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

New Delhi, 24<sup>th</sup> December, 2008 - TRAI engaged M/s. IMRB International as independent agency for conducting an objective assessment of the Quality of Service provided by basic and cellular mobile telephone service providers and broadband service providers and Voluntary Organization in interest of Consumer Education (VOICE) for conducting the subjective customer satisfaction surveys for assessing the customers' perception of the service and to assess the implementation and effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2007.

#### 2. Methodology

- 2.1 The audit and objective assessment of QoS has been done with the following aspects in view:
  - The scope of the audit and assessment work included a three stage verification process. The first stage consisted of auditing the records of the service providers and verifying the Performance Monitoring Report (PMR) data submitted to TRAI. The second stage involved three days live measurement of all the network parameters and determination of busy hour. The third stage consisted of collection and verification of one month Quality of Service performance data.
  - audit of telephone exchanges for basic service, Mobile Switching Centers (MSCs), network operating centre/point of presence for broadband service spread in the service area on sample basis;
  - assessing the network conditions of each cellular mobile service provider through drive tests;
  - inter-operator call assessment of cellular mobile operator through internetwork test calls:
  - assessing the effectiveness of the customer care help lines of each operator through test calls;
- 2.2 The subjective assessment of customer perception of service and assessment of implementation and effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2007 was made through a survey using questionnaire approved by the Authority. The sample size of customers for survey was determined for confidence level of 95% and with a confidence interval of 4% for B category Service Area for each of

the service provider. All the subscribers in the sample selected in the rural areas, were interviewed personally and in urban areas 75% were personally interviewed and 25% were interviewed telephonically.

#### Findings of the independent agency on Quality of Service

- 3 Cellular Mobile Telephone Service:
- 3.1 In Haryana service area the audit of quality of service data of service providers, namely, Bharti Airtel, BSNL, Vodafone, Tata Teleservices, Reliance Communications and Idea was conducted.
- 3.2 **Objective Assessment/Audit of Quality of Service performance:** For almost all network parameters, all the service providers meet the TRAI specified benchmark. The Time Consistent Busy Hour (TCBH) reported by all the service providers except RCom matched the network busy hour calculated by IMRB auditors. Service Provider's performance in respect of cellular mobile telephone service based on one month data is given in Annex-`1A'. The areas of concern i.e. parameters, for which benchmark is not met by the service providers, are identified based on analysis of one month QoS performance data and live measurement.
- 3.3 **Drive Test:** The drive tests were conducted to verify parameters like Call Drop Rate, Call Set-up Success Rate, Blocked Call Rate and Percentage of Connections with Good Voice Quality. The areas of concern (i.e. parameters) are identified as below:
  - Connections with good voice quality
  - Call Drop Rate
- 3.4 **Customer perception of service:** Service Providers' performance in respect to the level of customer perception of service against the specified benchmark is given in Annex-`1B'.
- 3.5 **Percentage of Customers Satisfied:** The gradation on "Satisfaction" score scale i.e. scores of "Very Satisfied" to "Satisfied" is given in Table-1 below. The survey results reveal that there is a need to improve the satisfaction level of subscribers with respect to the Help services, billing performance and Network performance across the service providers.

Table-1 (Cellular Mobile Telephone Service)-Haryana Service Area

S. No.	%Customer Satisfied	Bharti Airtel	Vodafon e	Idea	BSNL	RCOM	TATA
1	% satisfied with the provision of service	98.7%	98.8%	90.0%	93.3%	95.8%	93.5%
2 a	% satisfied with the billing performance (Postpaid customers)	98.1%	85.4%	89.6%	95.0%	96.5%	94.7%
2 b	% satisfied with the billing performance (Prepaid customers)	98.8%	95.6%	96.1%	99.1%	94.7%	93.9%
3	% satisfied with help services	94.8%	93.7%	86.0%	92.8%	92.0%	89.1%

	4	% satisfied with network performance, reliability and availability	86.8%	83.4%	90.7%	90.0%	87.7%	91.2%
	5	% satisfied with maintainability	98.8%	98.5%	97.8%	98.3%	97.7%	99.3%
	6	Overall customer satisfaction	97.5%	90.8%	98.3%	98.7%	97.2%	99.0%
_	7	Customer satisfaction with offered supplementary services % satisfied	100.0%	100.0%	100.0%	98.2%	99.0%	98.9%

#### 4 Basic Service (wire line)

#### 4.1 Objective Assessment/Audit of QoS performance

Basic (Wire line) services audit for Haryana circle broadly indicates that most of the service providers are not meeting the benchmarks for some of the Parameters. Service Provider's performance in respect of basic service (wire line) based on one month data is given in Annex-`2A'. The areas of concern i.e. parameters, for which benchmark is not met by the service providers, are identified based on analysis of one month QoS performance data and live measurement as below:

- Fault repaired by next working day/ within three days
- mean time to repair (MTTR)
- 4.2 **Customer perception of service:** Service Providers' performance in respect to the level of customer perception of service against the specified benchmark is given in Annex-`2B'.
- 5.3 **Percentage of Customers Satisfied:** The gradation on "Satisfaction" score scale i.e. scores of "Very Satisfied" to "Satisfied" is given in Table-2 below. In Haryana service area the survey results reveal that there is a need to improve the satisfaction level of subscribers with respect to provision of service.

Table-2 {Basic Service (Wire line)} -Haryana Service Area

S. N.	Customer Perception of Services	Bharti	BSNL	R.Com	TATA
1	%age subscribers satisfied with the provision of service	88.1%	85.4%	98.7%	88.9%
2	%age subscribers satisfied with the billing performance (Post paid customers)	98.6%	93.5%	98.2%	98.6%
	%age subscribers satisfied with the billing performance (Pre paid customers)	98.5%	96.0%	97.9%	97.9%
3	%age subscribers satisfied with help services	99.1%	93.5%	96.8%	90.3%
4	%age subscribers satisfied with network performance, reliability and availability	95.7%	96.3%	97.6%	98.0%
5	%age subscribers satisfied with maintainability	95.1%	95.0%	99.3%	100.0%
6	Overall customer satisfaction	94.4%	92.5%	97.7%	94.0%
7	%age subscribers satisfied with offered supplementary services	100.0%	99.2%	100.0%	100.0%

#### 5. Broadband Service

- 5.1 **Objective Assessment/Audit of QOS performance:** The audit for Broadband Service Providers was conducted at their respective network operating centre/point of presence (POPs) in the Haryana Service Provider's performance based on one month data is given in Annex -`3A'. The area of concern (i.e. parameters) for which benchmark is not met by the service provider is identified based on analysis of one month QoS performance data and live measurement as below:
  - Service provisioning (%age Connection provided within 15 days)
  - Fault repaired by next working day.
- 5.2 **Customer perception of service:** Service Providers' performance in respect to the level of customer perception of service against the specified benchmark is given in Annex-'3B'.
- **5.3 Percentage of Customers Satisfied:** The gradation on "Satisfaction" score scale i.e. scores of "Very Satisfied" to "Satisfied" is given in Table-3 below. The survey results reveal that Help Services, Network performance, Maintainability and supplementary services are areas where all service providers have scored relatively lower score as compared to other parameters.

Table-3 (Broadband Service) - Haryana Service Area

S. N.	Customer Perception of Services	Bharti Airtel	BSNL
1	% satisfied with the provision of service	75.1%	84.3%
2a	% satisfied with the billing performance (Prepaid customers)	69.2%	90.5%
2b	% satisfied with the billing performance (Postpaid customers)	98.9%	97.0%
3	% satisfied with help services	97.9%	93.8%
4	% satisfied with network performance, reliability and availability	86.2%	90.4%
5	% satisfied with maintainability	81.9%	61.2%
6	% satisfied Overall customer satisfaction	84.8%	90.0%
7	% satisfied with customer satisfaction with offered supplementary services such as allocation of static / fixed IP addresses, email ids etc.	90.6%	83.4%

6. Telecom Consumers Protection and Redressal of Grievances score: The Authority noted with concern that the awareness of subscribers of all the service providers regarding the three stage grievance redressal mechanism is still very low. The summary of survey results for assessment of implementation and effectiveness of Telecom Consumer Protection and Redressal of Grievances Regulations in respect of Cellular Mobile Service, Basic (Wire line) Service and

Broadband Service is given in Annex-`1C', Annex '2C' and Annex "3C' respectively.

7. The detailed Report on Quality of Service – Audit/Objective Assessment and Customer Satisfaction Survey, including grievance redressal mechanism, conducted during the period May, 2008 to August, 2008 is placed at TRAI Website (<a href="www.trai.gov.in">www.trai.gov.in</a>).

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Annex-`1A'

Objective Assessment of Quality of Service - Service Provider's Performance in respect of Cellular Mobile Telephone Service-Haryana Service Area

S.N	QOS Parameter	Bench mark	Bharti	BSNL	Vodafone	TATA	RCOM	IDEA
1	Accumulated downtime of community isolation	<24 Hrs	0.00	0.00	0.00	0.00	0.00	15.87
2	Call Setup Success Rate	>95%	98.56%	96.30%	99.91%	99.91% 97.79%		99.28%
3	Service Access Delay	<20 Sec	10.40	9.10	13.00	10.00	4.00	10.41
4	SDCCH / Paging Channel congestion	<1%	0.34%	0.55%	0.02%	0.00%	0.00%	0.34%
5	TCH Congestion	<2%	0.29%	1.42%	0.24%	0.09%	0.57%	0.79%
6	Call Drop Rate	<3%	1.07%	2.70%	1.58%	1.15%	1.52%	1.56%
7	% of connections with good voice quality	> 95%	90.91%	79.36%	96.13%	98.72%	99.43%	95.03%
8	POI Congestion	>0.5%	Complied	Complied	Complied	Complied	Complied	Complied
9(a)	% Call answered electronically within 20 seconds within 40 seconds	80% 95%	100% 100%	100% 100%	100% 100%	DNP DNP	98% 98%	100% 100%
9(b)	% Call answered by the operator within 60 seconds within 90 seconds	80% 95%	97% 97%	81% 95%	91% 97%	DNP DNP	81% 87%	96% 97%
10	Complaints per 100 bills issued	<0.1%	0.30%	0.20%	0.09%	0.50%	0.08%	0.08%
11	% of Billing complaints resolved within 4 weeks	100%	100%	100%	100%	100%	100%	100%
12	Period of refunds from the date of resolution of complaints	100%	100%	100%	100%	DNP	100%	100%

Annex-`1B'
Customers Perception of Service for Cellular Mobile Telephone Service through Survey-Haryana Service Area

S. No.	Customer Perception of Services	Bench mark	Bharti	Vodaf one	IDEA	BSNL	RCOM	TATA
1	% satisfied with the provision of service	>95%	73.6%	79.6%	66.4%	66.8%	72.5%	75.0%
2 a	% satisfied with the billing performance (Postpaid customers)	>90%	66.7%	73.2%	63.5%	66.7%	66.0%	69.5%
2 b	% satisfied with the billing performance (Prepaid customers)	>90%	69.3%	65.9%	68.1%	69.2%	68.4%	67.9%
3	% satisfied with help services	>90%	68.0%	66.6%	62.6%	67.9%	68.8%	67.9%
4	% satisfied with network performance, reliability and availability	>95%	70.5%	69.1%	69.2%	69.6%	69.9%	70.5%
5	% satisfied with maintainability	>95%	71.2%	68.1%	67.9%	71.4%	73.7%	70.6%
6	Overall customer satisfaction	>95%	71.3%	70.0%	72.3%	69.8%	71.9%	72.8%
7	Customer satisfaction with offered supplementary services % satisfied	>95%	72.1%	84.8%	72.1%	73.5%	77.6%	77.2%

Annex-`1C'
Assessment of implementation and effectiveness of Telecom Consumer
Protection and Redressal of Grievances Regulations in respect of Cellular
Mobile Telephone Service through Survey-Haryana Service Area

S.N.	Sub Parameter	Bharti	Vodafone	IDEA	BSNL	R Com	TATA
1	Awareness of three stage grievance redressal mechanism	21.8%	15.8%	8.5%	12.3%	12%	4.5%
2	For pre-paid customers, awareness about item-wise call charge details on request	40.5%	34.7%	21.6%	24.7%	26.6%	16.5%
3	If aware (for pre-paid customers), ever denied of item wise usage charge details for pre-paid connection	6.6%	0.5%	3.3%	4.1%	0.7%	1.2%
4	For new customers, provisioning of 'Manual of Practice' while taking the new connection	42.9%	35.9%	43.8%	46.5%	30.3%	33.3%
5	Awareness of Call center for redressing grievances	99.7%	97.2%	95.2%	89.2%	95.2%	98.5%
6	Percentage of consumers made any complaints to the toll free number within last 6 months	34.3%	32.5%	25.0%	31.3%	19.5%	12.2%
7	Call center informing about the action taken on complaints	98.5%	89.2%	74.0%	73.4%	78.6%	87.7%
8	Resolution of complaint by customer care within 4 weeks of lodging complaint	13.6%	65.7%	60.0%	45.3%	70.4%	100.0%
9	percentage satisfied with complaint resolution by call cente	100.0%	97.0%	98.6%	97.4%	100.0%	98.6%
10	Awareness of Nodal officer for redressing grievances	2.2%	3.5%	3.9%	14.8%	3.3%	1.6%
11	Awareness of appellate Authority for redressing grievances	1.3%	3.1%	1.2%	1.3%	1.1%	1.1%

#### Annex-`2A'

### Objective Assessment of Quality of Service - Service Provider's Performance in respect of Basic Service (Wire line) -Haryana Service Area

S.no	Parameters	B'mark	Bharti	BSNL*	RCOM*	TATA teleservices*
1	Provision of telephone after registration of demand					
1.1	Connections completed within 7 days	100%	100%	87%	99%	100%
2	Fault incidence/clearance statistics					
3	Fault incidences(No. of faults/100 subscribers/month)	<3	4.7	24		<1
3.1	Faults repaired within 24 hours	>90%	85%	59%	No faults	20%
3.2	Faults repaired within three working days	100%	85%	68%	reported	100%
4	Mean time to Repair (MTTR)	<8 hours	4.80	21.96		28.60
5	Call Completion Rate (CCR)	>55%	98%	83%	DNA	96%
6	Metering and billing credibility					
6.1	Billing complaints per 100 bills issued	<0.1%	0.01%	0.52%	0.02%	NA
6.2	%age of billing complaints resolved within 4 weeks	100%	100%	100%	100%	NA
7	Customer care/helpline promptness					
7.1	Shift requests attended					
	Shift requests attended within 3 days	95%	88%	81%	NA	NA
7.2	Closure request attended					
	Closure within 24 hours	95%	100%	69%	NA	NA
7.3	Supplementary (additional) service requests attended					
	Additional facility provided within 24 hours	95%	96%	90%	100%	57%
8	Response time to customer for assistance					
8.1	% age call answered through IVR in 20 seconds	80%	Not measured	Centralized	100%	100%
	% age call answered through IVR in 40 seconds	100%	by the operator	call centre, details not	100%	100%
8.2	% age calls answered by operator in 60 seconds	80%	87%	available at the	99%	91%
	% age calls answered by operator in 90 seconds	95%	93%	exchanges	100%	95%
9	Time taken for refund of deposits after closure					
9.1	%age cases where refund received within 60 days	100%	NA	94%	NA	NA

{\*Note: For BSNL data pertains to the sample 5% of exchanges audited during the period of April to July 2008, whereas for rest of the operators figures pertain to all the exchanges present in the circle. Also TATA and RCOM have limited presence in Haryana circle for Basic Wireline services and cater primarily to corporate customers}

<sup>\*\*</sup> Methodology not in line with QoS Figures provided on All Inc Not meeting the basis Figures provided on All Inc B'mark = TRAI Benchmark, DNA = Details not available, NA: Not Applicable benchmark

Annex-`2B'
Customers Perception of Service for Basic Service (Wire line)
through Survey-Haryana Service Area

S. N.	Customer Perception of Services	Benchmark	Bharti	BSNL	R.Com	TATA
1	%age subscribers satisfied with the provision of service	>95%	67.7%	63.3%	67.5%	63.0%
2	%age subscribers satisfied with the billing performance (Post paid customers)	>90%	75.5%	68.9%	72.9%	68.3%
	%age subscribers satisfied with the billing performance (Pre paid customers)	>7070	67.9%	65.7%	66.3%	66.3%
3	%age subscribers satisfied with help services	>90%	76.1%	68.4%	75.0%	71.8%
4	%age subscribers satisfied with network performance, reliability and availability	>95%	78.9%	73.1%	75.7%	78.9%
5	%age subscribers satisfied with maintainability	> <b>9</b> 5%	67.0%	66.2%	69.5%	70.8%
6	Overall customer satisfaction	>95%	77.4%	71.0%	78.0%	68.0%
7	%age subscribers satisfied with offered supplementary services	>95%	81.6%	73.2%	80.6%	66.7%

#### Annex-`2C'

# Assessment of implementation and effectiveness of Telecom Consumer Protection and Redressal of Grievances Regulations in respect Basic Service (Wire line) through Survey-Haryana Service Area

S.N.	Sub Parameter	Bharti	BSNL	R Com	TATA
1	Awareness of three stage grievance redressal mechanism	16.1%	13.3%	29.9%	24.0%
2	For pre-paid customers, awareness about item-wise call charge details on request	0.0%	3.0%	13.7%	14.3%
3	If aware (for pre-paid customers), ever denied of item-wise usage charge details for pre-paid connection				
4	For new customers, provisioning of 'Manual of Practice' while taking the new connection	52.9%	30.0%	89.8%	50.0%
5	Awareness of Call center for redressing grievances	98.8%	99.5%	99.7%	100.0%
6	Percentage of consumers making any complaints to the toll free number within last 6 months	58.4%	69.5%	66.4%	56.0%
7	Call center informing about the action taken on complaints	96.7%	92.1%	87.1%	100.0%
8	Resolution of billing complaint by customer care within 4 weeks of lodging complaint	76.5%	69.0%	85.5%	50.0%
9	Level of satisfaction with the complain resolution by call center	98.8%	94.0%	97.3%	92.9%
10	Awareness of Nodal officer for redressing grievances	1.6%	2.7%	3.8%	10.5%
11	Awareness of appellate Authority for redressing grievances	2.8%	4.7%	1.7%	2.6%

Annex-`3A'

Objective Assessment of Quality of Service - Service Provider's Performance in respect of Broadband Service-Haryana Service Area

S.no	Parameters	B'mark	Bharti	BSNL	Sify	Hathaway	VSNL	RCOM
1	Service provisioning							
1.2	Percentage connections provided within 15 days	100%	99%	100%	100%	93%	100%**	85%**
2	Fault repair / Restoration time							
2.1	Percentage faults repaired by next working days	> 90%	93%	91%	81%	83%	76%**	94%
2.2	Percentage faults repaired within three working days	99%	96%	100%	100%	95%	92%**	99%
3	Billing performance							
3.1	Billing complaints per 100 bills issued	<2%	0.25%	0.02%	Prepaid*	3.43%	0.55%	0.10%
3.2	%age of billing complaints resolved within 4 weeks	100%	100%	100%	Prepaid*	100%	100%	100%
3.3	Time taken for refund of deposits after closure	100%	100%	100%	100%	82%	100%	100%
4	Customer care/helpline assessment							
4.2	Percentage calls answered within 60 seconds by the operator	> 60%	45%	98%	100%	80 - 90%	93%	94%
4.3	Percentage calls answered within 90 seconds by the operator	>80%	56.4%	100%	100%	100%	98%	96%
5	Bandwidth utilization/Throughput time							
5.1	Total number if intra network links crossing 90%		0	0	5	3	0	0
	Upstream Bandwidth							
5.2	Total number of upstream links (From ISP Gateway Node to IGSP/NIXI Node for international connectivity		1	36 + 1 (NIXI)	28	6	35	7
5.3	Total number of upstream links > 90%		0	1	0	1	0	0
5.4	Percentage bandwidth utilised on upstream links	<80%	81%	59%	64%	92%	74%	40%
6	Broadband download speed	>80%	Complied	Complied	Complied	Complied	Complied	Complied
7	Service availability/uptime	>98%	100.00%	100.00%	100.00%	98.92%	98.48%	99.24%**
8	Packet loss	<1%	0%	0%	0%	0%	0%	< 1%**
9	Network Latency							
9.1	POP/ISP Node to NIXI (In msec)	<120	<50	<120	<45	<120	<90	<30
9.2	ISP node to NAP port (In msec)	<350	<230	<350	<300	<350	<200	<290

DNA:- Detail not available NA:- Not applicable

Annex-`3B'
Customers Perception of Service for Broadband Service through Survey
Haryana Service Area

S. N.	Customer Perception of Services	Benchmark	Airtel	BSNL
1	% satisfied with the provision of service	>90%	68.1%	69.9%
2a	% satisfied with the billing performance (Prepaid customers)	>90%	59.0%	73.0%
2b	% satisfied with the billing performance (Postpaid customers)	>90%	77.5%	78.0%
3	% satisfied with help services	>90%	88.6%	80.0%
4	% satisfied with network performance, reliability and availability	>85%	66.9%	72.5%
5	% satisfied with maintainability	>85%	61.5%	56.4%
6	% satisfied Overall customer satisfaction	>85%	62.8%	64.4%
7	% satisfied with customer satisfaction with offered supplementary services such as allocation of static / fixed IP addresses, email ids etc.	>85%	64.7%	72.7%

Annex-`3C'

# Assessment of implementation and effectiveness of Telecom Consumer Protection and Redressal of Grievances Regulations in respect Broadband Service through Survey-Haryana Service Area

S.N.	Sub Parameter	Bharti	BSNL
1	Awareness of three stage grievance redressal mechanism	4.8%	6.7%
2	Provision of Manual of Practice containing terms and conditions of service, grievance redressal mechanism etc	80.0%	40.4%
3	For pre-paid customers, awareness about item-wise call charge details on request	46.2%	19.0%
4	If aware (for pre-paid customers), ever denied of item-wise usage charge details for pre-paid connection		
5	Awareness of Call center for redressing grievances	94.8%	98.3%
6	Percentage of consumers made any complaints to the toll free number within last 6 months	55.6%	60.0%
7	Call center informing about the action taken on complaints	40.5%	58.1%
8	Resolution of complaint by customer care within 4 weeks of lodging complaint	50.9%	21.9%
9	Percentage satisfied with the complaint resolution by call center	75.9%	63.3%
10	Awareness of Nodal officer for redressing grievances	0.7%	1.5%
11	Awareness of appellate authority for redressing grievances	0.7%	0.7%