

Information note to the Press
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For Immediate release

Telecom Regulatory Authority of India

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

TRAI has engaged independent agencies to conduct Network audit for the assessment of Quality of Service being provided by the service providers and to collect customers views through survey for the assessment of implementation and effectiveness of the Telecom Consumers Protection and Redressal of Grievance Regulation, 2007 and customers perception of service of Basic, Cellular Mobile and Broadband Service Providers during the period from October to December, 2011. The main findings of the reports are given below:-

2. Findings of the independent agency on Quality of Service

2.1 Cellular Mobile Telephone Service:

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

2.2 Basic Telephone Service (Wire Line):

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

2.3 Broadband Service:

The subjective customer satisfaction surveys of the service providers, namely, M/s Airtel, BSNL, Reliance, TCISL, Hathway, You Telecom and Tikona was conducted. Service Provider's performance on the selected Key Parameters in respect of Broadband service based on the gradation on "Satisfaction" score scale i.e. scores of "Very Satisfied" to "Satisfied" on the matching parameters of the customers perception of services is annexed at "C"

3. Telecom Consumers Protection and Redressal of Grievances score:

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

4. The detailed Report on Quality of Service – Audit/Objective Assessment and Customer Satisfaction Survey, including grievance redressal mechanism, conducted during the period October, 2011 to December, 2011 is placed at TRAI Website (www.trai.gov.in).

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

(Rajeev Agrawal)
Secretary

Cellular Mobile Services: Performance of Service providers on the selected key parameters based on one month data verification and the proportion of satisfied customers on "Satisfaction" score scale i.e. score of very satisfied to satisfied in respect of related customer service perception parameters for October 2011 to December 2011 for Gujarat Service Area:

Name of Service Provider	Network Availability		Accessibility & Retainability				Metering and Billing				Help Services		Supplementary services
	(Survey)	(Audit)	(Survey)	(Audit)	(Audit)	(Audit)	(Survey)	(Survey)	(Audit)		(Survey)	(Audit)	(Survey)
	Customers satisfied with Provision of Service	Worst affected BTSs due to downtime (%age)	Customers satisfied with network performance	Call Set-up Success Rate (within licensee's own network)	Call Drop Rate (%age)	%age of connection with good voice quality	%customers satisfied with billing performance (Post Paid)	%customers satisfied with billing performance (Pre Paid)	Metering and billing credibility		% Customers satisfied with help service)	Percentage of calls answered by operators (voice to voice) within 60 sec	% Customers satisfied with supplementary service)
									(Post Paid)	(Pre Paid)			
Bench marks	≥ 90%	≤ 2%	≥ 95%	≥ 95%	≤ 2%	≥ 95%	≥ 95%	≥ 95%	< 0.1%		≥ 90%	≥ 90%	≥ 90%
Aircel	96.00	0.00	83.00	98.15	0.77	97.96	95.10	94.40	0.16	0.01	79.40	50.62	90.50
Airtel	99.00	0.05	91.90	99.20	1.45	96.93	96.10	94.70	0.00	0.00	88.70	95.04	94.70
BSNL	98.90	0.09	90.30	97.97	1.97	---	96.50	97.10	0.00	0.00	89.20	98.75	95.80
Etisalat	93.00	0.00		99.85	1.00	98.49	---	89.20	---	0.00	72.30	99.75	87.20
Idea	98.10	0.00	94.00	99.42	1.13	95.74	93.80	95.40	0.04	0.01	88.90	98.30	95.70
Rcom GSM	97.20	0.00	92.70	99.61	0.55	98.86	97.00	95.90	0.10	0.10	90.00	82.95	94.30
Rcom CDMA		0.00		99.52	0.33	98.73			0.06	0.05		94.67	
Tata GSM	96.40	0.00	90.40	98.88	1.25	98.34	95.80	93.00	0.00	0.00	84.80	92.50	93.50
Tata CDMA		0.00		98.88	0.52	98.50			0.00	0.00		92.87	
Uninor	96.00	0.00	85.30	97.10	1.47	96.71	---	92.30	---	0.17	78.00	94.82	89.40
Videocon	92.10	0.00	88.20	99.26	0.52	98.75	---	90.40	---	0.02	74.80	96.23	88.60
Vodafone	98.60	0.00	94.10	99.73	0.98	97.10	98.90	96.80	0.03	0.01	90.10	95.79	96.40
MTS	95.10	0.00	88.10	99.38	0.32	99.00	---	90.70	0.06	0.00	82.80	100	91.10

Basic Telephone Services: Performance of Service providers on the selected key parameters based on the proportion of satisfied customers on “Satisfaction” score scale i.e. score of very satisfied to satisfied in respect of related customer service perception parameters for October 2011 to December 2011 for Gujarat Service Area:

Name of Service Provider	Network Availability	Accessibility	Metering and Billing		Maintainability	Help Service
	(Survey)	(Survey)	(Survey)		(Survey)	(Survey)
	Customers satisfied with Provision of Service	Customers satisfied with network performance	%customers satisfied with billing performance (Post Paid)	%customers satisfied with billing performance (Pre Paid)	% Customers satisfied with Maintainability)	% Customers satisfied with help service
Bench marks	≥ 90%	≥ 95%	≥ 95%	≥ 95%	≥ 95%	≥ 90%
Airtel	99.00	96.60	98.00	---	94.20	96.00
BSNL	99.20	95.00	96.00	---	86.00	88.00
Reliance	95.00	96.30	87.00	---	85.50	82.00
TTSL	99.00	95.40	96.90	---	91.30	85.00

Broadband Services: Performance of Service providers on the selected key parameters based on the proportion of satisfied customers on “Satisfaction” score scale i.e. score of very satisfied to satisfied in respect of related customer service perception parameters for October 2011 to December 2011 for Gujarat Service Area:

Name of Service Provider	Network Availability	Accessibility	Metering and Billing		Help Services	Supplementary services
	(Survey)	(Survey)	(Survey)		(Survey)	(Survey)
	Customers satisfied with Provision of Service	Customers satisfied with network performance	% customers satisfied with billing performance (Post Paid)	% customers satisfied with billing performance (Pre Paid)	% Customers satisfied with help service)	% Customers satisfied with supplementary service)
Bench marks	≥ 90%	≥ 85%	≥ 90%	≥ 90%	≥ 90%	≥ 85%
Airtel	96.40	93.20	96.20	---	94.90	97.20
BSNL	97.70	88.50	94.30	92.50	89.70	96.30
Hathway	96.90	89.10	93.10	94.10	93.80	96.10
Reliance	95.30	92.10	96.30	---	88.50	93.60
TCISL	94.20	92.40	95.90	92.20	87.90	91.40
You Telecom	95.70	93.50	95.80	95.30	94.10	96.90
Tikona	95.30	87.40	94.40	---	91.30	88.30

The provider wise score on various provisions of the Telecom Consumer Protection and Redressal of Grievances Act in respect of Cellular Mobile, Basic Telephone and Broadband service for October 2011 to December 2011 for Gujarat Service Area:

S.NO.	Sub Parameter	Airtel			BSNL			Reliance			TTSL		TCIL	Hathway	You Telecom	Tikona	Idea	Vodafone	Aircel	MTS	Videocon	Uninor	Etisalat
		Cellular (in %)	Basic (in %)	Broadband (in %)	Cellular (in %)	Basic (in %)	Broadband (in %)	Cellular (in %)	Basic (in %)	Broadband (in %)	Cellular (in %)	Basic (in %)	Broadband (in %)	Broadband (in %)	Broadband (in %)	Broadband (in %)	Cellular (in %)	Cellular (in %)	Cellular (in %)	Cellular (in %)	Cellular (in %)	Cellular (in %)	Cellular (in %)
1	For prepaid customers awareness about item-wise usage charge details on request	31.8	---	---	28.8	---	35.6	22.6	---	---	22.6	---	20.2	35.9	23.1	---	22.1	25.8	17.4	22.6	25.3	16.5	21.0
2	If aware (for pre-paid customers) ever denied of item wise usage change details for pre paid connection	22	---	---	22.2	---	15.3	32.5	---	---	32.5	---	45.1	22.9	31.2	---	11	34.1	31	32.5	20.3	7.5	14
3	For new customers provisioning of "Manual of practice while taking the new	50.8	53.7	77.9	47.1	32.7	92.5	42.7	49.0	81.5	45.6	62.5	79.8	62.5	74.1	72.2	62.9	46.8	44.1	41.2	45.8	41.8	41.7
4	Awareness of call center for redressing grievances	98.4	93.5	95.3	91.7	84.6	87.6	96.7	95.1	95.6	97.3	93.3	89.5	96.7	98.8	95.3	98.1	93.1	93.2	94.4	94.9	94.8	94.5
5	Penetration of consumers made any complaint to the toll free number within last 6 months	47.3	53.9	67.4	32.5	20.9	29.9	33.5	29.8	51.5	34.4	17.8	32.3	76.8	52.9	51.1	24.4	32.6	27.9	28.9	29.4	25.6	28.9
6	Call center informing about the action taken on complaint	85.7	97.4	95.7	87	87	85.9	89.4	81.1	95.4	79.6	91.1	57.6	98.1	96.6	93.4	83.8	92	75.8	80.5	76.4	75.1	74.7
7	Resolution of billing complaint by customer care within 4 weeks of lodging complaint	83.1	87.7	92.9	93.4	27.3	88.6	87.5	44.2	95.6	70.2	58.2	89.7	96.8	98.8	95.5	75.2	88.1	69	66.5	73.8	64.4	73.5
8	Percentage satisfied with complaint resolution by call center	---	---	96.4	---	---	85.8	---	---	88.7	---	---	69.8	94.5	97.7	93.7							
9	Awareness about contact detail of nodal officer for redressing grievances	4.9	1.3	3.5	2.2	8.2	5.8	12.2	18.3	20.32	4.3	6.3	8.78	2.1	1.1	4.3	10.5	6.7	6	3.9	6.7	6.7	7.1
10	Awareness about contact detail of appellate authority for redressing grievances	3.7	0.9	2.8	3.2	7.9	2	9.9	12.7	19.32	3.7	5.6	13.9	2.1	1	0.9	11.5	6.4	3.7	2.6	4.4	4.7	4.7