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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 Himachal Pradesh service area.

New Delhi, 26th May, 2009 - TRAI engaged M/s. IMRB International as independent agency for conducting an objective assessment of the Quality of Service provided by basic and cellular mobile telephone service providers and broadband service providers and Voluntary Organisation in Interest of Consumer Education (VOICE) for conducting 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. VOICE for Himachal Pradesh service area during the period from September'08 to November, 2008. The survey covered 2,666 mobile subscribers, 929 fixed line subscribers and 384 broadband subscribers across the various districts/ cities of Himachal Pradesh 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 Himachal Pradesh service area the survey of customers satisfaction of service of service providers namely, Bharti-Airtel, Idea Cellular, BSNL, Reliance Communications (R-Com), Aircel (Dishnet Wireless), Tata Teleservices, and Reliance Telecom Ltd (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 in all the parameters. The main reasons identified, in respect of dissatisfaction relating to accuracy of billing /charging performance of various service providers is that the charges not levied as per tariff plan, charges levied on account of the services not made/used/subscribed and detail of Item wise charges not given.

Table-1 {Cellular Mobile Telephone Service – Himachal Pradesh 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
		Postpaid	Prepaid					
Bharti Airtel (384)	65.7	51.4	89.6	81.6	91.8	90.6	64.5	60.4
Idea (370)	81.3	62.2	89.7	79.3	92.4	88.4	60.6	60.3
BSNL (387)	84.4	73.4	81.3	79.0	94.2	88.4	66.7	70.0
R-COM (385)	61.1	64.7	91.8	89.5	92.8	89.4	54.7	66.0
Aircel (Dishnet) (371)	56.4	77.8	91.3	88.7	92.5	86.0	61.3	66.6
Tata (385)	77.2	65.0	89.5	74.2	92.6	89.4	59.0	64.9
RTL (384)	51.3	63.6	91.5	89.4	92.6	89.1	63.0	61.5

Note: Shaded areas indicates areas of significant weakness

Source: TRAI survey carried out by VOICE based on sample of 2,666 subscribers

2.1.2 Basic Telephone Service (wire line): In Himachal Pradesh service area the survey of customer's satisfaction of service of service providers, namely, BSNL Reliance Communications and Tata Teleservices 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 all the parameters.

Table-2 {Basic Telephone Service – Himachal Pradesh 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 (385)	88.3	95.9	80.0	87.0	94.1	81.8	78.3	96.9
RCOM (350)	76.0	86.5	50.0	78.8	85.2	83.9	67.2	86.0
Tata (194)	64.8	85.0	77.8	77.6	85.9	90.4	73.9	87.6

Note: Shaded areas indicates areas of significant weakness

Source: TRAI survey carried out by M/s VOICE based on sample of 929 subscribers

2.1.3 **Broadband Service:** In Himachal Pradesh service area the survey of customers satisfaction of service of the service provider BSNL 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 Billing Performance (Pre-paid).

Table-3 {Broadband Service–Himachal Pradesh 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 (384)	92.0	90.0	86.4	89.2	90.9	90.4	89.7	90.6

Note: Shaded areas indicates areas of significant weakness

Source: TRAI survey carried out by M/s VOICE based on sample of 384 subscribers

2.2 Objective Assessment/Audit of Quality of Service performance

2.2.1 **Cellular Mobile Telephone Service:** In Himachal Pradesh service area the audit of quality of service data of service providers, namely, Bharti-Airtel, Idea Cellular, BSNL, Reliance Communications (RCOM), Aircel (Dishnet Wireless), Tata Teleservices, and Reliance Telecom (RTL) was conducted. The audit for Cellular Mobile Telephone Service Providers was conducted at their respective MSCs in the HP 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
- Call answered by operator
- Cells exceeding 3% call drop

2.2.1.1 **Drive Test:** The drive tests were conducted in the cities Shimla, Mandi and Kullu 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 Himachal Pradesh service area the audit of quality of service data of basic service provider, namely BSNL was conducted. Basic service (Wire line) audit for HP circle broadly indicates that M/s BSNL is not meeting the benchmark for some of the Parameters. Service Provider’s 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, are identified based on analysis of one month QoS performance data and live measurement as below:

- Fault incidences
- Fault repair.

- Mean Time to Repair (MTTR)

2.2.3 Broadband Service: In Himachal Pradesh service area the audit of quality of service data of service provider namely BSNL was conducted by independent agency M/s. IMRB International. The audit for Broadband Service Provider was conducted at their respective network operating centre/point of presence (POPs) in the HP circle. The performance of M/s BSNL based on one month data is given in Annex -`3'. The report reveals that the service provider is meeting the benchmarks of all the parameters except Time taken for refund of deposit, as specified by TRAI.

3. Telecom Consumers Protection and Redressal of Grievances score: The results of the survey reveal that 96.8% of Basic Telephone, 87.7% of Cellular mobile telephone and 90.9% 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. 42.7% of basic telephone, 79.9% of the Cellular mobile telephone and 85% of Broadband service 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	231	129	55.8	102	44.2
Idea	104	26	25.0	78	75.0
BSNL	243	167	68.7	76	31.3
RCOM	75	1	1.3	74	98.7
Aircel (Dishnet)	124	53	42.7	71	57.3
TTSL	210	136	64.8	74	35.2
Reliance Tele	135	59	43.7	76	56.3
Overall	1122	571	50.9	551	49.1

5. The survey revealed that about 49.1% 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, for provisioning of Value added service without explicit consent of the customers. RCOM being the highest at 98.7%.

6. The detailed Report on Quality of Service – Audit/Objective Assessment and Customer Satisfaction Survey, including grievance redressal mechanism,

conducted during the period September, 2008 to January, 2009 is placed at TRAI Website (www.trai.gov.in).

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

Parameters	Bench mark	TATA	Reliance CDMA	IDEA-GSM	Reliance GSM	BSNL	AIRTEL	AIRCEL
		Accumulated downtime for community isolation	< 24 hrs.	1.92	0.73	0.00	23.53	0.00
Call Set Up Success Rate (CSSR)	> 95%	98.20%	99.40%	99.55%	DNP	98.11%	98.47%	96.67%
Service Access Delay*	9 to 20 seconds (< = 15 seconds for 100 calls)	4.77	3.90	12.60	6.61	6.70	7.40	3.00
Blocked Call Rate								
SDCCH /Paging Channel Congestion	<1%	0.00%	0.00%	0.04%	0.42%	0.90%	0.29%	0.21%
TCH Congestion	< 2%	0.04%	0.60%	0.07%	1.26%	1.90%	0.67%	0.91%
Call drop rate	< 3%	0.46%	0.87%	1.20%	1.25%	0.89%	1.29%	1.89%
Percentage connections with good voice quality*	> 95%	100%	99%	97%	91%	97%	97%	97%
Service coverage*								
In door	>- 75dbm	Complie d	Complie d	Complied	Complied	Complied	Complie d	Complie d
In vehicle	>- 85dbm							
Out door - in city	>- 95dbm							
POI congestion	< 0.5%	Complie d	Complie d	Complied	Complied	Complied	Complie d	Complie d
Calls answered electronically								
Percentage calls answered within 20 seconds	80%	100%	99%	100%	100%	100%	DNA	100%
Percentage calls answered within 40 seconds	95%	100%	99%	100%	100%	100%	DNA	100%
Calls Answered by the operator								
Percentage calls answered within 60 seconds	80%	95%	91%	99%	100%	42%	96%	99%
Percentage calls answered within 90 seconds	95%	96%	91%	100%	100%	45%	97%	Not Measur ed
Billing Complaints								
Billing complaints per 100 bills issued	<0.1%	0.03%	0.09%	0.00%	0.00%	0.26%	0.02%	No Postpai d subscri bers
Percentage billing complaints resolved within 4 weeks	100%	100%	100%	NA	NA	100%	100%	
Period of refunds/payments due to customers from the date of resolution of complaints	<4 weeks	100%	100%	NA	NA	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

Annexure-2

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

S.no	Parameters	B'mark	BSNL
1	Provision of telephone after registration of demand		
1.1	Connections completed within 7 days	100%	85%
2	Fault incidence/clearance statistics		
3	Fault incidences(No. of faults/100 subscribers/month)	<3	10
3.1	Faults repaired within 24 hours	>90%	74%
3.2	Faults repaired within three working days	100%	98%
4	Mean time to Repair (MTTR)	<8 hours	13.45
5	Call Completion Rate (CCR)	>55%	60%
6	Metering and billing credibility		
6.1	Billing complaints per 100 bills issued	<0.1%	0.02%
6.2	%age of billing complaints resolved within 4 weeks	100%	100%
7	Customer care/helpline promptness		
7.1	<u>Shift requests attended</u>		
	Shift requests attended within 3 days	95%	100%
7.2	<u>Closure request attended</u>		
	Closure within 24 hours	95%	93%
7.3	<u>Supplementary (additional) service requests attended</u>		
	Additional facility provided within 24 hours	95%	97%
8	Response time to customer for assistance		
8.1	% age call answered through IVR in 20 seconds	80%	100%
	% age call answered through IVR in 40 seconds	100%	100%
8.2	% age calls answered by operator in 60 seconds	80%	100%
	% 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%	100%

{*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 data Verification – Broadband Services

S.No	Parameters	B'mark	BSNL
1	Service provisioning uptime		
1.1	Total connections registered		404
1.2	Percentage connections provided within 15 days	100%	100%
2	Fault repair restoration time		
2.1	Total number of faults registered/calls made		1026
2.2	Percentage faults repaired by next working days	> 90%	96%
2.3	Percentage faults repaired within three working days	99%	100%
3	Billing performance		
3.1	Total bills generated		4717
3.2	Billing complaints per 100 bills issued	<2%	0.06%
3.3	%age of billing complaints resolved within 4 weeks	100%	100%
3.4	Time taken for refund of deposits after closure	100%	76%
4	Customer care/helpline assessment		
4.1	Percentage calls answered within 60 seconds	> 60%	95%
4.2	Percentage calls answered within 90 seconds	>80%	100%
5	Bandwidth utilisation/Throughput		
5.1	Total number of intra network links tested		23 BRAS, TI 24, T2624,DSLAM 5960
5.2	Total number if intra network links crossing 90%		0
	Upstream Bandwidth (ISP Node to NIXI/NAP/IGSP)		
5.3	Total number of upstream links		141
5.4	Number of links > 90%		8
5.5	Percentage bandwidth utilised on upstream links	<80%	70%
6	Broadband download speed	>80%	
7	Service availability/uptime	>98%	100.00%
8	Packet loss	<1%	0%
9	Network Latency		
9.1	POP/ISP Node to NIXI to IGSP	<120msec	<120
9.2	ISP node to NAP port	<350msec	Complied

** Methodology not in line with QoS

Figures provided on All India basis

Not meeting the benchmark

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