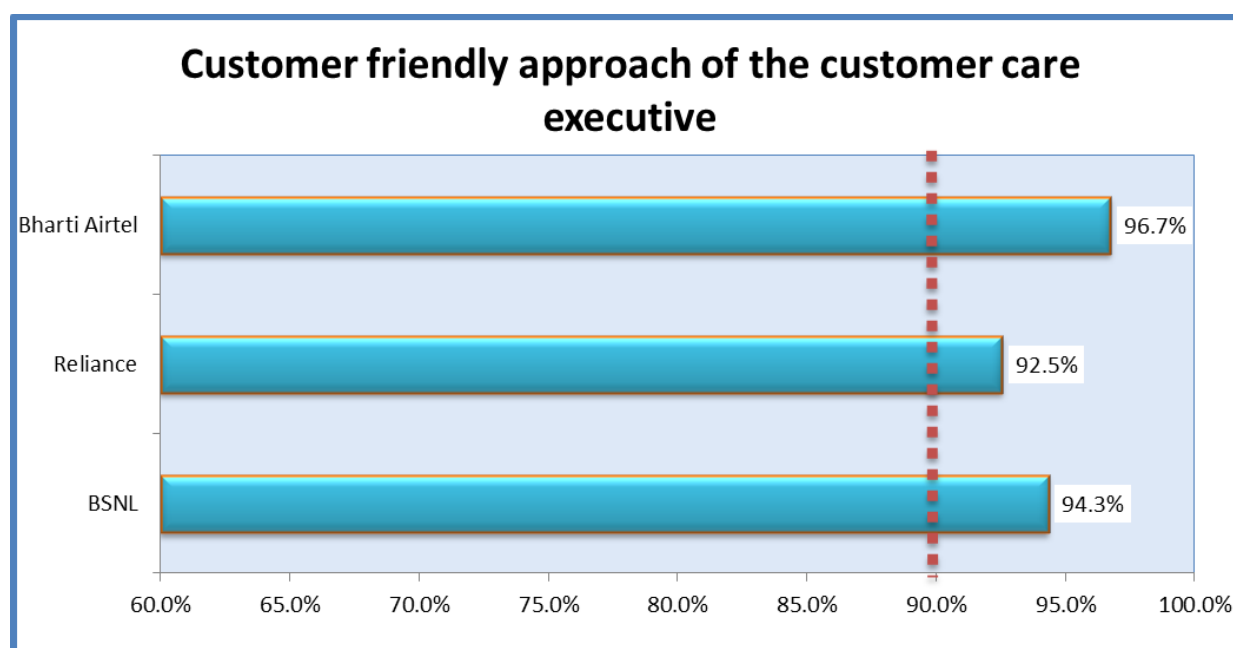
Bharti Airtel has the highest satisfaction score among all the operators on aspect of 'Customer friendly approach of the customer care executive'.

All operators meet the benchmark of 90%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

4.4.4 <u>**Competency level/problem solving ability of the customer care
executive:**</u> This parameter measures the satisfaction level of the respondents
with respect to the competency shown by the customer care executive in solving
the problems being faced by the subscribers.
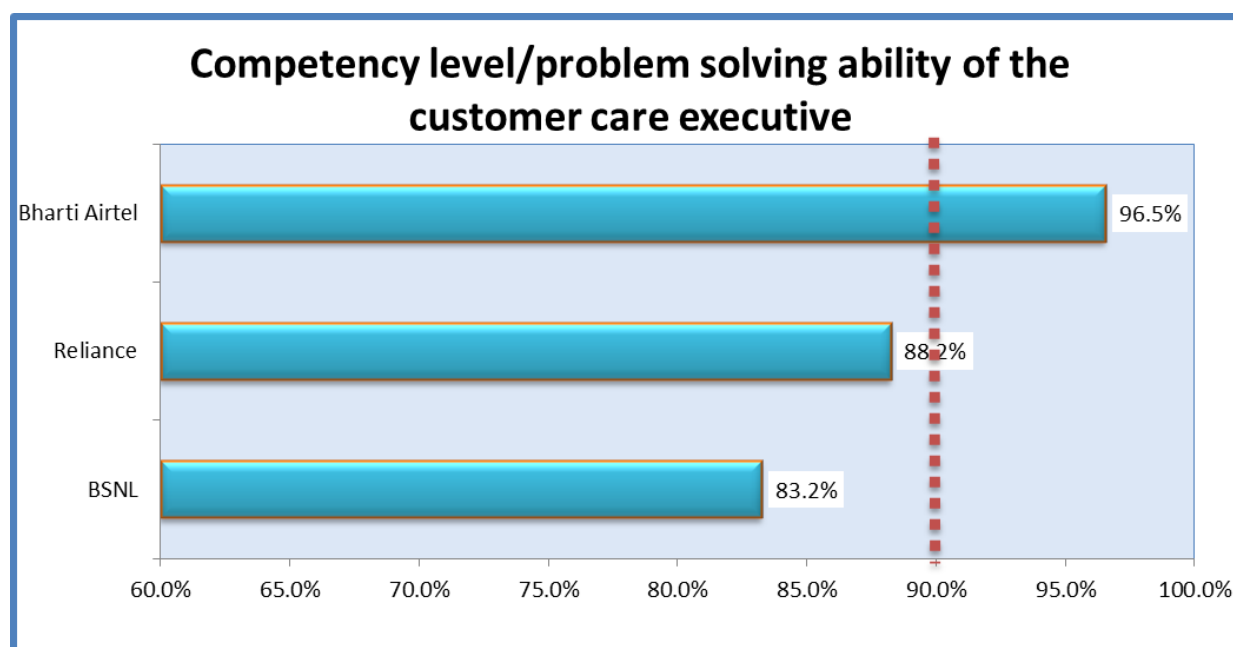
Bharti Airtel meets the benchmark and has the highest satisfaction score among all the
operators on aspect of 'Competency level/problem solving ability of the customer care
executive'.

BSNL and Reliance do not meet have not met the benchmark of 90%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

4.5   Network Performance, Reliability and Availability:

This parameter captures the level of satisfaction of consumers with various technical
parameters related to network performance, reliability and availability. As per the directive given
by TRAI, more than or equal to 95% of the users should be satisfied on each sub-dimension in
order to meet the benchmark. Dimension is further classified into three sub-dimensions:

4.5.1   **Availability of a working telephone connection:** This parameter
measures the satisfaction level of the respondents with respect to availability of
working telephone connection.

Bharti Airtel meets the benchmark and has the highest satisfaction score among all the
operators on aspect of 'Availability working telephone connection'.

BSNL and Reliance do not meet the benchmark of 95%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

4.5.2 <u>**Network quality of service provider in terms of ability to make or receive calls easily:**</u> This parameter measures the satisfaction level of the users with respect to the ability to make or receive calls.
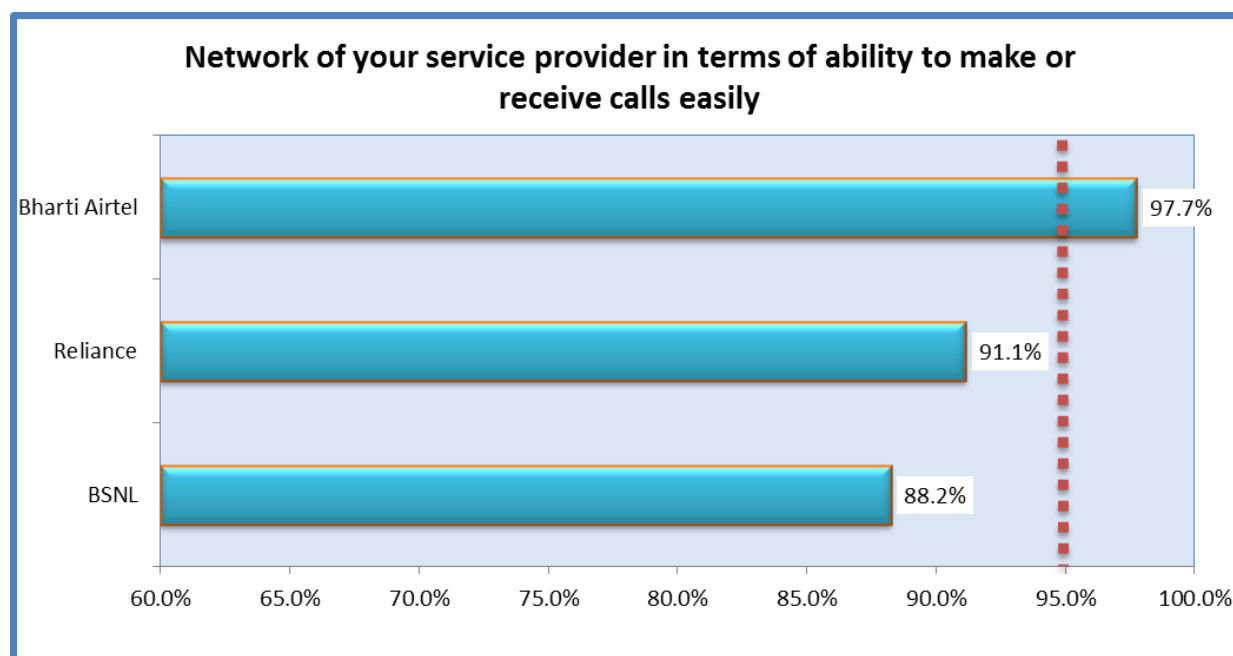
Bharti Airtel meets the benchmark and has the highest satisfaction score among all the operators on aspect of 'Network of your service provider in terms of ability to make or receive calls easily'.

BSNL and Reliance do not meet the benchmark of 95%.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

4.5.3   **Voice Quality:** This parameter measures the satisfaction level of the users
with respect to the voice quality while making or receiving calls.

Voice Quality

Operator	Score
Bharti Airtel	97.7%
Reliance	91.6%
BSNL	84.5%
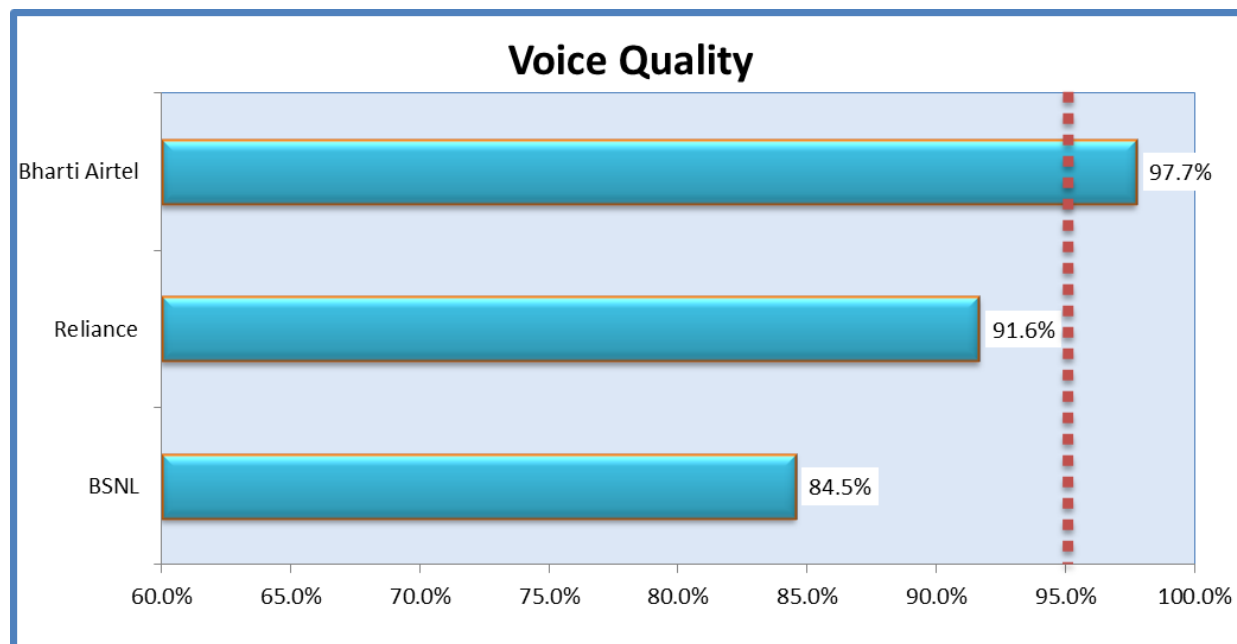
Bharti Airtel meets the benchmark and has the highest satisfaction score among all the
operators on parameter of 'voice quality'.

BSNL and Reliance do not meet the benchmark of 95%.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

4.6   Maintainability:

This aspect captures the level of satisfaction of consumers with various technical parameters related to maintainability which include troubleshooting in case of faults. As per the directive given by TRAI, more than or equal to 95% of the users should be satisfied on each sub-dimension in order to meet the benchmark.

4.6.1   **Effective handling of the network (signal) problems:** This parameter measures the satisfaction level of the users with respect to the handling and resolution of the network/signal problems faced by the subscriber.
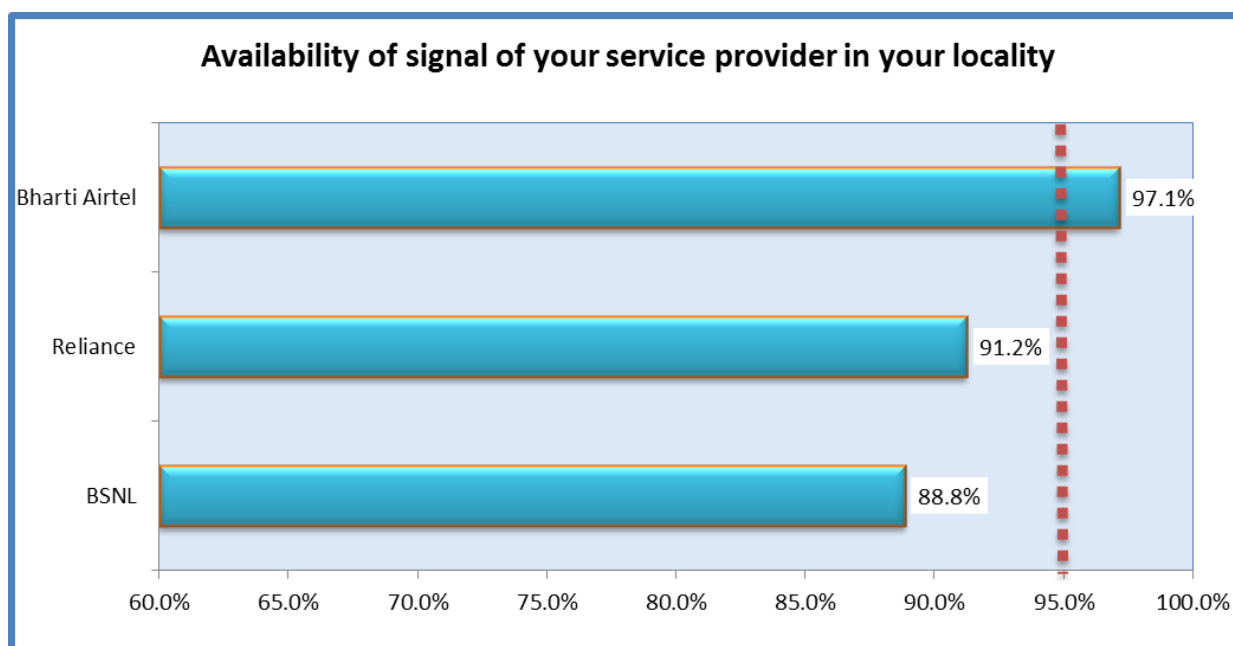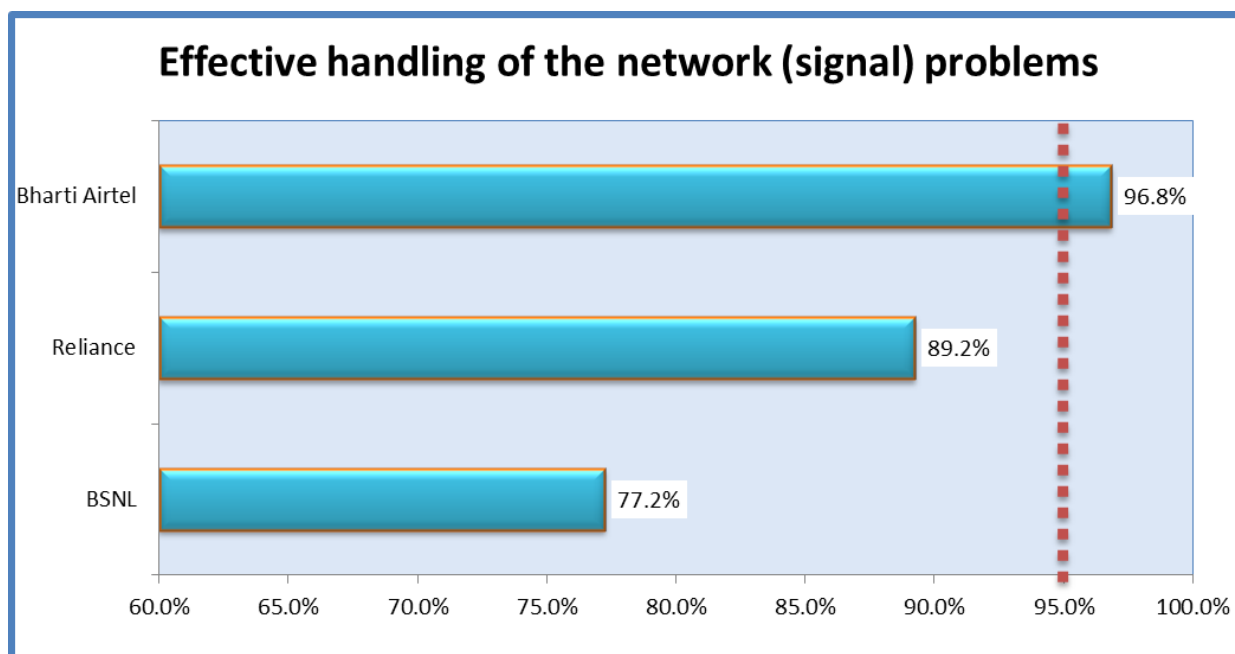

Bharti Airtel meets the benchmark and has the highest satisfaction score among all the operators on aspect of 'Effective handling of the network (signal) problems'.

BSNL and Reliance do not meet the benchmark of 95%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

4.7   Supplementary services and VAS:

This parameter captures the level of satisfaction of consumers with various technical
parameters related to supplementary services and value added services like call
waiting/forwarding, voice mail etc. As per the directive given by TRAI, more than or equal to
90% of the operators should be satisfied on each sub-dimension in order to meet the
benchmark. Dimension is further classified into two sub-dimensions:

4.7.1   Usage of Supplementary/Value Added Services:

Bharti Airtel has the highest percentage of its overall subscribers as users of supplementary
services whereas BSNL has the lowest percentage of its overall subscribers as users of
supplementary services.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**
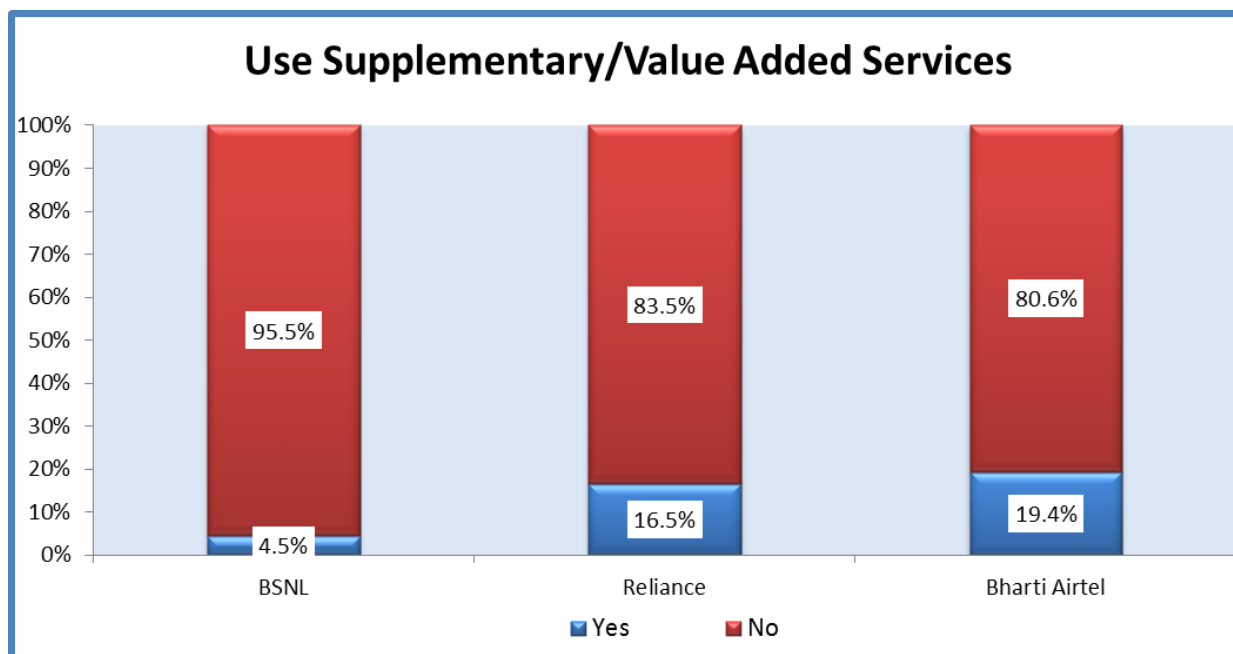
4.7.2 **Satisfaction with Quality of supplementary services / value added service provided including call waiting/forwarding, voice mail etc.:** This parameter measures the satisfaction level of users with the quality of supplementary services/ value added services which include activation, deactivation, charges etc.
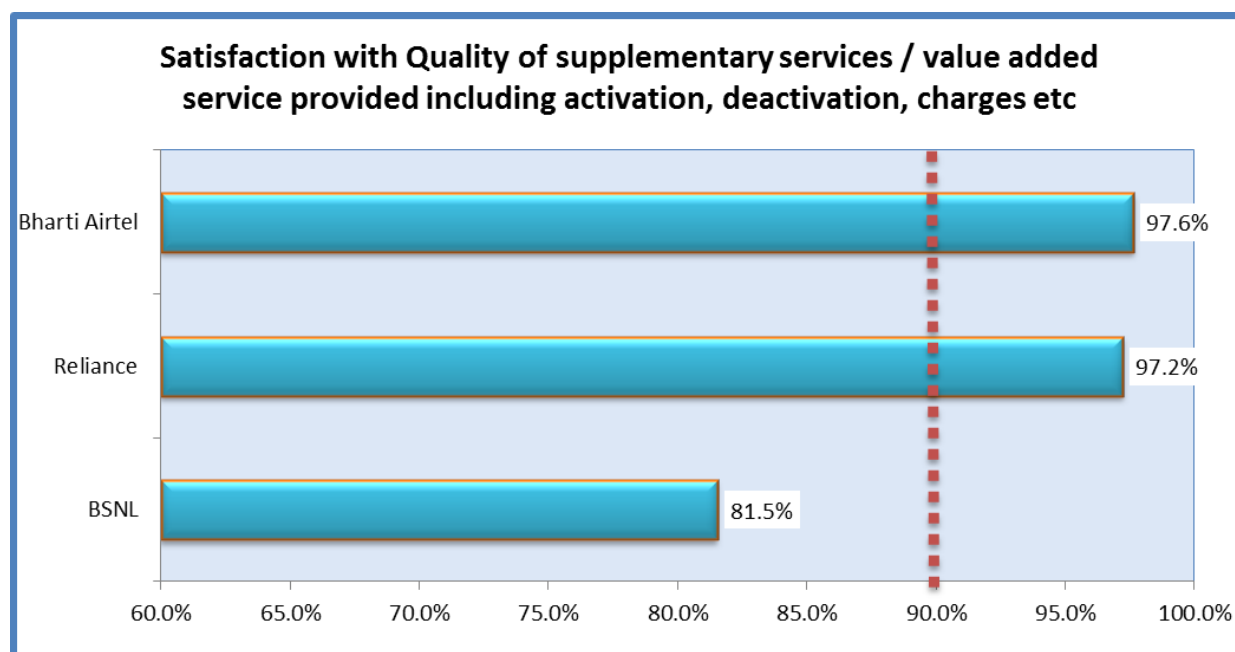
Bharti Airtel has the highest satisfaction score among all the operators on aspect of 'Satisfaction with Quality of supplementary services / value added service provided including call waiting/forwarding, voice mail etc.'

BSNL does not meet the benchmark of 95%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

4.8   Assessment of TRAI Regulations and Directions:

TRAI issues regulations and directions for the operators in order to safeguard interest of
consumers. This section of report discusses in detail about the awareness and satisfaction with
the regulations.

4.8.1. 'Do not Call' or NCPR (National Customer Preference Register):

This regulation was passed by TRAI in order to curb the menace of unsolicited
commercial communications. TRAI had notified the Telecom Commercial
Communications Customer Preference Regulation, 2010 dated 1st December
2010, published in the Gazette of India Extraordinary Part-III-Section 4 dated 1st
December, 2010. As part of this regulation, a consumer can register his/her
number with the operator and he/she will not receive any unsolicited commercial
communications.

Below chart indicates number of users who have registered for the NCPR service for different
operators.

Registered your number for blocking unsolicited commercial calls / SMSs

	BSNL	Reliance	Bharti Airtel
No	95.8%	80.9%	85.5%
Yes	4.2%	19.1%	14.5%

■ Yes   ■ No
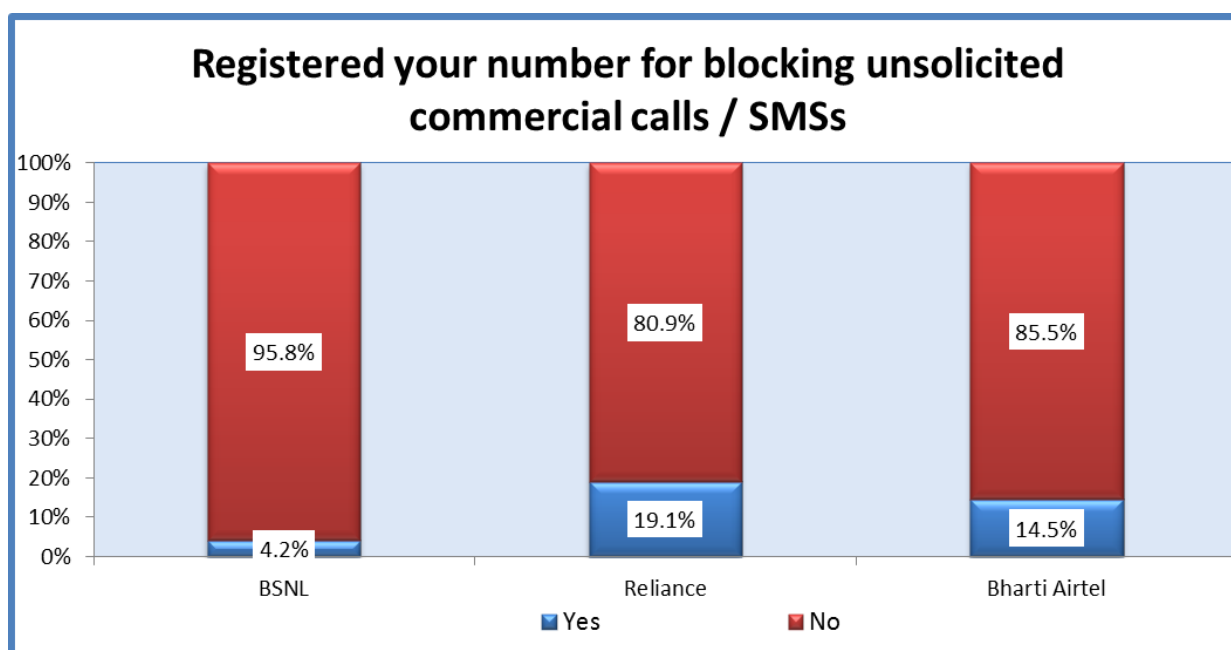
On an average, 12.6% of users have registered for the service in Kolkata. Reliance has the
highest number of users registering for this service whereas BSNL has minimum number of
users registered for the service.

IMRB International | **eTech**

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

4.8.2. <u>**Satisfaction on blocking of unsolicited commercial calls/SMSs:**</u>

This parameter measures the satisfaction level of users with the blocking of unsolicited commercial calls/SMS.
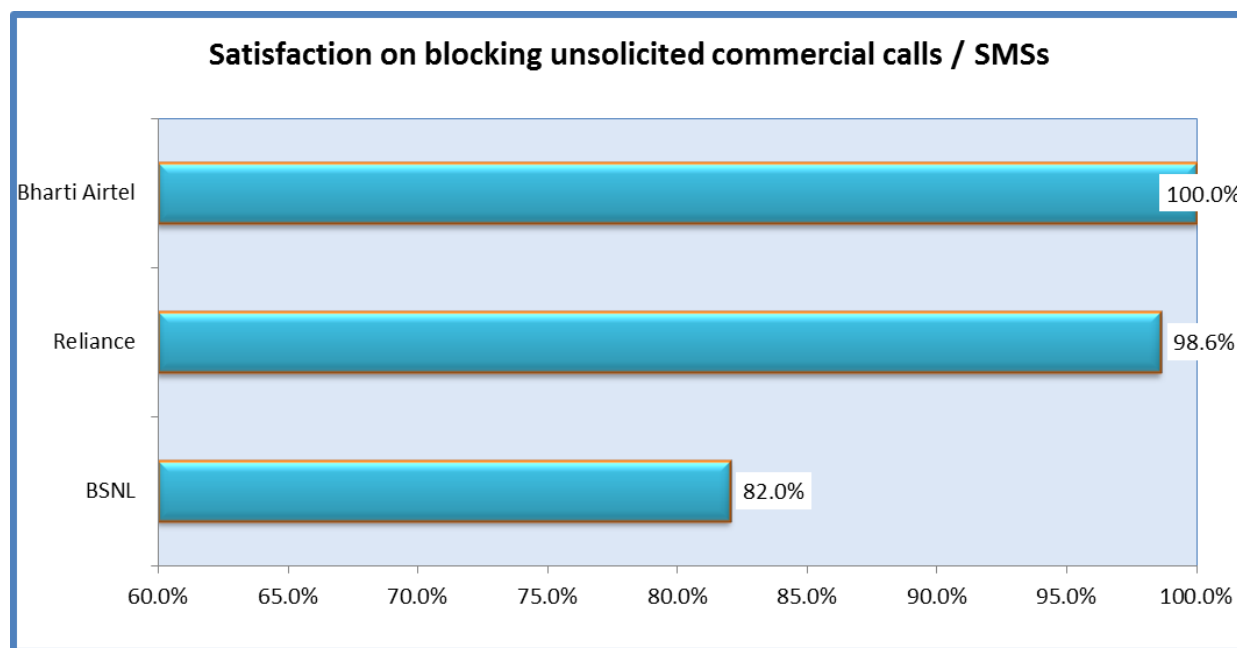
Bharti Airtel has the highest satisfaction score among all the operators on aspect of 'Satisfaction on blocking of unsolicited commercial calls/SMSs' whereas BSNL has minimum satisfaction score on this parameter.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

4.8.3. Registration of complaint in case the unsolicited call/SMS have not been stopped in spite of registration for the same:

Registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same

	Yes	No
BSNL	35.3%	64.7%
Reliance	62.5%	37.5%
Bharti Airtel	68.4%	31.6%
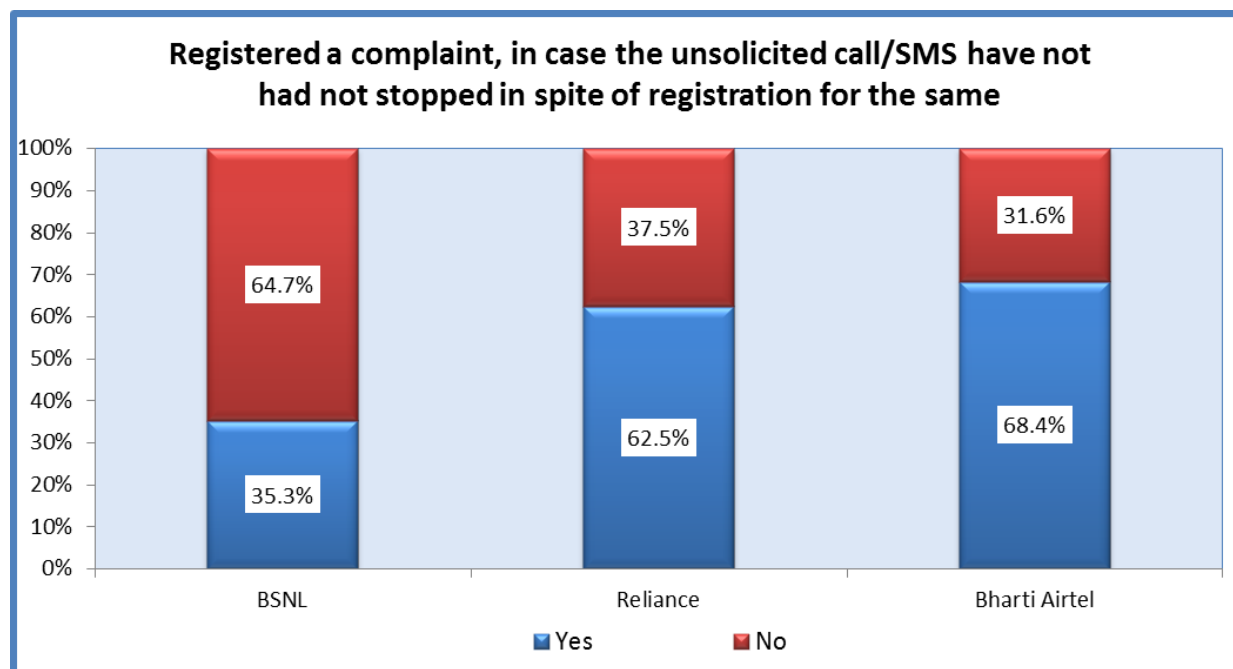
In case the unsolicited call/SMS have not been stopped in spite of registration for the same, Bharti Airtel has the highest number of users registering a complaint whereas BSNL has minimum number of users registering a complaint.

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a L i c e n s i n g A r e a - **2014**

4.8.4. **Satisfaction with action taken against the complaint:** This
parameter measures the satisfaction level of users with the action taken against
the complaint filed by the users against the unsolicited call/SMS in spite of
registration for the same.

Bharti Airtel has the highest satisfaction score among all the operators on aspect of 'Satisfaction
on blocking of unsolicited commercial calls/SMSs' whereas BSNL has the minimum satisfaction
score on this aspect.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**
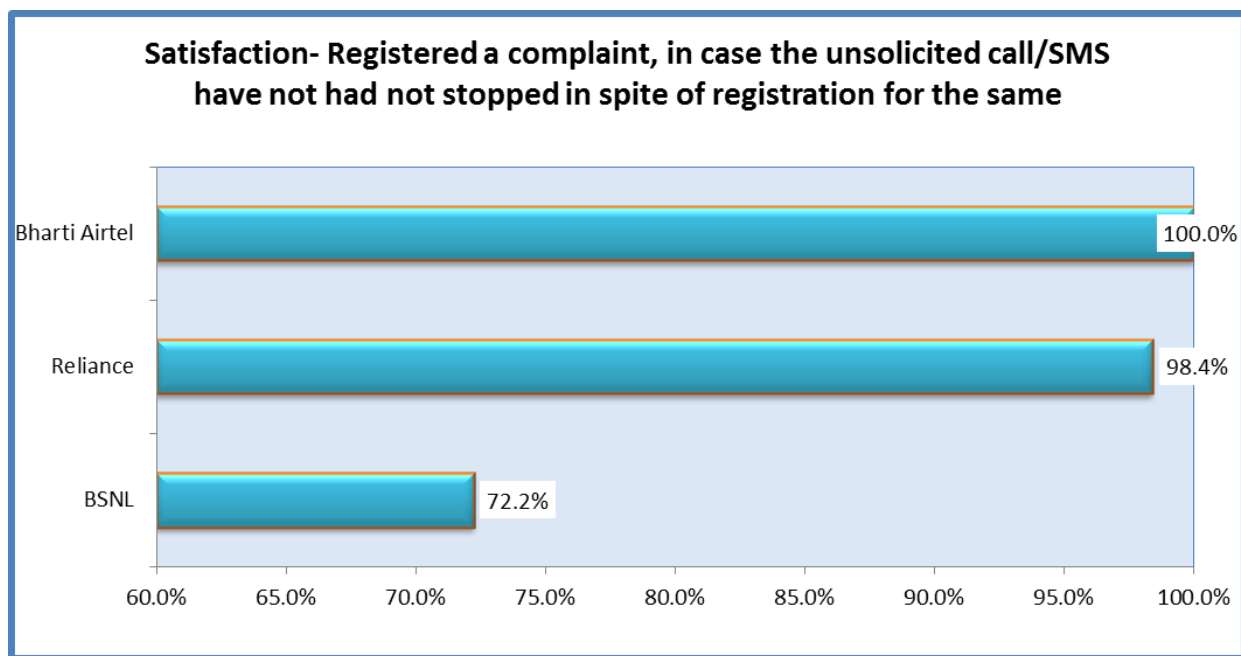
4.9.   Prepaid users - Information:

This section captures the satisfaction level of the prepaid users on various parameters related to
information provided by operator to users like SMS giving information on amount charged,
processing fees, taxes, duration of call, notifications etc.

BSNL does not offer prepaid wireline service and hence the billing performance module for
prepaid users was not administered to them.

4.10.   Awareness of grievance redressal mechanism:

This parameter measures the awareness level of the subscribers about the two stage grievance
redressal mechanism set up by the telecom service provider based on the TRAI regulations.
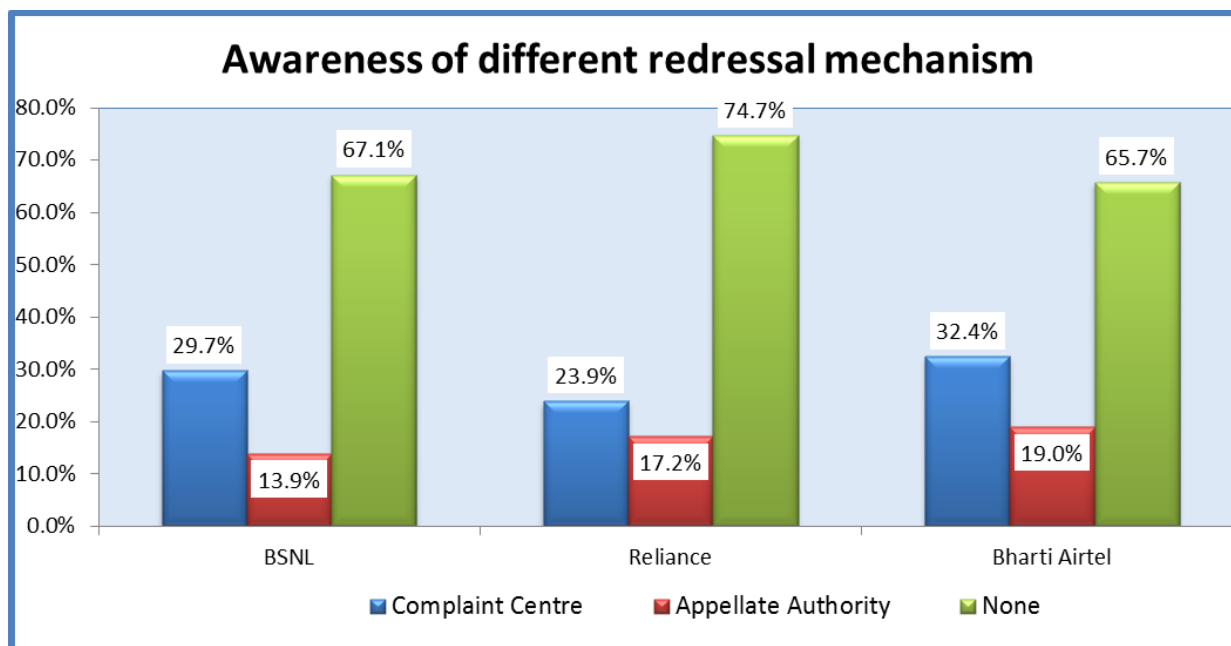
Complaint Centre: On an average 28.7% of the users are aware about the first stage of the
grievance redressal mechanism. Subscribers owning connection of Bharti Airtel have the
highest level of awareness whereas subscribers of Reliance have the lowest awareness level.

Appellate Authority: On an average 16.7% of the users are aware about the second stage of
the grievance redressal mechanism. Subscribers owning connection of Bharti Airtel have the
highest level of awareness whereas subscribers of BSNL have the lowest awareness level.

None: On an average 69.2% of the respondents are unaware of any of the stages of the
redressal mechanism in Kolkata.

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Let us also analyze the awareness of different demographics given as below

1. **Age:** The following table below gives the awareness of different redressal mechanism
   on an age wise breakup at an overall level
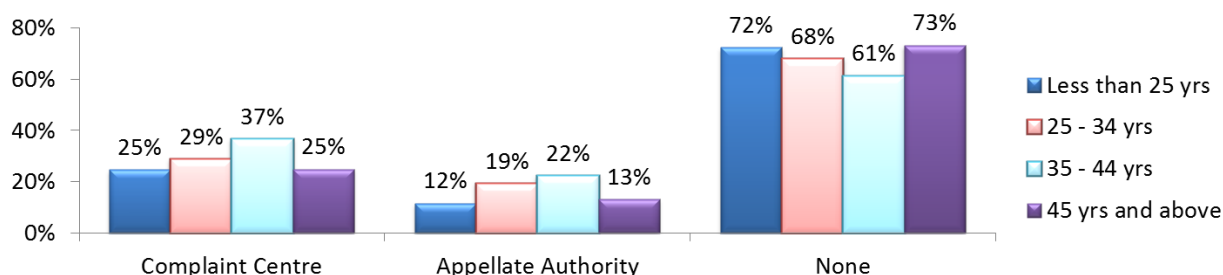
We observe that the awareness of complaint centre as well as Appellate authority is
highest in the age group of 35-44 years.

2. **Gender:** The following table below gives the awareness of different redressal
   mechanism on an gender wise breakup at an overall level
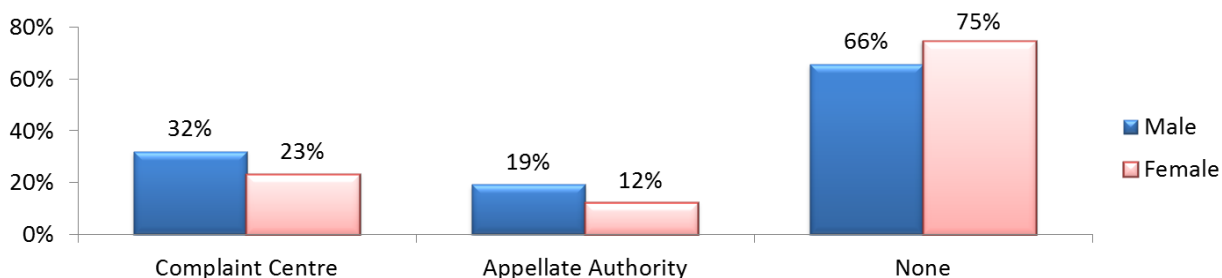
The above figure represent the percentage breakup of all those who are aware of
Complaint centre and Appellate authority. We observe that awareness is more or less at
par across gender, although males show a higher incidence of awareness.

Assessment of Customer perception of Service and Implementation & Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

3. **Profession:** The following table below gives the awareness of different redressal mechanism on an profession wise breakup at an overall level
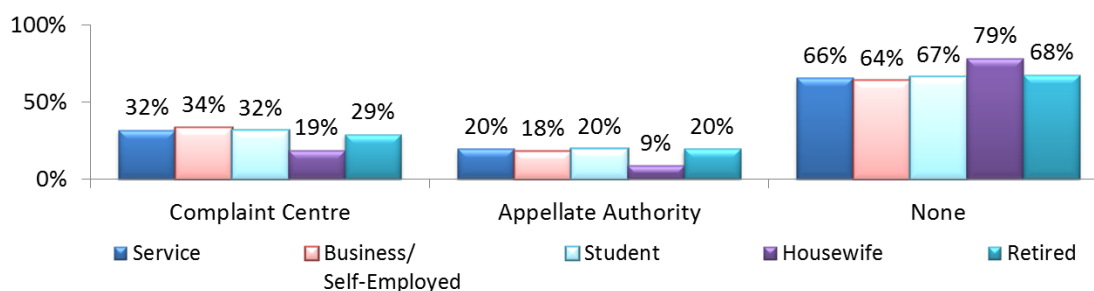
We observe that awareness of the complaint centre and Appellate authority are at par across profession types, although it is still lower among housewives.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

We will now look at the levels of usage and satisfaction among subscribers who are aware about each of the two stage grievance redressal mechanism set up by the telecom service provider based on the TRAI regulations.

4.10.1. <u>**Complaint on Toll free number:**</u> Users can lodge a complaint on the toll free number in case of any problem. Below chart indicates percentage of users who have availed such a service.
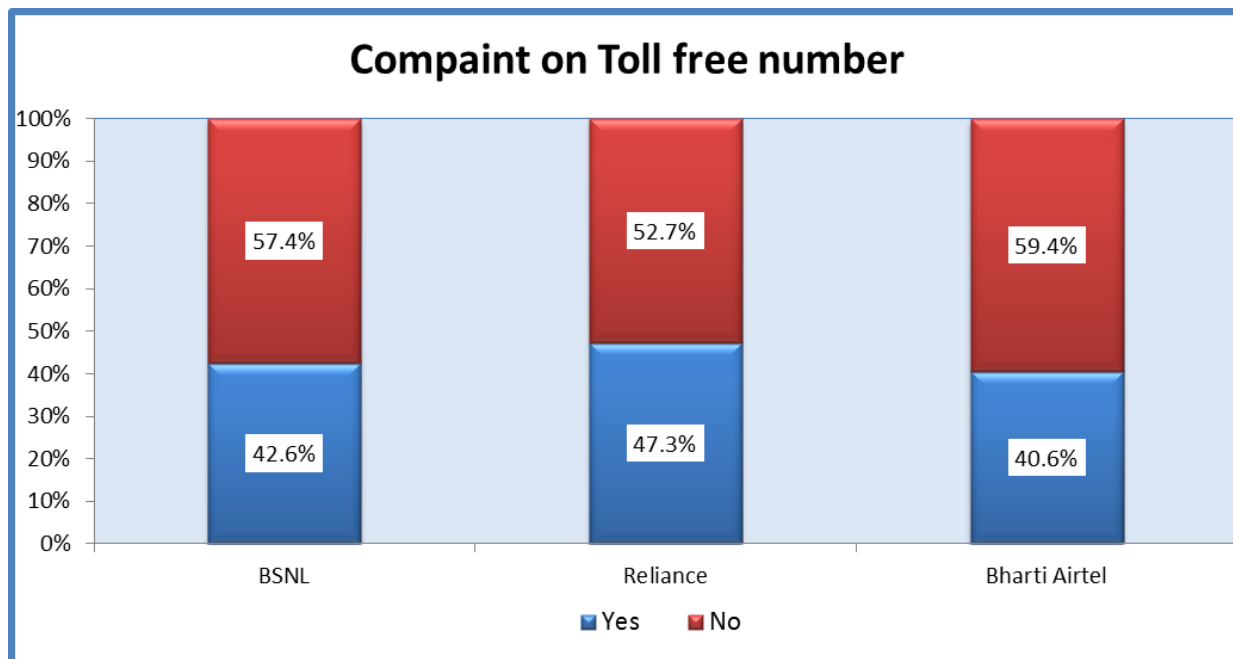
On an average, 43.5% of users aware of complaint center have complained to the Toll free number (Complaint Center).

Reliance has the highest number of users making a complaint to the toll free number whereas Bharti Airtel has minimum number of users complaining to the toll free number.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

4.10.2. <u>**Satisfaction - Complaint on Toll free number:**</u> This parameter captures the satisfaction level of the users on how the complaint was addressed by the Toll free number of the telecom service providers.

Bharti Airtel has the highest percentage of subscribers who are satisfied with the way in which their complaint was addressed by the Toll free number.

On the contrary, BSNL has the lowest percentage of subscribers who are satisfied with the way in which their complaint was addressed by the Toll free number.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**
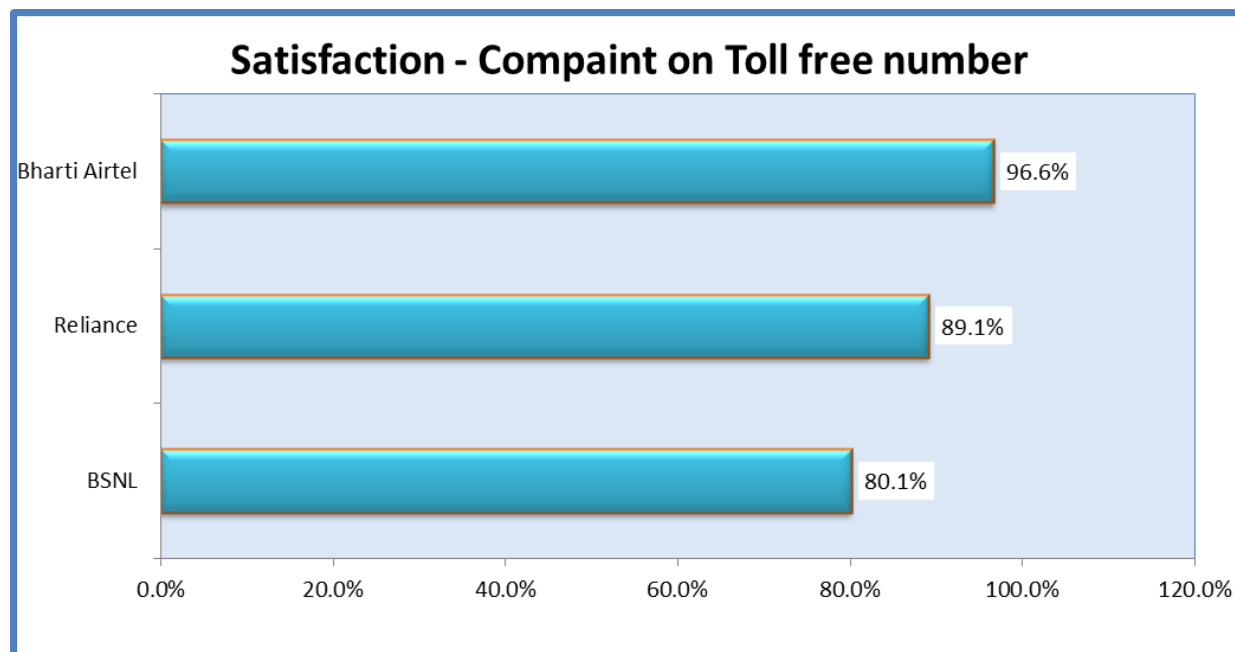
4.10.3. <u>**Complaint to Appellate Authority:**</u> Complaining to the Appellate
Authority is the second stage of the redressal mechanism. Below chart indicates
percentage of complainants who have escalated their complaint to the Appellate
Authority.
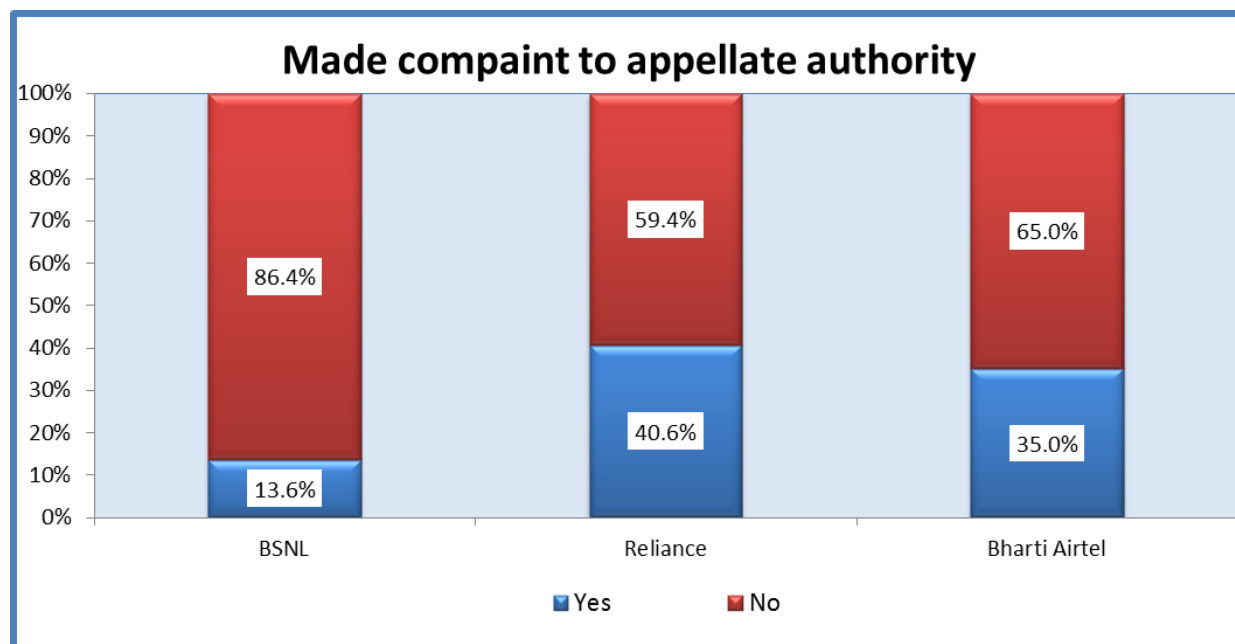
On an average, 29.7% of complainants, whose complaints did not get resolved at the Complaint
Centre/ Toll free number, have escalated their complaint to the Appellate Authority in Kolkata.

Reliance has the highest number of complainants who have escalated their complaint to the
Appellate Authority whereas BSNL has minimum number of users doing the complaint
escalation to Appellate Authority.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

4.10.4. **Satisfaction on how the complaint was addressed by the Appellate Authority:** This parameter captures the satisfaction level of user on how the complaint was addressed by the Appellate Authority.

Satisfaction - Made compaint to appellate authority

Operator	Satisfaction
Bharti Airtel	95.7%
Reliance	96.0%
BSNL	93.3%

Reliance has the highest percentage of subscribers who are satisfied with the way in which their complaint was addressed by the Appellate Authority.

On the contrary, BSNL has the lowest percentage of subscribers who are satisfied with the way in which their complaint was addressed by the Appellate Authority.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation & Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**
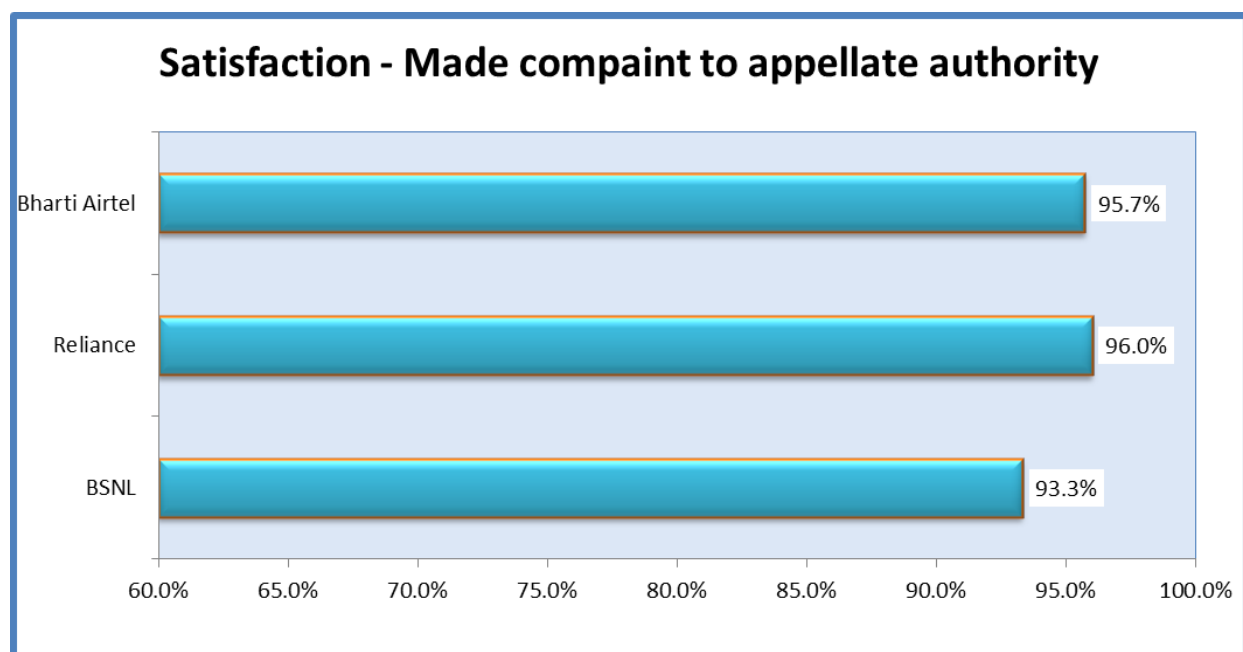
Chapter #5.0:- Detailed Findings for Broadband Service provider

This section of the report details with the performance of service providers on all the sub-aspects of various 'Quality of Service' parameters. Let's look at the performance of the operators on different aspects in detail.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Let us have a look at who is a broadband awareness through different demographics
given as below

1. **Age:** The following graph below gives the age wise distribution of the broadband
   subscribers at an overall level.

Age
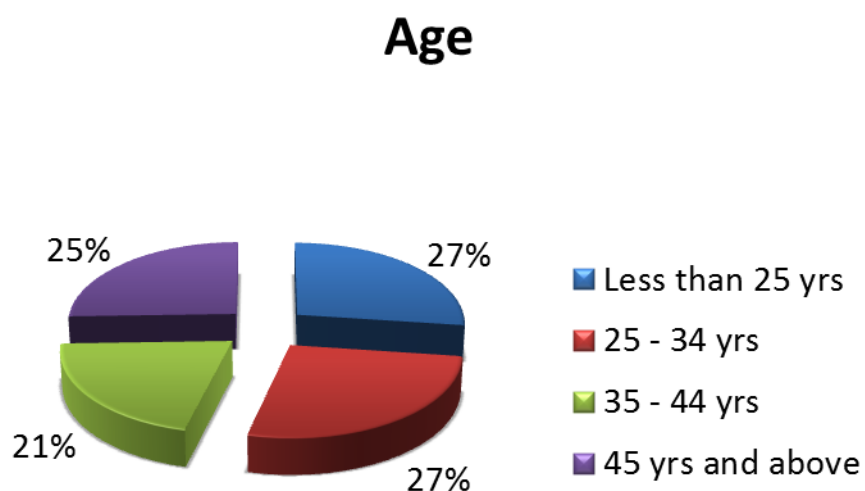
We observe that all age groups are more or less equally penetrated penetrated in terms
of broadband ownership.

2. **Gender:** The following graph below gives the gender wise distribution of the broadband
   subscribers at an overall level.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Gender
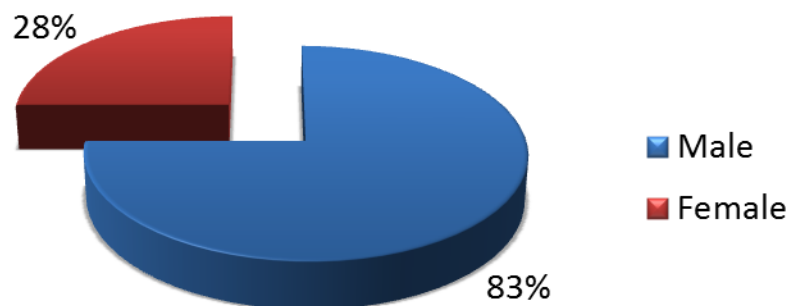
We observe that around 83% of the respondents surveyed were males and rest were
females.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

Kolkata Licensing Area - 2014

3. **Profession:** The following graph below gives the profession wise distribution of the broadband subscribers at an overall level.

Profession
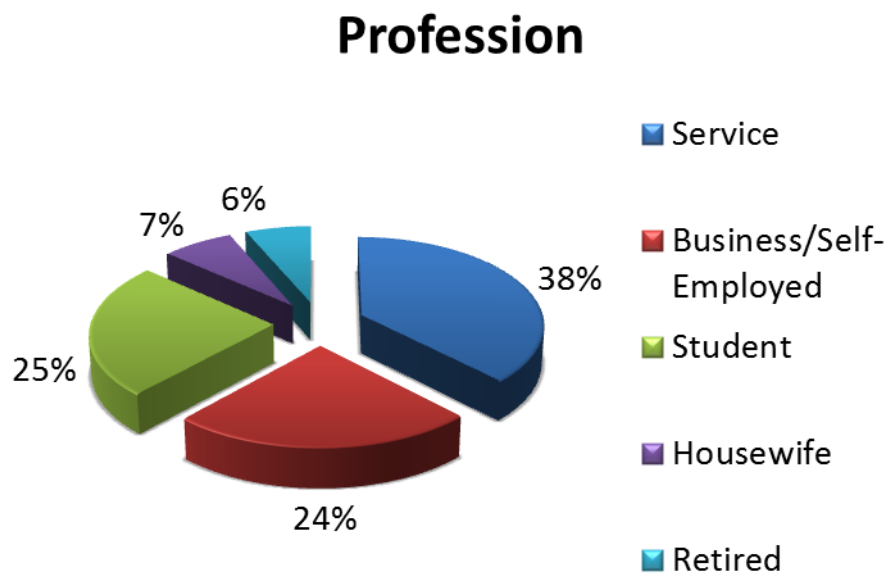
We observe that around ~87% of the overall population of broadband subscriber is distributed between Service and students.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

5.1   Service provisioning:

This section captures the level of satisfaction of users with various parameters like activation of connection, information about services, plans. As per the directive given by TRAI, more than or equal to 90% of the users should be satisfied on each sub-dimension in order to meet the benchmark. Dimension is further classified into three sub-dimensions:

5.1.1   **Ease of taking a connection:** The aspect seek to find out how satisfied the user is in case he/she has to purchase a new connection.
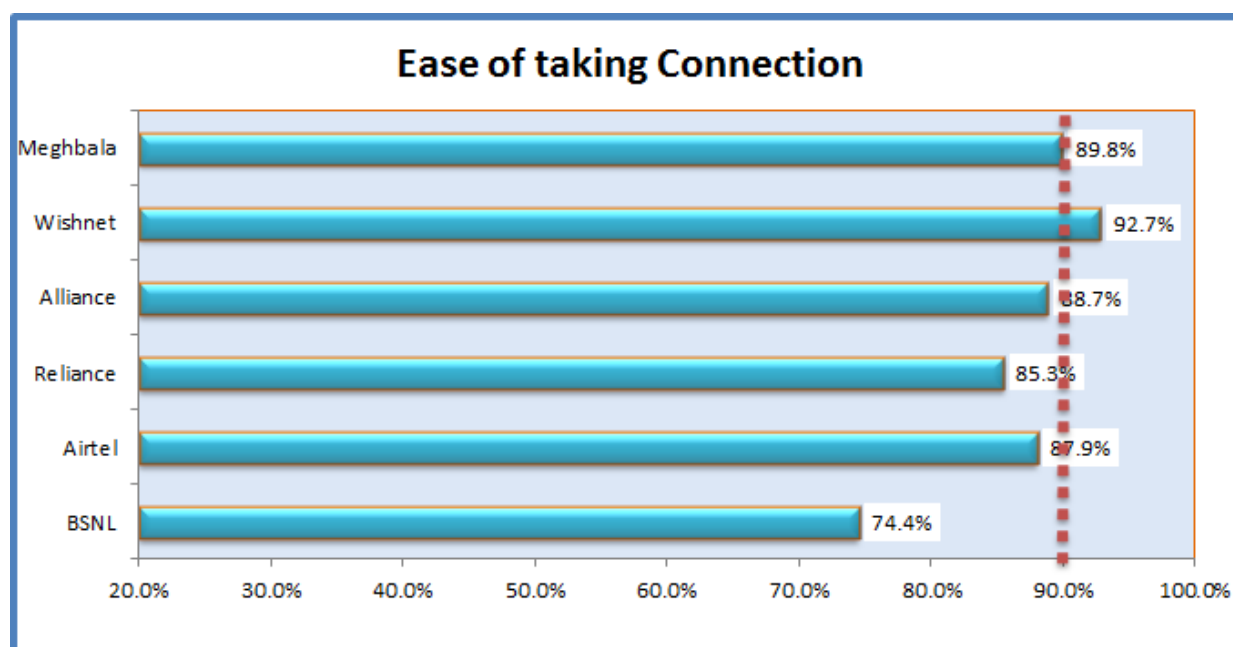
Wishnet meets the benchmark and has the highest satisfaction score among all the operators on aspect of 'ease of taking connection'.

All other operators do not meet the benchmark of 90%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

5.1.2   <u>**Relevant information related to tariff plans and charges:**</u> The
parameter seeks to find out how satisfied the user with the availability of
information regarding tariff plan and charges.
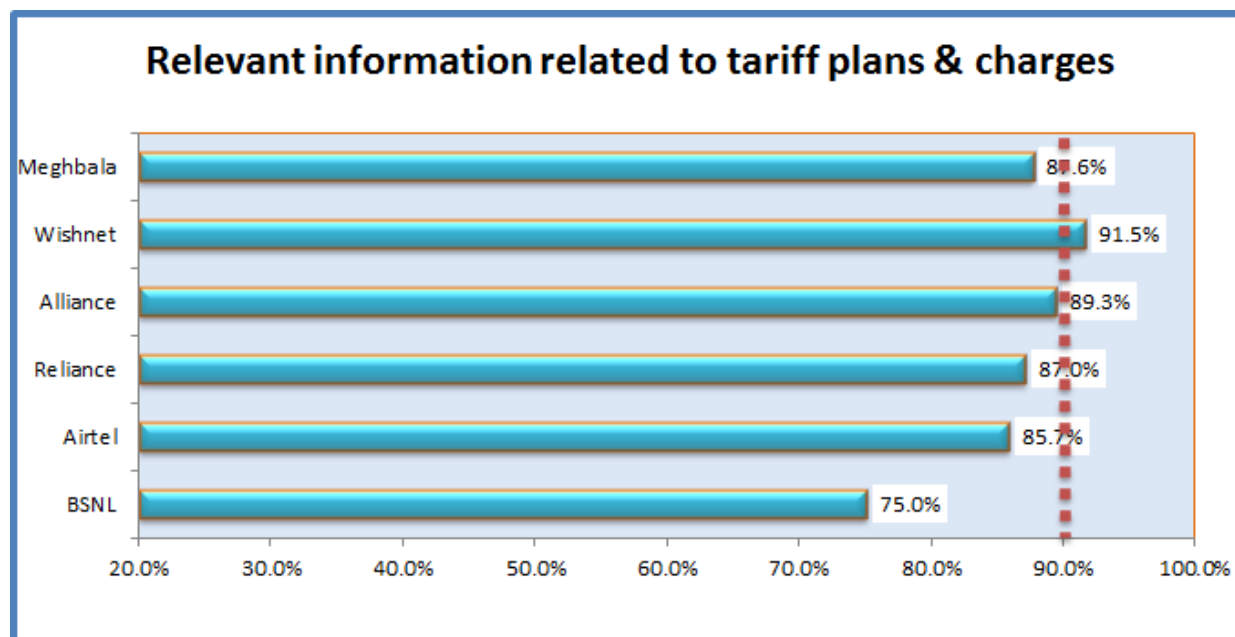
Wishnet meets the benchmark and has the highest satisfaction score among all the operators
on parameter of 'Relevant information related to tariff plans & charges'.

All other operators do not meet the benchmark of 90%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

5.1.3 <u>**Availability of suitable plan/recharge as per requirement:**</u> The
aspect seeks to find out how satisfied the user with the availability of suitable
plans/recharge offers as per requirement.
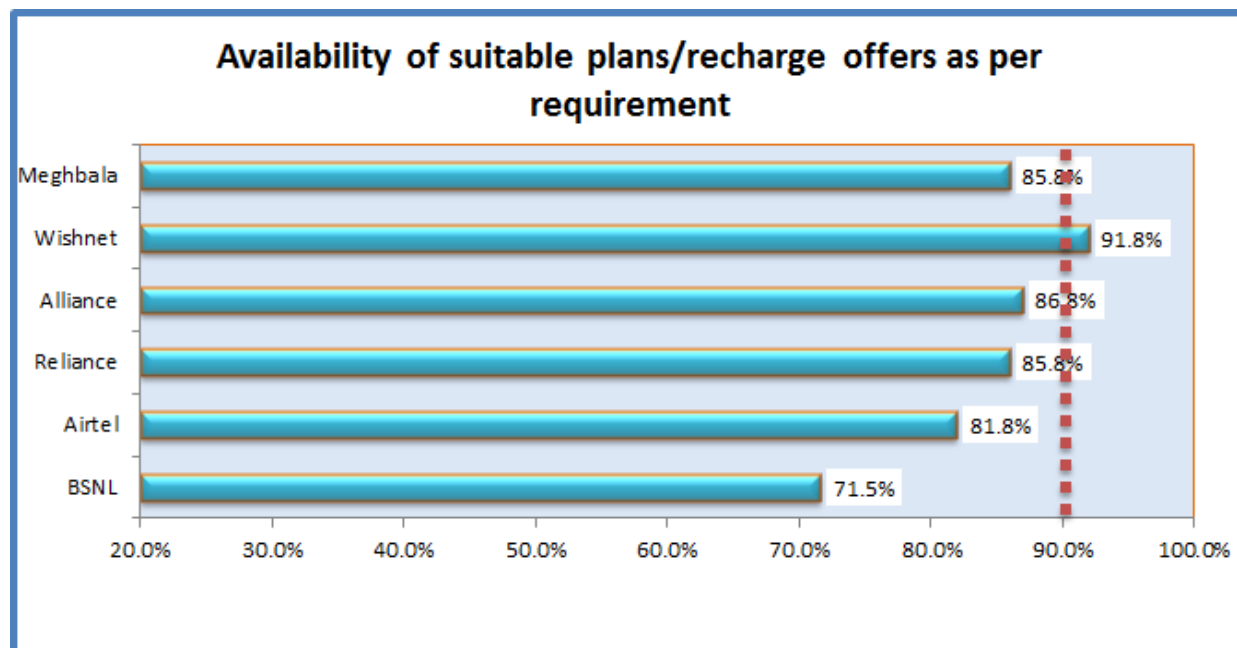
Wishnet meets the benchmark and has the highest satisfaction score among all the operators
on parameter of 'availability of suitable plans/recharge offers as per requirement'.

All other operators do not meet the benchmark of 90%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

5.2   Billing performance for Prepaid Customers:

This aspect captures the level of satisfaction of prepaid users on different aspects related to billing and recharge. As per the directive given by TRAI, more than or equal to 90% of the users should be satisfied on each sub-dimension in order to meet the benchmark

5.2.1   **Ease of Recharging:** The parameter seeks to find out how satisfied the user is with the recharge process.
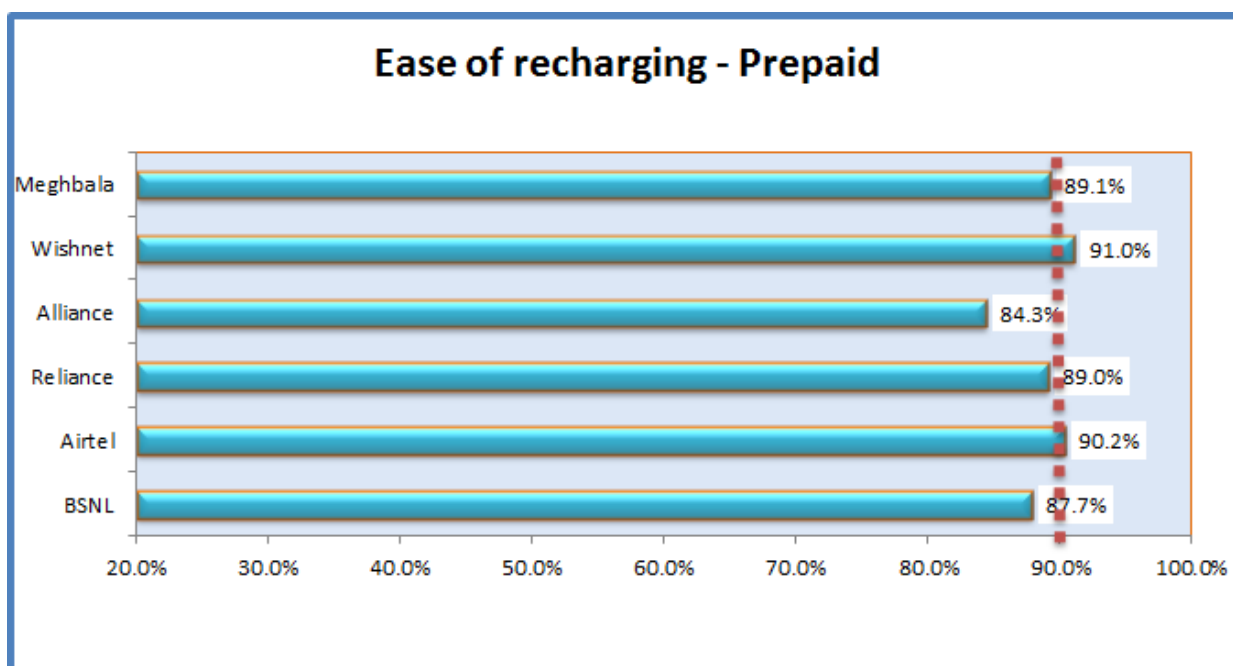
Wishnet has the highest satisfaction score among all the operators on aspect of 'ease of recharge'.

BSNL, Reliance, Alliance and Meghbala do not meet the benchmark of 90%.

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

5.2.2 <u>**Availability of recharge card of various denominations:**</u> The aspect seeks to find out how satisfied the users are with the availability of recharge of different denomination.
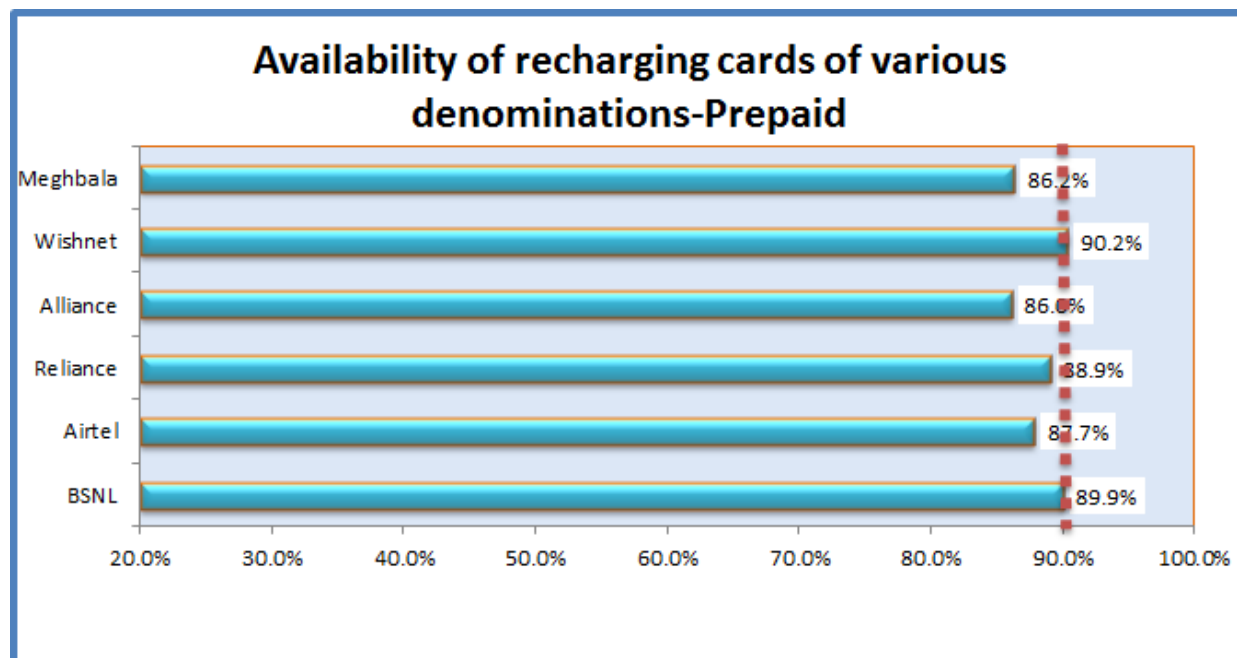
Wishnet meets the benchmark and has the highest satisfaction score among all the operators on aspect of 'Availability of recharge card of various denominations'.

All other operators do not meet the benchmark of 90%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

5.2.3 **Transparency of recharge offer:** This parameter covers the satisfaction
level of prepaid users in terms of transparency of recharge offer provided by
telecom operators.
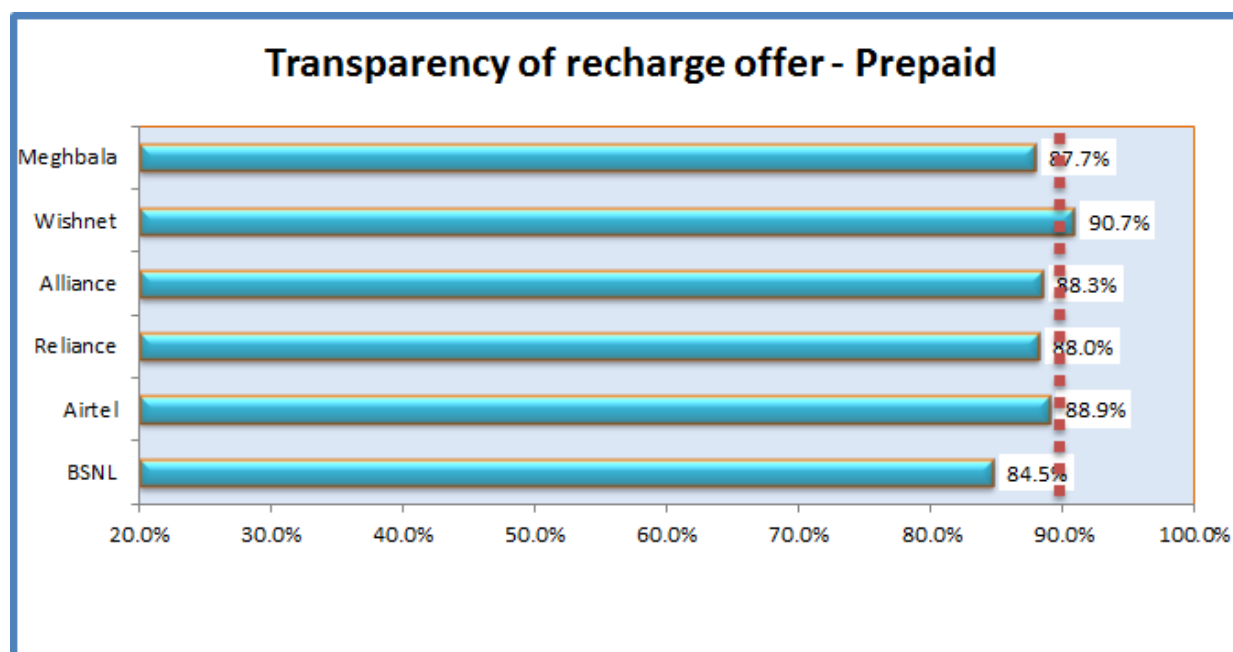
Wishnet meets the benchmark and has the highest satisfaction score among all the operators
on parameter of 'transparency of recharge offer'.

All other operators do not meet the benchmark of 90%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

5.2.4　**Charges deducted for internet Usage:** This aspect covers the
satisfaction level of prepaid users in terms of the charges that were levied by
telecom operators for internet usage.
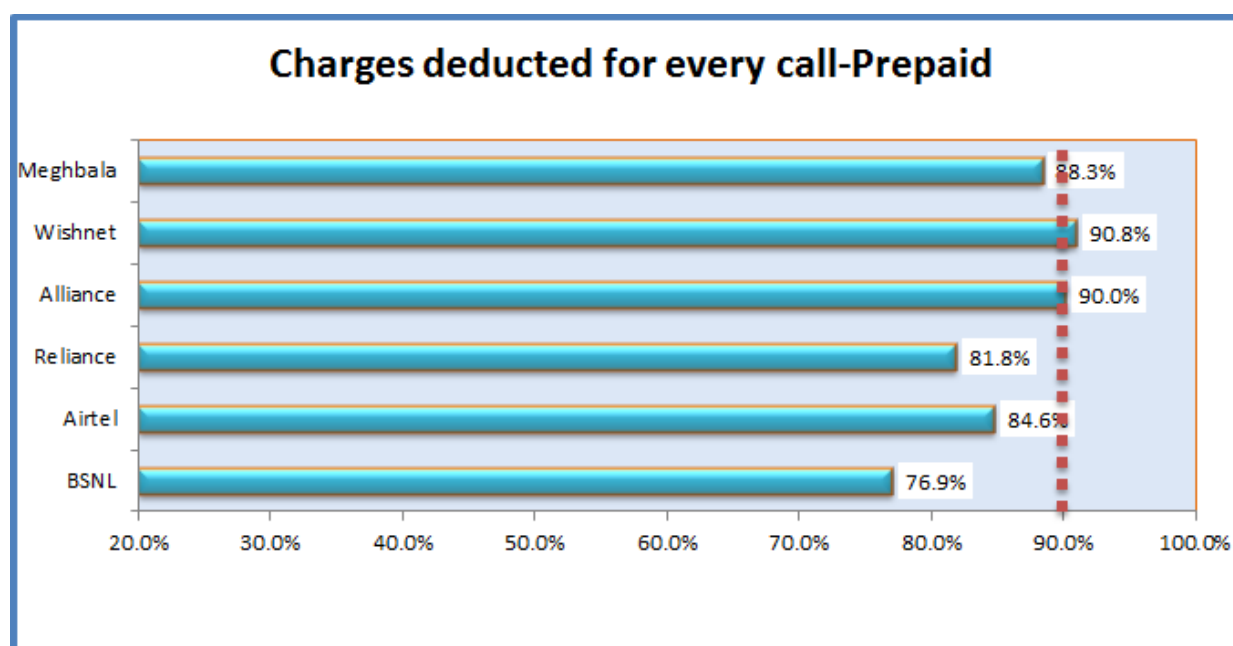
Wishnet has the highest satisfaction score among all the operators on parameter of 'charges
deducted for internet usage'.

BSNL, Airtel, Reliance and Meghbala do not meet the benchmark of 90%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

5.3   Billing performance for Postpaid Customers:

This aspect captures the level of satisfaction of postpaid users on different aspects related to billing. As per the directive given by TRAI, more than or equal to 90% of the users should be satisfied on each sub-dimension in order to meet the benchmark.

5.3.1   Accuracy & completeness of the bills: The parameter seeks to find out satisfaction levels of postpaid users in terms of the accuracy and completeness of the bills issued by the operator.

Accuracy & completeness of the bills-Postpaid

Operator	Satisfaction
Meghbala	92.0%
Wishnet	95.0%
Alliance	82.2%
Reliance	85.6%
Airtel	86.3%
BSNL	80.0%
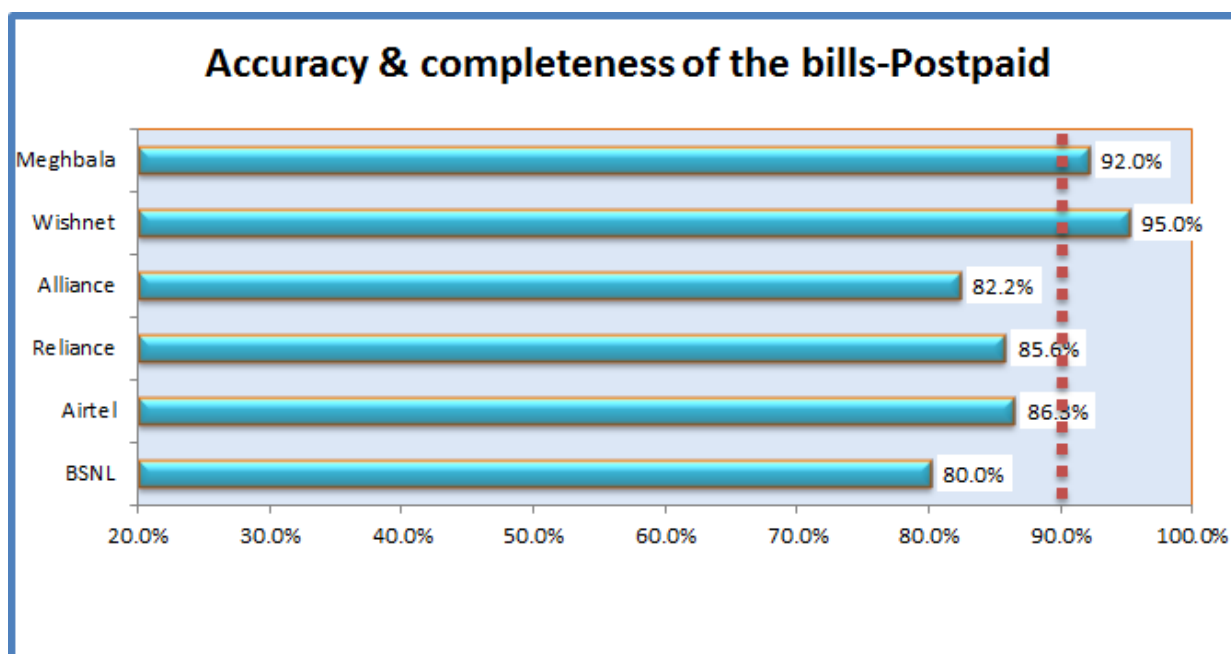
Wishnet has the highest satisfaction score among all the operators on aspect of 'accuracy and completeness of bills'.

BSNL, Airtel, Reliance and Alliance do not meet the benchmark of 90%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

5.3.2 <u>**Clarity of the bills in terms of transparency and understandability:**</u> The aspect seeks to find out satisfaction level of users with their telecom operator's with respect to bills being transparent and being easily understood by the users.
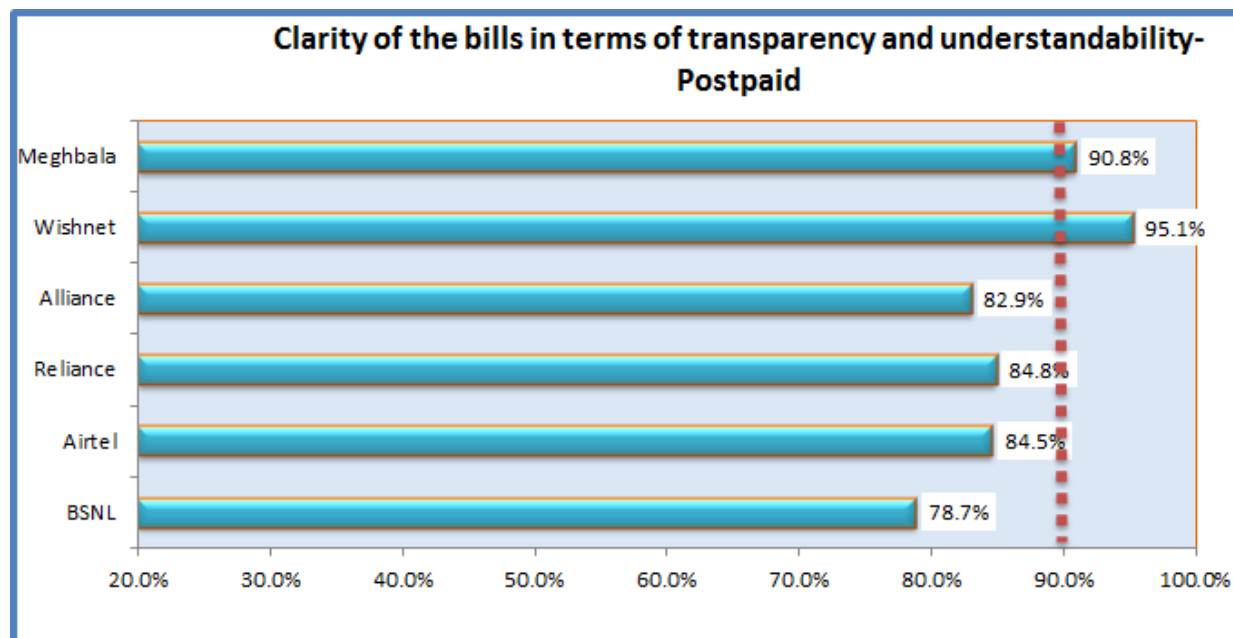
Wishnet has the highest satisfaction score among all the operators on parameter of 'Clarity of the bills in terms of transparency and understandability'.

BSNL, Airtel, Reliance and Alliance do not meet the benchmark of 90%.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a L i c e n s i n g A r e a - **2014**

5.3.3   **Charges levied for internet usage:** The aspect captures the satisfaction of users with the telecom operator's with respect to the charges levied by the operator for internet usage.
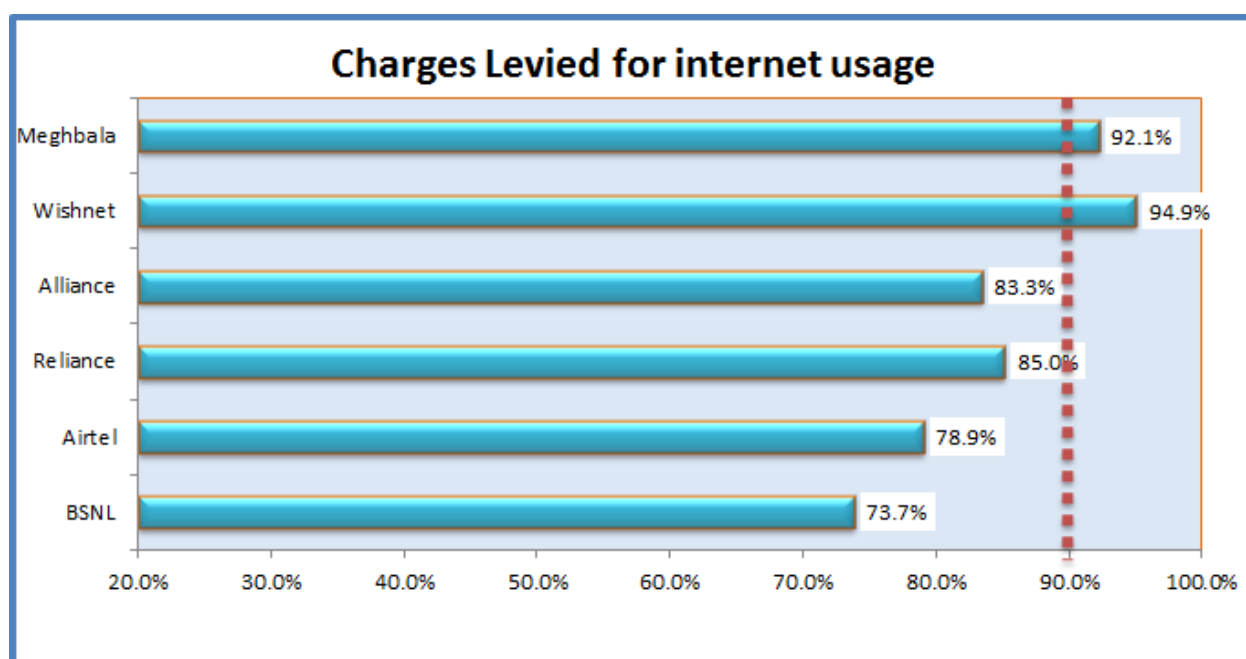
Charges Levied for internet usage

Operator	Percentage
Meghbala	92.1%
Wishnet	94.9%
Alliance	83.3%
Reliance	85.0%
Airtel	78.9%
BSNL	73.7%

Wishnet has the highest satisfaction score among all the operators on parameter of 'Charges levied for internet usage'.

BSNL, Airtel, Reliance and Alliance do not meet the benchmark of 90%.

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

5.4   Detailed findings for Help Services:

This aspect captures the level of satisfaction of users with the various help services like customer care provided by the operator. As per the directive given by TRAI, more than or equal to 90% of the users should be satisfied on each sub-dimension in order to meet the benchmark. Dimension is further classified into four sub-dimensions:

5.4.1   **Availability of customer care services 24*7:** This parameter measures the satisfaction level of the users with respect to availability of customer care executive in resolving the problem throughout the day.

Wishnet has the highest satisfaction score among all the operators on aspect of 'Availability of customer care 24*7'.

None of the operators meet the benchmark of 90%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

5.4.2 **Ease of access of call centre/customer care or helpline and contacting the customer care executive:** This parameter measures the satisfaction level of the users with respect to ease in connecting with call centre/customer care or helpline of the telecom operator as well as connecting with the customer care executive.

Wishnet has the highest satisfaction score among all the operators on parameter of 'Ease of access of call centre/customer care or helpline and contacting the customer care executive'.

None of the operators meet the benchmark of 90%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

5.4.3 Customer friendly approach of the customer care executive:

This parameter measures the satisfaction level of the respondent with respect to the customer friendly approach of the customer care executive.

Wishnet has the highest satisfaction score among all the operators on aspect of 'Customer friendly approach of the customer care executive'.

None of the operators meet the benchmark of 90%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a L i c e n s i n g A r e a - **2014**

5.4.4 <u>**Competency level/problem solving ability of the customer care executive:**</u> This parameter measures the satisfaction level of the respondent with respect to the competency shown by the customer care executive in solving the problems being faced by the subscribers.

Wishnet has the highest satisfaction score among all the operators on aspect of 'Competency level/ problem solving ability of the customer care executive'.

None of the operators meet the benchmark of 90%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

Kolkata Licensing Area - 2014

5.5   Network Performance, Reliability and Availability:

This parameter captures the level of satisfaction of consumers with various technical parameters related to network performance, reliability and availability. As per the directive given by TRAI, more than or equal to 85% of the users should be satisfied on each sub-dimension in order to meet the benchmark. Dimension is further classified into three sub-dimensions:

5.5.1   **Strength of the network of service provider in terms of the speed of broadband connection:** This parameter measures the satisfaction level of the respondents with respect to strength of the network of service provider in terms of the speed of broadband connection.
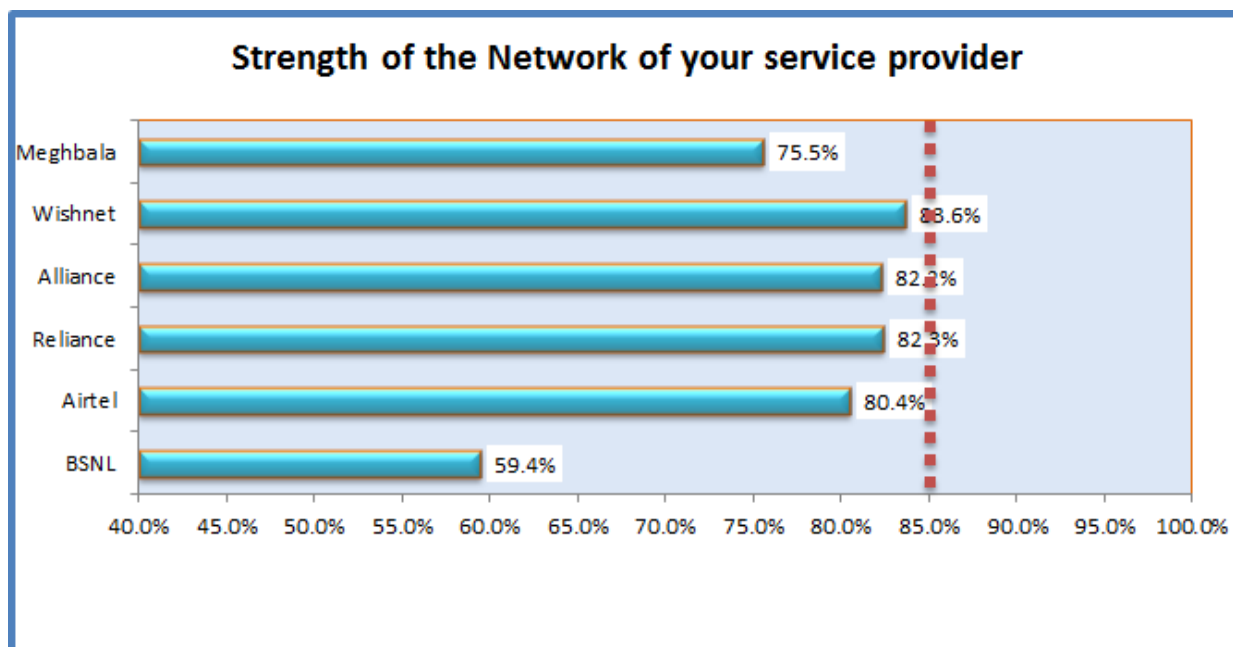
Wishnet has the highest satisfaction score among all the operators on aspect of 'strength of the network of service provider in terms of the speed of broadband connection'.

None of the operators meet the benchmark of 85%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a L i c e n s i n g A r e a - **2014**

5.5.2 <u>**Time for which service is up and working:**</u> This parameter measures
the satisfaction level of the users with respect to the time for which service is up
and working.
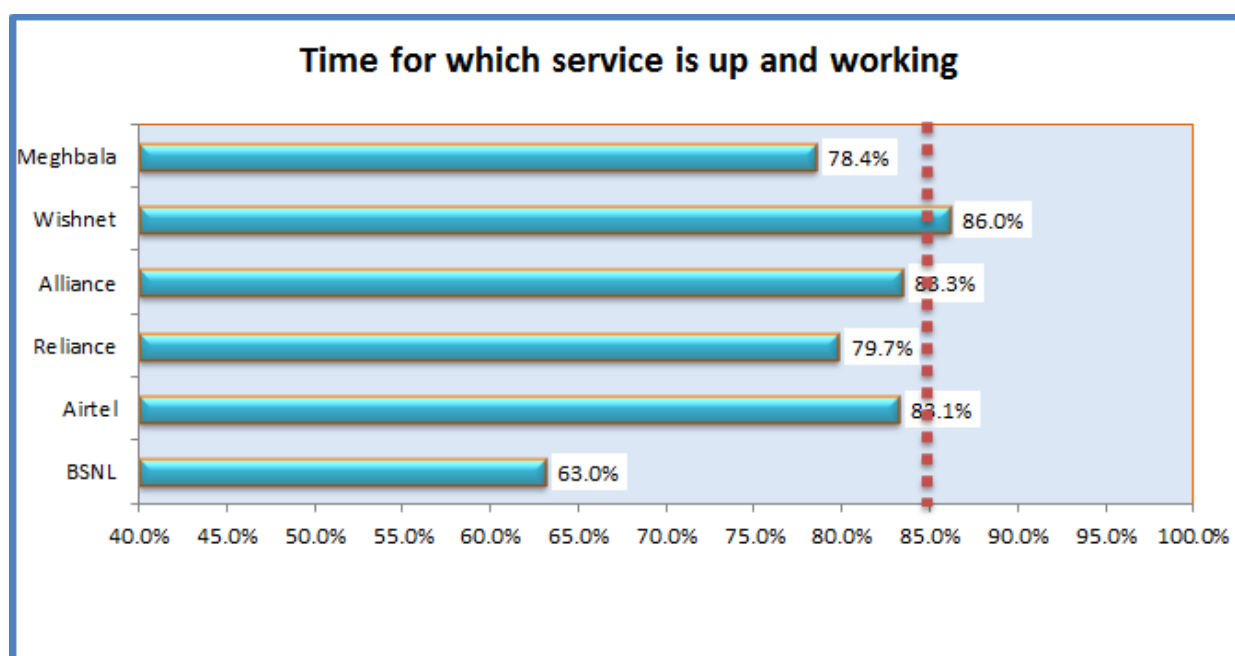
Wishnet meets the benchmark and has the highest satisfaction score among all the operators
on aspect of 'time for which service is up and working'.

All other operators do not meet the benchmark of 85%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

Kolkata Licensing Area - **2014**

5.6   Maintainability:

This aspect captures the level of satisfaction of consumers with various technical parameters
related to maintainability which include troubleshooting in case of faults. As per the directive
given by TRAI, more than or equal to 85% of the users should be satisfied on each sub-
dimension in order to meet the benchmark. In broadband service, there is only one dimension
that is covered under maintainability.

5.6.1   **Effective handling of the network (signal) problems or
connectivity problems:** This parameter measures the satisfaction level of
the user with respect to the handling and resolution of the network/signal or
connectivity problems faced by the subscriber.
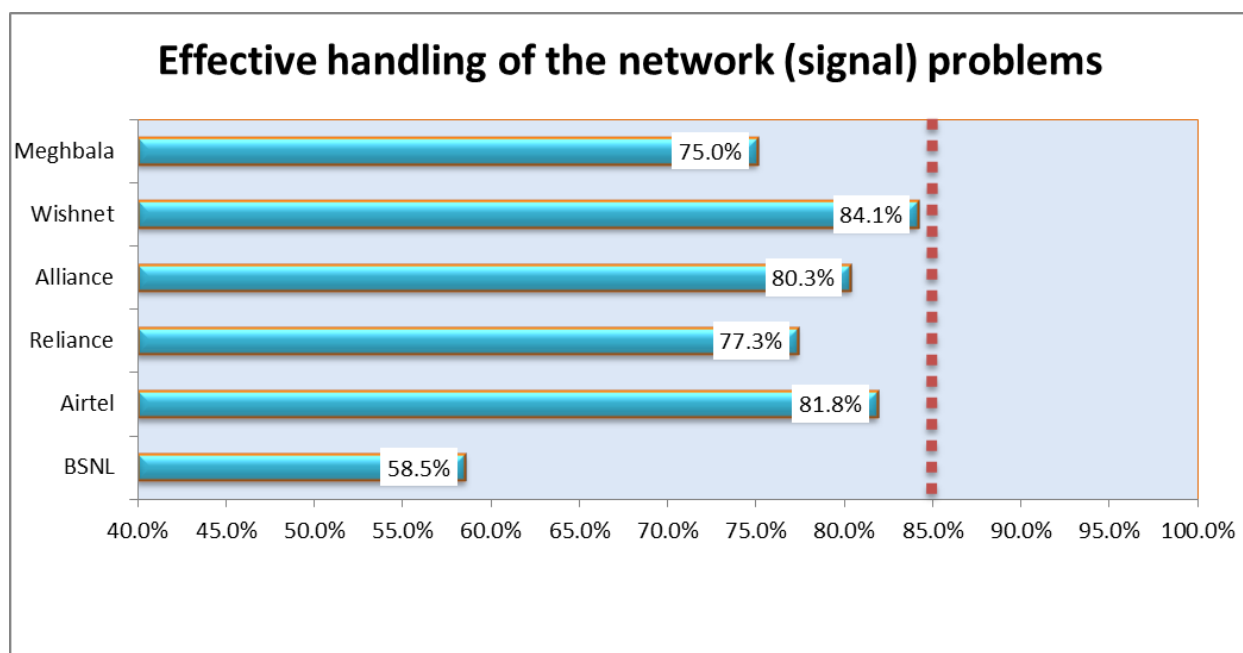
Wishnet has the highest satisfaction score among all the operators on aspect of 'Effective
handling of the network (signal) or connectivity problems'.

None of the operators meet the benchmark of 85%.

Assessment of Customer perception of Service and Implementation & Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

5.7   Supplementary services and VAS:

This parameter captures the level of satisfaction of consumers with various technical parameters related to supplementary services and value added services like call waiting/forwarding, voice mail etc. As per the directive given by TRAI, more than or equal to 85% of the operators should be satisfied on each sub-dimension in order to meet the benchmark. Dimension is further classified into two sub-dimensions:

Usage of Supplementary/Value Added Services: Wishnet has the highest percentage of its overall subscribers as users of supplementary services whereas Airtel has the lowest percentage of its overall subscribers as users of supplementary services.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**
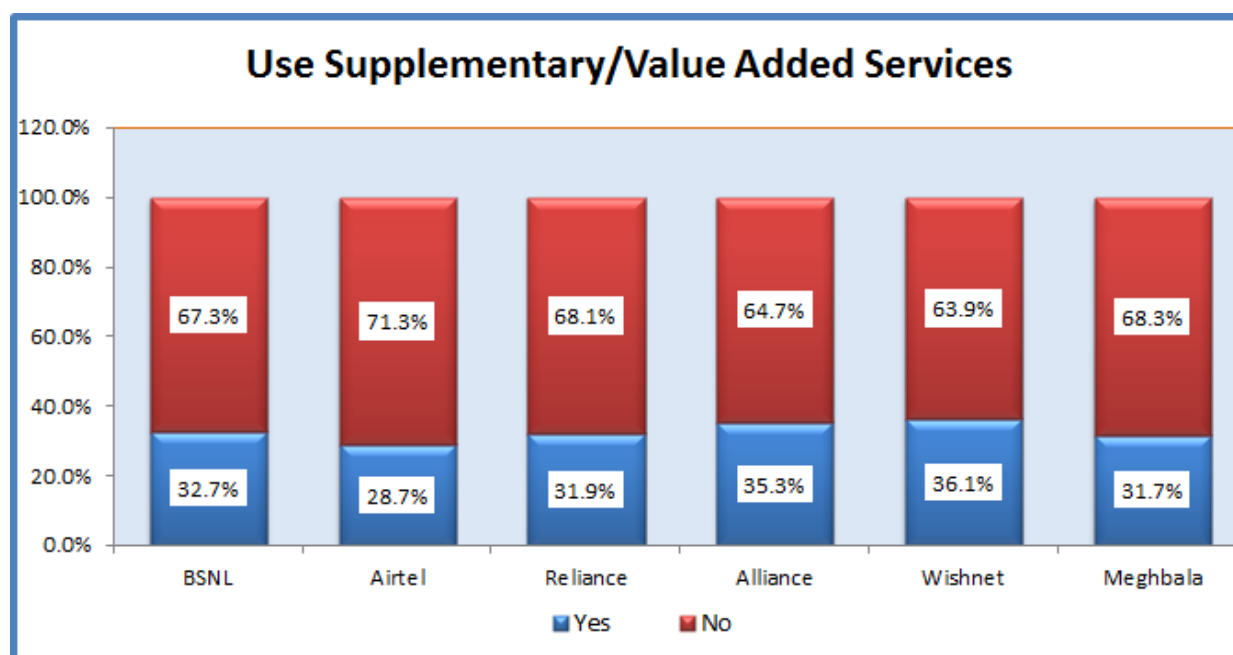
5.7.1 <u>**Satisfaction with Quality of supplementary services / value
added service provided including Static/fixed IP addresses, e-
mail ids etc.:**</u> This parameter measure the satisfaction level of users with the
quality of supplementary services/value added services which includes
Static/fixed IP addresses, e-mail ids etc.
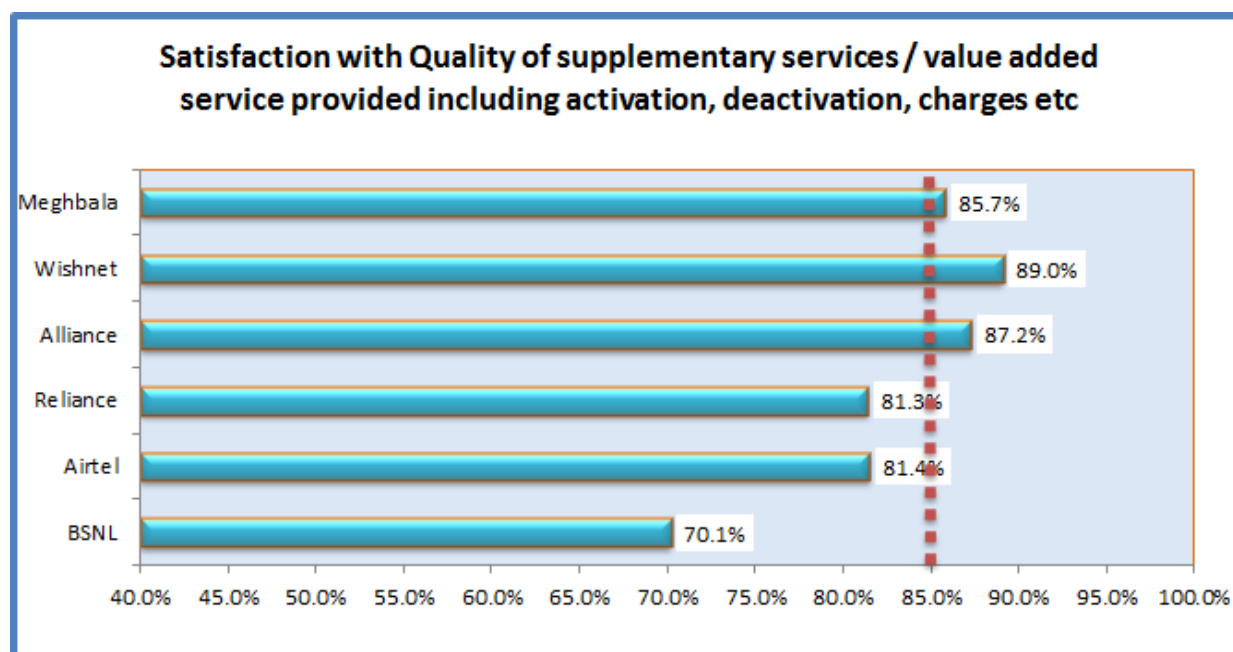
Wishnet has the highest satisfaction score among all the operators on aspect of 'Satisfaction
with Quality of supplementary services / value added service provided including Static/fixed IP
addresses, e-mail ids etc etc'.

BSNL, Airtel and Reliance do not meet the benchmark of 85%.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

5.8   Awareness of grievance redressal mechanism:

This parameter measures the awareness level of the subscribers about the two stage grievance redressal mechanism set up by the telecom service providers based on the TRAI regulations.
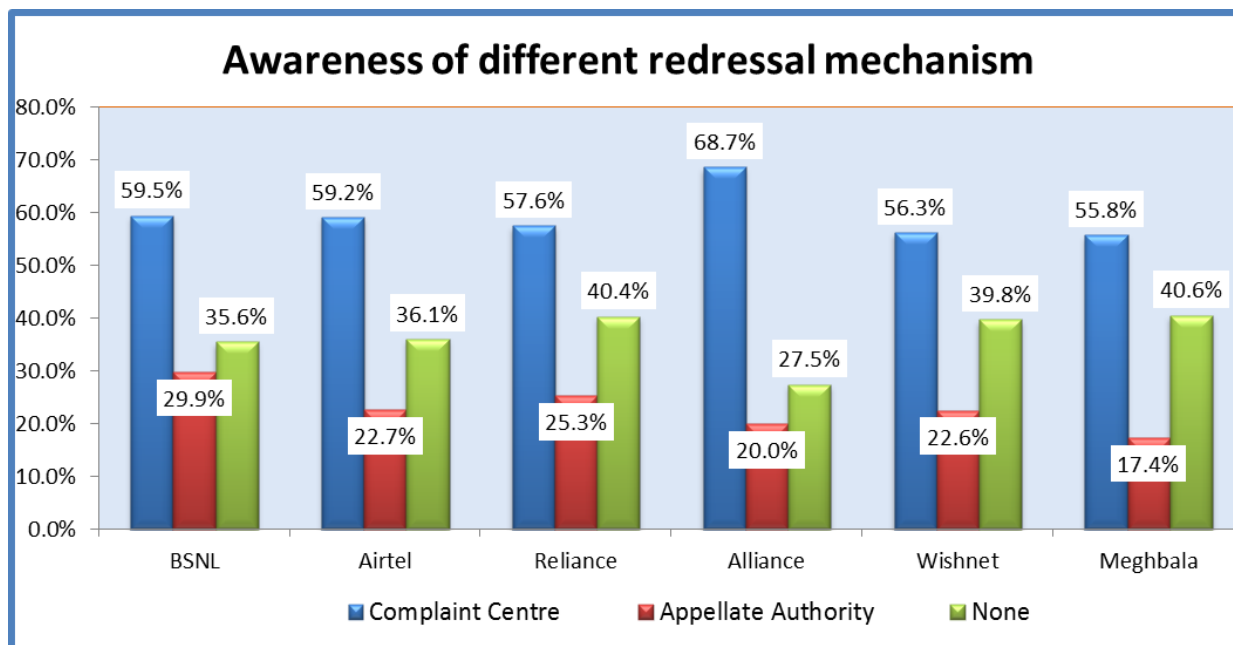
Complaint Centre: On an average 59.5% of the users are aware about the first stage of the grievance redressal mechanism. Subscribers owning connection of Alliance have the highest level of awareness whereas subscribers of Meghbela have the lowest awareness level.

Appellate Authority: On an average 23.0% of the users are aware about the second stage of the grievance redressal mechanism. Subscribers owning connection of BSNL have the highest level of awareness whereas subscribers of Meghbela have the lowest awareness level.

None: On an average 36.7% of the respondents are unaware of any of the stages of the redressal mechanism in Kolkata.

IMRB
International

eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Let us also analyze the awareness of different demographics given as below

1. **Age:** The following table below gives the awareness of different redressal mechanism on an age wise breakup at an overall level
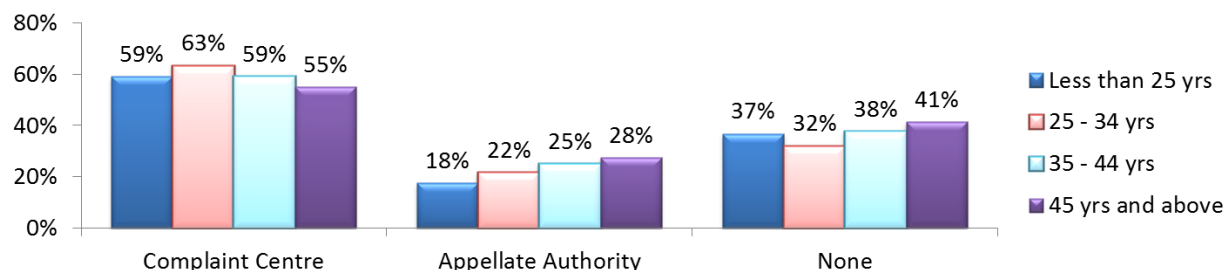
We observe that awareness of complaint centre is more or less at par among age groups.

2. **Gender:** The following table below gives the awareness of different redressal mechanism on an gender wise breakup at an overall level
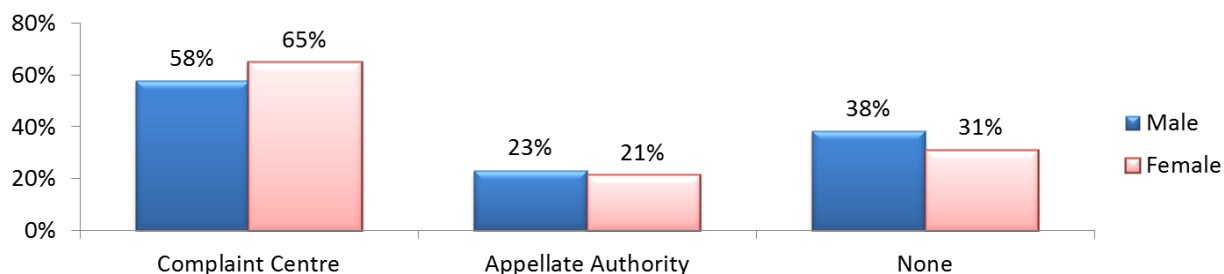
The above figure represent the percentage breakup of all those who are aware of Complaint centre, Appellate authority. We observe that males are more aware of the appellate authority.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

Kolkata Licensing Area - **2014**

3. **Profession:** The following table below gives the awareness of different redressal mechanism on an profession wise breakup at an overall level
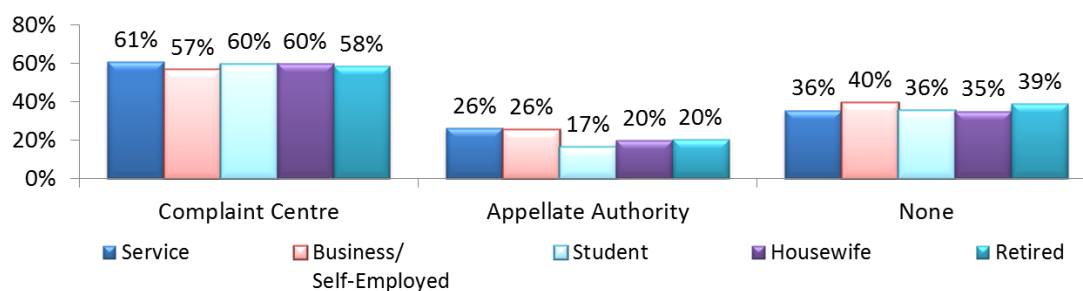
We observe that awareness of the complaint centre and/or Appellate authority is at par across profession types.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

We will now look at the levels of usage and satisfaction among subscribers who are aware
about each of the two stage grievance redressal mechanism set up by the telecom service
provider based on the TRAI regulations.

5.8.1 <u>**Complaint on Toll free number:**</u> Users can lodge a complaint on the toll
free number in case of any problem. Below chart indicates percentage of users
who have availed such a service.
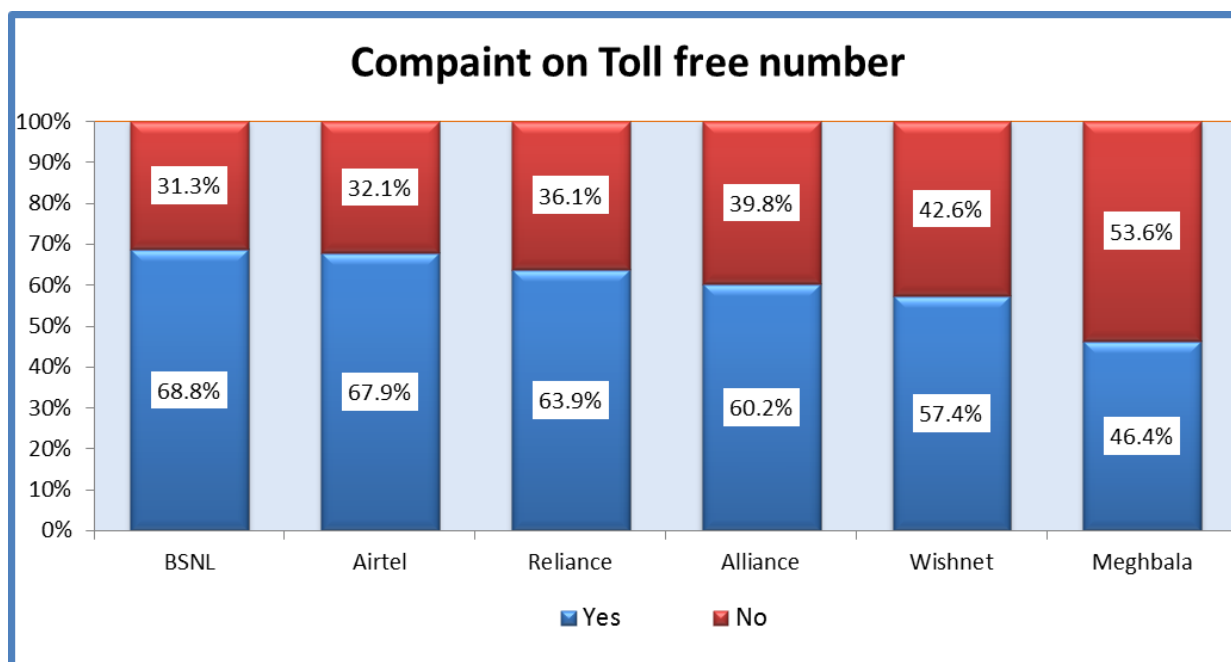
On an average, 60.8% of users, that are aware of complaint center, have complained to the Toll
free number (Complaint Center).

BSNL has the highest number of users making a complaint to the toll free number whereas
Meghbela has minimum number of users complaining to the toll free number.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

5.8.2 **Satisfaction - Complaint on Toll free number:** This parameter
captures the satisfaction level of the users on how the complaint was addressed
by the Toll free number of the telecom service providers.

Wishnet has the highest percentage of subscribers who are satisfied with the way in which their
complaint was addressed by the Toll free number.

On the contrary, BSNL has the lowest percentage of subscribers who are satisfied with the way
in which their complaint was addressed by the Toll free number.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**
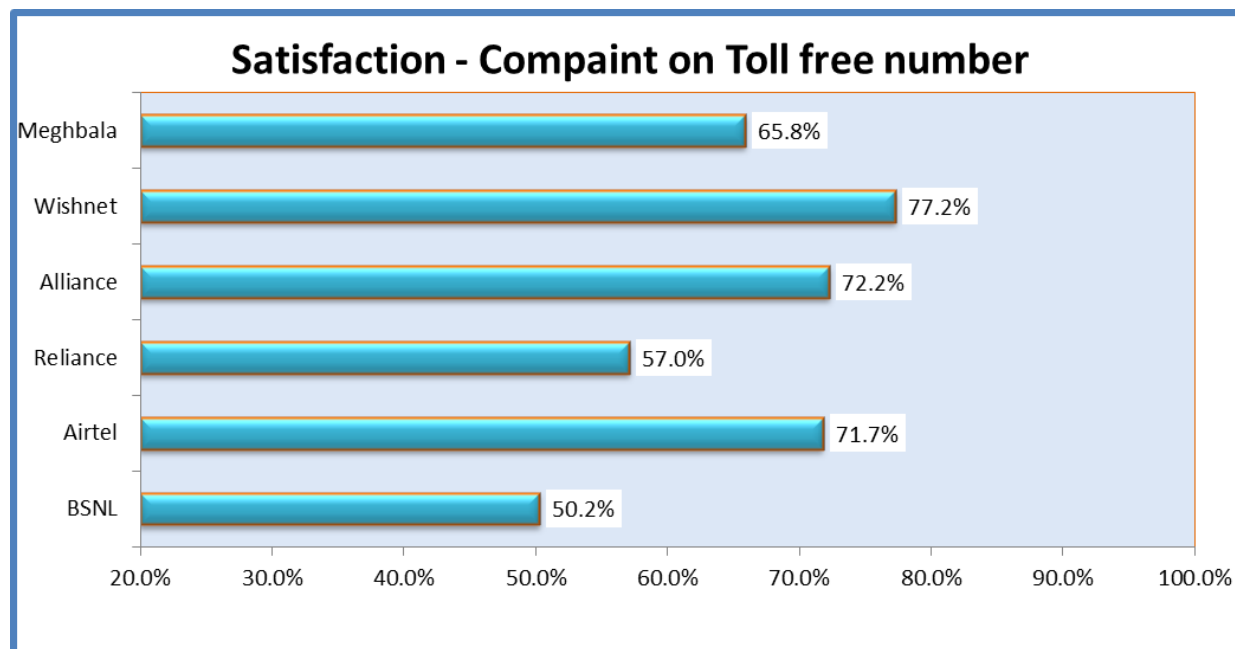
5.8.3 **Complaint to Appellate Authority:** Complaining to the Appellate Authority is the second stage of the redressal mechanism. Below chart indicates percentage of complainants who have escalated their complaint to the Appellate Authority.
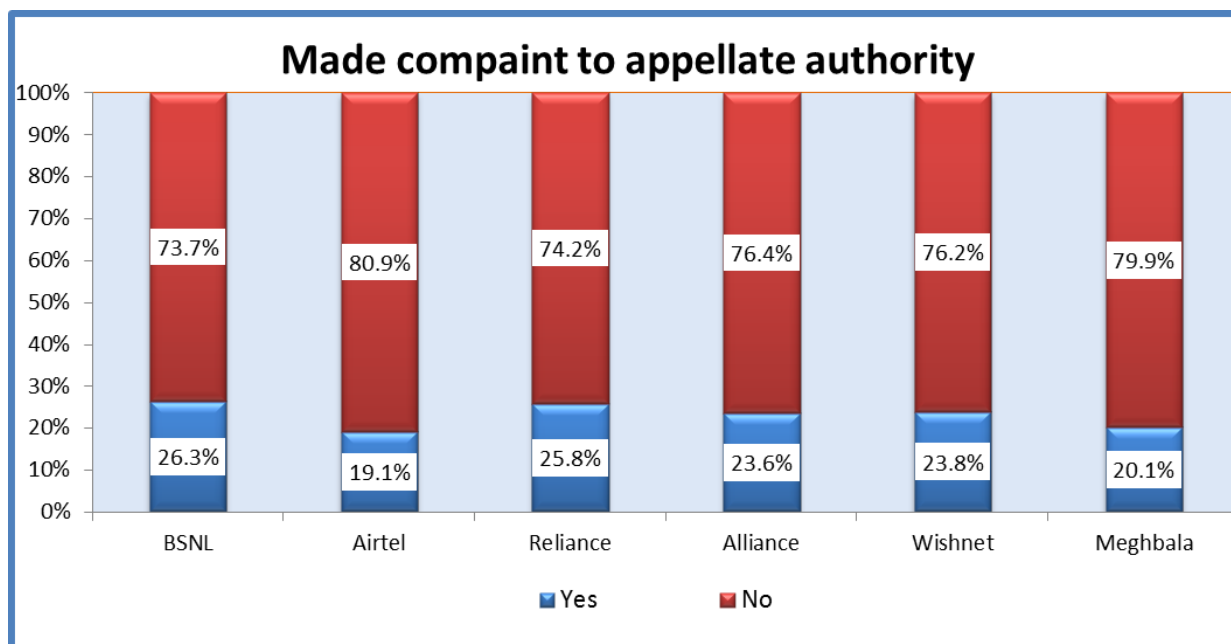
On an average, 23.1% of complainants, whose complaints did not get resolved at the Complaint Centre/ Toll free number, have escalated their complaint to the Appellate Authority in Kolkata.

BSNL has the highest number of complainants who have escalated their complaint to the Appellate Authority whereas Bharti Airtel has minimum number of users doing the complaint escalation to Appellate Authority.

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

Kolkata Licensing Area - **2014**

5.8.4 **Satisfaction on how the complaint was addressed by the Appellate Authority:** This parameter captures the satisfaction level of users on how the complaint was addressed by the Appellate Authority.
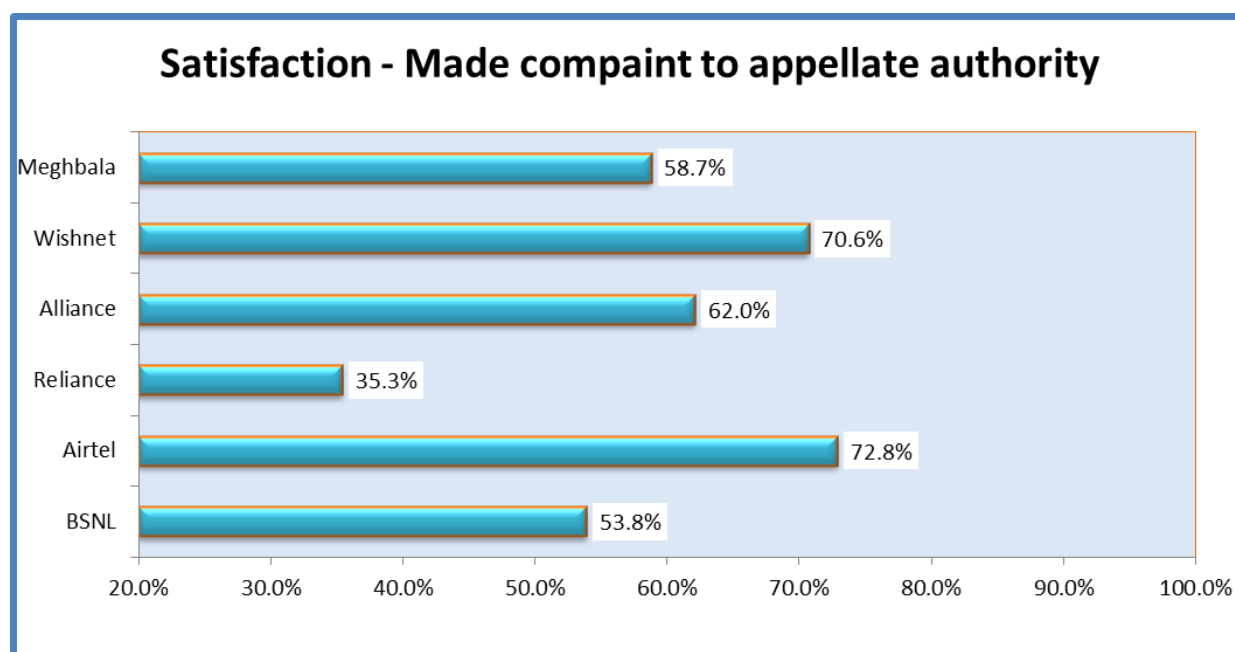
Satisfaction - Made compaint to appellate authority

Provider	Satisfaction
Meghbala	58.7%
Wishnet	70.6%
Alliance	62.0%
Reliance	35.3%
Airtel	72.8%
BSNL	53.8%

Bharti Airtel has the highest percentage of subscribers who are satisfied with the way in which their complaint was addressed by the Appellate Authority.

On the contrary, Reliance has the lowest percentage of subscribers who are satisfied with the way in which their complaint was addressed by the Appellate Authority.

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

CHAPTER #6.0:- ANNEXURE

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

6.1   Additional Tables

6.1.1 Wireless:

Name of Service Provider	Sample Size - Planned	Sample Size - Achieved	Reason for Variance
Idea Cellular	1067	1102	Not Applicable
Bharti Airtel	1067	1082	Not Applicable
BSNL	1067	1080	Not Applicable
Vodafone	1067	1181	Not Applicable
Reliance CDMA	1067	1084	Not Applicable
Reliance GSM	1067	1080	Not Applicable
Aircel	1067	1092	Not Applicable
Tata Teleservices	1067	1115	Not Applicable
Sistema Shyam / MTS	1067	1081	Not Applicable

Name of Service Provider	Total	Male	Female
Idea Cellular	1102	81%	19%
Bharti Airtel	1082	71%	29%
BSNL	1080	68%	32%
Vodafone	1181	67%	33%
Reliance CDMA	1084	77%	23%
Reliance GSM	1080	73%	27%
Aircel	1092	75%	25%
Tata Teleservices	1115	66%	34%
Sistema Shyam/MTS	1081	73%	27%

IMRB International | **eTech**

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

Kolkata Licensing Area - **2014**

Name of Service Provider	Total	Less than 25 years	26-34 years	35-44 years	Above 44 years
Idea Cellular	1102	39%	33%	17%	11%
Bharti Airtel	1082	17%	36%	24%	22%
BSNL	1080	12%	20%	28%	40%
Vodafone	1181	26%	31%	24%	19%
Reliance CDMA	1084	19%	31%	24%	26%
Reliance GSM	1080	29%	37%	19%	15%
Aircel	1092	51%	28%	13%	8%
Tata Teleservices	1115	39%	24%	18%	20%
Sistema Shyam/MTS	1081	26%	31%	25%	18%

Name of Service Provider	Total	Service	Business/Self Employed	Student	Housewife	Retired
Idea Cellular	1102	45%	23%	22%	10%	1%
Bharti Airtel	1082	40%	28%	10%	20%	4%
BSNL	1080	36%	24%	10%	21%	10%
Vodafone	1181	37%	24%	17%	19%	3%
Reliance CDMA	1084	36%	37%	9%	15%	3%
Reliance GSM	1080	40%	25%	17%	16%	2%
Aircel	1092	32%	17%	39%	11%	1%
Tata Teleservices	1115	32%	20%	30%	17%	2%
Sistema Shyam/MTS	1081	37%	29%	15%	18%	2%

Name of Service Provider	Total	Face to Face	Telephonic	Online

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

	Total		
Idea Cellular	**1102**	**51%**	**49%**	**0%**
Bharti Airtel	**1082**	**51%**	**49%**	**0%**
BSNL	**1080**	**50%**	**50%**	**0%**
Vodafone	**1181**	**55%**	**45%**	**0%**
Reliance CDMA	**1084**	**50%**	**50%**	**0%**
Reliance GSM	**1080**	**49%**	**51%**	**0%**
Aircel	**1092**	**52%**	**48%**	**0%**
Tata Teleservices	**1115**	**53%**	**47%**	**0%**
Sistema Shyam/MTS	**1081**	**49%**	**51%**	**0%**

Name of Service Provider	Total	Postpaid (Percentage ownership)	Preapid (Percentage ownership
Idea Cellular	**1102**	**9%**	**92%**
Bharti Airtel	**1082**	**33%**	**67%**
BSNL	**1080**	**12%**	**88%**
Vodafone	**1181**	**9%**	**91%**
Reliance CDMA	**1084**	**11%**	**89%**
Reliance GSM	**1080**	**23%**	**77%**
Aircel	**1092**	**1%**	**99%**
Tata Teleservices	**1115**	**3%**	**97%**
Sistema Shyam/MTS	**1081**	**2%**	**99%**

Name of Service Provider	Total	Urban	Rural
Idea Cellular	**1102**	**100%**	**0%**
Bharti Airtel	**1082**	**100%**	**0%**
BSNL	**1080**	**100%**	**0%**
Vodafone	**1181**	**100%**	**0%**
Reliance CDMA	**1084**	**100%**	**0%**
Reliance GSM	**1080**	**100%**	**0%**
Aircel	**1092**	**100%**	**0%**
Tata Teleservices	**1115**	**100%**	**0%**

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Sistema Shyam / MTS	**1081**	**100%**	**0%**

6.1.2 Wireline:

Name of Service Provider	Sample Size - Planned	Sample Size - Achieved	Reason for Variance
BSNL	**1067**	**1220**	**Not Applicable**
Reliance	**1067**	**1089**	**Not Applicable**
Bharti Airtel	**1067**	**1071**	**Not Applicable**

Name of Service Provider	Total	Male	Female
BSNL	**1220**	**55%**	**46%**
Reliance	**1089**	**65%**	**35%**
Bharti Airtel	**1071**	**66%**	**34%**

Name of Service Provider	Total	Less than 25 years	26-34 years	35-44 years	Above 44 years
BSNL	**1220**	**6%**	**12%**	**21%**	**61%**
Reliance	**1089**	**6%**	**19%**	**29%**	**46%**
Bharti Airtel	**1071**	**6%**	**18%**	**30%**	**46%**

Name of Service Provider	Total	Service	Business/Self Employed	Student	Housewife	Retired
BSNL	**1220**	**20%**	**17%**	**7%**	**33%**	**23%**
Reliance	**1089**	**28%**	**33%**	**7%**	**26%**	**6%**
Bharti Airtel	**1071**	**29%**	**35%**	**6%**	**22%**	**8%**

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Name of Service Provider	Total	Face to Face	Telephonic	Online
BSNL	1220	75%	25%	0%
Reliance	1089	49%	51%	0%
Bharti Airtel	1071	50%	50%	0%

Name of Service Provider	Total	Postpaid (Percentage ownership)	Prepaid (Percentage ownership)
Bsnl	1220	100%	0%
Reliance	1089	100%	0%
Bharti Airtel	1071	100%	0%

Name of Service Provider	Total	Urban	Rural
Bsnl	1220	100%	0%
Reliance	1089	100%	0%
Bharti Airtel	1071	100%	0%

6.1.3 Broadband:

Name of Service Provider	Sample Size - Planned	Sample Size - Achieved	Reason for Variance
BSNL	1067	1071	Not Applicable
Airtel	1067	1068	Not Applicable
Reliance	551	551	Sample Size reduction basis universe estimates
Alliance	1067	1068	Not Applicable
Wishnet	1067	1073	Not Applicable
Meghbala	1067	1068	Not Applicable

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Name of Service Provider	Total	Male	Female
Bsnl	1071	80%	20%
Airtel	1068	81%	20%
Reliance	551	82%	18%
Alliance	1068	88%	12%
Wishnet	1073	82%	18%
Meghbala	1068	87%	13%

Name of Service Provider	Total	Less than 25 years	26-34 years	35-44 years	Above 44 years
Bsnl	1071	15%	16%	20%	49%
Airtel	1068	17%	26%	28%	29%
Reliance	551	18%	27%	27%	29%
Alliance	1068	47%	30%	12%	11%
Wishnet	1073	26%	31%	24%	20%
Meghbala	1068	35%	31%	17%	17%

Name of Service Provider	Total	Service	Business/Self Employed	Student	Housewife	Retired
Bsnl	1071	37%	21%	15%	8%	19%
Airtel	1068	36%	37%	15%	8%	6%
Reliance	551	33%	40%	18%	7%	3%
Alliance	1068	34%	15%	42%	6%	3%
Wishnet	1073	42%	21%	25%	8%	4%
Meghbala	1068	42%	19%	30%	6%	3%

Name of Service Provider	Total	<10,000	10,001-20,000	20,001-30,000	>30,000	Dk/Cs
Bsnl	1071	4%	21%	20%	41%	14%
Airtel	1068	4%	24%	20%	37%	15%

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Reliance	**551**	**5%**	**30%**	**20%**	**34%**	**11%**
Alliance	**1068**	**12%**	**32%**	**20%**	**19%**	**16%**
Wishnet	**1073**	**6%**	**29%**	**27%**	**22%**	**16%**
Meghbala	**1068**	**9%**	**35%**	**21%**	**19%**	**16%**

Name of Service Provider	Total	Face to Face	Telephonic	Online
Bsnl	**1071**	**50%**	**0%**	**50%**
Airtel	**1068**	**50%**	**0%**	**50%**
Reliance	**551**	**70%**	**0%**	**30%**
Alliance	**1068**	**50%**	**0%**	**50%**
Wishnet	**1073**	**72%**	**0%**	**29%**
Meghbala	**1068**	**50%**	**0%**	**50%**

Name of Service Provider	Total	Postpaid (Percentage ownership)	Prepaid (Percentage ownership)
Bsnl	**1071**	**89%**	**12%**
Airtel	**1068**	**81%**	**19%**
Reliance	**551**	**81%**	**19%**
Alliance	**1068**	**28%**	**72%**
Wishnet	**1073**	**40%**	**60%**
Meghbala	**1068**	**33%**	**67%**

Name of Service Provider	Total	Urban	Rural
Bsnl	**1071**	**100%**	**0%**
Airtel	**1068**	**100%**	**0%**
Reliance	**551**	**100%**	**0%**
Alliance	**1068**	**100%**	**0%**
Wishnet	**1073**	**100%**	**0%**
Meghbala	**1068**	**100%**	**0%**

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation & Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

6.2 Questionnaires used in this round of Survey activity:

6.2.1 Wireless Segment Questionnaire

	TELECOM REGULATORY AUTHORITY OF INDIA CUSTOMER PERCEPTION STUDY (East Zone) (Cellular Service)		IMRB international

SR.No.		Interview Date			Interviewer's Name		

DISTRICT				TOWN			

Area	1	Urban		2	Rural		

Mode of Interview	1	In Person		2	Telephonic		

Centre	1		Orissa	2	Assam	3	North East	4	West Bengal	5	Kolkata	6	Bihar & Jharkhand

Accompanied — **Back checked** (P / T) — **Scrutinized**

Accompanied		Back checked	P	T	Scrutinized	
TL	1	TL	1	5	TL	1
EIC	2	EIC	2	6	EIC	2
OFE	3	OFE	3	7	OFE	3
FM	4	FM	4	8	FM	4

Sign._____ TL/EIC/OFE/FM   Sign. _____ TL/EIC/OFE/FM   Sign. _____ TL/EIC/OFE/FM

INTRODUCTION
Good_____ or Namaste! I am_____(MENTION YOUR NAME) from IMRB International, a leading market research organization. Before starting this interview, I wish to confirm that this interview complies with the Market Research Society of India (MRSI) and International code of ethics for market research. Please be assured that all information given by you will be kept strictly confidential and not revealed to our client with your name/contact details without your prior permission. The response collected will be added together with the responses of others before presenting the findings. Under no circumstance will this information be used for sales or any commercial purpose. Do you have any queries before I start the interview? For further clarification, you may also contact my senior at IMRB International at any point during this interview.
INTERVIEWER TO CLARIFY AND PROVIDE ASSURANCE.
TIME OF START: _____ TIME OF END: _____ TOTAL DURATION: _____

* The questionnaire shall be filled in using ink or ball point pen.

CUSTOMER DETAILS

A1) Respondent's Name					A2) Gender	1	Male	2	Female

A3) Age:(Record Verbatim)	_____(in completed years)	1	Less than 25	2	25-34	3	35-44	4	>=45

A4) Occupation	1	Service	2	Business/Self Employed	3	Student	4	Housewife	5	Retired

A4 a) Family/ House hold income (Income Verbatim)_____	1	Less than Rs. 10,000	2	Rs. 10,000-Rs. 20,000	3	Rs. 20,000-Rs. 30,000	4	More than Rs. 30,000	5	Do not know/ Cannot say

A5) Tel. No. (Mobile)		

A6) Registered Customer's Name (If different from respondent or else Same as A1)	

A7) Address (Record Verbatim)		Pincode				A8) Landline No.)		

A9) Service	1	IDEA Cellular	2	Bharti Airtel	3	BSNL	4	Vodafone	5	Reliance CDMA

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Provider SINGLE CODING ONLY	6	Reliance GSM	7	Aircel	8	Tata CDMA	9	Tata GSM		10	Videocon
	11	Sistema shyam/MTS	12	Reliance Telecom	13	Unitech		14		Loop	
	15	Dishnet	16	Stel	17	Uninor		18		Others_____	

A10) Usage Type SINGLE CODING ONLY	1	Residential	2	Commercial	**A11) User Type** SINGLE CODING ONLY	1	Post Paid	2	Pre Paid

PERFORMANCE PERCEPTION OF ATTRIBUTES RELATED TO SERVICE QUALITY PARAMETERS

In your opinion, how satisfied are you with your cellular services in terms of following dimensions, on a scale of 1 to 7

(1 = Extremely Dissatisfied, 7 = Extremely Satisfied)

Parameters and Attributes	Ratings						
1. Provision of Service							
1a) How satisfied are you with the ease of taking a connection? SINGLE CODING ONLY	1	2	3	4	5	6	7
1b) How satisfied are you with the understanding of all relevant information related to tariff plans & charges? SINGLE CODING ONLY	1	2	3	4	5	6	7
1c) How satisfied are you with the availability of suitable plans/recharge offers as per your requirement? SINGLE CODING ONLY	1	2	3	4	5	6	7
2. Billing Related (Only for Prepaid Customers). Ask question 2a to 2d only to those respondents coding 2 in A11							
2a) How satisfied are you with ease of recharging process? SINGLE CODING ONLY	1	2	3	4	5	6	7
2b) How satisfied are you with the availability of recharging cards of various denominations? SINGLE CODING ONLY		1	2	3	4	5	6	7
2c) How satisfied are you with the transparency of recharge offer i.e. talk time available on the recharge card? SINGLE CODING ONLY	1	2	3	4	5	6	7
2d) How satisfied are you with the charges deducted for every call i.e. amount deducted on every usage? SINGLE CODING ONLY	1	2	3	4	5	6	7
Billing Related (Only for Postpaid Customers) Ask question 2e to 2g only to those respondents coding 1 in A11							
2e) How satisfied are you with the accuracy & completeness of the bills? SINGLE CODING ONLY	1	2	3	4	5	6	7
2f) How satisfied are you with the clarity of the bills in terms of transparency and understandability? SINGLE CODING ONLY	1	2	3	4	5	6	7
2g) How satisfied are you with the call charges levied per minute/second? SINGLE CODING ONLY	1	2	3	4	5	6	7
3. Help Services							
3a) In the last 6 months, have you contacted customer care/ helpline/call centre of your service provider? SINGLE CODING ONLY		1	Yes		2	No	
Please ask question 3b to respondents answering 1 in 3a else move to Question no 3c							
3b) How satisfied are you with the availability of customer care services 24 X 7? SINGLE CODING ONLY	1	2	3	4	5	6	7
3c) How satisfied are you with the ease of access of call centre/customer care or helpline and contacting the customer care executive? SINGLE CODING ONLY	1	2	3	4	5	6	7
3d) How satisfied are you with the customer friendly approach of the customer care executive? SINGLE CODING ONLY	1	2	3	4	5	6	7
3e) How satisfied are you with the competency level/problem solving ability of the customer care executive? SINGLE CODING ONLY	1	2	3	4	5	6	7
4. NETWORK PERFORMANCE, RELIABILITY AND AVAILABILITY							
4a) How satisfied are you with the availability or accessibility of signal of your	1	2	3	4	5	6	7

Assessment of Customer perception of Service and Implementation & Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

service provider in your locality? SINGLE CODING ONLY								
4b) How satisfied are you with the strength of network of your service provider in terms of ability to make or receive calls easily? SINGLE CODING ONLY	1	2	3	4	5	6	7	
4c) How satisfied are you with the voice quality of your service provider? SINGLE CODING ONLY	1	2	3	4	5	6	7	

5. Maintainability

5a) How satisfied are you with the effective handling of the network (signal) problems? SINGLE CODING ONLY	1	2	3	4	5	6	7

6. SUPPLEMENTARY SERVICES AND VALUE ADDED SERVICES

6a) Have you subscribed to any supplementary services like call forwarding, call diverting, and other value added services like ring tone, alerts, GPRS, e-mail, voice mail or any other such services, in the last 6 months? SINGLE CODING ONLY	1	Yes	2	No

Kindly ask Q6b only to respondents coding 1 in Question 6a

6b) If yes, how satisfied are you with quality of supplementary services / value added service provided including activation, deactivation, charges etc? SINGLE CODING ONLY	1	2	3	4	5	6	7

7. Mobile Data Services

7a) Do you use internet services offered by your operator on your mobile device? SINGLE CODING ONLY	1	Yes	2	No

Kindly ask Q7b to Q7d only to respondents coding 1 in Question 7a

7b) What is type of data plan/speed opted by you for using mobile internet services	1	2G	2	3G	3	Don't Know /Can't Say
7c) How satisfied are you with speed of internet connection on your mobile? SINGLE CODING ONLY	1	2	3	4	5	6	7
7d) How satisfied are you with the coverage and availability of internet connection on your mobile? SINGLE CODING ONLY	1	2	3	4	5	6	7

8. How satisfied are you with Overall Quality of the Wireless Service? SINGLE CODING ONLY	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Implementation and Effectiveness of various Regulations and Directions issued by TRAI

8a) Have you registered your number for blocking unsolicited commercial calls / SMSs with National Customer Preference Register (NCPR) or Do not Disturb list? SINGLE CODING ONLY	1	Yes	2	No

Kindly ask Q8b and 8c only to respondents coding 1 in Question 8a else move to Q8e

8b) How satisfied are you with the obstruction of unsolicited commercial calls/SMS on your number? SINGLE CODING ONLY	1	2	3	4	5	6	7
8c) Have you ever registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same? SINGLE CODING ONLY	1	Yes	2	No

Kindly ask Q8d only to respondents coding 1 in Question 8c else move to question 8e

8d) If Yes, how satisfied are you with the action taken on your complaint? SINGLE CODING ONLY	1	2	3	4	5	6	7

Question Number 8e-8h are for respondents coding 2 in A11

8e) How satisfied are you with the receipt of a SMS giving information such as amount charged, processing fee, taxes deducted, title of the plan, validity etc at the time of recharge? SINGLE CODING ONLY	1	2	3	4	5	6	7
8f) How satisfied are you with the receipt of a SMS giving information such as duration of call, call charges, balance in account etc after making a call? SINGLE CODING ONLY	1	2	3	4	5	6	7
8g) A pre paid customer can get an item-wise usage bill within 30 days of making such request. Have you ever requested for it? SINGLE CODING ONLY	1	Yes	2	No

Kindly ask Q8h only to respondents coding 1 in Question 8g else move to Q8i

8h) How satisfied are you with the services related to receipt of item-wise usage bill on request? SINGLE CODING ONLY	1	2	3	4	5	6	7
8i) Which all stages of the two stage grievance redressal mechanism set up by your telecom service provider based on the TRAI regulations are you aware of? MULTIPLE CODING POSSIBLE							

IMRB International | **eTech**

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

| 1 | Complaint Centre | | 2 | Appellate Authority | | 3 | None | | | | | |

If the respondent codes 3 in Question 8i then move to Question 9

| 8j) Have you made any complaint to the toll free customer care number? SINGLE CODING ONLY | 1 | Yes | | 2 | | No | | | |

Kindly ask Q8k only to respondents coding 1 in Question 8j else move to 8l

| 8k) If yes, how satisfied are you with the manner in which your complaint was addressed to? SINGLE CODING ONLY | 1 | 2 | 3 | 4 | 5 | | 6 | 7 |

Kindly ask Q8l only to respondents coding 2 in Question 8i

| 8l) Have you made any complaint to the appellate authority? SINGLE CODING ONLY | 1 | Yes | | 2 | | No | |

Kindly ask Q8m only to respondents coding 1 in Question 8l else move to 8n

| 8m) How satisfied are you with the manner in which your complaint was addressed to? SINGLE CODING ONLY | 1 | 2 | 3 | 4 | 5 | 6 | | 7 |

| 8n) Have you utilized the service of Mobile number portability? SINGLE CODING ONLY | 1 | Yes | | 2 | | No | |

Kindly ask Q8o only to respondents coding 1 in Question 8n else move to Q9

| 8o) Are you satisfied with the Mobile Number Portability service from your service provider? SINGLE CODING ONLY | 1 | | 2 | 3 | 4 | 5 | 6 | 7 |

| Q9) How likely is it that you would recommend your service provider to your relatives or friends? (On scale of 0 to 10, where 10 means 'Extremely Likely' & 0 means 'Not At All Likely') SINGLE CODING ONLY | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Signature of Respondent:_____

******** **Thank You** ***********

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

Kolkata Licensing Area - **2014**

6.2.2 Wireline Segment Questionnaire

TRAI	TELECOM REGULATORY AUTHORITY OF INDIA CUSTOMER PERCEPTION STUDY (East Zone) (Basic Telephone Service)	IMRB International

SR.No.		Interview Date		Interviewer's Name	
DISTRICT		**TOWN**			

Area	1	Urban	2	Rural		
Mode of Interview	1	In Person	2	Telephonic		
Centre	1 Orissa	2 Assam	3 North East	4 West Bengal	5 Kolkata	6 Bihar & Jharkhand

Accompanied		Back checked			Scrutinized	
			P	T		
TL 1 EIC 2 OFE 3 FM 4		TL 1 EIC 2 OFE 3 FM 4		5 6 7 8	TL 1 EIC 2 OFE 3 FM 4	
Sign._____ TL/EIC/OFE/FM		Sign. _____ TL/EIC/OFE/FM			Sign. _____ TL/EIC/OFE/FM	

INTRODUCTION
Good_____ or Namaste! I am_____(MENTION YOUR NAME) from IMRB International, a leading market research organization. Before starting this interview, I wish to confirm that this interview complies with the Market Research Society of India (MRSI) and International code of ethics for market research. Please be assured that all information given by you will be kept strictly confidential and not revealed to our client with your name/contact details without your prior permission. The response collected will be added together with the responses of others before presenting the findings. Under no circumstance will this information be used for sales or any commercial purpose. Do you have any queries before I start the interview? For further clarification, you may also contact my senior at IMRB International at any point during this interview.
INTERVIEWER TO CLARIFY AND PROVIDE ASSURANCE.
TIME OF START: _____ TIME OF END: _____ TOTAL DURATION: _____

* **The questionnaire shall be filled in using ink or ball point pen.**
CUSTOMER DETAILS

A1) Respondent's Name				**A2) Gender**		1 Male	2 Female		
A3) Age: (Record Verbatim)	_____(in completed years)	1	Less than 25	2	25-34	3	35-44	4	>=45
A4) Occupation	1 Service	2 Business/Self Employed		3 Student	4 Housewife	5	Retired		
A4 a) Family/ House hold income (Income Verbatim)_____	1	Less than Rs. 10,000	2	Rs. 10,000-Rs. 20,000	3	Rs. 20,000-Rs. 30,000	4	More than Rs. 30,000	5 Do not know/ Cannot say
A5) Tel. No. (Mobile)									
A6) Registered Customer's Name for landline service (If different from respondent)									
A7) Address (Record Verbatim)		Pin Code			**A8) Landline No.)**				
A9) Service Provider SINGLE CODING ONLY	1 BSNL				2 Tata		3 Reliance		
	4 IDEA	5 Vodafone		6 Bharti Airtel		Others_____			
A10) Usage Type SINGLE CODING ONLY	1 Residential	2 Commercial			**A11) User Type**	1 Post Paid	2 Pre Paid		

PERFORMANCE PERCEPTION OF ATTRIBUTES RELATED TO SERVICE QUALITY PARAMETERS

Assessment of Customer perception of Service and Implementation & Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

In your opinion, how satisfied are you with your wireline services in terms of following dimensions, on a scale of 1 to 7

(1 = Extremely Dissatisfied, 7 = Extremely Satisfied)

Parameters and Attributes	Ratings						
9. Provision of Service							
1a) How satisfied are you with the ease of taking a connection? SINGLE CODING ONLY	1	2	3	4	5	6	7
1b) How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges? SINGLE CODING ONLY	1	2	3	4	5	6	7
1c) How satisfied are you with the availability of suitable plans/recharge offers as per your requirement? SINGLE CODING ONLY	1	2	3	4	5	6	7
10. Billing Related (Only for Prepaid Customers). Ask question 2a to 2d only to those respondents coding 2 in A11							
2a) How satisfied are you with ease of recharging process? SINGLE CODING ONLY	1	2	3	4	5	6	7
2b) How satisfied are you with the availability of recharging cards of various denominations? SINGLE CODING ONLY	1	2	3	4	5	6	7
2c) How satisfied are you with the transparency of recharge offer i.e. talk time available on the recharge card? SINGLE CODING ONLY	1	2	3	4	5	6	7
2d) How satisfied are you with the charges deducted for every call i.e. amount deducted on every usage? SINGLE CODING ONLY	1	2	3	4	5	6	7
Billing Related (Only for Postpaid Customers) Ask question 2e to 2g only to those respondents coding 1 in A11							
2e) How satisfied are you with the receipt and timeliness delivery of bills? SINGLE CODING ONLY	1	2	3	4	5	6	7
2f) How satisfied are you with the accuracy & completeness of the bills? SINGLE CODING ONLY	1	2	3	4	5	6	7
2g) How satisfied are you with the clarity of the bills in terms of transparency and understandability? SINGLE CODING ONLY	1	2	3	4	5	6	7
2h) How satisfied are you with the call charges levied per minute/second?	1	2	3	4	5	6	7
11. Help Services							
3a) How satisfied are you with the availability of customer care services 24 X 7? SINGLE CODING ONLY	1	2	3	4	5	6	7
3b) How satisfied are you with the ease of access of call centre/customer care or helpline and contacting the customer care executive? SINGLE CODING ONLY	1	2	3	4	5	6	7
3c) How satisfied are you with the customer friendly approach of the customer care executive? SINGLE CODING ONLY	1	2	3	4	5	6	7
3d) How satisfied are you with the competency level/problem solving ability of the customer care executive? SINGLE CODING ONLY	1	2	3	4	5	6	7
12. NETWORK PERFORMANCE, RELIABILITY AND AVAILABILITY							
4a) How satisfied are you with the availability of a working telephone connection? SINGLE CODING ONLY	1	2	3	4	5	6	7
4b) How satisfied are you with the network quality of your service provider in terms of ability to make or receive calls easily i.e. without disturbance and/or cross connection? SINGLE CODING ONLY	1	2	3	4	5	6	7
4c) How satisfied are you with the voice quality of your service provider? SINGLE CODING ONLY	1	2	3	4	5	6	7
13. Maintainability							
How satisfied are you with the effective handling of faults with the phone connection? SINGLE CODING ONLY	1	2	3	4	5	6	7
14. SUPPLEMENTARY SERVICES AND VALUE ADDED SERVICES							
6a) Have you subscribed to any supplementary services like call waiting/forwarding, voice mail / Value added services? SINGLE CODING ONLY	1	Yes		2	No		
Kindly ask Q6b only to respondents coding 1 in Question 6a							
6b) How satisfied are you with quality of supplementary services / value added service provided including activation, deactivation, charges etc? SINGLE CODING ONLY	1	2	3	4	5	6	7
15. How satisfied are you with the overall Quality of the Wireline Telephone Service? SINGLE CODING ONLY	**1**	**2**	**3**	**4**	**5**	**6**	**7**

16. Implementation and Effectiveness of various Regulations and Directions issued by TRAI							
8a) Have you registered your number for blocking unsolicited commercial calls / SMSs with National Customer Preference Register (NCPR) or Do not Disturb list? SINGLE CODING ONLY	1	Yes		2	No		

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a   L i c e n s i n g   A r e a - **2014**

Kindly ask Q8b and 8c only to respondents coding 1 in Question 8a	
8b) How satisfied are you with the obstruction of unsolicited commercial calls/SMS on your number? SINGLE CODING ONLY	1 2 3 4 5 6 7
8c) Have you ever registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same? SINGLE CODING ONLY	1 Yes 2 No
Kindly ask Q8d only to respondents coding 1 in Question 8c	
8d) How satisfied are you with the action taken on your complaint? SINGLE CODING ONLY	1 2 3 4 5 6 7
Ask question 8e-8h are for respondents coding 2 in A11	
8e) How satisfied are you with the receipt of a SMS giving information such as amount charged, processing fee, taxes deducted, title of the plan, validity etc at the time of recharge? SINGLE CODING ONLY	1 2 3 4 5 6 7
8f) How satisfied are you with the receipt of a SMS giving information such as duration of call, call charges, balance in account etc after making a call? SINGLE CODING ONLY	1 2 3 4 5 6 7
8g) A pre paid customer can get an item-wise usage bill within 30 days of making such request. Have you ever requested for it? SINGLE CODING ONLY	1 Yes 2 No
Kindly ask Q8h only to respondents coding 1 in Question 8g	
8h) How satisfied are you with the services related to receipt of item-wise usage bill on request? SINGLE CODING ONLY	1 2 3 4 5 6 7
8i) Which all stages of the two stage grievance redressal mechanism set up by your telecom service provider based on the TRAI regulations are you aware of? MULTIPLE CODING POSSIBLE	
1 Complaint Centre 2 Appellate Authority 3 None	
If the respondent codes 3 in Question 8i then move to Question 9	
8j) Have you made any complaint to the toll free customer care number? SINGLE CODING ONLY	1 Yes 2 No
Kindly ask Q8k only to respondents coding 1 in Question 8j	
8k) How satisfied are you with the manner in which your complaint was addressed to? SINGLE CODING ONLY	1 2 3 4 5 6 7
Kindly ask Q8l only to respondents coding 2 in Question 8i	
8l) Have you made any complaint to the appellate authority? SINGLE CODING ONLY	1 Yes 2 No
Kindly ask Q8m only to respondents coding 1 in Question 8l	
8m) How satisfied are you with the manner in which your complaint was addressed to? SINGLE CODING ONLY	1 2 3 4 5 6 7
Q9) How likely is it that you would recommend your service provider to your relatives or friends? (On scale of 0 to 10, where 10 means 'Extremely Likely' & 0 means 'Not At All Likely') SINGLE CODING ONLY	0 1 2 3 4 5 6 7 8 9 10

Signature of Respondent:_____

********* **Thank You** ***********

IMRB International | eTech

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)
TRAI

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a L i c e n s i n g A r e a - **2014**

6.2.3 Broadband Segment Questionnaire

	TELECOM REGULATORY AUTHORITY OF INDIA CUSTOMER PERCEPTION STUDY (East Zone) (Broadband Service)	IMRB International

SR.No.		Interview Date		Interviewer's Name	

DISTRICT		Town	

Area	1	Urban	2	Rural

Mode of Interview	1	In Person	2	Telephonic

Centre	1	Orissa	2	Assam	3	North East	4	West Bengal	5	Kolkata	6	Bihar & Jharkhand

Accompanied		Back checked			Scrutinized	
			P	T		
TL 1		TL 1	5		TL 1	
EIC 2		EIC 2	6		EIC 2	
OFE 3		OFE 3	7		OFE 3	
FM 4		FM 4	8		FM 4	
Sign._____		Sign. _____			Sign. _____	
TL/EIC/OFE/FM		TL/EIC/OFE/FM			TL/EIC/OFE/FM	

INTRODUCTION
Good_____ or Namaste! I am_____(MENTION YOUR NAME) from IMRB International, a leading market research organization. Before starting this interview, I wish to confirm that this interview complies with the Market Research Society of India (MRSI) and International code of ethics for market research. Please be assured that all information given by you will be kept strictly confidential and not revealed to our client with your name/contact details without your prior permission. The response collected will be added together with the responses of others before presenting the findings. Under no circumstance will this information be used for sales or any commercial purpose. Do you have any queries before I start the interview? For further clarification, you may also contact my senior at IMRB International at any point during this interview.
INTERVIEWER TO CLARIFY AND PROVIDE ASSURANCE.
TIME OF START: _____ TIME OF END: _____ TOTAL DURATION: _____

* The questionnaire shall be filled in using ink or ball point pen.
CUSTOMER DETAILS

A1) Respondent's Name			A2) Gender	1	Male	2	Female

A3) Age: (Record Verbatim)	_____ _in completed years)	1	Less than 25	2	25-34	3	35-44	4	>=45		

A4) Occupation	1	Service	2	Business/Self Employed	3	Student	4	Housewife	5	Retired

A4 a) Family/ House hold income (Income Verbatim)_____	1	Less than Rs. 10,000	2	Rs. 10,000-Rs. 20,000	3	Rs. 20,000-Rs. 30,000	4	More than Rs. 30,000	5	Do not know/ Cannot say

A5) Tel. No. (Mobile)	

A6) Registered Customer's Name (If different from respondent or else Same as A1)	

A7) Address (Record Verbatim)		Pin Code					A8) Landline No.)		

A9) Service Provider SINGLE CODING ONLY	1	BSNL	2	Airtel		3	TATA COMMUNICATION
	4	HATHWAY	5	YOU BROADBAND		6	SIFY
	7	RELIANCE	8	ASIA NET		9	ORTEL
	10	ALLIANCE	11	Beam Cables		12	Spectra Net

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a L i c e n s i n g A r e a - **2014**

	1 3	D-Vois Broadband Pvt. Ltd.	14	Indusland Media & Communications Ltd	15	Five Network Solution(India) Ltd
	1 6	Zylog Systems India Ltd.	17	Softeng Computers Pvt Ltd.	18	Wishnet Pvt. L td
	1 9	Others_____	20	Others_____		

A10) Usage Type SINGLE CODING ONLY	1	Residential	2	Commercial	**A11) User Type**	1	Post Paid	2	Pre Paid

PERFORMANCE PERCEPTION OF ATTRIBUTES RELATED TO SERVICE QUALITY PARAMETERS

In your opinion, how satisfied are you with your broadband services in terms of following dimensions, on a scale of 1 to 7

(1 = Extremely Dissatisfied, 7 = Extremely Satisfied)

Parameters and Attributes	**Ratings**

17. Provision of Service

1a) How satisfied are you with the ease of taking a connection? SINGLE CODING ONLY	1	2	3	4	5	6	7	
1b) How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges? SINGLE CODING ONLY	1	2	3	4	5	6	7	
1c) How satisfied are you with the availability of suitable plans/recharge offers as per your requirement? SINGLE CODING ONLY	1	2	3	4	5	6	7	

18. Billing Related (Only for Prepaid Customers). Ask question 2a to 2d only to those respondents coding 2 in A11

2a) How satisfied are you with ease of recharging process? SINGLE CODING ONLY	1	2	3	4	5	6	7	
2b) How satisfied are you with the availability of recharging cards of various denominations? SINGLE CODING ONLY	1	2	3	4	5	6	7	
2c) How satisfied are you with the transparency of recharge offer i.e. internet usage available on the recharge card? SINGLE CODING ONLY	1	2	3	4	5	6	7	
2d) How satisfied are you with the charges deducted for internet usage? SINGLE CODING ONLY	1	2	3	4	5	6	7	

Billing Related (Only for Postpaid Customers) Ask question 2e to 2g only to those respondents coding 1 in A11

2e) How satisfied are you with the accuracy & completeness of the bills? SINGLE CODING ONLY	1	2	3	4	5	6	7	
2f) How satisfied are you with the clarity of the bills in terms of transparency and understandability? SINGLE CODING ONLY	1	2	3	4	5	6	7	
2g) How satisfied are you with the charges levied for internet usage? SINGLE CODING ONLY	1	2	3	4	5	6	7	

19. Help Services

3a) How satisfied are you with the availability of customer care services 24 X 7? SINGLE CODING ONLY	1	2	3	4	5	6	7	
3b) How satisfied are you with the ease of access of call centre/customer care or helpline and contacting the customer care executive? SINGLE CODING ONLY	1	2	3	4	5	6	7	
3c) How satisfied are you with the customer friendly approach of the customer care executive? SINGLE CODING ONLY	1	2	3	4	5	6	7	
3d) How satisfied are you with the competency level/problem solving ability of the customer care executive? SINGLE CODING ONLY	1	2	3	4	5	6	7	

20. NETWORK PERFORMANCE, RELIABILITY AND AVAILABILITY

4a) How satisfied are you with the strength of the network of your service provider in terms of the speed of broadband connection? SINGLE CODING ONLY	1	2	3	4	5	6	7	
4b) How satisfied are you with the time for which service is up and working? SINGLE CODING ONLY	1	2	3	4	5	6	7	

21. Maintainability

How satisfied are you with the effective handling of the network (signal) or connectivity problems? SINGLE CODING ONLY	1	2	3	4	5	6	7	

22. SUPPLEMENTARY SERVICES AND VALUE ADDED SERVICES

6a) Have you subscribed to any supplementary services such as Static/fixed IP addresses, e-mail ids etc.? SINGLE CODING ONLY	1	Yes	2	No

Telecom Regulatory Authority of India
(IS/ISO 9001-2008 Certified Organisation)

Assessment of Customer perception of Service and Implementation &
Effectiveness of Telecom Consumers Protection and Redressal of
Grievances Regulations

K o l k a t a L i c e n s i n g A r e a - **2014**

Kindly ask Q6b only to respondents coding 1 in Question 6a							
6b) If Yes, how satisfied are you with quality of these supplementary services? SINGLE CODING ONLY	1	2	3	4	5	6	7
23. How satisfied are you with the Overall Quality of the Broadband Service? SINGLE CODING ONLY	**1**	**2**	**3**	**4**	**5**	**6**	**7**

24. Implementation and Effectiveness of various Regulations and Directions issued by TRAI							
8a) Which all stages of the two stage grievance redressal mechanism set up by your telecom service provider based on the TRAI regulations are you aware of? MULTIPLE CODING POSSIBLE							
1 Complaint Centre 2 Appellate Authority 3 None							
If the respondent codes 3 in Question 8a then move to Question 9							
8b) Have you made any complaint to the toll free customer care number? SINGLE CODING ONLY	1	Yes		2	No		
Kindly ask Q8c only to respondents coding 1 in Question 8b							
8c) If yes, how satisfied are you with the manner in which your complaint was addressed to? SINGLE CODING ONLY	1	2	3	4	5	6	7
Kindly ask Q8d only to respondents coding 2 in Question 8a							
8d) Have you made any complaint to the appellate authority? SINGLE CODING ONLY	1	Yes		2	No		
Kindly ask Q8e only to respondents coding 1 in Question 8d							
8e) If yes, how satisfied are you with the manner in which your complaint was addressed to? SINGLE CODING ONLY	1	2	3	4	5	6	7

Q9) How likely is it that you would recommend your service provider to your relatives or friends? (On scale of 0 to 10, where 10 means 'Extremely Likely' & 0 means 'Not At All Likely') SINGLE CODING ONLY	0	1	2	3	4	5	6	7	8	9	10

Signature of Respondent:_____

******** **Thank You** ***********

Thank You

Report Prepared by:

e-Tech group, Business & Industrial Research Division (BIRD), IMRB International

SCO 47, 5th floor, Old Judicial Complex (Sector 15). Gurgaon, Haryana 122001
Direct: +0124-4712300

SCO 47, 5th Floor, Old Judicial Complex, Sector 15 Part 1, Gurgaon, Haryana – 122001

☏+91 (124) 4217300

🖥**www.imrbint.com**