Information note to the Press
(Press Release No. 43/2009/QoS)
Telecom Regulatory Authority of India

For Immediate release

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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 Assam service area.

New Delhi, 13th 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 telephone, cellular mobile telephone 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 Assam service area during the period from November, 2008 - February, 2009. The survey covered 1533 mobile subscribers, 379 fixed line subscribers and 752 broadband subscribers across the various districts/ cities of Assam 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 Assam service area the survey of customers' satisfaction of service   of service providers, namely, Bharti-Airtel, BSNL, Aircel (Dishnet) and Reliance Telecom 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 on all the parameters across the service providers.

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Table-1 {Cellular Mobile Telephone Service – Assam 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 (384)	91	98	87	71	89	91	86	94
BSNL (385)	85	83	90	47	82	80	70	88
Aircel (384)	95	92	92	74	87	87	79	93
RTL (380)	83	80	90	60	67	72	88	76

Note: Shaded areas indicates areas of significant weakness
Source: TRAI survey carried out by M/s IMRB based on sample of 1533 subscribers

2.1.2 **Basic Telephone Service (wire line):** In Assam 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 on all the parameters.

Table-2 {Basic Telephone Service – Assam Service Area }

Name of Service Providers (Sample Size)	Percentage (%) Customers Satisfied With							
	Provision of service	Billing Performance		Help Services	Network Performance	Maintaina bility	Suppleme-ntary Services	Overall Satisfaction
		Post paid	Prepaid					
BSNL (379)	82	86	-	72	82	61	-	89

Note: Shaded areas indicates areas of significant weakness
Source: TRAI survey carried out by M/s IMRB based on sample of 379 subscribers

2.1.3 **Broadband Service:** In Assam service area the survey of customers' satisfaction of service of service providers, namely, BSNL and Sify 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 and Network Performance across the service providers.

Table-3 {Broadband Service–Assam 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 Satisfactio n
		Post paid	Prepaid					
BSNL (373)	82	82	-	50	70	83	98	81
Sify (379)	95	87	84	67	88	90	96	92

Note: Shaded areas indicates areas of significant weakness
Source: TRAI survey carried out by M/s IMRB based on sample of 752 subscribers

2.2   Objective Assessment/Audit of Quality of Service performance

2.2.1 Cellular Mobile Telephone Service: In Assam service area the audit of quality of service data of service providers, namely, BSNL, Bharti Airtel, Aircel (Dishnet) and RTL was conducted. The audit for Cellular Mobile Telephone Service Providers was conducted at their respective MSCs in the Assam circle. 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 benchmarks is not met by the service providers, are identified based on analysis of one month QoS performance data and live measurement as below:

- Accumulated down time for community isolation
- CSSR
- SDCCH/TCH/Paging Channel Congestion
- Connections with good voice quality
- Billing complaints

2.2.1.1   Drive Test: The drive tests were conducted in the cities of Guwahati, Nagaon and Tezpur 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
- Call set up success rate
- Connections with good voice quality

2.2.2 Basic Service (wire line): In Assam service area the audit of quality of service data of basic service provider, M/s BSNL was conducted. Basic (Wire line) services audit for Assam circle broadly indicates that the service provider is not meeting the benchmarks 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 benchmarks 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 repair
- Time taken for refund of deposits

2.2.3 Broadband Service

In Assam service area the audit of quality of service data of service providers, namely, BSNL and Sify 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 Assam circle. Service Provider's performance based on one month data is given in Annex -`3'. The area of concern i.e. parameter, 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.

3. **Telecom Consumers Protection and Redressal of Grievances score:** The results of the survey reveal that 31% of cellular mobile telephone, 38% of Basic telephone and 33% of Broadband customers claimed to be aware of the Call Centre while the awareness of nodal officer and appellate authority for redressing grievances is negligible. 57% of the Cellular mobile telephone, 63% of basic telephone and 48% 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 Call Centre, 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	61	48	78.7	12	19.7
BSNL	36	30	83.3	6	16.7
Aircel	53	40	75.5	13	24.5
RTL	49	44	89.8	5	10.2
Total	**199**	**1162**	**81.4**	**36**	**18.1**

5.   The survey revealed that 18.1% customers were provided value added services without their explicit consent.   It is 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, Aircel being the highest with 24.5%.

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*).*

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Service provider performance report based on one month verification:

Cellular Mobile Services

Parameters	Benchmark	Bharti Airtel	Dishnet Aircel	BSNL GSM	Reliance - GSM
Accumulated downtime for community isolation	< 24 hrs.	71839.00	0.00	0.00	21.13
Call Set Up Success Rate (CSSR)	> 95%	78.85%	90.87%	98.61%	96.00%
Service Access Delay*	9 to 20 seconds (< = 15 seconds for 100 calls)	3.40	Complied	9.37	4.01
Blocked Call Rate					
SDCCH /Paging Channel Congestion	<1%	2.22%	2.84%	0.39%	0.88%
TCH Congestion	< 2%	2.28%	2.34%	1.64%	1.84%
Call drop rate	< 3%	1.47%	2.79%	0.97%	2.25%
Percentage connections with good voice quality*	> 95%	90%	88%	79%	87%
Service coverage*					
In door	>-75dbm				
In vehicle	>-85dbm	Complied	Complied	Complied	Complied
Out door - in city	>-95dbm				
POI congestion	< 0.5%	Complied	Complied	Complied	Complied
Calls answered electronically					
Percentage calls answered within 20 seconds	80%	100%	100%	94%	91.73%
Percentage calls answered within 40 seconds	95%	100%	100%	96%	Not Measured
Calls Answered by the operator					
Percentage calls answered within 60 seconds	80%	89%	84%	82%	85%
Percentage calls answered within 90 seconds	95%	90%	98%	90%	97%
Billing Complaints					
Billing complaints per 100 bills issued	<0.1%	0.06%	0.47%	0.23%	0.09%
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%	No refund cases	100%	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
1	**Provision of telephone after registration of demand**		
1.1	Connections completed within 7 days	100%	96%
2	**Fault incidence/clearance statistics**		
3	Fault incidences(No. of faults/100 subscribers/month)	<3	6.1
3.1	Faults repaired within 24 hours	>90%	25%
3.2	Faults repaired within three working days	100%	77%
4	Mean time to Repair (MTTR)	<8 hours	<8 hrs
5	Call Completion Rate (CCR)	>55%	58%
6	**Metering and billing credibility**		
6.1	Billing complaints per 100 bills issued	<0.1%	0.12%
6.2	%age of billing complaints resolved within 4 weeks	100%	100%
7	**Customer care/helpline promptness**		
7.1	Shift requests attended		
	Shift requests attended within 3 days	95%	97%
7.2	Closure request attended		
	Closure within 24 hours	95%	93%
7.3	Supplementary (additional) service requests attended		
	Additional facility provided within 24 hours	95%	99%
8	**Response time to customer for assistance**		
8.1	% age call answered through IVR in 20 seconds	80%	99%
	% age call answered through IVR in 40 seconds	100%	100%
8.2	% age calls answered by operator in 60 seconds	80%	90%
	% age calls answered by operator in 90 seconds	95%	100%
9	**Time taken for refund of deposits after closure**		
9.1	%age cases where refund received within 60 days	100%	15%

{*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}

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

S.No	Parameters	B'mark	BSNL	Sify
1	**Service provisioning uptime**			
1.1	Total connections registered		513	135
1.2	Percentage connections provided within 15 days	100%	100%	100%
2	**Fault repair restoration time**			
2.1	Total number of faults registered/calls made		1093	147
2.2	Percentage faults repaired by next working days	> 90%	96%	86%
2.3	Percentage faults repaired within three working days	99%	100%	100%
3	**Billing performance**			
3.1	Total bills generated		30673	
3.2	Billing complaints per 100 bills issued	<2%	0.44%	
3.3	%age of billing complaints resolved within 4 weeks	100%	100%	Prepaid
3.4	Time taken for refund of deposits after closure	100%	No cases	
4	**Customer care/helpline assessment**			
4.1	Percentage calls answered within 60 seconds	> 60%	87%	96%
4.2	Percentage calls answered within 90 seconds	>80%	96%	100%
5	**Bandwidth utilization/Throughput**			
5.1	Total number of intra network links tested		23 BRAS, TI 24, T2624,DSLAM 5960	412
5.2	Total number if intra network links crossing 90%		0	0
	Upstream Bandwidth (ISP Node to NIXI/NAP/IGSP)			
5.3	Total number of upstream links		141	27
5.4	Number of links > 90%		8	0
5.5	Percentage bandwidth utilised on upstream links	<80%	70%	79%
6	**Broadband download speed**	>80%		
7	**Service availability/uptime**	>98%	100.00%	100.00%
8	**Packet loss**	<1%	0%	0%
9	**Network Latency**			
9.1	POP/ISP Node to NIXI to IGSP	<120msec	<120	<30
9.2	ISP node to NAP port	<350msec	Complied	<300

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