Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

Jammu & Kashmir Service Area

June, 2015

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

Submitted by:

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Page 1

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

CONTENTS

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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 **J & K Service Area** BSNL is the only operator providing Basic Wireline services in J & K. It is meeting most of the prescribed parameters' benchmark with respect to quality of service in urban area. Only concern is in rural area where it fails to meet the benchmark for many prescribed parameters'. 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 mixed in J & K Service Area as **BSNL had met the** **_benchmark of >90% in urban area but not in the rural area._**

- In terms of **customer satisfied,** the achievement level of the operator is 88.8% in rural area and 92.2% in urban area.

1.2: Network Performance (Benchmark >95%)
The customer perception of the parameter network performance is bad in J & K Service Area as BSNL did not meet the **_benchmark of 95%_** neither in urban nor in rural areas.

- In terms of **customers satisfied,** the achievement level of the operator is 90.2% in rural area and 91.4% in urban area.

1.3: Billing (Benchmark >95%)
BSNL is not providing prepaid services in J & K Service Area. In the case of **Postpaid, BSNL met the** **_benchmark of 90% in urban area but not in the rural area_**.

- In terms of **customers satisfied,** the achievement level of the operator is 93.1% in rural area and 95.8% in urban area.

1.4: Maintainability (Benchmark >95%)
The customer perception of the parameter Maintainability is again not good in J&K Service Area as BSNL was not meeting the **_benchmark of 95%_** neither in rural area nor in urban area.

- In terms of **customers satisfied,** the achievement level of the operator is 89.7% in rural area and 90.7% in urban area.

1.5: Help Services/ Customer Care (Benchmark >90%)
The customer perception of the parameter help service/ customer care is mixed in J&K Service Area as BSNL was meeting the **_benchmark of 90%_** in urban area but not in rural area.

- In terms of **customers satisfied,** the achievement level of the operator is 81.9% in rural area and 91.9% in urban area.

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Page 4

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

1.6: Consumers Protection and Redressal of Grievances

- About 95% of 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 (38.4%) in comparison to rural area (31.2%).
- Overall awareness of the appellate authority and web based complaint monitoring system was found to be low 2.8% and 1.8%, respectively.
- Altogether 14 people registered for blocking unsolicitated number it was found to be higher in the urban area (4.4%) than in the rural area (1.7%).

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 J&K 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. 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 somewhat good in J&K service area as **four operators out of six in urban and three operators in rural had met the** _benchmark of 90%._

- In terms of **customers satisfied,** the achievement level of the operators ranged from 87.8% to 94.3% in rural areas and from 88.7% to 96.1% in urban areas.
- The **highest** percentages of customers satisfied were found with Airtel in rural as well as urban areas.
- The **lowest** percentages of customers satisfied were found with BSNL in rural area and Reliance in urban areas.

2.2: Network Performance (Benchmark >95%)

The customer perception of the network performance parameter is **poor in J&K Service** Area as **none of the operators in rural and in urban area could meet the** _benchmark of 95%._

- In terms of **customers satisfied,** the achievement level of the operators ranged from 82.2% to 92.4% in rural areas and from 84.2% to 94.2% in urban areas.
- The **highest** percentages of **customers satisfied** were found with Vodafone in rural area and Airtel in urban area.
- The **lowest** percentages of **customers satisfied** were found with Reliance in rural area and Aircel in urban area.

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Page 5

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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 **two (Airtel and Idea) out of six operators were found to be meeting the benchmark of >95%.** In urban Area, four (Aircel, Airtel, Idea and Vodafone) were meeting the benchmark. In the case of **post paid service,** the situation is quite critical as only two providers **(Airtel and Vodafone) were found to be meeting the benchmark of >95% in urban areas.** In rural area the sample size was too low for conducting any statistical analysis.

- In terms of **customers satisfied,** the achievement level of the operators, in the case of **pre-paid segment**, ranged from 91.9 % to 95.2% in rural area and 92.9% to 97.9% in urban area. Whereas in the case of **post-paid**, ranged from 90.5% to 96.7% in urban area.
- The **highest percentage of satisfied consumers** with billing services, in **pre-paid segment** was achieved by Airtel and Idea in rural area and Airtel in urban area. In the case of **post paid segment** the highest percentage of satisfied consumer was attained by Airtel and Vodafone in urban area.
- The **lowest percentage of satisfied consumers** with billing service in the **pre-paid segment** was achieved by BSNL and Reliance in rural and Reliance in urban areas. In the case of **post-paid segment** it was achieved by Aircel in urban areas.

2.4: Maintainability (Benchmark >95%)

While recording the customer perception on maintainability (fault repair service) parameter in J&K Service Area, it was found that only two out of six operators in urban area and none in rural area were found to be meeting **the _benchmark of 95%._**

- In terms of **customers satisfied,** the achievement level of the operators ranged from 86.2% to 92.6% in rural areas and 87.7% to 96.8% in urban areas.

- The **highest percentage of customer satisfied** was found with Airtel both in rural and urban areas.
- The **lowest percentages of customer satisfied** were found with BSNL in both rural and urban areas.

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

The customer perception of the parameter help service/ customer care is varied in J&K as **three operators (Airtel, Idea and Vodafone) out of the six operators managed to meet the _benchmark of >90% in both rural and urban areas._**

- In terms of **customers satisfied,** the achievement level of the operators ranged from 84.0% to 93.5% in rural areas and 84.0% to 94.5% in urban areas.
- The **highest percentage of customers satisfied** was found with Vodafone in rural areas and Airtel in urban areas.
- The **lowest percentage of customers satisfied** was found with Aircel in both rural and urban area.

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Page 6

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And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

<emphasis>J&K SERVICE AREA</emphasis>

<emphasis>June 2015</emphasis>

2.6: Supplementary services (Benchmark >90%)

The customer perception of the supplementary services parameter is critical as three (Airtel, Idea and Vodafone) out of six operators in urban area and only Airtel in rural area were found to be **meeting the benchmark of >90%**.

- In terms of **customers satisfied,** the achievement level of the operators ranged from 82.6% to 91.3% in rural areas and from 85.6% to 94.7% in urban areas
- The **highest** percentages of **customers satisfied** were found with Airtel in both rural and urban areas.
- The **lowest** percentages of **customers satisfied** were found with Aircel in both rural and urban areas.

2.7: Consumers Protection and Redressal of Grievances

- Majority of consumers in J&K 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 was very less – 1.5%. Awareness was almost negligible in rural area as reported by only 1 respondent.
- Higher number of complaint was lodged at the consumer care number regarding deficiency in service- reported by about 35% respondents.
- Overall 0.7% had utilised MNP facility – 0.6% in rural area and 0.8% 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 **J&K Service Area** performance of operators, BSNL was not meeting most of the prescribed parameters' benchmark with respect to quality of service. 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 J&K Service Area as **BSNL did not meet the** _**benchmark of >85% in Rural area but could meet the same in Urban Area.**_

- In terms of **customer satisfied,** the achievement level of the operator is 83.2% in rural area and 86.4% in urban area.

3.2: Network Performance (Benchmark >85%)

The customer perception of the parameter network performance is also mixed in J&K Service Area as BSNL did not meet the _**benchmark of85%**_ in Rural area but could meet the same in Urban Area.

- In terms of **customers satisfied,** the achievement level of the operator is 83.6% in Rural area and 85.3% in urban area.

3.3: Billing (Benchmark >90%)

BSNL was not providing prepaid services in J&K Service Area. In the case of **Postpaid, BSNL met the** _**benchmark of >90% in Urban as well as in Rural areas.**_

- In terms of **customers satisfied,** the achievement level of the operator is 90.2% in rural area and 94.2% in urban area.

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

3.4: Maintainability (Benchmark >85%)

The customer perception of the parameter Maintainability is poor in J&K Service Area as BSNL was not meeting the ***benchmark of 85%*** in urban as well as in Rural areas.

- In terms of **customers satisfied,** the achievement level of the operator is 81.1% in rural area and 84.4% in urban areas.

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

The customer perception of the parameter help service/ customer care is also bad in J&K Service Area as BSNL was not meeting the ***benchmark of >90%*** in urban and in Rural area.

- In terms of **customers satisfied,** the achievement level of the operator is 86.1% in rural area and 87.6% in urban area.

3.6: Consumers Protection and Redressal of Grievances

- Major proportions of 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 on the higher side – reported by 38.2% respondents in Rural area and 40.6% in Urban areas.
- Overall awareness of the appellate authority was found to be low 2.3% (only 9 subscribers).
- Two out of nine subscribers who were aware of the appellate authority, had appealed to him about their grievances.

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Page 8

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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).
   ii. These Complaint centre shall provide the service in local language of that service area in addition to Hindi and English.

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[1] www.trai.gov.in

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Page 9

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

    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 day**s.**

    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 Jammu and Kashmir Service Area for all the three services

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Page 10

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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 2010contain 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).

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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.

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Page 12

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

PART A

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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 March 2013. TRAI organised consultation with all the successful bidders and accordingly all three sets of questionnaires for the year 2013 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:

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Page 14

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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	$\geq$ 90%
(ii)	Customers satisfied with billing performance	$\geq$ 95%
(iii)	Customers satisfied with help services including customer grievance redressal	$\geq$ 90%
(iv)	Customers satisfied with network performance, reliability and availability	$\geq$ 95%
(v)	Customers satisfied with maintainability	$\geq$ 95%
(vi)	Customers satisfied with supplementary and value added services	$\geq$ 90%
(vii)	Customers satisfied with overall service quality	$\geq$ 90%

3.1.2 Broadband Service

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

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Page 16

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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 J & K Service Area, of all the three services, was done between March 2015 and May 2015.

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

3.2 Sampling Methodology

3.2.1 Basic (Wire line) Service

As per the tender document, survey agency was supposed to cover 768 subscribers of the two operators in J&K Service Area. 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:

Name of the Operators	Target Sample*	Covered Sample
Bharat Sanchar Nigam Limited (BSNL)	384	386
Tata Teleservices (TTSL)	384	0
Total	768	386

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

However, on interacting with officials of TTSL, it was found that there subscriber base is too low in J&K and hence they have not been included in the survey. The copy of the mails received from the service provider has been provided to TRAI officials (Delhi and Jaipur).

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, J&K Service Area is divided in to 34 SDCAs and 359 exchanges. Hence for the purpose of the study 4 SDCAs and 18 exchanges of J&K had been chosen from different zones of J&K. During the survey conducted in 2013-14, Anantnag, Jammu, Srinagar and Udampur SDCAs were selected. Hence, this year Samba, Badgam, Bandipore and Kishtwar 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.

J&K Service Area: Basic: Sample distribution in selected districts			
SDCAs	Population	Population %	Total
Samba	318611	19.1%	73
Badgam	735753	44.0%	169
Bandipur	385099	23.1%	89
Kishtwar	231037	13.8%	53
Total:	1,670,500	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.

J&K Service Area : Operator wise, district wise & Area wise sample distribution												
SP	Area	Badgam		Bandipore		Kishtwar		Samba		Total	
		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
BSNL	Urban	118	69.80%	62	69.70%	39	70.90%	51	69.90%	270	69.90%
	Rural	51	30.20%	27	30.30%	16	29.10%	22	30.10%	116	30.10%
	Total	169	100.00%	89	100.00%	55	100.00%	73	100.00%	386	100.00%

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Page 18

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And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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		
SDCAs	**Urban Exchange**	**Rural Exchange**
Bandipora	Bandipora	Gurez
Budgam	Beerwah, Budgam, Chadoora, Charisharif	Kremshore, Narbal
Kishtwar	Kishtwar	Atholi Paddar-I, Atholi Paddar-II
Samba	Arnia, Bari brahmana, Bishna, Gurha Salathia, Ramgarh, Samba	Jakh, Miran sahib

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, 65% of the sample was covered through In-person (Face to Face) and rest 35% through Computer Assisted Telephonic Interviews (CATI). The table below shows the actual sample breakup achieved with both the modes of interviews:

J&K: Service Area: Operator wise sample distribution with mode of interview						
		CATI		**In Person**		**Total**
Operator	**Mode**	**Count**	**Row N %**	**Count**	**Row N %**	**Count**
BSNL	Urban	134	49.6%	136	50.4%	270
	Rural			116	100.0%	116
	Total	134	34.7%	252	65.3%	386

3.2.1.2 Type wise sample distribution

BSNL does not have prepaid customers for their Wire-line service. Hence all the post-paid customers were covered during the survey.

3.2.2 Cellular Mobile

As per the tender document, survey agency was supposed to cover a total sample of 2,688 subscribers, to be divided among the 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
Airtel	384	406
BSNL (Bharat Sanchar Nigam Limited)	384	400
Idea Cellular	384	388
Rel Comm (Reliance Communication)	384	390
Vodafone	384	399
Aircel	384	414
TTSL (Tata Teleservices)	384	0
Total	**2,688**	**2,397**

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

However, on interacting with officials of TTSL, it was found that they do not provide service in J&K 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).

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Page 19

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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 J&K service area, there are 22 districts and as per the tender document 10% of the district headquarters was considered for coverage area. Hence for the purpose of the study three districts of J&K has been chosen from different zones of J&K. During the survey conducted in 2013-14, Anantnag, Jammu and Srinagar districts were selected. Hence, this year Badgam, Bandipur and Samba 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
Badgam	735753	51.1%	196
Bandipur	385099	26.8%	103
Samba	318611	22.1%	85
Total:	**1,439,463**	**100.0%**	**384**

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

SP	Area	Badgam		Bandipur		Samba		Total	
		Count	Col %	Count	Col %	Count	Col %	Count	Col %
Aircel	Urban	154	70%	73	70%	62	69%	289	70%
	Rural	65	30%	32	30%	28	31%	125	30%
	Total	219	100%	105	100%	90	100%	414	100%
Airtel	Urban	139	70%	74	70%	71	70%	284	70%
	Rural	60	30%	32	30%	30	30%	122	30%
	Total	199	100%	106	100%	101	100%	406	100%
BSNL	Urban	140	69%	71	68%	66	70%	277	69%
	Rural	62	31%	33	32%	28	30%	123	31%
	Total	202	100%	104	100%	94	100%	400	100%
Idea	Urban	139	70%	73	70%	60	70%	272	70%
	Rural	59	30%	31	30%	26	30%	116	30%
	Total	198	100%	104	100%	86	100%	388	100%
Reliance	Urban	140	70%	71	70%	63	71%	274	70%
	Rural	59	30%	31	30%	26	29%	116	30%
	Total	199	100%	102	100%	89	100%	390	100%
Vodafone	Urban	140	70%	77	71%	63	69%	280	70%
	Rural	60	30%	31	29%	28	31%	119	30%
	Total	200	100%	108	100%	91	100%	399	100%
Total	**Urban**	**852**	**70%**	**439**	**70%**	**385**	**70%**	**1676**	**70%**
	Rural	**365**	**30%**	**190**	**30%**	**166**	**30%**	**721**	**30%**
	Total	**1217**	**100%**	**629**	**100%**	**551**	**100%**	**2397**	**100%**

J&K Service Area: Provider wise & areas wise sample distribution in to selected districts

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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 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:

J&K Service Area: Operator wise sample distribution with mode of interview						
SP		CATI		In Person		Total
		Count	%	Count	%	Count
Aircel	Urban	135	47%	154	53%	289
	Rural			125	100%	125
	Total	135	33%	279	67%	414
Airtel	Urban	136	48%	148	52%	284
	Rural			122	100%	122
	Total	136	33%	270	67%	406
BSNL	Urban	136	49%	141	51%	277
	Rural			123	100%	123
	Total	136	34%	264	66%	400
Idea	Urban	136	50%	136	50%	272
	Rural			116	100%	116
	Total	136	35%	252	65%	388
Reliance	Urban	137	50%	137	50%	274
	Rural			116	100%	116
	Total	137	35%	253	65%	390
Vodafone	Urban	140	50%	140	50%	280
	Rural			119	100%	119
	Total	140	35%	259	65%	399
Total	**Urban**	**820**	**49%**	**856**	**51%**	**1676**
	Rural			**721**	**100%**	**721**
	Total	**820**	**34%**	**1577**	**66%**	**2397**

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Page 21

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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.

JK: Cellular services: User Type						
		Post Paid		Pre Paid		Total
		Count	%	Count	%	Count
Aircel	Urban	14	4.8%	275	95.2%	289
	Rural	2	1.6%	123	98.4%	125
	Total	16	3.9%	398	96.1%	414
Airtel	Urban	10	3.5%	274	96.5%	284
	Rural	2	1.6%	120	98.4%	122
	Total	12	3.0%	394	97.0%	406
BSNL	Urban	23	8.3%	254	91.7%	277
	Rural	2	1.6%	121	98.4%	123
	Total	25	6.3%	375	93.8%	400
Idea	Urban	8	2.9%	264	97.1%	272
	Rural	1	0.9%	115	100.0%	116
	Total	9	2.3%	379	97.9%	388
Reliance	Urban	15	5.5%	259	94.5%	274
	Rural	2	1.7%	114	98.3%	116
	Total	17	4.4%	373	95.6%	390
Vodafone	Urban	20	7.1%	260	92.9%	280
	Rural	1	0.8%	118	99.2%	119
	Total	21	5.3%	378	94.7%	399
Total	**Urban**	**90**	**5.4%**	**1586**	**94.6%**	**1676**
	Rural	**10**	**1.4%**	**711**	**98.8%**	**721**
	Total	**100**	**4.2%**	**2297**	**95.9%**	**2397**

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Page 22

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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.

Operators	Target Sample*	Covered Sample
Bharat Sanchar Nigam Ltd. (BSNL)	384	391
TTSL	384	
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	**3840**	**391**

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

On interacting with officials of TTSL, You BB, DEN, Digital Networks, Nextra, RK Infratel, RailTel, Smart Link and Siti Cables, it was found that none of them is 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.

J&K Service Area : Operator wise, district wise & Area wise sample distribution												
SP	Area	Bandipore		Badgam		Kishtwar		Samba		Total	
		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
BSNL	Urban	62	68.9%	119	70.0%	40	71.4%	51	68.0%	272	69.6%
	Rural	28	31.1%	51	30.0%	16	28.6%	24	32.0%	119	30.4%
	Total	**90**	**100.0%**	**170**	**100.0%**	**56**	**100.0%**	**75**	**100.0%**	**391**	**100.0%**

As per the tender document, survey agency has to cover 10% of the total PoPs in the services area. J&K Service Area is divided in to 283 PoPs. Thus, 29 PoPs were selected for the survey. District wise and area wise list of the PoPs is shown in the table below:

List Of PoPs In J&K Service Area		
District	Urban	Rural
Bandipora	Bandipora	Gurez
Badgam	Beerwah, Badgam, Chadoora, Charisharif	Kremshore, Narbal
Kishtwar	Kishtwar	Udam Pur
Samba	Arnia, Baribrahmana, Bishna, Gurha Salathia, Ramgarh, R.S. Pora, Samba, Vijay Pur	Birpur-I, Chakroi-I, Dabliar, Go Brahmna, Jakh, Miran sahib, Nandpur-I, Nandpur-II, Pangdore, Purmandal, Rehal

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Page 23

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And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

3.2.3.1 Mode of Interview: As per the tender document, in the urban areas at least 50% of the observations/ interviews shall be based on personal interview basis and up to 50% through email or by developing web based applications. VOICE accordingly sent emails, to the subscribers of different operators as well as to the VOICE internal data base. However, no responses were received and hence the entire sample was covered through face to face interviews.

SP	Area	Mode				Total
		F2F		Web based/email		
BSNL	Urban	272	100.0%	0	0.0%	272
	Rural	119	100.0%	0	0.0%	119
	Total	**391**	**100.0%**	**0**	**0.0%**	**392**

J&K Service Area: Operator wise sample distribution with mode of interviews

3.2.3.2 Type wise sample distribution

BSNL does not provide prepaid services in J&K service area. Hence only postpaid subscribers were covered during the survey.

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Page 24

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

3.3 Sample Characteristics

3.3.1 Basic Wire-line Service

3.3.1.1 Gender Profile

SP	Area	Male		Female		Total
		Count	%	Count	%	Count
BSNL	Urban	210	77.8%	60	22.2%	270
	Rural	74	63.8%	42	36.2%	116
	Total	**284**	**73.6%**	**102**	**26.4%**	**386**

J&K: Basic services: Gender Profile

- Total 386 wire-line subscribers were covered in J&K Service Area – 270 in urban and 116 in rural areas.
- Altogether 284 (73.6%) were males and remaining 102 (26.4%) were females.

3.3.1.2 Age Profile

SP	Area	Less than 25 years		25-34 years		35-44 years		More than 45 years		Total
		Count	%	Count	%	Count	%	Count	%	Count
BSNL	Urban	26	9.6%	84	31.1%	74	27.4%	86	31.9%	270
	Rural	21	18.1%	21	18.1%	32	27.6%	42	36.2%	116
	Total	**47**	**12.2%**	**105**	**27.2%**	**106**	**27.5%**	**128**	**33.2%**	**386**

J&K : Basic services: Age Structure (in years)

- One third (33.2%) belonged to the age group of over 45 years, closely followed by 35-44 years (27.5%).
- This trend was slightly different across urban and rural areas. Around one fifth of the respondents in rural area fell in the age group of below 25 years and 25-34 years old, each.

3.3.1.3 Occupational Structure

SP	Area	Service		Business/Self Employed		Student		Housewife		Retired		Others		Total
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
BSNL	Urban	134	49.6%	48	17.8%	23	8.5%	37	13.7%	17	6.3%	11	4.1%	270
	Rural	44	37.9%	18	15.5%	17	14.7%	25	21.6%	10	8.6%	2	1.7%	116
	Total	**178**	**46.1%**	**66**	**17.1%**	**40**	**10.4%**	**62**	**16.1%**	**27**	**7.0%**	**13**	**3.4%**	**386**

J&K: Basic services: occupation structure of subscribers

- About half of the respondents covered were in service (46.1%) followed by business (17.1%). Other 16.1% were housewives and 10.4% were students.

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Page 25

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

3.3.1.4 Usage Type

SP	Area	J&K: Basic services: Usage Type				Total
		Residential		Commercial		
		Count	%	Count	%	Count
BSNL	Urban	204	75.6%	66	24.4%	270
	Rural	101	87.1%	15	12.9%	116
	Total	**305**	**79.0%**	**81**	**21.0%**	**386**

- Over one fifth (21%) respondents reported to be using wireline service for commercial purpose in J&K Service Area. However in rural areas this was reported by 13% of respondents..

3.3.1.5 Income Structure

SP	Area	J&K: Basic services: Monthly Income structure of subscribers										Total
		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		
		Count	%	Count	%	Count	%	Count	%	Count	%	Count
BSNL	Urban	17	6.3%	96	35.6%	145	53.7%	11	4.1%	1	0.4%	270
	Rural	4	3.4%	54	46.6%	56	48.3%	2	1.7%	0	0.0%	116
	Total	**21**	**5.4%**	**150**	**38.9%**	**201**	**52.1%**	**13**	**3.4%**	**1**	**0.3%**	**386**

- Half (52.1%) of the respondents covered were falling in the income group of Rs. 30,000- Rs. 1 Lakh followed by those whose family income was Rs. 10,000 - Rs. 30,000 (38.9%).

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

3.3.2 Cellular Service

3.3.2.1 Gender Profile

J&K: Cellular services: Gender Profile						
		Male		Female		Total
		Count	%	Count	%	Count
Aircel	Urban	252	87.2%	37	12.8%	289
	Rural	110	88.0%	15	12.0%	125
	Total	362	87.4%	52	12.6%	414
Airtel	Urban	254	89.4%	30	10.6%	284
	Rural	116	95.1%	6	4.9%	122
	Total	370	91.1%	36	8.9%	406
BSNL	Urban	258	93.1%	19	6.9%	277
	Rural	112	91.1%	11	8.9%	123
	Total	370	92.5%	30	7.5%	400
Idea	Urban	220	80.9%	52	19.1%	272
	Rural	107	92.2%	9	7.8%	116
	Total	327	84.3%	61	15.7%	388
Reliance	Urban	252	92.0%	22	8.0%	274
	Rural	104	89.7%	12	10.3%	116
	Total	356	91.3%	34	8.7%	390
Vodafone	Urban	250	89.3%	30	10.7%	280
	Rural	104	87.4%	15	12.6%	119
	Total	354	88.7%	45	11.3%	399
Total	**Urban**	**1486**	**88.7%**	**190**	**11.3%**	**1676**
	Rural	**653**	**90.6%**	**68**	**9.4%**	**721**
	Total	**2139**	**89.2%**	**258**	**10.8%**	**2397**

- Altogether 2397 cellular customers were covered in J&K Service Area.
- Of them 2139 (89.2%) were males and remaining 258 (10.8%) were females.
- Highest percentage of female sample was covered in the case of Idea (15.7%).
- In the case of rural area highest female sample came from Vodafone (12.6%) and in urban area from Idea (19.1%)

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Page 27

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

3.3.2.2 Age Profile

J&K : 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	77	26.6%	106	36.7%	71	24.6%	35	12.1%	289
	Rural	41	32.8%	55	44.0%	17	13.6%	12	9.6%	125
	Total	118	28.5%	161	38.9%	88	21.3%	47	11.4%	414
Airtel	Urban	65	22.9%	130	45.8%	60	21.1%	29	10.2%	284
	Rural	35	28.7%	45	36.9%	31	25.4%	11	9.0%	122
	Total	100	24.6%	175	43.1%	91	22.4%	40	9.9%	406
BSNL	Urban	34	12.3%	110	39.7%	71	25.6%	62	22.4%	277
	Rural	16	13.0%	49	39.8%	31	25.2%	27	22.0%	123
	Total	50	12.5%	159	39.8%	102	25.5%	89	22.3%	400
Idea	Urban	96	35.3%	118	43.4%	51	18.8%	7	2.6%	272
	Rural	34	29.3%	60	51.7%	21	18.1%	1	0.9%	116
	Total	130	33.5%	178	45.9%	72	18.6%	8	2.1%	388
Reliance	Urban	70	25.5%	133	48.5%	41	15.0%	30	10.9%	274
	Rural	21	18.1%	61	52.6%	26	22.4%	8	6.9%	116
	Total	91	23.3%	194	49.7%	67	17.2%	38	9.7%	390
Vodafone	Urban	77	27.5%	102	36.4%	67	23.9%	34	12.1%	280
	Rural	36	30.3%	37	31.1%	28	23.5%	18	15.1%	119
	Total	113	28.3%	139	34.8%	95	23.8%	52	13.0%	399
Total	**Urban**	**419**	**25.0%**	**699**	**41.7%**	**361**	**21.5%**	**197**	**11.8%**	**1676**
	Rural	**183**	**25.4%**	**307**	**42.6%**	**154**	**21.4%**	**77**	**10.7%**	**721**
	Total	**602**	**25.1%**	**1006**	**42.0%**	**515**	**21.5%**	**274**	**11.4%**	**2397**

- Majority of respondents belonged to the age group 25-34 years (42%), followed by below 25 years (25.1%).
- Over one fifth (21.5%)of the sample was between 35-44 years – maximum in the case of BSNL in urban 25.6% area and Airtel in rural 25.4% area.

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Page 28

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And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

3.3.2.3 Occupational Structure

J&K : Cellular Services: occupation structure of subscribers															
		Service		Business/Self Employed		Student		Housewife		Retired		Others		Total
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Aircel	Urban	84	29.1%	130	45.0%	55	19.0%	18	6.2%	2	0.7%	0	0.0%	289
	Rural	33	26.4%	50	40.0%	35	28.0%	7	5.6%	0	0.0%	0	0.0%	125
	Total	117	28.3%	180	43.5%	90	21.7%	25	6.0%	2	0.5%	0	0.0%	414
Airtel	Urban	63	22.2%	155	54.6%	44	15.5%	19	6.7%	3	1.1%	0	0.0%	284
	Rural	30	24.6%	56	45.9%	29	23.8%	5	4.1%	1	0.8%	1	0.8%	122
	Total	93	22.9%	211	52.0%	73	18.0%	24	5.9%	4	1.0%	1	0.2%	406
BSNL	Urban	94	33.9%	101	36.5%	29	10.5%	15	5.4%	2	0.7%	36	13.0%	277
	Rural	37	30.1%	40	32.5%	16	13.0%	10	8.1%	2	1.6%	18	14.6%	123
	Total	131	32.8%	141	35.3%	45	11.3%	25	6.3%	4	1.0%	54	13.5%	400
Idea	Urban	82	30.1%	92	33.8%	64	23.5%	23	8.5%	11	4.0%	0	0.0%	272
	Rural	45	38.8%	34	29.3%	31	26.7%	5	4.3%	1	0.9%	0	0.0%	116
	Total	127	32.7%	126	32.5%	95	24.5%	28	7.2%	12	3.1%	0	0.0%	388
Reliance	Urban	98	35.8%	91	33.2%	41	15.0%	16	5.8%	4	1.5%	24	8.8%	274
	Rural	31	26.7%	38	32.8%	16	13.8%	8	6.9%	2	1.7%	21	18.1%	116
	Total	129	33.1%	129	33.1%	57	14.6%	24	6.2%	6	1.5%	45	11.5%	390
Vodafone	Urban	74	26.4%	91	32.5%	65	23.2%	11	3.9%	5	1.8%	34	12.1%	280
	Rural	28	23.5%	25	21.0%	30	25.2%	11	9.2%	2	1.7%	23	19.3%	119
	Total	102	25.6%	116	29.1%	95	23.8%	22	5.5%	7	1.8%	57	14.3%	399
Total	**Urban**	**495**	**29.5%**	**660**	**39.4%**	**298**	**17.8%**	**102**	**6.1%**	**27**	**1.6%**	**94**	**5.6%**	**1676**
	Rural	**204**	**28.3%**	**243**	**33.7%**	**157**	**21.8%**	**46**	**6.4%**	**8**	**1.1%**	**63**	**8.7%**	**721**
	Total	**699**	**29.2%**	**903**	**37.7%**	**455**	**19.0%**	**148**	**6.2%**	**35**	**1.5%**	**157**	**6.5%**	**2397**

- Majority of the respondents were self employed or businessmen (37.7%), followed by Service holders (29.2%).
- Around 19% were students and 6% were housewives. The trend was found to be somewhat similar across operators and areas in terms of rural and urban.

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Page 29

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And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

3.3.2.4 Usage Type

J&K: Cellular services: Usage Type			Residential		Commercial		Total
			Count	%	Count	%	Count
Aircel		Urban	287	99.3%	2	0.7%	289
		Rural	125	100.0%	0	0.0%	125
		Total	412	99.5%	2	0.5%	414
Airtel		Urban	282	99.3%	2	0.7%	284
		Rural	122	100.0%	0	0.0%	122
		Total	404	99.5%	2	0.5%	406
BSNL		Urban	270	97.5%	7	2.5%	277
		Rural	122	99.2%	1	0.8%	123
		Total	392	98.0%	8	2.0%	400
Idea		Urban	271	99.6%	1	0.4%	272
		Rural	116	100.0%	0	0.0%	116
		Total	387	99.7%	1	0.3%	388
Reliance		Urban	274	100.0%	0	0.0%	274
		Rural	116	100.0%	0	0.0%	116
		Total	390	100.0%	0	0.0%	390
Vodafone		Urban	280	100.0%	0	0.0%	280
		Rural	119	100.0%	0	0.0%	119
		Total	399	100.0%	0	0.0%	399
Total		**Urban**	**1664**	**99.3%**	**12**	**0.7%**	**1676**
		Rural	**720**	**99.9%**	**1**	**0.1%**	**721**
		Total	**2384**	**99.5%**	**13**	**0.5%**	**2397**

- Only 0.5% (13 out of 2397) was found to be using their cellular phones for commercial purpose (usage type). Only 1 of them was from rural area.

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And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

3.3.3 Broadband service

3.3.3.1 Gender Profile

SP	Area	Male		Female		Total
		Count	%	Count	%	Count
BSNL	Urban	207	76.1%	65	23.9%	272
	Rural	103	86.60%	16	13.40%	119
	Total	**310**	**79.3%**	**81**	**20.7%**	**391**

J&K Broadband Services: Gender profile

- Altogether 391 broadband subscribers were covered in J&K Service Area – 272 in urban and 119 in rural areas.
- Altogether 310 (79.3%) were males and remaining 81 (20.7%) were females.

3.3.3.2 Age Profile

SP	Area	Less than 25 years		25-34 years		35-44 years		More than 45 years		Total
		Count	%	Count	%	Count	%	Count	%	Count
BSNL	Urban	33	12.1%	107	39.3%	88	32.4%	44	16.2%	272
	Rural	21	17.6%	47	39.5%	31	26.1%	20	16.8%	119
	Total	**54**	**13.8%**	**154**	**39.4%**	**119**	**30.4%**	**64**	**16.4%**	**391**

J&K Broadband services: Age structure (in years)

- Around two out of five respondents fell in the age group of 25-34 years (39.4%), followed by one third in the age group of 35-44 (30.4%), 16.4% in more than 45 years and 13.8% in less than 25 years.
- This pattern was found to be similar across rural and urban areas.

3.3.1.3 Occupational Structure

SP	Area	Service		Business/Self employed		Student		Housewife		Retired		Total
		Count	%	Count	%	Count	%	Count	%	Count	%	Count
BSNL	Urban	134	49.3%	62	22.8%	42	15.4%	27	9.9%	7	2.6%	272
	Rural	56	47.1%	27	22.7%	24	20.2%	3	2.5%	9	7.6%	119
	Total	**190**	**48.6%**	**89**	**22.8%**	**66**	**16.9%**	**30**	**7.7%**	**16**	**4.1%**	**391**

J&K Broadband services: Occupational structure

- Around half (48.6%) covered respondents were in service followed by business (22.8%). Around 16.9% were students, 7.7% housewives and 4.1% retired.

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Page 31

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And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

3.3.3.4 Income Structure

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 Disclosed		Total
		Count	%	Count	%	Count	%	Count	%	Count	%	Count
BSNL	Urban	7	2.6%	173	63.6%	50	18.4%	2	0.7%	40	14.7%	272
	Rural	8	6.7%	72	60.5%	27	22.7%	0	0.0%	12	10.1%	119
	Total	**15**	**3.8%**	**245**	**62.7%**	**77**	**19.7%**	**2**	**0.5%**	**52**	**13.3%**	**391**

J&K: BB services: Monthly Income structure of subscribers

Majority of the covered respondents were in the income group of Rs. 10,000- Rs. 30,000 (62.7%) followed by Rs. 30,000- Rs. 1,00,000 (19.7%).

3.3.3.5 Usage Type

SP	Area	Residential		Commercial		Total
		Count	%	Count	%	Count
BSNL	Urban	209	76.8%	63	23.2%	272
	Rural	109	91.6%	10	8.4%	119
	Total	**318**	**81.3%**	**73**	**18.7%**	**391**

J&K Broadband services: Usage type

- Overall 18.7% for commercial purpose. Most of the commercial use is being done in urban area (23.2%).

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And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

4

CUSTOMER PERCEPTION OF TELECOM SERVICE

DETAIL REPORT

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And Effectiveness of Various regulations, directions and orders issued
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J&K SERVICE AREA

June 2015

4.1 PERFORMANCE COMPLIANCE

4.1.3 PERFORMANCE COMPLIANCE CSS – Basic Wireline, J & K Service Area

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

CSS Wireline (SERVICE AREA - J&K) - 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 – J&K									
BSNL	Urban	270	95.9%	95.8%	91.9%	91.4%	90.7%	100.0%*	92.2%
	Rural	116	94.8%	93.1%	81.9%	90.2%	89.7%	100.0%*	88.8%
	Overall	386	95.6%	95.0%	88.9%	91.0%	90.4%	100.0%*	91.2%

*Sample size is too low (≤5) for drawing any conclusion

The analysis reveals that, the performance of **BSNL** in J&K service area was **critical** in the **rural area** as **BSNL was not able to meet benchmark** on any of the prescribed parameters **except one - Provision of service.** In **urban area** it was able to meet benchmark on five parameters. Its performance on **two** crucial parameter, **network performance and maintainability, was below the prescribed benchmark.**

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And Effectiveness of Various regulations, directions and orders issued
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J&K SERVICE AREA

June 2015

4.1.2 PERFORMANCE COMPLIANCE (CSS) – Cellular Mobile, J&K Service Area

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

CSS Cellular (SERVICE AREA - J&K) - Parameter Based Performance Compliance										
Operator	Area	Sample Size Benchmark	Customers Satisfied With Provision of service >90%	Customers satisfied with Billing performance		Customers satisfied with Help Services >90%	Customers satisfied with Network performance reliability and availability >95%	Customers satisfied with Maintain-ability >95%	Customers Satisfied with Supple-mentary services >90%	Customers satisfied with overall services >90%
				Prepaid >95%	Postpaid >95%					
SERVICE AREA – J&K										
Aircel	Urban	289	93.5%	96.5%	90.5%	84.0%	84.2%	91.2%	85.6%	90.0%
	Rural	125	91.2%	92.5%	*	81.8%	83.7%	90.0%	82.6%	88.8%
	Total	414	92.8%	95.2%	91.7%	83.3%	84.1%	90.8%	85.0%	89.6%
Airtel	Urban	284	95.2%	97.5%	96.7%	94.5%	94.2%	96.8%	94.7%	96.1%
	Rural	122	93.4%	95.2%	*	92.8%	90.4%	92.6%	91.3%	94.3%
	Total	406	94.7%	96.8%	97.2%	94.0%	93.1%	95.6%	93.8%	95.6%
BSNL	Urban	277	90.5%	93.2%	92.8%	85.6%	85.0%	87.7%	86.9%	89.2%
	Rural	123	88.1%	91.9%	*	82.7%	83.2%	86.2%	83.3%	87.8%
	Total	400	89.8%	92.8%	93.3%	84.8%	84.4%	87.3%	86.1%	88.8%
Idea	Urban	272	90.8%	96.6%	91.7%	92.0%	91.1%	94.3%	93.2%	93.0%
	Rural	116	93.1%	95.2%	*	90.7%	89.9%	91.4%	87.1%	91.4%
	Total	388	91.5%	96.2%	92.6%	91.6%	90.7%	93.4%	91.9%	92.5%
Reliance	Urban	274	92.0%	92.9%	91.1%	85.9%	84.4%	92.2%	89.6%	88.7%
	Rural	116	91.4%	91.9%	*	84.3%	82.2%	88.8%	84.4%	87.9%
	Total	390	91.8%	92.6%	92.2%	85.4%	83.8%	91.2%	88.4%	88.5%
Vodafone	Urban	280	95.0%	95.2%	96.7%	93.7%	93.7%	95.4%	94.4%	95.4%
	Rural	119	93.3%	94.1%	*	93.5%	92.4%	91.6%	89.5%	93.3%
	Total	399	94.5%	94.8%	96.8%	93.6%	93.3%	94.2%	93.1%	94.7%

*Sample size is too low (≤5) for drawing any conclusion

The analysis reveals that in terms of meeting the benchmark, Airtel, Vodafone and Idea are the only ones who were able to meet the benchmark on comparatively more number of parameters than other service providers.

- Network is the main cause of concern as none of the operators met the benchmark on network availability. Airtel, followed by Vodafone and Idea were providing better network coverage in comparison to other operators.

- On Maintainability, only Airtel and Vodafone were meeting the benchmark in Urban areas. Whereas none could meet it in rural areas.

The analysis reveals that, Airtel, Vodafone and Idea are the only operators whose services are comparatively better than other operators. The other operators were not able to meet performance benchmark on most of the parameters set by the TRAI.

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Page 35

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And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

4.1.3 PERFORMANCE COMPLIANCE CSS – Broadband, J&K Service Area

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

Broadband (SERVICE AREA-J&K) - Parameter Based Performance Compliance									
Customers Satisfied With…									
Name of the 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-J&K									
BSNL	Urban	272	88.2%	94.2%	87.6%	85.3%	84.4%	75.0%*	86.4%
	Rural	119	86.3%	90.2%	86.1%	83.6%	81.1%	66.7%*	83.2%
	Overall	391	87.6%	93.0%	87.1%	84.8%	83.4%	72.7%*	85.4%

*Sample size is too low (≤8) to draw any conclusion

The analysis reveals that, the performance of **BSNL** in J&K service area was **critical** in the **rural area** as **BSNL was not able to meet benchmark** on any of the prescribed parameters **except one - Billing service.** In **urban area** also it was able to meet benchmark on only three parameters. Overall its performance on **three** crucial parameters - **help services, network performance and maintainability, was below the prescribed benchmark.**

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And Effectiveness of Various regulations, directions and orders issued
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J&K SERVICE AREA

June 2015

4.2 GRAPHICAL PRESENTATION

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Page 37

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And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

4.2.1 Basic (Wireline) service – J & K Service Area

4.2.1.1 CUSTOMERS SATISFIED WITH PROVISION OF SERVICES
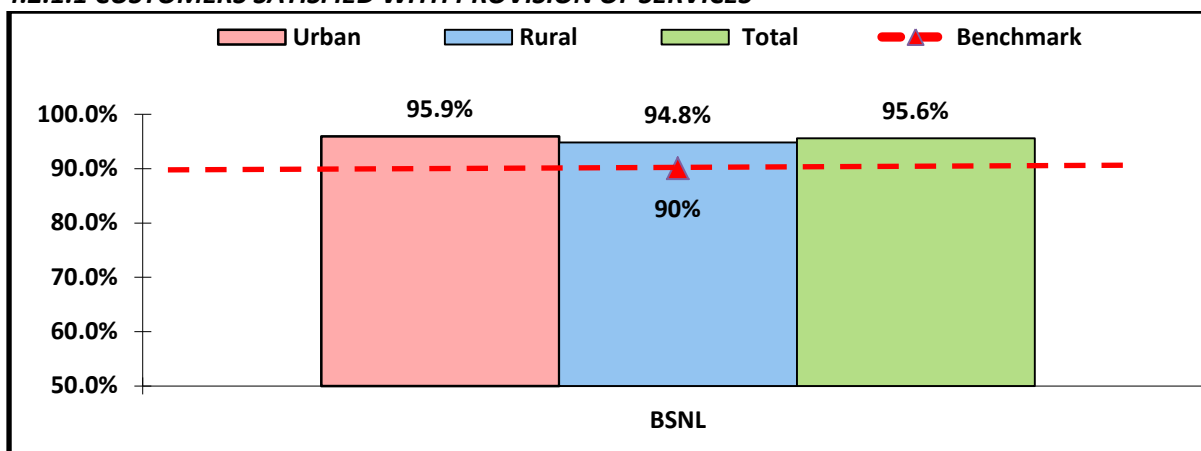
Source: Q1.1, Q1.2 and Q1.3 of the qnr

- Survey was conducted for BSNL, who was the only operator, providing Basic Wireline services in J&K.
- 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 94.8% in rural area to 95.9% in urban area.

4.2.1.2A CUSTOMERS SATISFIED WITH PREPAID BILLING SERVICES

- BSNL is not providing Prepaid Basic Wireline services in J & K.

4.2.1.2B CUSTOMERS SATISFIED WITH POSTPAID BILLING SERVICES
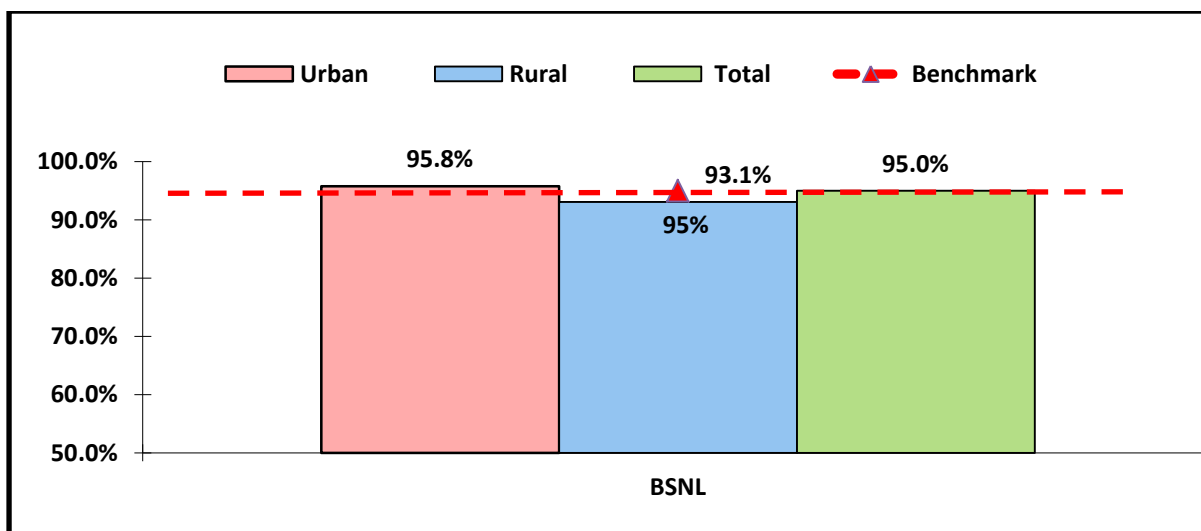
Source: Q2.5, Q2.6 and Q2.7 of the qnr

- BSNL is found to be meeting the benchmark of >95% in urban area but not in the rural area.
- Percentage of satisfied consumers by BSNL is 93.1% in rural area and 95.8% in urban area.

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J&K SERVICE AREA

June 2015

4.2.1.2B Major complaints related to billing
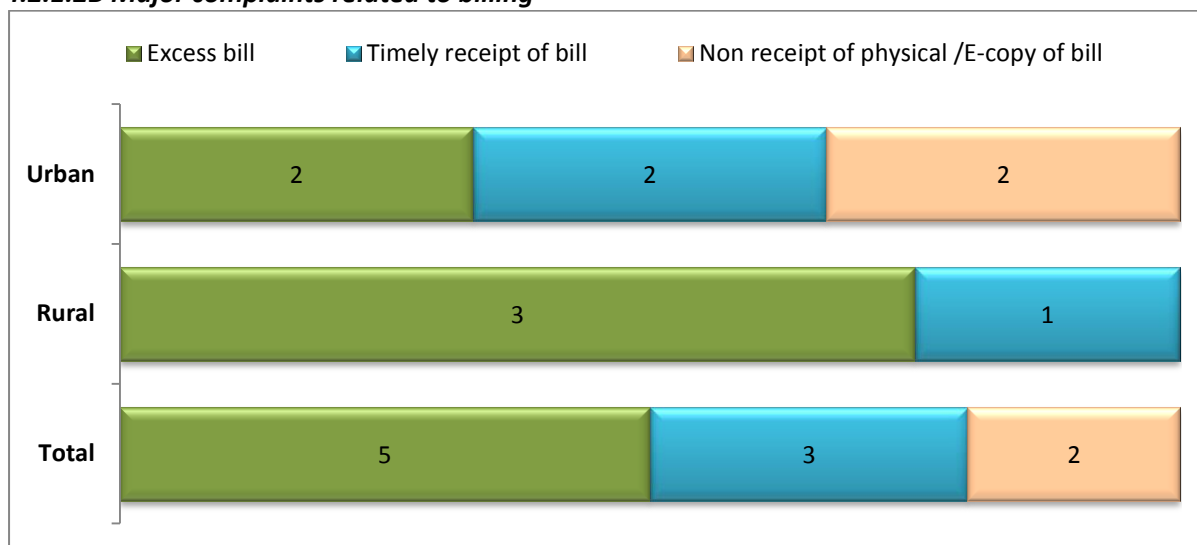
- Altogether 10 BSNL customers had reported to be dissatisfied with the clarity and transparency of bill.
- Half of them reported of getting excess bill followed by dissatisfaction with the timely receipt of bill as reported by three customers.

4.2.1.3 CUSTOMERS SATISFIED WITH HELP SERVICES
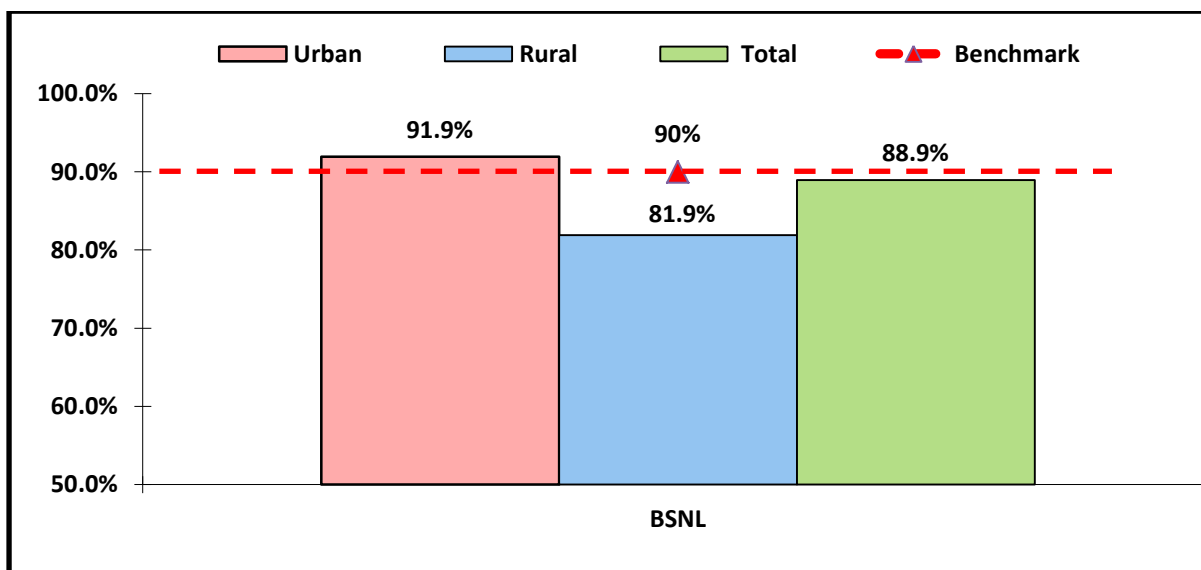
Source: Q3.1, Q3.2, Q3.3 and Q3.4 of the qnr

- BSNL could meet the benchmark of >90% in urban area but not in the rural area.
- Percentage of consumer satisfied by BSNL is 81.9% in rural area and 91.9% in urban area.

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And Effectiveness of Various regulations, directions and orders issued
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J&K SERVICE AREA

June 2015

4.2.1.4 CUSTOMERS SATISFIED WITH NETWORK PERFORMANCE
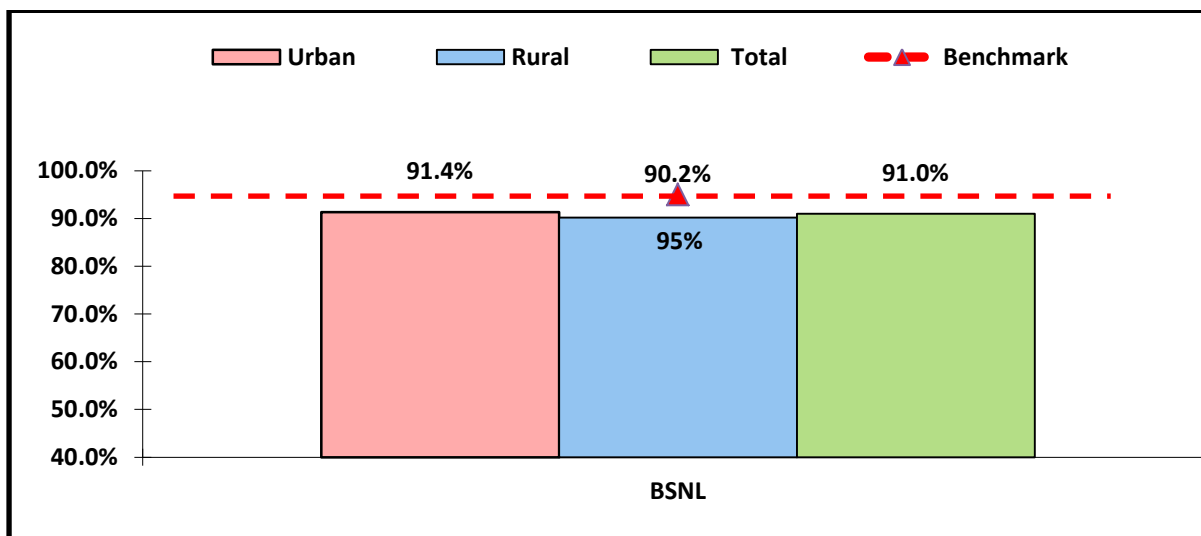
Source: Q4.1 and Q4.2 of the qnr

- BSNL could not meet the benchmark of >95%, neither in urban nor in rural areas.
- Percentage of consumer satisfied by BSNL is 90.2% in rural area and 91.4% in urban area.

4.2.1.5 CUSTOMERS SATISFIED WITH MAINTAINABILITY
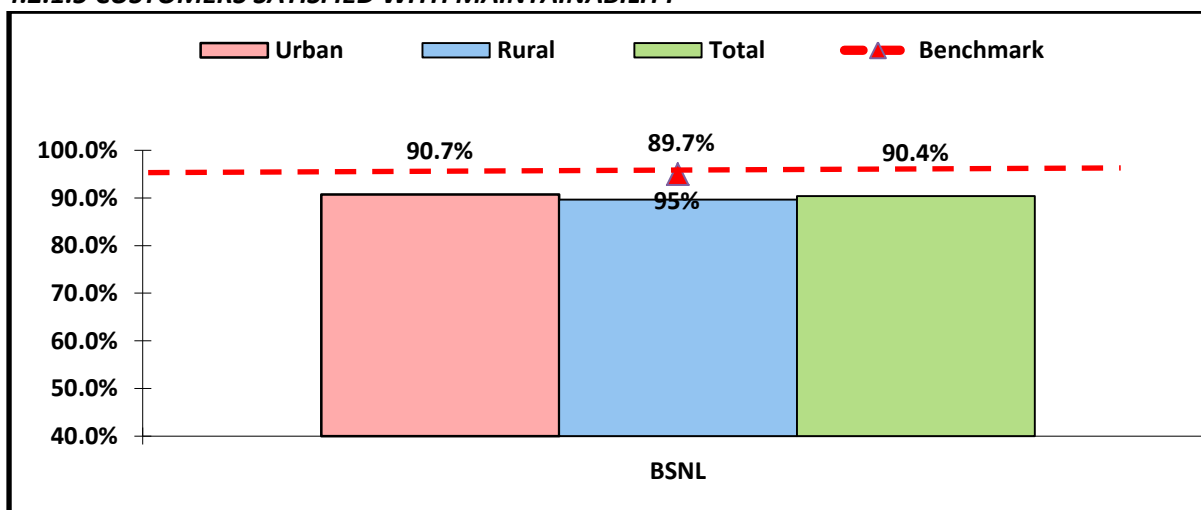
Source: Q5.1 and Q5.2 of the qnr

- On maintainability parameter also, BSNL could not meet the benchmark of >95% -neither in urban nor in rural area.
- Percentage of consumer satisfied by BSNL is 89.7% in rural area and 90.7% in urban area.

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June 2015

4.2.1.6 SATISFIED WITH SUPPLEMENTARY SERVICES
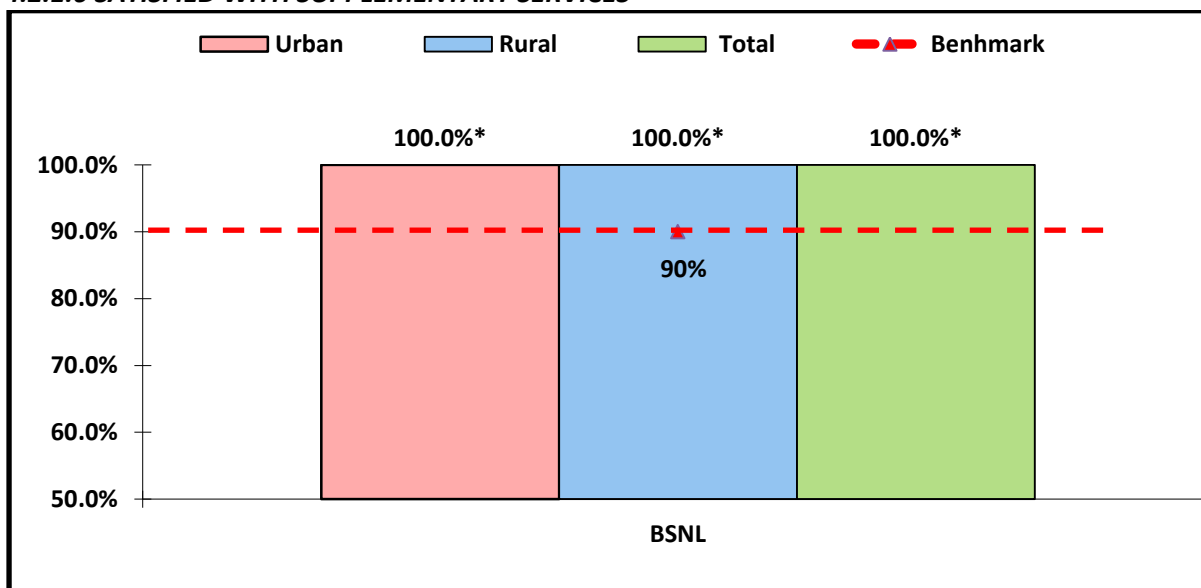
*Sample size too low (≤5) to make any conclusion
Source: Q6.1 and Q6.2 of the qnr

- Of the total sample achieved, only 5 customers in urban area and 2 in rural area were found to be using the supplementary services of BSNL. Hence the sample for supplementary services is too low for drawing any conclusions.

4.2.1.7 CUSTOMERS SATISFIED WITH OVERALL SERVICES
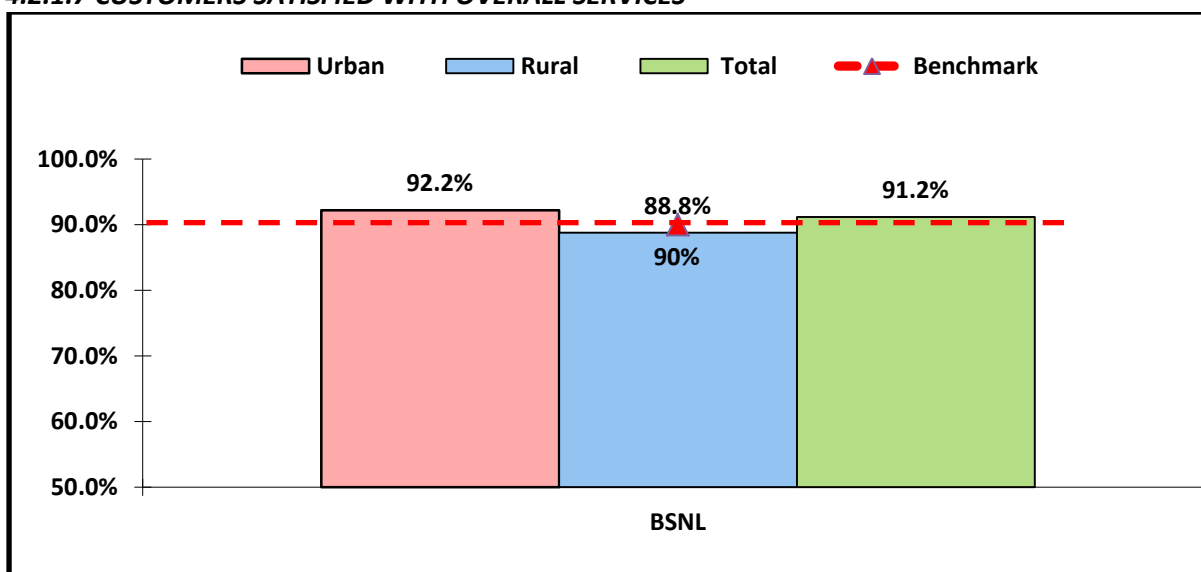
Source: Q7 of the qnr

- BSNL met the benchmark of >90% of overall services in urban area but not in rural area.
- Percentage of customers satisfied by BSNL is 88.8% in rural area and 92.2% in urban area.

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Page 41

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

4.2.2 CELLULAR SERVICE - J&K SERVICE AREA

4.2.2.1 CUSTOMERS SATISFIED WITH PROVISION OF SERVICES
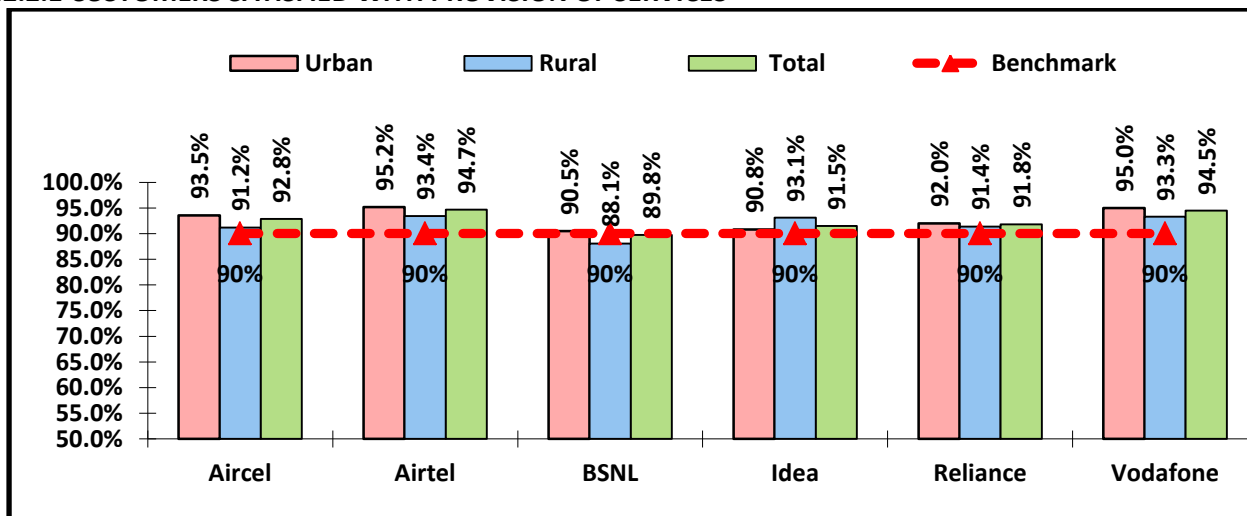
Source: Q1.1, Q1.2 and Q1.3 of the qnr

- Survey was conducted for six operators providing cellular services in J&K.
- All except BSNL in rural area were found to be meeting the benchmark of >90%.
- Percentage of consumers satisfied with the provision of services attained by all the six operators ranged from 88.1% (BSNL) to 93.4% (Airtel) in rural areas and 90.5% (BSNL) to 95.2% (Airtel) in urban areas.

4.2.2.2A CUSTOMERS SATISFIED WITH PREPAID BILLING SERVICES
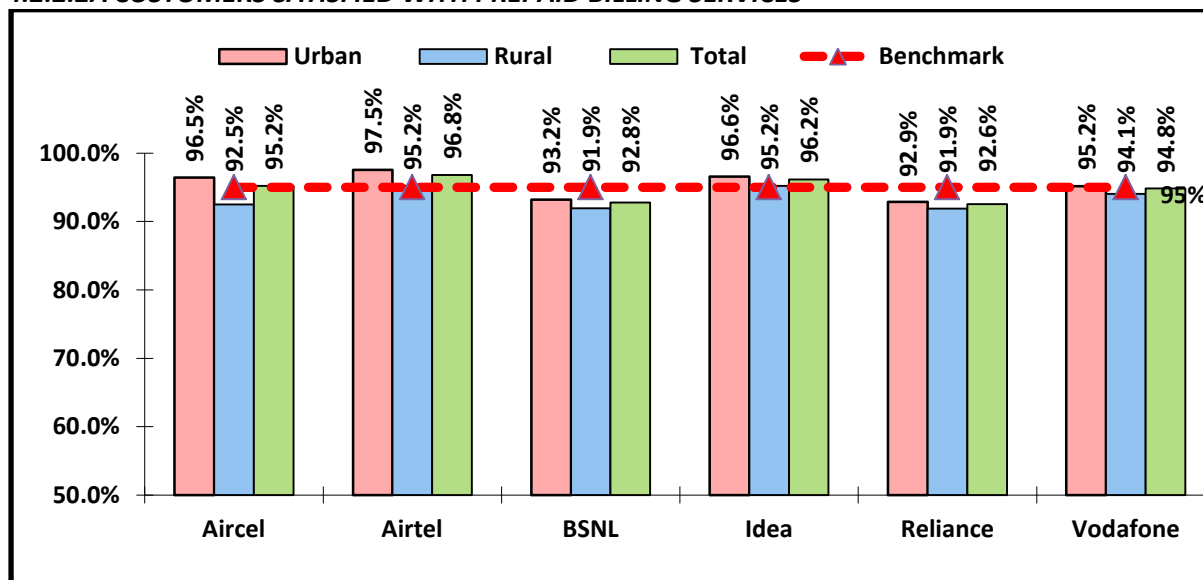
Source: Q2.1, Q2.2, Q2.3 and Q2.4 of the qnr

- In Rural area two out of six operators were found to be meeting the benchmark of >95% while four out of six operators were meeting the benchmark in urban area.
- Percentages of satisfied consumer by all the operators ranged from 91.9% (BSNL and Reliance) to 95.2% (Airtel and Idea) in rural area and 92.9% (Reliance) to 97.5% (Airtel) in urban area.

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Page 42

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

4.2.2.2A Major complaints related to billing (Prepaid services)
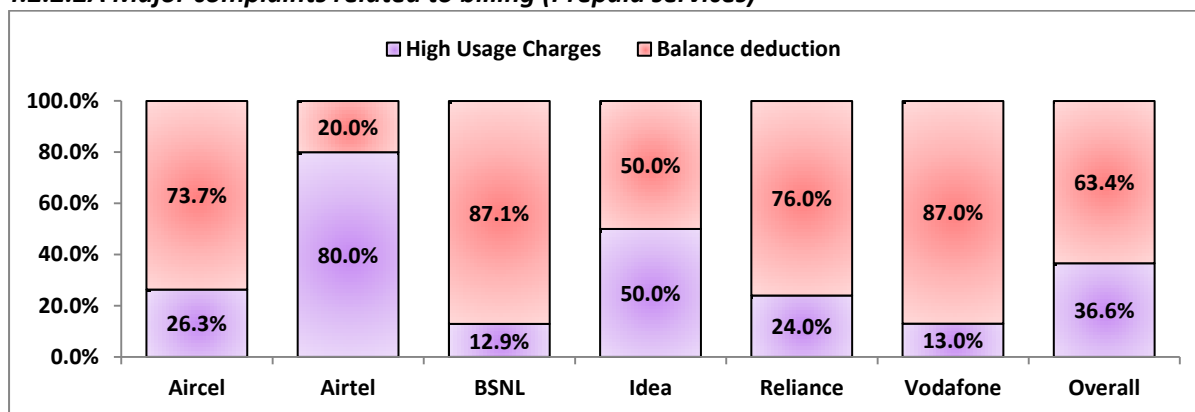
- Majority of the subscribers are dissatisfied with deduction in balance without any intimation.

4.2.2.2B CUSTOMERS SATISFIED WITH POSTPAID BILLING SERVICES
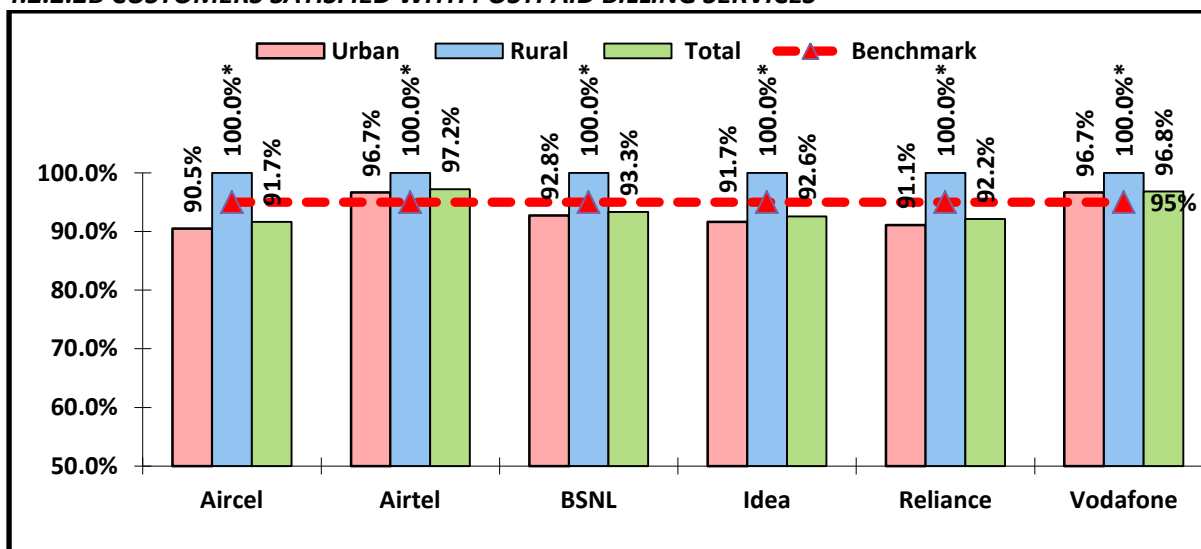
*Sample size in rural area is too low (<6) for drawing any conclusion
Source: Q2.5, Q2.6 and Q2.7 of the qnr

- Two out of six providers were found to be meeting the benchmark of >95% in Urban area. In rural area the sample for each of the operator is too low for comparative analysis.
- Percentage of consumer satisfied by all the six operators ranged from 90.5% (Aircel) to 96.7% (Airtel and Vodafone) in urban area.
- **Major complaint regarding the post paid billing was "Information not received about change in plan charges)** - it was reported by three respondents, two from BSNL and 1 from Reliance. **"Non receipt of physical /E-copy of bill"** was revealed by two of the subscribers – one each from BSNL and Aircel.

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Page 43

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

4.2.2.3 CUSTOMERS SATISFIED WITH HELP SERVICES
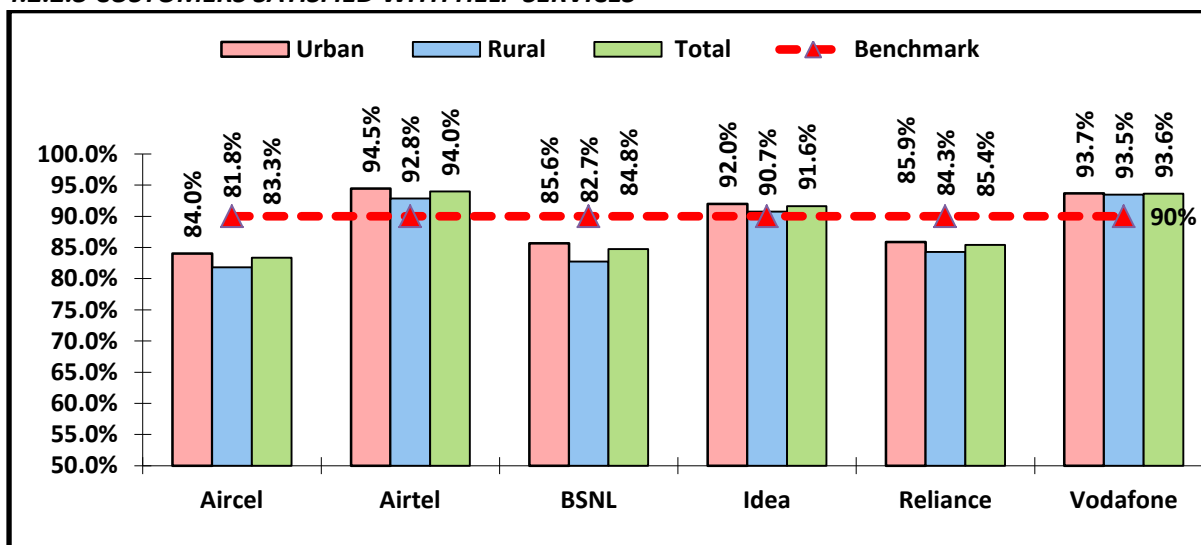
Source: Q3.1, Q3.2, Q3.3, Q3.4 and Q3.5 of the qnr

- Only three out of six operators met the benchmark of >90% in both Rural and in Urban area.
- Percentage of consumer satisfied by all the six operators ranged from 81.8% (Aircel) to 93.5% (Vodafone) in rural area and 84.0% (Aircel) to 94.5% (Airtel) in urban area.

4.2.2.4 CUSTOMERS SATISFIED WITH NETWORK PERFORMANCE
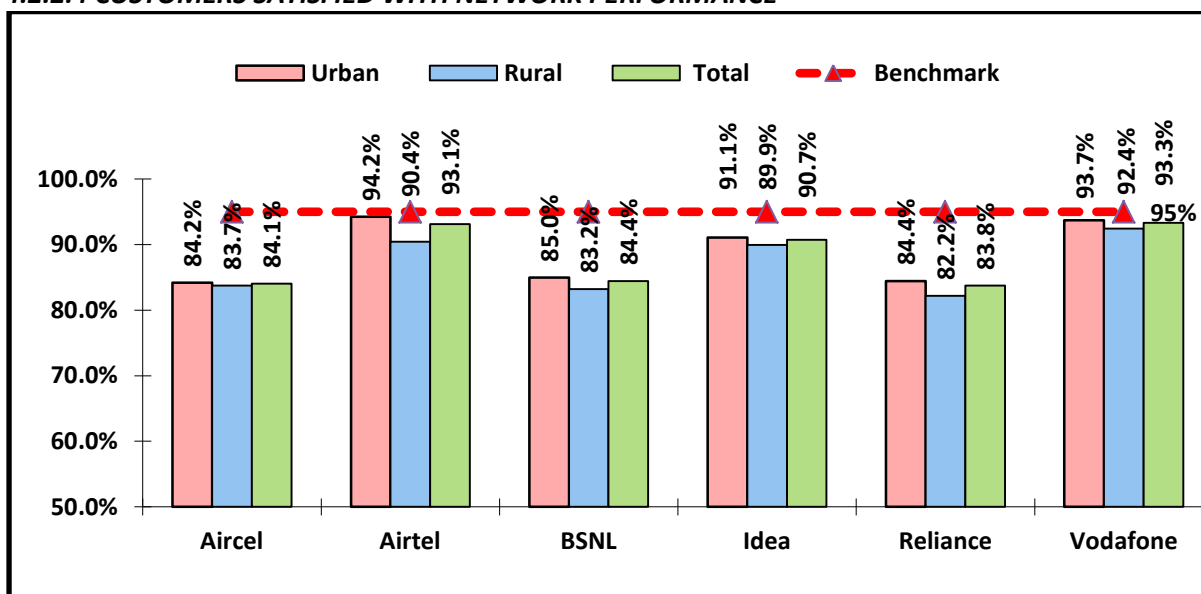
Source: Q4.1,Q4.2 and Q4.3 of the qnr

- None of the six operators were found to be meeting the benchmark of >95% in both rural and urban areas.
- Percentages of customers satisfied by all the operators ranged from 84.2% (Aircel) to 94.2% (Airtel) in urban area and 82.2% (Reliance) to 92.4% (Vodafone) in rural area.

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

4.2.2.5 CUSTOMERS SATISFIED WITH MAINTAINABILITY
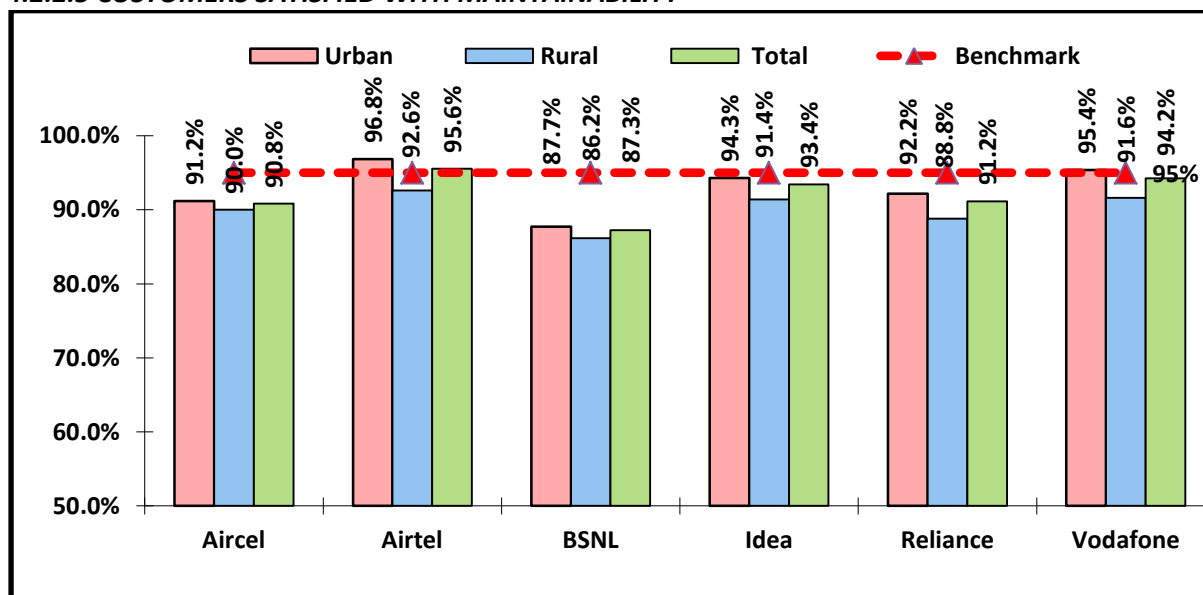
Source: Q5.1 and Q5.2 of the qnr

- Only two out of six operators in urban area and none in rural area were found to be meeting the benchmark of >95%.
- Percentage of satisfied consumers by all the six operators ranged from 86.2% (BSNL) to 92.6% (Airtel) in rural area and 87.7% (BSNL) to 96.8% (Airtel) in urban area.

4.2.2.6 CUSTOMERS SATISFIED WITH SUPPLEMENTRY SERVICES
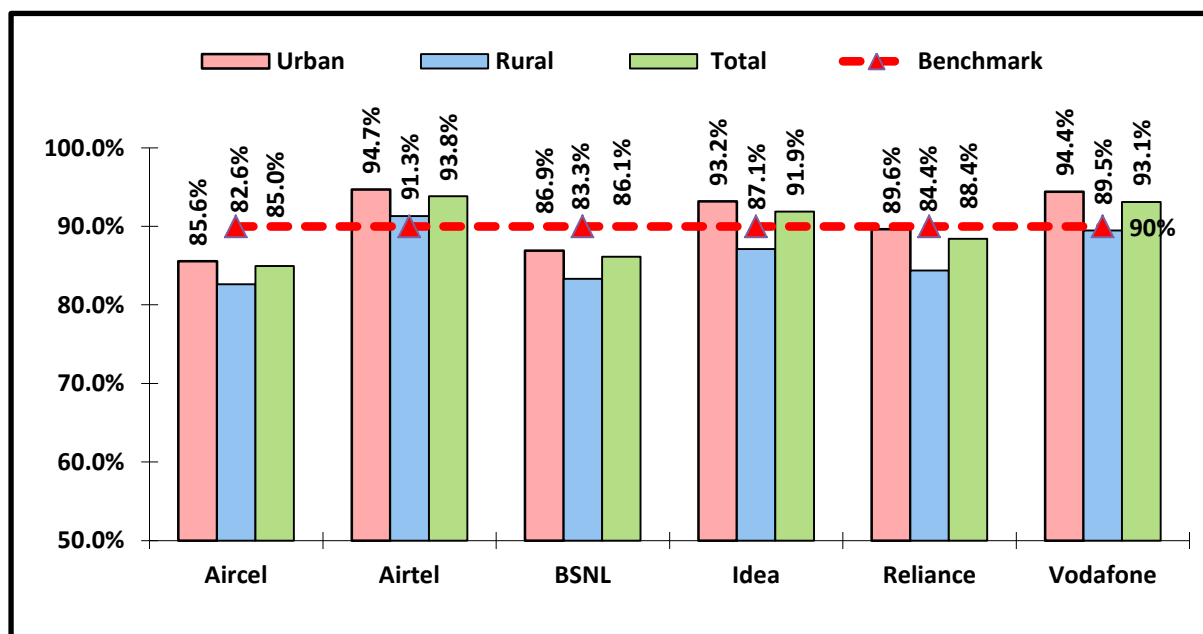
Source: Q6.1 and Q6.2 of the qnr

- One out of six operators in rural area and three in urban area were found to be **meeting the benchmark of >90%**.
- Percentage of consumers satisfied by all the six operators ranged from 82.6% (Aircel) to 91.3% (Airtel) in rural area and 85.6% (Aircel) to 94.7% (Airtel) in urban area.

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

4.2.2.7 CUSTOMERS SATISFIED WITH MOBILE DATA CONNECTION[2]
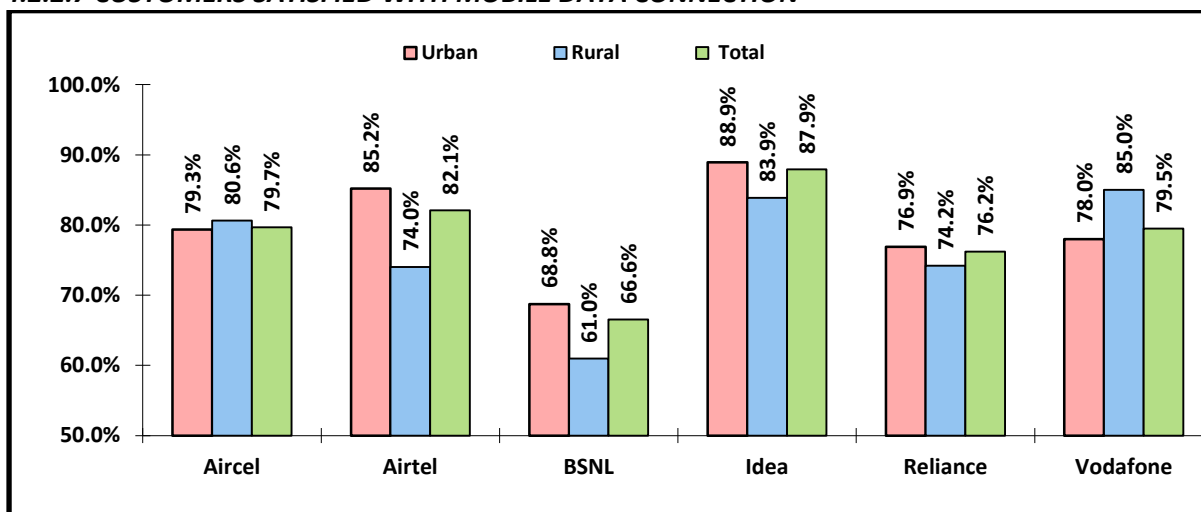
Source: Q7.1,Q7.2,Q7.3 and Q7.4 of the qnr

- Overall (827) 34.5% of the respondents were found to be using the internet services on their mobile phones- 37.1% in urban area and 28.6% in rural area.
- Of them, about 67.4% reported using 2G services and 28.8% were using 3G services. Rest were not able to tell which service – 2G or 3G- they were using.
- Customers satisfied with the facility ranged from 61.0% (BSNL) to 85.0% (Vodafone) in the rural area and 68.8% (BSNL) to 88.9% (Idea) in urban area.

4.2.2.8 CUSTOMERS SATISFIED WITH WIRELESS USB DONGLE[3]
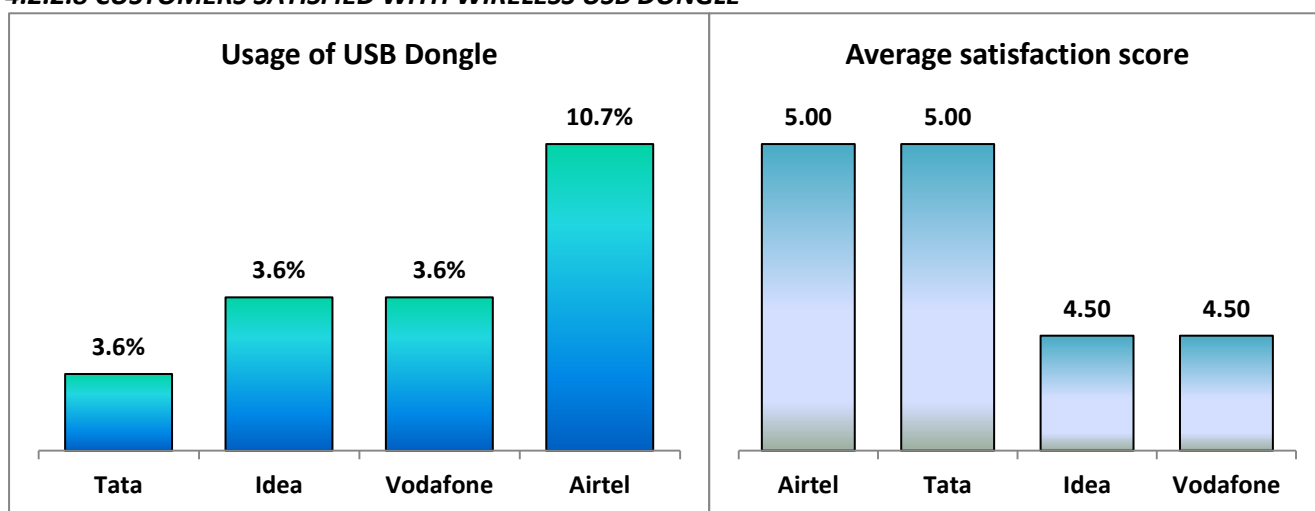
Source: Q8.1,Q8.2 and Q8.3of the qnr

- 9 surveyed respondents were using wireless USB dongle, maximum respondents were found to be using Airtel (4) followed by Idea and Vodafone (2 each) with an average satisfaction score of 5 and 4.50 respectively.

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[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.

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Page 46

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J&K SERVICE AREA

June 2015

4.2.2.9 CUSTOMERS SATISFIED WITH OVERALL SERVICES
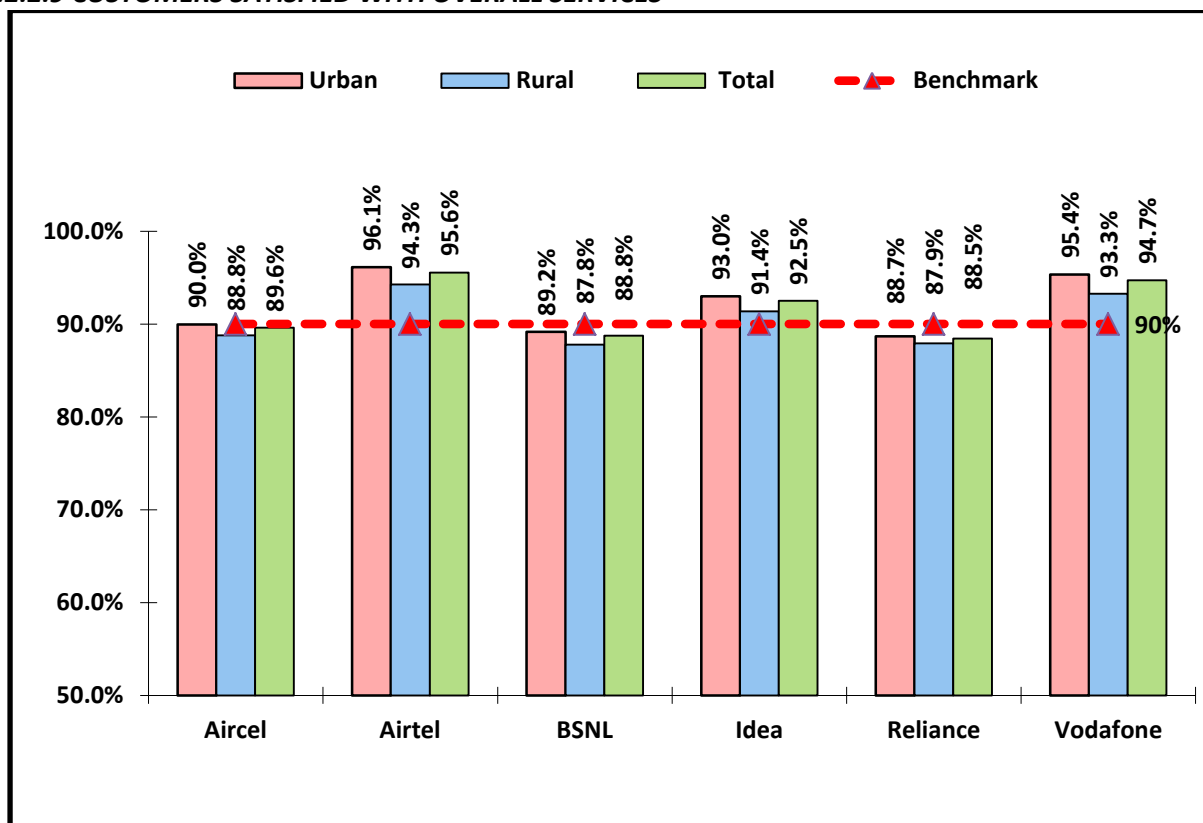
Source: Q9 of the qnr

- Three out of six operators had met the benchmark of >90% in both rural and urban areas.
- Percentage of customers satisfied by all the operators ranged from 87.8% (BSNL) to 94.3% (Airtel) in rural area and 88.7% (Reliance) to 94.3% (Airtel) in urban area.

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

## 4.2.3 Broadband services – J&K Service Area

4.2.3.1 CUSTOMERS SATISFIED WITH PROVISION OF SERVICES
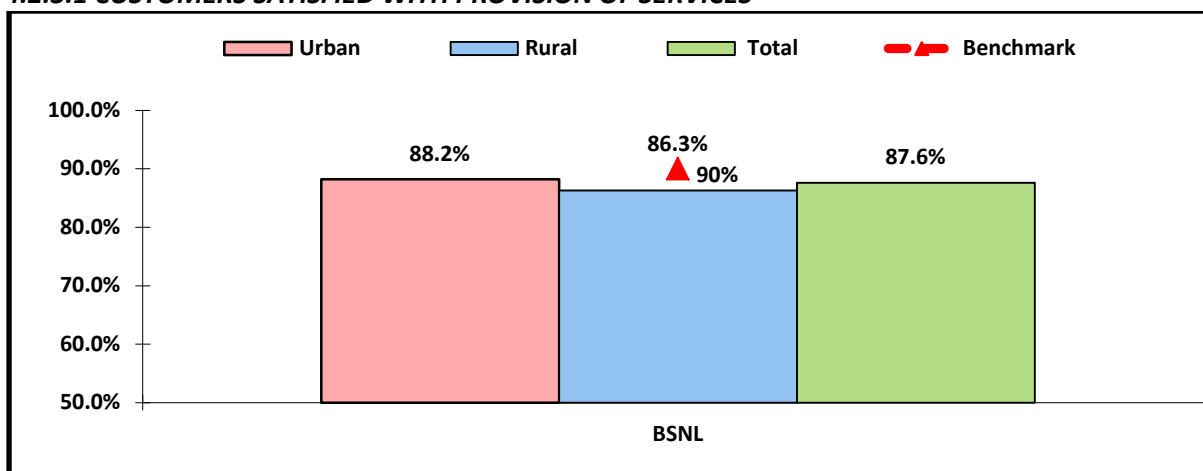
Source: Q1.1, Q1.2 and Q1.3 of the qnr

- Survey was conducted for BSNL, the sole operator, providing broadband service in J&K service area.
- BSNL was not meeting the benchmark of >90%, in both rural and urban areas.
- Percentage of consumers satisfied with the provision of services attained by BSNL is 86.3% in rural area to 88.2% in urban area.

4.2.3.2A CUSTOMERS SATISFIED WITH PREPAID BILLING SERVICES

- BSNL does not provide Prepaid Broadband services in J&K.

4.2.3.2B CUSTOMERS SATISFIED WITH POSTPAID BILLING SERVICES
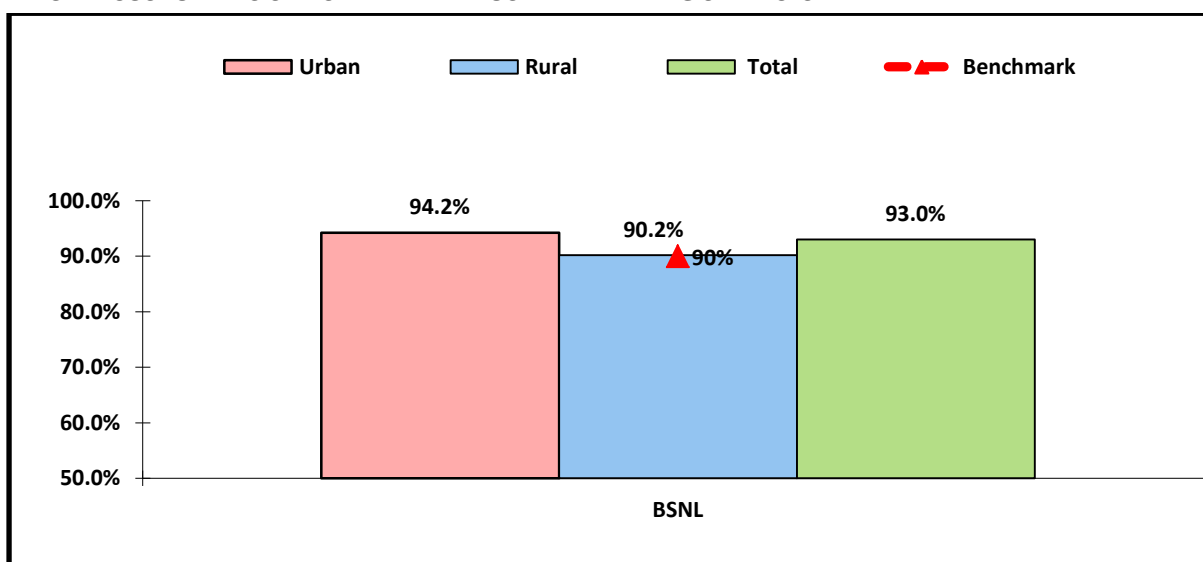
Source: Q2.5, Q2.6 and Q2.7 of the qnr

- BSNL was found to be meeting the benchmark of >90% in both urban and in rural areas.
- Percentage of satisfied consumers by BSNL is 94.2% in urban area and 90.2% in rural area.

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And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

4.2.1.2B Major complaints related to billing

	Incomplete details	Excess bill	Timely receipt of bill
Urban	10	3	7
Rural	4	9	
Total	14	12	7
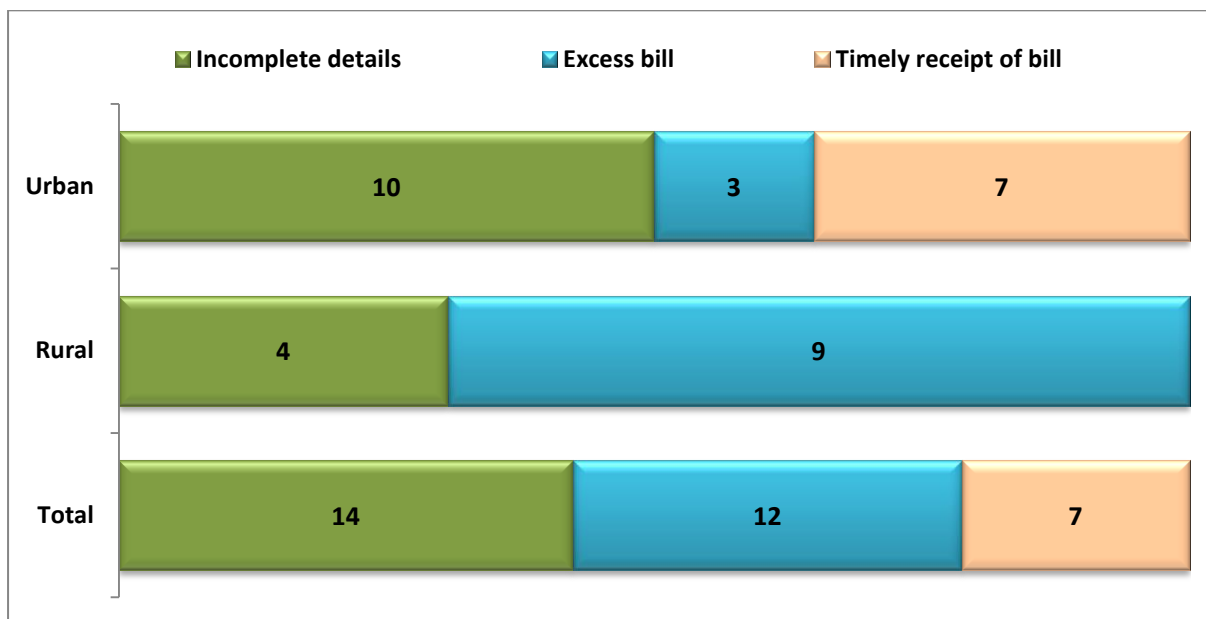
- Altogether 33 BSNL customers were found to be dissatisfied with the clarity and transparency of bill - 14 of them were dissatisfied with the incomplete details, 12 were dissatisfied with their excess bill and 7 with the timely receipt of the bill.

4.2.3.3 CUSTOMERS SATISFIED WITH HELP SERVICES

Legend: Urban | Rural | Total | Benchmark

BSNL: Urban 87.6%, Rural 86.1%, Benchmark 90%, Total 87.1%
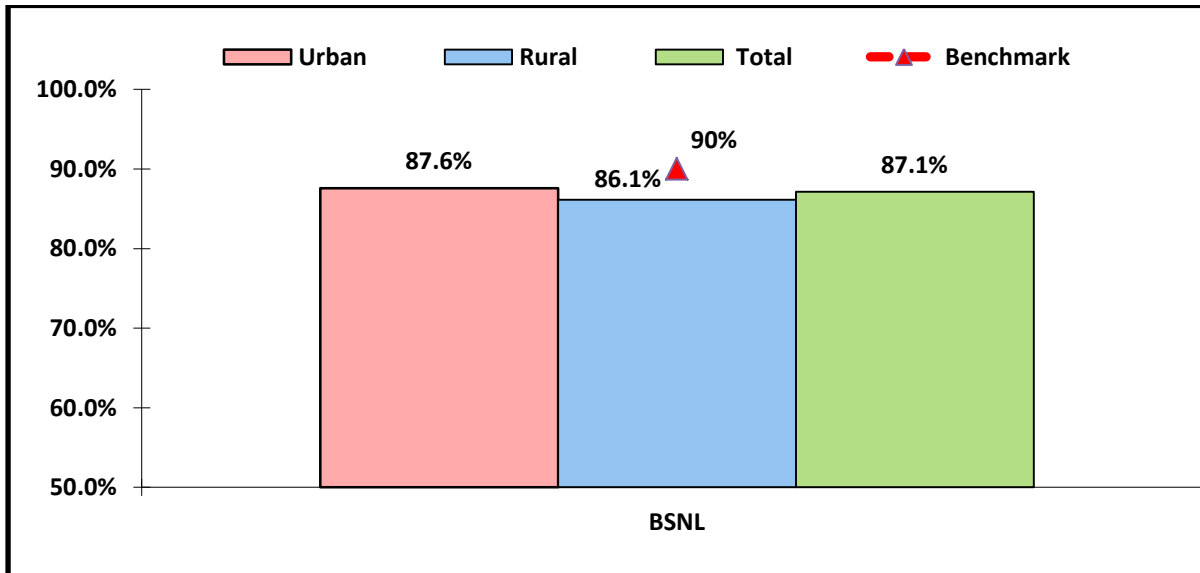
Source: Q3.1, Q3.2, Q3.3 and Q3.4 of the qnr

- BSNL was not found to be meeting the benchmark of >90% neither in urban nor in rural areas.
- Percentage of consumer satisfied by BSNL is 86.1% in rural area and 87.6% in urban area.

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And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

4.2.3.4 CUSTOMERS SATISFIED WITH NETWORK PERFORMANCE
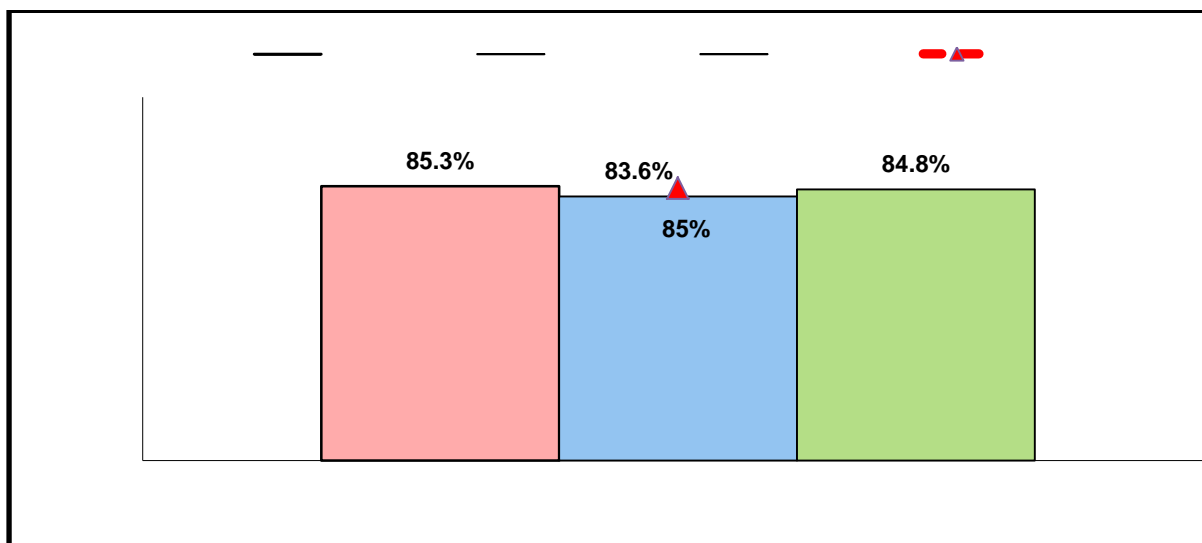
Source: Q4.1 and Q4.2 of the qnr

- BSNL was just able to meet the benchmark of >85% in urban area but in the rural area, its performance was below the benchmark.
- Percentage of consumer satisfied by BSNL is 83.6% in rural area and 85.3% in urban area.

4.2.3.5 CUSTOMERS SATISFIED WITH MAINTAINABILITY
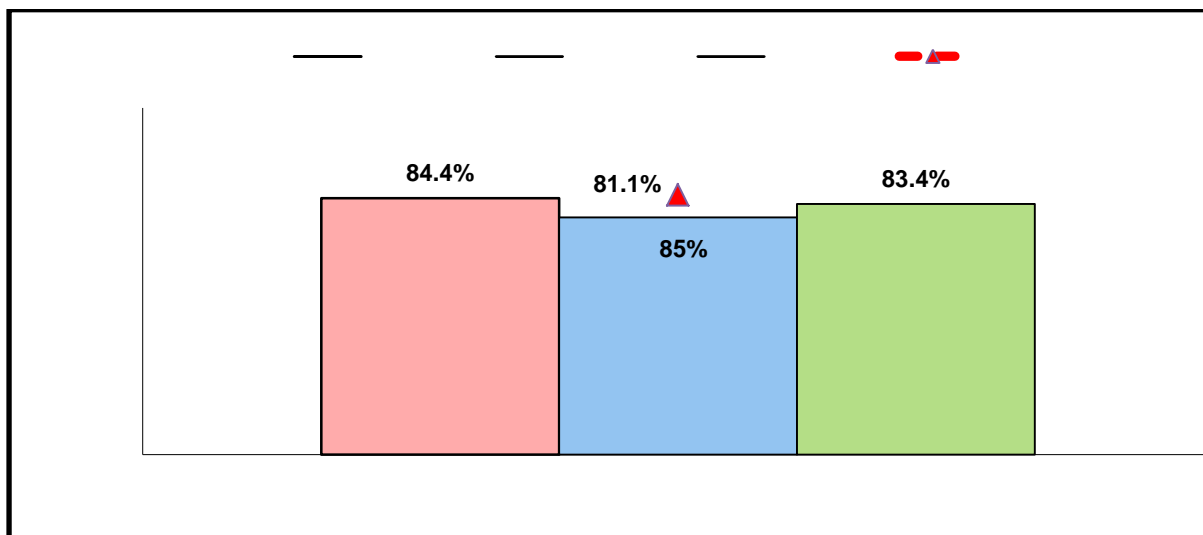
Source: Q5.1 and Q5.2 of the qnr

- BSNL was found to be not meeting the benchmark of >85% both in urban and rural areas.
- Percentage of consumer satisfied by BSNL is 81.1% in rural area and 84.4% in urban area.

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And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers*

J&K SERVICE AREA

June 2015

4.2.3.6 SATISFIED WITH SUPPLEMENTARY SERVICES

▲ 85%

75.0%*   66.7%*   72.7%*
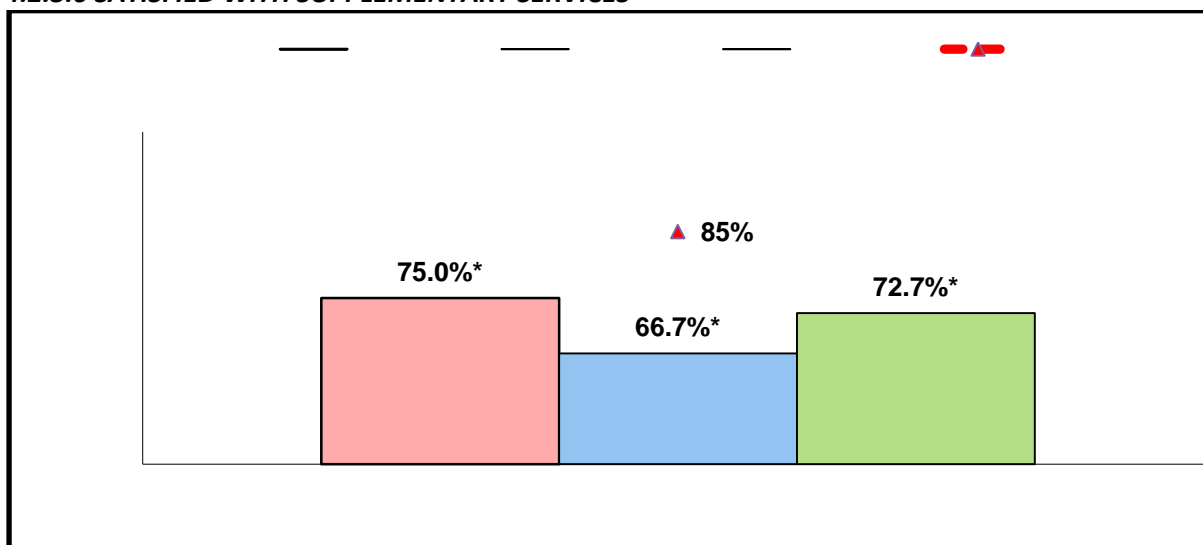
*Sample size is too low (≤8) to draw any conclusion
Source: Q6.1 and Q6.2 of the qnr

- Of the total achieved sample, only 8 customers in urban and 3 in rural areas were found to be using the supplementary services of BSNL. Thus, sample size is too low to judge its performance.

4.2.3.7 CUSTOMERS SATISFIED WITH OVERALL SERVICES

86.4%   83.2%   85.4%

85%
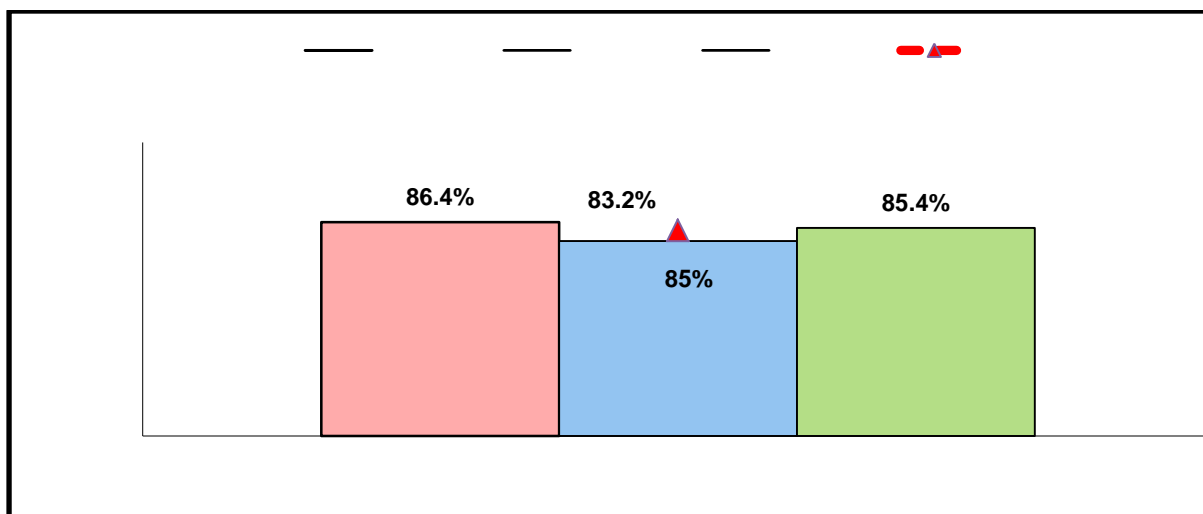
Source: Q7 of the qnr

- BSNL is found to be meeting the benchmark of >85% in urban area but in the rural area, the performance was below the benchmark.
- Percentage of customers satisfied by BSNL is 83.2% in rural area and 86.4% in urban area.

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

5. ASSESSMENT OF TRAI REGULATIONS & DIRECTIONS

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

5.1 BASIC (WIRELINE) SERVICE – J & K SERVICE AREA

5.1.1: Registration for blocking unsolicited commercial calls/SMSs: Altogether 386 wireline subscribers of BSNL in J & K were targeted and of them only 14 (3.6%) had registered for receiving or blocking unsolicited commercial calls/SMSes. Most of the registered subscribers were from urban area (4.4%).

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	12	4.4%	258	95.6%	270
	Rural	2	1.7%	114	98.3%	116
	Total	**14**	**3.6%**	**372**	**96.4%**	**386**

Source: Q1 of the Implementationa 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 14 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 4.58 in urban area and 5.00 in rural area.

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	6	5	1	0	12	55	4.58
	Rural	0	0	0	1	0	1	0	2	10	5.00
	Total	0	0	0	7	5	2	0	14	65	4.64

Source: Q2 of the Implementationa and Effectiveness part

5.1.3 Consumers' complaints about services: Of the 14 subscribers who had registered for not receiving or blocking the unsolicited commercial calls, none had made complaints for not blocking of unsolicited call/SMS after the registration.

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%	12	100.0%	12
	Rural	0	0.0%	2	100.0%	2
	Total	**0**	**0.0%**	**14**	**100.0%**	**14**

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.*

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Page 53

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

5.1.6 Awareness about the grievance redressal mechanisms: Of the three different modes of grievance redressal mechanisms set up by the service providers, it was found that in J & K, out of 386 consumers surveyed 95.1% were aware of toll free consumer care number. But awareness about the Appellate Authority and web based complaint monitoring system was very low at 2.8% and 1.8%, respectively. Altogether only 11 were aware about Appellate Authority – 8 from Urban and 3 from 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	258	95.6%	8	3.0%	5	1.9%	270
	Rural	109	94.0%	3	2.6%	2	1.7%	116
	Total	**367**	**95.1%**	**11**	**2.8%**	**7**	**1.8%**	**386**

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

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

5.1.7 Consumers' complaints to toll free consumer care number: Altogether 36.2% had reported that they had made complaint to toll free consumer care number – 31.2% rural subscribers and 38.4% 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	99	38.4%	159	61.6%	258
	Rural	34	31.2%	75	68.8%	109
	Total	**133**	**36.2%**	**234**	**63.8%**	**367**

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

5.1.8 Satisfaction with manner in which the complaint was handled by consumer care: For 133 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 4.73 in the urban and 5.03 in the rural area of J&K.

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 = Σfx/N
BSNL	Urban	0	2	11	25	44	8	9	99	468	4.73
	Rural	0	1	1	12	10	2	8	34	171	5.03
	Total	0	3	12	37	54	10	17	133	639	4.80

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

5.1.9&10: Consumers' appeal to Appellate Authority: None of the 11 complainants, who were aware of the TRAI regulation on Appellate Authority, had filed appeal at the time of the survey. Therefore satisfaction level on this aspect could not be ascertained.

9. Have you filed any appeal with the appellate authority?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
BSNL	Urban	0	0.0%	8	100.0%	8
	Rural	0	0.0%	3	100.0%	3
	Total	**0**	**0.0%**	**11**	**100.0%**	**11**

Source: Q9 & 10 of the Implementationa and Effectiveness part of the qnr

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Page 54

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

5.2 CELLULAR – J&K Service Area

5.2.1: Registration for blocking unsolicited commercial calls/SMSs: Altogether 2397 cellular consumers of six operators in J&K were targeted and of them only 154 (6.4%) had registered for not receiving or blocking unsolicited commercial calls/SMSs. In was registered highest in the case of Vodafone in both rural (9.2%) area as well as in urban area (12.9%).

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	18	6.2%	271	93.8%	289
	Rural	2	1.6%	123	98.4%	125
	Total	20	4.8%	394	95.2%	414
Airtel	Urban	18	6.3%	266	93.7%	284
	Rural	2	1.6%	120	98.4%	122
	Total	20	4.9%	386	95.1%	406
BSNL	Urban	25	9.0%	252	91.0%	277
	Rural	8	6.5%	115	93.5%	123
	Total	33	8.2%	367	91.8%	400
Idea	Urban	11	4.0%	261	96.0%	272
	Rural	1	0.9%	115	99.1%	116
	Total	12	3.1%	376	96.9%	388
Reliance	Urban	16	5.8%	258	94.2%	274
	Rural	6	5.2%	110	94.8%	116
	Total	22	5.6%	368	94.4%	390
Vodafone	Urban	36	12.9%	244	87.1%	280
	Rural	11	9.2%	108	90.8%	119
	Total	47	11.8%	352	88.2%	399
Total	**Urban**	**124**	**7.4%**	**1552**	**92.6%**	**1676**
	Rural	**30**	**4.2%**	**691**	**95.8%**	**721**
	Total	**154**	**6.4%**	**2243**	**93.6%**	**2397**

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

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Page 55

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

5.2.2: Satisfaction on effectiveness of blocking of unsolicited commercial calls on your number: The average satisfaction level attained by 154 subscribers, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.13 in rural area and 4.75 in urban area. It was highest in the case of Aircel (5.50) in rural area and Idea (5.00) in urban area.

Operator	Area	1	2	3	4	5	6	7	Total	∑fx	Mean
					2. Satisfaction with the effectiveness of blocking						
Aircel	Urban	0	0	0	1	17	0	0	18	89	4.94
	Rural	0	0	0	0	1	1	0	2	11	5.50
	Total	0	0	0	1	18	1	0	20	100	5.00
Airtel	Urban	0	0	2	3	9	4	0	18	87	4.83
	Rural	0	0	0	0	2	0	0	2	10	5.00
	Total	0	0	2	3	11	4	0	20	97	4.85
BSNL	Urban	0	2	0	3	18	1	1	25	119	4.76
	Rural	0	3	0	3	2	0	0	8	28	3.50
	Total	0	5	0	6	20	1	1	33	147	4.45
Idea	Urban	0	0	0	0	11	0	0	11	55	5.00
	Rural	0	0	0	0	1	0	0	1	5	5.00
	Total	0	0	0	0	12	0	0	12	60	5.00
Reliance	Urban	0	0	0	1	15	0	0	16	79	4.94
	Rural	0	4	1	1	0	0	0	6	15	2.50
	Total	0	4	1	2	15	0	0	22	94	4.27
Vodafone	Urban	1	1	6	10	13	1	4	36	160	4.44
	Rural	0	0	0	0	11	0	0	11	55	5.00
	Total	1	1	6	10	24	1	4	47	215	4.57
Total	**Urban**	**1**	**3**	**8**	**18**	**83**	**6**	**5**	**124**	**589**	**4.75**
	Rural	**0**	**7**	**1**	**4**	**17**	**1**	**0**	**30**	**124**	**4.13**
	Total	**1**	**10**	**9**	**22**	**100**	**7**	**5**	**154**	**713**	**4.63**

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

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Page 56

Assessment of Customer perception of Service and Implementation   *J&K SERVICE AREA*
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers   *June 2015*

5.2.3 Consumers' complaints about services: Of the 154 customers who had registered for not receiving or blocking the unsolicited commercial calls, around two out of five respondents had made complaints as the unsolicited call/SMS had not stopped in spite of registration for the same. In rural area it was 30.0% whereas in urban area it was 41.1%. The maximum complaints were reported by the subscribers of Reliance in rural area (50.0%) as well as in urban area (56.2%).

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	7	38.9%	11	61.1%	18
	Rural	0	0.0%	2	100.0%	2
	Total	7	35.0%	13	65.0%	20
Airtel	Urban	8	44.4%	10	55.6%	18
	Rural	0	0.0%	2	100.0%	2
	Total	8	40.0%	12	60.0%	20
BSNL	Urban	9	36.0%	16	64.0%	25
	Rural	3	37.5%	5	62.5%	8
	Total	12	36.4%	21	63.6%	33
Idea	Urban	6	54.5%	5	45.5%	11
	Rural	0	0.0%	1	100.0%	1
	Total	6	50.0%	6	50.0%	12
Reliance	Urban	9	56.2%	7	43.8%	16
	Rural	3	50.0%	3	50.0%	6
	Total	12	54.5%	10	45.5%	22
Vodafone	Urban	12	33.3%	24	66.7%	36
	Rural	3	27.3%	8	72.7%	11
	Total	15	31.9%	32	68.1%	47
Total	**Urban**	**51**	**41.1%**	**73**	**58.9%**	**124**
	Rural	**9**	**30.0%**	**21**	**70.0%**	**30**
	Total	**60**	**39.0%**	**94**	**61.0%**	**154**

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

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

5.2.4 Satisfaction on ease of lodging the complaint and action thereupon: The average satisfaction level of 60 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 4.69 in urban area and 3.78 in rural area. It was recorded highest in the case of Reliance (5.22) in the urban area and Vodafone (4.67) in the rural area.

4. Satisfaction with the ease of lodging the complaint?											
Operator	**Area**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Total**	**∑fx**	**Mean**
Aircel	Urban	0	0	0	0	7	0	0	7	35	5.00
	Rural										
	Total	0	0	0	0	7	0	0	7	35	5.00
Airtel	Urban	0	0	0	0	8	0	0	8	40	5.00
	Rural										
	Total	0	0	0	0	8	0	0	8	40	5.00
BSNL	Urban	0	0	1	4	4	0	0	9	39	4.33
	Rural	0	0	0	3	0	0	0	3	12	4.00
	Total	0	0	1	7	4	0	0	12	51	4.25
Idea	Urban	0	0	0	0	6	0	0	6	30	5.00
	Rural										
	Total	0	0	0	0	6	0	0	6	30	5.00
Reliance	Urban	0	0	0	1	6	1	1	9	47	5.22
	Rural	0	1	2	0	0	0	0	3	8	2.67
	Total	0	1	2	1	6	1	1	12	55	4.58
Vodafone	Urban	0	1	3	5	2	0	1	12	48	4.00
	Rural	0	0	0	2	0	1	0	3	14	4.67
	Total	0	1	3	7	2	1	1	15	62	4.13
Total	**Urban**	**0**	**1**	**4**	**10**	**33**	**1**	**2**	**51**	**239**	**4.69**
	Rural	**0**	**1**	**2**	**5**	**0**	**1**	**0**	**9**	**34**	**3.78**
	Total	**0**	**2**	**6**	**15**	**33**	**2**	**2**	**60**	**273**	**4.55**

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

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

5.2.5 Satisfaction on ease of lodging the complaint and action thereupon: The average satisfaction level of 60 complainants on action taken on their complaint lodged for non stoppage of unsolicited calls/ SMSes, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.71 in urban area and 3.89 in rural area. Aircel attained highest score (5.57) on complainants satisfaction level on action taken on their complaint lodged for non stoppage of unsolicited calls/ SMSes in urban area. In rural area this was attained by Vodafone (4.07).

5. Satisfaction with the action taken on your complaint?											
Operator	**Area**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Total**	**∑fx**	**Mean**
Aircel	Urban	0	0	0	1	1	5	0	7	39	5.57
	Rural										
	Total	0	0	0	1	1	5	0	7	39	5.57
Airtel	Urban	0	0	0	8	0	0	0	8	32	4.00
	Rural										
	Total	0	0	0	8	0	0	0	8	32	4.00
BSNL	Urban	0	0	1	1	3	3	1	9	47	5.22
	Rural	0	0	1	1	1	0	0	3	12	4.00
	Total	0	0	2	2	4	3	1	12	59	4.92
Idea	Urban	0	0	0	1	4	1	0	6	30	5.00
	Rural										
	Total	0	0	0	1	4	1	0	6	30	5.00
Reliance	Urban	0	0	3	1	1	1	3	9	45	5.00
	Rural	0	0	3	0	0	0	0	3	9	3.00
	Total	0	0	6	1	1	1	3	12	54	4.50
Vodafone	Urban	0	0	5	4	2	1	0	12	47	3.92
	Rural	0	0	0	1	2	0	0	3	14	4.67
	Total	0	0	5	5	4	1	0	15	61	4.07
Total	**Urban**	**0**	**0**	**9**	**16**	**11**	**11**	**4**	**51**	**240**	**4.71**
	Rural	**0**	**0**	**4**	**2**	**3**	**0**	**0**	**9**	**35**	**3.89**
	Total	**0**	**0**	**13**	**18**	**14**	**11**	**4**	**60**	**275**	**4.58**

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

Assessment of Customer perception of Service and Implementation   *J&K SERVICE AREA*
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers   *June 2015*

5.2.6 Satisfaction with the information received at the time of activation of various vouchers: The average satisfaction level of 2297 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 5.23 in urban area and in rural area it was 5.21. Therefore the difference in the satisfaction level was not much in rural and urban area. It was recorded highest in the case of Aircel in the urban (5.70) area as well as in the rural (5.55) 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	∑fx	Mean
Aircel	Urban	0	1	1	13	109	92	59	275	1567	5.70
	Rural	0	0	2	10	51	38	22	123	683	5.55
	Total	0	1	3	23	160	130	81	398	2250	5.65
Airtel	Urban	0	1	3	70	127	46	27	274	1391	5.08
	Rural	0	0	2	33	48	27	10	120	610	5.08
	Total	0	1	5	103	175	73	37	394	2001	5.08
BSNL	Urban	0	3	13	31	114	46	47	254	1344	5.29
	Rural	0	1	6	20	43	26	25	121	646	5.34
	Total	0	4	19	51	157	72	72	375	1990	5.31
Idea	Urban	0	1	1	118	114	23	7	264	1234	4.67
	Rural	0	0	5	45	43	14	8	115	550	4.78
	Total	0	1	6	163	157	37	15	379	1784	4.71
Reliance	Urban	1	3	15	42	105	49	44	259	1347	5.20
	Rural	0	2	7	25	48	15	17	114	574	5.04
	Total	1	5	22	67	153	64	61	373	1921	5.15
Vodafone	Urban	0	0	7	34	105	62	52	260	1418	5.45
	Rural	0	0	6	16	44	27	25	118	639	5.42
	Total	0	0	13	50	149	89	77	378	2057	5.44
Total	**Urban**	**1**	**9**	**40**	**308**	**674**	**318**	**236**	**1586**	**8301**	**5.23**
	Rural	**0**	**3**	**28**	**149**	**277**	**147**	**107**	**711**	**3702**	**5.21**
	Total	**1**	**12**	**68**	**457**	**951**	**465**	**343**	**2297**	**12003**	**5.23**

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

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Page 60

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

5.2.7 Satisfaction with the information provided after every usage: Overall the prepaid subscribers' satisfaction with **the information provided to you 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 5.19 in rural and 5.22 in urban areas. It was recorded highest in the case of Vodafone in the rural (5.40) area as well as in the urban (5.58) area.

Operator	Area	1	2	3	4	5	6	7	Total	∑fx	Mean
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?											
Aircel	Urban	0	2	1	70	68	77	57	275	1488	5.41
	Rural	0	0	1	29	39	34	20	123	658	5.35
	Total	0	2	2	99	107	111	77	398	2146	5.39
Airtel	Urban	0	1	4	56	100	77	36	274	1452	5.30
	Rural	0	0	1	30	44	29	16	120	629	5.24
	Total	0	1	5	86	144	106	52	394	2081	5.28
BSNL	Urban	0	8	14	38	106	48	40	254	1308	5.15
	Rural	0	3	8	15	42	30	23	121	641	5.30
	Total	0	11	22	53	148	78	63	375	1949	5.20
Idea	Urban	0	0	5	102	116	25	16	264	1265	4.79
	Rural	0	0	8	37	44	16	10	115	558	4.85
	Total	0	0	13	139	160	41	26	379	1823	4.81
Reliance	Urban	0	14	16	47	88	54	40	259	1308	5.05
	Rural	0	4	8	29	38	13	22	114	570	5.00
	Total	0	18	24	76	126	67	62	373	1878	5.03
Vodafone	Urban	0	2	17	23	74	75	69	260	1450	5.58
	Rural	0	1	13	9	36	33	26	118	637	5.40
	Total	0	3	30	32	110	108	95	378	2087	5.52
Total	**Urban**	**0**	**27**	**57**	**336**	**552**	**356**	**258**	**1586**	**8271**	**5.22**
	Rural	**0**	**8**	**39**	**149**	**243**	**155**	**117**	**711**	**3693**	**5.19**
	Total	**0**	**35**	**96**	**485**	**795**	**511**	**375**	**2297**	**11964**	**5.21**

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

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Page 61

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

5.2.8 A pre paid customer can get an item-wise usage bill within 45 days of making such request. Have you ever requested for it?: Only 3 out of 2297 prepaid subscriber had made request for **item-wise usage bill.**

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	1	0.4%	274	99.6%	275
	Rural	0	0.0%	123	100.0%	123
	Total	1	0.3%	397	99.7%	398
Airtel	Urban	1	0.4%	273	99.6%	274
	Rural	0	0.0%	120	100.0%	120
	Total	1	0.3%	393	99.7%	394
BSNL	Urban	0	0.0%	254	100.0%	254
	Rural	0	0.0%	121	100.0%	121
	Total	0	0.0%	375	100.0%	375
Idea	Urban	0	0.0%	264	100.0%	264
	Rural	0	0.0%	115	100.0%	115
	Total	0	0.0%	379	100.0%	379
Reliance	Urban	0	0.0%	259	100.0%	259
	Rural	0	0.0%	114	100.0%	114
	Total	0	0.0%	373	100.0%	373
Vodafone	Urban	0	0.0%	260	100.0%	260
	Rural	1	0.8%	117	99.2%	118
	Total	1	0.3%	377	99.7%	378
Total	**Urban**	**2**	**0.1%**	**1584**	**99.9%**	**1586**
	Rural	**1**	**0.1%**	**710**	**99.9%**	**711**
	Total	**3**	**0.1%**	**2294**	**99.9%**	**2297**

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

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Page 62

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

5.2.9 Satisfaction with the timely receipt and completeness of the item-wise usage bill on request: Only 3 prepaid users had made request for **item-wise usage bill. Average satisfaction on this aspect** on a scale of 1 to 7, where 1 is highly dissatisfied and 7 is highly satisfied, was 2.00 in rural area and 5.00 in urban area. However, it must be noted that the sample is too low for drawing any conclusion.

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**	**∑fx**	**Mean**
Aircel	Urban	0	0	0	0	1	0	0	1	5	5.00
	Rural										
	Total	0	0	0	0	1	0	0	1	5	5.00
Airtel	Urban	0	0	0	0	1	0	0	1	5	5.00
	Rural										
	Total	0	0	0	0	1	0	0	1	5	5.00
Vodafone	Urban										
	Rural	0	1	0	0	0	0	0	1	2	2.00
	Total	0	1	0	0	0	0	0	1	2	2.00
Total	**Urban**	**0**	**0**	**0**	**0**	**2**	**0**	**0**	**2**	**10**	**5.00**
	Rural	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**1**	**2**	**2.00**
	Total	**0**	**1**	**0**	**0**	**2**	**0**	**0**	**3**	**12**	**4.00**

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

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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 J&K out of 2397 consumers surveyed 96.2% were aware of Toll free consumer care number, 1.5% were aware of Appellate Authority and only 0.8% were aware of Web based complaint monitoring system. Awareness about Appellate Authority was found highest amongst Airtel (3.2%) subscribers.

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	283	97.9%	5	1.7%	1	0.3%	289
	Rural	115	92.0%	0	0.0%	0	0.0%	125
	Total	398	96.1%	5	1.2%	1	0.2%	414
Airtel	Urban	274	96.5%	9	3.2%	4	1.4%	284
	Rural	113	92.6%	0	0.0%	0	0.0%	122
	Total	387	95.3%	9	2.2%	4	1.0%	406
BSNL	Urban	274	98.9%	6	2.2%	5	1.8%	277
	Rural	119	96.7%	1	0.8%	1	0.8%	123
	Total	393	98.3%	7	1.8%	6	1.5%	400
Idea	Urban	270	99.3%	3	1.1%	2	0.7%	272
	Rural	115	99.1%	0	0.0%	0	0.0%	116
	Total	385	99.2%	3	0.8%	2	0.5%	388
Reliance	Urban	270	98.5%	5	1.8%	2	0.7%	274
	Rural	114	98.3%	0	0.0%	0	0.0%	116
	Total	384	98.5%	5	1.3%	2	0.5%	390
Vodafone	Urban	248	88.6%	6	2.1%	5	1.8%	280
	Rural	110	92.4%	0	0.0%	0	0.0%	119
	Total	358	89.7%	6	1.5%	5	1.3%	399
Total	**Urban**	**1619**	**96.6%**	**34**	**2.0%**	**19**	**1.1%**	**1676**
	Rural	**686**	**95.1%**	**1**	**0.1%**	**1**	**0.1%**	**721**
	Total	**2305**	**96.2%**	**35**	**1.5%**	**20**	**0.8%**	**2397**

 * Multiple response answers, percentages may not add up to 100
   Source: Q10 of the Implementationa and Effectiveness part of the qnr

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Page 64

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

5.2.11 Consumers' complaints to toll free consumer care number: About One third of the consumers (34.9%) had made complaints to the toll free consumer care number of their operators– reported highest in the case of BSNL subscribers in rural area (47.1%) and Reliance in urban area (51.5%).

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	107	37.8%	176	62.2%	283
	Rural	44	38.3%	71	61.7%	115
	Total	151	37.9%	247	62.1%	398
Airtel	Urban	88	32.1%	186	67.9%	274
	Rural	27	23.9%	86	76.1%	113
	Total	115	29.7%	272	70.3%	387
BSNL	Urban	129	47.1%	145	52.9%	274
	Rural	56	47.1%	63	52.9%	119
	Total	185	47.1%	208	52.9%	393
Idea	Urban	27	10.0%	243	90.0%	270
	Rural	7	6.1%	108	93.9%	115
	Total	34	8.8%	351	91.2%	385
Reliance	Urban	139	51.5%	131	48.5%	270
	Rural	50	43.9%	64	56.1%	114
	Total	189	49.2%	195	50.8%	384
Vodafone	Urban	93	37.5%	155	62.5%	248
	Rural	38	34.5%	72	65.5%	110
	Total	131	36.6%	227	63.4%	358
Total	**Urban**	**583**	**36.0%**	**1036**	**64.0%**	**1619**
	Rural	**222**	**32.4%**	**464**	**67.6%**	**686**
	Total	**805**	**34.9%**	**1500**	**65.1%**	**2305**

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

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

5.2.12 Satisfaction with manner in which the complaint was handled in consumer care:

805 customers who had lodged their complaints at the toll free consumer care no, average satisfaction level on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.48 in the urban and 4.39 in the rural area of J&K. Therefore the difference in the satisfaction level was not much in rural and urban area. It was recorded highest in the case of Idea (4.71) in the rural area and Vodafone (4.94) 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	∑fx	Mean
Aircel	Urban	0	7	30	6	32	28	4	107	484	4.52
	Rural	0	1	12	9	9	12	1	44	198	4.50
	Total	0	8	42	15	41	40	5	151	682	4.52
Airtel	Urban	0	6	6	20	35	20	1	88	412	4.68
	Rural	0	1	8	3	3	12	0	27	125	4.63
	Total	0	7	14	23	38	32	1	115	537	4.67
BSNL	Urban	5	14	19	19	67	4	1	129	532	4.12
	Rural	1	10	8	10	25	2	0	56	222	3.96
	Total	6	24	27	29	92	6	1	185	754	4.08
Idea	Urban	0	2	6	6	6	7	0	27	118	4.37
	Rural	0	0	2	1	1	3	0	7	33	4.71
	Total	0	2	8	7	7	10	0	34	151	4.44
Reliance	Urban	0	9	20	43	53	5	9	139	608	4.37
	Rural	0	1	10	13	20	1	5	50	225	4.50
	Total	0	10	30	56	73	6	14	189	833	4.41
Vodafone	Urban	0	4	17	12	27	14	19	93	459	4.94
	Rural	1	1	6	4	23	1	2	38	172	4.53
	Total	1	5	23	16	50	15	21	131	631	4.82
Total	**Urban**	**5**	**42**	**98**	**106**	**220**	**78**	**34**	**583**	**2613**	**4.48**
	Rural	**2**	**14**	**46**	**40**	**81**	**31**	**8**	**222**	**975**	**4.39**
	Total	**7**	**56**	**144**	**146**	**301**	**109**	**42**	**805**	**3588**	**4.46**

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

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Page 66

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

5.2.13 Consumers' appeal to Appellate Authority and Satisfaction with manner in which your appeal was addressed: Only 2 out of 33 complainants who were aware of the TRAI regulation on Appellate authority had filed the appeal at the time of the survey, both from the urban area.

13. Have you filed any appeal with the appellate authority?						
Service Provider		**Yes**		**No**		**Total**
		Count	**%age**	**Count**	**%age**	**Count**
Aircel	Urban	0	0.0%	5	100.0%	5
	Rural	0	0.0%	0	0.0%	0
	Total	0	0.0%	5	100.0%	5
Airtel	Urban	0	0.0%	9	100.0%	9
	Rural	0	0.0%	0	0.0%	0
	Total	0	0.0%	9	100.0%	9
BSNL	Urban	0	0.0%	6	100.0%	6
	Rural	0	0.0%	1	100.0%	1
	Total	0	0.0%	7	100.0%	7
Idea	Urban	1	33.3%	2	66.7%	3
	Rural	0	0.0%	0	0.0%	0
	Total	1	33.3%	2	66.7%	3
Reliance	Urban	1	20.0%	4	80.0%	5
	Rural	0	0.0%	0	0.0%	0
	Total	1	20.0%	4	80.0%	5
Vodafone	Urban	0	0.0%	6	100.0%	6
	Rural	0	0.0%	0	0.0%	0
	Total	0	0.0%	6	100.0%	6
Total	**Urban**	**2**	**5.9%**	**32**	**94.1%**	**34**
	Rural	**0**	**0.0%**	**1**	**100.0%**	**1**
	Total	**2**	**5.7%**	**33**	**94.3%**	**35**

Source: Q13 of the Implementationa and Effectiveness part of the qnr

5.2.14 Satisfaction with manner in which the complaint was handled in consumer care: 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 4.00 each, for Idea and Reliance.

14. If yes, how satisfied are you with the manner in which your appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc..?											
Operator	**Area**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Total**	**∑fx**	**Mean**
Idea	Urban	0	0	0	1	0	0	0	1	4	4.00
Reliance	Urban	0	0	0	1	0	0	0	1	4	4.00
Total	**Urban**	**0**	**0**	**0**	**2**	**0**	**0**	**0**	**2**	**8**	**4.00**

Source: Q14 of the Implementationa and Effectiveness part of the qnr

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Page 67

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

5.2.15 Utilization of Mobile Number Portability service: Of the total 2397 consumers contacted during the survey in J&K Service Area, altogether 17 (0.7%) had utilized the MNP service of their service providers – 0.6% in the rural area and 0.8% in the urban area. Usage of MNP was reported highest by the current subscribers of Vodafone and Airtel (1.4& each) in urban area and BSNL (1.6%) in rural area.

Operator	Area	Yes		No		Total
		Count	Row N %	Count	Row N %	Count
15. Have you utilized the service of Mobile number portability for changing your operator?						
Aircel	Urban	3	1.0%	286	99.0%	289
	Rural	1	0.8%	124	99.2%	125
	Total	4	1.0%	410	99.0%	414
Airtel	Urban	4	1.4%	280	98.6%	284
	Rural	0	0.0%	122	100.0%	122
	Total	4	1.0%	402	99.0%	406
BSNL	Urban	0	0.0%	277	100.0%	277
	Rural	2	1.6%	121	98.4%	123
	Total	2	0.5%	398	99.5%	400
Idea	Urban	1	0.4%	271	99.6%	272
	Rural	0	0.0%	116	100.0%	116
	Total	1	0.3%	387	99.7%	388
Reliance	Urban	1	0.4%	273	99.6%	274
	Rural	0	0.0%	116	100.0%	116
	Total	1	0.3%	389	99.7%	390
Vodafone	Urban	4	1.4%	276	98.6%	280
	Rural	1	0.8%	118	99.2%	119
	Total	5	1.3%	394	98.7%	399
Total	**Urban**	**13**	**0.8%**	**1663**	**99.2%**	**1676**
	Rural	**4**	**0.6%**	**717**	**99.4%**	**721**
	Total	**17**	**0.7%**	**2380**	**99.3%**	**2397**

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

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Page 68

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

5.2.16 Satisfaction with the process of porting to another operator: The average satisfaction level of the 17 subscribers who used MNP, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 5.25 in the rural area. In the urban it was bit lower at 4.46.

16. If, yes are you satisfied with the process of porting to another operator?											
Operator	**Area**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Total**	**∑fx**	**Mean**
Aircel	Urban	0	0	0	2	1	0	0	3	13	4.33
	Rural	0	0	0	0	0	1	0	1	6	6.00
	Total	0	0	0	2	1	1	0	4	19	4.75
Airtel	Urban	0	0	0	2	1	1	0	4	19	4.75
	Rural	0	0	0	0	0	0	0	0	0	NA
	Total	0	0	0	2	1	1	0	4	19	4.75
BSNL	Urban	0	0	0	0	0	0	0	0	0	NA
	Rural	0	0	0	0	1	1	0	2	11	5.50
	Total	0	0	0	0	1	1	0	2	11	5.50
Idea	Urban	0	0	0	0	1	0	0	1	5	5.00
	Rural	0	0	0	0	0	0	0	0	0	NA
	Total	0	0	0	0	1	0	0	1	5	5.00
Reliance	Urban	0	0	0	1	0	0	0	1	4	4.00
	Rural	0	0	0	0	0	0	0	0	0	NA
	Total	0	0	0	1	0	0	0	1	4	4.00
Vodafone	Urban	0	0	0	3	1	0	0	4	17	4.25
	Rural	0	0	0	1	0	0	0	1	4	4.00
	Total	0	0	0	4	1	0	0	5	21	4.20
Total	**Urban**	**0**	**0**	**0**	**8**	**4**	**1**	**0**	**13**	**58**	**4.46**
	Rural	**0**	**0**	**0**	**1**	**1**	**2**	**0**	**4**	**21**	**5.25**
	Total	**0**	**0**	**0**	**9**	**5**	**3**	**0**	**17**	**79**	**4.65**

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

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Page 69

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

5.3 BROADBAND – J&K 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 respondents were mainly aware of the toll free consumer care number, as 94.1% revealed the same. Of the other two modes, the awareness about Appellate Authority was reported by 2.3% and web based complaint monitoring mechanism by 3.1% of the respondents interviewed.

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	266	97.8%	9	3.3%	11	4.0%	272
	Rural	102	85.7%	0	0.0%	1	0.8%	119
	Total	**368**	**94.1%**	**9**	**2.3%**	**12**	**3.1%**	**391**

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

5.3.2 Consumers' complaints to toll free consumer care number: Altogether two out of five respondents had made complaints to the toll free consumer care number of BSNL - 40.6% in urban and 38.2% in rural areas.

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	108	40.6%	158	59.4%	266
	Rural	39	38.2%	63	61.8%	102
	Total	**147**	**39.9%**	**221**	**60.1%**	**368**

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

5.3.3 Satisfaction with manner in which the complaint was handled in consumer care: 147 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 4.51 in the rural area and 3.94 in the urban area of J&K.

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	Σfx	Mean = Σfx/N
BSNL	Urban	0	5	40	28	27	8	0	108	425	3.94
	Rural	0	1	5	15	9	9	0	39	176	4.51
	Total	**0**	**6**	**45**	**43**	**36**	**17**	**0**	**147**	**601**	**4.09**

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

5.3.4 Consumers' appeal to Appellate Authority: Of the nine consumers who were aware of the appellate authority, only 2 (22.2%) had appealed to the Appellate Authority set up by BSNL – none from the rural area

4. Have you filed any appeal with the appellate authority?						
Service Provider		**Yes**		**No**		**Total**
		Count	%age	Count	%age	Count
BSNL	Urban	2	22.2%	7	77.8%	9
	Rural	0	0.0%	0	0.0%	0
	Total	**2**	**22.2%**	**7**	**77.8%**	**9**

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

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Page 70

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

5.3.5 Satisfaction with manner in which your appeal was addressed: The average satisfaction for both the customers who had lodged their complaints at the Appellate Authority in the urban area, was 3.50.

5: Satisfaction with Appellate authority										
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
BSNL	Urban	0	0	1	1	0	0	0	2	7	3.50

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

5.3.6 Satisfaction under Fair Usage Policy (FUP): Average satisfaction level on FUP on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.60 in the rural and 5.15 in the urban area of J&K.

6: Satisfaction with information provided under FUP											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
BSNL	Urban	1	3	3	39	149	54	23	272	1402	5.15
	Rural	0	0	6	43	64	5	1	119	547	4.60
	Total	**1**	**3**	**9**	**82**	**213**	**59**	**24**	**391**	**1949**	**4.98**

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

5.3.7 Satisfaction with the facility to measure the broadband connection speed: of the 391 consumers targeted in J&K, average satisfaction level on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.39 in the rural and 4.91 in the urban area of J&K.

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	1	9	86	109	46	20	272	1335	4.91
	Rural	0	0	9	63	38	9	0	119	523	4.39
	Total	**1**	**1**	**18**	**149**	**147**	**55**	**20**	**391**	**1858**	**4.75**

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

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

6. CONCLUSION AND RECOMMENDATIONS

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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 Jammu and Kashmir Service Area.

Altogether 7 parameters were considered to assess the customer perception of services. The consumers were asked to ranked 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 J&K is critical in the rural area. In urban areas also the performance for crucial parameters such as Network and maintenance is below the prescribed benchmark.
2) **With regard to the implementation and effectiveness of grievance redressal**, most of the consumers are aware of only consumer care number. Awareness of registration for blocking or not receiving unsolicited call/SMS was very low.

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

6.1.2 Cellular Mobile

1) Overall, the performance of Airtel, Vodafone and Idea was comparatively better than others as they could meet the benchmark on most of the parameters. However, none were able to meet the benchmark on all the parameters. Network is the main cause of concern as all the operators performed below the benchmarks prescribed by TRAI.

2) Again in rural areas, all the operators need to improve as the performance level is critical in rural areas.

3) BSNL and Reliance were not able to achieve the benchmark on most of the parameters.

4) **With regard to the implementation and effectiveness of grievance redressal**, more than 95% of the consumers are aware of the call centre- in rural areas as well as in urban areas. Awareness of and approach to Appellate Authority was found to be lower. Only 2.0% of the Urban and 0.1% of the rural subscribers were aware of Appellate Authority. Overall only 20 (0.8%) out of 2397 subscribers were aware of The Web based complaint monitoring system. Complaint lodged in case unsolicited call/SMS have not stopped in spite of registration for the same was found to be high - highest in case of Reliance in rural area (50.0%) as well as in urban area (56.2%).

6.1.3 Broadband

1. In the case of broadband, the performance of BSNL in J&K service area was critical in rural area. In urban area also it could not meet the benchmark on crucial parameters.

2. **With regard to the implementation and effectiveness of grievance redressal mechanism** awareness of and approach to Appellate Authority was still found to be low.

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Page 74

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

6.2 Recommendations

6.2.1 Basic Service (Wireline):

1) BSNL should improve their services on three crucial parameters - network performance, maintainability and help services. 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 of toll free consumer number is found to be high, all the service providers need to work for spreading the awareness about Appellate Authority and Web based complaints.

6.2.2 Cellular Mobile

1) Network Performance and Maintainability is a serious concern majorly for BSNL, Aircel and Reliance. All the operators should adopt effective mechanism to deal with this issue as they are falling behind just by margin in few areas to meet the benchmark and somewhere falling far below the benchmark.
2) Also Billing and Help Services needs to be taken care of specially by Aircel, BSNL and Reliance. 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) BSNL and Reliance needs to improve their performance on all the parameters as they were below benchmark on all the satisfaction parameters.

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 its services on all the parameters in rural areas. In urban area also it demands improvement on crucial parameters such as maintainability and network for the interrupted service.

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Page 75

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

ANNEXURES

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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	0	4	7	31	134	74	20	270
	Rural	0	5	2	10	57	16	26	116
	Total	0	9	9	41	191	90	46	386

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	11	38	108	94	15	270
	Rural	0	5	2	22	49	14	24	116
	Total	0	9	13	60	157	108	39	386

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	2	1	4	49	128	68	18	270
	Rural	1	3	0	34	34	26	18	116
	Total	3	4	4	83	162	94	36	386

Provision of Services: Calculation of satisfaction Score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
BSNL	Urban	2	9	22	118	370	236	53	810	90%	95.9%
	Rural	1	13	4	66	140	56	68	348	90%	94.8%
	Total	3	22	26	184	510	292	121	1158	90%	95.6%

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	1	4	8	41	120	80	16	270
	Rural	1	4	6	29	20	28	28	116
	Total	2	8	14	70	140	108	44	386

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	12	51	101	91	12	270
	Rural	1	4	4	32	30	21	24	116
	Total	1	7	16	83	131	112	36	386

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Page 77

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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	2	1	3	43	125	83	13	270
	Rural	0	2	2	19	56	22	15	116
	Total	2	3	5	62	181	105	28	386

Billing service: Calculation of satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
BSNL	Urban	3	8	23	135	346	254	41	810	95%	95.8%
	Rural	2	10	12	80	106	71	67	348	95%	93.1%
	Total	5	18	35	215	452	325	108	1158	95%	95.0%

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	1	8	8	49	106	81	17	270
	Rural	2	2	15	34	28	17	18	116
	Total	3	10	23	83	134	98	35	386

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	1	8	17	46	128	59	11	270
	Rural	2	7	13	34	28	14	18	116
	Total	3	15	30	80	156	73	29	386

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	1	5	9	43	126	81	5	270
	Rural	1	12	11	17	50	17	8	116
	Total	2	17	20	60	176	98	13	386

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	0	5	24	48	118	69	6	270
	Rural	1	5	13	18	53	23	3	116
	Total	1	10	37	66	171	92	9	386

Help service: Calculation of satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
BSNL	Urban	3	26	58	186	478	290	39	1080	90%	91.9%
	Rural	6	26	52	103	159	71	47	464	90%	81.9%
	Total	9	52	110	289	637	361	86	1544	90%	88.9%

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Page 78

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And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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	1	12	14	43	108	78	14	270
BSNL Rural	0	2	8	27	45	27	7	116
BSNL Total	1	14	22	70	153	105	21	386

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	1	7	16	49	120	70	7	270
BSNL Rural	2	4	5	31	34	32	8	116
BSNL Total	3	11	21	80	154	102	15	386

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	5	11	43	137	68	3	270
BSNL Rural	2	2	9	27	41	29	6	116
BSNL Total	5	7	20	70	178	97	9	386

Network performance: Calculation of satisfaction score										
Service Provider	1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
BSNL Urban	5	24	41	135	365	216	24	810	95%	91.4%
BSNL Rural	4	8	22	85	120	88	21	348	95%	90.2%
BSNL Total	9	32	63	220	485	304	45	1158	95%	91.0%

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	3	5	11	44	117	84	6	270
BSNL Rural	0	4	7	26	52	20	7	116
BSNL Total	3	9	18	70	169	104	13	386

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	6	24	51	124	61	3	270
BSNL Rural	0	6	7	26	45	23	9	116
BSNL Total	1	12	31	77	169	84	12	386

Maintainability: Calculation of Satisfaction score										
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
BSNL Urban	4	11	35	95	241	145	9	540	95%	90.7%
BSNL Rural	0	10	14	52	97	43	16	232	95%	89.7%
BSNL Total	4	21	49	147	338	188	25	772	95%	90.4%

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Page 79

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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	5	1.9%	265	98.1%	270
	Rural	2	1.7%	114	98.3%	116
	Total	7	1.8%	379	98.2%	386

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				2	3			5
	Rural				2	0			2
	Total				4	3			7

Supplementary Serices: Calculation of satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
BSNL	Urban	0	0	0	2	3	0	0	5	90%	100.0%
	Rural	0	0	0	2	0	0	0	2	90%	100.0%
	Total	0	0	0	4	3	0	0	7	90%	100.0%

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
BSNL	Urban	0	5	16	20	74	107	48	270
	Rural	0	4	9	10	33	39	21	116
	Total	0	9	25	30	107	146	69	386

Overall quality of service: Calculation of satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
BSNL	Urban	0	5	16	20	74	107	48	270	90%	92.2%
	Rural	0	4	9	10	33	39	21	116	90%	88.8%
	Total	0	9	25	30	107	146	69	386	90%	91.2%

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Page 80

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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	15	9	125	108	31	289
	Rural	0	0	10	2	59	32	22	125
	Total	0	1	25	11	184	140	53	414
Airtel	Urban	0	0	14	4	87	119	60	284
	Rural	0	0	8	0	40	55	19	122
	Total	0	0	22	4	127	174	79	406
BSNL	Urban	10	11	8	24	123	76	25	277
	Rural	4	7	3	5	61	35	8	123
	Total	14	18	11	29	184	111	33	400
Idea	Urban	0	0	25	0	129	44	74	272
	Rural	0	0	8	3	50	15	40	116
	Total	0	0	33	3	179	59	114	388
Reliance	Urban	1	10	17	41	111	64	30	274
	Rural	1	6	4	8	59	19	19	116
	Total	2	16	21	49	170	83	49	390
Vodafone	Urban	0	4	6	27	90	90	63	280
	Rural	0	2	6	7	29	44	31	119
	Total	0	6	12	34	119	134	94	399
Total	**Urban**	**11**	**26**	**85**	**105**	**665**	**501**	**283**	**1676**
	Rural	**5**	**15**	**39**	**25**	**298**	**200**	**139**	**721**
	Total	**16**	**41**	**124**	**130**	**963**	**701**	**422**	**2397**

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	20	74	71	85	39	289
	Rural	0	1	9	29	28	49	9	125
	Total	0	1	29	103	99	134	48	414
Airtel	Urban	0	0	13	7	112	110	42	284
	Rural	0	0	8	2	36	55	21	122
	Total	0	0	21	9	148	165	63	406
BSNL	Urban	1	15	12	25	115	88	21	277
	Rural	0	7	10	6	55	34	11	123
	Total	1	22	22	31	170	122	32	400
Idea	Urban	0	0	25	15	78	129	25	272
	Rural	0	0	8	15	38	48	7	116
	Total	0	0	33	30	116	177	32	388
Reliance	Urban	0	9	17	38	127	55	28	274
	Rural	0	3	8	8	53	31	13	116
	Total	0	12	25	46	180	86	41	390
Vodafone	Urban	0	3	11	25	100	76	65	280
	Rural	0	2	5	6	36	38	32	119
	Total	0	5	16	31	136	114	97	399
Total	**Urban**	**1**	**27**	**98**	**184**	**603**	**543**	**220**	**1676**
	Rural	**0**	**13**	**48**	**66**	**246**	**255**	**93**	**721**
	Total	**1**	**40**	**146**	**250**	**849**	**798**	**313**	**2397**

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Page 81

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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	3	17	29	105	118	17	289
	Rural	0	0	13	16	49	39	8	125
	Total	0	3	30	45	154	157	25	414
Airtel	Urban	0	0	14	6	64	118	82	284
	Rural	0	0	8	3	31	61	19	122
	Total	0	0	22	9	95	179	101	406
BSNL	Urban	3	8	11	67	107	67	14	277
	Rural	3	4	6	26	44	35	5	123
	Total	6	12	17	93	151	102	19	400
Idea	Urban	0	0	25	16	68	83	80	272
	Rural	0	0	8	10	24	47	27	116
	Total	0	0	33	26	92	130	107	388
Reliance	Urban	2	5	5	66	127	50	19	274
	Rural	2	2	4	25	58	17	8	116
	Total	4	7	9	91	185	67	27	390
Vodafone	Urban	0	9	9	26	99	89	48	280
	Rural	0	2	7	8	25	45	32	119
	Total	0	11	16	34	124	134	80	399
Total	**Urban**	**5**	**25**	**81**	**210**	**570**	**525**	**260**	**1676**
	Rural	**5**	**8**	**46**	**88**	**231**	**244**	**99**	**721**
	Total	**10**	**33**	**127**	**298**	**801**	**769**	**359**	**2397**

Provision of Services: Calculation of satisfaction Score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
Aircel	Urban	0	4	52	112	301	311	87	867	90%	93.5%
	Rural	0	1	32	47	136	120	39	375	90%	91.2%
	Total	0	5	84	159	437	431	126	1242	90%	92.8%
Airtel	Urban	0	0	41	17	263	347	184	852	90%	95.2%
	Rural	0	0	24	5	107	171	59	366	90%	93.4%
	Total	0	0	65	22	370	518	243	1218	90%	94.7%
BSNL	Urban	14	34	31	116	345	231	60	831	90%	90.5%
	Rural	7	18	19	37	160	104	24	369	90%	88.1%
	Total	21	52	50	153	505	335	84	1200	90%	89.8%
Idea	Urban	0	0	75	31	275	256	179	816	90%	90.8%
	Rural	0	0	24	28	112	110	74	348	90%	93.1%
	Total	0	0	99	59	387	366	253	1164	90%	91.5%
Reliance	Urban	3	24	39	145	365	169	77	822	90%	92.0%
	Rural	3	11	16	41	170	67	40	348	90%	91.4%
	Total	6	35	55	186	535	236	117	1170	90%	91.8%
Vodafone	Urban	0	16	26	78	289	255	176	840	90%	95.0%
	Rural	0	6	18	21	90	127	95	357	90%	93.3%
	Total	0	22	44	99	379	382	271	1197	90%	94.5%
Total	**Urban**	**17**	**78**	**264**	**499**	**1838**	**1569**	**763**	**5028**	**90%**	**92.9%**
	Rural	**10**	**36**	**133**	**179**	**775**	**699**	**331**	**2163**	**90%**	**91.7%**
	Total	**27**	**114**	**397**	**678**	**2613**	**2268**	**1094**	**7191**	**90%**	**92.5%**

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Page 82

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

2. Billing service Prepaid

2.1 How satisfied are you with ease of activation of vouchers (recharging process)		1	2	3	4	5	6	7	Total
Service Provider		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	1	13	53	93	85	30	275
	Rural	0	1	5	20	53	33	11	123
	Total	0	2	18	73	146	118	41	398
Airtel	Urban	0	0	0	9	147	98	20	274
	Rural	0	0	1	9	55	49	6	120
	Total	0	0	1	18	202	147	26	394
BSNL	Urban	0	5	9	81	99	51	9	254
	Rural	0	2	3	44	40	29	3	121
	Total	0	7	12	125	139	80	12	375
Idea	Urban	0	0	11	36	122	81	14	264
	Rural	0	0	6	33	56	14	6	115
	Total	0	0	17	69	178	95	20	379
Reliance	Urban	1	4	19	56	117	61	1	259
	Rural	1	3	2	38	44	22	4	114
	Total	2	7	21	94	161	83	5	373
Vodafone	Urban	0	2	8	51	118	61	20	260
	Rural	0	1	5	9	73	18	12	118
	Total	0	3	13	60	191	79	32	378
Total	**Urban**	**1**	**12**	**60**	**286**	**696**	**437**	**94**	**1586**
	Rural	**1**	**7**	**22**	**153**	**321**	**165**	**42**	**711**
	Total	**2**	**19**	**82**	**439**	**1017**	**602**	**136**	**2297**

2.2 How satisfied are you with the availability of vouchers (recharge coupons) of various denominations?		1	2	3	4	5	6	7	Total
Service Provider		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	3	8	42	92	90	40	275
	Rural	0	2	8	21	43	32	17	123
	Total	0	5	16	63	135	122	57	398
Airtel	Urban	0	0	2	16	94	129	33	274
	Rural	0	1	1	18	37	49	14	120
	Total	0	1	3	34	131	178	47	394
BSNL	Urban	1	11	12	50	102	69	9	254
	Rural	1	6	5	23	53	26	7	121
	Total	2	17	17	73	155	95	16	375
Idea	Urban	0	0	9	51	101	96	7	264
	Rural	0	1	7	33	35	32	7	115
	Total	0	1	16	84	136	128	14	379
Reliance	Urban	1	3	17	56	123	53	6	259
	Rural	1	7	4	24	52	21	5	114
	Total	2	10	21	80	175	74	11	373
Vodafone	Urban	0	1	8	44	126	54	27	260
	Rural	0	2	5	10	67	26	8	118
	Total	0	3	13	54	193	80	35	378
Total	**Urban**	**2**	**18**	**56**	**259**	**638**	**491**	**122**	**1586**
	Rural	**2**	**19**	**30**	**129**	**287**	**186**	**58**	**711**
	Total	**4**	**37**	**86**	**388**	**925**	**677**	**180**	**2297**

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Page 83

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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	4	3	44	98	100	26	275
	Rural	0	1	8	20	49	40	5	123
	Total	0	5	11	64	147	140	31	398
Airtel	Urban	0	0	3	29	130	100	12	274
	Rural	0	0	2	13	53	49	3	120
	Total	0	0	5	42	183	149	15	394
BSNL	Urban	1	4	9	51	127	51	11	254
	Rural	0	2	6	16	54	38	5	121
	Total	1	6	15	67	181	89	16	375
Idea	Urban	0	9	4	56	117	69	9	264
	Rural	0	6	1	27	51	26	4	115
	Total	0	15	5	83	168	95	13	379
Reliance	Urban	2	10	5	52	124	57	9	259
	Rural	1	3	2	29	51	18	10	114
	Total	3	13	7	81	175	75	19	373
Vodafone	Urban	0	7	9	35	125	65	19	260
	Rural	0	3	4	13	65	27	6	118
	Total	0	10	13	48	190	92	25	378
Total	Urban	3	34	33	267	721	442	86	1586
	Rural	1	15	23	118	323	198	33	711
	Total	4	49	56	385	1044	640	119	2297

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	0	7	38	116	76	38	275
	Rural	0	3	9	23	52	28	8	123
	Total	0	3	16	61	168	104	46	398
Airtel	Urban	0	13	9	32	133	83	4	274
	Rural	1	9	8	13	56	33	0	120
	Total	1	22	17	45	189	116	4	394
BSNL	Urban	1	7	9	48	124	56	9	254
	Rural	0	8	6	20	60	20	7	121
	Total	1	15	15	68	184	76	16	375
Idea	Urban	0	0	3	69	127	59	6	264
	Rural	0	0	1	40	50	20	4	115
	Total	0	0	4	109	177	79	10	379
Reliance	Urban	0	8	4	42	150	44	11	259
	Rural	0	7	6	22	60	11	8	114
	Total	0	15	10	64	210	55	19	373
Vodafone	Urban	0	3	12	54	122	52	17	260
	Rural	0	2	6	14	63	27	6	118
	Total	0	5	18	68	185	79	23	378
Total	Urban	1	31	44	283	772	370	85	1586
	Rural	1	29	36	132	341	139	33	711
	Total	2	60	80	415	1113	509	118	2297

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Page 84

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

Billing services, prepaid customers: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
Aircel	Urban	0	8	31	177	399	351	134	1100	95%	96.5%
	Rural	0	7	30	84	197	133	41	492	95%	92.5%
	Total	0	15	61	261	596	484	175	1592	95%	95.2%
Airtel	Urban	0	13	14	86	504	410	69	1096	95%	97.5%
	Rural	1	10	12	53	201	180	23	480	95%	95.2%
	Total	1	23	26	139	705	590	92	1576	95%	96.8%
BSNL	Urban	3	27	39	230	452	227	38	1016	95%	93.2%
	Rural	1	18	20	103	207	113	22	484	95%	91.9%
	Total	4	45	59	333	659	340	60	1500	95%	92.8%
Idea	Urban	0	9	27	212	467	305	36	1056	95%	96.6%
	Rural	0	7	15	133	192	92	21	460	95%	95.2%
	Total	0	16	42	345	659	397	57	1516	95%	96.2%
Reliance	Urban	4	25	45	206	514	215	27	1036	95%	92.9%
	Rural	3	20	14	113	207	72	27	456	95%	91.9%
	Total	7	45	59	319	721	287	54	1492	95%	92.6%
Vodafone	Urban	0	13	37	184	491	232	83	1040	95%	95.2%
	Rural	0	8	20	46	268	98	32	472	95%	94.1%
	Total	0	21	57	230	759	330	115	1512	95%	94.8%
Total	Urban	7	95	193	1095	2827	1740	387	6344	95%	95.3%
	Rural	5	70	111	532	1272	688	166	2844	95%	93.5%
	Total	12	165	304	1627	4099	2428	553	9188	95%	94.8%

Major complaints related to billing(Prepaid services)						
SP	Area	High Usage Charges		Balance Deduction problem		Total
Aircel	Urban	1	14.3%	6	85.7%	7
	Rural	4	33.3%	8	66.7%	12
	Total	5	26.3%	14	73.7%	19
Airtel	Urban	18	81.8%	4	18.2%	22
	Rural	14	77.8%	4	22.2%	18
	Total	32	80.0%	8	20.0%	40
BSNL	Urban	3	17.6%	14	82.4%	17
	Rural	1	7.1%	13	92.9%	14
	Total	4	12.9%	27	87.1%	31
Idea	Urban	2	66.7%	1	33.3%	3
	Rural	0	0.0%	1	100.0%	1
	Total	2	50.0%	2	50.0%	4
Reliance	Urban	4	33.3%	8	66.7%	12
	Rural	2	15.4%	11	84.6%	13
	Total	6	24.0%	19	76.0%	25
Vodafone	Urban	2	13.3%	13	86.7%	15
	Rural	1	12.5%	7	87.5%	8
	Total	3	13.0%	20	87.0%	23
Total	Urban	30	39.5%	46	60.5%	76
	Rural	22	33.3%	44	66.7%	66
	Total	52	36.6%	90	63.4%	142

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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	0	3	6	3	2	14
	Rural	0	0	0	1	1	0	0	2
	Total	0	0	0	4	7	3	2	16
Airtel	Urban	0	0	1	0	6	3	0	10
	Rural	0	0	0	0	1	1	0	2
	Total	0	0	1	0	7	4	0	12
BSNL	Urban	0	1	0	2	13	7	0	23
	Rural	0	0	0	0	2	0	0	2
	Total	0	1	0	2	15	7	0	25
Idea	Urban	0	0	2	0	3	3	0	8
	Rural	0	0	0	0	0	1	0	1
	Total	0	0	2	0	3	4	0	9
Reliance	Urban	0	0	2	4	5	2	2	15
	Rural	0	0	0	0	0	0	2	2
	Total	0	0	2	4	5	2	4	17
Vodafone	Urban	0	1	0	0	15	4	0	20
	Rural	0	0	0	0	0	1	0	1
	Total	0	1	0	0	15	5	0	21
Total	Urban	0	2	5	9	48	22	4	90
	Rural	0	0	0	1	4	3	2	10
	Total	0	2	5	10	52	25	6	100

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	2	4	4	3	1	14
	Rural	0	0	0	0	1	1	0	2
	Total	0	0	2	4	5	4	1	16
Airtel	Urban	0	0	0	1	1	7	1	10
	Rural	0	0	0	0	0	1	1	2
	Total	0	0	0	1	1	8	2	12
BSNL	Urban	0	0	1	5	3	11	3	23
	Rural	0	0	0	1	1	0	0	2
	Total	0	0	1	6	4	11	3	25
Idea	Urban	0	0	0	1	3	4	0	8
	Rural	0	0	0	0	1	0	0	1
	Total	0	0	0	1	4	4	0	9
Reliance	Urban	0	1	0	3	4	4	3	15
	Rural	0	0	0	0	0	0	2	2
	Total	0	1	0	3	4	4	5	17
Vodafone	Urban	0	1	0	1	8	9	1	20
	Rural	0	0	0	0	0	1	0	1
	Total	0	1	0	1	8	10	1	21
Total	Urban	0	2	3	15	23	38	9	90
	Rural	0	0	0	1	3	3	3	10
	Total	0	2	3	16	26	41	12	100

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Page 86

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	1	1	4	6	1	1	14
	Rural	0	0	0	1	1	0	0	2
	Total	0	1	1	5	7	1	1	16
Airtel	Urban	0	0	0	0	7	3	0	10
	Rural	0	0	0	0	1	1	0	2
	Total	0	0	0	0	8	4	0	12
BSNL	Urban	0	3	0	3	9	8	0	23
	Rural	0	0	0	1	1	0	0	2
	Total	0	3	0	4	10	8	0	25
Idea	Urban	0	0	0	0	4	4	0	8
	Rural	0	0	0	0	1	0	0	1
	Total	0	0	0	0	5	4	0	9
Reliance	Urban	0	1	0	1	7	3	3	15
	Rural	0	0	0	0	2	0	0	2
	Total	0	1	0	1	9	3	3	17
Vodafone	Urban	0	0	0	1	12	6	1	20
	Rural	0	0	0	0	0	1	0	1
	Total	0	0	0	1	12	7	1	21
Total	**Urban**	**0**	**5**	**1**	**9**	**45**	**25**	**5**	**90**
	Rural	**0**	**0**	**0**	**2**	**6**	**2**	**0**	**10**
	Total	**0**	**5**	**1**	**11**	**51**	**27**	**5**	**100**

Billing services, postpaid customers: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
Aircel	Urban	0	1	3	11	16	7	4	42	95%	90.5%
	Rural	0	0	0	2	3	1	0	6	95%	100.0%
	Total	0	1	3	13	19	8	4	48	95%	91.7%
Airtel	Urban	0	0	1	1	14	13	1	30	95%	96.7%
	Rural	0	0	0	0	2	3	1	6	95%	100.0%
	Total	0	0	1	1	16	16	2	36	95%	97.2%
BSNL	Urban	0	4	1	10	25	26	3	69	95%	92.8%
	Rural	0	0	0	2	4	0	0	6	95%	100.0%
	Total	0	4	1	12	29	26	3	75	95%	93.3%
Idea	Urban	0	0	2	1	10	11	0	24	95%	91.7%
	Rural	0	0	0	0	2	1	0	3	95%	100.0%
	Total	0	0	2	1	12	12	0	27	95%	92.6%
Reliance	Urban	0	2	2	8	16	9	8	45	95%	91.1%
	Rural	0	0	0	0	2	0	4	6	95%	100.0%
	Total	0	2	2	8	18	9	12	51	95%	92.2%
Vodafone	Urban	0	2	0	2	35	19	2	60	95%	96.7%
	Rural	0	0	0	0	0	3	0	3	95%	100.0%
	Total	0	2	0	2	35	22	2	63	95%	96.8%
Total	**Urban**	**0**	**9**	**9**	**33**	**116**	**85**	**18**	**270**	**95%**	**93.3%**
	Rural	**0**	**0**	**0**	**4**	**13**	**8**	**5**	**30**	**95%**	**100.0%**
	Total	**0**	**9**	**9**	**37**	**129**	**93**	**23**	**300**	**95%**	**94.0%**

Major complaints related to billing(Postpaid services)				
SP	Non receipt of physical /E-copy of bill	Timely receipt of bill	Information not received about change in plan charges	Total
Aircel	1	1	0	2
BSNL	1	0	2	3
Reliance	0	0	1	1
Total	**2**	**1**	**3**	**6**

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Page 87

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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	2	7	43	31	110	84	12	289
	Rural	0	2	22	12	49	33	7	125
	Total	2	9	65	43	159	117	19	414
Airtel	Urban	1	0	13	68	98	98	6	284
	Rural	0	1	6	26	59	29	1	122
	Total	1	1	19	94	157	127	7	406
BSNL	Urban	4	12	24	23	106	81	27	277
	Rural	3	11	5	12	44	40	8	123
	Total	7	23	29	35	150	121	35	400
Idea	Urban	0	1	29	91	84	65	2	272
	Rural	0	2	15	35	43	21	0	116
	Total	0	3	44	126	127	86	2	388
Reliance	Urban	0	14	26	50	77	69	38	274
	Rural	0	8	16	11	35	24	22	116
	Total	0	22	42	61	112	93	60	390
Vodafone	Urban	0	8	4	22	93	101	52	280
	Rural	0	2	5	3	29	54	26	119
	Total	0	10	9	25	122	155	78	399
Total	**Urban**	**7**	**42**	**139**	**285**	**568**	**498**	**137**	**1676**
	Rural	**3**	**26**	**69**	**99**	**259**	**201**	**64**	**721**
	Total	**10**	**68**	**208**	**384**	**827**	**699**	**201**	**2397**

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	0	23	19	96	72	61	18	289
	Rural	1	5	9	38	30	28	14	125
	Total	1	28	28	134	102	89	32	414
Airtel	Urban	1	4	15	35	125	88	16	284
	Rural	0	4	8	27	41	37	5	122
	Total	1	8	23	62	166	125	21	406
BSNL	Urban	1	15	26	29	94	90	22	277
	Rural	2	8	16	7	42	41	7	123
	Total	3	23	42	36	136	131	29	400
Idea	Urban	1	6	14	67	135	46	3	272
	Rural	0	4	5	45	54	6	2	116
	Total	1	10	19	112	189	52	5	388
Reliance	Urban	0	23	26	27	91	70	37	274
	Rural	0	8	12	10	41	27	18	116
	Total	0	31	38	37	132	97	55	390
Vodafone	Urban	1	3	21	18	97	88	52	280
	Rural	0	2	7	5	34	48	23	119
	Total	1	5	28	23	131	136	75	399
Total	**Urban**	**4**	**74**	**121**	**272**	**614**	**443**	**148**	**1676**
	Rural	**3**	**31**	**57**	**132**	**242**	**187**	**69**	**721**
	Total	**7**	**105**	**178**	**404**	**856**	**630**	**217**	**2397**

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Page 88

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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	1	12	33	60	104	70	9	289
	Rural	0	12	13	18	55	24	3	125
	Total	1	24	46	78	159	94	12	414
Airtel	Urban	1	1	14	65	109	91	3	284
	Rural	0	2	4	21	53	40	2	122
	Total	1	3	18	86	162	131	5	406
BSNL	Urban	1	13	22	47	121	58	15	277
	Rural	2	7	9	19	48	34	4	123
	Total	3	20	31	66	169	92	19	400
Idea	Urban	0	2	17	67	95	88	3	272
	Rural	0	2	5	20	46	43	0	116
	Total	0	4	22	87	141	131	3	388
Reliance	Urban	1	11	15	42	119	58	28	274
	Rural	1	6	6	26	49	14	14	116
	Total	2	17	21	68	168	72	42	390
Vodafone	Urban	0	9	6	44	95	82	44	280
	Rural	0	2	5	9	30	51	22	119
	Total	0	11	11	53	125	133	66	399
Total	Urban	4	48	107	325	643	447	102	1676
	Rural	3	31	42	113	281	206	45	721
	Total	7	79	149	438	924	653	147	2397

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	3	22	20	64	93	71	16	289
	Rural	0	10	17	23	50	21	4	125
	Total	3	32	37	87	143	92	20	414
Airtel	Urban	1	1	11	39	150	74	8	284
	Rural	0	2	8	19	53	38	2	122
	Total	1	3	19	58	203	112	10	406
BSNL	Urban	1	14	26	50	115	63	8	277
	Rural	2	5	15	20	56	24	1	123
	Total	3	19	41	70	171	87	9	400
Idea	Urban	1	2	14	59	137	54	5	272
	Rural	0	3	7	24	48	33	1	116
	Total	1	5	21	83	185	87	6	388
Reliance	Urban	0	19	20	48	124	49	14	274
	Rural	0	6	10	21	59	13	7	116
	Total	0	25	30	69	183	62	21	390
Vodafone	Urban	0	3	16	42	126	69	24	280
	Rural	0	2	6	10	56	31	14	119
	Total	0	5	22	52	182	100	38	399
Total	Urban	6	61	107	302	745	380	75	1676
	Rural	2	28	63	117	322	160	29	721
	Total	8	89	170	419	1067	540	104	2397

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Page 89

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

Help Services: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
Aircel	Urban	6	64	115	251	379	286	55	1156	90%	84.0%
	Rural	1	29	61	91	184	106	28	500	90%	81.8%
	Total	7	93	176	342	563	392	83	1656	90%	83.3%
Airtel	Urban	4	6	53	207	482	351	33	1136	90%	94.5%
	Rural	0	9	26	93	206	144	10	488	90%	92.8%
	Total	4	15	79	300	688	495	43	1624	90%	94.0%
BSNL	Urban	7	54	98	149	436	292	72	1108	90%	85.6%
	Rural	9	31	45	58	190	139	20	492	90%	82.7%
	Total	16	85	143	207	626	431	92	1600	90%	84.8%
Idea	Urban	2	11	74	284	451	253	13	1088	90%	92.0%
	Rural	0	11	32	124	191	103	3	464	90%	90.7%
	Total	2	22	106	408	642	356	16	1552	90%	91.6%
Reliance	Urban	1	67	87	167	411	246	117	1096	90%	85.9%
	Rural	1	28	44	68	184	78	61	464	90%	84.3%
	Total	2	95	131	235	595	324	178	1560	90%	85.4%
Vodafone	Urban	1	23	47	126	411	340	172	1120	90%	93.7%
	Rural	0	8	23	27	149	184	85	476	90%	93.5%
	Total	1	31	70	153	560	524	257	1596	90%	93.6%
Total	**Urban**	**21**	**225**	**474**	**1184**	**2570**	**1768**	**462**	**6704**	**90%**	**89.3%**
	Rural	**11**	**116**	**231**	**461**	**1104**	**754**	**207**	**2884**	**90%**	**87.6%**
	Total	**32**	**341**	**705**	**1645**	**3674**	**2522**	**669**	**9588**	**90%**	**88.8%**

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	10	38	57	109	58	16	289
	Rural	1	4	18	16	55	26	5	125
	Total	2	14	56	73	164	84	21	414
Airtel	Urban	0	8	9	44	105	99	19	284
	Rural	2	8	3	22	49	29	9	122
	Total	2	16	12	66	154	128	28	406
BSNL	Urban	1	15	23	78	110	41	9	277
	Rural	3	6	11	35	49	16	3	123
	Total	4	21	34	113	159	57	12	400
Idea	Urban	0	6	16	89	109	44	8	272
	Rural	0	5	9	42	52	7	1	116
	Total	0	11	25	131	161	51	9	388
Reliance	Urban	4	8	18	65	132	36	11	274
	Rural	0	7	15	31	41	15	7	116
	Total	4	15	33	96	173	51	18	390
Vodafone	Urban	1	3	9	49	153	43	22	280
	Rural	0	2	5	11	73	20	8	119
	Total	1	5	14	60	226	63	30	399
Total	**Urban**	**7**	**50**	**113**	**382**	**718**	**321**	**85**	**1676**
	Rural	**6**	**32**	**61**	**157**	**319**	**113**	**33**	**721**
	Total	**13**	**82**	**174**	**539**	**1037**	**434**	**118**	**2397**

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

4.2 How satisfied are you with the network of your service provider in terms of ability to make or receive calls easily?		1	2	3	4	5	6	7	Total
Service Provider		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	8	35	72	76	77	21	289
	Rural	3	6	10	26	34	36	10	125
	Total	3	14	45	98	110	113	31	414
Airtel	Urban	1	3	13	40	103	99	25	284
	Rural	7	2	3	22	39	35	14	122
	Total	8	5	16	62	142	134	39	406
BSNL	Urban	1	14	27	82	108	37	8	277
	Rural	3	10	8	38	42	19	3	123
	Total	4	24	35	120	150	56	11	400
Idea	Urban	2	3	24	90	113	32	8	272
	Rural	1	4	8	41	46	15	1	116
	Total	3	7	32	131	159	47	9	388
Reliance	Urban	5	17	30	72	104	37	9	274
	Rural	1	8	11	31	49	12	4	116
	Total	6	25	41	103	153	49	13	390
Vodafone	Urban	1	5	22	42	124	58	28	280
	Rural	1	3	8	19	58	22	8	119
	Total	2	8	30	61	182	80	36	399
Total	**Urban**	**10**	**50**	**151**	**398**	**628**	**340**	**99**	**1676**
	Rural	**16**	**33**	**48**	**177**	**268**	**139**	**40**	**721**
	Total	**26**	**83**	**199**	**575**	**896**	**479**	**139**	**2397**

4.3 How satisfied are you with the voice quality on your phone during calls?		1	2	3	4	5	6	7	Total
Service Provider		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	15	30	65	95	64	20	289
	Rural	1	5	13	24	53	19	10	125
	Total	1	20	43	89	148	83	30	414
Airtel	Urban	1	7	7	67	120	53	29	284
	Rural	2	5	3	22	55	18	17	122
	Total	3	12	10	89	175	71	46	406
BSNL	Urban	3	14	27	67	120	36	10	277
	Rural	2	2	17	32	47	17	6	123
	Total	5	16	44	99	167	53	16	400
Idea	Urban	0	8	14	96	121	24	9	272
	Rural	1	4	3	44	53	9	2	116
	Total	1	12	17	140	174	33	11	388
Reliance	Urban	7	13	26	66	114	35	13	274
	Rural	1	9	10	31	45	15	5	116
	Total	8	22	36	97	159	50	18	390
Vodafone	Urban	1	7	4	57	113	67	31	280
	Rural	1	3	4	24	39	34	14	119
	Total	2	10	8	81	152	101	45	399
Total	**Urban**	**12**	**64**	**108**	**418**	**683**	**279**	**112**	**1676**
	Rural	**8**	**28**	**50**	**177**	**292**	**112**	**54**	**721**
	Total	**20**	**92**	**158**	**595**	**975**	**391**	**166**	**2397**

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

Network performance, Reliability and Availability: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
Aircel	Urban	1	33	103	194	280	199	57	867	95%	84.2%
	Rural	5	15	41	66	142	81	25	375	95%	83.7%
	Total	6	48	144	260	422	280	82	1242	95%	84.1%
Airtel	Urban	2	18	29	151	328	251	73	852	95%	94.2%
	Rural	11	15	9	66	143	82	40	366	95%	90.4%
	Total	13	33	38	217	471	333	113	1218	95%	93.1%
BSNL	Urban	5	43	77	227	338	114	27	831	95%	85.0%
	Rural	8	18	36	105	138	52	12	369	95%	83.2%
	Total	13	61	113	332	476	166	39	1200	95%	84.4%
Idea	Urban	2	17	54	275	343	100	25	816	95%	91.1%
	Rural	2	13	20	127	151	31	4	348	95%	89.9%
	Total	4	30	74	402	494	131	29	1164	95%	90.7%
Reliance	Urban	16	38	74	203	350	108	33	822	95%	84.4%
	Rural	2	24	36	93	135	42	16	348	95%	82.2%
	Total	18	62	110	296	485	150	49	1170	95%	83.8%
Vodafone	Urban	3	15	35	148	390	168	81	840	95%	93.7%
	Rural	2	8	17	54	170	76	30	357	95%	92.4%
	Total	5	23	52	202	560	244	111	1197	95%	93.3%
Total	**Urban**	**29**	**164**	**372**	**1198**	**2029**	**940**	**296**	**5028**	**95%**	**88.8%**
	Rural	**30**	**93**	**159**	**511**	**879**	**364**	**127**	**2163**	**95%**	**87.0%**
	Total	**59**	**257**	**531**	**1709**	**2908**	**1304**	**423**	**7191**	**95%**	**88.2%**

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	10	74	122	59	15	289
	Rural	1	4	8	29	54	23	6	125
	Total	1	13	18	103	176	82	21	414
Airtel	Urban	0	0	10	56	144	73	1	284
	Rural	0	0	8	34	56	24	0	122
	Total	0	0	18	90	200	97	1	406
BSNL	Urban	3	11	19	49	148	42	5	277
	Rural	2	5	10	26	55	19	6	123
	Total	5	16	29	75	203	61	11	400
Idea	Urban	0	0	15	89	134	31	3	272
	Rural	0	1	10	44	50	9	2	116
	Total	0	1	25	133	184	40	5	388
Reliance	Urban	2	13	1	79	130	38	11	274
	Rural	0	0	8	28	59	15	6	116
	Total	2	13	9	107	189	53	17	390
Vodafone	Urban	0	1	15	62	128	53	21	280
	Rural	0	2	9	22	51	24	11	119
	Total	0	3	24	84	179	77	32	399
Total	**Urban**	**5**	**34**	**70**	**409**	**806**	**296**	**56**	**1676**
	Rural	**3**	**12**	**53**	**183**	**325**	**114**	**31**	**721**
	Total	**8**	**46**	**123**	**592**	**1131**	**410**	**87**	**2397**

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Page 92

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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	6	26	51	101	93	12	289
	Rural	0	2	10	19	45	43	6	125
	Total	0	8	36	70	146	136	18	414
Airtel	Urban	0	2	6	60	131	80	5	284
	Rural	0	6	4	26	51	33	2	122
	Total	0	8	10	86	182	113	7	406
BSNL	Urban	5	17	13	42	134	62	4	277
	Rural	1	12	4	20	62	21	3	123
	Total	6	29	17	62	196	83	7	400
Idea	Urban	0	3	13	107	118	27	4	272
	Rural	0	1	8	40	56	10	1	116
	Total	0	4	21	147	174	37	5	388
Reliance	Urban	7	7	13	71	118	46	12	274
	Rural	1	7	10	25	50	16	7	116
	Total	8	14	23	96	168	62	19	390
Vodafone	Urban	0	5	5	56	120	73	21	280
	Rural	1	2	6	12	60	27	11	119
	Total	1	7	11	68	180	100	32	399
Total	**Urban**	**12**	**40**	**76**	**387**	**722**	**381**	**58**	**1676**
	Rural	**3**	**30**	**42**	**142**	**324**	**150**	**30**	**721**
	Total	**15**	**70**	**118**	**529**	**1046**	**531**	**88**	**2397**

Maintainability: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
Aircel	Urban	0	15	36	125	223	152	27	578	95%	91.2%
	Rural	1	6	18	48	99	66	12	250	95%	90.0%
	Total	1	21	54	173	322	218	39	828	95%	90.8%
Airtel	Urban	0	2	16	116	275	153	6	568	95%	96.8%
	Rural	0	6	12	60	107	57	2	244	95%	92.6%
	Total	0	8	28	176	382	210	8	812	95%	95.6%
BSNL	Urban	8	28	32	91	282	104	9	554	95%	87.7%
	Rural	3	17	14	46	117	40	9	246	95%	86.2%
	Total	11	45	46	137	399	144	18	800	95%	87.3%
Idea	Urban	0	3	28	196	252	58	7	544	95%	94.3%
	Rural	0	2	18	84	106	19	3	232	95%	91.4%
	Total	0	5	46	280	358	77	10	776	95%	93.4%
Reliance	Urban	9	20	14	150	248	84	23	548	95%	92.2%
	Rural	1	7	18	53	109	31	13	232	95%	88.8%
	Total	10	27	32	203	357	115	36	780	95%	91.2%
Vodafone	Urban	0	6	20	118	248	126	42	560	95%	95.4%
	Rural	1	4	15	34	111	51	22	238	95%	91.6%
	Total	1	10	35	152	359	177	64	798	95%	94.2%
Total	**Urban**	**17**	**74**	**146**	**796**	**1528**	**677**	**114**	**3352**	**95%**	**92.9%**
	Rural	**6**	**42**	**95**	**325**	**649**	**264**	**61**	**1442**	**95%**	**90.1%**
	Total	**23**	**116**	**241**	**1121**	**2177**	**941**	**175**	**4794**	**95%**	**92.1%**

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Page 93

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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	90	31.1%	199	68.9%	289
	Rural	23	18.4%	102	81.6%	125
	Total	113	27.3%	301	72.7%	414
Airtel	Urban	132	46.5%	152	53.5%	284
	Rural	46	37.7%	76	62.3%	122
	Total	178	43.8%	228	56.2%	406
BSNL	Urban	84	30.3%	193	69.7%	277
	Rural	24	19.5%	99	80.5%	123
	Total	108	27.0%	292	73.0%	400
Idea	Urban	117	43.0%	155	57.0%	272
	Rural	31	26.7%	85	73.3%	116
	Total	148	38.1%	240	61.9%	388
Reliance	Urban	106	38.7%	168	61.3%	274
	Rural	32	27.6%	84	72.4%	116
	Total	138	35.4%	252	64.6%	390
Vodafone	Urban	107	38.2%	173	61.8%	280
	Rural	38	31.9%	81	68.1%	119
	Total	145	36.3%	254	63.7%	399
Total	**Urban**	**636**	**37.9%**	**1040**	**62.1%**	**1676**
	Rural	**194**	**26.9%**	**527**	**73.1%**	**721**
	Total	**830**	**34.6%**	**1567**	**65.4%**	**2397**

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	0	3	10	11	43	23	0	90
	Rural	0	1	3	5	12	2	0	23
	Total	0	4	13	16	55	25	0	113
Airtel	Urban	0	0	7	29	79	17	0	132
	Rural	0	0	4	13	25	4	0	46
	Total	0	0	11	42	104	21	0	178
BSNL	Urban	0	2	9	35	30	8	0	84
	Rural	0	2	2	17	3	0	0	24
	Total	0	4	11	52	33	8	0	108
Idea	Urban	2	1	5	36	65	8	0	117
	Rural	3	0	1	16	11	0	0	31
	Total	5	1	6	52	76	8	0	148
Reliance	Urban	0	4	7	41	34	4	16	106
	Rural	0	1	4	9	10	0	8	32
	Total	0	5	11	50	44	4	24	138
Vodafone	Urban	0	1	5	31	37	7	26	107
	Rural	0	1	3	11	20	0	3	38
	Total	0	2	8	42	57	7	29	145
Total	**Urban**	**2**	**11**	**43**	**183**	**288**	**67**	**42**	**636**
	Rural	**3**	**5**	**17**	**71**	**81**	**6**	**11**	**194**
	Total	**5**	**16**	**60**	**254**	**369**	**73**	**53**	**830**

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Page 94

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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	3	10	11	43	23	0	90	90%	85.6%
	Rural	0	1	3	5	12	2	0	23	90%	82.6%
	Total	0	4	13	16	55	25	0	113	90%	85.0%
Airtel	Urban	0	0	7	29	79	17	0	132	90%	94.7%
	Rural	0	0	4	13	25	4	0	46	90%	91.3%
	Total	0	0	11	42	104	21	0	178	90%	93.8%
BSNL	Urban	0	2	9	35	30	8	0	84	90%	86.9%
	Rural	0	2	2	17	3	0	0	24	90%	83.3%
	Total	0	4	11	52	33	8	0	108	90%	86.1%
Idea	Urban	2	1	5	36	65	8	0	117	90%	93.2%
	Rural	3	0	1	16	11	0	0	31	90%	87.1%
	Total	5	1	6	52	76	8	0	148	90%	91.9%
Reliance	Urban	0	4	7	41	34	4	16	106	90%	89.6%
	Rural	0	1	4	9	10	0	8	32	90%	84.4%
	Total	0	5	11	50	44	4	24	138	90%	88.4%
Vodafone	Urban	0	1	5	31	37	7	26	107	90%	94.4%
	Rural	0	1	3	11	20	0	3	38	90%	89.5%
	Total	0	2	8	42	57	7	29	145	90%	93.1%
Total	**Urban**	**2**	**11**	**43**	**183**	**288**	**67**	**42**	**636**	**90%**	**91.2%**
	Rural	**3**	**5**	**17**	**71**	**81**	**6**	**11**	**194**	**90%**	**87.1%**
	Total	**5**	**16**	**60**	**254**	**369**	**73**	**53**	**830**	**90%**	**90.2%**

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	92	31.8%	197	68.2%	289
	Rural	31	24.8%	94	75.2%	125
	Total	123	29.7%	291	70.3%	414
Airtel	Urban	135	47.5%	149	52.5%	284
	Rural	52	42.6%	70	57.4%	122
	Total	187	46.1%	219	53.9%	406
BSNL	Urban	104	37.5%	173	62.5%	277
	Rural	41	33.3%	82	66.7%	123
	Total	145	36.3%	255	63.8%	400
Idea	Urban	122	44.9%	150	55.1%	272
	Rural	31	26.7%	85	73.3%	116
	Total	153	39.4%	235	60.6%	388
Reliance	Urban	93	33.9%	181	66.1%	274
	Rural	31	26.7%	85	73.3%	116
	Total	124	31.8%	266	68.2%	390
Vodafone	Urban	75	26.8%	205	73.2%	280
	Rural	20	16.8%	99	83.2%	119
	Total	95	23.8%	304	76.2%	399
Total	**Urban**	**621**	**37.1%**	**1055**	**62.9%**	**1676**
	Rural	**206**	**28.6%**	**515**	**71.4%**	**721**
	Total	**827**	**34.5%**	**1570**	**65.5%**	**2397**

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Page 95

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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	42	45.7%	48	52.2%	2	2.2%	92
	Rural	23	74.2%	8	25.8%	0	0.0%	31
	Total	65	52.8%	56	45.5%	2	1.6%	123
Airtel	Urban	99	73.3%	36	26.7%	0	0.0%	135
	Rural	42	80.8%	10	19.2%	0	0.0%	52
	Total	141	75.4%	46	24.6%	0	0.0%	187
BSNL	Urban	89	85.6%	13	12.5%	2	1.9%	104
	Rural	22	53.7%	8	19.5%	11	26.8%	41
	Total	111	76.6%	21	14.5%	13	9.0%	145
Idea	Urban	104	85.2%	18	14.8%	0	0.0%	122
	Rural	26	83.9%	5	16.1%	0	0.0%	31
	Total	130	85.0%	23	15.0%	0	0.0%	153
Reliance	Urban	51	54.8%	38	40.9%	4	4.3%	93
	Rural	19	61.3%	4	12.9%	8	25.8%	31
	Total	70	56.5%	42	33.9%	12	9.7%	124
Vodafone	Urban	28	37.3%	42	56.0%	5	6.7%	75
	Rural	12	60.0%	8	40.0%	0	0.0%	20
	Total	40	42.1%	50	52.6%	5	5.3%	95
Total	**Urban**	**413**	**66.5%**	**195**	**31.4%**	**13**	**2.1%**	**621**
	Rural	**144**	**69.9%**	**43**	**20.9%**	**19**	**9.2%**	**206**
	Total	**557**	**67.4%**	**238**	**28.8%**	**32**	**3.9%**	**827**

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	0	6	13	13	33	24	3	92
	Rural	1	1	5	9	9	6	0	31
	Total	1	7	18	22	42	30	3	123
Airtel	Urban	0	12	8	24	70	19	2	135
	Rural	0	5	9	16	15	7	0	52
	Total	0	17	17	40	85	26	2	187
BSNL	Urban	15	12	9	21	36	4	7	104
	Rural	8	9	1	5	14	2	2	41
	Total	23	21	10	26	50	6	9	145
Idea	Urban	0	6	6	50	52	6	2	122
	Rural	0	1	4	7	16	3	0	31
	Total	0	7	10	57	68	9	2	153
Reliance	Urban	3	9	11	11	40	7	12	93
	Rural	7	4	0	6	6	3	5	31
	Total	10	13	11	17	46	10	17	124
Vodafone	Urban	0	11	5	11	25	9	14	75
	Rural	0	0	4	2	4	4	6	20
	Total	0	11	9	13	29	13	20	95
Total	**Urban**	**18**	**56**	**52**	**130**	**256**	**69**	**40**	**621**
	Rural	**16**	**20**	**23**	**45**	**64**	**25**	**13**	**206**
	Total	**34**	**76**	**75**	**175**	**320**	**94**	**53**	**827**

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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	1	7	11	31	20	17	5	92
	Rural	0	2	3	12	8	6	0	31
	Total	1	9	14	43	28	23	5	123
Airtel	Urban	0	13	7	28	41	43	3	135
	Rural	1	4	8	14	15	8	2	52
	Total	1	17	15	42	56	51	5	187
BSNL	Urban	0	12	17	25	35	7	8	104
	Rural	0	4	10	9	14	1	3	41
	Total	0	16	27	34	49	8	11	145
Idea	Urban	0	5	10	42	49	13	3	122
	Rural	0	4	1	13	8	5	0	31
	Total	0	9	11	55	57	18	3	153
Reliance	Urban	2	7	11	13	39	9	12	93
	Rural	0	1	4	13	5	3	5	31
	Total	2	8	15	26	44	12	17	124
Vodafone	Urban	0	4	13	5	25	11	17	75
	Rural	0	1	1	5	3	4	6	20
	Total	0	5	14	10	28	15	23	95
Total	**Urban**	**3**	**48**	**69**	**144**	**209**	**100**	**48**	**621**
	Rural	**1**	**16**	**27**	**66**	**53**	**27**	**16**	**206**
	Total	**4**	**64**	**96**	**210**	**262**	**127**	**64**	**827**

8. Wireless USB Dongle Device

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	1	0.3%	288	99.7%	289
	Rural	0	0.0%	125	100.0%	125
	Total	1	0.2%	413	99.8%	414
Airtel	Urban	1	0.4%	283	99.6%	284
	Rural	0	0.0%	122	100.0%	122
	Total	1	0.2%	405	99.8%	406
BSNL	Urban	1	0.4%	276	99.6%	277
	Rural	1	0.8%	122	99.2%	123
	Total	2	0.5%	398	99.5%	400
Idea	Urban	1	0.4%	271	99.6%	272
	Rural	1	0.9%	115	99.1%	116
	Total	2	0.5%	386	99.5%	388
Reliance	Urban	1	0.4%	273	99.6%	274
	Rural	0	0.0%	116	100.0%	116
	Total	1	0.3%	389	99.7%	390
Vodafone	Urban	2	0.7%	278	99.3%	280
	Rural	0	0.0%	119	100.0%	119
	Total	2	0.5%	397	99.5%	399
Total	**Urban**	**7**	**0.4%**	**1669**	**99.6%**	**1676**
	Rural	**2**	**0.3%**	**719**	**99.7%**	**721**
	Total	**9**	**0.4%**	**2388**	**99.6%**	**2397**

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

8.2 If yes, kindly specify the name of the service provider whose USB dongle device you are using?						
Service Provider		Airtel	Idea	TATA	Vodafone	Total
Aircel	Urban	1	0	0	0	1
	Rural	0	0	0	0	0
	Total	1	0	0	0	1
Airtel	Urban	0	0	0	1	1
	Rural	0	0	0	0	0
	Total	0	0	0	1	1
BSNL	Urban	0	1	0	0	1
	Rural	1	0	0	0	1
	Total	1	1	0	0	2
Idea	Urban	0	1	0	0	1
	Rural	1	0	0	0	1
	Total	1	1	0	0	2
Reliance	Urban	0	0	1	0	1
	Rural	0	0	0	0	0
	Total	0	0	1	0	1
Vodafone	Urban	1	0	0	1	2
	Rural	0	0	0	0	0
	Total	1	0	0	1	2
Total	**Urban**	**2**	**2**	**1**	**2**	**7**
	Rural	**2**	**0**	**0**	**0**	**2**
	Total	**4**	**2**	**1**	**2**	**9**

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 (/ΣF)	% of users	ΣFX	Satisfaction (Mean ΣFX/ΣF)
Airtel	0	0	1	0	1	2	0	4	44.4%	20	5.00
Idea	0	0	0	1	1	0	0	2	22.2%	9	4.50
Tata	0	0	0	0	1	0	0	1	11.1%	5	5.00
Vodafone	0	0	0	1	1	0	0	2	22.2%	9	4.50
Total	**0**	**0**	**1**	**2**	**4**	**2**	**0**	**9**	**100.0%**	**43**	**4.78**

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Page 98

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

9. Overall Services

9. How satisfied are you with the overall Quality of the Cellular Service?		1	2	3	4	5	6	7	Total
Service Provider		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	1	28	11	101	108	40	289
	Rural	0	0	14	6	54	34	17	125
	Total	0	1	42	17	155	142	57	414
Airtel	Urban	1	4	6	44	133	89	7	284
	Rural	0	2	5	24	58	31	2	122
	Total	1	6	11	68	191	120	9	406
BSNL	Urban	1	10	19	34	98	66	49	277
	Rural	0	5	10	20	41	29	18	123
	Total	1	15	29	54	139	95	67	400
Idea	Urban	0	1	18	59	128	58	8	272
	Rural	0	1	9	37	43	21	5	116
	Total	0	2	27	96	171	79	13	388
Reliance	Urban	1	7	23	51	94	49	49	274
	Rural	0	1	13	28	33	15	26	116
	Total	1	8	36	79	127	64	75	390
Vodafone	Urban	0	1	12	29	112	65	61	280
	Rural	1	0	7	2	30	45	34	119
	Total	1	1	19	31	142	110	95	399
Total	**Urban**	**3**	**24**	**106**	**228**	**666**	**435**	**214**	**1676**
	Rural	**1**	**9**	**58**	**117**	**259**	**175**	**102**	**721**
	Total	**4**	**33**	**164**	**345**	**925**	**610**	**316**	**2397**

Overall Quality of Services: Calculation of satisfaction score		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
Service Provider											
Aircel	Urban	0	1	28	11	101	108	40	289	90%	90.0%
	Rural	0	0	14	6	54	34	17	125	90%	88.8%
	Total	0	1	42	17	155	142	57	414	90%	89.6%
Airtel	Urban	1	4	6	44	133	89	7	284	90%	96.1%
	Rural	0	2	5	24	58	31	2	122	90%	94.3%
	Total	1	6	11	68	191	120	9	406	90%	95.6%
BSNL	Urban	1	10	19	34	98	66	49	277	90%	89.2%
	Rural	0	5	10	20	41	29	18	123	90%	87.8%
	Total	1	15	29	54	139	95	67	400	90%	88.8%
Idea	Urban	0	1	18	59	128	58	8	272	90%	93.0%
	Rural	0	1	9	37	43	21	5	116	90%	91.4%
	Total	0	2	27	96	171	79	13	388	90%	92.5%
Reliance	Urban	1	7	23	51	94	49	49	274	90%	88.7%
	Rural	0	1	13	28	33	15	26	116	90%	87.9%
	Total	1	8	36	79	127	64	75	390	90%	88.5%
Vodafone	Urban	0	1	12	29	112	65	61	280	90%	95.4%
	Rural	1	0	7	2	30	45	34	119	90%	93.3%
	Total	1	1	19	31	142	110	95	399	90%	94.7%
Total	**Urban**	**3**	**24**	**106**	**228**	**666**	**435**	**214**	**1676**	**90%**	**92.1%**
	Rural	**1**	**9**	**58**	**117**	**259**	**175**	**102**	**721**	**90%**	**90.6%**
	Total	**4**	**33**	**164**	**345**	**925**	**610**	**316**	**2397**	**90%**	**91.6%**

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Page 99

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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	11	2	21	31	135	49	23	272
	Rural	1	2	12	19	47	20	18	119
	Total	**12**	**4**	**33**	**50**	**182**	**69**	**41**	**391**

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	6	13	11	58	73	100	11	272
	Rural	0	7	10	14	44	34	10	119
	Total	**6**	**20**	**21**	**72**	**117**	**134**	**21**	**391**

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	4	7	21	43	128	47	22	272
	Rural	0	6	11	17	33	36	16	119
	Total	**4**	**13**	**32**	**60**	**161**	**83**	**38**	**391**

Service Provision- Calculation of Overall Satisfaction											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
BSNL	Urban	21	22	53	132	336	196	56	816	90%	88.2%
	Rural	1	15	33	50	124	90	44	357	90%	86.3%
	Total	**22**	**37**	**86**	**182**	**460**	**286**	**100**	**1173**	**90%**	**87.6%**

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	1	4	8	56	121	61	21	272
	Rural	0	4	6	47	44	18	0	119
	Total	**1**	**8**	**14**	**103**	**165**	**79**	**21**	**391**

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	1	5	8	59	102	72	25	272
	Rural	1	4	7	26	57	21	3	119
	Total	**2**	**9**	**15**	**85**	**159**	**93**	**28**	**391**

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	5	14	76	109	52	15	272
	Rural	0	7	6	40	37	29	0	119
	Total	**1**	**12**	**20**	**116**	**146**	**81**	**15**	**391**

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Page 100

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

Billing-Postpaid- Calculation Overall Satisfaction										
SP	Area	1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
BSNL	Urban	3	14	30	191	332	185	61	816	90%	94.2%
	Rural	1	15	19	113	138	68	3	357	90%	90.2%
	Total	**4**	**29**	**49**	**304**	**470**	**253**	**64**	**1173**	**90%**	**93.0%**

Major Complaints related to billing				
BSNL	**Incomplete details**	**Excess bill**	**Timely receipt of bill**	**Total**
Urban	10	3	7	20
Rural	4	9		13
Total	**14**	**12**	**7**	**33**

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	5	37	71	114	37	7	272
	Rural	1	3	21	35	42	17	0	119
	Total	**2**	**8**	**58**	**106**	**156**	**54**	**7**	**391**

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	10	8	92	109	48	3	272
	Rural	1	2	10	49	43	13	1	119
	Total	**3**	**12**	**18**	**141**	**152**	**61**	**4**	**391**

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	13	18	105	99	32	4	272
	Rural	1	2	11	38	48	18	1	119
	Total	**2**	**15**	**29**	**143**	**147**	**50**	**5**	**391**

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	2	15	23	79	113	35	5	272
	Rural	1	0	13	35	53	17	0	119
	Total	**3**	**15**	**36**	**114**	**166**	**52**	**5**	**391**

Help Services- Calculation of Overall Satisfaction											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
BSNL	Urban	6	43	86	347	435	152	19	1088	90%	87.6%
	Rural	4	7	55	157	186	65	2	476	90%	86.1%
	Total	**10**	**50**	**141**	**504**	**621**	**217**	**21**	**1564**	**90%**	**87.1%**

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Page 101

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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	3	15	27	103	98	23	3	272
	Rural	1	3	16	39	47	13	0	119
	Total	**4**	**18**	**43**	**142**	**145**	**36**	**3**	**391**

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	4	6	25	72	110	50	5	272
	Rural	0	7	12	45	48	6	1	119
	Total	**4**	**13**	**37**	**117**	**158**	**56**	**6**	**391**

Network services-Calculation of Overall Satisfaction											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
BSNL	Urban	7	21	52	175	208	73	8	544	85%	85.3%
	Rural	1	10	28	84	95	19	1	238	85%	83.6%
	Total	**8**	**31**	**80**	**259**	**303**	**92**	**9**	**782**	**85%**	**84.8%**

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	13	31	105	97	22	3	272
	Rural	0	5	23	37	46	8	0	119
	Total	**1**	**18**	**54**	**142**	**143**	**30**	**3**	**391**

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	1	13	26	77	119	34	2	272
	Rural	0	5	12	44	49	9	0	119
	Total	**1**	**18**	**38**	**121**	**168**	**43**	**2**	**391**

Maintainability Calculation of -Overall Satisfaction											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
BSNL	Urban	2	26	57	182	216	56	5	544	85%	84.4%
	Rural	0	10	35	81	95	17	0	238	85%	81.1%
	Total	**2**	**36**	**92**	**263**	**311**	**73**	**5**	**782**	**85%**	**83.4%**

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	8	2.9%	264	97.1%	272
	Rural	3	2.5%	116	97.5%	119
	Total	**11**	**2.8%**	**380**	**97.2%**	**391**

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Page 102

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

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	0	2	5	1	0	0	8
	Rural	0	0	1	1	1	0	0	3
	Total	**0**	**0**	**3**	**6**	**2**	**0**	**0**	**11**

Supplementary services-Calculation of Overall Satisfaction											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
BSNL	Urban	0	0	2	5	1	0	0	8	85%	75.0%
	Rural	0	0	1	1	1	0	0	3	85%	66.7%
	Total	**0**	**0**	**3**	**6**	**2**	**0**	**0**	**11**	**85%**	**72.7%**

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	11	25	44	120	52	19	272
	Rural	0	5	15	35	46	18	0	119
	Total	**1**	**16**	**40**	**79**	**166**	**70**	**19**	**391**

Overall services-Calculation of Overall Satisfaction											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
BSNL	Urban	1	11	25	44	120	52	19	272	85%	86.4%
	Rural	0	5	15	35	46	18	0	119	85%	83.2%
	Total	**1**	**16**	**40**	**79**	**166**	**70**	**19**	**391**	**85%**	**85.4%**

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Page 103

Assessment of Customer perception of Service and Implementation
And Effectiveness of Various regulations, directions and orders issued
by TRAI in the interest of consumers

J&K SERVICE AREA

June 2015

Annexure B: Questionnaires