

Information note to the Press
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For Immediate release

Telecom Regulatory Authority of India

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

TRAI has conducted Network audit for the assessment of Quality of Service being provided by the service providers and collected customers views through survey for the assessment of implementation and effectiveness of the Telecom Consumers Protection and Redressal of Grievance Regulation, 2007 and customers perception of service of Basic, Cellular Mobile and Broadband Service Providers during the period from January to March, 2012. The main findings of the reports are given below:-

2. Findings of the independent agency on Quality of Service

2.1 Cellular Mobile Telephone Service:

The objective assessment of quality of service and subjective customer satisfaction surveys of the service providers namely M/s Airtel, Aircel, BSNL, Etisalat, Idea Cellular Limited, Reliance (GSM & CDMA), Tata (GSM & CDMA), Uninor, Videocon, Vodafone and MTS was conducted. Service Provider's performance on the selected Key Parameters in respect of cellular mobile telephone service based on one month data verification and the gradation on "Satisfaction" score scale i.e. scores of "Very Satisfied" to "Satisfied" on the matching parameters of the customers perception of services is annexed at "A"

2.2 Basic Telephone Service (Wire Line):

The subjective customer satisfaction survey of the service providers, namely, M/s BSNL, Airtel, RCOM and TATA was conducted. Service Provider's performance on the selected Key Parameters in respect of Basic Telephone service (Wire Line) based on the gradation on "Satisfaction" score scale i.e. scores of "Very Satisfied" to "Satisfied" on the matching parameters of the customers perception of services is annexed at "B".

2.3 Broadband Service:

The subjective customer satisfaction survey of the service providers, namely, M/s BSNL, Airtel, Beam Cable, D-VOIS, Hathway, RCOM, SIFY, TATA, You Broad band and Zylog was conducted. Service Provider's performance on the selected Key Parameters in respect of Broadband service based on the one gradation on "Satisfaction" score scale i.e. scores of "Very Satisfied" to "Satisfied" on the matching parameters of the customers perception of services is annexed at "C"

3. Telecom Consumers Protection and Redressal of Grievances score:

The results of the survey reveal that the service providers need to take effective steps for bringing awareness about three stage redressal mechanism including contact details of Nodal Officers/ appellate authority to improve customers satisfaction. Service provider wise overall score on various parameters pertaining to Cellular Mobile Telephone, Basic Service (Wire Line) and Broadband service is enclosed at Annexure "D".

4. The detailed Report on Quality of Service – Audit/Objective Assessment and Customer Satisfaction Survey, including grievance redressal mechanism, conducted during the period January, 2012 to March, 2012 is placed at TRAI Website (www.trai.gov.in).

5. In case of any clarification, please contact, Mr. A. Robert. J. Ravi, Advisor (QOS) at Tel. No. 011-23230404/23217914 or at email id: advqos@traigov.in.

(Rajeev Agrawal)
Secretary

Cellular Mobile Services: Performance of Service providers on the selected key parameters based on one month data verification and the proportion of satisfied customers on "Satisfaction" score scale i.e. score of very satisfied to satisfied in respect of related customer service perception parameters for January 2012 to March 2012 for AP Service Area:

Name of Service Provider	Network Availability		Accessibility & Retainability				Metering and Billing				Help Services		Supplementary services
	(Survey)	(Audit)	(Survey)	(Audit)	(Audit)	(Audit)	(Survey)	(Survey)	(Audit)		(Survey)	(Audit)	(Survey)
	Customers satisfied with Provision of Service	Worst affected BTSs due to downtime (%age)	Customers satisfied with network performance	Call Set-up Success Rate (within licensee's own network)	Call Drop Rate (%age)	%age of connection with good voice quality	%customers satisfied with billing performance (Post Paid)	%customers satisfied with billing performance (Pre Paid)	Metering and billing credibility		% Customers satisfied with help service)	Percentage of calls answered by operators (voice to voice) within 60 sec	% Customers satisfied with supplementary service)
								(Post Paid)	(Pre Paid)				
Bench marks	≥ 90%	≤ 2%	≥ 95%	≥ 95%	≤ 2%	≥ 95%	≥ 95%	≥ 95%	< 0.1%		≥ 90%	≥ 90%	≥ 90%
AIRCEL	96.12	0.00	95.84	99.40	0.70	98.24	78.93	88.66	0.02	0.01	92.05	98.10	89.03
AIRTEL	99.31	0.00	95.84	99.63	0.60	99.11	90.45	94.30	0.01	0.00	97.54	86.00	84.37
BSNL	99.44	0.00	93.99	97.77	0.94	--	82.58	87.40	0.00	--	78.51	70.00	82.30
ETISALAT	92.22	--	87.36	--	--	--	72.04	80.25	--	--	78.04	--	76.53
IDEA	99.08	0.00	97.48	99.97	0.86	97.54	87.75	90.78	0.08	0.01	94.35	51.00	94.72
RELIANCE GSM	98.84	0.15	92.20	99.69	0.39	99.09	79.44	92.70	0.10	0.10	78.16	81.00	84.98
RCOM CDMA		0.08		99.25	0.40	98.45			0.09	0.04		85.00	
TATA GSM	93.30	0.00	96.62	98.96	0.63	98.12	89.21	94.49	0.61	0.05	89.10	75.00	89.41
TATA CDMA		0.00		99.26	0.04	--			0.16	0.08		95.00	
UNINOR	96.64	0.00	94.96	99.03	0.61	98.89	64.57	82.41	--	0.01	89.99	98.00	93.40
VIDEOCON	95.57	0.00	96.32	99.67	1.15	99.76	79.06	90.26	--	0.00	96.53	100.00	93.65
VODAFONE	96.99	0.00	93.67	99.99	0.56	98.90	80.77	86.18	0.16	0.01	87.81	97.00	84.96
MTS	--	0.00	--	99.00	0.40	--	--	--	0.00	0.02	--	95.00	--

Basic Telephone Services: Performance of Service providers on the selected key parameters based on the proportion of satisfied Customers on "Satisfaction" score scale i.e. score of very satisfied to satisfied in respect of related customer service perception Parameters for January 2012 to March 2012 for AP Service Area:

Name of Service Provider	Network Availability	Accessibility	Metering and Billing		Maintanability	Help Service
	(Survey)	(Survey)	(Survey)	(Survey)	(Survey)	(Survey)
	Customers satisfied with Provision of Service	Customers satisfied with network performance	%customers satisfied with billing performance (Post Paid)	%customers satisfied with billing performance (Pre Paid)	% Customers satisfied with Maintainability)	% Customers satisfied with help service
Bench marks	≥ 90%	≥ 95%	≥ 95%	≥ 95%	≥ 95%	≥ 90%
AIRTEL	92.11	99.01	97.12	92.31	98.90	93.54
BSNL	92.86	99.20	97.93	87.50	96.75	92.66
RCOM	91.94	96.16	97.01	81.82	96.27	86.86
TATA	81.43	97.56	97.33	85.03	98.01	88.24

Broadband Services: Performance of Service providers on the selected key parameters based on the proportion of satisfied customers on “Satisfaction” score scale i.e. scores of very satisfied to satisfied in respect of related customer service perception parameters.

Name of Service Provider	Network Availability	Accessibility	Metering and Billing		Help Services	Supplementary services
	(Survey)	(Survey)	(Survey)	(Survey)	(Survey)	(Survey)
	Customers satisfied with Provision of Service	Customers satisfied with network performance	% customers satisfied with billing performance (Post Paid)	% customers satisfied with billing performance (Pre Paid)	% Customers satisfied with help service)	% Customers satisfied with supplementary service)
Bench marks	≥ 90%	≥ 85%	≥ 90%	≥ 90%	≥ 90%	≥ 85%
Airtel	97.77	88.08	90.28	90.85	86.03	74.07
Beam Cable	98.60	84.49	86.32	81.48	83.41	59.55
BSNL	98.51	86.25	90.50	84.35	87.26	84.33
D-Vois	97.29	80.03	83.02	82.84	80.95	64.57
HATHWAY	98.33	80.66	85.54	78.15	81.16	60.34
RELIANCE	97.67	86.38	89.83	90.30	86.08	60.67
SIFY	98.22	81.52	83.83	79.39	82.66	68.47
TATA	98.41	84.81	89.02	88.54	85.10	72.34
YOU Broadband	98.22	80.70	87.26	81.72	82.70	62.90
ZYLOG	97.20	82.32	83.83	80.66	82.97	63.55

Service Provider wise score on various provisions of the Telecom Consumer Protection and Redressal of Grievances Act in respect of Cellular Mobile, Basic Telephone and Broadband service for January 2012 to March 2012 for AP Service Area:

S.NO.	Sub Parameter	Aircel	Airtel		BSNL			RCOM			TATA			IDEA	ETISALAT	videocon	vodafone	UNINOR	HATHWAY	D-VOIS	Sify	You Broadband	Zylog	Beam Cable	
		Cellular (%)	BASIC (%)	Cellular (%)	Broadband (%)	Basic (%)	Cellular (%)	Broadband (%)	BASIC (%)	Cellular (%)	Broadband (%)	BASIC (%)	Cellular (%)	Broadband (%)	Cellular (%)	Cellular (%)	Cellular (%)	Cellular (%)	Cellular (%)	Broadband (%)	Broadband (%)	Broadband (%)	Broadband (%)	Broadband (%)	Broadband (%)
1	For prepaid customers awareness about item-wise usage charge details on request	6.79	60	10.1	36	53.9	45.4	61.34	20	59.3	24.5	30.3	13.1	32.2	10.8	66.2	73.4	49.4	13.4	37.7	41.3	24.8	41	43.1	29.01
2	If aware (for pre-paid customers) ever denied of item wise usage change details for pre paid connection	2.89	33.3	3.41	6	42.9	1.73	1.68	33.3	3.53	2.68	26.1	0.88	2.73	3.84	20.6	30.5	22.6	2.61	5.14	5.29	1.44	4.07	4.42	3.94
3	For new customers provisioning of "Manual of practice while taking the new connection	89.1	82.4	96	94.4	91.1	89.2	95.99	76.2	77.5	97.1	76.4	93.4	95.3	91.3	77.6	87.4	93.4	92	96.3	95.3	96.5	96.3	96.7	94.02
4	Awareness of call center for redressing grievances	87.2	63.8	89.3	97.1	76.8	90.6	99.25	55.6	92.7	99.5	66.7	91.5	99	90.7	93.4	92.8	90.6	90.4	99.1	98.9	99.4	99.3	99.5	99.63
5	Penetration of consumers made any complaint to the toll free number within last 6 months	20.5	39	13	49.5	18.1	16.4	23.38	16.8	18.8	81.7	25.2	13.1	56.1	17.7	33.4	30.3	19.7	33.2	32.2	49.8	81.6	38	39.4	44.56
6	Call center informing about the action taken on complaint	29.7	97.1	23.4	55.4	80.2	18.6	56.22	95	16.8	57.1	73.9	19.9	57.4	23.6	13.7	29.5	21.6	22.8	58.4	56.5	56.9	59.4	56	56
7	Resolution of billing complaint by customer care within 4 weeks of lodging complaint	20.7	93.3	19.2	74.7	82.2	14.1	18.47	89.5	13.4	60.4	99.6	17	62.1	21.5	12.3	26.5	18.3	21.4	58.7	67.9	55.3	64.4	61.9	69.89
8	Percentage satisfied with complaint resolution by call center	--	--	--	76.8	--	--	81.12	--	--	77.8	--	--	80.1	--	--	--	--	--	78.8	76.1	77.3	80.5	78.6	75.37
9	Awareness about contact detail of nodal officer for redressing grievances	5.08	6.06	4.34	10.9	4.14	4.36	5.68	5.21	4.18	13.8	1.48	3.07	9.81	4.16	8.47	6.62	6.21	8.68	4.66	7.48	12.3	6.07	6.16	8.14
10	Awareness about contact detail of appellate authority for redressing grievances	0.65	1.49	0.74	0.56	1.38	0.74	0.93	4	0.74	0.65	0.74	0.56	0.47	0.65	0.92	0.37	0.74	0.75	0.56	0.47	0.75	0.28	0.37	1.12