

**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 UP (West) service area.**

TRAI has conducted Network audit for the assessment of Quality of Service being provided by the service providers and collected customers views through survey for the assessment of implementation and effectiveness of the Telecom Consumers Protection and Redressal of Grievance Regulation, 2007 and customers perception of service of Basic, Cellular Mobile and Broadband Service Providers during the period from July to September, 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 Bharti Airtel, Aircel, Vodafone, Idea Cellular Limited, BSNL, Tata (CDMA and GSM), Reliance Communications (CDMA and GSM), Sistema Shyam, , Uninor, Etisalat and Videocon 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 objective assessment of quality of service and subjective customer satisfaction surveys of the service providers, namely, M/s Bharti Airtel and M/s BSNL was conducted. Service Provider's performance on the selected Key Parameters in respect of Basic Telephone service (Wire Line) 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 "B".

### **2.3 Broadband Service:**

The objective assessment of quality of service and subjective customer satisfaction surveys of the service providers, namely, M/s Bharti Airtel and M/s BSNL, was conducted. Service Provider's performance on the selected Key Parameters in respect of Broadband 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 "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 July, 2011 to September, 2011 is placed at TRAI Website ([www.trai.gov.in](http://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@trai.gov.in](mailto:advqos@trai.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

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)	(Post Paid)	(Pre Paid)	% Customers satisfied with help service)	Percentage of calls answered by operators (voice to voice) within 60 sec	% Customers satisfied with supplementary service)
<b>Benchmark</b>	<b>≥ 90%</b>	<b>≤ 2%</b>	<b>≥ 95%</b>	<b>≥ 95%</b>	<b>≤ 2%</b>	<b>≥ 95%</b>	<b>≥ 95%</b>	<b>≥ 95%</b>	<b>&lt; 0.1%</b>		<b>≥ 90%</b>	<b>≥ 90%</b>	<b>≥ 90%</b>
Aircel	99	1.88	83	98.17	1.06	97.16	83	89	0.03	0.04	75	73.31	87
Airtel	99	0.27	92	97.13	1.02	96.04	86	89	0.04	0.002	82	88.31	73
BSNL	96	1.80	89	96.93	0.92	95.66	86	90	0	0.05	75	93.36	95
Etisalat	-	0	-	99.16	0.51	98.21	-	-	-	0.003	-	99.86	-
Idea	98	0.22	95	99.89	1.10	96.24	90	89	0.06	0.001	77	73.27	78
RCOM CDMA	99	0.67	81	96.38	0.48	-	86	84	0.08	0.03	71	73.92	89
RCOM GSM		0.92		99.52	0.28	98.87			0.09	0.04		90.10	
Tata CDMA	98	0	90	99.40	0.31	-	87	91	0.11	0.05	80	89.40	94
Tata GSM		0		97.83	1.16	96.66			0.17	0.10		69.43	
Uninor	99	1.62	84	96.26	1.34	96.12	-	87	-	0.03	78	89.74	97
Vodafone	99	0.79	93	97.12	1.35	95.95	96	91	0.36	0.03	76	92.27	74
Videocon	-	1.81	-	99.64	1.22	97.32	-	-	-	0	-	96.30	-
Sistema	99	0	85	99.43	0.32	99.27	-	87	0	0.11	69	97.41	100

**Basic Telephone 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

Name of Service Provider	Network Availability	Accessibility	Metering and Billing		Maintanability	Help Service
	(Survey)	(Survey)	(Survey)	(Survey)	(Survey)	(Survey)
	Customers satisfied with Provision of Service	Customers satisfied with network performance	%customers satisfied with billing performance (Post Paid)	%customers satisfied with billing performance (Pre Paid)	% Customers satisfied with Maintainability)	% Customers satisfied with help service
<b>Benchmark</b>	≥ 90%	≥ 95%	≥ 95%	≥ 95%	≥ 95%	≥ 90%
<b>Bharti Airtel</b>	96	97	94	-	82	85
<b>BSNL.</b>	100	85	83	-	64	64

**Broadband 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.

Name of Service Provider	Network Availability	Accessibility	Metering and Billing		Help Services	Supplementary services
	(Survey)	(Survey)	(Survey)	(Survey)	(Survey)	(Survey)
	Customers satisfied with Provision of Service	Customers satisfied with network performance	% customers satisfied with billing performance (Post Paid)	% customers satisfied with billing performance (Pre Paid)	% Customers satisfied with help service)	% Customers satisfied with supplementary service)
<b>Benchmark</b>	<b>≥ 90%</b>	<b>≥ 85%</b>	<b>≥ 90%</b>	<b>≥ 90%</b>	<b>≥ 90%</b>	<b>≥ 85%</b>
<b>BSNL</b>	100	60	92	-	53	100
<b>Airtel</b>	99	88	93	-	83	86

The following table shows the service provider wise score on various provisions of the Telecom Consumer Protection and Redressal of Grievances Act in respect of Cellular Mobile, Basic Telephone and Broadband service.

S.NO.	Sub Parameter	Airtel			Vodafone	Aircel	Sistema Shyam	BSNL			Idea	RCOM	TTSL	Uninor
		Cellular (in %)	Basic (in %)	Broadband (in %)	Cellular (in %)	Cellular (in %)	Cellular (in %)	Cellular (in %)	Basic (in %)	Broadband (in %)	Cellular (in %)	Cellular (in %)	Cellular (in %)	Cellular (in %)
1	For prepaid customers awareness about item-wise usage charge details on request	24	-	-	23	11	46	28	-	-	22	20	32	17
2	If aware (for pre-paid customers) ever denied of item wise usage charge details for pre paid connection	1	-	-	13	0	57	24	-	-	28	13	31	0
3	For new customers provisioning of "Manual of practice while taking the new connection	48	75	60	73	68	81	44	46	94	64	63	62	67
4	Awareness of call center for redressing grievances	67	88	81	64	54	78	52	80	87	61	74	69	62
5	Percentage of consumer complaint to the toll free number within last 6 months	38	48	47	40	55	43	36	46	76	41	39	41	58
6	Call center informing about the action taken on complaint	97	92	86	92	98	93	95	64	56	99	99	94	95
7	Resolution of billing complaint by customer care within 4 weeks of lodging complaint	50	48	13	45	56	57	47	43	7	46	60	61	44
8	Percentage satisfied with complaint resolution by call center	-	85	-	-	-	-	-	64	-	-	-	-	-
9	Awareness about contact detail of nodal officer for redressing grievances	6	5	16	4	2	3	3	3	8	2	5	6	2
10	Awareness about contact detail of appellate authority for redressing grievances	2	5	4	1	1	0	1	1	2	1	2	1	1