

Himachal Pradesh Service Area

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Report on

- 1. Assessment of Customer perception of Service*
- 2. Implementation and Effectiveness of Various regulations, directions and orders issued by TRAI in the interest of consumers*

Submitted to :

Telecom Regulatory Authority of India



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EXECUTIVE SUMMARY

1 Customer Satisfaction Survey (Basic Wireline)

Subscribers' perception of Basic Wireline service was assessed for "7" defined parameters through 24 questions and Implementation and Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2012 through 11 questions. As regard to the **HP Service Area** BSNL is the only operator providing Basic Wireline services in HP. It is providing almost similar services in urban and rural areas. The findings with respect to major parameters on quality of service are as follows:

1.1: Customers satisfied with overall services (Benchmark >90%)

The customer perception of overall service is good in HP Service Area as **BSNL had met the benchmark of >90% in both Rural as well as Urban Area.**

- In terms of **customer satisfied**, the achievement level of the operator is 94.8% in rural area and 98.9% in urban area.

1.2: Network Performance (Benchmark >95%)

The customer perception of the parameter network performance is not good in HP Service Area as BSNL was not able to meet the **benchmark of 95%** in rural area or in urban area.

- In terms of **customers satisfied**, the achievement level of the operator is 93.4% in rural area and 91.9% in urban area.

1.3: Billing (Benchmark >95%)

BSNL does not provide prepaid services in HP Service Area.

In the case of **Postpaid**, BSNL had met the **benchmark of 95% in both urban and in rural area.**

- In terms of **customers satisfied**, the achievement level of the operator is 95.7% in rural area and 96.0% in urban area.

1.4: Maintainability (Benchmark >95%)

The customer perception of the parameter Maintainability is bad in HP Service Area as BSNL was not meeting the **benchmark of 95%** in urban or rural areas.

- In terms of **customers satisfied**, the achievement level of the operator is 91.4% in rural area and 93.9% in urban area.

1.5: Help Services/ Customer Care (Benchmark >90%)

The customer perception of the parameter help service/ customer care is good in HP Service Area as BSNL was meeting the **benchmark of 90%** in both urban as well as in rural area.

- In terms of **customers satisfied**, the achievement level of the operator is 91.4% in rural area and 93.9% in urban area.



1.6: Consumers Protection and Redressal of Grievances

- All the respondents were found to be aware of the toll free consumer care number.
- Complaint to the toll free consumer care number for redressing grievances was higher in urban areas (20.4%) in comparison to rural areas (12.9%).
- Overall awareness of the appellate authority was found to be low (3.1%).
- None of those who were aware of the appellate authority had appealed to him about their grievances.

2 Customer Satisfaction Survey (Cellular Mobile)

Subscribers' perception of cellular service was assessed for "7" defined parameters through 31 questions and Implementation and Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2007 through 17 questions. As regard to the performance of operators in **HP service area**, most of the operators are meeting the few of the prescribed parameters' benchmark with respect to quality of service. None of the operators were able to meet all the prescribed parameters of performance Except Airtel. The findings with respect to major parameters on quality of service are as follows:

2.1: Customer satisfaction with overall services (Benchmark >90%)

The customer perception of overall satisfaction level is quite good in both rural and urban areas of HP service area as **Six** out of seven operators in **urban area** and **five** out of seven operators in **rural area** had **met the benchmark of >90%**.

- In terms of **customers satisfied**, the achievement level of the operators ranged from 85.3% to 99.1% in rural areas and from 89.3% to 99.3% in urban areas.
- The **highest** percentages of customers satisfied were found with Airtel in rural and in urban areas both.
- The **lowest** percentages of customers satisfied were found with Aircel in rural area and TTSL in urban area.

2.2: Network Performance (Benchmark >95%)

The customer perception of the network performance parameter is **poor in HP Service Area** as a whole as only **one** of the operators (**Airtel**) in **rural** and **three** (**Airtel, Reliance and Vodafone**) in **urban area** met the **benchmark of 95%**.

- In terms of **customers satisfied**, the achievement level of the operators ranged from 83.0% to 96.3% in rural areas and from 90.1% to 99.6% in urban areas.
- The **highest** percentages of **customers satisfied** were found with Airtel in rural area and Vodafone in urban area.
- The **lowest** percentages of **customers satisfied** were found with Aircel in rural area and in urban area both.

2.3: Billing (Benchmark >95%)



- The survey was conducted separately for post-paid and pre-paid customers. In the case of **pre paid services** In rural area five (**Airtel, BSNL, idea, Reliance and Vodafone**) out of seven operators were found to be meeting the benchmark of >95%. In urban Area, however, only one (TTSL) was not meeting the benchmark. In the case of **post paid service**, the situation is not well as Only two (**Airtel and BSNL**) were found to be **meeting the benchmark of >95%** in HP service area. Idea does not provide postpaid services in HP service area
 - In terms of **customers satisfied**, the achievement level of the operators, in the case of **pre-paid segment**, ranged from 93.3% to 99.8% in rural area and 94.5% to 99.2% in urban area. Whereas in the case of **post-paid**, Overall it was ranged from 87.0% to 96.8% in HP service area.
 - The **highest percentage of satisfied consumers** with billing services, in **pre-paid segment** was achieved by **Vodafone** in both rural and in urban areas. In the case of **post paid segment** the highest percentage of satisfied consumer was attained by **Airtel** in HP service area.
 - The **lowest percentage of satisfied consumers** with billing service in the **pre-paid segment** was achieved by **TTSL** both in rural and in urban areas. In the case of **post-paid segment Airtel** scored the lowest in HP service area.

2.4: Maintainability (Benchmark >95%)

While recording the customer perception on maintainability (fault repair service) parameter in HP Service Area, it was found that only **Airtel was able to meet the benchmark of 95% in both rural and urban areas and Idea and Vodafone in rural area.**

- In terms of **customers satisfied**, the achievement level of the operators ranged from 84.9% to 98.7% in rural areas and 88.6% to 97.6% in urban areas.
- The **highest percentage of customer satisfied** was found with Airtel both in rural and in urban areas.
- The **lowest percentages of customer satisfied** were found with Airtel in rural area and TTSL in urban area.

2.5: Help Services/ Customer Care (Benchmark >90%)

The customer perception of the parameter help service/ customer care is good as five (Airtel, BSNL, Idea, Reliance and Vodafone) in the **rural area** and six (Airtel, BSNL, Idea, Reliance, TTSL and Vodafone) in **urban area** managed to **meet the benchmark of >90%.**

- In terms of **customers satisfied**, the achievement level of the operators ranged from 69.8% to 98.9% in rural area and 86.8% to 99.0% in urban area.
- The **highest percentage of customers satisfied** was found with Airtel in rural areas and Vodafone in urban areas.
- The **lowest percentage of customers satisfied** was found with Airtel in both rural and in urban areas.

2.6: Supplementary services (Benchmark >90%)

The customer perception of the supplementary services parameter is quite better, in urban area five (Airtel, BSNL, Idea, Reliance and Vodafone) out of seven **but** in urban areas of HP four operators (Airtel, BSNL, Idea and Vodafone) in urban managed to **meet the benchmark of 90%**



- In terms of **customers satisfied**, the achievement level of the operators ranged from 84.4% to 96.2% in rural area and from 88.6% to 98.8% in urban area.
- The **highest** percentages of **customers satisfied** were found with BSNL in rural area and Airtel in urban area.
- The **lowest** percentages of **customers satisfied** were found with TTSL in rural and in urban areas both.

2.7: Consumers Protection and Redressal of Grievances

- All consumers in HP were aware about toll free consumer care number, both in rural as well as urban areas.
- However, the awareness about contact detail of the Appellate Authority and web base complaint monitoring system was almost nil (0.4% each). Awareness about the Appellate Authority was comparatively higher in case of urban area (0.6%) against rural area (0.1%).
- In HP service area almost one third of the consumers had put up their complaints. It was almost same in urban as well as in rural areas.
- Overall 1.4% had utilised MNP facility – 0.6% in rural area and 1.8% in urban area.

3 Customer Satisfaction Survey (Broadband)

Subscribers' perception of Broadband service was assessed for "7" defined parameters through 23 questions and Implementation and Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2012 through 8 questions. As regard to the **HP Service Area** performance of operators, BSNL was not meeting almost all of the prescribed parameters' benchmark with respect to quality of service. Only parameter it could meet was Provision of Services in Rural and in Urban too. The findings with respect to major parameters on quality of service are as follows:

3.1: Customers satisfied with overall services (Benchmark >85%)

The customer perception of overall service is mixed in HP Service Area as **BSNL met the benchmark of >85% in urban area but not in rural area.**

- In terms of **customer satisfied**, the achievement level of the operator is 81.9% in rural area and 86.0% in urban area.

3.2: Network Performance (Benchmark >85%)

The customer perception of the parameter network performance is bad in HP Service Area as BSNL did not meet the **benchmark of 85%** in both urban and in Rural area.

- In terms of **customers satisfied**, the achievement level of the operator is 78.9% in Rural area and 83.9 in urban area.



3.3: Billing (Benchmark >90%)

BSNL was not providing prepaid services in HP Service Area.

In the case of **Postpaid**, BSNL is solely providing postpaid services in urban and in rural areas, here BSNL met the **benchmark of >90% in urban as well as in rural area.**

- In terms of **customers satisfied**, the achievement level of the operator is 93.1% in rural area and 95.0% in urban area.

3.4: Maintainability (Benchmark >85%)

The customer perception of the parameter Maintainability is again mixed in HP Service Area as BSNL was meeting the **benchmark of 85%** in urban area but not in rural area.

- In terms of **customers satisfied**, the achievement level of the operator is 81.5% in rural area and 85.1% in urban area.

3.5: Help Services/ Customer Care (Benchmark >90%)

The customer perception of the parameter help service/ customer care is also bad in HP Service Area as BSNL was not meeting the **benchmark of >90%** in urban or in rural area.

- In terms of **customers satisfied**, the achievement level of the operator is 82.3% in rural area and 87.8% in urban area.

3.6: Consumers Protection and Redressal of Grievances

- Almost all the respondents were found to be aware of the toll free consumer care number.
- Complaint to the toll free consumer care number for redressing grievances was higher in urban area (23.2%) than in rural area (13.8%).
- Overall awareness of the appellate authority was found to be low (2.8%).
- Of those 11 people who were aware of the appellate authority 2 (18.2%) had appealed to him about their grievances.



1. INTRODUCTION

Provision of world class telecommunication infrastructure and information is the key to rapid economic and social development of the country. While expansion in number of subscribers and growth of tele-density are important quantitative goals in this sector, it is important to pay attention to the Quality of Service to customers through regulatory mechanism.

The Telecom Regulatory Authority of India was established in 1997 through an Act of Parliament namely, the Telecom Regulatory Authority of India Act 1997 as amended by TRAI (Amendment) Act 2000. The Framework for consumer protection is to “Lay down the standards of quality of service to be provided by the Operator and ensure the quality of service and conduct the periodical survey of such service provided by the Operator so as to protect interest of the customers of telecommunication service”¹.

While the TRAI is the regulatory body under the Act, TDSAT is the body responsible for settlement of telecom disputes. However, individual consumer complaints do not come under the purview of either TRAI or TDSAT. Considering the fact that individual customers can not seek redressal from TRAI or TDSAT, TRAI has taken number of steps to issue various directions, regulations and orders as measures to protect the interest of the customers.

In this concern, TRAI initiates study to assess the quality of telecom services every year. The study covers whole India comprising four metros and three circles for Basic Wireline and Cellular services. The main aim of the survey is to assess the implementation and effectiveness of the regulations, directions and orders mentioned below:

- The Telecom Commercial Communications Customer Preference Regulations, 2010
- Quality Of Service Of Broadband Service Regulations, 2006
- Telecom Consumers Protection Regulations, 2012
- Telecom Consumers Complaint Redressal Regulations, 2012
- The Standards Of Quality Of Service Of Basic Telephone Service (Wire-line) And Cellular Mobile Telephone Service Regulations, 2009
- Telecommunication Mobile Number Portability Per Port Transaction Charge And Dipping Charge Regulations, 2009

In January 2012, TRAI Published, “**Telecom Consumer Complaint Redressal Regulation, 2012 (1 of 2012)**”. The main objective of this regulation is to lay down the norms for all Access Service Providers (including BSNL and MTNL) providing, basic, cellular and broadband services, in order to handle the complaints of aggrieved customers. The main salient features of this regulation are:

- a. **Establish complaint centre:**
 - i. Each Telecom Operators would be required to establish **complaint centre** for redressal of complaints and for addressing service requests of its consumers (as per accordance with the same regulation passed in 2007).

¹ www.trai.gov.in



- ii. These Complaint centre shall provide the service in local language of that service area in addition to Hindi and English.
 - iii. Complaint Centre shall be accessible to the consumers between 0800 hrs and 2400 hrs on all days of the week.
 - iv. Deployment of sufficient number of employee
 - v. A widely publicized toll free “Consumer Care Number” having sufficient lines or connections
 - vi. Establishment of ‘Web Based Complaint Monitoring System’ to enable the consumer to monitor the status of their complaint
- b. Appeal to Appellate Authority:**
- i. To appoint one or more Appellate Authority in each licensed service area.
 - ii. To give public notice in a news paper (Hindi, English and other language of the area) the address of the appellate authority and the telephone number, e-mail address, facsimile number and other means of contacting the secretariat of the appellate authority and the procedure for filing the appeal, and, thereafter, give such public notice at least once in twelve months in the same manner;
 - iii. Every service provider to establish Advisory Committee to examine and render advice on the appeals filed before the Appellate Authority.
 - iv. On receipt of appeal, this should be acknowledged by sending unique appeal number through SMS or email to consumers.
 - v. A copy of the appeal should be sent to the service provider for filing reply within seven days
 - vi. The reply should be sent to Advisory committee within two days of reply received from service provider which would give advice placed before the committee within 15 days.
 - vii. All service providers shall submit to the Authority the number of appeal received every month, their disposal and pending appeals along with other required particular.
- II. The information as above complaint centres and also contact details of Appellate Authority should also be widely publicized in national and local newspaper, sales outlets, web-site and back side of their Invoice/ Bills being sent to customers.
- III. The complaint centre and Appellate Authorities would follow the time lines as given in Telecom Regulation Complaint Redressal Regulations, 2012 published by TRAI

Voluntary Organization in the interest of Consumer Education (VOICE), with registered office at, O-45, Basement, Ring Road, Lajpat Nagar II New Delhi was awarded the contract for the **North Zone** comprising eight circles – Delhi, Haryana, Rajasthan, Punjab, Jammu & Kashmir, Himachal Pradesh, UP (E) and UP (W) by Telecom Regulatory Authority of India (TRAI) on Jan 2013. This contract was further extended for one more year on May 2014.

The present report covers Himachal Pradesh Service Area for all the three services



2. OBJECTIVE OF THE STUDY

TRAI had laid down the Quality of Service standards for Basic Telephone Service (Wireline) and Cellular Mobile Telephone Service through the Standards of Quality of Service of Basic Telephone Service (Wireline) and Cellular Mobile Telephone Service Regulations, 2009 (7 of 2009) dated the 20th March 2009.

Likewise, TRAI had laid down the Quality of Service Standards for Broadband Service through the Quality of Service of Broadband Service Regulations, 2006 (11 of 2006) dated the 6th October, 2006.

The Telecom Consumer Protection Regulations 2012 dated 6th January 2012 has mandated transparency in the marketing of prepaid vouchers and provision of information to consumers after activation of vouchers and about their usage. These regulations are applicable to all Service Providers (including BSNL and MTNL) providing Unified Access Services and Cellular Mobile Telephone Service. The Telecom Commercial Communications Customer Preference Regulation, 2010 dated 1st December 2010 contain measures for curbing unsolicited commercial communications. These regulations are applicable to all Service Providers (including BSNL and MTNL).

Thus, the main objective of this customer satisfaction survey is to assess the:

- (i) Implementation and effectiveness of the Telecom Consumers Complaint Redressal Regulations, 2012 (1 of 2012) dated 5th January 2012, the Telecom Consumer Protection Regulations 2012 dated 6th January 2012 and the Telecom Commercial Communications Customer Preference Regulation, 2010 dated 1st December 2010
- (ii) Customer's perception of service provided by basic telephone service (wireline), cellular mobile telephone service and broadband service providers in each of the telecom circles/ service areas under the respective Zone.

The scope of the survey also include assessment of implementation/ effectiveness of various orders/ directions/regulations issued by TRAI to protect the interest of consumers, particularly issues relating to tariff, billing including information to be included in the telephone bills, termination of service, redressal of grievances and provision of value added services and premium rate services.

The Zones comprise of the following Telecom Circle/ Service Areas:

North Zone: Delhi, Jammu & Kashmir, Himachal Pradesh, Punjab, Haryana, Rajasthan, Uttar Pradesh-East and Uttar Pradesh-West (including Uttarakhand). For the cellular mobile telephone service the service area of Delhi includes Ghaziabad, Faridabad, Noida and Gurgaon.

South Zone: Chennai, Andhra Pradesh, Karnataka, Tamil Nadu (excluding Chennai) and Kerala.

West Zone: Delhi, Maharashtra (including Goa and excluding Mumbai), Gujarat and Madhya Pradesh (including Chhattisgarh).



East Zone: Kolkata, West Bengal (including Andaman & Nicobar, Sikkim and excluding Kolkata), Bihar (including Jharkhand), Orissa, Assam and North East which includes Arunachal Pradesh, Meghalaya, Mizoram, Nagaland, Manipur and Tripura.

With regard to the afore-mentioned survey, VOICE has been commissioned by Telecom Regulatory Authority of India (TRAI) to conduct a Customer Satisfaction Survey (CSS) among Basic Wire-line Service, Cellular Mobile Telephone Service and Broadband Service customers, in North Zone.

Of the eight service areas allotted to VOICE, VOICE had carried out the survey in four telecom circles/service areas, namely, Delhi, Rajasthan, Haryana and Punjab in the first half year. The remaining four service areas, viz., Jammu and Kashmir, Himachal Pradesh and Uttar Pradesh-East and Uttar Pradesh - West (including Uttarakhand) are treated in the second half year.

The Survey period extends from March 2015 to May 2015.

The report deals with the main objective of the study wherein we are assessing whether the service providers are meeting the benchmarks laid down by TRAI on different set of parameters and also assessing the implementation/ effectiveness of various orders/ directions/regulations issued by TRAI to protect the interest of consumers.



PART A



3. METHODOLOGY

3.1 Questionnaire Building Process

The TRAI entrusted the task of developing the questionnaire to all the three successful bidders – VOICE for North Zone, IMRB for South and East Zone and Mott Mac Donald for West Zone. The objective was to design a questionnaire which will cover all the benchmark standards set up by the TRAI based on regulations mentioned above in the objectives of the study . Hence, all three survey agencies submitted their draft questionnaires to TRAI in the month of January 2015. TRAI organised consultation with all the successful bidders and accordingly all three sets of questionnaires for the year 2015 were formed.

These set of questionnaires were based on SERVPERF model developed by Cronin and Taylor (1992), which is a refined version of SERVQUAL model developed by Parasuraman et al, (1988). The major difference between SERQUAL and Servperf is the exclusion of expectations portion in the SERPERF model. While developing the SERPERF model Cronin et al had argued that only the performance dimension can better predict the behavioural intention of the customers as against the ‘performance minus expectation’ model of SERVQUAL. The SERVPERF model is based on five dimensions which are used as the basis for service quality measurement tool. These dimensions are- Tangibility, Reliability, Responsiveness, Assurance and Empathy.

Keeping in mind the TRAI regulations, it was proposed by the survey agencies to include three more dimensions, namely, Network/technical quality, Economy and Convenience, in addition to the five dimensions (tangibles, reliability, responsiveness, assurance and empathy) used in the SERQUAL and SERVPERF models.

The table below shows the dimensions and corresponding variables which have been covered in the study:



Dimensions (Parameters) and variables used in the study		
Tangibility (TA)		
TA 1	Availability of suitable plans	Service Provision
TA 2	Provision of information on SIM Card, recharge cards etc.	Service Provision
TA 3	Provision of visually attractive material – starter pack, reload card	Service Provision
TA 4	Provision of variety of entertainment facility – apps etc.	Supplementary services
Reliability (RL)		
RL 1	Provision of service accuracy and dependable	Billing
RL 2	Transparent & Accuracy of bill/ charges	Billing
RL 3	Customer friendly staff	Help services
Responsiveness (RS)		
RS 1	Provision of timely service	Service Provision
RS 2	Effective handling of downtime (maintaining a service)	Maintainability
RS 3	Prompt handling of complaint	Grievance redress
RS 4	Effective grievance redressal mechanism, customer service	Grievance redress
Assurance (AS)		
AS 1	Competency of the staff/ services/ problem solving ability	Help services
AS 2	Feedback mechanism	Grievance redress
Convenience (CV)		
CV 1	Ease of access to Customer help line numbers	Help services
CV 2	Ease of activating & deactivating any service (VAS)/ any other	Supplementary services
CV 3	Ease of registering for unwanted calls/ SMS	Supplementary services
Empathy (EM)		
EM 1	Provision of service manual, complete tariff plan at the time of subscription	Service Provision
EM 2	Having convenient periods and terms for activation, recharge and account suspension , free call times	Billing
EM 3	Ease of taking a connection	Service Provision
EM 4	Ease of recharging process (pre paid)	Billing
EM 5	24 x 7 customer care service	Help services
Network/ Technical Quality (NT)		
NT 1	Availability of signal in your area (cell)/ working phone(basic)/ uptime (broadband)	Network Performance
NT 2	Ability to make and receive call / uninterrupted	Network Performance
NT 3	Clear Voice quality	Network Performance
Economy (EC)		
EC 1	Availability of recharging cards in various denomination	Billing
EC 2	Economical call charges per minute/ second	Billing
Total variables = 26		

Questionnaire: Based on the dimensions and corresponding variables, the Basic service (Wireline) questionnaire (**see Annexure 1.1**) is based on 7 broad parameters and 24 questions related to consumer perception on quality of services and other 11 questions were related to consumer perception on



Assessment of Implementation and Effectiveness of Various regulations and directions issued by TRAI. The cellular mobile questionnaire contained 31 questions related to quality of service whereas 17 questions on Implementation and Effectiveness of Various regulations and directions issued by TRAI. In the case of Broadband, questionnaire was based on 7 broad parameters and 23 questions related to consumer perception on quality of service and 8 questions on Implementation and Effectiveness of Various regulations and directions issued by TRAI.

The parameters and benchmarks relating to customer perception of service for basic telephone service (wireline), cellular mobile telephone services and broadband service provided in the regulations are given below:

3.1.1 Basic Service (Wireline) and Cellular Mobile Telephone Service

	Customer perception of service	Benchmark
(i)	Customers satisfied with provision of services	≥ 90%
(ii)	Customers satisfied with billing performance	≥ 95%
(iii)	Customers satisfied with help services including customer grievance redressal	≥ 90%
(iv)	Customers satisfied with network performance, reliability and availability	≥ 95%
(v)	Customers satisfied with maintainability	≥ 95%
(vi)	Customers satisfied with supplementary and value added services	≥ 90%
(vii)	Customers satisfied with overall service quality	≥ 90%

3.1.2 Broadband Service

	Customer perception of service	Benchmark
(i)	Customers satisfied with provision of services	≥ 90%
(ii)	Customers satisfied with billing performance	≥ 90%
(iii)	Customers satisfied with help services	≥ 90%
(iv)	Customers satisfied with network performance, reliability and availability	≥ 85%
(v)	Customers satisfied with maintainability	≥ 85%
(vi)	Customer satisfaction with offered supplementary services such as allocation of static / fixed IP addresses, email Ids etc.	≥ 85%
(vii)	Customers satisfied Overall customer satisfaction	≥ 85%



3.1.1 Methodology to Calculate Customer Satisfaction on Broad Parameters.

On each of the above mentioned parameters, the respondents were asked to rate their satisfaction on a scale of 1 to 7, where 1 implies 'extremely dissatisfied' and 7 implies 'extremely satisfied'. To measure the percentage of consumers satisfied on various QoS parameters, top 4 box scores are taken into account thereby not considering the respondents who are actively dissatisfied with the services. The neutral score of 4 is therefore considered as not dissatisfied. Therefore, the proportion of sum total of consumers who had given a score of 4 (Not dissatisfied), 5 (Satisfied), 6 (Very Satisfied) and 7 (Extremely Satisfied) were taken out from the total number of valid responses on the all questions of each of the broad parameter.

Consumers satisfied are ascertained using the following formula(s):

$$CS = (A / N) * 100$$

Where:

CS = % of satisfied consumers

A = sum total of no. of subscribers who were "Not dissatisfied" + "Satisfied" + "Very Satisfied" + "Extremely Satisfied" on each of the broad parameter

N = Total sample size achieved

This implies that if all the customers are either "Not dissatisfied", "Satisfied", "Very Satisfied" or "Extremely Satisfied", the operator can get a rating of 100%. On the other hand, if all the customers are "Dissatisfied", "Very Dissatisfied" or "Extremely dissatisfied" the operator gets a score of 0%.

Comparison with the Benchmarking

During the consultation with the TRAI, it was agreed that comparison with the benchmarks will be done on the basis of percentage of customers satisfied as described above.

The survey in the HP Service Area, of all the three services, was done between March 2015 and May 2015.



3.2 Sampling Methodology

3.2.1 Basic Wire line Service

As per the tender document, survey agency was supposed to cover 384 subscribers of BSNL. This is shown in the table below. The following table shows the target sample as per the sample plan submitted by the agency and approved by TRAI as well as the sample achieved during the survey:

Name of the Operators	Target Sample*	Covered Sample
Bharat Sanchar Nigam Limited (BSNL)	384	385
Total	384	385

*The above sample represents the total operator wise subscribers in HP Service Area with 95% confidence level and 5% interval.

As per the tender document, survey agencies with the help of TRAI officials were required to select 5% of the total exchanges in a services area and these would be located in 10% of the SDCAs. Altogether, Haryana Service Area is divided in to 33 SDCAs and 824 exchanges. Hence for the purpose of the study 4 SDCAs and 41 exchanges of Himachal Pradesh had been chosen from different zones of HP. During the survey conducted in 2013-14, Kullu, Chamba, Palampur and Sundernagar SDCAs were selected. Hence, this year Mandi, Una, Shimla and Solan were chosen based on their regional spread. The sample for each of the service providers was distributed amongst these districts based on the population of these districts.

HP Service Area: Cellular: Sample distribution in selected districts			
SDCAs	Population	Population %	Total
Mandi	999518	34.3%	132
Una	521057	17.9%	69
Shimla	813384	27.9%	107
Solan	576670	19.8%	76
Total:	2,910,629	100.0%	384

The TOR also requires that wherever possible, at least 30% of these exchanges shall be rural exchanges. The following table shows the SDCA wise sample distribution that was achieved after carrying out the survey.

HP Service Area: Basic service: Operator wise and area wise Sample distribution in to the selected districts											
		Mandi		Shimla		Solan		Una		Total	
SP	Area	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
BSNL	Urban	94	69.60%	73	69.50%	54	70.10%	48	70.60%	269	69.90%
	Rural	41	30.40%	32	30.50%	23	29.90%	20	29.40%	116	30.10%
	Total	135	100.00%	105	100.00%	77	100.00%	68	100.00%	385	100.00%



The table below shows the shows the SDCA wise indicated BSNL exchange areas which were covered for canvassing the sample.

Indicative list of exchanges from where sample was picked		
SDCA	Urban	Rural
Una	Mehatpur, Santokh Garh, Una	Arloo, Bangana, Chowki Manyar, Dera Baba Rudru
Solan	Chambaghat, Dagshai, Deonghat, Kasauli, Parwanoo, Sabathu, Shamti, Solan	Badhalag, Bani Domehar, Barog
Mandi	Bhiuli, Mandi, Rewalser, Sarkaghat	Bhaderwar, Baragraon, Baggi
Shimla	Boileauganj, Dhali, Dlc-Kanlog, Mashobra, Nabha, New Shimla Rsu, New Shimla Bcs Dlc, Sanjauli, Shimla - B.Estate Ocb Msu, Shimla Cto-I, Suni, Totu	Alampur, Basantpur, Beolia, Chharabra

3.2.1.1 Mode of interview

Two modes of interview were selected to cover the entire sample. While in rural areas, only In-person interviews were conducted, in urban areas half of the survey was conducted through telephonic interviews and remaining half through face to face interviews. Hence, minimum 65% of the sample was to be covered through In-person (Face to Face) and rest 35% were to be covered through Computer Assisted Telephonic Interviews (CATI). The table below shows the actual sample breakup achieved with both the modes of interviews:

HP: Service Area: Operator wise sample distribution with mode of interview						
Operator	Mode	In Person		CATI		Total
		Count	Row N %	Count	Row N %	Count
BSNL	Urban	138	51.3%	131	48.7%	269
	Rural	116	100.0%			116
	Total	254	66.0%	131	34.0%	385

3.2.1.2 Type wise sample distribution

BSNL does not have prepaid customers for Wire-line service. Therefore entire sample consists of post-paid subscribers.

3.2.2 Cellular Mobile

As per the tender document, survey agency was supposed to cover a total sample of 2688 subscribers, to be divided among seven operators. The following table shows the target sample as per the sample plan submitted by the agency and approved by TRAI as well as the sample achieved during survey:

Operators	Target Sample*	Covered Sample
Aircel	384	385
Airtel	384	389
BSNL	384	390
Idea	384	395
Reliance	384	398
TTSL	384	387
Vodafone	384	395
Total	2688	2739

*The target sample represents the total operator wise subscribers in Haryana Service Area with 95% confidence level and 5% interval.



As per the tender document, the sample for cellular mobile telephone service subscribers shall be evenly spread over in 10% (ten per cent) of district headquarters of a service area where the services are commissioned. In HP service area, there are 12 districts and as per the tender document 10% of the district headquarters was considered for coverage area. Hence for the purpose of the study two districts of HP has been chosen from different zones of HP. During the survey conducted in 2013-14, Chamba and Kullu districts were selected. Hence, this year Una and Shimla districts were chosen based on their regional spread. The sample for each of the service providers was distributed amongst these districts based on the population of these districts.

District	Population	Population %	Total
Una	521057	39.0%	150
Shimla	813384	61.0%	234
Total:	1,334,441	100.0%	384

The following table shows the district wise sample distribution that was achieved after carrying out the survey.

District wise Sampling							
SP	Area	Shimla		Una		Total	
		Count	Col %	Count	Col %	Count	Col %
Aircel	Urban	167	70.2%	102	69.4%	269	69.9%
	Rural	71	29.8%	45	30.6%	116	30.1%
	Total	238	100.0%	147	100.0%	385	100.0%
Airtel	Urban	164	69.8%	108	70.1%	272	69.9%
	Rural	71	30.2%	46	29.9%	117	30.1%
	Total	235	100.0%	154	100.0%	389	100.0%
BSNL	Urban	168	70.0%	104	69.3%	272	69.7%
	Rural	72	30.0%	46	30.7%	118	30.3%
	Total	240	100.0%	150	100.0%	390	100.0%
Idea	Urban	166	69.7%	108	68.8%	274	69.4%
	Rural	72	30.3%	49	31.2%	121	30.6%
	Total	238	100.0%	157	100.0%	395	100.0%
Reliance	Urban	169	69.8%	109	69.9%	278	69.8%
	Rural	73	30.2%	47	30.1%	120	30.2%
	Total	242	100.0%	156	100.0%	398	100.0%
TTSL	Urban	164	69.8%	107	70.4%	271	70.0%
	Rural	71	30.2%	45	29.6%	116	30.0%
	Total	235	100.0%	152	100.0%	387	100.0%
Vodafone	Urban	167	69.9%	109	69.9%	276	69.9%
	Rural	72	30.1%	47	30.1%	119	30.1%
	Total	239	100.0%	156	100.0%	395	100.0%
Total	Urban	1165	69.9%	747	69.7%	1912	69.8%
	Rural	502	30.1%	325	30.3%	827	30.2%
	Total	1667	100.0%	1072	100.0%	2739	100.0%



3.2.2.1 Mode of interview

Two modes of interview were selected to cover the entire sample. While in rural areas, only In-person interviews were conducted, in urban areas half of the survey was conducted through telephonic interviews and remaining half through face to face interviews. Hence, minimum 65% of the sample was covered through In-person (Face to Face) and rest 35% was covered through Computer Assisted Telephonic Interviews (CATI). The table below shows the actual sample breakup achieved with both the modes of interviews:

HP Service Area: Operator wise sample distribution with mode of interview						
SP		CATI		In Person		Total
		Count	%	Count	%	Count
Aircel	Urban	132	49.1%	137	50.9%	269
	Rural			116	100.0%	116
	Total	132	34.3%	253	65.7%	385
Airtel	Urban	131	48.2%	141	51.8%	272
	Rural			117	100.0%	117
	Total	131	33.7%	258	66.3%	389
BSNL	Urban	133	48.9%	139	51.1%	272
	Rural			118	100.0%	118
	Total	133	34.1%	257	65.9%	390
Idea	Urban	137	50.0%	137	50.0%	274
	Rural			121	100.0%	121
	Total	137	34.7%	258	65.3%	395
Reliance	Urban	139	50.0%	139	50.0%	278
	Rural			120	100.0%	120
	Total	139	34.9%	259	65.1%	398
TTSL	Urban	133	49.1%	138	50.9%	271
	Rural			116	100.0%	116
	Total	133	34.4%	254	65.6%	387
Vodafone	Urban	137	49.6%	139	50.4%	276
	Rural			119	100.0%	119
	Total	137	34.7%	258	65.3%	395
Total	Urban	942	49.3%	970	50.7%	1912
	Rural			827	100.0%	827
	Total	942	34.4%	1797	65.6%	2739



3.2.2.2 Type wise sample distribution

The operator wise sample was further divided in to pre-paid and post paid segment. The operator wise ratio of pre paid and post paid subscriber base was organized with the help of nodal officer appointed for each of the operators. The following table shows the operator wise pre-paid and post-paid division of sample.

HP: Cellular services: User Type						
		Post Paid		Pre Paid		Total
		Count	%	Count	%	Count
Aircel	Urban	13	4.8%	256	95.2%	269
	Rural	5	4.3%	111	95.7%	116
	Total	18	4.7%	367	95.3%	385
Airtel	Urban	20	7.4%	252	92.6%	272
	Rural	1	0.9%	116	99.1%	117
	Total	21	5.4%	368	94.6%	389
BSNL	Urban	20	7.4%	252	92.6%	272
	Rural	1	0.8%	117	99.2%	118
	Total	21	5.4%	369	94.6%	390
Idea	Urban	13	4.7%	261	95.3%	274
	Rural	3	2.5%	118	97.5%	121
	Total	16	4.1%	379	95.9%	395
Reliance	Urban	16	5.8%	262	94.2%	278
	Rural	1	0.8%	119	99.2%	120
	Total	17	4.3%	381	95.7%	398
TTSL	Urban	9	3.3%	262	96.7%	271
	Rural	1	0.9%	115	99.1%	116
	Total	10	2.6%	377	97.4%	387
Vodafone	Urban	20	7.2%	256	92.8%	276
	Rural	0	0.0%	119	100.0%	119
	Total	20	5.1%	375	94.9%	395
Total	Urban	111	5.8%	1801	94.2%	1912
	Rural	12	1.5%	815	98.5%	827
	Total	123	4.5%	2616	95.5%	2739



3.2.3 Broadband

In the case of Broadband, survey agency was required to obtain from Broadband operators, Central ISP Node and total number of subscribers in each circle and then work out the sample to be covered. Based on the number of subscribers the sample size was ascertained on the basis 95% confidence level and 5% confidence interval.

Name of the Operators	Target Sample*	Covered Sample
BSNL (Bharat Sanchar Nigam Limited)	384	387
You BB	384	
DEN Networks Ltd	384	
Digital Network Associates Pvt Ltd	384	
Nextra Teleservices Pvt Ltd	384	
R K Infratel Ltd	384	
RailTel Corporation of India Ltd.	384	
Smart Link	384	
Siti Cable Network Ltd	384	
Total	3456	387

*The target sample represents the total operator wise subscribers in the Haryana with 95% confidence level and 5% confidence interval.

On interacting with officials of You BB, DEN, Digital Networks, Nextra, RK Infratel, RailTel, Smart Link and Siti Cable, it was found that none of them are present in HP and hence they have not been included in the survey. The copy of the mails received from these service providers has been provided to TRAI officials (Delhi and Jaipur).

The sample for broadband subscribers had been picked from the same SDCAs from where the basic wireline subscribers were covered. Hence for the purpose of the study the same four SDCAs had been covered as in Basic wireline. The TOR also requires that wherever possible, at least 30% of the sample should be covered from rural exchange areas. The following table shows the SDCA wise sample distribution that was achieved after carrying out the survey.

HP Service Area : Operator wise and district wise sample distribution											
SP	Area	MANDI		SHIMLA		SOLAN		UNA		Total	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
BSNL	Urban	92	69.7%	78	70.9%	53	69.7%	48	69.6%	271	70.0%
	Rural	40	30.3%	32	29.1%	23	30.3%	21	30.4%	116	30.0%
	Total	132	100.0%	110	100.0%	76	100.0%	69	100.0%	387	100.0%



As per the tender document, survey agency has to cover 10% of the total PoPs in the services area. HP Service Area is divided in to 655 PoPs. Thus, 66 PoPs were selected for the survey. The table below shows the shows the district wise indicated BSNL PoPs which were covered for canvassing the sample.

List Of Pops In HP Service Area		
District	Urban	Rural
Mandi	Mandi, Rewalsar, Bhuli, Sarkaghat	Baggi, Balhara, Balli Chwoki, Balu, Baragaon, Batheri, Bhambla, Bharderwar, Bir, Chandesh, Chandyal, Chatter, Sakaghat
Shimla	Dhalli, Dlc- Kanlog, Mashobra, Nabha, New SML BCS DLC, Shimla-OCB, Suni, Totu, Sanjauli, Boileauganj, Shimla-CTO-1, New SML RSU	Basantpur, Beolia, Chharabra, Dhami, Ghaini, Ghanahatti, Ghandel, Gumma, Junga, Karyali
Solan	Deoghat, Parwanoo, Sabathu, Shamti, Solan, Kasauli, Chambaghat, Dagshai	Badhalag, Badoge, Barog, Barotiwala, Bharti, Bhoj Nagar, Chandi, Chaussa, Domehar Bani
Una	Mehatpur, Santoshgarh, Una	Ambera, Bangana, Chowki Maniyar, Dera Baba Rudroo, Dulehar, Haroli, Kodra

3.2.3.1 Mode of Interview: As per the tender document, in rural area 100% of the sample was covered through personal interview. Whereas in urban area over 62% were covered through personal interview basis and around 37% through web/ email interview.

HP Service Area: Operator wise sample distribution with mode of interviews						
		Mode				Total
		F2F		Web based/email		
BSNL	Urban	170	62.7%	101	37.3%	271
	Rural	116	100.0%	0	0.0%	116
	Total	286	73.9%	101	26.1%	387

3.2.3.2 Type wise sample distribution

BSNL does not provide prepaid broadband services. Hence only postpaid subscribers were covered during the survey.



3.3 Sample Characteristics

3.3.1 Basic Wire-line Service

3.3.1.1 Gender Profile

HP: Basic services: Gender Profile						
		Male		Female		Total
		Count	%	Count	%	Count
BSNL	Urban	138	51.3%	131	48.7%	269
	Rural	52	44.8%	64	55.2%	116
	Total	190	49.4%	195	50.6%	385

- Total 385 wire-line subscribers were covered in HP Service Area – 269 in urban and 116 in rural area.
- Altogether 190 (49.4%) were males and 195 (50.6%) were females.

3.3.1.2 Age Profile

HP : Basic services: Age Structure (in years)										
		Less than 25 years		25-34 years		35-44 years		More than 45 years		Total
		Count	%	Count	%	Count	%	Count	%	Count
BSNL	Urban	32	11.9%	63	23.4%	78	29.0%	96	35.7%	269
	Rural	17	14.7%	49	42.2%	21	18.1%	29	25.0%	116
	Total	49	12.7%	112	29.1%	99	25.7%	125	32.5%	385

- In urban area, majority belonged to the age group of over 45 years (35.7%), followed by 35-44 years (29.0%).
- However, in the rural area majority (42.2%) were in the age group of 25-34 years.

3.3.1.3 Occupational Structure

HP: Basic services: occupation structure of subscribers														
		Service		Business/Self Employed		Student		Housewife		Retired		Others		Total
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
BSNL	Urban	68	25.3%	48	17.8%	31	11.5%	83	30.9%	38	14.1%	1	0.4%	269
	Rural	22	19.0%	15	12.9%	17	14.7%	46	39.7%	16	13.8%	0	0.0%	116
	Total	90	23.4%	63	16.4%	48	12.5%	129	33.5%	54	14.0%	1	0.3%	385

- Majority of the covered respondents were House wives (33.5%) followed by service doers (23.4%). Around 16% were in business or self employed and 12.5% were students.



3.3.1.4 Usage Type

HP: Basic services: Usage Type						
		Residential		Commercial		Total
		Count	%	Count	%	Count
BSNL	Urban	241	89.6%	28	10.4%	269
	Rural	108	93.1%	8	6.9%	116
	Total	349	90.6%	36	9.4%	385

- The use of wireline service was mainly for residential purpose in HP Service Area as it was reported by 90.6% of the total sample covered. This trend was found to be similar in both rural and urban areas.

3.3.1.5 Income Structure

HP: Basic services: Monthly Income structure of subscribers												
		Less than Rs. 10,000		Rs.10,000- Rs.30,000		Rs. 30,000- Rs.1,00,000		More than Rs. 1,00,000		Not Provided		Total
		Count	%	Count	%	Count	%	Count	%	Count	%	Count
BSNL	Urban	61	22.7%	136	50.6%	67	24.9%	1	0.4%	4	1.5%	269
	Rural	31	26.7%	56	48.3%	27	23.3%	0	0.0%	2	1.7%	116
	Total	92	23.9%	192	49.9%	94	24.4%	1	0.3%	6	1.6%	385

- Half of the covered respondents were falling in the income group of Rs. 10,000- Rs. 30,000 (49.9%) followed by those whose family income was Rs. 30,000 - Rs. 1 Lakh.



3.3.2 Cellular Service

3.3.2.1 Gender Profile

HP: Cellular services: Gender Profile						
		Male		Female		Total
		Count	%	Count	%	Count
Aircel	Urban	222	82.5%	47	17.5%	269
	Rural	87	75.0%	29	25.0%	116
	Total	309	80.3%	76	19.7%	385
Airtel	Urban	237	87.1%	35	12.9%	272
	Rural	109	93.2%	8	6.8%	117
	Total	346	88.9%	43	11.1%	389
BSNL	Urban	211	77.6%	61	22.4%	272
	Rural	104	88.1%	14	11.9%	118
	Total	315	80.8%	75	19.2%	390
Idea	Urban	228	83.2%	46	16.8%	274
	Rural	90	74.4%	31	25.6%	121
	Total	318	80.5%	77	19.5%	395
Reliance	Urban	227	81.7%	51	18.3%	278
	Rural	101	84.2%	19	15.8%	120
	Total	328	82.4%	70	17.6%	398
TTSL	Urban	210	77.5%	61	22.5%	271
	Rural	93	80.2%	23	19.8%	116
	Total	303	78.3%	84	21.7%	387
Vodafone	Urban	219	79.3%	57	20.7%	276
	Rural	106	89.1%	13	10.9%	119
	Total	325	82.3%	70	17.7%	395
Total	Urban	1554	81.3%	358	18.7%	1912
	Rural	690	83.4%	137	16.6%	827
	Total	2244	81.9%	495	18.1%	2739

- Altogether 2739 cellular customers were covered in HP Service Area.
- Of them 2244 (81.9%) were males and remaining 495 (18.1%) were females.
- In urban area the highest percentage of female sample was covered in the case of TTSL (22.5%) and BSNL (22.4%) and in rural area it was in the case of Idea (25.6%).



3.3.2.2 Age Profile

HP : Cellular services: Age Structure (in years)										
		Less than 25 years		25-34 years		35-44 years		More than 45 years		Total
		Count	%	Count	%	Count	%	Count	%	Count
Aircel	Urban	86	32.0%	103	38.3%	58	21.6%	22	8.2%	269
	Rural	22	19.0%	53	45.7%	29	25.0%	12	10.3%	116
	Total	108	28.1%	156	40.5%	87	22.6%	34	8.8%	385
Airtel	Urban	80	29.4%	96	35.3%	52	19.1%	44	16.2%	272
	Rural	64	54.7%	30	25.6%	19	16.2%	4	3.4%	117
	Total	144	37.0%	126	32.4%	71	18.3%	48	12.3%	389
BSNL	Urban	72	26.5%	87	32.0%	65	23.9%	48	17.6%	272
	Rural	65	55.1%	25	21.2%	16	13.6%	12	10.2%	118
	Total	137	35.1%	112	28.7%	81	20.8%	60	15.4%	390
Idea	Urban	92	33.6%	89	32.5%	63	23.0%	30	10.9%	274
	Rural	46	38.0%	29	24.0%	32	26.4%	14	11.6%	121
	Total	138	34.9%	118	29.9%	95	24.1%	44	11.1%	395
Reliance	Urban	74	26.6%	107	38.5%	74	26.6%	23	8.3%	278
	Rural	36	30.0%	45	37.5%	29	24.2%	10	8.3%	120
	Total	110	27.6%	152	38.2%	103	25.9%	33	8.3%	398
TTSL	Urban	23	8.5%	109	40.2%	68	25.1%	71	26.2%	271
	Rural	10	8.6%	34	29.3%	45	38.8%	27	23.3%	116
	Total	33	8.5%	143	37.0%	113	29.2%	98	25.3%	387
Vodafone	Urban	91	33.0%	115	41.7%	41	14.9%	29	10.5%	276
	Rural	27	22.7%	66	55.5%	20	16.8%	6	5.0%	119
	Total	118	29.9%	181	45.8%	61	15.4%	35	8.9%	395
Total	Urban	518	27.1%	706	36.9%	421	22.0%	267	14.0%	1912
	Rural	270	32.6%	282	34.1%	190	23.0%	85	10.3%	827
	Total	788	28.8%	988	36.1%	611	22.3%	352	12.9%	2739

- Overall, majority of respondents belonged in the age group 25-34 years (36.1%), followed by below 25 years (28.8%). Around one-fifth (22.3%) were 35-44 years and rest 12.9% were above 45 years.



3.3.2.3 Occupational Structure

HP : Cellular Services: occupation structure of subscribers														
		Service		Business/Self Employed		Student		Housewife		Retired		Others		Total
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Aircel	Urban	108	40.1%	64	23.8%	66	24.5%	24	8.9%	7	2.6%	0	0.0%	269
	Rural	53	45.7%	24	20.7%	22	19.0%	16	13.8%	1	0.9%	0	0.0%	116
	Total	161	41.8%	88	22.9%	88	22.9%	40	10.4%	8	2.1%	0	0.0%	385
Airtel	Urban	93	34.2%	97	35.7%	52	19.1%	26	9.6%	4	1.5%	0	0.0%	272
	Rural	18	15.4%	25	21.4%	66	56.4%	7	6.0%	1	0.9%	0	0.0%	117
	Total	111	28.5%	122	31.4%	118	30.3%	33	8.5%	5	1.3%	0	0.0%	389
BSNL	Urban	63	23.2%	92	33.8%	66	24.3%	38	14.0%	13	4.8%	0	0.0%	272
	Rural	23	19.5%	28	23.7%	64	54.2%	3	2.5%	0	0.0%	0	0.0%	118
	Total	86	22.1%	120	30.8%	130	33.3%	41	10.5%	13	3.3%	0	0.0%	390
Idea	Urban	83	30.3%	76	27.7%	79	28.8%	32	11.7%	4	1.5%	0	0.0%	274
	Rural	32	26.4%	17	14.0%	40	33.1%	18	14.9%	1	0.8%	13	10.7%	121
	Total	115	29.1%	93	23.5%	119	30.1%	50	12.7%	5	1.3%	13	3.3%	395
Reliance	Urban	98	35.3%	72	25.9%	54	19.4%	32	11.5%	11	4.0%	11	4.0%	278
	Rural	20	16.7%	52	43.3%	29	24.2%	11	9.2%	0	0.0%	8	6.7%	120
	Total	118	29.6%	124	31.2%	83	20.9%	43	10.8%	11	2.8%	19	4.8%	398
TTSL	Urban	90	33.2%	86	31.7%	23	8.5%	51	18.8%	16	5.9%	5	1.8%	271
	Rural	34	29.3%	43	37.1%	9	7.8%	16	13.8%	1	0.9%	13	11.2%	116
	Total	124	32.0%	129	33.3%	32	8.3%	67	17.3%	17	4.4%	18	4.7%	387
Vodafone	Urban	116	42.0%	51	18.5%	73	26.4%	34	12.3%	2	0.7%	0	0.0%	276
	Rural	33	27.7%	49	41.2%	29	24.4%	6	5.0%	2	1.7%	0	0.0%	119
	Total	149	37.7%	100	25.3%	102	25.8%	40	10.1%	4	1.0%	0	0.0%	395
Total	Urban	651	34.0%	538	28.1%	413	21.6%	237	12.4%	57	3.0%	16	0.8%	1912
	Rural	213	25.8%	238	28.8%	259	31.3%	77	9.3%	6	0.7%	34	4.1%	827
	Total	864	31.5%	776	28.3%	672	24.5%	314	11.5%	63	2.3%	50	1.8%	2739

- Majority of the respondents were engaged in service (31.5%), followed by business or self employed (28.3%).
- Around one fourth (24.5%) were students and 11.5% were housewives.



3.3.2.4 Usage Type

HP: Cellular services: Usage Type						
		Residential		Commercial		Total
		Count	%	Count	%	Count
Aircel	Urban	265	98.5%	4	1.5%	269
	Rural	116	100.0%	0	0.0%	116
	Total	381	99.0%	4	1.0%	385
Airtel	Urban	259	95.2%	13	4.8%	272
	Rural	113	96.6%	4	3.4%	117
	Total	372	95.6%	17	4.4%	389
BSNL	Urban	268	98.5%	4	1.5%	272
	Rural	118	100.0%	0	0.0%	118
	Total	386	99.0%	4	1.0%	390
Idea	Urban	268	97.8%	6	2.2%	274
	Rural	120	99.2%	1	0.8%	121
	Total	388	98.2%	7	1.8%	395
Reliance	Urban	270	97.1%	8	2.9%	278
	Rural	117	97.5%	3	2.5%	120
	Total	387	97.2%	11	2.8%	398
TTSL	Urban	271	100.0%	0	0.0%	271
	Rural	116	100.0%	0	0.0%	116
	Total	387	100.0%	0	0.0%	387
Vodafone	Urban	267	96.7%	9	3.3%	276
	Rural	117	98.3%	2	1.7%	119
	Total	384	97.2%	11	2.8%	395
Total	Urban	1868	97.7%	44	2.3%	1912
	Rural	817	98.8%	10	1.2%	827
	Total	2685	98.0%	54	2.0%	2739

- Only 2.0% were found to be using their cellular phones for commercial purpose (usage type) that too majority in the urban area.



3.3.2.5 Income Structure

HP : Cellular Services: Monthly Income structure of subscribers												
SP	Area	Less than Rs. 10,000		Rs.10,000- Rs.30,000		Rs. 30,000- Rs.1,00,000		More than Rs. 1,00,000		Not Provided		Total
		Count	%	Count	%	Count	%	Count	%	Count	%	Count
Aircel	Urban	9	3.3%	169	62.8%	63	23.4%	0	0.0%	28	10.4%	269
	Rural	7	6.0%	77	66.4%	23	19.8%	0	0.0%	9	7.8%	116
	Total	16	4.2%	246	63.9%	86	22.3%	0	0.0%	37	9.6%	385
Airtel	Urban	14	5.1%	129	47.4%	70	25.7%	0	0.0%	59	21.7%	272
	Rural	7	6.0%	27	23.1%	22	18.8%	0	0.0%	61	52.1%	117
	Total	21	5.4%	156	40.1%	92	23.7%	0	0.0%	120	30.8%	389
BSNL	Urban	14	5.1%	130	47.8%	80	29.4%	6	2.2%	42	15.4%	272
	Rural	8	6.8%	51	43.2%	12	10.2%	1	0.8%	46	39.0%	118
	Total	22	5.6%	181	46.4%	92	23.6%	7	1.8%	88	22.6%	390
Idea	Urban	17	6.2%	164	59.9%	58	21.2%	0	0.0%	35	12.8%	274
	Rural	49	40.5%	31	25.6%	19	15.7%	0	0.0%	22	18.2%	121
	Total	66	16.7%	195	49.4%	77	19.5%	0	0.0%	57	14.4%	395
Reliance	Urban	19	6.8%	167	60.1%	66	23.7%	0	0.0%	26	9.4%	278
	Rural	31	25.8%	39	32.5%	36	30.0%	0	0.0%	14	11.7%	120
	Total	50	12.6%	206	51.8%	102	25.6%	0	0.0%	40	10.1%	398
TTSL	Urban	37	13.7%	140	51.7%	87	32.1%	6	2.2%	1	0.4%	271
	Rural	27	23.3%	41	35.3%	46	39.7%	2	1.7%	0	0.0%	116
	Total	64	16.5%	181	46.8%	133	34.4%	8	2.1%	1	0.3%	387
Vodafone	Urban	46	16.7%	167	60.5%	33	12.0%	0	0.0%	30	10.9%	276
	Rural	2	1.7%	58	48.7%	35	29.4%	0	0.0%	24	20.2%	119
	Total	48	12.2%	225	57.0%	68	17.2%	0	0.0%	54	13.7%	395
Total	Urban	156	8.2%	1066	55.8%	457	23.9%	12	0.6%	221	11.6%	1912
	Rural	131	15.8%	324	39.2%	193	23.3%	3	0.4%	176	21.3%	827
	Total	287	10.5%	1390	50.7%	650	23.7%	15	0.5%	397	14.5%	2739

- Half of the covered respondents were falling in the income group of Rs. 10,000- Rs. 30,000 (50.7%) followed by those whose family income was Rs. 30,000 - Rs. 1 Lakh (23.7%).



3.3.3 Broadband service

3.3.3.1 Gender Profile

HP Broadband Services: Gender profile						
		Male		Female		Total
		Count	%	Count	%	Count
BSNL	Urban	180	66.4%	91	33.6%	271
	Rural	73	62.9%	43	37.1%	116
	Total	253	65.4%	134	34.6%	387

- Altogether 387 BSNL broadband subscribers were covered in HP Service Area – 271 in urban and 116 in rural area.
- Of them, 253 (65.4%) were males and remaining 134 (34.6%) were females.

3.3.3.2 Age Profile

HP Broadband services: Age structure (in years)										
		Less than 25 years		25-34 years		35-44 years		More than 45 years		Total
		Count	%	Count	%	Count	%	Count	%	Count
BSNL	Urban	36	13.3%	70	25.8%	84	31.0%	81	29.9%	271
	Rural	14	12.1%	46	39.7%	23	19.8%	33	28.4%	116
	Total	50	12.9%	116	30.0%	107	27.6%	114	29.5%	387

- Every third respondents conted either belonged in the age group of 25-34 years or pver 45 years. This was closely followed by respondents in the age group of 35-44 years (27.6%). Only 13% of total respondents were below 25 years.
- There was variation reported in the rural area. The respondents in age group of 25-34 years were higher than the urban area and lower in the case of 35-44 years.

3.3.3.3 Occupational Structure

HP Broadband services: Occupational structure												
		Service		Business/Self employed		Student		Housewife		Retired		Total
		Count	%	Count	%	Count	%	Count	%	Count	%	Count
BSNL	Urban	134	49.4%	29	10.7%	35	12.9%	42	15.5%	31	11.4%	271
	Rural	57	49.1%	17	14.7%	9	7.8%	21	18.1%	12	10.3%	116
	Total	191	49.4%	46	11.9%	44	11.4%	63	16.3%	43	11.1%	387

- Half of the covered respondents were in service (49.4%) followed by house wives (16.3%). Around 11%-12% were in business or were students or retired. The trend was found to be similar in urban and rural areas.



3.3.3.4 Income Structure

HP: BB services: Monthly Income structure of subscribers										
		Less than Rs. 10,000		Rs.10,000-Rs.30,000		Rs. 30,000- Rs.1,00,000		More than Rs. 1,00,000		Total
		Count	%	Count	%	Count	%	Count	%	Count
BSNL	Urban	57	21.0%	105	38.7%	95	35.1%	14	5.2%	271
	Rural	11	9.5%	53	45.7%	46	39.7%	6	5.2%	116
	Total	68	17.6%	158	40.8%	141	36.4%	20	5.2%	387

- Majority of the covered respondents were in the income group of Rs. 10,000- Rs. 30,000 (40.8%) followed by Rs. 30,000- Rs. 1,00,000 (36.4%).

3.3.3.5 Usage Type

HP Broadband services: Usage type						
		Residential		Commercial		Total
		Count	%	Count	%	Count
BSNL	Urban	177	65.3%	94	34.7%	271
	Rural	77	66.4%	39	33.6%	116
	Total	254	65.6%	133	34.4%	387

- Around 35% of the covered sample was using their broadband service for commercial purpose.



4

CUSTOMER PERCEPTION OF TELECOM SERVICE DETAIL REPORT



4.1 PERFORMANCE COMPLIANCE

4.1.1 PERFORMANCE COMPLIANCE CSS – Basic Wireline, HP Service Area

The following table shows the performance of Basic Wireline operators in HP Service Area on various parameters.

CSS Wireline (SERVICE AREA - HP) - Parameter Based Performance Compliance									
Customers satisfied with...									
Operator	Area	Sample Size	Provision of service	Billing performance	Help Services	Network performance reliability and availability	Maintainability	Supplementary services	Overall services
				Post-paid					
		Benchmark	>90%	>95%	>90%	>95%	>95%	>90%	>90%
SERVICE AREA – HP									
BSNL	Urban	269	96.8%	96.0%	93.3%	91.9%	93.9%	66.7%*	98.9%
	Rural	116	95.1%	95.7%	91.4%	93.4%	91.4%	NA	94.8%
	Overall	385	96.3%	95.9%	92.7%	92.4%	93.1%	66.7%*	97.7%

*Sample size is too low (<5) for any type of conclusion to be drawn

The analysis reveals that **BSNL** is providing similar quality of service both in rural and urban areas of Himachal Pradesh. It was able to meet benchmark on all but two crucial parameters – Network and maintainability. For supplementary services, the sample was too low to make any statement.



4.1.2 PERFORMANCE COMPLIANCE (CSS) – Cellular Mobile, HP Service Area

The following table shows the performance of cellular operators in HP Service Area on various parameters.

CSS Cellular (SERVICE AREA - HP) - Parameter Based Performance Compliance										
Customers Satisfied with...										
Operator	Area	Sample Size	Provision of service	Billing performance		Help Services	Network performance reliability and availability	Maintainability	Supplementary services	Overall services
				Prepaid	Postpaid					
		Benchmark	>90%	>95%	>95%	>90%	>95%	>95%	>90%	>90%
SERVICE AREA – HP										
Aircel	Urban	269	99.0%	98.6%	89.7%	86.8%	90.1%	90.0%	89.0%	91.8%
	Rural	116	94.8%	93.7%	80.0%*	69.8%	83.0%	84.9%	89.5%	85.3%
	Total	385	97.7%	97.1%	87.0%	81.7%	88.0%	88.4%	89.1%	89.9%
Airtel	Urban	272	99.3%	97.1%	96.7%	94.8%	97.1%	97.6%	98.8%	99.3%
	Rural	117	99.1%	98.3%	100.0%*	98.9%	96.3%	98.7%	95.1%	99.1%
	Total	389	99.2%	97.5%	96.8%	96.0%	96.8%	97.9%	97.5%	99.2%
BSNL	Urban	272	98.8%	98.5%	95.0%	94.9%	90.2%	93.9%	98.4%	94.5%
	Rural	118	96.6%	97.4%	100.0%*	91.5%	89.3%	88.6%	96.2%	92.4%
	Total	390	98.1%	98.2%	95.2%	93.8%	89.9%	92.3%	97.5%	93.8%
Idea	Urban	274	99.5%	96.5%	92.3%	93.2%	90.5%	95.3%	93.9%	96.4%
	Rural	121	100.0%	95.3%	100.0%*	92.1%	89.8%	88.8%	94.4%	95.0%
	Total	395	99.7%	96.1%	93.8%	92.9%	90.3%	93.3%	94.0%	95.9%
Reliance	Urban	278	99.4%	98.6%	87.5%	98.7%	96.3%	92.4%	90.4%	94.6%
	Rural	120	100.0%	99.4%	100.0%*	95.2%	89.7%	86.7%	87.7%	92.5%
	Total	398	99.6%	98.8%	88.2%	97.7%	94.3%	90.7%	89.3%	94.0%
TTSL	Urban	271	100.0%	94.5%	92.6%	93.0%	91.6%	88.6%	88.6%	89.3%
	Rural	116	100.0%	93.3%	100.0%*	89.0%	85.9%	85.3%	84.4%	88.8%
	Total	387	100.0%	94.1%	93.3%	91.8%	89.9%	87.6%	87.0%	89.1%
Vodafone	Urban	276	99.9%	99.2%	91.7%	99.0%	99.6%	95.3%	95.2%	95.3%
	Rural	119	99.7%	99.8%	NA*	96.0%	88.0%	91.6%	90.9%	92.4%
	Total	395	99.8%	99.4%	91.7%	98.1%	96.1%	94.2%	93.7%	94.4%

*Sample size is too low (≤ 5) for concluding any result.

The analysis reveals that in terms of meeting the benchmark, Airtel was the only operator to meet the benchmark on all the prescribed parameter.

- Aircel and TTSL were not able to meet the benchmark on most of the standards prescribed by TRAI. TTSL (in both rural and urban areas) and Aircel (in rural area) could not meet the benchmark on Overall Services.
- Network Performance and Maintainability were the crucial factors and overall none except Airtel could meet the benchmark. Although Idea and Vodafone were almost met the benchmark in the urban area on Maintainability. In the case of Network Performance - beside Airtel - Vodafone and Reliance could meet the benchmark, but only in urban areas. .

The analysis reveals that, Airtel is the only operator whose services are apparently better than other operators. followed by BSNL.



4.1.3 PERFORMANCE COMPLIANCE CSS – Broadband, HP Service Area

The following table shows the performance of broadband operators in HP Service Area on various parameters.

Broadband (SERVICE AREA-UP(W)) - Parameter Based Performance Compliance									
Customers Satisfied with....									
Operator	Area	Sample Size	Provision of service	Billing performance	Help Services	Network performance reliability and availability	Maintainability	Supplementary services	Overall services
				Postpaid					
Benchmark			90%	90%	90%	85%	85%	85%	85%
SERVICE AREA-UP(W)									
BSNL	Urban	271	95.9%	95.0%	87.8%	83.9%	85.1%	75.0%*	86.0%
	Rural	116	94.0%	93.1%	82.3%	78.9%	81.5%	NA	81.9%
	Overall	387	95.3%	94.4%	86.2%	82.4%	84.0%	75.0%*	84.8%

*Sample size is too low (<5) for any type of conclusion to be drawn

The analysis reveal that the performance of **BSNL** is not good especially in the rural area as it was not able to meet the benchmark on all the parameters except 'two' provision of services & billing performance. **Overall it was not able to meet** benchmark criteria on five out of seven parameters.

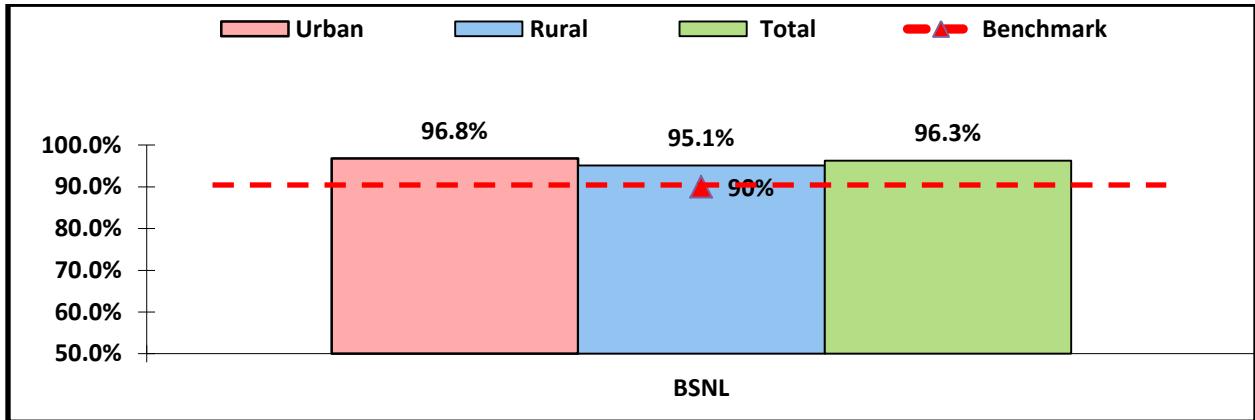


4.2 GRAPHICAL PRESENTATION



4.2.1 Basic Wireline services – HP Service Area

4.2.1.1 CUSTOMERS SATISFIED WITH PROVISION OF SERVICES



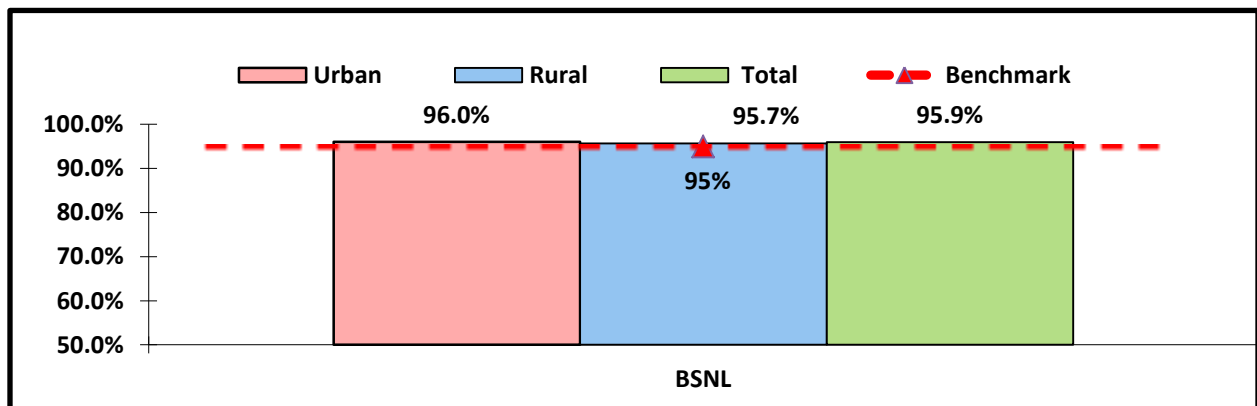
Source: Q1.1, Q1.2 and Q1.3 of the qnr

- Audit was conducted for 1 operator only, providing Wireline services in HP.
- In both the areas it was found to be meeting the benchmark of >90%.
- Percentage of consumers satisfied with the provision of services attained by BSNL is 95.1% in rural area to 96.8% in urban areas.

4.2.1.2A CUSTOMERS SATISFIED WITH PREPAID BILLING SERVICES

- BSNL does not provide Prepaid services in HP.

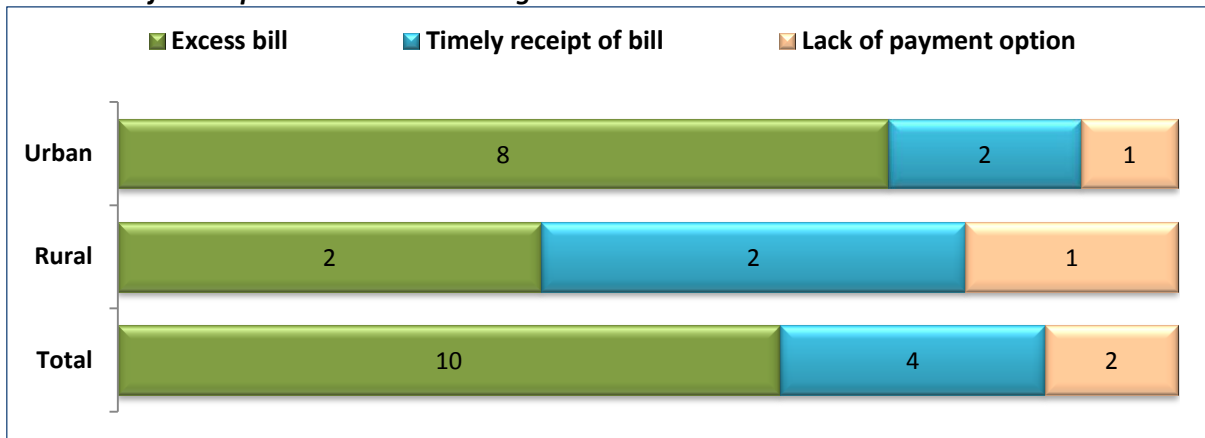
4.2.1.2B CUSTOMERS SATISFIED WITH POSTPAID BILLING SERVICES



Source: Q2.5, Q2.6 and Q2.7 of the qnr

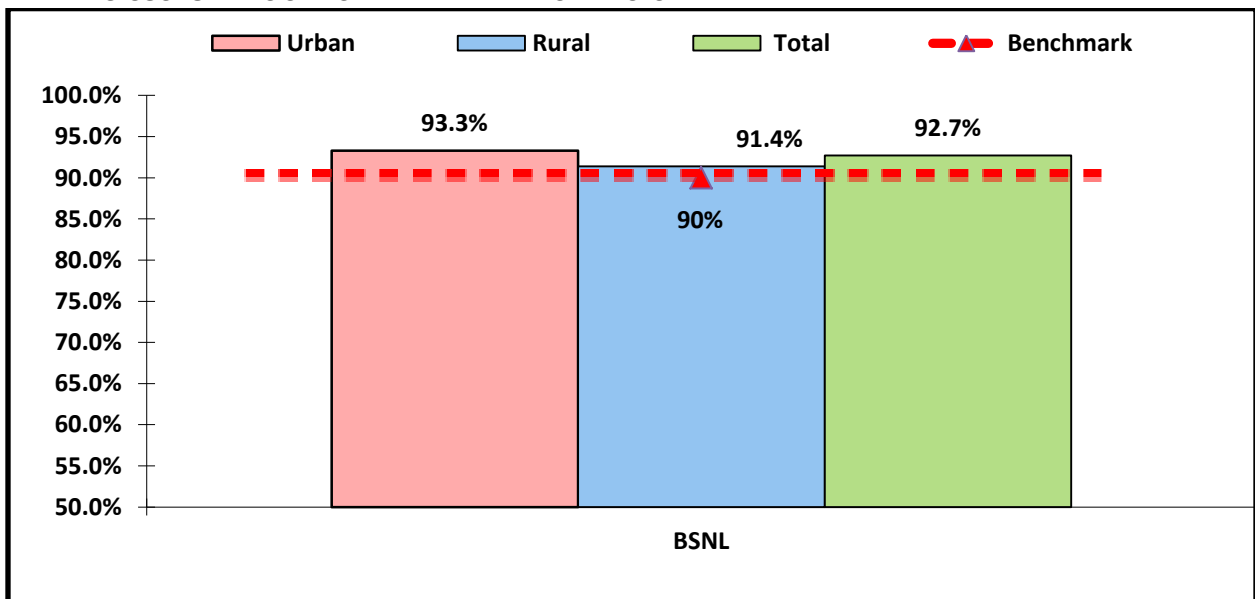
- BSNL is found to be meeting the benchmark of >95% both in urban and in rural area.
- Percentage of satisfied consumers by BSNL is 95.7% in rural area and 96.0% in urban area.

4.2.1.2B Major complaints related to billing



- Altogether 16 BSNL customers had reported to be dis-satisfied with the clarity and transparency of bill.
- Majority (10) of them reported of getting excess bill followed by (4) customers who were dis-satisfied with the timely receipt of bill.

4.2.1.3 CUSTOMERS SATISFIED WITH HELP SERVICES

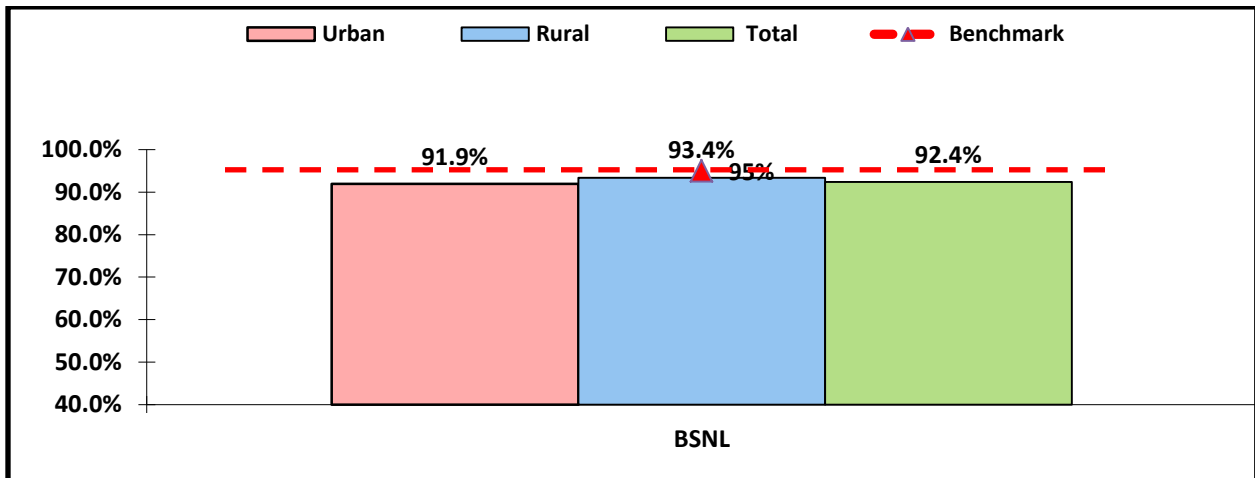


Source: Q3.1, Q3.2, Q3.3 and Q3.4 of the qnr

- BSNL is found to be meeting the benchmark of >90% both in urban area as well as in rural area.
- Percentage of consumer satisfied by BSNL is 91.4% in rural area and 93.3% in urban area.



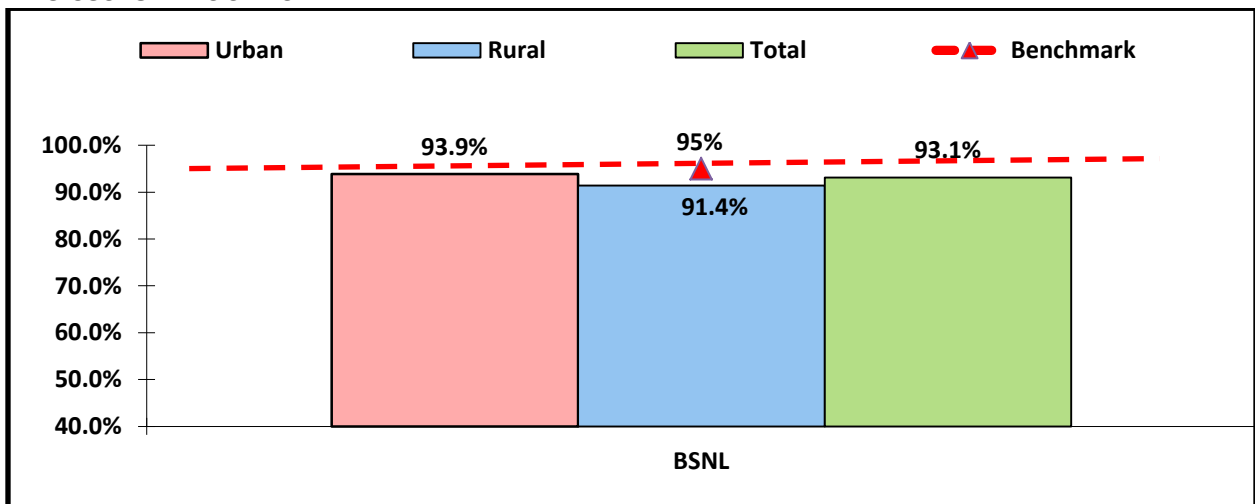
4.2.1.4 CUSTOMERS SATISFIED WITH NETWORK PERFORMANCE



Source: Q4.1, Q4.2 & Q4.3 of the qnr

- BSNL is not meeting the benchmark of >95% in both the areas.
- Percentage of consumer satisfied by BSNL is 93.4% in rural area and 91.9% in urban area.

4.2.1.5 CUSTOMERS SATISFIED WITH MAINTAINABILITY

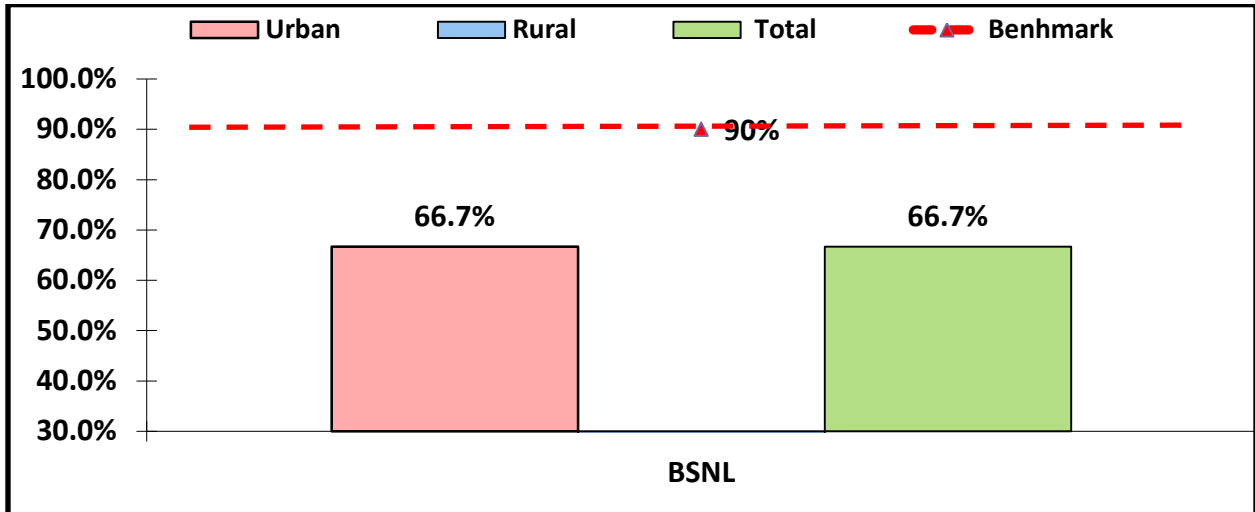


Source: Q5.1 and Q5.2 of the qnr

- BSNL is not meeting the benchmark of >95% in both urban and rural area.
- Percentage of consumer satisfied by BSNL is 91.4% in rural area and 93.9% in urban area.



4.2.1.6 SATISFIED WITH SUPPLEMENTARY SERVICES



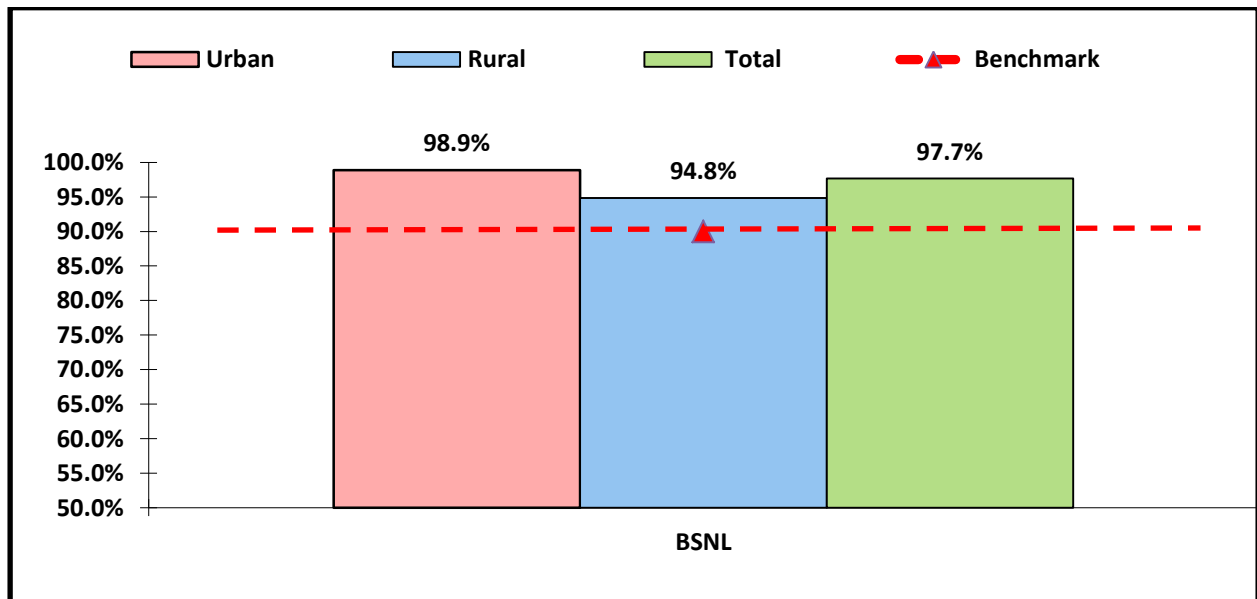
Source: Q6.1 and Q6.2 of the qnr

*Sample size is too low (<5) for any type of conclusion to be drawn

None of the rural customers were using any kind of supplementary services

- BSNL is not meeting the benchmark of >90% in urban area.
- Only 3 subscribers in urban area had used the supplementary services of BSNL and of them (2) 66.7% were satisfied.

4.2.1.7 CUSTOMERS SATISFIED WITH OVERALL SERVICES



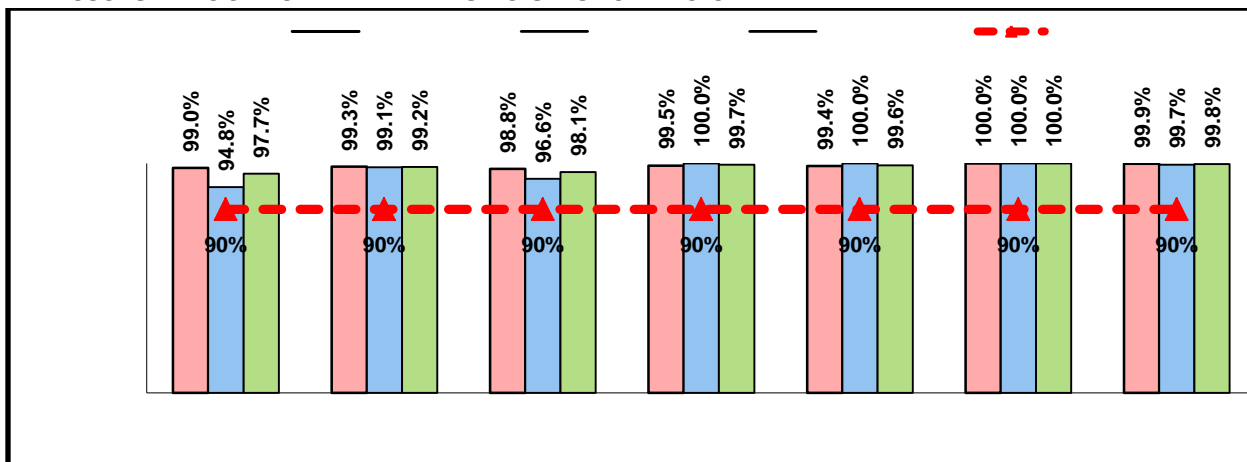
Source: Q7 of the qnr

- BSNL had met the benchmark of >90% in both the areas.
- Percentage of customers satisfied by BSNL is 94.8% in rural area and 98.9% in urban area.



4.2.2 CELLULAR SERVICE – SERVICE AREA (HP)

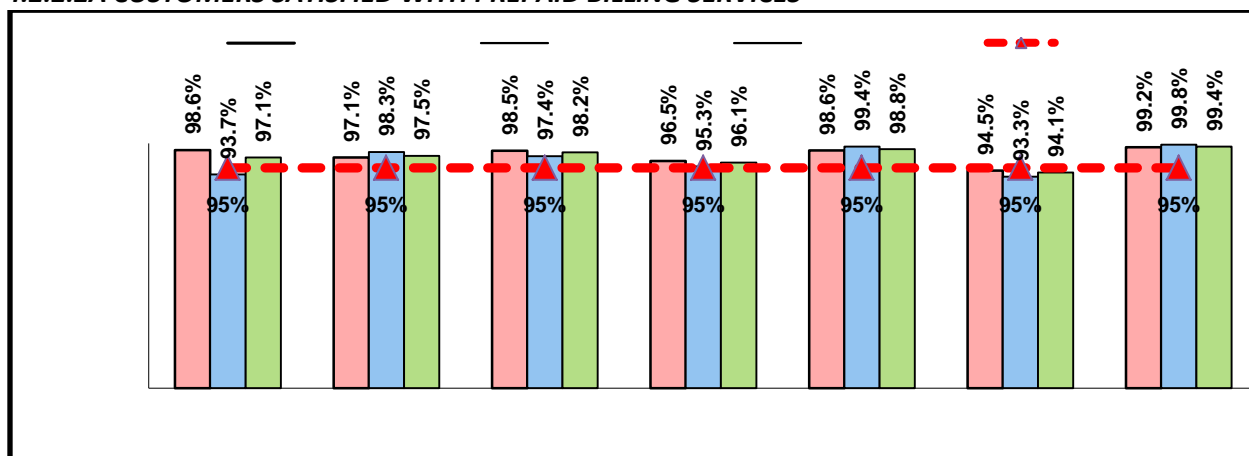
4.2.2.1 CUSTOMERS SATISFIED WITH PROVISION OF SERVICES



Source: Q1.1, Q1.2 and Q1.3 of the qnr

- Audit was conducted for seven operators providing cellular services in HP. In both urban and in rural area all the operators were found to be meeting the benchmark of >90%.
- Percentage of consumers satisfied with the provision of services attained by all the seven operators ranged from 94.8% (Aircel) to 100% (Idea, Reliance & TTSL) in rural area and 98.8% (BSNL) to 100% (TTSL) in urban area.

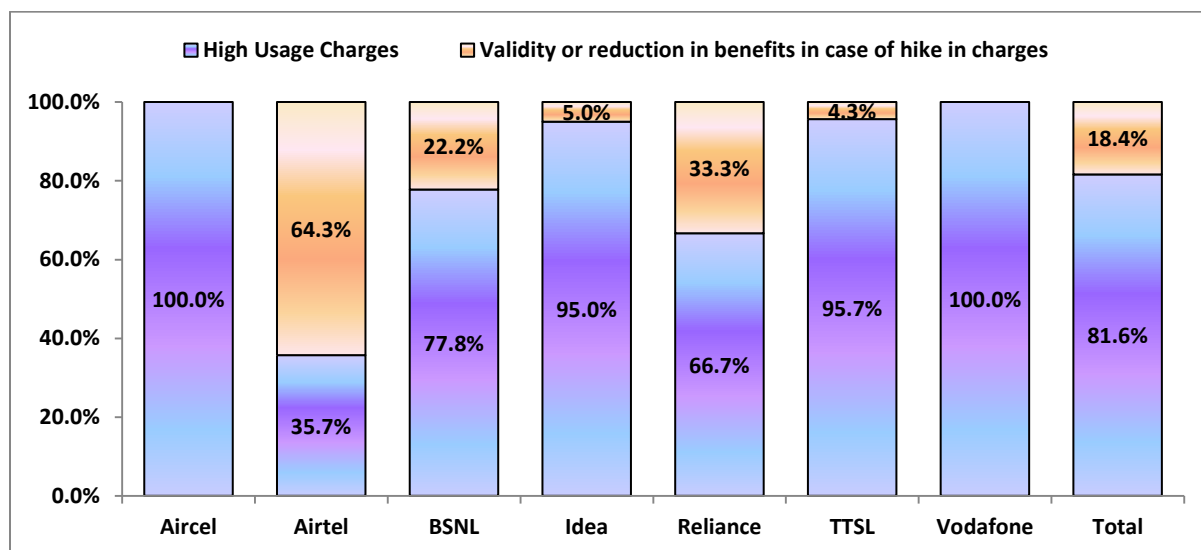
4.2.2.2A CUSTOMERS SATISFIED WITH PREPAID BILLING SERVICES



Source: Q2.1, Q2.2, Q2.3 and Q2.4 of the qnr

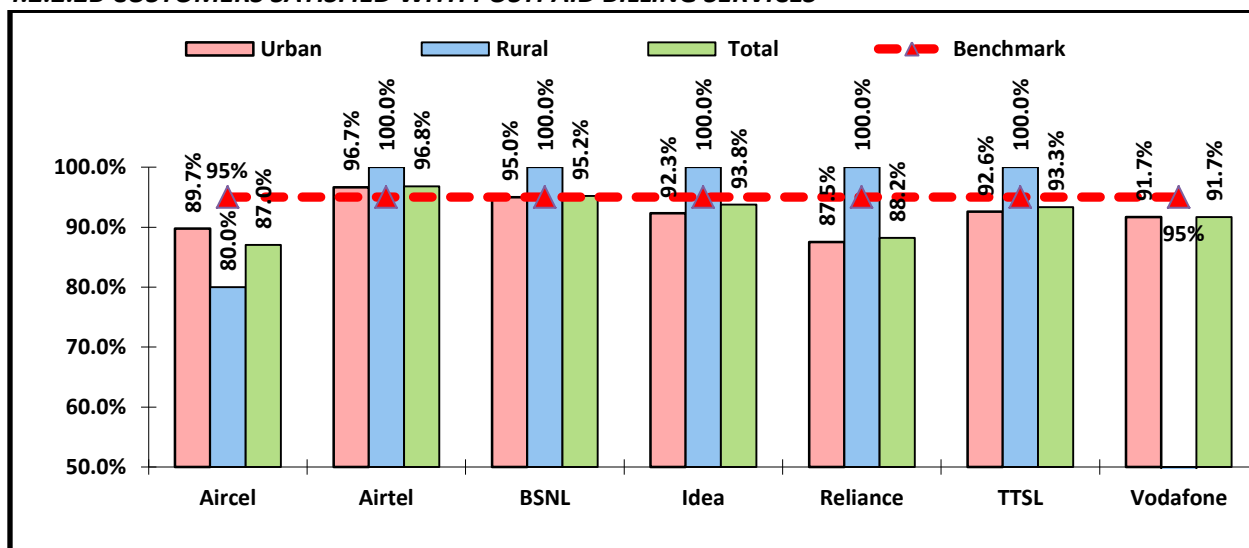
- In rural area five out of seven operators were found to be meeting the benchmark of >95%. Whereas, only one out of seven operators was not meeting the benchmark in urban area.
- Percentages of satisfied consumer by all the operators ranged from 93.3% (TTSL) to 99.8% (Vodafone) in rural area and 94.5% (TTSL) to 99.2% (Vodafone) in urban area.

4.2.2.2A Major complaints related to billing (Prepaid services)



- Majority of the subscribers are dissatisfied with High usage charges in case of all the operators.

4.2.2.2B CUSTOMERS SATISFIED WITH POSTPAID BILLING SERVICES



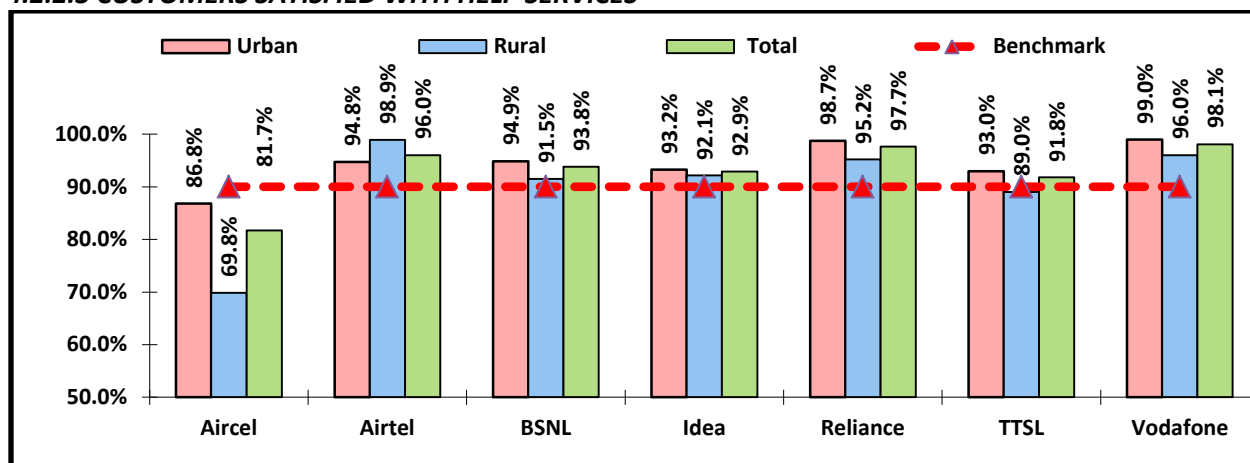
**Sample size in rural area is too low (≤ 5) for any conclusion to be drawn

Source: Q2.5, Q2.6 and Q2.7 of the qnr

- Overall two (Airtel & BSNL) out of seven in HP service area were found to be meeting the benchmark of >95%.
- Overall the percentage of satisfied consumers varies from 87.0% (Aircel) to 96.8% (Airtel) in HP service area.
- Major complaint regarding the post paid billing was excess bills** - it was reported by five respondents, one each from Aircel, Airtel, Idea, Reliance & Vodafone.



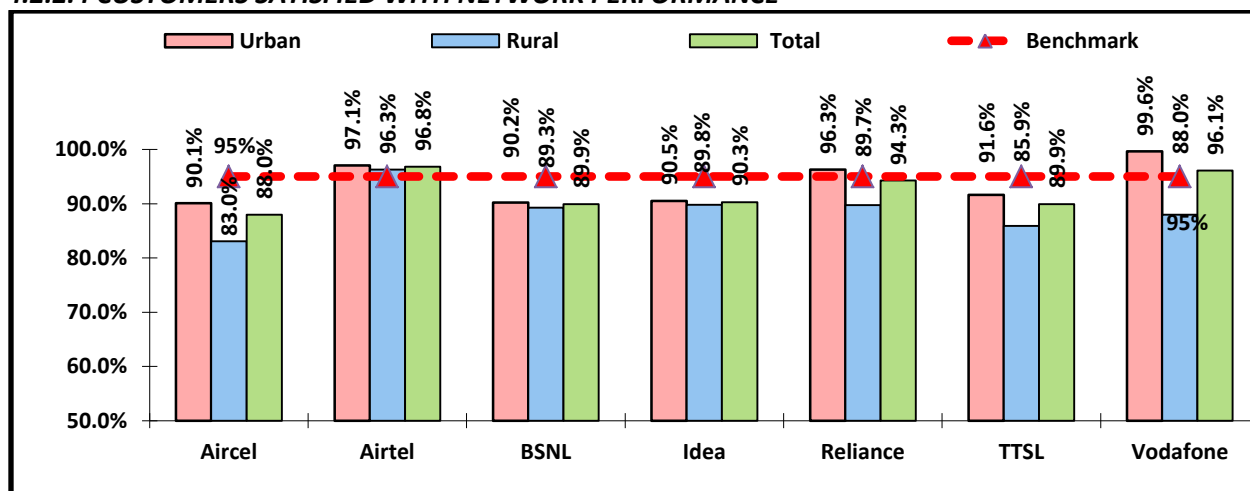
4.2.2.3 CUSTOMERS SATISFIED WITH HELP SERVICES



Source: Q3.1, Q3.2, Q3.3, Q3.4 and Q3.5 of the qnr

- Six out of seven operators met the benchmark of >90% in urban area however five of the operators could meet the benchmark in the rural area.
- Percentage of consumer satisfied by all the seven operators ranged from 69.8% (Aircel) to 98.9% (Airtel) in rural area and 86.8% (Aircel) to 99.0% (Vodafone) in urban area.

4.2.2.4 CUSTOMERS SATISFIED WITH NETWORK PERFORMANCE

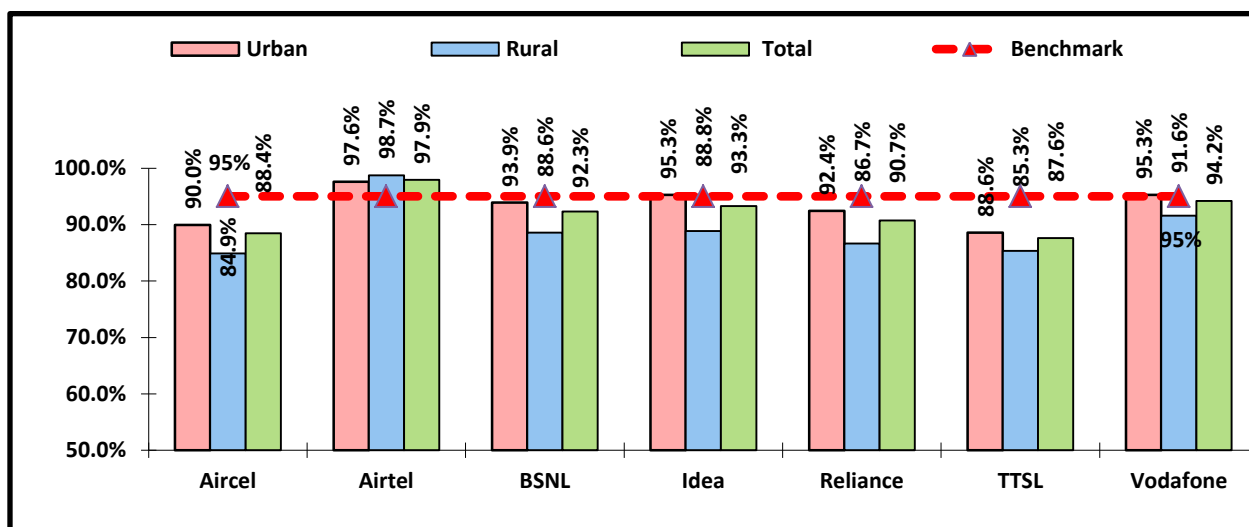


Source: Q4.1, Q4.2 and Q4.3 of the qnr

- Airtel, Reliance & Vodafone were found to be meeting the benchmark of >95% in the urban area but only Airtel could meet the benchmark in the rural area.
- Percentages of customers satisfied by all the operators ranged from 83.0% (Aircel) to 96.3% (Airtel) in rural areas and 90.1% (Aircel) to 99.6% (Vodafone) in urban area.



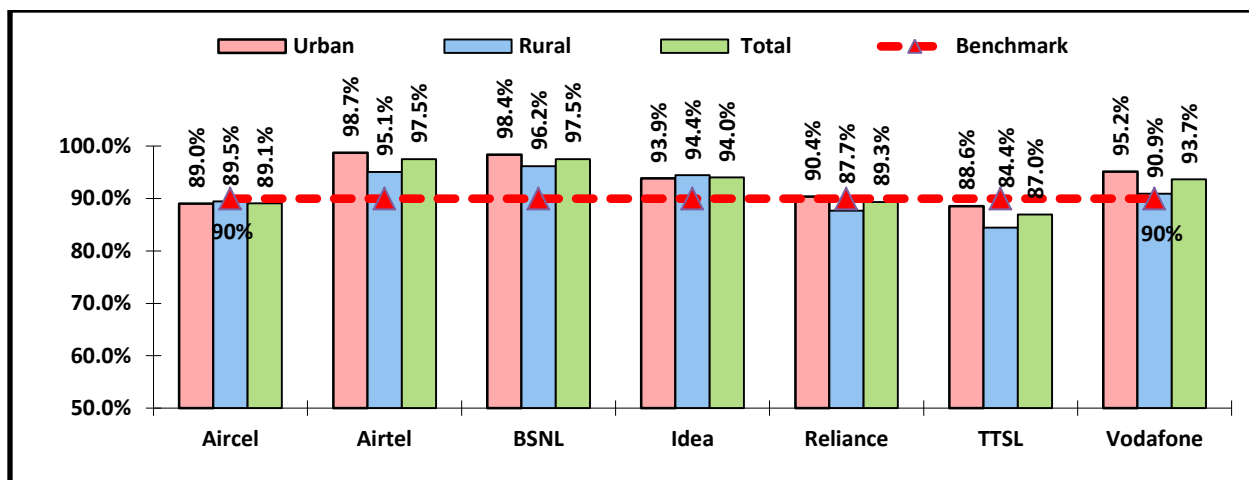
4.2.2.5 CUSTOMERS SATISFIED WITH MAINTAINABILITY



Source: Q5.1 and Q5.2 of the qnr

- Only three out of seven operators in urban area and only one in rural area were found to be meeting the benchmark of >95%.
- Percentage of satisfied consumers by all the seven operators ranged from 84.9% (Aircel) to 98.7% (Airtel) in rural area and 88.6% (TTSL) to 97.6% (Airtel) in urban area.

4.2.2.6 CUSTOMERS SATISFIED WITH SUPPLEMENTRY SERVICES

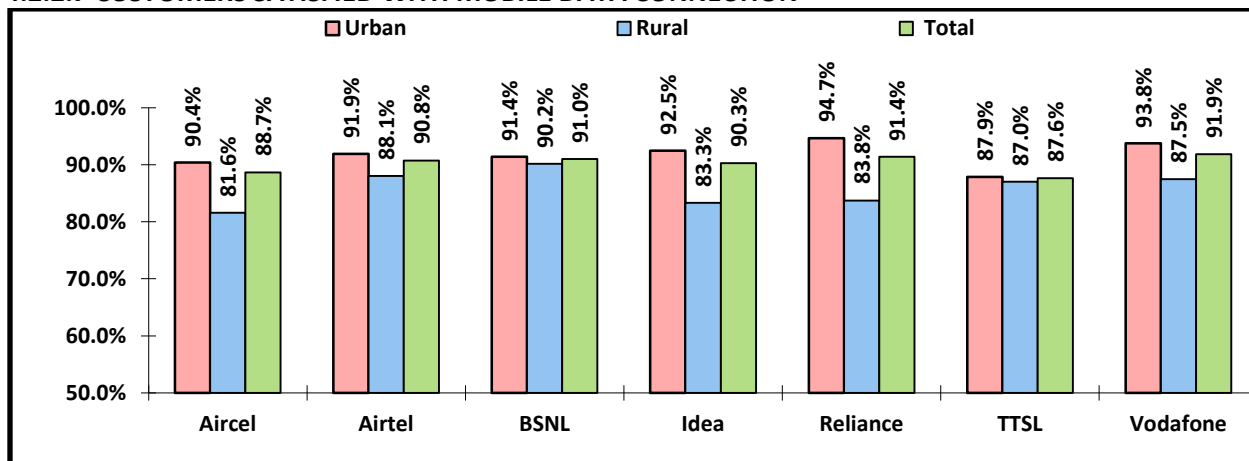


Source: Q6.1 and Q6.2 of the qnr

- Four out of seven operators in rural area and five in urban area were found to be meeting the benchmark of >90%.
- Percentage of consumers satisfied by all the seven operators ranged from 84.4% (TTSL) to 96.2% (BSNL) in rural area and 88.6% (TTSL) to 98.8% (Airtel) in urban area.



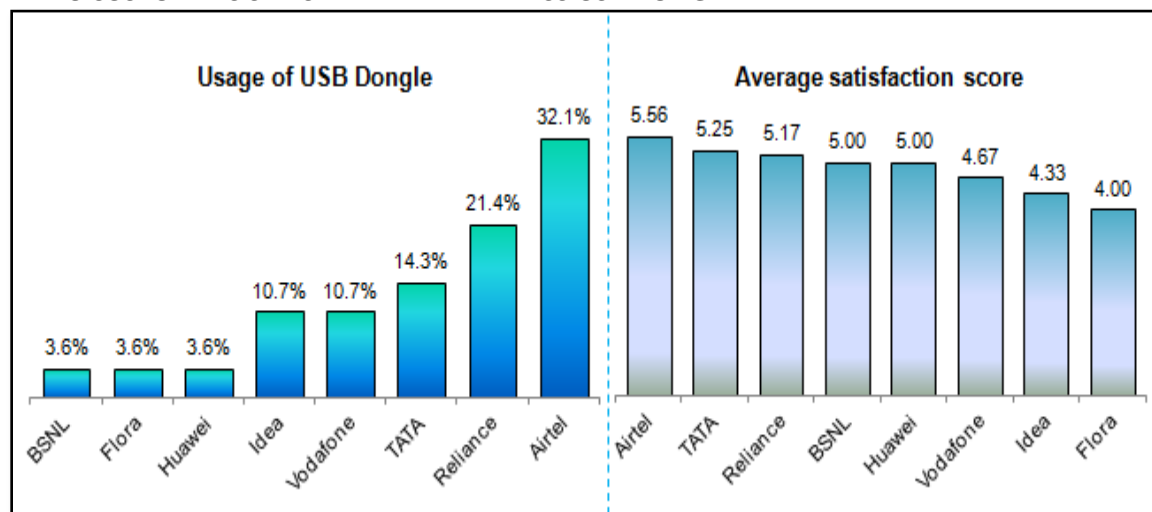
4.2.2.7 CUSTOMERS SATISFIED WITH MOBILE DATA CONNECTION²



Source: Q7.1, Q7.2, Q7.3 and Q7.4 of the qnr

- Overall (1098) 40.1% of the respondents were found to be using the internet services on their mobile phones- about 41.4% in urban areas and 37.1% in rural areas.
- About 70.4% reported using 2G services and 29.6% were using 3G services.
- Customers satisfied with the facility ranged from 81.6% (Aircel) to 90.2% (BSNL) in the rural area and 87.9% (TTSL) to 94.7% (Reliance) in urban area.

4.2.2.8 CUSTOMERS SATISFIED WITH WIRELESS USB DONGLE³



Source: Q8.1, Q8.2 and Q8.3 of the qnr

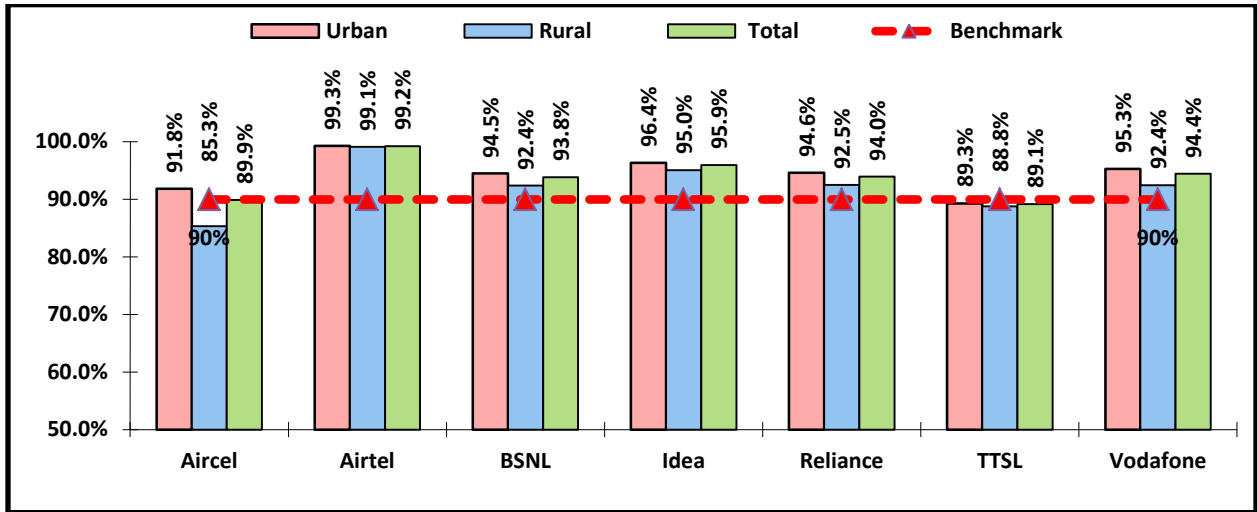
- 28 surveyed respondents were using wireless USB dongle, maximum respondents were found to be using Airtel (32.1%) followed by Reliance (21.4%) with an average satisfaction score of 5.56 and 5.17 respectively.

² The parameter is not part of performance compliance and data collected for information purpose only.

³ The parameter is not part of performance compliance and data collected for information purpose only.



4.2.2.9 CUSTOMERS SATISFIED WITH OVERALL SERVICES



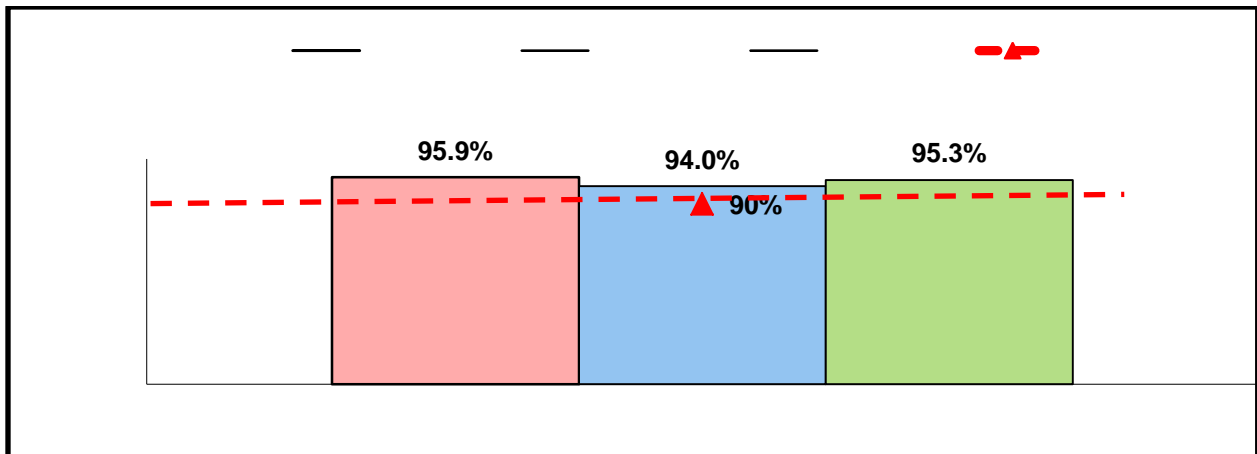
Source: Q9 of the qnr

- Six out of seven operators in urban area and five out of seven operators in rural area had met the benchmark of >90%.
- Percentage of customers satisfied by all the operators ranged from 85.3% (Aircel) to 99.1% (Airtel) in rural area and 89.3% (TTSL) to 99.3% (Airtel) in urban area.



4.2.3 Broadband services – HP Service Area

4.2.3.1 CUSTOMERS SATISFIED WITH PROVISION OF SERVICES



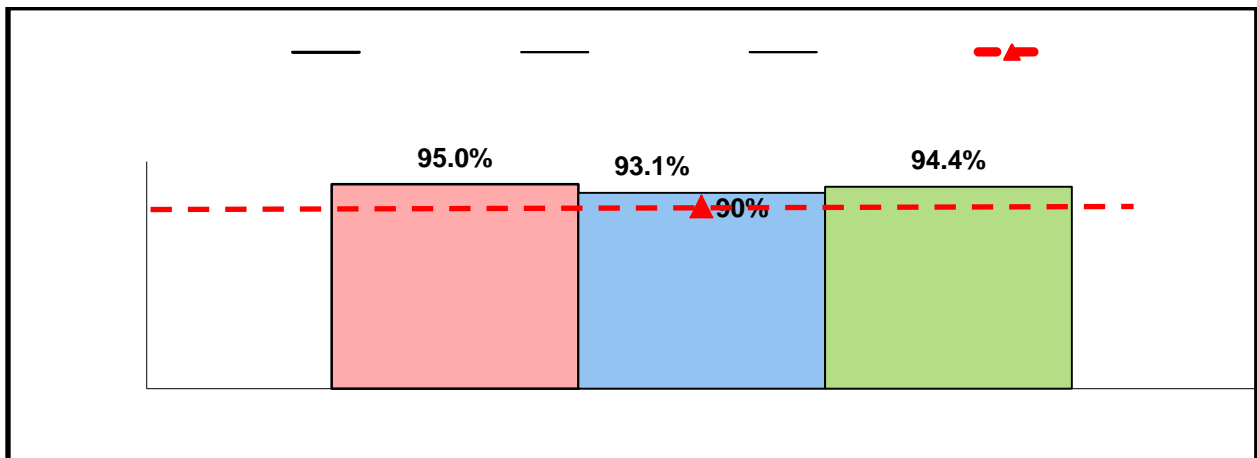
Source: Q1.1, Q1.2 and Q1.3 of the qnr

- Audit was conducted for 1 operator only, providing Broadband service in HP.
- BSNL was found to be meeting the benchmark of >90%, both in urban and rural area.
- Percentage of consumers satisfied with the provision of services attained by BSNL is 94.0% in rural areas to 95.9% in urban areas.

4.2.3.2A CUSTOMERS SATISFIED WITH PREPAID BILLING SERVICES

- BSNL does not provide prepaid services in HP.

4.2.3.2B CUSTOMERS SATISFIED WITH POSTPAID BILLING SERVICES

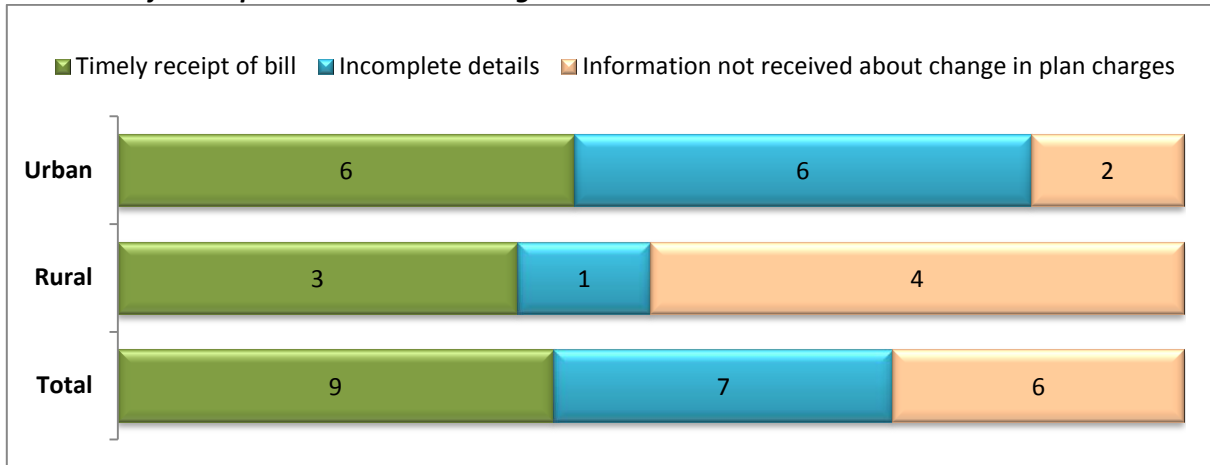


Source: Q2.5, Q2.6 and Q2.7 of the qnr

- BSNL is found to be meeting the benchmark of >90% in both urban and in rural area.
- Percentage of satisfied consumers was found to be 93.1% in rural area and 95.0% in urban area.

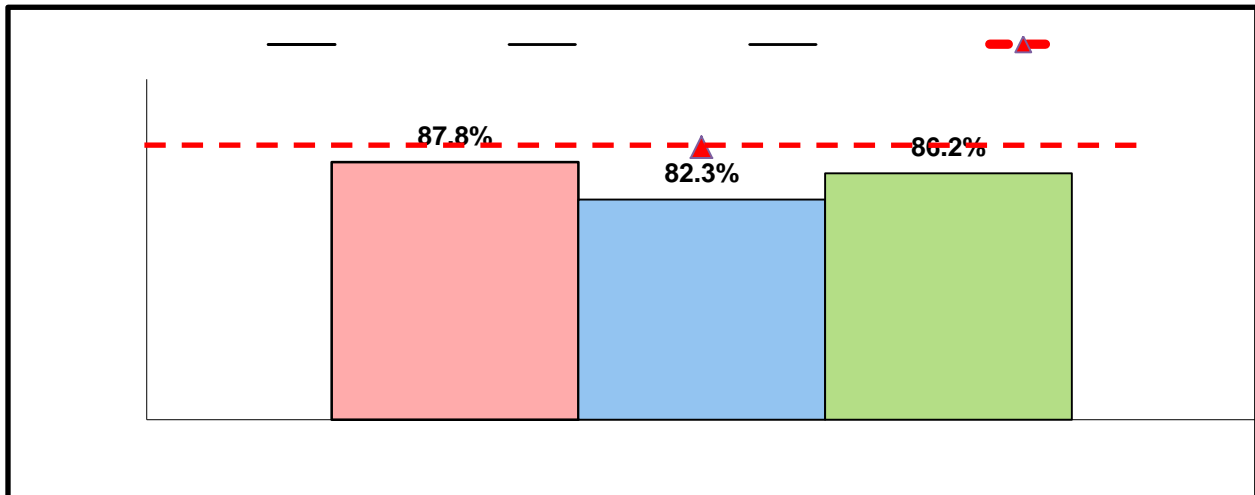


4.2.1.2B Major complaints related to billing



- Altogether 22 BSNL customers were found to be dissatisfied with the clarity and transparency of bill - Nine of them were dis-satisfied with timely receipt of the bill and seven with the incomplete details.

4.2.3.3 CUSTOMERS SATISFIED WITH HELP SERVICES

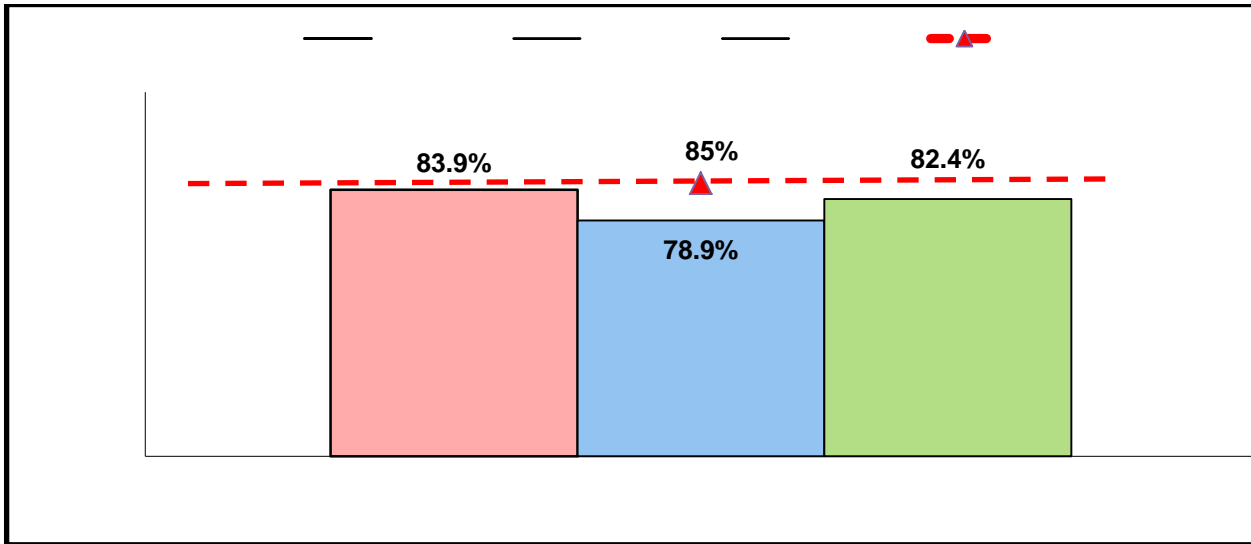


Source: Q3.1, Q3.2, Q3.3 and Q3.4 of the qnr

- BSNL could not meet the benchmark of >90% neither in urban nor in rural area.
- Percentage of consumers satisfied by BSNL is 82.3% in rural areas and 87.8% in urban areas.



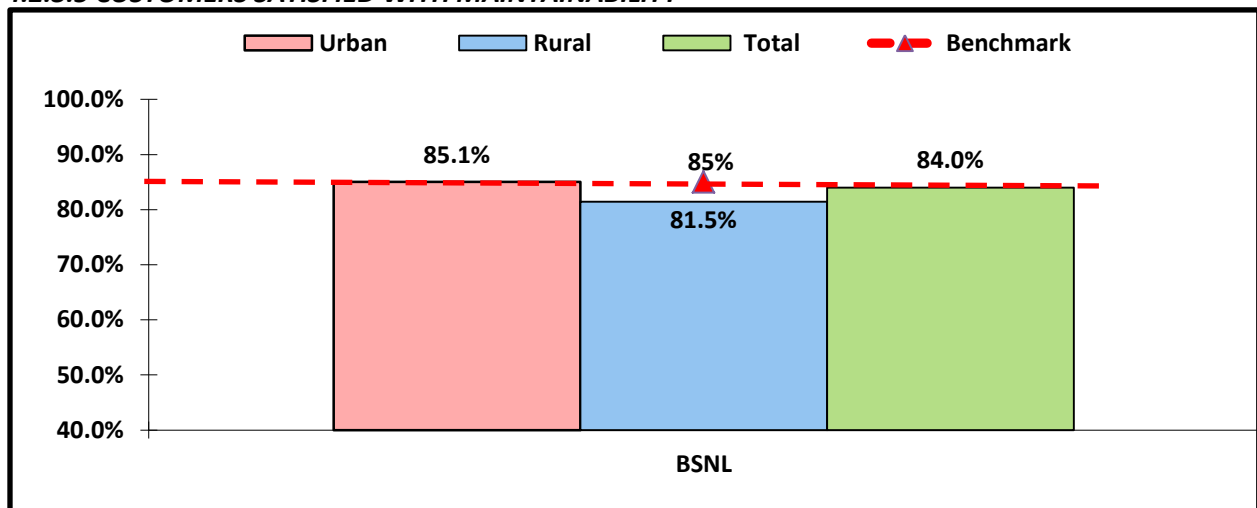
4.2.3.4 CUSTOMERS SATISFIED WITH NETWORK PERFORMANCE



Source: Q4.1 and Q4.2 of the qnr

- BSNL could not meet the benchmark of >85% neither in urban nor in rural area.
- Percentage of consumers satisfied by BSNL is 78.9% in rural area and 83.9% in urban area.

4.2.3.5 CUSTOMERS SATISFIED WITH MAINTAINABILITY

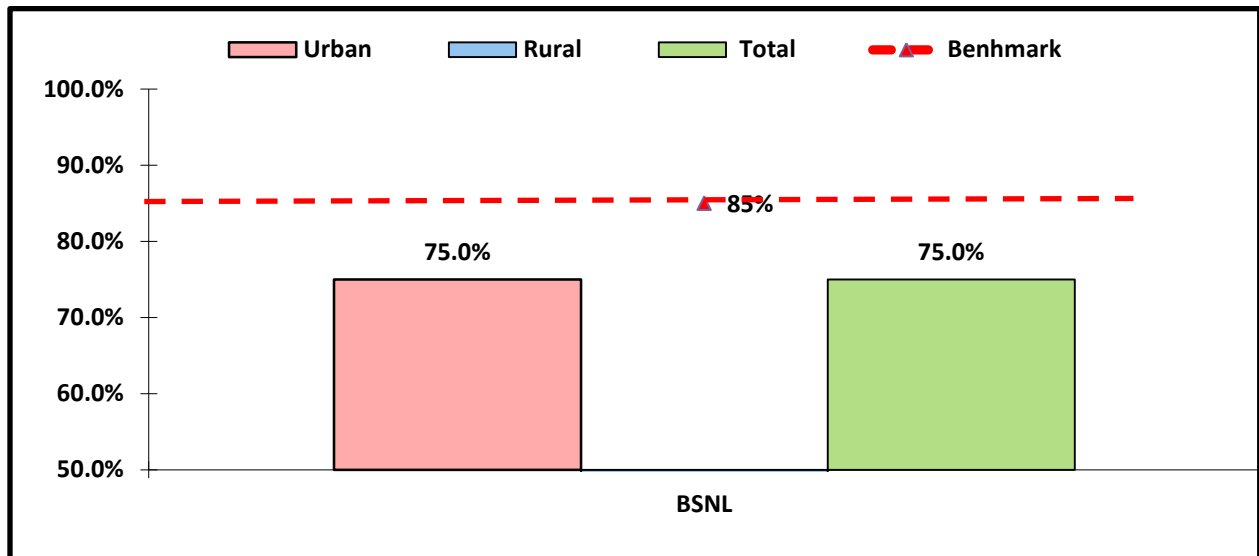


Source: Q5.1 and Q5.2 of the qnr

- BSNL could meet the benchmark of >85% only in urban area but not in rural area.
- Percentage of consumers satisfied by BSNL is 81.5% in rural area and 85.1% in urban area.



4.2.3.6 SATISFIED WITH SUPPLEMENTARY SERVICES



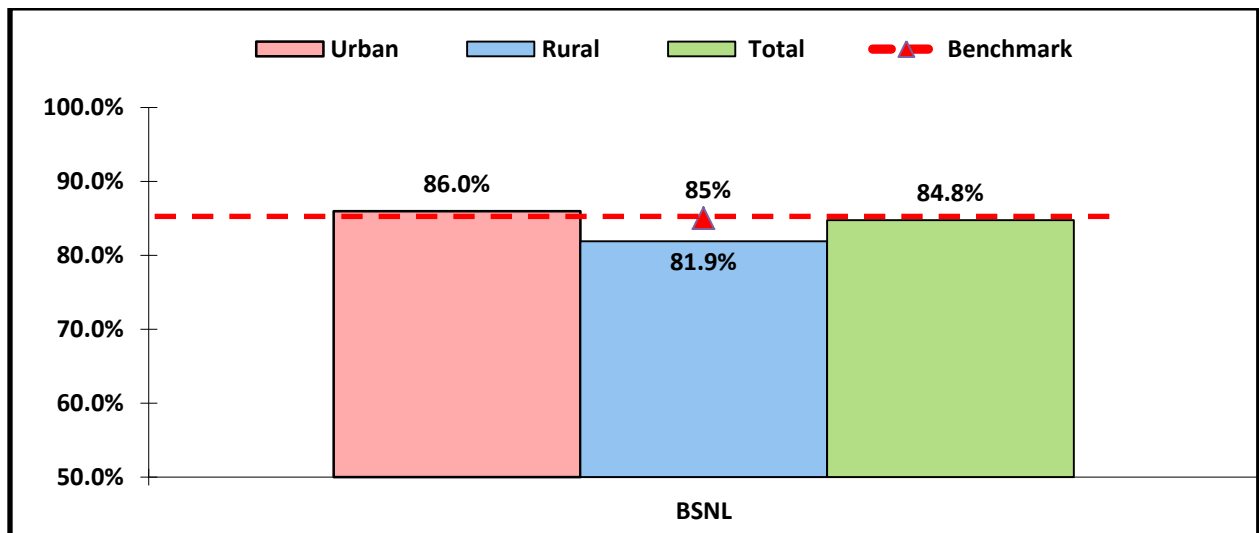
*None of the rural subscribers had used Supplementary Services of BSNL

** Sample size in urban areas was also too low(≤5) for any conclusion to be drawn

Source: Q6.1 and Q6.2 of the qnr

- BSNL could not meet the benchmark of >85% in urban area.
- Only four customers in urban areas found to be using supplementary services.

4.2.3.7 CUSTOMERS SATISFIED WITH OVERALL SERVICES



Source: Q7 of the qnr

- On overall services, BSNL could meet the benchmark of >85% only in urban area.
- Percentage of customers satisfied by BSNL is 81.9% in rural area and 86.0% in urban area.



5. ASSESSMENT OF TRAI REGULATIONS & DIRECTIONS



5.1 BASIC (WIRELINE) SERVICE – HP SERVICE AREA

5.1.1: Registration for blocking unsolicited commercial calls/SMSs: Altogether 385 wireline subscribers of BSNL in HP were targeted and of them only 2 (0.5%) had registered for not receiving or blocking unsolicited commercial calls/SMSs, one each from urban and from rural area.

1. Have you registered your number for not receiving/blocking unsolicited commercial calls / SMSs?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
BSNL	Urban	1	0.4%	268	99.6%	269
	Rural	1	0.9%	115	99.1%	116
	Total	2	0.5%	383	99.5%	385

Source: Q1 of the Implementation and Effectiveness part of the qnr

5.1.2: Satisfaction on effectiveness of blocking of unsolicited commercial calls on your number: The average satisfaction level attained by 2 subscribers who had **registered their number for not receiving or blocking unsolicited commercial calls / SMSs**, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.50.

2. Satisfaction with the effectiveness of blocking											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
BSNL	Urban	0	0	0	1	0	0	0	1	4	4.00
	Rural	0	0	0	0	1	0	0	1	5	5.00
	Total	0	0	0	1	1	0	0	2	9	4.50

Source: Q2 of the Implementation and Effectiveness part

5.1.3 Consumers' complaints about services: Of the 2 subscribers who had registered for not receiving or blocking the unsolicited commercial calls, none had lodged complaints for non stoppage of unsolicited call/SMS.

3. Have you ever registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
BSNL	Urban	0	0.0%	1	100.0%	1
	Rural	0	0.0%	1	100.0%	1
	Total	0	0.0%	2	100.0%	2

Source: Q3 of the Implementation and Effectiveness

5.1.4&5 Satisfaction on ease of lodging the complaint and action thereupon: Since none of the subscribers had lodged complaint, satisfaction level on ease of lodging complaint and with the action taken could not be ascertained.

5.1.6 Awareness about the grievance redressal mechanisms: Of the three different modes of grievance redressal mechanisms set up by different service provider, it was found that all consumers surveyed were aware of toll free consumer care number. But they were hardly aware of Appellate Authority and web based complaint monitoring system. Altogether only 12 were aware about Appellate Authority – 10 from urban area and 2 from rural area - and only 2 were aware of web base complaint monitoring system – 1 f each from urban and rural area.



6. Which all grievance redressal mechanisms set up by your telecom service provider based on the TRAI regulations are you aware of?								
Service Provider		Toll Free Consumer Care Number		Appellate Authority		Web based complaint monitoring system		Total
		Count	%age	Count	%age	Count	%age	Count
BSNL	Urban	269	100.0%	10	3.7%	1	0.4%	269
	Rural	116	100.0%	2	1.7%	1	0.9%	116
	Total	385	100.0%	12	3.1%	2	0.5%	385

* Multiple response answers, percentages may not add up to 100
Source: Q6 of the Implementation and Effectiveness part of the qnr

5.1.7 Consumers' complaints to toll free consumer care number: Around one fifth (18.2%) had reported they had made complaint to toll free consumer care number – 12.9% by rural subscribers and 20.4% by urban subscribers.

7. Have you made any complaint to the toll free Consumer Care Number?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
BSNL	Urban	55	20.4%	214	79.6%	269
	Rural	15	12.9%	101	87.1%	116
	Total	70	18.2%	315	81.8%	385

Source: Q7 of the Implementation and Effectiveness part of the qnr

5.1.8 Satisfaction with manner in which the complaint was handled in consumer care: 70 customers who had lodged their complaints at the toll free consumer care number, average satisfaction level on a scale of 1 to 7, where 1 is highly dissatisfied and 7 is highly satisfied, was 4.93 in the urban area and 4.20 in the rural area of HP.

8: Satisfaction on the manner of addressing the complaint such as docket number, redressal etc											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = $\Sigma fx/N$
BSNL	Urban		2	4	8	28	8	5	55	271	4.93
	Rural		1	2	5	7	0	0	15	63	4.20
	Total		3	6	13	35	8	5	70	334	4.77

Source: Q8 of the Implementation and Effectiveness part of the qnr

5.1.9 & 10: Consumers' appeal to Appellate Authority and Satisfaction with manner in which your appeal was addressed: None of the 12 customers who were aware of the TRAI regulation on Appellate Authority had filed appeal at the time of the survey. Hence satisfaction level *could not be ascertained*.



5.2 CELLULAR – HP Service Area

5.2.1: Registration for blocking unsolicited commercial calls/SMSs: Altogether 2739 cellular consumers of 7 operators in HP were targeted and of them only 324 (11.8%) had registered for not receiving or blocking unsolicited commercial calls/SMSs. The highest percentages of registered subscribers were found in the case of TTSL, both in rural (17.2%) and urban (21.0%) areas.

1. Have you registered your number for not receiving/blocking unsolicited commercial calls / SMSs?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Aircel	Urban	19	7.1%	250	92.9%	269
	Rural	5	4.3%	111	95.7%	116
	Total	24	6.2%	361	93.8%	385
Airtel	Urban	41	15.1%	231	84.9%	272
	Rural	13	11.1%	104	88.9%	117
	Total	54	13.9%	335	86.1%	389
BSNL	Urban	27	9.9%	245	90.1%	272
	Rural	9	7.6%	109	92.4%	118
	Total	36	9.2%	354	90.8%	390
Idea	Urban	28	10.2%	246	89.8%	274
	Rural	10	8.3%	111	91.7%	121
	Total	38	9.6%	357	90.4%	395
Reliance	Urban	46	16.5%	232	83.5%	278
	Rural	14	11.7%	106	88.3%	120
	Total	60	15.1%	338	84.9%	398
TTSL	Urban	57	21.0%	214	79.0%	271
	Rural	20	17.2%	96	82.8%	116
	Total	77	19.9%	310	80.1%	387
Vodafone	Urban	25	9.1%	251	90.9%	276
	Rural	10	8.4%	109	91.6%	119
	Total	35	8.9%	360	91.1%	395
Total	Urban	243	12.7%	1669	87.3%	1912
	Rural	81	9.8%	746	90.2%	827
	Total	324	11.8%	2415	88.2%	2739

Source: Q1 of the Implementation and Effectiveness part of the qnr



5.2.2: Satisfaction on effectiveness of blocking of unsolicited commercial calls on your number: The average satisfaction level attained by 324 subscribers, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.77 in rural area and 5.00 in urban area. It was highest in the case of Vodafone (5.40) in rural area and Aircel (5.37) in urban area.

2. Satisfaction with the effectiveness of blocking											
Operator	Area	1	2	3	4	5	6	7	Total	Σfx	Mean
Aircel	Urban	0	0	0	0	13	5	1	19	102	5.37
	Rural	0	0	0	1	4	0	0	5	24	4.80
	Total	0	0	0	1	17	5	1	24	126	5.25
Airtel	Urban	0	0	0	3	24	11	3	41	219	5.34
	Rural	0	1	0	3	8	1	0	13	60	4.62
	Total	0	1	0	6	32	12	3	54	279	5.17
BSNL	Urban	0	0	0	9	14	4	0	27	130	4.81
	Rural	0	0	1	4	4	0	0	9	39	4.33
	Total	0	0	1	13	18	4	0	36	169	4.69
Idea	Urban	0	0	0	4	20	3	1	28	141	5.04
	Rural	0	2	0	4	1	0	3	10	46	4.60
	Total	0	2	0	8	21	3	4	38	187	4.92
Reliance	Urban	0	5	0	11	21	3	6	46	219	4.76
	Rural	0	0	0	8	6	0	0	14	62	4.43
	Total	0	5	0	19	27	3	6	60	281	4.68
TTSL	Urban	0	1	4	16	21	11	4	57	277	4.86
	Rural	0	1	0	5	6	7	1	20	101	5.05
	Total	0	2	4	21	27	18	5	77	378	4.91
Vodafone	Urban	0	0	0	6	13	4	2	25	127	5.08
	Rural	0	0	0	1	5	3	1	10	54	5.40
	Total	0	0	0	7	18	7	3	35	181	5.17
Total	Urban	0	6	4	49	126	41	17	243	1215	5.00
	Rural	0	4	1	26	34	11	5	81	386	4.77
	Total	0	10	5	75	160	52	22	324	1601	4.94

Source: Q2 of the Implementation and Effectiveness part of the qnr



5.2.3 Consumers' complaints about services: Of the 324 customers who had registered for not receiving or blocking the unsolicited commercial calls, around half (47.5%) had made complaints as the unsolicited call/SMS had not stopped in spite of registration for the same. In rural area it was 39.5% whereas in urban area it was 50.2%. In rural and urban areas maximum complaints were reported by the subscribers of Aircel - 60.0% and 84.2%, respectively.

3. Have you ever registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Aircel	Urban	16	84.2%	3	15.8%	19
	Rural	3	60.0%	2	40.0%	5
	Total	19	79.2%	5	20.8%	24
Airtel	Urban	21	51.2%	20	48.8%	41
	Rural	4	30.8%	9	69.2%	13
	Total	25	46.3%	29	53.7%	54
BSNL	Urban	14	51.9%	13	48.1%	27
	Rural	4	44.4%	5	55.6%	9
	Total	18	50.0%	18	50.0%	36
Idea	Urban	15	53.6%	13	46.4%	28
	Rural	5	50.0%	5	50.0%	10
	Total	20	52.6%	18	47.4%	38
Reliance	Urban	28	60.9%	18	39.1%	46
	Rural	7	50.0%	7	50.0%	14
	Total	35	58.3%	25	41.7%	60
TTSL	Urban	12	21.1%	45	78.9%	57
	Rural	4	20.0%	16	80.0%	20
	Total	16	20.8%	61	79.2%	77
Vodafone	Urban	16	64.0%	9	36.0%	25
	Rural	5	50.0%	5	50.0%	10
	Total	21	60.0%	14	40.0%	35
Total	Urban	122	50.2%	121	49.8%	243
	Rural	32	39.5%	49	60.5%	81
	Total	154	47.5%	170	52.5%	324

Source: Q3 of the Implementation and Effectiveness part of the qnr



5.2.4 Satisfaction on ease of lodging the complaint: The average satisfaction level of 154 complainants on ease of lodging complaint after non stoppage of unsolicited calls/ SMSes, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.95 in urban area and 4.91 in rural area. It was recorded highest in the case of Vodafone (6.00) in the rural area and Idea (5.07) in the urban area.

4. Satisfaction with the ease of lodging the complaint?											
Operator	Area	1	2	3	4	5	6	7	Total	Σfx	Mean
Aircel	Urban	0	0	0	3	12	1	0	16	78	4.88
	Rural	0	0	0	2	1	0	0	3	13	4.33
	Total	0	0	0	5	13	1	0	19	91	4.79
Airtel	Urban	0	0	0	5	14	2	0	21	102	4.86
	Rural	0	0	0	0	3	1	0	4	21	5.25
	Total	0	0	0	5	17	3	0	25	123	4.92
BSNL	Urban	0	0	0	4	7	3	0	14	69	4.93
	Rural	0	0	0	2	2	0	0	4	18	4.50
	Total	0	0	0	6	9	3	0	18	87	4.83
Idea	Urban	0	0	0	3	9	2	1	15	76	5.07
	Rural	0	0	0	4	1	0	0	5	21	4.20
	Total	0	0	0	7	10	2	1	20	97	4.85
Reliance	Urban	0	0	0	7	17	1	3	28	140	5.00
	Rural	0	0	0	0	7	0	0	7	35	5.00
	Total	0	0	0	7	24	1	3	35	175	5.00
TTSL	Urban	0	0	0	4	7	0	1	12	58	4.83
	Rural	0	0	0	1	3	0	0	4	19	4.75
	Total	0	0	0	5	10	0	1	16	77	4.81
Vodafone	Urban	0	0	0	4	8	3	1	16	81	5.06
	Rural	0	0	0	0	2	1	2	5	30	6.00
	Total	0	0	0	4	10	4	3	21	111	5.29
Total	Urban	0	0	0	30	74	12	6	122	604	4.95
	Rural	0	0	0	9	19	2	2	32	157	4.91
	Total	0	0	0	39	93	14	8	154	761	4.94

Source: Q4 of the Implementation and Effectiveness part of the qnr



5.2.5 Satisfaction with action taken on complaint: The average satisfaction level of 154 complainants on action taken on the complaint lodged after non stoppage of unsolicited calls/ SMSes, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 5.06 in urban areas and 4.97 in rural area. It was recorded highest in the case of Vodafone (5.80) in the rural area and Idea (5.47) in the urban area.

5. Satisfaction with the action taken on your complaint?											
Operator	Area	1	2	3	4	5	6	7	Total	Σfx	Mean
Aircel	Urban	0	0	1	0	14	1	0	16	79	4.94
	Rural	0	0	0	2	1	0	0	3	13	4.33
	Total	0	0	1	2	15	1	0	19	92	4.84
Airtel	Urban	0	0	0	2	15	3	1	21	108	5.14
	Rural	0	0	0	0	2	2	0	4	22	5.50
	Total	0	0	0	2	17	5	1	25	130	5.20
BSNL	Urban	0	0	0	2	11	0	1	14	70	5.00
	Rural	0	0	0	0	4	0	0	4	20	5.00
	Total	0	0	0	2	15	0	1	18	90	5.00
Idea	Urban	0	0	0	2	6	5	2	15	82	5.47
	Rural	0	1	0	2	2	0	0	5	20	4.00
	Total	0	1	0	4	8	5	2	20	102	5.10
Reliance	Urban	0	2	0	3	19	3	1	28	136	4.86
	Rural	0	0	0	0	7	0	0	7	35	5.00
	Total	0	2	0	3	26	3	1	35	171	4.89
TTSL	Urban	0	1	0	0	10	0	1	12	59	4.92
	Rural	0	0	0	0	4	0	0	4	20	5.00
	Total	0	1	0	0	14	0	1	16	79	4.94
Vodafone	Urban	0	0	1	1	9	4	1	16	83	5.19
	Rural	0	0	0	0	1	4	0	5	29	5.80
	Total	0	0	1	1	10	8	1	21	112	5.33
Total	Urban	0	3	2	10	84	16	7	122	617	5.06
	Rural	0	1	0	4	21	6	0	32	159	4.97
	Total	0	4	2	14	105	22	7	154	776	5.04

Source: Q5 of the Implementation and Effectiveness part of the qnr



5.2.6 Satisfaction with the information received at the time of activation of various vouchers: The average satisfaction level of 2616 subscribers with the information, received through SMS at the time of activation of various vouchers, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 5.08 in urban area and in rural area it was 5.13. Therefore the difference in the satisfaction level was not much in rural and urban area. It was recorded highest in the case of Vodafone (5.53) in the urban area and Reliance (5.43) in the rural area.

6. How satisfied are you with the information, received through SMS at the time of activation of various vouchers, such as amount charged, processing fee, taxes deducted, title of the plan, validity etc?											
Operator	Area	1	2	3	4	5	6	7	Total	Σfx	Mean
Aircel	Urban	1	1	1	43	117	77	16	256	1337	5.22
	Rural	0	1	2	28	51	15	14	111	563	5.07
	Total	1	2	3	71	168	92	30	367	1900	5.18
Airtel	Urban	0	1	1	39	139	59	13	252	1301	5.16
	Rural	0	1	0	24	74	17	0	116	570	4.91
	Total	0	2	1	63	213	76	13	368	1871	5.08
BSNL	Urban	0	0	1	59	144	45	3	252	1250	4.96
	Rural	0	0	2	12	63	37	3	117	612	5.23
	Total	0	0	3	71	207	82	6	369	1862	5.05
Idea	Urban	0	1	1	70	157	27	5	261	1267	4.85
	Rural	0	2	4	12	82	11	7	118	589	4.99
	Total	0	3	5	82	239	38	12	379	1856	4.90
Reliance	Urban	0	2	0	56	149	48	7	262	1310	5.00
	Rural	0	0	0	17	46	44	12	119	646	5.43
	Total	0	2	0	73	195	92	19	381	1956	5.13
TTSL	Urban	0	1	0	86	132	36	7	262	1271	4.85
	Rural	0	0	0	19	67	29	0	115	585	5.09
	Total	0	1	0	105	199	65	7	377	1856	4.92
Vodafone	Urban	0	0	1	20	115	82	38	256	1416	5.53
	Rural	1	0	0	31	46	29	12	119	613	5.15
	Total	1	0	1	51	161	111	50	375	2029	5.41
Total	Urban	1	6	5	373	953	374	89	1801	9152	5.08
	Rural	1	4	8	143	429	182	48	815	4178	5.13
	Total	2	10	13	516	1382	556	137	2616	13330	5.10

Source: Q6 of the Implementation and Effectiveness part of the qnr



5.2.7 Satisfaction with the information provided after every usage: Overall the prepaid subscribers' satisfaction with the information provided after every usage, such as duration of call, charges deducted, balance in account etc, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 5.21 in rural area and 5.14 in urban area. It was recorded highest in the case of TTSL (5.54) in the rural area and Vodafone (5.39) in the urban area.

7. How satisfied are you with the information provided to you after every usage, such as duration of call, charges deducted, balance in account etc?											
Operator	Area	1	2	3	4	5	6	7	Total	Σfx	Mean
Aircel	Urban	1	0	2	54	115	71	13	256	1315	5.14
	Rural	0	0	7	41	42	12	9	111	530	4.77
	Total	1	0	9	95	157	83	22	367	1845	5.03
Airtel	Urban	1	1	2	65	92	82	9	252	1284	5.10
	Rural	0	2	1	18	67	28	0	116	582	5.02
	Total	1	3	3	83	159	110	9	368	1866	5.07
BSNL	Urban	0	0	1	58	111	77	5	252	1287	5.11
	Rural	0	0	1	23	39	39	15	117	629	5.38
	Total	0	0	2	81	150	116	20	369	1916	5.19
Idea	Urban	0	0	2	67	110	79	3	261	1319	5.05
	Rural	0	3	2	12	53	38	10	118	623	5.28
	Total	0	3	4	79	163	117	13	379	1942	5.12
Reliance	Urban	0	2	0	50	124	74	12	262	1352	5.16
	Rural	1	6	0	11	45	38	18	119	636	5.34
	Total	1	8	0	61	169	112	30	381	1988	5.22
TTSL	Urban	1	6	0	62	120	50	23	262	1322	5.05
	Rural	0	5	0	6	38	49	17	115	637	5.54
	Total	1	11	0	68	158	99	40	377	1959	5.20
Vodafone	Urban	0	0	0	44	102	76	34	256	1380	5.39
	Rural	0	0	0	29	46	42	2	119	612	5.14
	Total	0	0	0	73	148	118	36	375	1992	5.31
Total	Urban	3	9	7	400	774	509	99	1801	9259	5.14
	Rural	1	16	11	140	330	246	71	815	4249	5.21
	Total	4	25	18	540	1104	755	170	2616	13508	5.16

Source: Q7 of the Implementation and Effectiveness part of the qnr



5.2.8 Receipt of item-wise usage bill within 45 days of making request. Only 11 out of 2616 prepaid subscribers had requested for item-wise usage bill – 1 (0.1%) in the rural area and 10 (0.6%) in urban area.

8. A pre paid customer can get an item-wise usage bill within 45 days of making such request. Have you ever requested for it?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Aircel	Urban	0	0.0%	256	100.0%	256
	Rural	0	0.0%	111	100.0%	111
	Total	0	0.0%	367	100.0%	367
Airtel	Urban	0	0.0%	252	100.0%	252
	Rural	0	0.0%	116	100.0%	116
	Total	0	0.0%	368	100.0%	368
BSNL	Urban	4	1.6%	248	98.4%	252
	Rural	0	0.0%	117	100.0%	117
	Total	4	1.1%	365	98.9%	369
Idea	Urban	2	0.8%	259	99.2%	261
	Rural	0	0.0%	118	100.0%	118
	Total	2	0.5%	377	99.5%	379
Reliance	Urban	2	0.8%	260	99.2%	262
	Rural	0	0.0%	119	100.0%	119
	Total	2	0.5%	379	99.5%	381
TTSL	Urban	2	0.8%	260	99.2%	262
	Rural	1	0.9%	114	99.1%	115
	Total	3	0.8%	374	99.2%	377
Vodafone	Urban	0	0.0%	256	100.0%	256
	Rural	0	0.0%	119	100.0%	119
	Total	0	0.0%	375	100.0%	375
Total	Urban	10	0.6%	1791	99.4%	1801
	Rural	1	0.1%	814	99.9%	815
	Total	11	0.4%	2605	99.6%	2616

Source: Q8 of the Implementation and Effectiveness part of the qnr



5.2.9 Satisfaction with the timely receipt and completeness of the item-wise usage bill on request:

Overall 11 prepaid subscribers had made request for item-wise usage bill – 1 in the rural area and 10 in urban area. Overall satisfaction on this aspect was 5.36 on a scale of 1 to 7, where 1 is highly dissatisfied and 7 is highly satisfied. In rural areas the satisfaction level was at 6.00 and in urban area 5.30.

9. If Yes, how satisfied are you with the timely receipt and completeness of the item-wise usage bill on request?											
Operator	Area	1	2	3	4	5	6	7	Total	$\sum fx$	Mean
BSNL	Urban	0	0	0	0	1	3	0	4	23	5.75
Idea	Urban	0	0	0	0	2	0	0	2	10	5.00
Reliance	Urban	0	0	0	0	2	0	0	2	10	5.00
TTSL	Urban	0	0	0	0	2	0	0	2	10	5.00
	Rural	0	0	0	0	0	1	0	1	6	6.00
	Total	0	0	0	0	2	1	0	3	16	5.33
Total	Urban	0	0	0	0	7	3	0	10	53	5.30
	Rural	0	0	0	0	0	1	0	1	6	6.00
	Total	0	0	0	0	7	4	0	11	59	5.36

Source: Q9 of the Implementation and Effectiveness part of the qnr



5.2.10 Awareness about the grievance redressal mechanisms: Of the three different modes of grievance redressal mechanisms set up by different service providers, it was found that in HP out of 2739 consumers surveyed 95.5% were aware of toll free consumer care number, but only 0.4% were aware of Appellate Authority and of Web based complaint monitoring system each.

10. Which all grievance redressal mechanisms set up by your telecom service provider based on the TRAI regulations are you aware of?								
Service Provider		Toll Free Consumer Care Number		Appellate Authority		Web based complaint monitoring system		Total
		Count	%age	Count	%age	Count	%age	Count
Aircel	Urban	253	94.1%	0	0.0%	0	0.0%	269
	Rural	100	86.2%	0	0.0%	0	0.0%	116
	Total	353	91.7%	0	0.0%	0	0.0%	385
Airtel	Urban	263	96.7%	4	1.5%	6	2.2%	272
	Rural	110	94.0%	1	0.9%	1	0.9%	117
	Total	373	95.9%	5	1.3%	7	1.8%	389
BSNL	Urban	263	96.7%	4	1.5%	1	0.4%	272
	Rural	113	95.8%	0	0.0%	0	0.0%	118
	Total	376	96.4%	4	1.0%	1	0.3%	390
Idea	Urban	268	97.8%	1	0.4%	1	0.4%	274
	Rural	115	95.0%	0	0.0%	0	0.0%	121
	Total	383	97.0%	1	0.3%	1	0.3%	395
Reliance	Urban	270	97.1%	2	0.7%	1	0.4%	278
	Rural	113	94.2%	0	0.0%	0	0.0%	120
	Total	383	96.2%	2	0.5%	1	0.3%	398
TTSL	Urban	259	95.6%	0	0.0%	0	0.0%	271
	Rural	106	91.4%	0	0.0%	0	0.0%	116
	Total	365	94.3%	0	0.0%	0	0.0%	387
Vodafone	Urban	268	97.1%	0	0.0%	0	0.0%	276
	Rural	114	95.8%	0	0.0%	0	0.0%	119
	Total	382	96.7%	0	0.0%	0	0.0%	395
Total	Urban	1844	96.4%	11	0.6%	9	0.5%	1912
	Rural	771	93.2%	1	0.1%	1	0.1%	827
	Total	2615	95.5%	12	0.4%	10	0.4%	2739

* Multiple response answers, percentages may not add up to 100

Source: Q10 of the Implementation and Effectiveness part of the qnr



5.2.11 Consumers' complaints to toll free consumer care number: About one third of the consumers (37.4%) had made complaints to the toll free consumer care number of their operators. This pattern was found to be similar amongst urban and rural area.

11. Have you made any complaint to the toll free Consumer Care Number?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Aircel	Urban	92	36.4%	161	63.6%	253
	Rural	28	28.0%	72	72.0%	100
	Total	120	34.0%	233	66.0%	353
Airtel	Urban	137	52.1%	126	47.9%	263
	Rural	50	45.5%	60	54.5%	110
	Total	187	50.1%	186	49.9%	373
BSNL	Urban	114	43.3%	149	56.7%	263
	Rural	47	41.6%	66	58.4%	113
	Total	161	42.8%	215	57.2%	376
Idea	Urban	99	36.9%	169	63.1%	268
	Rural	43	37.4%	72	62.6%	115
	Total	142	37.1%	241	62.9%	383
Reliance	Urban	117	43.3%	153	56.7%	270
	Rural	50	44.2%	63	55.8%	113
	Total	167	43.6%	216	56.4%	383
TTSL	Urban	55	21.2%	204	78.8%	259
	Rural	25	23.6%	81	76.4%	106
	Total	80	21.9%	285	78.1%	365
Vodafone	Urban	88	32.8%	180	67.2%	268
	Rural	33	28.9%	81	71.1%	114
	Total	121	31.7%	261	68.3%	382
Total	Urban	702	38.1%	1142	61.9%	1844
	Rural	276	35.8%	495	64.2%	771
	Total	978	37.4%	1637	62.6%	2615

Source: Q11 of the Implementation and Effectiveness part of the qnr



5.2.12 Satisfaction with manner in which the complaint was handled in consumer care: 978 customers who had made lodged their complaints at the toll free consumer care number, average satisfaction level on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 5.25 in the urban and 5.33 in the rural areas of HP. Therefore the difference in the satisfaction level was not much in rural and urban area. It was recorded highest in the case of Vodafone (6.03) in the rural area and Idea (5.70) in the urban area.

12. If yes, how satisfied are you with the manner in which your complaint was addressed to such intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint?											
Operator	Area	1	2	3	4	5	6	7	Total	$\sum fx$	Mean
Aircel	Urban	0	0	10	9	34	37	2	92	472	5.13
	Rural	0	0	7	6	9	6	0	28	126	4.50
	Total	0	0	17	15	43	43	2	120	598	4.98
Airtel	Urban	1	1	7	7	68	52	1	137	711	5.19
	Rural	0	1	4	7	20	17	1	50	251	5.02
	Total	1	2	11	14	88	69	2	187	962	5.14
BSNL	Urban	0	4	1	13	41	55	0	114	598	5.25
	Rural	0	0	0	2	7	37	1	47	272	5.79
	Total	0	4	1	15	48	92	1	161	870	5.40
Idea	Urban	0	0	4	1	36	38	20	99	564	5.70
	Rural	0	1	1	16	21	3	1	43	199	4.63
	Total	0	1	5	17	57	41	21	142	763	5.37
Reliance	Urban	0	4	7	17	44	41	4	117	591	5.05
	Rural	0	0	0	2	5	40	3	50	294	5.88
	Total	0	4	7	19	49	81	7	167	885	5.30
TTSL	Urban	0	0	0	16	27	7	5	55	276	5.02
	Rural	0	0	0	8	7	8	2	25	129	5.16
	Total	0	0	0	24	34	15	7	80	405	5.06
Vodafone	Urban	0	0	1	7	46	29	5	88	470	5.34
	Rural	0	0	0	0	0	32	1	33	199	6.03
	Total	0	0	1	7	46	61	6	121	669	5.53
Total	Urban	1	9	30	70	296	259	37	702	3682	5.25
	Rural	0	2	12	41	69	143	9	276	1470	5.33
	Total	1	11	42	111	365	402	46	978	5152	5.27

Source: Q12 of the Implementation and Effectiveness part of the qnr



5.2.13 & 14 Consumers' appeal to Appellate Authority and Satisfaction with manner in which your appeal was addressed: Only one complainant, from Airtel, had filed the appeal to Appellate Authority at the time of the survey. His overall satisfaction with the resolution was 5 on a scale of 1-7.

5.2.15 Utilization of Mobile Number Portability service: Of the total 2739 consumers contacted during the survey in HP Service Area, altogether 39 (1.4%) had utilized the MNP service of their service providers – 0.6% in the rural area and 1.8% in the urban area. Usage of MNP was reported highest by the current subscribers of BSNL in the rural (1.7%) and Airtel in the urban (4.4%).

15. Have you utilized the service of Mobile number portability for changing your operator?						
Operator	Area	Yes		No		Total
		Count	Row N %	Count	Row N %	Count
Aircel	Urban	3	1.1%	266	98.9%	269
	Rural	1	0.9%	115	99.1%	116
	Total	4	1.0%	381	99.0%	385
Airtel	Urban	12	4.4%	260	95.6%	272
	Rural	1	0.9%	116	99.1%	117
	Total	13	3.3%	376	96.7%	389
BSNL	Urban	0	0.0%	272	100.0%	272
	Rural	2	1.7%	116	98.3%	118
	Total	2	0.5%	388	99.5%	390
Idea	Urban	3	1.1%	271	98.9%	274
	Rural	1	0.8%	120	99.2%	121
	Total	4	1.0%	391	99.0%	395
Reliance	Urban	5	1.8%	273	98.2%	278
	Rural	0	0.0%	120	100.0%	120
	Total	5	1.3%	393	98.7%	398
TTSL	Urban	4	1.5%	267	98.5%	271
	Rural	0	0.0%	116	100.0%	116
	Total	4	1.0%	383	99.0%	387
Vodafone	Urban	7	2.5%	269	97.5%	276
	Rural	0	0.0%	119	100.0%	119
	Total	7	1.8%	388	98.2%	395
Total	Urban	34	1.8%	1878	98.2%	1912
	Rural	5	0.6%	822	99.4%	827
	Total	39	1.4%	2700	98.6%	2739

Source: Q15 of the Implementation and Effectiveness part of the qnr



5.2.16 Satisfaction with the process of porting to another operator: The average satisfaction level of the 39 subscribers who used MNP, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.00 in the rural area, in the urban area it was bit higher at 4.85.

16. If, yes are you satisfied with the process of porting to another operator?											
Operator	Area	1	2	3	4	5	6	7	Total	Σfx	Mean
Aircel	Urban		0	0	1	1	1		3	15	5.00
	Rural		0	0	0	1	0		1	5	5.00
	Total		0	0	1	2	1		4	20	5.00
Airtel	Urban		0	0	1	7	4		12	63	5.25
	Rural		0	0	0	1	0		1	5	5.00
	Total		0	0	1	8	4		13	68	5.23
BSNL	Urban		0	0	0	0	0		0	0	NA
	Rural		1	0	0	1	0		2	7	3.50
	Total		1	0	0	1	0		2	7	3.50
Idea	Urban		0	0	0	3	0		3	15	5.00
	Rural		0	1	0	0	0		1	3	3.00
	Total		0	1	0	3	0		4	18	4.50
Reliance	Urban		0	1	3	1	0		5	20	4.00
	Rural		0	0	0	0	0		0	0	NA
	Total		0	1	3	1	0		5	20	4.00
TTSL	Urban		0	1	2	0	1		4	17	4.25
	Rural		0	0	0	0	0		0	0	NA
	Total		0	1	2	0	1		4	17	4.25
Vodafone	Urban		0	0	2	3	2		7	35	5.00
	Rural		0	0	0	0	0		0	0	NA
	Total		0	0	2	3	2		7	35	5.00
Total	Urban		0	2	9	15	8		34	165	4.85
	Rural		1	1	0	3	0		5	20	4.00
	Total		1	3	9	18	8		39	185	4.74

Source: Q16 of the Implementation and Effectiveness part of the qnr



5.3 BROADBAND – HP Service Area

5.3.1 Awareness about the grievance redressal mechanisms: Of the three different modes of grievance redressal mechanisms set up by the service provider, it was found that almost everyone was aware of the toll free consumer care number, as 96.1% revealed the same. Of the other two modes, 2.8% were aware about appellate authority and and 1.6% knew about the web based complaint monitoring mechanism.

1. Which all grievance redressal mechanisms set up by your telecom service provider based on the TRAI regulations are you aware of?								
Service Provider		Toll Free Consumer Care Number		Appellate Authority		Web based complaint monitoring system		Total
		Count	%age	Count	%age	Count	%age	Count
BSNL	Urban	263	97.0%	8	3.0%	5	1.8%	271
	Rural	109	94.0%	3	2.6%	1	0.9%	116
	Total	372	96.1%	11	2.8%	6	1.6%	387

* Multiple response answers, percentages may not add up to 100
Source: Q1 of the Implementation and Effectiveness part of the qnr

5.3.2 Consumers' complaints to toll free consumer care number: Altogether 76 (20.4%) consumers had lodged complaints to the toll free consumer care number of their operators. This was found higher in urban area (23.2%) areas as compared to rural area (13.8%).

2. Have you made any complaint to the toll free Consumer Care Number?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
BSNL	Urban	61	23.2%	202	76.8%	263
	Rural	15	13.8%	94	86.2%	109
	Total	76	20.4%	296	79.6%	372

Source: Q2 of the Implementation and Effectiveness part of the qnr

5.3.3 Satisfaction with manner in which the complaint was handled in consumer care: Average satisfaction level of 76 customers who had lodged their complaints at the toll free consumer care number, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.92 in urban area and 3.87 in rural area.

3: Satisfaction on on the manner of addressing the complant such as docket number, redressal etc.											
Service Provider		1	2	3	4	5	6	7	Total	$\sum fx$	Mean = $\sum fx/N$
BSNL	Urban	0	2	5	8	35	3	8	61	300	4.92
	Rural	0	2	3	5	5	0	0	15	58	3.87
	Total	0	4	8	13	40	3	8	76	358	4.71

Source: Q3 of the Implementations and Effectiveness part of the qnr

5.3.4 Consumers' appeal to Appellate Authority: Of the 11 consumers who were aware of the appellate authority, only 2 of the urban had appealed to the appellate authority.

4. Have you filed any appeal with the appellate authority?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
BSNL	Urban	2	25.0%	6	75.0%	8
	Rural	0	0.0%	3	100.0%	3
	Total	2	18.2%	9	81.8%	11



Source: Q4 of the Implementation and Effectiveness part of the qnr

5.3.5 Satisfaction with manner in which your appeal was addressed: For 2 customers who had lodged their complaints at the Appellate Authority, average satisfaction level on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.50.

5: Satisfaction with Appellate authority											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
BSNL	Urban				1	1			2	9	4.50

Source: Q5 of the Implementation and Effectiveness part of the qnr

5.3.6 Satisfaction under Fair Usage Policy (FUP): Of the total 387 consumers, average satisfaction level on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.65 in the rural and 5.34 in the urban area of HP.

6: Satisfaction with information provided under FUP											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
BSNL	Urban	1	7	16	35	84	72	56	271	1447	5.34
	Rural	0	7	5	32	54	14	4	116	539	4.65
	Total	1	14	21	67	138	86	60	387	1986	5.13

Source: Q6 of the Implementation and Effectiveness part of the qnr

5.3.7 Satisfaction with the facility to measure the broadband connection speed: Of the total 387 consumers, average satisfaction level on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.58 in the rural area and 4.58 in the urban area of HP.

7: Satisfaction with facility provided to measure broadband speed											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
BSNL	Urban	1	2	18	47	86	65	52	271	1431	5.28
	Rural	0	5	8	40	47	10	6	116	531	4.58
	Total	1	7	26	87	133	75	58	387	1962	5.07

Source: Q7 of the Implementation and Effectiveness part of the qnr



6. CONCLUSION AND RECOMMENDATIONS



6. Conclusion and Recommendations

As discussed in Chapter 1 of the report, the main objective of the study was to:

1. To assess the Implementation and Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2012
2. To Assess Customer perception of Service as defined in *Regulations on quality of service of Basic, Cellular and Broadband Service*.

Therefore, the present report deals with the subject matter as listed above of the three services – Basic service (Wireline), Cellular Mobile and Broadband – in Himachal Pradesh Service Area.

Altogether 7 parameters were considered to assess the customer perception of services. The consumers were asked to rank the services on the defined parameter on a likert scale of 1 to 7, where, 7 means extremely satisfied and 1 means extremely dissatisfied. To measure the percentage of consumers satisfied on various QoS parameters, top 4 box scores are taken into account thereby not considering the respondents who are actively dissatisfied with the services. The neutral score of 4 is therefore considered as not dissatisfied. Therefore, the proportion of sum total of “Not dissatisfied”, “Satisfied”, “Very Satisfied” and “Extremely Satisfied” consumers were taken out from the total number of valid responses on the all questions of each of the broad parameter.

Consumers satisfied are ascertained using the following formula(s):

$$CS = (A / N) * 100$$

Where:

CS = % of satisfied consumers

A = sum total of no. of subscribers who were “Not dissatisfied” + “Satisfied” + “Very Satisfied” + “Extremely Satisfied” on each of the broad parameter

N = Total sample size achieved

6.1 Key Takeout

6.1.1 Basic Service (Wireline):

- 1) The quality of Basic telecom service in HP is not very good as it could not meet the benchmark on two of the crucial parameters – Network availability and performance and maintainability.
- 2) **With regard to the implementation and effectiveness of grievance redressal**, most of the consumers are aware of only call centre. Awareness was found to be low whereas Satisfaction level on registration for blocking or not receiving unsolicited call/SMS were found to be above average.



6.1.2 Cellular Mobile

- 1) Overall, the performance most of the operators was quite low. Airtel was the only operator who could meet the benchmark on all the parameters. Performance of BSNL was also found to be better than others as it were able to achieve the benchmark on most of the parameters, both in urban and rural areas.
- 2) The performance of Aircel, Reliance and TTSL were below the benchmark on, most of the parameters.
- 3) **With regard to the implementation and effectiveness of grievance redressal**, mostly consumers are aware of only customer care centre. The awareness about and approach to Appellate Authority and Web based complaint monitoring system was found to be too low. Consumer complaint lodged in the case of unsolicited call/SMS have not stopped in spite of registration for the same. This was reported to be very high in the case of Aircel both in rural and urban area.

6.1.3 Broadband

1. In the case of broadband, the performance of BSNL was found to be below the prescribed benchmark on most of the crucial parameters sch as network, help, maintainability.
2. It could meet the benchmark only on the parameter of provision of services and billing services.
3. **With regard to the implementation and effectiveness of grievance redressal mechanism**, almost all the consumers are aware of the call centre. Awareness of and approach to Appellate Authority was found to be low.



6.2 Recommendations

6.2.1 Basic Service (Wireline):

- 1) BSNL should further improve its services on two crucial parameters - Network Performance and Maintainability. TRAI should monitor their performance in more stringent way with time bound results.
- 2) ISO standards for maintain the Quality of service such as ISO 10,000 or others should be explored for desired result.
- 3) In order to spread the awareness level about the redressal mechanism, more drastic step should be adopted. Although the awareness level about the Appellate Authority has shown improvement in the current year, awareness on web based redressal mechanism should be enhanced through regular workshop especially in the rural areas.

6.2.2 Cellular Mobile

- 1) Network Performance and Maintainability is a serious concern for most of the operators in HP service area. This requires an effective mechanism to deal with this issue as very few were able to meet the benchmark and were far below the benchmark.
- 2) Also Aircel and TTSL should address the billing concern of their subscribers. With the tremendous growth in number of subscribers, the operators should introduce more effective customer care service. This will take care of more effective mechanism to handle the concerns of their customers. Also they need to improve their infrastructure facility as the number of subscribers with all the operators is increasing every day. Regulator should evolve a mechanism where to measure the delivering capacity of each of the provider and at regular interval. Call drop incidences should be more stringently monitored. The operators should do investment on skilled man power in order to avoid the repeat complaints on the same issue.
- 3) ISO standards for maintain the Quality of service such as ISO 10,000 or others should be explored for desired result.

6.2.3 Broadband

- 1) BSNL needs to improve help services, network performance and maintainability
- 2) Investment in infrastructure facility, esp in the rural area, can only guarantee the quality of service.
- 3) ISO standards for maintaining the Quality of service such as ISO 10,000 or others should be explored for desired result.



ANNEXURES



ANNEXURE A. OUTPUT TABLES

A1. BASIC WIRELINE

1. Provision of Services

1.1 How satisfied are you with the ease of taking a connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BSNL	Urban	1	6	1	37	137	42	45	269
	Rural	0	2	2	14	64	21	13	116
	Total	1	8	3	51	201	63	58	385

1.2 How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BSNL	Urban	0	4	3	71	90	77	24	269
	Rural	0	4	3	8	43	52	6	116
	Total	0	8	6	79	133	129	30	385

1.3 How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BSNL	Urban	0	6	5	61	91	66	40	269
	Rural	0	4	2	16	33	37	24	116
	Total	0	10	7	77	124	103	64	385

Provision of Services: Calculation of satisfaction Score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
BSNL	Urban	1	16	9	169	318	185	109	807	90%	96.8%
	Rural	0	10	7	38	140	110	43	348	90%	95.1%
	Total	1	26	16	207	458	295	152	1155	90%	96.3%

2. Billing Related (only for postpaid customers)

2.5 How satisfied are you with the charges levied per call?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BSNL	Urban	0	1	2	52	105	73	36	269
	Rural	0	3	2	39	45	24	3	116
	Total	0	4	4	91	150	97	39	385

2.6 How satisfied are you with the overall accuracy & completeness of the bills?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BSNL	Urban	0	3	15	71	96	48	36	269
	Rural	0	2	3	31	60	18	2	116
	Total	0	5	18	102	156	66	38	385



2.7 How satisfied are you with the clarity of the bills in terms of transparency and understandability?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BSNL	Urban	1	5	5	65	91	76	26	269
	Rural	0	4	1	31	35	41	4	116
	Total	1	9	6	96	126	117	30	385

Billing service: Calculation of satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
BSNL	Urban	1	9	22	188	292	197	98	807	95%	96.0%
	Rural	0	9	6	101	140	83	9	348	95%	95.7%
	Total	1	18	28	289	432	280	107	1155	95%	95.9%

Major Complaints related to billing				
BSNL	Excess bill	Timely receipt of bill	Lack of payment option	Total
Urban	8	2	1	11
Rural	2	2	1	5
Total	10	4	2	16

3. Help Services

3.1 How satisfied are you with the availability of customer care services (consumer care number and general information number)?

Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BSNL	Urban	0	4	6	71	88	72	28	269
	Rural	0	1	12	32	44	26	1	116
	Total	0	5	18	103	132	98	29	385

3.2 How satisfied are you with the ease of access to a consumer care executive through the IVR menu?

Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BSNL	Urban	0	3	14	90	99	42	21	269
	Rural	0	2	9	44	51	9	1	116
	Total	0	5	23	134	150	51	22	385

3.3 How satisfied are you with the customer friendly approach of the customer care executive?

Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BSNL	Urban	0	9	9	63	108	59	21	269
	Rural	0	1	6	23	45	38	3	116
	Total	0	10	15	86	153	97	24	385



3.4 How satisfied are you with the competency level/problem solving ability of the customer care executive?											
Service Provider		1	2	3	4	5	6	7	Total		
		Count	Count	Count	Count	Count	Count	Count	Count		
BSNL	Urban	1	11	15	65	101	54	22	269		
	Rural	0	2	7	33	57	16	1	116		
	Total	1	13	22	98	158	70	23	385		
Help service: Calculation of satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
BSNL	Urban	1	27	44	289	396	227	92	1076	90%	93.3%
	Rural	0	6	34	132	197	89	6	464	90%	91.4%
	Total	1	33	78	421	593	316	98	1540	90%	92.7%

4. Network performance, Reliability and Availability

4.1 How satisfied are you with the dial tone availability on your phone?											
Service Provider		1	2	3	4	5	6	7	Total		
		Count	Count	Count	Count	Count	Count	Count	Count		
BSNL	Urban	0	11	11	66	104	47	30	269		
	Rural	0	3	4	47	53	9	0	116		
	Total	0	14	15	113	157	56	30	385		
4.2 How satisfied are you with the network of your service provider in terms of ability to make or receive calls easily?											
Service Provider		1	2	3	4	5	6	7	Total		
		Count	Count	Count	Count	Count	Count	Count	Count		
BSNL	Urban	0	9	15	73	100	50	22	269		
	Rural	1	3	6	42	53	11	0	116		
	Total	1	12	21	115	153	61	22	385		
4.3 How satisfied are you with the voice quality on your phone during calls?											
Service Provider		1	2	3	4	5	6	7	Total		
		Count	Count	Count	Count	Count	Count	Count	Count		
BSNL	Urban	3	8	8	75	111	44	20	269		
	Rural	0	1	5	45	50	14	1	116		
	Total	3	9	13	120	161	58	21	385		
Network performance: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
BSNL	Urban	3	28	34	214	315	141	72	807	95%	91.9%
	Rural	1	7	15	134	156	34	1	348	95%	93.4%
	Total	4	35	49	348	471	175	73	1155	95%	92.4%



5. Maintainability

5.1 How satisfied are you with the overall availability of fault free connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BSNL	Urban	1	2	4	94	98	50	20	269
	Rural	0	5	6	38	56	9	2	116
	Total	1	7	10	132	154	59	22	385

5.2 How satisfied are you with the timely repair of faults of your phone connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BSNL	Urban	1	11	14	56	116	43	28	269
	Rural	0	4	5	35	58	12	2	116
	Total	1	15	19	91	174	55	30	385

Maintainability: Calculation of Satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
BSNL	Urban	2	13	18	150	214	93	48	538	95%	93.9%
	Rural	0	9	11	73	114	21	4	232	95%	91.4%
	Total	2	22	29	223	328	114	52	770	95%	93.1%

6. Supplementary services and Value Added services

6.1 Have you ever subscribed to any supplementary services like call waiting/forwarding, voice mail / Value added services?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
BSNL	Urban	3	1.1%	266	98.9%	269
	Rural	0	0.0%	116	100.0%	116
	Total	3	0.8%	382	99.2%	385

6.2 How satisfied are you with the supplementary services / value added service provided including activation, deactivation, charges etc?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BSNL	Urban	0	0	1	1	1	0	0	3
	Rural								
	Total	0	0	1	1	1	0	0	3

Supplementary Serices: Calculation of satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
BSNL	Urban	0	0	1	1	1	0	0	3	90%	66.7%
	Rural										
	Total	0	0	1	1	1	0	0	3	90%	66.7%



7. Overall Quality of Services

7. How satisfied are you with the overall Quality of the Basic Wire line Service											
Service Provider		1	2	3	4	5	6	7	Total		
		Count	Count	Count	Count	Count	Count	Count	Count	Count	
BSNL	Urban	0	0	3	30	81	84	71			269
	Rural	0	4	2	37	45	22	6			116
	Total	0	4	5	67	126	106	77			385
Overall quality of service: Calculation of satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
BSNL	Urban	0	0	3	30	81	84	71	269	90%	98.9%
	Rural	0	4	2	37	45	22	6	116	90%	94.8%
	Total	0	4	5	67	126	106	77	385	90%	97.7%



A2. CELLULAR SERVICES

1. Provision of Services

1.1 How satisfied are you with the ease of taking a connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	1	1	29	112	93	33	269
	Rural	0	0	4	14	52	19	27	116
	Total	0	1	5	43	164	112	60	385
Airtel	Urban	0	0	2	31	135	82	22	272
	Rural	1	0	0	9	69	35	3	117
	Total	1	0	2	40	204	117	25	389
BSNL	Urban	1	0	3	10	119	85	54	272
	Rural	0	2	3	10	47	43	13	118
	Total	1	2	6	20	166	128	67	390
Idea	Urban	0	1	1	23	156	64	29	274
	Rural	0	0	0	14	75	25	7	121
	Total	0	1	1	37	231	89	36	395
Reliance	Urban	0	0	2	50	141	68	17	278
	Rural	0	0	0	6	50	61	3	120
	Total	0	0	2	56	191	129	20	398
TTSL	Urban	0	0	0	14	149	44	64	271
	Rural	0	0	0	6	60	25	25	116
	Total	0	0	0	20	209	69	89	387
Vodafone	Urban	0	0	0	10	140	83	43	276
	Rural	0	0	1	1	38	55	24	119
	Total	0	0	1	11	178	138	67	395
Total	Urban	1	2	9	167	952	519	262	1912
	Rural	1	2	8	60	391	263	102	827
	Total	2	4	17	227	1343	782	364	2739

1.2 How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	0	0	53	99	100	17	269
	Rural	0	1	5	20	42	41	7	116
	Total	0	1	5	73	141	141	24	385
Airtel	Urban	0	0	2	47	104	100	19	272
	Rural	1	0	0	7	49	54	6	117
	Total	1	0	2	54	153	154	25	389
BSNL	Urban	0	1	2	5	151	103	10	272
	Rural	0	0	3	6	41	68	0	118
	Total	0	1	5	11	192	171	10	390
Idea	Urban	0	0	1	28	89	136	20	274
	Rural	0	0	0	10	58	43	10	121
	Total	0	0	1	38	147	179	30	395
Reliance	Urban	0	1	1	17	142	108	9	278
	Rural	0	0	0	9	61	47	3	120
	Total	0	1	1	26	203	155	12	398
TTSL	Urban	0	0	0	25	91	144	11	271
	Rural	0	0	0	12	35	69	0	116
	Total	0	0	0	37	126	213	11	387
Vodafone	Urban	0	0	1	74	98	87	16	276
	Rural	0	0	0	2	71	42	4	119
	Total	0	0	1	76	169	129	20	395
Total	Urban	0	2	7	249	774	778	102	1912
	Rural	1	1	8	66	357	364	30	827
	Total	1	3	15	315	1131	1142	132	2739



1.3 How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	0	6	41	94	102	26	269
	Rural	0	3	5	15	36	35	22	116
	Total	0	3	11	56	130	137	48	385
Airtel	Urban	0	0	2	37	94	105	34	272
	Rural	1	0	0	16	42	51	7	117
	Total	1	0	2	53	136	156	41	389
BSNL	Urban	1	0	2	13	68	128	60	272
	Rural	0	0	4	11	41	61	1	118
	Total	1	0	6	24	109	189	61	390
Idea	Urban	0	0	1	32	98	73	70	274
	Rural	0	0	0	11	40	63	7	121
	Total	0	0	1	43	138	136	77	395
Reliance	Urban	0	1	0	41	98	117	21	278
	Rural	0	0	0	1	32	84	3	120
	Total	0	1	0	42	130	201	24	398
TTSL	Urban	0	0	0	13	120	83	55	271
	Rural	0	0	0	0	77	39	0	116
	Total	0	0	0	13	197	122	55	387
Vodafone	Urban	0	0	0	52	95	102	27	276
	Rural	0	0	0	3	13	87	16	119
	Total	0	0	0	55	108	189	43	395
Total	Urban	1	1	11	229	667	710	293	1912
	Rural	1	3	9	57	281	420	56	827
	Total	2	4	20	286	948	1130	349	2739

Provision of Services: Calculation of satisfaction Score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Aircel	Urban	0	1	7	123	305	295	76	807	90%	99.0%
	Rural	0	4	14	49	130	95	56	348	90%	94.8%
	Total	0	5	21	172	435	390	132	1155	90%	97.7%
Airtel	Urban	0	0	6	115	333	287	75	816	90%	99.3%
	Rural	3	0	0	32	160	140	16	351	90%	99.1%
	Total	3	0	6	147	493	427	91	1167	90%	99.2%
BSNL	Urban	2	1	7	28	338	316	124	816	90%	98.8%
	Rural	0	2	10	27	129	172	14	354	90%	96.6%
	Total	2	3	17	55	467	488	138	1170	90%	98.1%
Idea	Urban	0	1	3	83	343	273	119	822	90%	99.5%
	Rural	0	0	0	35	173	131	24	363	90%	100.0%
	Total	0	1	3	118	516	404	143	1185	90%	99.7%
Reliance	Urban	0	2	3	108	381	293	47	834	90%	99.4%
	Rural	0	0	0	16	143	192	9	360	90%	100.0%
	Total	0	2	3	124	524	485	56	1194	90%	99.6%
TTSL	Urban	0	0	0	52	360	271	130	813	90%	100.0%
	Rural	0	0	0	18	172	133	25	348	90%	100.0%
	Total	0	0	0	70	532	404	155	1161	90%	100.0%
Vodafone	Urban	0	0	1	136	333	272	86	828	90%	99.9%
	Rural	0	0	1	6	122	184	44	357	90%	99.7%
	Total	0	0	2	142	455	456	130	1185	90%	99.8%
Total	Urban	2	5	27	645	2393	2007	657	5736	90%	99.4%
	Rural	3	6	25	183	1029	1047	188	2481	90%	98.6%
	Total	5	11	52	828	3422	3054	845	8217	90%	99.2%



2A. Billing service Prepaid

2.1 How satisfied are you with ease of activation of vouchers (recharging process)									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	0	4	47	101	82	22	256
	Rural	0	3	5	23	47	18	15	111
	Total	0	3	9	70	148	100	37	367
Airtel	Urban	0	0	3	41	125	71	12	252
	Rural	0	1	0	14	67	30	4	116
	Total	0	1	3	55	192	101	16	368
BSNL	Urban	0	0	3	17	137	50	45	252
	Rural	0	1	3	10	53	34	16	117
	Total	0	1	6	27	190	84	61	369
Idea	Urban	0	0	9	22	151	62	17	261
	Rural	0	0	4	1	70	41	2	118
	Total	0	0	13	23	221	103	19	379
Reliance	Urban	0	1	2	38	137	75	9	262
	Rural	0	0	0	5	52	37	25	119
	Total	0	1	2	43	189	112	34	381
TTSL	Urban	1	4	9	10	152	67	19	262
	Rural	1	0	7	0	58	38	11	115
	Total	2	4	16	10	210	105	30	377
Vodafone	Urban	0	0	0	59	106	51	40	256
	Rural	0	0	0	17	46	8	48	119
	Total	0	0	0	76	152	59	88	375
Total	Urban	1	5	30	234	909	458	164	1801
	Rural	1	5	19	70	393	206	121	815
	Total	2	10	49	304	1302	664	285	2616

2.2 How satisfied are you with the availability of vouchers (recharge coupons) of various denominations?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	0	4	63	93	82	14	256
	Rural	0	0	7	28	43	26	7	111
	Total	0	0	11	91	136	108	21	367
Airtel	Urban	2	2	6	37	95	91	19	252
	Rural	0	2	0	8	47	56	3	116
	Total	2	4	6	45	142	147	22	368
BSNL	Urban	0	0	1	26	86	134	5	252
	Rural	0	0	3	10	40	62	2	117
	Total	0	0	4	36	126	196	7	369
Idea	Urban	0	1	8	30	96	121	5	261
	Rural	1	1	1	11	59	43	2	118
	Total	1	2	9	41	155	164	7	379
Reliance	Urban	0	1	0	41	113	101	6	262
	Rural	0	0	1	6	38	71	3	119
	Total	0	1	1	47	151	172	9	381
TTSL	Urban	1	5	8	29	111	106	2	262
	Rural	0	1	7	4	54	49	0	115
	Total	1	6	15	33	165	155	2	377
Vodafone	Urban	0	0	6	33	102	91	24	256
	Rural	0	0	0	21	34	63	1	119
	Total	0	0	6	54	136	154	25	375
Total	Urban	3	9	33	259	696	726	75	1801
	Rural	1	4	19	88	315	370	18	815
	Total	4	13	52	347	1011	1096	93	2616



2.3 How satisfied are you with the transparency of information provided on vouchers i.e. talk time available on the vouchers and restrictions if any?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	0	2	54	94	95	11	256
	Rural	0	0	7	16	52	26	10	111
	Total	0	0	9	70	146	121	21	367
Airtel	Urban	0	1	4	41	88	94	24	252
	Rural	0	1	1	7	42	57	8	116
	Total	0	2	5	48	130	151	32	368
BSNL	Urban	0	0	3	25	116	101	7	252
	Rural	0	0	4	8	45	59	1	117
	Total	0	0	7	33	161	160	8	369
Idea	Urban	0	3	6	38	114	69	31	261
	Rural	1	3	1	8	57	44	4	118
	Total	1	6	7	46	171	113	35	379
Reliance	Urban	0	1	2	50	126	76	7	262
	Rural	0	0	1	6	59	45	8	119
	Total	0	1	3	56	185	121	15	381
TTSL	Urban	0	8	6	30	144	62	12	262
	Rural	0	5	3	3	29	63	12	115
	Total	0	13	9	33	173	125	24	377
Vodafone	Urban	0	0	1	47	89	87	32	256
	Rural	0	0	0	16	39	18	46	119
	Total	0	0	1	63	128	105	78	375
Total	Urban	0	13	24	285	771	584	124	1801
	Rural	1	9	17	64	323	312	89	815
	Total	1	22	41	349	1094	896	213	2616

2.4 How satisfied are you with the charges deducted after every usage?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	3	1	59	91	86	16	256
	Rural	0	1	5	23	50	14	18	111
	Total	0	4	6	82	141	100	34	367
Airtel	Urban	1	1	9	44	113	66	18	252
	Rural	0	1	2	16	53	41	3	116
	Total	1	2	11	60	166	107	21	368
BSNL	Urban	1	4	3	41	109	81	13	252
	Rural	0	0	1	14	44	54	4	117
	Total	1	4	4	55	153	135	17	369
Idea	Urban	0	1	9	38	111	96	6	261
	Rural	2	6	2	8	52	44	4	118
	Total	2	7	11	46	163	140	10	379
Reliance	Urban	0	6	2	49	122	76	7	262
	Rural	0	0	1	11	41	58	8	119
	Total	0	6	3	60	163	134	15	381
TTSL	Urban	0	5	11	63	116	56	11	262
	Rural	0	1	6	9	40	47	12	115
	Total	0	6	17	72	156	103	23	377
Vodafone	Urban	0	1	0	56	105	67	27	256
	Rural	0	0	1	23	47	41	7	119
	Total	0	1	1	79	152	108	34	375
Total	Urban	2	21	35	350	767	528	98	1801
	Rural	2	9	18	104	327	299	56	815
	Total	4	30	53	454	1094	827	154	2616



Billing services, prepaid customers: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Aircel	Urban	0	3	11	223	379	345	63	1024	95%	98.6%
	Rural	0	4	24	90	192	84	50	444	95%	93.7%
	Total	0	7	35	313	571	429	113	1468	95%	97.1%
Airtel	Urban	3	4	22	163	421	322	73	1008	95%	97.1%
	Rural	0	5	3	45	209	184	18	464	95%	98.3%
	Total	3	9	25	208	630	506	91	1472	95%	97.5%
BSNL	Urban	1	4	10	109	448	366	70	1008	95%	98.5%
	Rural	0	1	11	42	182	209	23	468	95%	97.4%
	Total	1	5	21	151	630	575	93	1476	95%	98.2%
Idea	Urban	0	5	32	128	472	348	59	1044	95%	96.5%
	Rural	4	10	8	28	238	172	12	472	95%	95.3%
	Total	4	15	40	156	710	520	71	1516	95%	96.1%
Reliance	Urban	0	9	6	178	498	328	29	1048	95%	98.6%
	Rural	0	0	3	28	190	211	44	476	95%	99.4%
	Total	0	9	9	206	688	539	73	1524	95%	98.8%
TTSL	Urban	2	22	34	132	523	291	44	1048	95%	94.5%
	Rural	1	7	23	16	181	197	35	460	95%	93.3%
	Total	3	29	57	148	704	488	79	1508	95%	94.1%
Vodafone	Urban	0	1	7	195	402	296	123	1024	95%	99.2%
	Rural	0	0	1	77	166	130	102	476	95%	99.8%
	Total	0	1	8	272	568	426	225	1500	95%	99.4%
Total	Urban	6	48	122	1128	3143	2296	461	7204	95%	97.6%
	Rural	5	27	73	326	1358	1187	284	3260	95%	96.8%
	Total	11	75	195	1454	4501	3483	745	10464	95%	97.3%

Major complaints related to billing(Prepaid services)						
SP	Area	High Usage Charges		Validity or reduction in benefits in case of hike in charges		Total
Aircel	Urban	4	100.0%			4
	Rural	6	100.0%			6
	Total	10	100.0%			10
Airtel	Urban	3	27.3%	8	72.7%	11
	Rural	2	66.7%	1	33.3%	3
	Total	5	35.7%	9	64.3%	14
BSNL	Urban	6	75.0%	2	25.0%	8
	Rural	1	100.0%			1
	Total	7	77.8%	2	22.2%	9
Idea	Urban	10	100.0%			10
	Rural	9	90.0%	1	10.0%	10
	Total	19	95.0%	1	5.0%	20
Reliance	Urban	6	75.0%	2	25.0%	8
	Rural			1	100.0%	1
	Total	6	66.7%	3	33.3%	9
TTSL	Urban	15	93.8%	1	6.3%	16
	Rural	7	100.0%			7
	Total	22	95.7%	1	4.3%	23
Vodafone	Urban	1	100.0%			1
	Rural	1	100.0%			1
	Total	2	100.0%			2
Total	Urban	45	77.6%	13	22.4%	58
	Rural	26	89.7%	3	10.3%	29
	Total	71	81.6%	16	18.4%	87



2B. Post paid

2.5 How satisfied are you with the charges levied per call?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	0	3	1	7	0	2	13
	Rural	0	0	3	1	0	0	1	5
	Total	0	0	6	2	7	0	3	18
Airtel	Urban	0	0	1	4	5	7	3	20
	Rural	0	0	0	1	0	0	0	1
	Total	0	0	1	5	5	7	3	21
BSNL	Urban	0	0	3	4	12	1	0	20
	Rural	0	0	0	0	0	0	1	1
	Total	0	0	3	4	12	1	1	21
Idea	Urban	0	1	0	0	5	5	2	13
	Rural	0	0	0	0	1	2	0	3
	Total	0	1	0	0	6	7	2	16
Reliance	Urban	0	0	5	2	4	4	1	16
	Rural	0	0	0	0	1	0	0	1
	Total	0	0	5	2	5	4	1	17
TTSL	Urban	0	0	2	0	4	3	0	9
	Rural	0	0	0	0	1	0	0	1
	Total	0	0	2	0	5	3	0	10
Vodafone	Urban	0	0	2	2	8	5	3	20
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	2	2	8	5	3	20
Total	Urban	0	1	16	13	45	25	11	111
	Rural	0	0	3	2	3	2	2	12
	Total	0	1	19	15	48	27	13	123

2.6 How satisfied are you with the overall accuracy & completeness of the bills?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	0	0	5	5	3	0	13
	Rural	0	0	0	2	2	1	0	5
	Total	0	0	0	7	7	4	0	18
Airtel	Urban	0	0	0	4	7	6	3	20
	Rural	0	0	0	0	1	0	0	1
	Total	0	0	0	4	8	6	3	21
BSNL	Urban	0	0	0	4	9	7	0	20
	Rural	0	0	0	0	0	1	0	1
	Total	0	0	0	4	9	8	0	21
Idea	Urban	0	0	1	4	5	1	2	13
	Rural	0	0	0	0	1	1	1	3
	Total	0	0	1	4	6	2	3	16
Reliance	Urban	0	0	0	4	6	6	0	16
	Rural	0	0	0	0	0	1	0	1
	Total	0	0	0	4	6	7	0	17
TTSL	Urban	0	0	0	0	7	2	0	9
	Rural	0	0	0	0	1	0	0	1
	Total	0	0	0	0	8	2	0	10
Vodafone	Urban	0	0	2	8	4	4	2	20
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	2	8	4	4	2	20
Total	Urban	0	0	3	29	43	29	7	111
	Rural	0	0	0	2	5	4	1	12
	Total	0	0	3	31	48	33	8	123



2.7 How satisfied are you with the clarity of bills in terms of transparency and understandability?									
Service Provider		1	2	3	4	5	6	7	Total
Aircel	Urban	0	0	1	2	5	5	0	13
	Rural	0	0	0	1	2	2	0	5
	Total	0	0	1	3	7	7	0	18
Airtel	Urban	0	0	1	4	5	8	2	20
	Rural	0	0	0	0	0	1	0	1
	Total	0	0	1	4	5	9	2	21
BSNL	Urban	0	0	0	3	14	3	0	20
	Rural	0	0	0	0	1	0	0	1
	Total	0	0	0	3	15	3	0	21
Idea	Urban	0	1	0	4	4	3	1	13
	Rural	0	0	0	2	1	0	0	3
	Total	0	1	0	6	5	3	1	16
Reliance	Urban	0	0	1	3	7	4	1	16
	Rural	0	0	0	0	1	0	0	1
	Total	0	0	1	3	8	4	1	17
TTSL	Urban	0	0	0	0	1	8	0	9
	Rural	0	0	0	0	1	0	0	1
	Total	0	0	0	0	2	8	0	10
Vodafone	Urban	0	1	0	4	6	7	2	20
	Rural	0	0	0	0	0	0	0	0
	Total	0	1	0	4	6	7	2	20
Total	Urban	0	2	3	20	42	38	6	111
	Rural	0	0	0	3	6	3	0	12
	Total	0	2	3	23	48	41	6	123

Billing services, postpaid customers: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Aircel	Urban	0	0	4	8	17	8	2	39	95%	89.7%
	Rural	0	0	3	4	4	3	1	15	95%	80.0%
	Total	0	0	7	12	21	11	3	54	95%	87.0%
Airtel	Urban	0	0	2	12	17	21	8	60	95%	96.7%
	Rural	0	0	0	1	1	1	0	3	95%	100.0%
	Total	0	0	2	13	18	22	8	63	95%	96.8%
BSNL	Urban	0	0	3	11	35	11	0	60	95%	95.0%
	Rural	0	0	0	0	1	1	1	3	95%	100.0%
	Total	0	0	3	11	36	12	1	63	95%	95.2%
Idea	Urban	0	2	1	8	14	9	5	39	95%	92.3%
	Rural	0	0	0	2	3	3	1	9	95%	100.0%
	Total	0	2	1	10	17	12	6	48	95%	93.8%
Reliance	Urban	0	0	6	9	17	14	2	48	95%	87.5%
	Rural	0	0	0	0	2	1	0	3	95%	100.0%
	Total	0	0	6	9	19	15	2	51	95%	88.2%
TTSL	Urban	0	0	2	0	12	13	0	27	95%	92.6%
	Rural	0	0	0	0	3	0	0	3	95%	100.0%
	Total	0	0	2	0	15	13	0	30	95%	93.3%
Vodafone	Urban	0	1	4	14	18	16	7	60	95%	91.7%
	Rural	0	0	0	0	0	0	0	0	95%	
	Total	0	1	4	14	18	16	7	60	95%	91.7%
Total	Urban	0	3	22	62	130	92	24	333	95%	92.5%
	Rural	0	0	3	7	14	9	3	36	95%	91.7%
	Total	0	3	25	69	144	101	27	369	95%	92.4%

Major complaints related to billing(Prepaid services)		
SP	Excess bill	Total
Aircel	1	1
Airtel	1	1
Idea	1	1
Reliance	1	1
Vodafone	1	1
Total	5	5



3. Help Services

3.1 How satisfied are you with the availability of customer care services (consumer care number and general information number)?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	1	9	27	39	118	71	4	269
	Rural	0	15	22	31	39	8	1	116
	Total	1	24	49	70	157	79	5	385
Airtel	Urban	0	1	12	37	114	93	15	272
	Rural	0	0	0	10	59	42	6	117
	Total	0	1	12	47	173	135	21	389
BSNL	Urban	2	6	6	54	104	94	6	272
	Rural	0	1	9	5	49	46	8	118
	Total	2	7	15	59	153	140	14	390
Idea	Urban	0	8	14	56	117	76	3	274
	Rural	0	1	9	21	51	32	7	121
	Total	0	9	23	77	168	108	10	395
Reliance	Urban	0	2	1	83	115	67	10	278
	Rural	2	4	0	28	30	40	16	120
	Total	2	6	1	111	145	107	26	398
TTSL	Urban	0	6	14	73	85	83	10	271
	Rural	0	5	7	8	69	20	7	116
	Total	0	11	21	81	154	103	17	387
Vodafone	Urban	0	0	1	20	121	86	48	276
	Rural	1	0	3	29	39	36	11	119
	Total	1	0	4	49	160	122	59	395
Total	Urban	3	32	75	362	774	570	96	1912
	Rural	3	26	50	132	336	224	56	827
	Total	6	58	125	494	1110	794	152	2739

3.2 How satisfied are you with the ease of access to a customer care executive through the IVR menu?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	1	11	13	73	98	71	2	269
	Rural	0	15	13	39	44	5	0	116
	Total	1	26	26	112	142	76	2	385
Airtel	Urban	0	5	7	55	96	95	14	272
	Rural	0	0	2	10	56	45	4	117
	Total	0	5	9	65	152	140	18	389
BSNL	Urban	5	4	4	31	135	91	2	272
	Rural	1	3	5	22	32	55	0	118
	Total	6	7	9	53	167	146	2	390
Idea	Urban	1	10	6	46	116	94	1	274
	Rural	0	4	4	30	56	23	4	121
	Total	1	14	10	76	172	117	5	395
Reliance	Urban	0	2	2	63	125	76	10	278
	Rural	4	1	0	26	48	36	5	120
	Total	4	3	2	89	173	112	15	398
TTSL	Urban	0	5	14	58	112	73	9	271
	Rural	0	8	5	9	24	65	5	116
	Total	0	13	19	67	136	138	14	387
Vodafone	Urban	0	0	3	70	94	94	15	276
	Rural	0	4	1	29	63	22	0	119
	Total	0	4	4	99	157	116	15	395
Total	Urban	7	37	49	396	776	594	53	1912
	Rural	5	35	30	165	323	251	18	827
	Total	12	72	79	561	1099	845	71	2739



3.3 How satisfied are you with the customer friendly approach of the customer care executive?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	2	16	25	64	92	67	3	269
	Rural	0	23	7	41	33	12	0	116
	Total	2	39	32	105	125	79	3	385
Airtel	Urban	2	3	9	52	108	75	23	272
	Rural	0	1	1	19	45	48	3	117
	Total	2	4	10	71	153	123	26	389
BSNL	Urban	4	4	5	77	94	81	7	272
	Rural	1	2	6	11	43	53	2	118
	Total	5	6	11	88	137	134	9	390
Idea	Urban	5	6	5	77	105	67	9	274
	Rural	0	4	6	5	72	29	5	121
	Total	5	10	11	82	177	96	14	395
Reliance	Urban	0	2	2	41	139	85	9	278
	Rural	5	1	0	8	49	46	11	120
	Total	5	3	2	49	188	131	20	398
TTSL	Urban	0	6	13	81	120	44	7	271
	Rural	0	7	6	19	72	7	5	116
	Total	0	13	19	100	192	51	12	387
Vodafone	Urban	0	0	3	62	112	69	30	276
	Rural	1	1	3	11	38	54	11	119
	Total	1	1	6	73	150	123	41	395
Total	Urban	13	37	62	454	770	488	88	1912
	Rural	7	39	29	114	352	249	37	827
	Total	20	76	91	568	1122	737	125	2739

3.4 How satisfied are you with the competency level/problem solving ability of the customer care executive?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	2	15	20	63	84	76	9	269
	Rural	0	15	30	26	35	10	0	116
	Total	2	30	50	89	119	86	9	385
Airtel	Urban	0	5	13	43	133	64	14	272
	Rural	0	1	0	19	49	43	5	117
	Total	0	6	13	62	182	107	19	389
BSNL	Urban	6	4	6	46	153	56	1	272
	Rural	1	3	8	18	38	50	0	118
	Total	7	7	14	64	191	106	1	390
Idea	Urban	7	8	4	47	139	66	3	274
	Rural	0	5	5	7	58	41	5	121
	Total	7	13	9	54	197	107	8	395
Reliance	Urban	0	2	1	46	137	84	8	278
	Rural	5	1	0	6	54	47	7	120
	Total	5	3	1	52	191	131	15	398
TTSL	Urban	0	6	12	21	151	68	13	271
	Rural	0	5	8	1	38	51	13	116
	Total	0	11	20	22	189	119	26	387
Vodafone	Urban	0	0	4	54	116	75	27	276
	Rural	0	4	1	15	55	41	3	119
	Total	0	4	5	69	171	116	30	395
Total	Urban	15	40	60	320	913	489	75	1912
	Rural	6	34	52	92	327	283	33	827
	Total	21	74	112	412	1240	772	108	2739



Help Services: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Aircel	Urban	6	51	85	239	392	285	18	1076	90%	86.8%
	Rural	0	68	72	137	151	35	1	464	90%	69.8%
	Total	6	119	157	376	543	320	19	1540	90%	81.7%
Airtel	Urban	2	14	41	187	451	327	66	1088	90%	94.8%
	Rural	0	2	3	58	209	178	18	468	90%	98.9%
	Total	2	16	44	245	660	505	84	1556	90%	96.0%
BSNL	Urban	17	18	21	208	486	322	16	1088	90%	94.9%
	Rural	3	9	28	56	162	204	10	472	90%	91.5%
	Total	20	27	49	264	648	526	26	1560	90%	93.8%
Idea	Urban	13	32	29	226	477	303	16	1096	90%	93.2%
	Rural	0	14	24	63	237	125	21	484	90%	92.1%
	Total	13	46	53	289	714	428	37	1580	90%	92.9%
Reliance	Urban	0	8	6	233	516	312	37	1112	90%	98.7%
	Rural	16	7	0	68	181	169	39	480	90%	95.2%
	Total	16	15	6	301	697	481	76	1592	90%	97.7%
TTSL	Urban	0	23	53	233	468	268	39	1084	90%	93.0%
	Rural	0	25	26	37	203	143	30	464	90%	89.0%
	Total	0	48	79	270	671	411	69	1548	90%	91.8%
Vodafone	Urban	0	0	11	206	443	324	120	1104	90%	99.0%
	Rural	2	9	8	84	195	153	25	476	90%	96.0%
	Total	2	9	19	290	638	477	145	1580	90%	98.1%
Total	Urban	38	146	246	1532	3233	2141	312	7648	90%	94.4%
	Rural	21	134	161	503	1338	1007	144	3308	90%	90.4%
	Total	59	280	407	2035	4571	3148	456	10956	90%	93.2%

4. Network Performance

4.1 How satisfied are you with the availability of signal of your service provided?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	1	13	17	60	105	68	5	269
	Rural	0	2	18	33	47	16	0	116
	Total	1	15	35	93	152	84	5	385
Airtel	Urban	0	1	1	67	108	81	14	272
	Rural	0	0	4	7	56	47	3	117
	Total	0	1	5	74	164	128	17	389
BSNL	Urban	2	7	15	64	106	76	2	272
	Rural	0	4	8	6	54	43	3	118
	Total	2	11	23	70	160	119	5	390
Idea	Urban	2	12	13	69	112	63	3	274
	Rural	0	5	4	1	59	49	3	121
	Total	2	17	17	70	171	112	6	395
Reliance	Urban	0	2	5	46	114	108	3	278
	Rural	1	8	2	7	43	52	7	120
	Total	1	10	7	53	157	160	10	398
TTSL	Urban	0	8	9	46	110	84	14	271
	Rural	0	6	10	0	57	27	16	116
	Total	0	14	19	46	167	111	30	387
Vodafone	Urban	0	0	3	46	119	86	22	276
	Rural	0	4	10	23	44	36	2	119
	Total	0	4	13	69	163	122	24	395
Total	Urban	5	43	63	398	774	566	63	1912
	Rural	1	29	56	77	360	270	34	827
	Total	6	72	119	475	1134	836	97	2739



4.2 How satisfied are you with the network of your service provider in terms of ability to make or receive calls easily?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	3	9	18	65	102	65	7	269
	Rural	0	12	6	46	41	11	0	116
	Total	3	21	24	111	143	76	7	385
Airtel	Urban	0	2	8	43	117	85	17	272
	Rural	0	3	2	8	56	45	3	117
	Total	0	5	10	51	173	130	20	389
BSNL	Urban	6	12	11	52	121	66	4	272
	Rural	1	3	8	19	50	37	0	118
	Total	7	15	19	71	171	103	4	390
Idea	Urban	7	8	12	48	118	77	4	274
	Rural	0	10	5	14	35	53	4	121
	Total	7	18	17	62	153	130	8	395
Reliance	Urban	0	5	7	53	138	72	3	278
	Rural	4	7	2	3	55	48	1	120
	Total	4	12	9	56	193	120	4	398
TTSL	Urban	0	11	14	47	108	74	17	271
	Rural	0	9	8	14	15	50	20	116
	Total	0	20	22	61	123	124	37	387
Vodafone	Urban	0	0	0	46	114	86	30	276
	Rural	2	10	2	27	53	22	3	119
	Total	2	10	2	73	167	108	33	395
Total	Urban	16	47	70	354	818	525	82	1912
	Rural	7	54	33	131	305	266	31	827
	Total	23	101	103	485	1123	791	113	2739

4.3 How satisfied are you with the voice quality on your phone during calls?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	3	4	12	59	102	80	9	269
	Rural	0	12	9	37	31	19	8	116
	Total	3	16	21	96	133	99	17	385
Airtel	Urban	1	1	10	51	102	93	14	272
	Rural	0	3	1	17	43	48	5	117
	Total	1	4	11	68	145	141	19	389
BSNL	Urban	3	8	16	57	97	82	9	272
	Rural	0	3	11	12	47	44	1	118
	Total	3	11	27	69	144	126	10	390
Idea	Urban	5	11	8	76	93	71	10	274
	Rural	0	9	4	17	57	31	3	121
	Total	5	20	12	93	150	102	13	395
Reliance	Urban	0	8	4	69	119	75	3	278
	Rural	3	5	5	14	34	53	6	120
	Total	3	13	9	83	153	128	9	398
TTSL	Urban	0	14	12	60	106	78	1	271
	Rural	0	8	8	6	66	27	1	116
	Total	0	22	20	66	172	105	2	387
Vodafone	Urban	0	0	0	56	104	89	27	276
	Rural	1	5	9	28	34	37	5	119
	Total	1	5	9	84	138	126	32	395
Total	Urban	12	46	62	428	723	568	73	1912
	Rural	4	45	47	131	312	259	29	827
	Total	16	91	109	559	1035	827	102	2739



Network performance, Reliability and Availability: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Aircel	Urban	7	26	47	184	309	213	21	807	95%	90.1%
	Rural	0	26	33	116	119	46	8	348	95%	83.0%
	Total	7	52	80	300	428	259	29	1155	95%	88.0%
Airtel	Urban	1	4	19	161	327	259	45	816	95%	97.1%
	Rural	0	6	7	32	155	140	11	351	95%	96.3%
	Total	1	10	26	193	482	399	56	1167	95%	96.8%
BSNL	Urban	11	27	42	173	324	224	15	816	95%	90.2%
	Rural	1	10	27	37	151	124	4	354	95%	89.3%
	Total	12	37	69	210	475	348	19	1170	95%	89.9%
Idea	Urban	14	31	33	193	323	211	17	822	95%	90.5%
	Rural	0	24	13	32	151	133	10	363	95%	89.8%
	Total	14	55	46	225	474	344	27	1185	95%	90.3%
Reliance	Urban	0	15	16	168	371	255	9	834	95%	96.3%
	Rural	8	20	9	24	132	153	14	360	95%	89.7%
	Total	8	35	25	192	503	408	23	1194	95%	94.3%
TTSL	Urban	0	33	35	153	324	236	32	813	95%	91.6%
	Rural	0	23	26	20	138	104	37	348	95%	85.9%
	Total	0	56	61	173	462	340	69	1161	95%	89.9%
Vodafone	Urban	0	0	3	148	337	261	79	828	95%	99.6%
	Rural	3	19	21	78	131	95	10	357	95%	88.0%
	Total	3	19	24	226	468	356	89	1185	95%	96.1%
Total	Urban	33	136	195	1180	2315	1659	218	5736	95%	93.7%
	Rural	12	128	136	339	977	795	94	2481	95%	88.9%
	Total	45	264	331	1519	3292	2454	312	8217	95%	92.2%

5. Maintainability

5.1 How satisfied are you with the availability of fault free connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	9	15	47	111	80	7	269
	Rural	0	0	13	42	46	15	0	116
	Total	0	9	28	89	157	95	7	385
Airtel	Urban	0	0	6	44	134	77	11	272
	Rural	1	0	1	13	80	22	0	117
	Total	1	0	7	57	214	99	11	389
BSNL	Urban	0	6	10	41	132	83	0	272
	Rural	0	2	11	1	55	49	0	118
	Total	0	8	21	42	187	132	0	390
Idea	Urban	0	1	12	48	137	76	0	274
	Rural	0	9	7	0	69	36	0	121
	Total	0	10	19	48	206	112	0	395
Reliance	Urban	1	10	9	36	146	75	1	278
	Rural	0	9	6	1	37	65	2	120
	Total	1	19	15	37	183	140	3	398
TTSL	Urban	0	19	14	27	144	60	7	271
	Rural	0	7	10	0	48	42	9	116
	Total	0	26	24	27	192	102	16	387
Vodafone	Urban	0	5	8	54	116	73	20	276
	Rural	2	2	6	12	49	44	4	119
	Total	2	7	14	66	165	117	24	395
Total	Urban	1	50	74	297	920	524	46	1912
	Rural	3	29	54	69	384	273	15	827
	Total	4	79	128	366	1304	797	61	2739



5.2 How satisfied are you with the timely repair of faults of your phone connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	7	23	61	101	65	12	269
	Rural	0	5	17	37	44	10	3	116
	Total	0	12	40	98	145	75	15	385
Airtel	Urban	1	0	6	34	85	117	29	272
	Rural	0	0	1	7	55	49	5	117
	Total	1	0	7	41	140	166	34	389
BSNL	Urban	0	6	11	46	99	85	25	272
	Rural	0	4	10	3	33	47	21	118
	Total	0	10	21	49	132	132	46	390
Idea	Urban	0	1	12	58	96	66	41	274
	Rural	0	6	5	7	50	52	1	121
	Total	0	7	17	65	146	118	42	395
Reliance	Urban	3	5	14	42	116	91	7	278
	Rural	5	4	8	0	29	51	23	120
	Total	8	9	22	42	145	142	30	398
TTSL	Urban	1	10	18	67	85	74	16	271
	Rural	0	7	10	14	24	42	19	116
	Total	1	17	28	81	109	116	35	387
Vodafone	Urban	0	5	8	35	117	78	33	276
	Rural	0	3	7	21	26	45	17	119
	Total	0	8	15	56	143	123	50	395
Total	Urban	5	34	92	343	699	576	163	1912
	Rural	5	29	58	89	261	296	89	827
	Total	10	63	150	432	960	872	252	2739

Maintainability: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
Aircel	Urban	0	16	38	108	212	145	19	538	95%	90.0%
	Rural	0	5	30	79	90	25	3	232	95%	84.9%
	Total	0	21	68	187	302	170	22	770	95%	88.4%
Airtel	Urban	1	0	12	78	219	194	40	544	95%	97.6%
	Rural	1	0	2	20	135	71	5	234	95%	98.7%
	Total	2	0	14	98	354	265	45	778	95%	97.9%
BSNL	Urban	0	12	21	87	231	168	25	544	95%	93.9%
	Rural	0	6	21	4	88	96	21	236	95%	88.6%
	Total	0	18	42	91	319	264	46	780	95%	92.3%
Idea	Urban	0	2	24	106	233	142	41	548	95%	95.3%
	Rural	0	15	12	7	119	88	1	242	95%	88.8%
	Total	0	17	36	113	352	230	42	790	95%	93.3%
Reliance	Urban	4	15	23	78	262	166	8	556	95%	92.4%
	Rural	5	13	14	1	66	116	25	240	95%	86.7%
	Total	9	28	37	79	328	282	33	796	95%	90.7%
TTSL	Urban	1	29	32	94	229	134	23	542	95%	88.6%
	Rural	0	14	20	14	72	84	28	232	95%	85.3%
	Total	1	43	52	108	301	218	51	774	95%	87.6%
Vodafone	Urban	0	10	16	89	233	151	53	552	95%	95.3%
	Rural	2	5	13	33	75	89	21	238	95%	91.6%
	Total	2	15	29	122	308	240	74	790	95%	94.2%
Total	Urban	6	84	166	640	1619	1100	209	3824	95%	93.3%
	Rural	8	58	112	158	645	569	104	1654	95%	89.2%
	Total	14	142	278	798	2264	1669	313	5478	95%	92.1%



6. Supplementary Services and Value Added Services

6.1 Have you subscribed to any supplementary services like call forwarding, call diverting and value added services						
Service Provider		Yes	Yes %	No	No %	Total
		Count	Count	Count	Count	Count
Aircel	Urban	82	30.5%	187	69.5%	269
	Rural	19	16.4%	97	83.6%	116
	Total	101	26.2%	284	73.8%	385
Airtel	Urban	160	58.8%	112	41.2%	272
	Rural	81	69.2%	36	30.8%	117
	Total	241	62.0%	148	38.0%	389
BSNL	Urban	125	46.0%	147	54.0%	272
	Rural	79	66.9%	39	33.1%	118
	Total	204	52.3%	186	47.7%	390
Idea	Urban	163	59.5%	111	40.5%	274
	Rural	54	44.6%	67	55.4%	121
	Total	217	54.9%	178	45.1%	395
Reliance	Urban	104	37.4%	174	62.6%	278
	Rural	65	54.2%	55	45.8%	120
	Total	169	42.5%	229	57.5%	398
TTSL	Urban	70	25.8%	201	74.2%	271
	Rural	45	38.8%	71	61.2%	116
	Total	115	29.7%	272	70.3%	387
Vodafone	Urban	124	44.9%	152	55.1%	276
	Rural	66	55.5%	53	44.5%	119
	Total	190	48.1%	205	51.9%	395
Total	Urban	828	43.3%	1084	56.7%	1912
	Rural	409	49.5%	418	50.5%	827
	Total	1237	45.2%	1502	54.8%	2739

6.2 How satisfied are you with the supplementary services / value added service provided									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban		2	7	11	39	23	0	82
	Rural		1	1	3	11	2	1	19
	Total		3	8	14	50	25	1	101
Airtel	Urban		1	1	28	82	47	1	160
	Rural		0	4	22	46	9	0	81
	Total		1	5	50	128	56	1	241
BSNL	Urban		1	1	21	57	45	0	125
	Rural		1	2	10	40	25	1	79
	Total		2	3	31	97	70	1	204
Idea	Urban		2	8	25	75	32	21	163
	Rural		0	3	15	30	5	1	54
	Total		2	11	40	105	37	22	217
Reliance	Urban		4	6	20	47	21	6	104
	Rural		0	8	4	24	8	21	65
	Total		4	14	24	71	29	27	169
TTSL	Urban		0	8	21	32	9	0	70
	Rural		0	7	7	15	16	0	45
	Total		0	15	28	47	25	0	115
Vodafone	Urban		0	6	12	51	42	13	124
	Rural		0	6	0	13	18	29	66
	Total		0	12	12	64	60	42	190
Total	Urban		10	37	138	383	219	41	828
	Rural		2	31	61	179	83	53	409
	Total		12	68	199	562	302	94	1237



Supplementary services and Value Added services: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
Aircel	Urban	0	2	7	11	39	23	0	82	90%	89.0%
	Rural	0	1	1	3	11	2	1	19	90%	89.5%
	Total	0	3	8	14	50	25	1	101	90%	89.1%
Airtel	Urban	0	1	1	28	82	47	1	160	90%	98.8%
	Rural	0	0	4	22	46	9	0	81	90%	95.1%
	Total	0	1	5	50	128	56	1	241	90%	97.5%
BSNL	Urban	0	1	1	21	57	45	0	125	90%	98.4%
	Rural	0	1	2	10	40	25	1	79	90%	96.2%
	Total	0	2	3	31	97	70	1	204	90%	97.5%
Idea	Urban	0	2	8	25	75	32	21	163	90%	93.9%
	Rural	0	0	3	15	30	5	1	54	90%	94.4%
	Total	0	2	11	40	105	37	22	217	90%	94.0%
Reliance	Urban	0	4	6	20	47	21	6	104	90%	90.4%
	Rural	0	0	8	4	24	8	21	65	90%	87.7%
	Total	0	4	14	24	71	29	27	169	90%	89.3%
TTSL	Urban	0	0	8	21	32	9	0	70	90%	88.6%
	Rural	0	0	7	7	15	16	0	45	90%	84.4%
	Total	0	0	15	28	47	25	0	115	90%	87.0%
Vodafone	Urban	0	0	6	12	51	42	13	124	90%	95.2%
	Rural	0	0	6	0	13	18	29	66	90%	90.9%
	Total	0	0	12	12	64	60	42	190	90%	93.7%
Total	Urban	0	10	37	138	383	219	41	828	90%	94.3%
	Rural	0	2	31	61	179	83	53	409	90%	91.9%
	Total	0	12	68	199	562	302	94	1237	90%	93.5%

7. Mobile Data Connection

7.1 Do you use internet services offered by your operator on your mobile device?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Aircel	Urban	78	29.0%	191	71.0%	269
	Rural	19	16.4%	97	83.6%	116
	Total	97	25.2%	288	74.8%	385
Airtel	Urban	155	57.0%	117	43.0%	272
	Rural	67	57.3%	50	42.7%	117
	Total	222	57.1%	167	42.9%	389
BSNL	Urban	122	44.9%	150	55.1%	272
	Rural	51	43.2%	67	56.8%	118
	Total	173	44.4%	217	55.6%	390
Idea	Urban	160	58.4%	114	41.6%	274
	Rural	51	42.1%	70	57.9%	121
	Total	211	53.4%	184	46.6%	395
Reliance	Urban	94	33.8%	184	66.2%	278
	Rural	40	33.3%	80	66.7%	120
	Total	134	33.7%	264	66.3%	398
TTSL	Urban	62	22.9%	209	77.1%	271
	Rural	27	23.3%	89	76.7%	116
	Total	89	23.0%	298	77.0%	387
Vodafone	Urban	120	43.5%	156	56.5%	276
	Rural	52	43.7%	67	56.3%	119
	Total	172	43.5%	223	56.5%	395
Total	Urban	791	41.4%	1121	58.6%	1912
	Rural	307	37.1%	520	62.9%	827
	Total	1098	40.1%	1641	59.9%	2739



7.2 what is type of data plan/speed opted by you for using mobile internet services?								
Service Provider		2G		3G		Don't know/Can't say		Total
		Count	%age	Count	%age	Count	%age	Count
Aircel	Urban	63	80.8%	15	19.2%	0	0%	78
	Rural	16	84.2%	3	15.8%	0	0%	19
	Total	79	81.4%	18	18.6%	0	0%	97
Airtel	Urban	94	60.6%	61	39.4%	0	0%	155
	Rural	34	50.7%	33	49.3%	0	0%	67
	Total	128	57.7%	94	42.3%	0	0%	222
BSNL	Urban	89	73.0%	33	27.0%	0	0%	122
	Rural	33	64.7%	18	35.3%	0	0%	51
	Total	122	70.5%	51	29.5%	0	0%	173
Idea	Urban	98	61.2%	62	38.8%	0	0%	160
	Rural	36	70.6%	15	29.4%	0	0%	51
	Total	134	63.5%	77	36.5%	0	0%	211
Reliance	Urban	65	69.1%	29	30.9%	0	0%	94
	Rural	34	85.0%	6	15.0%	0	0%	40
	Total	99	73.9%	35	26.1%	0	0%	134
TTSL	Urban	53	85.5%	9	14.5%	0	0%	62
	Rural	27	100.0%	0	0.0%	0	0%	27
	Total	80	89.9%	9	10.1%	0	0%	89
Vodafone	Urban	91	75.8%	29	24.2%	0	0%	120
	Rural	40	76.9%	12	23.1%	0	0%	52
	Total	131	76.2%	41	23.8%	0	0%	172
Total	Urban	553	69.9%	238	30.1%	0	0%	791
	Rural	220	71.7%	87	28.3%	0	0%	307
	Total	773	70.4%	325	29.6%	0	0%	1098

7.3 How satisfied are you with speed of data connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	1	0	7	10	31	21	8	78
	Rural	0	1	5	3	8	1	1	19
	Total	1	1	12	13	39	22	9	97
Airtel	Urban	0	0	12	32	61	47	3	155
	Rural	0	0	9	17	36	5	0	67
	Total	0	0	21	49	97	52	3	222
BSNL	Urban	2	3	6	9	60	41	1	122
	Rural	0	1	4	8	21	15	2	51
	Total	2	4	10	17	81	56	3	173
Idea	Urban	0	2	12	24	70	45	7	160
	Rural	0	0	9	3	36	2	1	51
	Total	0	2	21	27	106	47	8	211
Reliance	Urban	0	2	3	15	49	19	6	94
	Rural	0	2	3	7	5	3	20	40
	Total	0	4	6	22	54	22	26	134
TTSL	Urban	0	1	6	2	36	16	1	62
	Rural	0	1	3	0	6	17	0	27
	Total	0	2	9	2	42	33	1	89
Vodafone	Urban	0	2	4	27	48	24	15	120
	Rural	0	2	3	3	11	3	30	52
	Total	0	4	7	30	59	27	45	172
Total	Urban	3	10	50	119	355	213	41	791
	Rural	0	7	36	41	123	46	54	307
	Total	3	17	86	160	478	259	95	1098



7.4 How satisfied are you with the coverage and availability of internet connection on your mobile?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	1	6	14	26	20	11	78
	Rural	0	1	0	9	5	3	1	19
	Total	0	2	6	23	31	23	12	97
Airtel	Urban	0	2	11	28	49	48	17	155
	Rural	0	0	7	11	26	22	1	67
	Total	0	2	18	39	75	70	18	222
BSNL	Urban	0	2	8	14	32	28	38	122
	Rural	0	1	4	9	20	10	7	51
	Total	0	3	12	23	52	38	45	173
Idea	Urban	0	3	7	29	44	45	32	160
	Rural	0	1	7	9	22	11	1	51
	Total	0	4	14	38	66	56	33	211
Reliance	Urban	0	3	2	21	39	21	8	94
	Rural	0	1	7	3	6	23	0	40
	Total	0	4	9	24	45	44	8	134
TTSL	Urban	0	1	7	21	21	11	1	62
	Rural	0	0	3	10	6	8	0	27
	Total	0	1	10	31	27	19	1	89
Vodafone	Urban	0	1	8	24	40	37	10	120
	Rural	0	1	7	1	16	25	2	52
	Total	0	2	15	25	56	62	12	172
Total	Urban	0	13	49	151	251	210	117	791
	Rural	0	5	35	52	101	102	12	307
	Total	0	18	84	203	352	312	129	1098

7. Mobile Data Connection										
Service Provider		1	2	3	4	5	6	7	Total, N	Overall Weighted Satisfaction
Aircel	Urban	1	1	13	24	57	41	19	156	90.4%
	Rural	0	2	5	12	13	4	2	38	81.6%
	Total	1	3	18	36	70	45	21	194	88.7%
Airtel	Urban	0	2	23	60	110	95	20	310	91.9%
	Rural	0	0	16	28	62	27	1	134	88.1%
	Total	0	2	39	88	172	122	21	444	90.8%
BSNL	Urban	2	5	14	23	92	69	39	244	91.4%
	Rural	0	2	8	17	41	25	9	102	90.2%
	Total	2	7	22	40	133	94	48	346	91.0%
Idea	Urban	0	5	19	53	114	90	39	320	92.5%
	Rural	0	1	16	12	58	13	2	102	83.3%
	Total	0	6	35	65	172	103	41	422	90.3%
Reliance	Urban	0	5	5	36	88	40	14	188	94.7%
	Rural	0	3	10	10	11	26	20	80	83.8%
	Total	0	8	15	46	99	66	34	268	91.4%
TTSL	Urban	0	2	13	23	57	27	2	124	87.9%
	Rural	0	1	6	10	12	25	0	54	87.0%
	Total	0	3	19	33	69	52	2	178	87.6%
Vodafone	Urban	0	3	12	51	88	61	25	240	93.8%
	Rural	0	3	10	4	27	28	32	104	87.5%
	Total	0	6	22	55	115	89	57	344	91.9%
Total	Urban	3	23	99	270	606	423	158	1582	92.1%
	Rural	0	12	71	93	224	148	66	614	86.5%
	Total	3	35	170	363	830	571	224	2196	90.5%



8. Wireless USB Dongle

8.1 Do you use a wireless USB dongle device (e.g. Tata Photon etc.) for accessing internet ?						
Service Provider		Yes		No		Total
		Count	%	Count	%	Count
Aircel	Urban	2	0.7%	267	99.3%	269
	Rural	0	0.0%	116	100.0%	116
	Total	2	0.5%	383	99.5%	385
Airtel	Urban	6	2.2%	266	97.8%	272
	Rural	0	0.0%	117	100.0%	117
	Total	6	1.5%	383	98.5%	389
BSNL	Urban	6	2.2%	266	97.8%	272
	Rural	2	1.7%	116	98.3%	118
	Total	8	2.1%	382	97.9%	390
Idea	Urban	8	2.9%	266	97.1%	274
	Rural	0	0.0%	121	100.0%	121
	Total	8	2.0%	387	98.0%	395
Reliance	Urban	1	0.4%	277	99.6%	278
	Rural	0	0.0%	120	100.0%	120
	Total	1	0.3%	397	99.7%	398
TTSL	Urban	1	0.4%	270	99.6%	271
	Rural	0	0.0%	116	100.0%	116
	Total	1	0.3%	386	99.7%	387
Vodafone	Urban	0	0.0%	276	100.0%	276
	Rural	2	1.7%	117	98.3%	119
	Total	2	0.5%	393	99.5%	395
Total	Urban	24	1.3%	1888	98.7%	1912
	Rural	4	0.5%	823	99.5%	827
	Total	28	1.0%	2711	99.0%	2739

8.2 If yes, kindly specify the name of the service provider whose USB dongle device you are using?										
Service Provider		Airtel	BSNL	Flora	Huawei	Idea	Reliance	TATA	Vodafone	Total
Aircel	Urban	0	0	0	0	0	1	1	0	2
	Rural	0	0	0	0	0	0	0	0	0
	Total	0	0	0	0	0	1	1	0	2
Airtel	Urban	4	0	0	0	0	1	1	0	6
	Rural	0	0	0	0	0	0	0	0	0
	Total	4	0	0	0	0	1	1	0	6
BSNL	Urban	1	1	0	0	0	1	2	1	6
	Rural	2	0	0	0	0	0	0	0	2
	Total	3	1	0	0	0	1	2	1	8
Idea	Urban	0	0	1	0	3	2	0	2	8
	Rural	0	0	0	0	0	0	0	0	0
	Total	0	0	1	0	3	2	0	2	8
Reliance	Urban	0	0	0	0	0	1	0	0	1
	Rural	0	0	0	0	0	0	0	0	0
	Total	0	0	0	0	0	1	0	0	1
TTSL	Urban	0	0	0	1	0	0	0	0	1
	Rural	0	0	0	0	0	0	0	0	0
	Total	0	0	0	1	0	0	0	0	1
Vodafone	Urban	0	0	0	0	0	0	0	0	0
	Rural	2	0	0	0	0	0	0	0	2
	Total	2	0	0	0	0	0	0	0	2
Total	Urban	5	1	1	1	3	6	4	3	24
	Rural	4	0	0	0	0	0	0	0	4
	Total	9	1	1	1	3	6	4	3	28

8.3 If yes, How satisfied are you with coverage and availability of internet connection on your wireless USB dongle?											
SP	1	2	3	4	5	6	7	Total	% of USB Dongle users	ΣFX	Satisfaction (Mean ΣFX/ΣF)
Airtel	0	0	0	0	5	3	1	9	32.1%	50	5.56
BSNL	0	0	0	0	1	0	0	1	3.6%	5	5.00
Flora	0	0	0	1	0	0	0	1	3.6%	4	4.00
Huawei	0	0	0	0	1	0	0	1	3.6%	5	5.00
Idea	0	0	0	1	2	0	0	3	10.7%	14	4.67
Reliance	0	0	1	0	2	3	0	6	21.4%	31	5.17
TATA	0	0	0	1	1	2	0	4	14.3%	21	5.25
Vodafone	0	0	0	2	1	0	0	3	10.7%	13	4.33
Total	0	0	1	5	13	8	1	28	100.0%	143	5.11



9. Overall Services

9. How satisfied are you with the overall Quality of the Cellular Service?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	7	15	13	110	102	22	269
	Rural	0	6	11	37	46	14	2	116
	Total	0	13	26	50	156	116	24	385
Airtel	Urban	1	1	0	24	112	102	32	272
	Rural	0	0	1	10	75	30	1	117
	Total	1	1	1	34	187	132	33	389
BSNL	Urban	1	5	9	42	126	82	7	272
	Rural	0	0	9	3	60	44	2	118
	Total	1	5	18	45	186	126	9	390
Idea	Urban	0	3	7	25	124	89	26	274
	Rural	0	6	0	10	70	28	7	121
	Total	0	9	7	35	194	117	33	395
Reliance	Urban	0	4	11	35	137	65	26	278
	Rural	0	7	2	24	52	28	7	120
	Total	0	11	13	59	189	93	33	398
TTSL	Urban	0	10	19	55	114	50	23	271
	Rural	0	4	9	12	57	22	12	116
	Total	0	14	28	67	171	72	35	387
Vodafone	Urban	0	3	10	3	97	104	59	276
	Rural	0	3	6	17	74	13	6	119
	Total	0	6	16	20	171	117	65	395
Total	Urban	2	33	71	197	820	594	195	1912
	Rural	0	26	38	113	434	179	37	827
	Total	2	59	109	310	1254	773	232	2739

Overall Quality of Services: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Aircel	Urban	0	7	15	13	110	102	22	269	90%	91.8%
	Rural	0	6	11	37	46	14	2	116	90%	85.3%
	Total	0	13	26	50	156	116	24	385	90%	89.9%
Airtel	Urban	1	1	0	24	112	102	32	272	90%	99.3%
	Rural	0	0	1	10	75	30	1	117	90%	99.1%
	Total	1	1	1	34	187	132	33	389	90%	99.2%
BSNL	Urban	1	5	9	42	126	82	7	272	90%	94.5%
	Rural	0	0	9	3	60	44	2	118	90%	92.4%
	Total	1	5	18	45	186	126	9	390	90%	93.8%
Idea	Urban	0	3	7	25	124	89	26	274	90%	96.4%
	Rural	0	6	0	10	70	28	7	121	90%	95.0%
	Total	0	9	7	35	194	117	33	395	90%	95.9%
Reliance	Urban	0	4	11	35	137	65	26	278	90%	94.6%
	Rural	0	7	2	24	52	28	7	120	90%	92.5%
	Total	0	11	13	59	189	93	33	398	90%	94.0%
TTSL	Urban	0	10	19	55	114	50	23	271	90%	89.3%
	Rural	0	4	9	12	57	22	12	116	90%	88.8%
	Total	0	14	28	67	171	72	35	387	90%	89.1%
Vodafone	Urban	0	3	10	3	97	104	59	276	90%	95.3%
	Rural	0	3	6	17	74	13	6	119	90%	92.4%
	Total	0	6	16	20	171	117	65	395	90%	94.4%
Total	Urban	2	33	71	197	820	594	195	1912	90%	94.5%
	Rural	0	26	38	113	434	179	37	827	90%	92.3%
	Total	2	59	109	310	1254	773	232	2739	90%	93.8%



A3. BROADBAND SERVICES

1. Provision of Service

1.1 How satisfied are you with the ease of taking a connection?									
Service Provider		1	2	3	4	5	6	7	Total
BSNL	Urban	4	2	0	34	160	17	54	271
	Rural	0	1	4	22	60	18	11	116
	Total	4	3	4	56	220	35	65	387

1.2 How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges?									
Service Provider		1	2	3	4	5	6	7	Total
BSNL	Urban	2	2	15	64	97	69	22	271
	Rural	0	2	9	9	53	40	3	116
	Total	2	4	24	73	150	109	25	387

1.3 How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement?									
Service Provider		1	2	3	4	5	6	7	Total
BSNL	Urban	1	1	6	48	89	94	32	271
	Rural	0	0	5	10	54	33	14	116
	Total	1	1	11	58	143	127	46	387

Service Provision- Overall Weighted Satisfaction											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
BSNL	Urban	7	5	21	146	346	180	108	813	90%	95.9%
	Rural	0	3	18	41	167	91	28	348	90%	94.0%
	Total	7	8	39	187	513	271	136	1161	90%	95.3%

2. Billing related:

Post Paid Services

2.5 How satisfied are you with the charges levied for every internet usage?										
Service Provider		Area	1	2	3	4	5	6	7	Total
BSNL	Urban			3	9	53	90	53	63	271
	Rural			1	6	39	36	33	1	116
	Total			4	15	92	126	86	64	387

2.6 How satisfied are you with the overall accuracy & completeness of the bills?										
Service Provider		Area	1	2	3	4	5	6	7	Total
BSNL	Urban			3	12	70	86	57	43	271
	Rural			2	7	30	40	36	1	116
	Total			5	19	100	126	93	44	387



2.7 How satisfied are you with the clarity of the bills in terms of transparency and understandability?									
Service Provider	Area	1	2	3	4	5	6	7	Total
BSNL	Urban	1	3	10	43	96	78	40	271
	Rural	0	1	7	11	51	45	1	116
	Total	1	4	17	54	147	123	41	387

Billing-Postpaid- Overall Weighted Satisfaction											
Service Provider	Area	1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
BSNL	Urban	1	9	31	166	272	188	146	813	90%	95.0%
	Rural	0	4	20	80	127	114	3	348	90%	93.1%
	Total	1	13	51	246	399	302	149	1161	90%	94.4%

BSNL	Timely receipt of bill	Incomplete details	Information not received about change in plan charges	Total
Urban	6	6	2	14
Rural	3	1	4	8
Total	9	7	6	22

3. Help Services

3.1 How satisfied are you with the availability of customer care services (consumer care number and general information number)?									
Service Provider		1	2	3	4	5	6	7	Total
BSNL	Urban	1	3	29	73	70	51	44	271
	Rural	0	3	17	26	55	15	0	116
	Total	1	6	46	99	125	66	44	387

3.2 How satisfied are you with the ease of access to a consumer care executive through the IVR menu?									
Service Provider		1	2	3	4	5	6	7	Total
BSNL	Urban	2	8	16	98	74	44	29	271
	Rural	0	7	15	31	23	40	0	116
	Total	2	15	31	129	97	84	29	387

3.3 How satisfied are you with the customer friendly approach of the customer care executive?									
Service Provider		1	2	3	4	5	6	7	Total
BSNL	Urban	1	17	21	47	108	58	19	271
	Rural	0	7	11	23	57	17	1	116
	Total	1	24	32	70	165	75	20	387

3.4 How satisfied are you with the competency level/problem solving ability of the customer care executive?									
Service Provider		1	2	3	4	5	6	7	Total
BSNL	Urban	0	10	24	54	94	61	28	271
	Rural	0	4	18	22	28	44	0	116
	Total	0	14	42	76	122	105	28	387



Help Services- Overall Weighted Satisfaction											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
BSNL	Urban	4	38	90	272	346	214	120	1084	90%	87.8%
	Rural	0	21	61	102	163	116	1	464	90%	82.3%
	Total	4	59	151	374	509	330	121	1548	90%	86.2%

4. Network Services

4.1 How satisfied are you with the availability of signal of your service provider?									
Service Provider		1	2	3	4	5	6	7	Total
BSNL	Urban	0	12	32	48	70	73	36	271
	Rural	1	4	19	9	59	24	0	116
	Total	1	16	51	57	129	97	36	387

4.2 How satisfied are you with the network of your service provider in terms of speed of broadband connection?									
Service Provider		1	2	3	4	5	6	7	Total
BSNL	Urban	1	11	31	46	87	67	28	271
	Rural	1	8	16	19	30	42	0	116
	Total	2	19	47	65	117	109	28	387

Network services-Overall Weighted Satisfaction											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
BSNL	Urban	1	23	63	94	157	140	64	542	85%	83.9%
	Rural	2	12	35	28	89	66	0	232	85%	78.9%
	Total	3	35	98	122	246	206	64	774	85%	82.4%

5. Maintainability

5.1 How satisfied are you with the time for which service is up and working?									
Service Provider		1	2	3	4	5	6	7	Total
BSNL	Urban	1	14	21	48	94	65	28	271
	Rural	1	4	15	21	51	23	1	116
	Total	2	18	36	69	145	88	29	387

5.2 How satisfied are you with the timely repair of faults of your connection?									
Service Provider		1	2	3	4	5	6	7	Total
BSNL	Urban	2	16	27	49	93	58	26	271
	Rural	1	8	14	16	32	43	2	116
	Total	3	24	41	65	125	101	28	387

Maintainability-Overall Weighted Satisfaction											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
BSNL	Urban	3	30	48	97	187	123	54	542	85%	85.1%
	Rural	2	12	29	37	83	66	3	232	85%	81.5%
	Total	5	42	77	134	270	189	57	774	85%	84.0%



6. Supplementary services

6.1 Have you ever subscribed to any supplementary services such as Static/fixed IP addresses, e-mail id's etc.?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
BSNL	Urban	4	1.5%	267	98.5%	271
	Rural	0	0.0%	116	100.0%	116
	Total	4	1.0%	383	99.0%	387

6.2 How satisfied are you with the supplementary services / value added service provided including activation, deactivation, charges etc?									
Service Provider	Area	1	2	3	4	5	6	7	Total
BSNL	Urban	0	1	0	1	2	0	0	4
	Rural								
	Total	0	1	0	1	2	0	0	4

Supplementary services-Overall Weighted Satisfaction											
Service Provider	Area	1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
BSNL	Urban	0	1	0	1	2	0	0	4	85%	75.0%
	Rural										
	Total	0	1	0	1	2	0	0	4	85%	75.0%

7. Overall services

7. How satisfied are you with the overall Quality of the Broadband Service?									
Service Provider		1	2	3	4	5	6	7	Total
BSNL	Urban	1	13	24	13	47	84	89	271
	Rural	2	5	14	22	15	32	26	116
	Total	3	18	38	35	62	116	115	387

Overall services-Overall Weighted Satisfaction											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
BSNL	Urban	1	13	24	13	47	84	89	271	85%	86.0%
	Rural	2	5	14	22	15	32	26	116	85%	81.9%
	Total	3	18	38	35	62	116	115	387	85%	84.8%



ANNEXURE B: QUESTIONNAIRES

