

**Information note to the Press**  
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**Telecom Regulatory Authority of India**

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

New Delhi, 14<sup>th</sup> May, 2009 - TRAI engaged M/s. IMRB International as independent agency for (1) conducting an objective assessment of the Quality of Service provided by basic and cellular mobile telephone service providers and broadband service providers and (2) **Subjective** customer satisfaction surveys for assessing the customers' perception of the service and to assess the implementation and effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2007.

**2. Key Findings of the independent agency on Quality of Service**

Telecom service providers are not meeting Customer satisfaction benchmark. The Authority demands better treatment to the customers particularly in resolving the grievances of customers by the service providers. TRAI carried out a customer satisfaction survey through M/s. IMRB for Orissa service area during the period from October, 2008 - February, 2009. The survey covered 2,759 mobile subscribers, 381 fixed line subscribers and 754 broadband subscribers across the various districts/ cities of Orissa service area spread across various geographies and customer strata.

**2.1 Proportion of satisfied customers on various customer service perception parameters**

**2.1.1 Cellular Mobile Telephone Service:** In Orissa service area the survey of customers' satisfaction of service of service providers, namely, Bharti-Airtel, Vodafone, BSNL, Reliance Communications, Aircel (Dishnet Wireless) and Tata Teleservices Ltd and Reliance Telecom (RTL) was conducted. The gradation on "Satisfaction" score i.e. scores of "Very Satisfied" and "Satisfied" is given in Table-1 below. The survey results reveal that there is a need to improve the satisfaction level of subscribers with respect to the Help services, Network Performance, Maintainability, Billing Performance (Post-paid), Supplementary services and also Overall Satisfaction across the service providers. The main reasons identified, in respect of dissatisfaction relating to accuracy of billing /charging performance of various service providers is that the tariff plan change without information, charges levied on account of the calls / services not made value added services not requested for and detail of itemized usage charges not given for.

**Table-1 {Cellular Mobile Telephone Service – Orissa Service Area}**

Name of Service Providers (Sample Size)	Percentage (%) Customers Satisfied With							
	Provision of service	Billing Performance		Help Services	Network Performance	Maintain ability	Supple-mentary Services	Overall Satisfaction
		Post paid	Prepaid					
Bharti Airtel (397)	96	90	91	76	96	94	84	91
Vodafone (381)	97	-	98	78	88	86	92	89
BSNL (389)	86	82	95	68	91	91	86	91
R-COM (398)	91	79	96	73	94	94	79	93
Aircel (385)	92	-	98	73	90	88	77	89
Tata (412)	97	-	98	68	94	93	100	94
RTL (397)	95	-	96	60	74	70	86	74

Note: Shaded areas indicates areas of significant weakness

Source: TRAI survey carried out by M/s IMRB based on sample of 2,759 subscribers

### Basic Telephone Service (wire line):

2.1.2 In Orissa service area the survey of customer's satisfaction of service of service provider M/s BSNL was conducted. The gradation on "Satisfaction" score i.e. scores of "Very Satisfied" and "Satisfied" is given in Table-2 below. The survey results reveal that there is a need to improve the satisfaction level of subscribers with respect to the Help services, Network Performance, Maintainability and also Overall Satisfaction across the service providers.

**Table-2 {Basic Telephone Service – Orissa Service Area }**

Name of Service Providers (Sample Size)	Percentage (%) Customers Satisfied With							
	Provision of service	Billing Performance		Help Services	Network Performance	Maintain -ability	Supple-mentary Services	Overall Satisfaction
		Post paid	Prepaid					
BSNL (381)	80	89	-	76	85	67	97	88

Note: Shaded areas indicates areas of significant weakness

Source: TRAI survey carried out by M/s IMRB based on sample of 381 subscribers

**2.1.3 Broadband Service:** In Orissa service area the survey of customers' satisfaction of service of service providers, namely, BSNL and Ortel was conducted. The gradation on "Satisfaction" score i.e. scores of "Very Satisfied" and "Satisfied" is given in Table-3 below. The survey results reveal that there is a need to improve the satisfaction level of subscribers with respect to the Help services, Maintainability, Network Performance, and Billing Performance (Post-paid) including Overall Satisfaction across the service providers.

**Table-3 {Broadband Service–Orissa service area }**

Name of Service Providers (Sample Size)	Percentage (%) Customers Satisfied With							Overall Satisfaction
	Provision of service	Billing Performance		Help Services	Network Performance	Maintain ability	Supple mentary Services	
		Post paid	Prepaid					
BSNL (385)	90	92	-	63	79	78	96	81
Ortel (369)	91	92	-	72	85	82	97	87

Note: Shaded areas indicates areas of significant weakness

Source: TRAI survey carried out by M/s IMRB based on sample of 754 subscribers

## 2.2 Objective Assessment/Audit of Quality of Service performance

**2.2.1 Cellular Mobile Telephone Service:** In Orissa service area the audit of quality of service data of service providers, namely, Reliance Communications, BSNL, Aircel, Tata Teleservices, Bharti Airtel, and RTL was conducted. The audit for Cellular Mobile Telephone Service Providers was conducted at their respective MSCs in the Orissa circle apart from Reliance Communication whose audit was conducted at their central NOC, Mumbai. Service Provider's performance in respect of cellular mobile telephone service based on one month data is given in Annex-'1'. The areas of concerns i.e. parameters, for which benchmark is not met by the service providers, are identified based on analysis of one month QoS performance data and live measurement as below:

- Connections with good voice quality
- Cells exceeding 3% call drop

**2.2.1.1 Drive Test:** The drive tests were conducted in the three cities namely Bhubaneshwar, Behrampur and Bhadrak to verify parameters like Call Drop Rate, Call Set-up Success Rate, Blocked Call Rate and Connections with Good Voice Quality. The areas of concerns (i.e. parameters) are identified as below:

- Blocked Call Rate
- Call Drop Rate
- Connections with good voice quality

**2.2.2 Basic Service (wire line):** In Orissa service area the audit of quality of service data of basic service provider, M/s BSNL was conducted. Basic service (Wire line) audit for Orissa circle broadly indicates that the service provider is not meeting the benchmark for some of the Parameters. The performance in respect of basic service (wire line) based on one month data is given in Annex-'2'. The areas of concerns i.e. parameters, for which benchmark is not met by the service provider, is identified based on analysis of one month QoS performance data and live measurement as below:

- Fault incidences
- Fault repaired within 24 hrs
- Mean Time to repair (MTTR)
- Billing complaints resolved within 4 weeks
- Time taken for refund of deposits

**2.2.3 Broadband Service:** In Orissa service area the audit of quality of service data of service providers, namely, BSNL and Ortel was conducted by independent agency M/s. IMRB International. The audit for Broadband Service Providers was conducted at their respective network operating centre/point of presence (POPs) in the Orissa circle. Service Provider's performance based on one month data is given in Annex -'3'. The areas of concerns i.e. parameters, for which benchmark is not met by the service provider, is identified based on analysis of one month QoS performance data and live measurement as below:

- Fault repair restoration time.
- Time taken for refund of deposits.

**3. Telecom Consumers Protection and Redressal of Grievances score:** The results of the survey reveal that 95% of cellular mobile telephone, 93% of Basic and 96% of Broadband service customers claimed to be aware of the Call Centre while the awareness of nodal officer and appellate authority for redressing grievances is negligible. 56% of the Cellular mobile telephone service customers, 61% of basic telephone service customers, and 51% of Broadband customers who had lodged complaints said that they were satisfied with the system of resolving their complaints by the call centres. 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.

**4. Value Added Services:** The Authority had entrusted the survey agency to undertake survey about the provision of value added services without explicit consent by all the service providers. The reports of the survey agency reveal the following position about provision of value added services without explicit consent of the consumers:-

Question: Did the service provider have your explicit consent before providing the chargeable value added service such as ring tone, emails / GPRS, voice mail etc. ?					
Name of Service Provider	Total customer surveyed, who have given specific response	Yes		No	
		Count	%age	Count	%age
Airtel	62	43	69.4	18	29.0
Vodafone	26	19	73.1	6	23.1
BSNL	43	32	74.4	11	25.6
RCOM	24	18	75.0	6	25.0
Aircel	26	20	76.9	6	23.1
TATA	14	11	78.6	3	21.4
RTL	41	35	85.4	5	12.2
<b>Total</b>	<b>236</b>	<b>178</b>	<b>75.4</b>	<b>55</b>	<b>23.3</b>

5. The survey revealed that 23.3% customers were provided value added services without their explicit consent. It is also revealed that most of the service providers have considerably higher number of such responses of provisioning of Value added service without explicit consent of the customers.

6. *The detailed Report on Quality of Service – Audit/Objective Assessment and Customer Satisfaction Survey, including grievance redressal mechanism, conducted during the period August, 2008 to February, 2009 is placed at TRAI Website ([www.trai.gov.in](http://www.trai.gov.in)).*

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## Service provider performance report based on one month verification: Cellular Mobile Services

Parameters	Benchmark	Reliance CDMA	BSNL GSM	Aircel GSM	TTSL CDMA	Airtel GSM	Reliance GSM
<b>Accumulated downtime for community isolation</b>	< 24 hrs.	0.20	6.80	0.00	14.72	0.00	22.83
<b>Call Set Up Success Rate (CSSR)</b>	> 95%	99.42%	97.74%	98.46%	97.86%	97.03%	Report could not be generated by the operator
<b>Service Access Delay*</b>	9 to 20 seconds (< = 15 seconds for 100 calls)	14.00	11.24	8.00	15	10.29	14.08
<b>Blocked Call Rate</b>							
<i>SDCCH/Paging Channel Congestion</i>	<1%	0.00%	0.98%	0.00%	0.00%	0.67%	0.72%
<i>TCH Congestion</i>	< 2%	0.58%	0.02%	1.88%	0.14%	0.95%	1.90%
<b>Call drop rate</b>	< 3%	0.77%	1.42%	2.53%	1.25%	1.20%	1.49%
<b>Percentage connections with good voice quality*</b>	> 95%	99%	94%	97%	98%	88%	94%
<b>Service coverage*</b>							
<i>In door</i>	>-75dbm	Complied	Complied	Complied	Complied	Complied	Complied
<i>In vehicle</i>	>-85dbm						
<i>Out door - in city</i>	>-95dbm						
<b>POI congestion</b>	< 0.5%	Complied	Complied	Complied	Complied	Complied	Complied
<b>Calls answered electronically</b>							
Percentage calls answered within 20 seconds	80%	99%	84%	100%	100%	DNP	100%
Percentage calls answered within 40 seconds	95%	99%	98%	100%	100%	DNP	100%
<b>Calls Answered by the operator</b>							
Percentage calls answered within 60 seconds	80%	94%	83%	99%	96%	94%	99%
Percentage calls answered within 90 seconds	95%	97%	97%	100%	99%	95%	Not Measured
<b>Billing Complaints</b>							
Billing complaints per 100 bills issued	<0.1%	0.09%	0.00%	0.07%	No Billing Complaints received	0.16%	No Billing Complaints received
Percentage billing complaints resolved within 4 weeks	100%	100%	100%	100%		100%	
Period of refunds/payments due to customers from the date of resolution of complaints	<4 weeks	100%	100%	Not Applicable		100%	

\*Details pertaining to these are obtained through operator assisted drive tests. Results of the drive tests are explained in greater detail in critical findings

\*\* Methodology not in line with QoS

Figures provided on All India basis

Not meeting the benchmark

B\*mark = TRAI Benchmark, DNA = Details not available


### Service provider performance report based on one month verification – Basic Services (Wireline)


S.no	Parameters	B'mark	BSNL
<b>1</b>	<b>Provision of telephone after registration of demand</b>		
1.1	Connections completed within 7 days	100%	69%
<b>2</b>	<b>Fault incidence/clearance statistics</b>		
<b>3</b>	<b>Fault incidences(No. of faults/100 subscribers/month)</b>	<3	4.8
3.1	Faults repaired within 24 hours	>90%	41%
3.2	Faults repaired within three working days	100%	85%
4	Mean time to Repair (MTTR)	<8 hours	18.34
5	Call Completion Rate (CCR)	>55%	83%
<b>6</b>	<b>Metering and billing credibility</b>		
6.1	Billing complaints per 100 bills issued	<0.1%	0.02%
6.2	%age of billing complaints resolved within 4 weeks	100%	60%
<b>7</b>	<b>Customer care/helpline promptness</b>		
7.1	<u>Shift requests attended</u>		
	Shift requests attended within 3 days	95%	60%
7.2	<u>Closure request attended</u>		
	Closure within 24 hours	95%	77%
7.3	<u>Supplementary (additional) service requests attended</u>		
	Additional facility provided within 24 hours	95%	88%
<b>8</b>	<b>Response time to customer for assistance</b>		
8.1	% age call answered through IVR in 20 seconds	80%	Data Not available at the exchanges
	% age call answered through IVR in 40 seconds	100%	
8.2	% age calls answered by operator in 60 seconds	80%	
	% age calls answered by operator in 90 seconds	95%	
<b>9</b>	<b>Time taken for refund of deposits after closure</b>		
9.1	%age cases where refund received within 60 days	100%	74%

{\*Note:

For BSNL data pertains to the sample 5% of exchanges audited during the period of to September to November 2008, whereas for rest of the operators figures pertain to all the exchanges present in the circle}

\*\* Methodology not in line with QoS

 Figures provided on All India basis

 Not meeting the benchmark

B'mark = TRAI Benchmark, DNA = Details not available

### Service provider performance report based on one month Verification – Broadband Services

S.No	Parameters	B'mark	BSNL	Ortel
1	<b>Service provisioning uptime</b>			
1.1	Total connections registered		1286	673
1.2	Percentage connections provided within 15 days	100%	87%	100%
2	<b>Fault repair restoration time</b>			
2.1	Total number of faults registered/calls made		2154	10845
2.2	Percentage faults repaired by next working	> 90%	57%	89%
2.3	Percentage faults repaired within three	99%	77%	100%
3	<b>Billing performance</b>			
3.1	Total bills generated		18115	17553
3.2	Billing complaints per 100 bills issued	<2%	0.22%	1.85%
3.3	%age of billing complaints resolved within 4 weeks	100%	45%	100%
3.4	Time taken for refund of deposits after closure	100%	89%	0%
4	<b>Customer care/helpline assessment</b>			
4.1	Percentage calls answered within 60 seconds	> 60%	100%	92%
4.2	Percentage calls answered within 90 seconds	>80%	100%	100%
5	<b>Bandwidth utilization/Throughput</b>			
5.1	Total number of intra network links tested		23 BRAS, TI 24, T2624,DSLAM 5960	3
5.2	Total number if intra network links crossing 90%		0	0
	<b>Upstream Bandwidth (ISP Node to</b>			
5.3	Total number of upstream links		141	Upstream bandwidth hired from Bharti and
5.4	Number of upstream links > 90%		8	
5.5	Percentage bandwidth utilised on upstream links	<80%	70%	72%
6	<b>Broadband download speed</b>	>80%		
7	<b>Service availability/uptime</b>	>98%	Complied	Complied
8	<b>Packet loss</b>	<1%	0%	0%
9	<b>Network Latency</b>			
9.1	POP/ISP Node to NIXI to IGSP	<120msec	<120	<50
9.2	ISP node to NAP port	<350msec	Complied	<300

\*\* Methodology not in line with QoS

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■ Not meeting the benchmark

B'mark = TRAI Benchmark, DNA = Details not available