

# RAJASTHAN SERVICE AREA

December, 2014



## Report on

- 1. Assessment of Customer perception of Service and*
- 2. Implementation and Effectiveness of Various regulations, directions and orders issued by TRAI in the interest of consumers*

*Submitted to :*

**Telecom Regulatory Authority of India**



*Submitted by:*

**VOICE**

**O-45 Basement**

**Ring Road, Lajpat Nagar II**

**New Delhi-110024**



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## EXECUTIVE SUMMARY

### 1 Customer Satisfaction Survey -Basic Service (Wireline)

Subscribers' perception of Basic (wireline) service was assessed for "7" defined parameters through 22 questions and Implementation and Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2012 through 11 questions. As regard to the **Rajasthan Service Area** performance of operators, there are four operators – BSNL, Airtel, MTS and Reliance – providing wireline service. Except BSNL none other is providing service in the rural areas which were selected for the survey. BSNL and Airtel were able to meet four of the prescribed parameters of performance. The findings with respect to major parameters on quality of service are as follows:

#### 1.1: Customer satisfaction with overall services (Benchmark >90%).

The customer perception of overall satisfaction level is average in Rajasthan service area as **the two operators - Airtel and BSNL - could meet the benchmark of 90%. BSNL was also able to meet the benchmark in the rural area.**

- In terms of **customers satisfied**, the achievement level of the operators ranged from 84.8% and 95.0% in urban area and in rural area BSNL achieved 91.0%
- The **higher** percentages of **customers satisfied** were found with BSNL (95.0%) in urban area.

#### 1.2: Network Performance (Benchmark >95%)

The customer perception of the parameter network performance is critical in Rajasthan service area as **none of the operators could meet the benchmark of 95% - BSNL was also not able to meet the benchmark in rural area of Rajasthan**

- In terms of **customers satisfied**, the achievement level of the operators ranged from 81.3% and 93.5% in urban area and in rural area BSNL's score was 89.9%.
- The **higher** percentages of **customers satisfied** were found with BSNL (93.5%) in urban areas.

#### 1.3: Billing (Benchmark >95%)

None of the service providers had prepaid customers. Hence, the survey was conducted only for post-paid customers. **Only BSNL could meet the benchmark of 95%, both in urban and rural areas.**

- In terms of **customer satisfaction level**, the achievement level of the operators ranged from 80.4% and 97.4% in urban areas and BSNL scored 96.6% in rural areas.
- The **higher** percentages of **customers satisfied** were found with BSNL (97.4%) in urban areas.

#### 1.4: Maintainability (Benchmark >95%)

The customer perception of the parameter maintainability is not good for the basic service in Rajasthan as **none of the operators could meet the benchmark of 95%.**

- In terms of **customers satisfied**, the achievement level of the operators ranged from 81.4% and 94.6% in urban areas and BSNL scored 87.8% in rural area.
- The **higher** percentages of **customers satisfied** were found with BSNL (94.6%) in urban area.



### 1.5: Help Services/ Customer Care (Benchmark >90%)

The customer perception of the parameter help service/ customer care is somewhat better in Rajasthan. Two operators, Airtel and BSNL, could meet the benchmark of 90% in urban area. In rural area also BSNL could met the benchmark.

- In terms of **customers satisfied**, the achievement level of the operators ranged from 81.0% and 95.1% in urban area and BSNL scored 90.9% in rural area.
- The percentages of **satisfied customers** were found to be highest in the case of BSNL (95.1%) in urban area.

### 1.6: Consumers Protection and Redressal of Grievances

- In Rajasthan, awareness about the different stages of redressal mechanism is quite low as subscribers are all were aware about the toll free number of customer care. Awareness about higher stage of redressal mechanism such as Appellate Authority was found to be 2.4% while almost none knew about the web based monitoring mechanism.
- Over 18% of consumers had lodged their complaint through toll free numbers. This was found to be much higher in the case of Reliance subscribers (21.9%) followed by MTS (19.4%).
- Overall level of Satisfaction with toll free consumer care was found to be 5.39.



## 2 Customer Satisfaction Survey (Cellular Mobile)

Subscribers' perception of cellular service was assessed for "7" defined parameters through 23 questions and Implementation and Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2007 through 17 questions. As regard to the performance of operators in **Rajasthan service area**, the situation is grim as all operators failed to meet prescribed parameters' benchmark on most of the parameters. The findings with respect to major parameters on quality of service are as follows:

### 2.1: Customer satisfaction with overall services (Benchmark >90%)

The customer perception of overall satisfaction level is somewhat good in urban areas of Rajasthan service area as **six operators (Airtel, BSNL, Idea, MTS, TTSL and Vodafone) were able to meet the benchmark of 90%**. In rural area, however, only two (Airtel and MTS) were able to meet the benchmark.

- In terms of **customers satisfied**, the achievement level of the operators ranged from 87.3% to 92.8% in urban area and from 81.8% to 91.7% in rural area.
- The **highest** percentages of customers satisfied were found with Airtel and Vodafone in urban area and Airtel in rural area.
- The **lowest** percentages of customers satisfied were found with Reliance in urban and BSNL in rural areas.

### 2.2: Network Performance (Benchmark >95%)

The customer perception of the network performance parameter is **poor in Rajasthan Service Area** as Airtel was the only operator to **meet the benchmark of 95% in urban area**. Whereas, in rural area, **none of the eight operators could meet the benchmark**.

- In terms of **customers satisfied**, the achievement level of the operators ranged from 82.1% to 96.1% in urban area and from 74.7% to 91.3% in rural area.
- The **highest** percentages of **customers satisfied** were found with Airtel in urban area and MTS in rural area.
- The **lowest** percentages of **customers satisfied** were found with Aircel, both in urban as well as in rural areas.

### 2.3: Billing (Benchmark >95%)

The survey was conducted separately for post-paid and pre-paid customers. In the case of **pre paid services** in rural areas **none were found to be meeting the benchmark of >95%**. In urban areas, **only three (Airtel, Idea and Vodafone) operators** were meeting the benchmark. In the case of **post paid service**, the situation is critical as none of the operators were found to be meeting the benchmark of >95% in urban area. In rural area the sample of the each of the operators covered were low (<9) so qualitative comparison was not included in the performance compliance.

- In terms of **customers satisfied**, the achievement level of the operators, in the case of **pre-paid segment**, ranged from 83.1% to 97.6% in urban area and from 80.1% to 94.1% in rural area. Whereas in the case of **post-paid**, it ranged from 75.0% to 93.8%.



- The **highest percentage of satisfied consumers** with billing services, in **pre-paid segment** was achieved by Airtel in urban as well as in rural areas. In the case of **post paid segment** the highest percentage of satisfied consumer was attained by Vodafone.
- The **lowest percentage of satisfied consumers** with billing service in the **pre-paid segment** was achieved by Airtel in urban area and TTSL in rural area. In the case of **post-paid segment** the **lowest percentage of consumers** was attained MTS in Rajasthan.

#### **2.4: Maintainability (Benchmark >95%)**

While recording the customer perception on maintainability (fault repair service) parameter in Rajasthan Service Area, it was found that **Airtel, Idea, Vodafone and BSNL in urban area and Airtel and Idea in rural area also had met the benchmark of >95%.**

- In terms of **customers satisfied**, the achievement level of the operators ranged from 90.1% to 97.1% in urban area and 88.5% to 95.3% in rural area.
- The **highest percentage of customer satisfied** was found with Airtel, both in urban and in rural areas.
- The **lowest percentages of customer satisfied were** found with Airtel in urban and BSNL in rural areas.

#### **2.5: Help Services/ Customer Care (Benchmark >90%)**

The customer perception of the parameter help service/ customer care is somewhat good in urban area as only **two operators (Airtel & Reliance) had not met the benchmark of 90% in urban area. It was critical in rural areas as none had met the benchmark.**

- In terms of **customers satisfied**, the achievement level of the operators ranged from 85.2% to 92.1% in urban area and 71.3% to 87.8% in rural areas.
- The **highest percentage of customers satisfied** was found with Vodafone in urban area and MTS in rural area.
- The **lowest percentages of customers satisfied were** found with Reliance in urban area and Airtel in rural area.

#### **2.6: Supplementary services (Benchmark >90%)**

The customer perception of the supplementary services parameter is not good as **two (Airtel & Reliance) in urban area and five (Airtel, Idea, MTS, Reliance & TTSL) of the operators in rural area had not met the benchmark of 90%**

- In terms of **customers satisfied**, the achievement level of the operators ranged from 84.6% to 94.2% in urban area and from 72.0% to 91.8% in rural area.
- The **highest percentages of customers satisfied** were found with Idea in urban area and Airtel in rural area.
- The **lowest percentages of customers satisfied were** found with Reliance urban areas and TTSL in rural area.



## **2.7: Consumers Protection and Redressal of Grievances**

- Overall 18.6% registered for blocking unsolicited commercial calls/SMSes - 20.5% in urban area and 14.2% in rural area.
- Lodging complaint in case unsolicited call/SMS have not stopped in spite of registration for the same was found to be higher in urban areas- 63.9% as against 33.3% in rural areas.
- Overall level of satisfaction with ease of lodging complaint in case of unsolicited call/SMS have not stopped was found to be 4.34 (on a scale of 1 to 7) and with the action taken thereupon it was - 4.41.
- Around 95% of the surveyed customers were aware of Toll free consumer care number. Out of these aware consumers 43.0% had made complaint to the toll free consumer care number In the rural area around 32% had lodged complaints.
- Overall 4.1% consumers were found to be aware about Appellate authority –It was 5.2% in urban area where as in rural area it was 1.5%.
- 5% of the urban customers and 2% of rural customers had used the MNP for changing their operator.





### 3 Customer Satisfaction Survey (Broadband)

Subscribers' perception of Broadband service was assessed for "7" defined parameters through 21 questions and Implementation and Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2012 through 7 questions. **Altogether three operators were covered in Rajasthan Service Area. They are Airtel, BSNL and Reliance. Airtel and Reliance were not providing broadband service in areas covered in rural Rajasthan.** As regard to the performance of these operators in Rajasthan Service Area, Airtel and BSNL were meeting almost all the prescribed benchmarks. The findings with respect to major parameters on quality of service are as follows:

#### 3.1: Customers satisfied with overall services (Benchmark >85%)

The customer perception of overall service is good in Rajasthan Service Area as **two out of three operators had met the benchmark of 85%.**

- In terms of **customer satisfied**, the achievement level of the operators ranged from 83.1% to 90.1% in urban area and in rural area BSNL scored 87.3%.
- The **highest percentages of customers satisfied** were found with Airtel in urban area.
- The **lowest percentages of customers satisfied** were found with Reliance in urban area.

#### 3.2: Network Performance (Benchmark >85%)

The customer perception of the parameter network performance is not very good in Rajasthan Service Area as only Airtel was meeting the **benchmark of 85%.**

- In terms of **customers satisfied**, the achievement level of the operators ranged from 78.6% to 86.3% in urban area and BSNL scored 82.3% in rural area.
- The **highest customers satisfied** were found with Airtel in urban area.
- The **lowest customers satisfied** were found with Reliance in urban area.

#### 3.3: Billing (Benchmark >90%)

**None of the operators were** providing prepaid services in Rajasthan Service Area. In the case of **postpaid service**, both Airtel and BSNL were **meeting the benchmark of 90%.**

- In terms of **customers satisfied**, the achievement level of the operators, ranged from 84.1% to 94.1% in urban area and in rural area BSNL scored 92.3%.
- The **highest percentage of satisfied consumers** with postpaid billing services was achieved by BSNL in urban area.
- The **lowest percentage of satisfied consumers** with postpaid billing service was attained by Reliance in urban area.

#### 3.4: Maintainability (Benchmark >85%)

The customer perception of the parameter maintainability is not good in Rajasthan Service Area as **none of the operators were found to be meeting the benchmark of 85%.**

- In terms of **customers satisfied**, the achievement level of the operators ranged from 78.6% to 84.5% in urban area and BSNL scored 82.2% in rural area
- The **highest percentage of satisfied consumers** with maintainability was achieved by Airtel in urban area.



- The **lowest percentages of customers satisfied** were found with Reliance in urban area.

### 3.5: Help Services/ Customer Care (Benchmark >90%)

The customer perception of the parameter help service/ customer care is average as only two operators in Rajasthan could meet the benchmark of 90%. Reliance could not meet the benchmark.

- In terms of **customers satisfied**, the achievement level of the operators ranged from 84.6% to 94.2% in urban area and in rural area BSNL scored 90.4%.
- The **highest percentages of customers satisfied** were found with Airtel in urban area.
- The **lowest percentages of customers satisfied** were found with Reliance in urban area.

### 3.6: Consumers Protection and Redressal of Grievances

- All broadband consumers in Rajasthan, covered during the survey, reported that they were aware of the toll free consumer care number. Awareness about Appellate Authority and Web Based Complaint Mechanism were also found to be low at 2.6% and 2.3% respectively.
- One out of four (25.2%) reported to have made complaint for some service deficiency through toll free consumer care number for redressing grievances.
- Customers had above average satisfaction with fair usage policy which was measured at 5.09 on a scale of 1 to 7.



## 1. INTRODUCTION

Provision of world class telecommunication infrastructure and information is the key to rapid economic and social development of the country. While expansion in number of subscribers and growth of tele-density are important quantitative goals in this sector, it is important to pay attention to the Quality of Service to customers through regulatory mechanism.

The Telecom Regulatory Authority of India was established in 1997 through an Act of Parliament namely, the Telecom Regulatory Authority of India Act 1997 as amended by TRAI (Amendment) Act 2000. The Framework for consumer protection is to “Lay down the standards of quality of service to be provided by the Operator and ensure the quality of service and conduct the periodical survey of such service provided by the Operator so as to protect interest of the customers of telecommunication service”<sup>1</sup>.

While the TRAI is the regulatory body under the Act, TDSAT is the body responsible for settlement of telecom disputes. However, individual consumer complaints do not come under the purview of either TRAI or TDSAT. Considering the fact that individual customers can not seek redressal from TRAI or TDSAT, TRAI has taken number of steps to issue various directions, regulations and orders as measures to protect the interest of the customers.

In this concern, TRAI initiates study to assess the quality of telecom services every year. The study covers whole India comprising four metros and three circles for Basic Wireline and Cellular services. The main aim of the survey is to assess the implementation and effectiveness of the regulations, directions and orders mentioned below:

- The Telecom Commercial Communications Customer Preference Regulations, 2010
- Quality Of Service Of Broadband Service Regulations, 2006
- Telecom Consumers Protection Regulations, 2012
- Telecom Consumers Complaint Redressal Regulations, 2012
- The Standards Of Quality Of Service Of Basic Telephone Service (Wire-line) And Cellular Mobile Telephone Service Regulations, 2009
- Telecommunication Mobile Number Portability Per Port Transaction Charge And Dipping Charge Regulations, 2009

In January 2012, TRAI Published, “**Telecom Consumer Complaint Redressal Regulation, 2012 (1 of 2012)**”. The main objective of this regulation is to lay down the norms for all Access Service Providers (including BSNL and MTNL) providing, basic, cellular and broadband services, in order to handle the complaints of aggrieved customers. The main salient features of this regulation are:

- a. **Establish complaint centre:**
  - i. Each Telecom Operators would be required to establish **complaint centre** for redressal of complaints and for addressing service requests of its consumers (as per accordance with the same regulation passed in 2007).

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<sup>1</sup> [www.trai.gov.in](http://www.trai.gov.in)



- ii. These Complaint centre shall provide the service in local language of that service area in addition to Hindi and English.
  - iii. Complaint Centre shall be accessible to the consumers between 0800 hrs and 2400 hrs on all days of the week.
  - iv. Deployment of sufficient number of employee
  - v. A widely publicized toll free “Consumer Care Number” having sufficient lines or connections
  - vi. Establishment of ‘Web Based Complaint Monitoring System’ to enable the consumer to monitor the status of their complaint
- b. **Appeal to Appellate Authority:**
- i. To appoint one or more Appellate Authority in each licensed service area.
  - ii. To give public notice in a news paper (Hindi, English and other language of the area) the address of the appellate authority and the telephone number, e-mail address, facsimile number and other means of contacting the secretariat of the appellate authority and the procedure for filing the appeal, and, thereafter, give such public notice at least once in twelve months in the same manner;
  - iii. Every service provider to establish Advisory Committee to examine and render advice on the appeals filed before the Appellate Authority.
  - iv. On receipt of appeal, this should be acknowledged by sending unique appeal number through SMS or email to consumers.
  - v. A copy of the appeal should be sent to the service provider for filing reply within seven days
  - vi. The reply should be sent to Advisory committee within two days of reply received from service provider which would give advice placed before the committee within 15 days.
  - vii. All service providers shall submit to the Authority the number of appeal received every month, their disposal and pending appeals along with other required particular.
- II. The information as above complaint centres and also contact details of Appellate Authority should also be widely publicized in national and local newspaper, sales outlets, web-site and back side of their Invoice/ Bills being sent to customers.
- III. The complaint centre and Appellate Authorities would follow the time lines as given in Telecom Regulation Complaint Redressal Regulations, 2012 published by TRAI

Voluntary Organization in the interest of Consumer Education (VOICE), with registered office at, O-45, Basement, Ring Road, Lajpat Nagar II New Delhi was awarded the contract for the **North Zone** comprising eight circles – Delhi, Haryana, Rajasthan, Punjab, Jammu & Kashmir, Himachal Pradesh, UP (E) and UP (W) by Telecom Regulatory Authority of India (TRAI) on Jan 2013. This contract was further extended for one more year on May 2014.

The present report covers Rajasthan Service Area for all the three services



## 2. OBJECTIVE OF THE STUDY

TRAI had laid down the Quality of Service standards for Basic Telephone Service (Wireline) and Cellular Mobile Telephone Service through the Standards of Quality of Service of Basic Telephone Service (Wireline) and Cellular Mobile Telephone Service Regulations, 2009 (7 of 2009) dated the 20th March 2009.

Likewise, TRAI had laid down the Quality of Service Standards for Broadband Service through the Quality of Service of Broadband Service Regulations, 2006 (11 of 2006) dated the 6th October, 2006.

The Telecom Consumer Protection Regulations 2012 dated 6<sup>th</sup> January 2012 has mandated transparency in the marketing of prepaid vouchers and provision of information to consumers after activation of vouchers and about their usage. These regulations are applicable to all Service Providers (including BSNL and MTNL) providing Unified Access Services and Cellular Mobile Telephone Service. The Telecom Commercial Communications Customer Preference Regulation, 2010 dated 1<sup>st</sup> December 2010 contain measures for curbing unsolicited commercial communications. These regulations are applicable to all Service Providers (including BSNL and MTNL).

Thus, the main objective of this customer satisfaction survey is to assess the:

- (i) Implementation and effectiveness of the Telecom Consumers Complaint Redressal Regulations, 2012 (1 of 2012) dated 5th January 2012, the Telecom Consumer Protection Regulations 2012 dated 6th January 2012 and the Telecom Commercial Communications Customer Preference Regulation, 2010 dated 1st December 2010
- (ii) Customer's perception of service provided by basic telephone service (wireline), cellular mobile telephone service and broadband service providers in each of the telecom circles/ service areas under the respective Zone.

The scope of the survey also include assessment of implementation/ effectiveness of various orders/ directions/regulations issued by TRAI to protect the interest of consumers, particularly issues relating to tariff, billing including information to be included in the telephone bills, termination of service, redressal of grievances and provision of value added services and premium rate services.

The Zones comprise of the following Telecom Circle/ Service Areas:

**North Zone:** Delhi, Jammu & Kashmir, Himachal Pradesh, Punjab, Haryana, Rajasthan, Uttar Pradesh-East and Uttar Pradesh-West (including Uttarakhand). For the cellular mobile telephone service the service area of Delhi includes Ghaziabad, Faridabad, Noida and Gurgaon.

**South Zone:** Chennai, Andhra Pradesh, Karnataka, Tamil Nadu (excluding Chennai) and Kerala.

**West Zone:** Delhi, Maharashtra (including Goa and excluding Mumbai), Gujarat and Madhya Pradesh (including Chhattisgarh).

**East Zone:** Kolkata, West Bengal (including Andaman & Nicobar, Sikkim and excluding Kolkata), Bihar (including Jharkhand), Orissa, Assam and North East which includes Arunachal Pradesh, Meghalaya, Mizoram, Nagaland, Manipur and Tripura.



With regard to the afore-mentioned survey, VOICE has been commissioned by Telecom Regulatory Authority of India (TRAI) to conduct a Customer Satisfaction Survey (CSS) among Basic Wire-line Service, Cellular Mobile Telephone Service and Broadband Service customers, in North Zone.

Of the eight service areas allotted to VOICE, VOICE carried out the survey in four telecom circles/service areas, namely, Delhi, Rajasthan, Haryana and Punjab in the first half year. The remaining four service areas, viz., Jammu and Kashmir, Himachal Pradesh and Uttar Pradesh-East and Uttar Pradesh - West (including Uttarakhand) will be treated in the second half year.

The Survey period extends from 15<sup>th</sup> August 2014 to 15<sup>th</sup> November 2014.

The report deals with the main objective of the study wherein we are assessing whether the service providers are meeting the benchmarks laid down by TRAI on different set of parameters and also assessing the implementation/ effectiveness of various orders/ directions/regulations issued by TRAI to protect the interest of consumers.



### 3. METHODOLOGY

#### 3.1 Questionnaire Building Process

The TRAI entrusted the task of developing the questionnaire to all the three successful bidders – VOICE for North Zone, IMRB for South and East Zone and Mott Mac Donald for West Zone. The objective was to design a questionnaire which will cover all the benchmark standards set up by the TRAI based on regulations mentioned above in the objectives of the study. . Hence, all three survey agencies submitted their draft questionnaires to TRAI in the month of March 2014. TRAI organised consultation with all the successful bidders and accordingly all three sets of questionnaires for the year 2014 were formed.

These set of questionnaires were based on SERVPERF model developed by Cronin and Taylor (1992), which is a refined version of SERVQUAL model developed by Parasuraman et al, (1988). The major difference between SERVQUAL and Servperf is the exclusion of expectations portion in the SERVPERF model. While developing the SERVPERF model Cronin et al had argued that only the performance dimension can better predict the behavioural intention of the customers as against the 'performance minus expectation' model of SERVQUAL. The SERVPERF model is based on five dimensions which are used as the basis for service quality measurement tool. These dimensions are- Tangibility, Reliability, Responsiveness, Assurance and Empathy.

Keeping in mind the TRAI regulations, it was proposed by the survey agencies to include three more dimensions, namely, Network/technical quality, Economy and Convenience, in addition to the five dimensions (tangibles, reliability, responsiveness, assurance and empathy) used in the SERVQUAL and SERVPERF models.

The table below shows the dimensions and corresponding variables which have been covered in the study:



| Dimensions (Parameters) and variables used in the study |  |                        |
|---|--|------------------------|
| Tangibility (TA)  |  |                        |
| TA 1  | Availability of suitable plans   | Service Provision      |
| TA 2  | Provision of information on SIM Card, recharge cards etc.  | Service Provision      |
| TA 3  | Provision of visually attractive material – starter pack, reload card                                | Service Provision      |
| TA 4  | Provision of variety of entertainment facility – apps etc.   | Supplementary services |
| Reliability (RL)  |  |                        |
| RL 1  | Provision of service accuracy and dependable   | Billing                |
| RL 2  | Transparent & Accuracy of bill/ charges  | Billing                |
| RL 3  | Customer friendly staff  | Help services          |
| Responsiveness (RS)                                     |  |                        |
| RS 1  | Provision of timely service  | Service Provision      |
| RS 2  | Effective handling of downtime (maintaining a service)   | Maintainability        |
| RS 3  | Prompt handling of complaint   | Grievance redress      |
| RS 4  | Effective grievance redressal mechanism, customer service  | Grievance redress      |
| Assurance (AS)  |  |                        |
| AS 1  | Competency of the staff/ services/ problem solving ability   | Help services          |
| AS 2  | Feedback mechanism   | Grievance redress      |
| Convenience (CV)  |  |                        |
| CV 1  | Ease of access to Customer help line numbers   | Help services          |
| CV 2  | Ease of activating & deactivating any service (VAS)/ any other                                       | Supplementary services |
| CV 3  | Ease of registering for unwanted calls/ SMS  | Supplementary services |
| Empathy (EM)  |  |                        |
| EM 1  | Provision of service manual, complete tariff plan at the time of subscription                        | Service Provision      |
| EM 2  | Having convenient periods and terms for activation, recharge and account suspension, free call times | Billing                |
| EM 3  | Ease of taking a connection  | Service Provision      |
| EM 4  | Ease of recharging process (pre paid)  | Billing                |
| EM 5  | 24 x 7 customer care service   | Help services          |
| Network/ Technical Quality (NT)                         |  |                        |
| NT 1  | Availability of signal in your area (cell)/ working phone(basic)/ uptime (broadband)                 | Network Performance    |
| NT 2  | Ability to make and receive call / uninterrupted   | Network Performance    |
| NT 3  | Clear Voice quality  | Network Performance    |
| Economy (EC)  |  |                        |
| EC 1  | Availability of recharging cards in various denomination   | Billing                |
| EC 2  | Economical call charges per minute/ second   | Billing                |
| Total variables = 26                                    |  |                        |

Questionnaire: Based on the dimensions and corresponding variables, the Basic service (Wireline) questionnaire (**see Annexure 1.1**) is based on 7 broad parameters and 22 questions related to consumer perception on quality of services and other 11 questions were related to consumer perception on Assessment of Implementation and Effectiveness of Various regulations and directions issued by TRAI.





The cellular mobile questionnaire contained 26 questions related to quality of service whereas 17 questions on Implementation and Effectiveness of Various regulations and directions issued by TRAI. In the case of Broadband, questionnaire was based on 7 broad parameters and 21 questions related to consumer perception on quality of service and 8 questions on Implementation and Effectiveness of Various regulations and directions issued by TRAI.

The parameters and benchmarks relating to customer perception of service for basic telephone service (wireline), cellular mobile telephone services and broadband service provided in the regulations are given below:

### 3.1.1 Basic Service (Wireline) and Cellular Mobile Telephone Service

|       | Customer perception of service  | Benchmark |
|-------|---|-----------|
| (i)   | Customers satisfied with provision of services                                | ≥ 90%     |
| (ii)  | Customers satisfied with billing performance                                  | ≥ 95%     |
| (iii) | Customers satisfied with help services including customer grievance redressal | ≥ 90%     |
| (iv)  | Customers satisfied with network performance, reliability and availability    | ≥ 95%     |
| (v)   | Customers satisfied with maintainability                                      | ≥ 95%     |
| (vi)  | Customers satisfied with supplementary and value added services               | ≥ 90%     |
| (vii) | Customers satisfied with overall service quality                              | ≥ 90%     |

### 3.1.2 Broadband Service

|       | Customer perception of service  | Benchmark |
|-------|---|-----------|
| (i)   | Customers satisfied with provision of services  | ≥ 90%     |
| (ii)  | Customers satisfied with billing performance  | ≥ 90%     |
| (iii) | Customers satisfied with help services  | ≥ 90%     |
| (iv)  | Customers satisfied with network performance, reliability and availability  | ≥ 85%     |
| (v)   | Customers satisfied with maintainability  | ≥ 85%     |
| (vi)  | Customer satisfaction with offered supplementary services such as allocation of static / fixed IP addresses, email Ids etc. | ≥ 85%     |
| (vii) | Customers satisfied Overall customer satisfaction   | ≥ 85%     |



### 3.1.1 Methodology to Calculate Customer Satisfaction on Broad Parameters.

On each of the above mentioned parameters, the respondents were asked to rate their satisfaction on a scale of 1 to 7, where 1 implies 'extremely dissatisfied' and 7 implies 'extremely satisfied'. To measure the percentage of consumers satisfied on various QoS parameters, top 4 box scores are taken into account thereby not considering the respondents who are actively dissatisfied with the services. The neutral score of 4 is therefore considered as not dissatisfied. Therefore, the proportion of sum total of consumers who had given a score of 4 (Not dissatisfied), 5 (Satisfied), 6 (Very Satisfied) and 7 (Extremely Satisfied) were taken out from the total number of valid responses on the all questions of each of the broad parameter.

Consumers satisfied are ascertained using the following formula(s):

$$CS = (A / N) * 100$$

Where:

CS = % of satisfied consumers

A = sum total of no. of subscribers who were "Not dissatisfied" + "Satisfied" + "Very Satisfied" + "Extremely Satisfied" on each of the broad parameter

N = Total sample size achieved

This implies that if all the customers are either "Not dissatisfied", "Satisfied", "Very Satisfied" or "Extremely Satisfied", the operator can get a rating of 100%. On the other hand, if all the customers are "Dissatisfied", "Very Dissatisfied" or "Extremely dissatisfied" the operator gets a score of 0%.

#### Comparison with the Benchmarking

During the consultation with the TRAI, it was agreed that comparison with the benchmarks will be done on the basis of percentage of customers satisfied as described above.

The survey in the Rajasthan Service Area, of all the three services, was done between 15<sup>th</sup> August 2014 and 15<sup>th</sup> November 2014.



## 3.2 Sampling Methodology

### 3.2.1 Basic Wire line Service

As per the tender document, survey agency was supposed to cover a total sample of 2400 subscribers, to be divided among the four operators, operating in Rajasthan Service Area. . The following table shows the target sample as per the sample plan submitted by the agency and approved by TRAI as well as the sample achieved during the survey:

| Name of the Operators               | Target Sample* | Covered Sample |
|-------------------------------------|----------------|----------------|
| Airtel                              | 600            | 604            |
| Bharat Sanchar Nigam Limited (BSNL) | 600            | 619            |
| MTS                                 | 600            | 602            |
| Reliance Communication (Reliance)   | 600            | 604            |
| <b>Total</b>                        | <b>2400</b>    | <b>2429</b>    |

\*The above sample represents the total operator wise subscribers in Rajasthan Service Area with 95% confidence level and 4% interval.

As per the tender document, survey agencies with the help of TRAI officials were required to select 5% of the total exchanges in a services area and these would be located in 10% of the SDCAs. Altogether, Rajasthan Service Area is divided in to 258 SDCAs and 2314 exchanges. Hence for the purpose of the study 26 SDCAs and 116 exchanges of Rajasthan had been chosen from different zones of Rajasthan. These 26 SDCAs are different from the SDCAs covered during the survey conducted in 2013-14. The sample for each of the service providers was distributed amongst these SDCAs based on the population of these SDCAs. In the case of BSNL all the 26 SDCAs were covered. However in Rajasthan, Airtel and Reliance are providing Basic Wireline services only in Jaipur. Hence the entire sample of Airtel and Reliance has been covered from Jaipur only. Also, for MTS we had to select few more SDCAs as their customer base in the selected SDCAs were too less. Hence, four SDCAs (Jaisalmer, Kishangarh, Ajmer and Alwar) where MTS is present in large were included in the survey for covering MTS basic wireline subscribers.



| Rajasthan Service Area: Basic Sample distribution in selected SDCAs |                   |               |             |
|---|-------------------|---------------|-------------|
| SDCAs   | Population        | Population %  | Total       |
| Bhilwara  | 2,410,459         | 5.0%          | 121         |
| Shahapura   | 2,410,459         | 5.0%          | 121         |
| Bikaner (E) Jamsar  | 2,367,745         | 4.9%          | 119         |
| Bikaner (W) Poogal  | 2,367,745         | 4.9%          | 119         |
| Barmer (N)(Kanot)   | 2,604,453         | 5.4%          | 131         |
| Barmer (S) Sindari  | 2,604,453         | 5.4%          | 131         |
| JHALAWAR  | 1,411,327         | 2.9%          | 71          |
| PACHPAHAR (BHAWANIMANDI)  | 1,411,327         | 2.9%          | 71          |
| UDAIPURWATI   | 2,139,658         | 4.5%          | 107         |
| JHUNJHUNU (N) (BISSAU)  | 2,139,658         | 4.5%          | 107         |
| LADPURA (KOTA)  | 1,950,491         | 4.1%          | 98          |
| BARAN   | 1,223,921         | 2.6%          | 61          |
| PALI(S)   | 2,038,533         | 4.3%          | 102         |
| PALI(N) (ROHAT)   | 2,038,533         | 4.3%          | 102         |
| SAWAIMADHOPUR   | 1,338,114         | 2.8%          | 67          |
| KARAUJI   | 1,458,459         | 3.0%          | 73          |
| SIKAR   | 2,677,737         | 5.6%          | 134         |
| LAXMANGARH(E)   | 2,677,737         | 5.6%          | 134         |
| SIROHI  | 1,037,185         | 2.2%          | 52          |
| JALORE (E)  | 1,830,151         | 3.8%          | 92          |
| TONK(S)   | 1,421,711         | 3.0%          | 71          |
| DEOLI   | 1,421,711         | 3.0%          | 71          |
| HANUMANGARH   | 1,779,650         | 3.7%          | 89          |
| NOHAR(E)  | 1,779,650         | 3.7%          | 89          |
| POKRAN-4 ( POKRAN)  | 672,008           | 1.4%          | 34          |
| POKRAN-2 ( MADASAR)   | 672,008           | 1.4%          | 34          |
| <b>Total</b>  | <b>47,884,883</b> | <b>100.0%</b> | <b>2400</b> |

The TOR also requires that wherever possible, at least 30% of the covered exchanges shall be rural exchanges. However, since Airtel, Reliance and MTS do not have rural subscribers in the covered area of Rajasthan, rural subscribers were covered only in the case of BSNL from 69 exchanges in 26 SDCAs. In few of the selected SDCAs there were no urban BSNL exchanges and hence the sample of urban subscribers of that particular SDCA has been adjusted with the rural subscribers. The following table shows the SDCA wise sample distribution that was achieved after carrying out the survey.



| Rajasthan Service Area: Wireline service: SDCA and Area wise achieved sample |        |       |       |        |        |          |       |       |        |
|--|--------|-------|-------|--------|--------|----------|-------|-------|--------|
| SDCA   | Airtel | BSNL  |       |        | MTS    | Reliance | Total |       |        |
|  | Urban  | Urban | Rural | Total  | Urban  | Urban    | Urban | Rural | Total  |
| Bhilwara   |        | 20    | 9     | 29     | 14     |          | 34    | 9     | 43     |
| BARAN  |        | 13    | 5     | 18     |        |          | 13    | 5     | 18     |
| Barmer (N)(Kant)   |        | 0     | 33    | 33     |        |          | 0     | 33    | 33     |
| Barmer (S) Sindari   |        | 0     | 34    | 34     |        |          | 0     | 34    | 34     |
| Bikaner (E) Jamsar   |        | 0     | 31    | 31     |        |          | 0     | 31    | 31     |
| Bikaner (W) Poogal   |        | 0     | 30    | 30     |        |          | 0     | 30    | 30     |
| DEOLI  |        | 10    | 7     | 17     |        |          | 10    | 7     | 17     |
| HANUMANGARH  |        | 18    | 7     | 25     |        |          | 18    | 7     | 25     |
| JALORE (E)   |        | 12    | 10    | 22     |        |          | 16    | 10    | 26     |
| JHALAWAR   |        | 12    | 5     | 17     |        |          | 12    | 5     | 17     |
| JHUNJHUNU (N) (BISSAU)   |        | 18    | 8     | 26     |        |          | 18    | 8     | 26     |
| JHUNJHUNU (S)  |        | 18    | 8     | 26     |        |          | 18    | 8     | 26     |
| KARAULI  |        | 12    | 5     | 17     |        |          | 12    | 5     | 17     |
| LADPURA (KOTA)   |        | 18    | 7     | 25     | 34     |          | 52    | 7     | 59     |
| LAXMANGARH(E)  |        | 25    | 10    | 35     |        |          | 25    | 10    | 35     |
| NOHAR(E)   |        | 17    | 12    | 29     |        |          | 17    | 12    | 29     |
| PACHPAHAR (BHAWANIMANDI)   |        | 16    | 5     | 21     |        |          | 16    | 5     | 21     |
| PALI(N) (ROHAT)  |        | 0     | 8     | 8      |        |          | 0     | 8     | 8      |
| PALI(S)  |        | 36    | 8     | 44     |        |          | 36    | 8     | 44     |
| POKRAN-2 ( MADASAR)  |        | 6     | 2     | 8      |        |          | 6     | 2     | 8      |
| POKRAN-4 ( POKRAN)   |        | 6     | 2     | 8      |        |          | 6     | 2     | 8      |
| SAWAIMADHOPUR  |        | 12    | 5     | 17     |        |          | 12    | 5     | 17     |
| Shahapura  |        | 21    | 9     | 30     |        |          | 21    | 9     | 30     |
| SIKAR  |        | 24    | 8     | 32     | 22     |          | 46    | 8     | 54     |
| SIROHI   |        | 10    | 4     | 14     |        |          | 10    | 4     | 14     |
| TONK(S)  |        | 13    | 6     | 19     |        |          | 13    | 6     | 19     |
| JAIPUR   | 604    |       |       |        | 173    | 604      | 1381  |       | 1381   |
| JODHPUR  |        |       |       |        | 161    |          | 161   |       | 161    |
| KISHANGARH   |        |       |       |        | 43     |          | 43    |       | 43     |
| AJMER  |        |       |       |        | 141    |          | 141   |       | 141    |
| ALWAR  |        |       |       |        | 14     |          | 14    |       | 14     |
| Total  | 604    | 341   | 278   | 619    | 602    | 604      | 2151  | 278   | 2429   |
|  | 100.0% | 55.1% | 44.9% | 100.0% | 100.0% | 100.0%   | 88.6% | 11.4% | 100.0% |



The table below shows the SDCA wise indicated BSNL exchange areas which were covered for canvassing the sample.

| Indicative list of exchanges from where sample was picked |   |  |
|---|---|--|
| SDCA  | Urban   | Rural  |
| Bhilwara  | Bhilwara Azad Nagar, Bhilwara Biliya, Bhilwara Gandhi Nagar, Bhilwara Guwardi, Bhilwara Main Ewsd, Bhilwarac.S.Azad Nagar | Kodukota   |
| Baran   | Baran, Baran Collectrate  | Koyla  |
| Barmer (N)(Kanot)   | -   | Batadu, Heera Ki Dhani, Kanod, Pareu, S.P Singh                        |
| Barmer (S) Sindari  | -   | Bhooka, Chadon Ki Dhani, Hoodu, J M Khera, Payla Kalla, Sindhari       |
| Bikaner (E) Jamsar  | -   | Gusaisar, Jamsar, Khara, Norangdesar                                   |
| Bikaner (W) Poogal  | -   | Dantor, Poogal   |
| Deoli   | Deoli   | Anwa, Dhuankala, Dooni   |
| Hanumangar h  | Hanuman Garh (Jn), Hanuman Garh (Town), Hanumangarh (Jn)-HB, Hanumangarh (Jn)-RS, Sec 3                                   | Norang Desar   |
| Jalore (E)  | Jalore  | Bagra  |
| Jhalawar  | Bhawani-Mandi, J.Patan, Jhalawar  | Samrai, Titari   |
| Jhunjhunu (N) (Bissau)                                    | Bissau, Jhunjhunu (N) (Bissau)  | Alsisar, Badet   |
| Jhunjhunu (S)   | Mukundgarh, Nawal Garh, Udaipurwati   | Baragaon, Barwasi, Jakhal  |
| Karauli   | Karauli, Karauli Main, Karauli RSU  | Keladevi, Mandrayal  |
| Ladpura (Kota)  | Borkhera Kota, Kaithun, Kherli Phatak, KT EWSD/Borkhera/Kherli Phatak   | Thather  |
| Laxmangarh (E)  | Laxmangarh  | Alkhapura Godaran, Badusar, Balaran, Bataranau, Bhojasar Bada, Bidasar |
| Nohar (E)   | Nohar, Nohar(E)   | Bagra, Balwara, Bhagli, Dalpatpura, Deidas, Gorkhana, Jasana           |
| Pachpahar (Bhawani Mandi)                                 | Bhawanimandi  | Anwali Kalan, Guradiya Joga, Mishroli                                  |
| Pali (N) (Rohat)  | -   | Bhanwari, Bithu, Dari, Dhabar, Gelawas, Giradra Ki Dhani               |
| Pali(S)   | Marwar Jn.  | Auwa, Banta, Chelawas, Choukadia                                       |
| Pokran-2 (Madasar)  | Pokran-2 (Madasar)  | Madasar, Nokh  |
| Pokran-4 (Pokran)   | Pokran-4 (Pokran)   | Barath Ka Gaon   |
| Sawaimadhopur   | SWM CITY, SWM-RS  | Shiwar, Soorwal  |
| Shahapura   | Sahapura, Viratnagar  | Bachkhera, Dhikola,  |
| Sikar   | SIKAR (TODI NAGAR) RSU, SIKAR MBM, SIKAR MBM MAIN, SIKAR(KUM RSU)   | Bajor, Beri, Daulatpura, Dhod,   |
| Sirohi  | Sirohi  | Tanwari, Varada  |
| Tonk (S)  | Tonk, Tonk RSU  | Chhan, Hatuna  |



### 3.2.1.1 Mode of interview

Two modes of interview were adopted to cover the entire sample. While in rural areas, only In-person (Face to Face) interviews were conducted, in urban areas half of the survey was conducted through telephonic interviews and remaining half through face to face interviews. Hence, minimum 65% of the sample was to be covered through Face to Face interviews and rest 35% through Computer Assisted Telephonic Interviews (CATI). The table below shows the actual sample breakup achieved with both the modes of interviews:

| Rajasthan Service Area: Operator wise sample distribution with mode of interview |       |           |         |       |         |       |
|--|-------|-----------|---------|-------|---------|-------|
| Operator   | Mode  | In Person |         | CATI  |         | Total |
|  |       | Count     | Row N % | Count | Row N % | Count |
| Airtel   | Urban | 394       | 65.2%   | 210   | 34.8%   | 604   |
|  | Rural |           |         |       |         |       |
|  | Total | 394       | 65.2%   | 210   | 34.8%   | 604   |
| BSNL   | Urban | 185       | 54.3%   | 156   | 45.7%   | 341   |
|  | Rural | 278       | 100.0%  |       |         | 278   |
|  | Total | 463       | 74.8%   | 156   | 25.2%   | 619   |
| MTS  | Urban | 403       | 66.9%   | 199   | 33.1%   | 602   |
|  | Rural |           |         |       |         |       |
|  | Total | 403       | 66.9%   | 199   | 33.1%   | 602   |
| Rel Comm   | Urban | 394       | 65.2%   | 210   | 34.8%   | 604   |
|  | Rural |           |         |       |         |       |
|  | Total | 394       | 65.2%   | 210   | 34.8%   | 604   |
| Total  | Urban | 1376      | 64.0%   | 775   | 36.0%   | 2151  |
|  | Rural | 278       | 100.0%  |       |         | 278   |
|  | Total | 1654      | 68.1%   | 775   | 31.9%   | 2429  |

### 3.2.1.2 Type wise sample distribution

None of the Service Providers had prepaid customers for their basic service. Hence all the post-paid customers were covered during the survey for each of the service providers.



### 3.2.2 Cellular Mobile

As per the tender document, survey agency was required to cover a total sample of 4,800 subscribers, to be divided among the eight operators which are operating in Rajasthan Service Area. The following table shows the target sample as per the sample plan submitted by the survey agency and approved by TRAI as well as the sample achieved during the survey:

| Operators                           | Target Sample* | Covered Sample |
|-------------------------------------|----------------|----------------|
| Aircel                              | 600            | 613            |
| Airtel                              | 600            | 624            |
| BSNL (Bharat Sanchar Nigam Limited) | 600            | 634            |
| Idea Cellular                       | 600            | 619            |
| MTS (Sistema Shyam )                | 600            | 611            |
| Reliance (Reliance Communication)   | 600            | 614            |
| Tata Teleservices (TTSL)            | 600            | 626            |
| Vodafone                            | 600            | 611            |
| <b>Total</b>                        | <b>4,800</b>   | <b>4952</b>    |

\*The target sample represents the total operator wise subscribers in Rajasthan Service Area at 95% confidence level and 4% interval.

As per the tender document, the sample for cellular mobile telephone service subscribers shall be evenly spread over in 10% (ten per cent) of district headquarters of a service area where the services are commissioned. In Rajasthan service area, there are 33 districts and as per the tender document 10% of the district headquarters was considered for coverage area. Hence for the purpose of the study four districts of Rajasthan has been chosen from four different zones of Rajasthan. During the survey conducted in 2013-14, Bharatpur, Bikaner, Jaipur and Udaipur districts were selected. Hence, this year Hanumangarh, Jaisalmer, Kota and Tonk districts were chosen based on their regional spread. The sample for each of the service providers was distributed amongst these districts based on the population of these districts.

| Rajasthan Service Area: Cellular: Target sample distribution in selected districts |                  |               |             |
|--|------------------|---------------|-------------|
| District   | Population       | Population %  | Total       |
| Hanumangarh  | 1,779,650        | 30.6%         | 1467        |
| Jaisalmer  | 672,008          | 11.5%         | 554         |
| Kota   | 1,950,491        | 33.5%         | 1608        |
| Tonk   | 1,421,711        | 24.4%         | 1172        |
| <b>Total:</b>  | <b>5,823,860</b> | <b>100.0%</b> | <b>4800</b> |

The TOR also requires that sample shall cover surrounding areas of the district headquarters, including rural areas and at least the sample size should have 30% customers from rural areas. The following table shows the district wise sample distribution that was achieved after carrying out the survey. Altogether 4952 customers of eight operators were covered, 3450 (69.7%) in urban area and 1502 (30.3%) in rural area.





| Rajasthan Service Area: Cellular service: Operator wise and area wise Sample distribution in to the selected districts |       |             |        |           |        |       |        |       |        |       |        |
|--|-------|-------------|--------|-----------|--------|-------|--------|-------|--------|-------|--------|
| District   |       | Hanumangarh |        | Jaisalmer |        | Kota  |        | Tonk  |        | Total |        |
|  |       | Count       | %      | Count     | %      | Count | %      | Count | %      | Count | %      |
| Aircel   | Urban | 129         | 69.0%  | 50        | 69.4%  | 143   | 70.1%  | 104   | 69.3%  | 426   | 69.5%  |
|  | Rural | 58          | 31.0%  | 22        | 30.6%  | 61    | 29.9%  | 46    | 30.7%  | 187   | 30.5%  |
|  | Total | 187         | 100.0% | 72        | 100.0% | 204   | 100.0% | 150   | 100.0% | 613   | 100.0% |
| Airtel   | Urban | 129         | 66.2%  | 50        | 69.4%  | 144   | 70.2%  | 108   | 71.1%  | 431   | 69.1%  |
|  | Rural | 66          | 33.8%  | 22        | 30.6%  | 61    | 29.8%  | 44    | 28.9%  | 193   | 30.9%  |
|  | Total | 195         | 100.0% | 72        | 100.0% | 205   | 100.0% | 152   | 100.0% | 624   | 100.0% |
| BSNL   | Urban | 130         | 70.3%  | 49        | 69.0%  | 142   | 70.0%  | 121   | 69.1%  | 442   | 69.7%  |
|  | Rural | 55          | 29.7%  | 22        | 31.0%  | 61    | 30.0%  | 54    | 30.9%  | 192   | 30.3%  |
|  | Total | 185         | 100.0% | 71        | 100.0% | 203   | 100.0% | 175   | 100.0% | 634   | 100.0% |
| Idea   | Urban | 129         | 69.0%  | 50        | 69.4%  | 141   | 69.5%  | 112   | 71.3%  | 432   | 69.8%  |
|  | Rural | 58          | 31.0%  | 22        | 30.6%  | 62    | 30.5%  | 45    | 28.7%  | 187   | 30.2%  |
|  | Total | 187         | 100.0% | 72        | 100.0% | 203   | 100.0% | 157   | 100.0% | 619   | 100.0% |
| MTS  | Urban | 131         | 70.1%  | 50        | 69.4%  | 142   | 70.0%  | 104   | 69.8%  | 427   | 69.9%  |
|  | Rural | 56          | 29.9%  | 22        | 30.6%  | 61    | 30.0%  | 45    | 30.2%  | 184   | 30.1%  |
|  | Total | 187         | 100.0% | 72        | 100.0% | 203   | 100.0% | 149   | 100.0% | 611   | 100.0% |
| Reliance   | Urban | 130         | 69.5%  | 49        | 69.0%  | 142   | 69.3%  | 105   | 69.5%  | 426   | 69.4%  |
|  | Rural | 57          | 30.5%  | 22        | 31.0%  | 63    | 30.7%  | 46    | 30.5%  | 188   | 30.6%  |
|  | Total | 187         | 100.0% | 71        | 100.0% | 205   | 100.0% | 151   | 100.0% | 614   | 100.0% |
| TTSL   | Urban | 131         | 70.4%  | 50        | 69.4%  | 143   | 70.1%  | 114   | 69.5%  | 438   | 70.0%  |
|  | Rural | 55          | 29.6%  | 22        | 30.6%  | 61    | 29.9%  | 50    | 30.5%  | 188   | 30.0%  |
|  | Total | 186         | 100.0% | 72        | 100.0% | 204   | 100.0% | 164   | 100.0% | 626   | 100.0% |
| Vodafone   | Urban | 130         | 69.9%  | 52        | 70.3%  | 142   | 70.0%  | 104   | 70.3%  | 428   | 70.0%  |
|  | Rural | 56          | 30.1%  | 22        | 29.7%  | 61    | 30.0%  | 44    | 29.7%  | 183   | 30.0%  |
|  | Total | 186         | 100.0% | 74        | 100.0% | 203   | 100.0% | 148   | 100.0% | 611   | 100.0% |
| Total  | Urban | 1039        | 69.3%  | 400       | 69.4%  | 1139  | 69.9%  | 872   | 70.0%  | 3450  | 69.7%  |
|  | Rural | 461         | 30.7%  | 176       | 30.6%  | 491   | 30.1%  | 374   | 30.0%  | 1502  | 30.3%  |
|  | Total | 1500        | 100.0% | 576       | 100.0% | 1630  | 100.0% | 1246  | 100.0% | 4952  | 100.0% |



### 3.2.2.1 Mode of interview

Two modes of interview were selected to cover the entire sample as stated in the tender document. As per the TOR, while in rural areas, 100% sample was covered through In-person interviews, whereas in urban areas half of the sample was covered through telephonic interviews. Hence, altogether 65% of the sample was covered through In-person (Face to Face) interviews and rest 35% was through Computer Assisted Telephonic Interviews (CATI). The table below shows the actual sample breakup achieved with both the modes of interviews:

| Rajasthan Service Area: Operator wise sample distribution with mode of interview |       |           |         |            |         |       |
|--|-------|-----------|---------|------------|---------|-------|
| Service Provider   | Area  | IN PERSON |         | TELEPHONIC |         | Total |
|  |       | Count     | Row N % | Count      | Row N % | Count |
| Aircel   | Urban | 212       | 49.8%   | 214        | 50.2%   | 426   |
|  | Rural | 187       | 100.0%  | 0          | 0.0%    | 187   |
|  | Total | 399       | 65.1%   | 214        | 34.9%   | 613   |
| Airtel   | Urban | 217       | 50.3%   | 214        | 49.7%   | 431   |
|  | Rural | 193       | 100.0%  | 0          | 0.0%    | 193   |
|  | Total | 410       | 65.7%   | 214        | 34.3%   | 624   |
| BSNL   | Urban | 230       | 52.0%   | 212        | 48.0%   | 442   |
|  | Rural | 192       | 100.0%  | 0          | 0.0%    | 192   |
|  | Total | 422       | 66.6%   | 212        | 33.4%   | 634   |
| Idea   | Urban | 220       | 50.9%   | 212        | 49.1%   | 432   |
|  | Rural | 187       | 100.0%  | 0          | 0.0%    | 187   |
|  | Total | 407       | 65.8%   | 212        | 34.2%   | 619   |
| MTS  | Urban | 213       | 49.9%   | 214        | 50.1%   | 427   |
|  | Rural | 184       | 100.0%  | 0          | 0.0%    | 184   |
|  | Total | 397       | 65.0%   | 214        | 35.0%   | 611   |
| Reliance   | Urban | 214       | 50.2%   | 212        | 49.8%   | 426   |
|  | Rural | 188       | 100.0%  | 0          | 0.0%    | 188   |
|  | Total | 402       | 65.5%   | 212        | 34.5%   | 614   |
| TTSL   | Urban | 228       | 52.1%   | 210        | 47.9%   | 438   |
|  | Rural | 188       | 100.0%  | 0          | 0.0%    | 188   |
|  | Total | 416       | 66.5%   | 210        | 33.5%   | 626   |
| Vodafone   | Urban | 214       | 50.0%   | 214        | 50.0%   | 428   |
|  | Rural | 183       | 100.0%  | 0          | 0.0%    | 183   |
|  | Total | 397       | 65.0%   | 214        | 35.0%   | 611   |
| Total  | Urban | 1748      | 50.7%   | 1702       | 49.3%   | 3450  |
|  | Rural | 1502      | 100.0%  | 0          | 0.0%    | 1502  |
|  | Total | 3250      | 65.6%   | 1702       | 34.4%   | 4952  |



### 3.2.2.2 Type wise sample distribution

The operator wise sample was further divided in to pre-paid and post paid segment. The operator wise ratio of pre paid and post paid subscriber base was organized with the help of nodal officer appointed for each of the operators. The following table shows the operator wise pre-paid and post-paid division of sample.

| User type        |       |          |         |         |         |       |
|------------------|-------|----------|---------|---------|---------|-------|
| Service Provider | Area  | Postpaid |         | Prepaid |         | Total |
|                  |       | Count    | Row N % | Count   | Row N % | Count |
| Aircel           | Urban | 48       | 11.3%   | 378     | 88.7%   | 426   |
|                  | Rural | 0        | 0.0%    | 187     | 100.0%  | 187   |
|                  | Total | 48       | 7.8%    | 565     | 92.2%   | 613   |
| Airtel           | Urban | 53       | 12.3%   | 378     | 87.7%   | 431   |
|                  | Rural | 1        | 0.5%    | 192     | 99.5%   | 193   |
|                  | Total | 54       | 8.7%    | 570     | 91.3%   | 624   |
| BSNL             | Urban | 29       | 6.6%    | 413     | 93.4%   | 442   |
|                  | Rural | 8        | 4.2%    | 184     | 95.8%   | 192   |
|                  | Total | 37       | 5.8%    | 597     | 94.2%   | 634   |
| Idea             | Urban | 33       | 7.6%    | 399     | 92.4%   | 432   |
|                  | Rural | 3        | 1.6%    | 184     | 98.4%   | 187   |
|                  | Total | 36       | 5.8%    | 583     | 94.2%   | 619   |
| MTS              | Urban | 12       | 2.8%    | 415     | 97.2%   | 427   |
|                  | Rural | 0        | 0.0%    | 184     | 100.0%  | 184   |
|                  | Total | 12       | 2.0%    | 599     | 98.0%   | 611   |
| Reliance         | Urban | 49       | 11.5%   | 377     | 88.5%   | 426   |
|                  | Rural | 0        | 0.0%    | 188     | 100.0%  | 188   |
|                  | Total | 49       | 8.0%    | 565     | 92.0%   | 614   |
| TTSL             | Urban | 37       | 8.4%    | 401     | 91.6%   | 438   |
|                  | Rural | 5        | 2.7%    | 183     | 97.3%   | 188   |
|                  | Total | 42       | 6.7%    | 584     | 93.3%   | 626   |
| Vodafone         | Urban | 50       | 11.7%   | 378     | 88.3%   | 428   |
|                  | Rural | 4        | 2.2%    | 179     | 97.8%   | 183   |
|                  | Total | 54       | 8.8%    | 557     | 91.2%   | 611   |
| Total            | Urban | 311      | 9.0%    | 3139    | 91.0%   | 3450  |
|                  | Rural | 21       | 1.4%    | 1481    | 98.6%   | 1502  |
|                  | Total | 332      | 6.7%    | 4620    | 93.3%   | 4952  |

Altogether 4620 (93.3%) customers were covered having pre paid services and rest 332 (6.7%) were having post paid services. None of the rural subscribers of Aircel, Reliance and MTS were found to be using post paid services.



### 3.2.3 Broadband

In the case of Broadband, survey agency was required to obtain from Broadband operators, Central ISP Node and total number of subscribers in each circle and then work out the sample to be covered. Based on the number of subscribers the sample size was ascertained on the basis 95% confidence level and 4% confidence interval. Altogether 1868 customers of three operators were covered in Rajasthan.

| Operators                        | Target Sample* | Covered Sample |
|----------------------------------|----------------|----------------|
| Airtel                           | 600            | 604            |
| Bharat Sanchar Nigam Ltd. (BSNL) | 600            | 654            |
| Rel Communications (Rel Com)     | 600            | 610            |
| <b>Total</b>                     | <b>1,800</b>   | <b>1868</b>    |

\*The target sample represents the total operator wise subscribers in the Rajasthan with 95% confidence level and 4% confidence interval.

The sample for broadband subscribers had been picked from the same SDCAs from where the wireline subscribers were covered. Hence for the purpose of the study the same 26 SDCAs had been covered as in wireline service. As per the tender document the sample for broadband subscribers shall be spread over in the areas served by 10% of the Points of presence in each service area. Since most of the PoPs for BB services are falling within the Basic Wireline exchanges as communicated by the BSNL officials, VOICE has covered 10% of exchange areas/PoPs. BSNL Exchange/ PoP areas have been taken as basis for other providers also as many of the providers has centralized PoPs/ exchanges through which the entire area is covered. The TOR also requires that wherever possible, at least 30% of the sample should be covered from rural exchange areas. However, Airtel and Reliance are providing broadband services only in the urban areas of Jaipur. Hence, no rural subscribers have been covered for Airtel and Reliance. The following table shows the SDCA wise sample distribution that was achieved after carrying out the survey.

| Rajasthan Service area: Broadband service: Operator wise and area wise sample distribution in selected SDCAs |            |            |            |            |            |             |            |             |
|--|------------|------------|------------|------------|------------|-------------|------------|-------------|
| SDCAs / Districts  | Airtel     | BSNL       |            |            | Reliance   | Total       |            |             |
|  | Urban      | Urban      | Rural      | Total      | Urban      | Urban       | Rural      | Total       |
| Baran  |            | 10         | 5          | 15         |            | 10          | 5          | 15          |
| Barmer (N) Kanod   |            |            | 34         | 34         |            |             | 34         | 34          |
| Barmer (S) Sindhari  |            |            | 34         | 34         |            |             | 34         | 34          |
| Bhilwara   |            | 22         | 9          | 31         |            | 22          | 9          | 31          |
| Bikaner (E) Jamsar   |            |            | 26         | 26         |            |             | 26         | 26          |
| Bikaner (W) Poogal   |            |            | 28         | 28         |            |             | 28         | 28          |
| Deoli  |            | 18         | 5          | 23         |            | 18          | 5          | 23          |
| Hanumangarh  |            | 19         | 7          | 26         |            | 19          | 7          | 26          |
| Jalore   |            | 15         | 7          | 22         |            | 15          | 7          | 22          |
| Jhalawar   |            | 13         | 5          | 18         |            | 13          | 5          | 18          |
| Jhunjhunu (N) Bissau   |            | 19         | 8          | 27         |            | 19          | 8          | 27          |
| Jhunjhunu (S) Udaipurwati  |            | 18         | 8          | 26         |            | 18          | 8          | 26          |
| Karauli  |            | 12         | 5          | 17         |            | 12          | 5          | 17          |
| Ladpura (Kota)   |            | 16         | 7          | 23         |            | 16          | 7          | 23          |
| Laxmangarh (E)   |            | 23         | 10         | 33         |            | 23          | 10         | 33          |
| Marwar Jn.Pali(S)  |            | 27         | 8          | 35         |            | 27          | 8          | 35          |
| Nohar  |            | 17         | 7          | 24         |            | 17          | 7          | 24          |
| Pachpahar (Bhawanimandi)   |            | 12         | 5          | 17         |            | 12          | 5          | 17          |
| Pali (N) Rohat   |            |            | 26         | 26         |            |             | 26         | 26          |
| Pokran-4 ( Pokran)   |            | 6          | 2          | 8          |            | 6           | 2          | 8           |
| Pokran-2 ( Madasar)  |            | 5          | 2          | 7          |            | 5           | 2          | 7           |
| Sawaimadhopur  |            | 12         | 5          | 17         |            | 12          | 5          | 17          |
| Shahapura  |            | 24         | 10         | 34         |            | 24          | 10         | 34          |
| Sikar  |            | 24         | 10         | 34         |            | 24          | 10         | 34          |
| Sirohi   |            | 10         | 5          | 15         |            | 10          | 5          | 15          |
| Tonk   |            | 49         | 5          | 54         |            | 49          | 5          | 54          |
| Jaipur   | 604        |            |            |            | 610        | 1214        |            | 1214        |
| <b>Total</b>   | <b>604</b> | <b>371</b> | <b>283</b> | <b>654</b> | <b>610</b> | <b>1585</b> | <b>283</b> | <b>1868</b> |



**3.2.3.1 Mode of Interview:** As per the tender document, in the urban area at least 50% of the observations/ interviews shall be based on personal interview basis and up to 50% through email or by developing web based applications. VOICE, accordingly sent about 3200 emails to the database of the operator wise subscribers received from few operators and also the VOICE internal data base. However, since there was no response, it was mutually decided with the consultation of TRAI officials that telephonic interviews (CATI) could be used for covering the sample. The following table shows the actual operators wise sample covered with the mode of interview.

| Rajasthan Service Area : broadband service: mode of interview |       |           |        |       |        |       |
|---|-------|-----------|--------|-------|--------|-------|
|   |       | In Person |        | CATI  |        | Total |
|   |       | Count     | %      | Count | %      | Count |
| Airtel  | Urban | 392       | 64.9%  | 212   | 35.10% | 604   |
| BSNL  | Urban | 223       | 60.1%  | 148   | 39.9%  | 371   |
|   | Rural | 283       | 100.0% | 0     | 0.0%   | 283   |
|   | Total | 506       | 77.4%  | 148   | 22.6%  | 654   |
| Reliance  | Urban | 395       | 64.8%  | 215   | 35.2%  | 610   |
| Total   | Urban | 1010      | 63.7%  | 575   | 36.3%  | 1585  |
|   | Rural | 283       | 100.0% | 0     | 0.0%   | 283   |
|   | Total | 1293      | 69.2%  | 575   | 30.8%  | 1868  |

### 3.2.3.2 Type wise sample distribution

None of the operators in Rajasthan service area provide prepaid connection to their broadband subscribers. Hence all the subscribers are postpaid subscribers.

### 3.2.3.3 Area wise distribution

As per the discussions with TRAI document, survey agencies were required to cover at least 30% of the total sample from rural areas. Airtel and Reliance do provide service in the covered rural areas. The following table shows the actual sample covered, based on that the operator wise rural sample exchanges:

| Rajasthan Service Area :broadband service : Operator wise and area wise sample distribution |       |         |       |         |       |
|---|-------|---------|-------|---------|-------|
|   | Urban |         | Rural |         | Total |
|   | Count | Row N % | Count | Row N % | Count |
| Airtel  | 604   | 100.0%  | 0     | 0.0%    | 604   |
| BSNL  | 371   | 56.7%   | 283   | 43.3%   | 654   |
| Reliance  | 610   | 100.0%  | 0     | 0.0%    | 610   |
| Total   | 1585  | 84.9%   | 283   | 15.1%   | 1868  |



### 3.3 Sample Characteristics

#### 3.3.1 Basic Wire-line Service

##### 3.3.1.1 Gender Profile

| Rajasthan Service Area: Wireline Service: Gender Profile |       |       |       |        |       |       |
|--|-------|-------|-------|--------|-------|-------|
| Service Provider   |       | Male  |       | Female |       | Total |
|  |       | Count | %     | Count  | %     | Count |
| Airtel   | Urban | 485   | 80.3% | 119    | 19.7% | 604   |
| BSNL   | Urban | 267   | 78.3% | 74     | 21.7% | 341   |
|  | Rural | 259   | 93.2% | 19     | 6.8%  | 278   |
|  | Total | 526   | 85.0% | 93     | 15.0% | 619   |
| MTS  | Urban | 571   | 94.9% | 31     | 5.1%  | 602   |
| Reliance   | Urban | 482   | 79.8% | 122    | 20.2% | 604   |
| Total  | Urban | 1805  | 83.9% | 346    | 16.1% | 2151  |
|  | Rural | 259   | 93.2% | 19     | 6.8%  | 278   |
|  | Total | 2064  | 85.0% | 365    | 15.0% | 2429  |

Altogether 2429 wire-line subscribers were covered in Rajasthan Service Area – 2151 in urban and 278 in rural areas. In the urban area around one out of six (16.1%) were female, whereas in rural areas nearly one out of eight (6.8%) were females.

##### 3.3.1.2 Age Profile

| Rajasthan Service Area: Wireline Service: Age Profile (in years) |       |                    |       |             |       |             |       |                    |       |       |
|--|-------|--------------------|-------|-------------|-------|-------------|-------|--------------------|-------|-------|
| Service Provider   |       | Less than 25 years |       | 25-34 years |       | 35-44 years |       | More than 45 years |       | Total |
|  |       | Count              | %     | Count       | %     | Count       | %     | Count              | %     | Count |
| Airtel   | Urban | 65                 | 10.8% | 137         | 22.7% | 255         | 42.2% | 147                | 24.3% | 604   |
| BSNL   | Urban | 31                 | 9.1%  | 121         | 35.5% | 80          | 23.5% | 109                | 32.0% | 341   |
|  | Rural | 17                 | 6.1%  | 107         | 38.5% | 80          | 28.8% | 74                 | 26.6% | 278   |
|  | Total | 48                 | 7.8%  | 228         | 36.8% | 160         | 25.8% | 183                | 29.6% | 619   |
| MTS  | Urban | 98                 | 16.3% | 230         | 38.2% | 154         | 25.6% | 120                | 19.9% | 602   |
| Reliance   | Urban | 133                | 22.0% | 248         | 41.1% | 164         | 27.2% | 59                 | 9.8%  | 604   |
| Total  | Urban | 327                | 15.2% | 736         | 34.2% | 653         | 30.4% | 435                | 20.2% | 2151  |
|  | Rural | 17                 | 6.1%  | 107         | 38.5% | 80          | 28.8% | 74                 | 26.6% | 278   |
|  | Total | 344                | 14.2% | 843         | 34.7% | 733         | 30.2% | 509                | 21.0% | 2429  |

Majority of the basic subscribers covered in Rajasthan belonged to the age group of over 25-34 years (34.7%), followed by 35-44 years (30.2%). The same trend is followed across rural and urban areas of Rajasthan.

##### 3.3.1.3 Occupational Structure

| Rajasthan Service Area: Wireline Service: Occupational structure |       |         |       |                        |       |         |      |           |       |         |      |       |
|--|-------|---------|-------|------------------------|-------|---------|------|-----------|-------|---------|------|-------|
| Service Provider   |       | Service |       | Business/Self Employed |       | Student |      | Housewife |       | Retired |      | Total |
|  |       | Count   | %     | Count                  | %     | Count   | %    | Count     | %     | Count   | %    | Count |
| Airtel   | Urban | 203     | 33.6% | 273                    | 45.2% | 28      | 4.6% | 86        | 14.2% | 14      | 2.3% | 604   |
| BSNL   | Urban | 109     | 32.0% | 145                    | 42.5% | 8       | 2.3% | 64        | 18.8% | 15      | 4.4% | 341   |
|  | Rural | 166     | 59.7% | 74                     | 26.6% | 6       | 2.2% | 16        | 5.8%  | 16      | 5.8% | 278   |
|  | Total | 275     | 44.4% | 219                    | 35.4% | 14      | 2.3% | 80        | 12.9% | 31      | 5.0% | 619   |
| MTS  | Urban | 169     | 28.1% | 377                    | 62.6% | 0       | 0.0% | 31        | 5.1%  | 25      | 4.2% | 602   |
| Reliance   | Urban | 196     | 32.5% | 269                    | 44.5% | 56      | 9.3% | 80        | 13.2% | 3       | 0.5% | 604   |
| Total  | Urban | 677     | 31.5% | 1064                   | 49.5% | 92      | 4.3% | 261       | 12.1% | 57      | 2.6% | 2151  |
|  | Rural | 166     | 59.7% | 74                     | 26.6% | 6       | 2.2% | 16        | 5.8%  | 16      | 5.8% | 278   |
|  | Total | 843     | 34.7% | 1138                   | 46.9% | 98      | 4.0% | 277       | 11.4% | 73      | 3.0% | 2429  |



Majority of the respondents covered were businessmen or self employed (46.9%) followed by service class (34.7%). About 11% were housewives, 4.0% were students and 3.0% were retired people.

### 3.3.1.4 Usage Type

| Rajasthan Service Area: Wireline service: Usage type |       |             |       |            |       |       |
|--|-------|-------------|-------|------------|-------|-------|
| Service Provider                                     |       | Residential |       | Commercial |       | Total |
|  |       | Count       | %     | Count      | %     | Count |
| Airtel   | Urban | 219         | 36.3% | 385        | 63.7% | 604   |
| BSNL   | Urban | 257         | 75.4% | 84         | 24.6% | 341   |
|  | Rural | 244         | 87.8% | 34         | 12.2% | 278   |
|  | Total | 501         | 80.9% | 118        | 19.1% | 619   |
| MTS  | Urban | 471         | 78.2% | 131        | 21.8% | 602   |
| Reliance   | Urban | 440         | 72.8% | 164        | 27.2% | 604   |
| Total  | Urban | 1387        | 64.5% | 764        | 35.5% | 2151  |
|  | Rural | 244         | 87.8% | 34         | 12.2% | 278   |
|  | Total | 1631        | 67.1% | 798        | 32.9% | 2429  |

The commercial use of basic service in Rajasthan was reported by nearly 33%. This was found to be highest in the case of Airtel subscribers, reported by nearly 64% (385) of respondents covered.

### 3.3.1.5 Monthly Household Income Group

| Rajasthan Service Area: Wireline services: Monthly Household Income |       |                      |       |                      |       |                      |       |                      |      |              |       |       |
|---|-------|----------------------|-------|----------------------|-------|----------------------|-------|----------------------|------|--------------|-------|-------|
| Service Provider  |       | Less than Rs. 10,000 |       | Rs.10,000- Rs.30,000 |       | Rs.30,000- Rs.1 lakh |       | More than Rs. 1 lakh |      | Not provided |       | Total |
|   |       | Count                | %     | Count                | %     | Count                | %     | Count                | %    | Count        | %     | Count |
| Airtel  | Urban | 132                  | 21.9% | 291                  | 48.2% | 181                  | 30.0% | 0                    | 0.0% | 0            | 0.0%  | 604   |
| BSNL  | Urban | 54                   | 15.8% | 143                  | 41.9% | 130                  | 38.1% | 4                    | 1.2% | 10           | 2.9%  | 341   |
|   | Rural | 117                  | 42.1% | 86                   | 30.9% | 38                   | 13.7% | 0                    | 0.0% | 37           | 13.3% | 278   |
|   | Total | 171                  | 27.6% | 229                  | 37.0% | 168                  | 27.1% | 4                    | 0.6% | 47           | 7.6%  | 619   |
| MTS   | Urban | 169                  | 28.1% | 306                  | 50.8% | 72                   | 12.0% | 3                    | 0.5% | 52           | 8.6%  | 602   |
| Reliance  | Urban | 90                   | 14.9% | 255                  | 42.2% | 166                  | 27.5% | 3                    | 0.5% | 90           | 14.9% | 604   |
| Total   | Urban | 445                  | 20.7% | 995                  | 46.3% | 549                  | 25.5% | 10                   | 0.5% | 152          | 7.1%  | 2151  |
|   | Rural | 117                  | 42.1% | 86                   | 30.9% | 38                   | 13.7% | 0                    | 0.0% | 37           | 13.3% | 278   |
|   | Total | 562                  | 23.1% | 1081                 | 44.5% | 587                  | 24.2% | 10                   | 0.4% | 189          | 7.8%  | 2429  |

Around 45% of the subscribers covered during the survey had household income in the bracket of Rs. 10,000-Rs. 30,000 followed by Rs 30,000-Rs. 1 lakh (24.2%). Similar trend was observed in urban area. However, in rural area, the percentage of people falling in the household income bracket of Rs. Less 10,000 was found to be higher (42.1%) followed by Rs. 10,000-Rs. 30,000 (30.9%).



### 3.3.2 Cellular Service

#### 3.3.2.1 Gender Profile

| Rajasthan cellular: Gender Profile |       |       |       |        |       |       |
|------------------------------------|-------|-------|-------|--------|-------|-------|
| Service Provider                   |       | Male  |       | Female |       | Total |
|                                    |       | Count | %     | Count  | %     | Count |
| Aircel                             | Urban | 384   | 90.1% | 42     | 9.9%  | 426   |
|                                    | Rural | 182   | 97.3% | 5      | 2.7%  | 187   |
|                                    | Total | 566   | 92.3% | 47     | 7.7%  | 613   |
| Airtel                             | Urban | 379   | 87.9% | 52     | 12.1% | 431   |
|                                    | Rural | 190   | 98.4% | 3      | 1.6%  | 193   |
|                                    | Total | 569   | 91.2% | 55     | 8.8%  | 624   |
| BSNL                               | Urban | 385   | 87.1% | 57     | 12.9% | 442   |
|                                    | Rural | 186   | 96.9% | 6      | 3.1%  | 192   |
|                                    | Total | 571   | 90.1% | 63     | 9.9%  | 634   |
| Idea                               | Urban | 395   | 91.4% | 37     | 8.6%  | 432   |
|                                    | Rural | 184   | 98.4% | 3      | 1.6%  | 187   |
|                                    | Total | 579   | 93.5% | 40     | 6.5%  | 619   |
| MTS                                | Urban | 362   | 84.8% | 65     | 15.2% | 427   |
|                                    | Rural | 171   | 92.9% | 13     | 7.1%  | 184   |
|                                    | Total | 533   | 87.2% | 78     | 12.8% | 611   |
| Reliance                           | Urban | 374   | 87.8% | 52     | 12.2% | 426   |
|                                    | Rural | 186   | 98.9% | 2      | 1.1%  | 188   |
|                                    | Total | 560   | 91.2% | 54     | 8.8%  | 614   |
| TTSL                               | Urban | 378   | 86.3% | 60     | 13.7% | 438   |
|                                    | Rural | 185   | 98.4% | 3      | 1.6%  | 188   |
|                                    | Total | 563   | 89.9% | 63     | 10.1% | 626   |
| Vodafone                           | Urban | 384   | 89.7% | 44     | 10.3% | 428   |
|                                    | Rural | 181   | 98.9% | 2      | 1.1%  | 183   |
|                                    | Total | 565   | 92.5% | 46     | 7.5%  | 611   |
| Total                              | Urban | 3041  | 88.1% | 409    | 11.9% | 3450  |
|                                    | Rural | 1465  | 97.5% | 37     | 2.5%  | 1502  |
|                                    | Total | 4506  | 91.0% | 446    | 9.0%  | 4952  |

- Altogether 4952 cellular customers were covered in Rajasthan Service Area.
- Of them 4506 (91.0%) were males and remaining 446 (9.0%) were females.
- Highest percentages of females were covered in the case of MTS (12.8%) – both in rural (7.1%) and urban (15.2%) areas.





### 3.3.2.2 Age Profile

| Rajasthan Cellular: Age structure (in years) |              |                    |              |             |              |             |              |                    |              |             |
|--|--------------|--------------------|--------------|-------------|--------------|-------------|--------------|--------------------|--------------|-------------|
| Service Provider                             |              | Less than 25 years |              | 25-34 Years |              | 35-44 Years |              | More than 45 years |              | Total       |
|  |              | Count              | %            | Count       | %            | Count       | %            | Count              | %            | Count       |
| Aircel                                       | Urban        | 141                | 33.1%        | 177         | 41.5%        | 79          | 18.5%        | 29                 | 6.8%         | 426         |
|  | Rural        | 78                 | 41.7%        | 74          | 39.6%        | 24          | 12.8%        | 11                 | 5.9%         | 187         |
|  | Total        | 219                | 35.7%        | 251         | 40.9%        | 103         | 16.8%        | 40                 | 6.5%         | 613         |
| Airtel                                       | Urban        | 96                 | 22.3%        | 171         | 39.7%        | 112         | 26.0%        | 52                 | 12.1%        | 431         |
|  | Rural        | 70                 | 36.3%        | 69          | 35.8%        | 37          | 19.2%        | 17                 | 8.8%         | 193         |
|  | Total        | 166                | 26.6%        | 240         | 38.5%        | 149         | 23.9%        | 69                 | 11.1%        | 624         |
| BSNL   | Urban        | 80                 | 18.1%        | 140         | 31.7%        | 101         | 22.9%        | 121                | 27.4%        | 442         |
|  | Rural        | 44                 | 22.9%        | 71          | 37.0%        | 41          | 21.4%        | 36                 | 18.8%        | 192         |
|  | Total        | 124                | 19.6%        | 211         | 33.3%        | 142         | 22.4%        | 157                | 24.8%        | 634         |
| Idea   | Urban        | 136                | 31.5%        | 172         | 39.8%        | 82          | 19.0%        | 42                 | 9.7%         | 432         |
|  | Rural        | 64                 | 34.2%        | 69          | 36.9%        | 41          | 21.9%        | 13                 | 7.0%         | 187         |
|  | Total        | 200                | 32.3%        | 241         | 38.9%        | 123         | 19.9%        | 55                 | 8.9%         | 619         |
| MTS  | Urban        | 116                | 27.2%        | 187         | 43.8%        | 75          | 17.6%        | 49                 | 11.5%        | 427         |
|  | Rural        | 44                 | 23.9%        | 82          | 44.6%        | 36          | 19.6%        | 22                 | 12.0%        | 184         |
|  | Total        | 160                | 26.2%        | 269         | 44.0%        | 111         | 18.2%        | 71                 | 11.6%        | 611         |
| Reliance                                     | Urban        | 127                | 29.8%        | 191         | 44.8%        | 76          | 17.8%        | 32                 | 7.5%         | 426         |
|  | Rural        | 52                 | 27.7%        | 82          | 43.6%        | 35          | 18.6%        | 19                 | 10.1%        | 188         |
|  | Total        | 179                | 29.2%        | 273         | 44.5%        | 111         | 18.1%        | 51                 | 8.3%         | 614         |
| TTSL   | Urban        | 65                 | 14.8%        | 222         | 50.7%        | 108         | 24.7%        | 43                 | 9.8%         | 438         |
|  | Rural        | 41                 | 21.8%        | 85          | 45.2%        | 41          | 21.8%        | 21                 | 11.2%        | 188         |
|  | Total        | 106                | 16.9%        | 307         | 49.0%        | 149         | 23.8%        | 64                 | 10.2%        | 626         |
| Vodafone                                     | Urban        | 112                | 26.2%        | 176         | 41.1%        | 92          | 21.5%        | 48                 | 11.2%        | 428         |
|  | Rural        | 56                 | 30.6%        | 72          | 39.3%        | 32          | 17.5%        | 23                 | 12.6%        | 183         |
|  | Total        | 168                | 27.5%        | 248         | 40.6%        | 124         | 20.3%        | 71                 | 11.6%        | 611         |
| <b>Total</b>                                 | <b>Urban</b> | <b>873</b>         | <b>25.3%</b> | <b>1436</b> | <b>41.6%</b> | <b>725</b>  | <b>21.0%</b> | <b>416</b>         | <b>12.1%</b> | <b>3450</b> |
|  | <b>Rural</b> | <b>449</b>         | <b>29.9%</b> | <b>604</b>  | <b>40.2%</b> | <b>287</b>  | <b>19.1%</b> | <b>162</b>         | <b>10.8%</b> | <b>1502</b> |
|  | <b>Total</b> | <b>1322</b>        | <b>26.7%</b> | <b>2040</b> | <b>41.2%</b> | <b>1012</b> | <b>20.4%</b> | <b>578</b>         | <b>11.7%</b> | <b>4952</b> |

- Majority of respondents belonged to the age group of 25-34 years (41.2%), followed by less than 25 years (26.7%)
- The pattern of the age profile was found to be similar, both in rural and urban areas.



### 3.3.2.3 Occupational Structure

| Rajasthan Cellular: Occupational Structure |              |             |              |                        |              |            |              |            |             |           |             |             |
|--|--------------|-------------|--------------|------------------------|--------------|------------|--------------|------------|-------------|-----------|-------------|-------------|
| Service Provider                           |              | Service     |              | Business/Self Employed |              | Student    |              | Housewife  |             | Retired   |             | Total       |
|  |              | Count       | %            | Count                  | %            | Count      | %            | Count      | %           | Count     | %           | Count       |
| Aircel                                     | Urban        | 137         | 32.2%        | 190                    | 44.6%        | 64         | 15.0%        | 29         | 6.8%        | 6         | 1.4%        | 426         |
|  | Rural        | 76          | 40.6%        | 91                     | 48.7%        | 14         | 7.5%         | 5          | 2.7%        | 1         | 0.5%        | 187         |
|  | Total        | 213         | 34.7%        | 281                    | 45.8%        | 78         | 12.7%        | 34         | 5.5%        | 7         | 1.1%        | 613         |
| Airtel                                     | Urban        | 129         | 29.9%        | 213                    | 49.4%        | 38         | 8.8%         | 39         | 9.0%        | 12        | 2.8%        | 431         |
|  | Rural        | 41          | 21.2%        | 126                    | 65.3%        | 22         | 11.4%        | 3          | 1.6%        | 1         | 0.5%        | 193         |
|  | Total        | 170         | 27.2%        | 339                    | 54.3%        | 60         | 9.6%         | 42         | 6.7%        | 13        | 2.1%        | 624         |
| BSNL                                       | Urban        | 121         | 27.4%        | 225                    | 50.9%        | 36         | 8.1%         | 45         | 10.2%       | 15        | 3.4%        | 442         |
|  | Rural        | 52          | 27.1%        | 117                    | 60.9%        | 15         | 7.8%         | 6          | 3.1%        | 2         | 1.0%        | 192         |
|  | Total        | 173         | 27.3%        | 342                    | 53.9%        | 51         | 8.0%         | 51         | 8.0%        | 17        | 2.7%        | 634         |
| Idea                                       | Urban        | 147         | 34.0%        | 199                    | 46.1%        | 48         | 11.1%        | 32         | 7.4%        | 6         | 1.4%        | 432         |
|  | Rural        | 62          | 33.2%        | 100                    | 53.5%        | 21         | 11.2%        | 3          | 1.6%        | 1         | 0.5%        | 187         |
|  | Total        | 209         | 33.8%        | 299                    | 48.3%        | 69         | 11.1%        | 35         | 5.7%        | 7         | 1.1%        | 619         |
| MTS  | Urban        | 161         | 37.7%        | 172                    | 40.3%        | 35         | 8.2%         | 51         | 11.9%       | 8         | 1.9%        | 427         |
|  | Rural        | 79          | 42.9%        | 86                     | 46.7%        | 6          | 3.3%         | 13         | 7.1%        | 0         | 0.0%        | 184         |
|  | Total        | 240         | 39.3%        | 258                    | 42.2%        | 41         | 6.7%         | 64         | 10.5%       | 8         | 1.3%        | 611         |
| Reliance                                   | Urban        | 144         | 33.8%        | 194                    | 45.5%        | 52         | 12.2%        | 34         | 8.0%        | 2         | 0.5%        | 426         |
|  | Rural        | 71          | 37.8%        | 101                    | 53.7%        | 12         | 6.4%         | 1          | 0.5%        | 3         | 1.6%        | 188         |
|  | Total        | 215         | 35.0%        | 295                    | 48.0%        | 64         | 10.4%        | 35         | 5.7%        | 5         | 0.8%        | 614         |
| TTSL                                       | Urban        | 155         | 35.4%        | 195                    | 44.5%        | 44         | 10.0%        | 39         | 8.9%        | 5         | 1.1%        | 438         |
|  | Rural        | 61          | 32.4%        | 119                    | 63.3%        | 4          | 2.1%         | 3          | 1.6%        | 1         | 0.5%        | 188         |
|  | Total        | 216         | 34.5%        | 314                    | 50.2%        | 48         | 7.7%         | 42         | 6.7%        | 6         | 1.0%        | 626         |
| Vodafone                                   | Urban        | 158         | 36.9%        | 196                    | 45.8%        | 43         | 10.0%        | 28         | 6.5%        | 3         | 0.7%        | 428         |
|  | Rural        | 86          | 47.0%        | 79                     | 43.2%        | 11         | 6.0%         | 2          | 1.1%        | 5         | 2.7%        | 183         |
|  | Total        | 244         | 39.9%        | 275                    | 45.0%        | 54         | 8.8%         | 30         | 4.9%        | 8         | 1.3%        | 611         |
| <b>Total</b>                               | <b>Urban</b> | <b>1152</b> | <b>33.4%</b> | <b>1584</b>            | <b>45.9%</b> | <b>360</b> | <b>10.4%</b> | <b>297</b> | <b>8.6%</b> | <b>57</b> | <b>1.7%</b> | <b>3450</b> |
|  | <b>Rural</b> | <b>528</b>  | <b>35.2%</b> | <b>819</b>             | <b>54.5%</b> | <b>105</b> | <b>7.0%</b>  | <b>36</b>  | <b>2.4%</b> | <b>14</b> | <b>0.9%</b> | <b>1502</b> |
|  | <b>Total</b> | <b>1680</b> | <b>33.9%</b> | <b>2403</b>            | <b>48.5%</b> | <b>465</b> | <b>9.4%</b>  | <b>333</b> | <b>6.7%</b> | <b>71</b> | <b>1.4%</b> | <b>4952</b> |

- Nearly half (48.5%) of the respondents covered in Rajasthan Service Area were found to be in business or self employed, followed by service class (33.9%).
- Around 9.4% of the total sample covered, were students and other 6.7% were housewives.



### 3.3.2.4 Usage Type

| Rajasthan cellular: Usage type |              |             |              |            |             |             |
|--------------------------------|--------------|-------------|--------------|------------|-------------|-------------|
| Service Provider               |              | Residential |              | Commercial |             | Total       |
|                                |              | Count       | %            | Count      | %           | Count       |
| Aircel                         | Urban        | 393         | 92.3%        | 33         | 7.7%        | 426         |
|                                | Rural        | 179         | 95.7%        | 8          | 4.3%        | 187         |
|                                | Total        | 572         | 93.3%        | 41         | 6.7%        | 613         |
| Airtel                         | Urban        | 385         | 89.3%        | 46         | 10.7%       | 431         |
|                                | Rural        | 183         | 94.8%        | 10         | 5.2%        | 193         |
|                                | Total        | 568         | 91.0%        | 56         | 9.0%        | 624         |
| BSNL                           | Urban        | 401         | 90.7%        | 41         | 9.3%        | 442         |
|                                | Rural        | 180         | 93.8%        | 12         | 6.2%        | 192         |
|                                | Total        | 581         | 91.6%        | 53         | 8.4%        | 634         |
| Idea                           | Urban        | 393         | 91.0%        | 39         | 9.0%        | 432         |
|                                | Rural        | 175         | 93.6%        | 12         | 6.4%        | 187         |
|                                | Total        | 568         | 91.8%        | 51         | 8.2%        | 619         |
| MTS                            | Urban        | 409         | 95.8%        | 18         | 4.2%        | 427         |
|                                | Rural        | 182         | 98.9%        | 2          | 1.1%        | 184         |
|                                | Total        | 591         | 96.7%        | 20         | 3.3%        | 611         |
| Reliance                       | Urban        | 407         | 95.5%        | 19         | 4.5%        | 426         |
|                                | Rural        | 181         | 96.3%        | 7          | 3.7%        | 188         |
|                                | Total        | 588         | 95.8%        | 26         | 4.2%        | 614         |
| TTSL                           | Urban        | 396         | 90.4%        | 42         | 9.6%        | 438         |
|                                | Rural        | 185         | 98.4%        | 3          | 1.6%        | 188         |
|                                | Total        | 581         | 92.8%        | 45         | 7.2%        | 626         |
| Vodafone                       | Urban        | 384         | 89.7%        | 44         | 10.3%       | 428         |
|                                | Rural        | 169         | 92.3%        | 14         | 7.7%        | 183         |
|                                | Total        | 553         | 90.5%        | 58         | 9.5%        | 611         |
| <b>Total</b>                   | <b>Urban</b> | <b>3168</b> | <b>91.8%</b> | <b>282</b> | <b>8.2%</b> | <b>3450</b> |
|                                | <b>Rural</b> | <b>1434</b> | <b>95.5%</b> | <b>68</b>  | <b>4.5%</b> | <b>1502</b> |
|                                | <b>Total</b> | <b>4602</b> | <b>92.9%</b> | <b>350</b> | <b>7.1%</b> | <b>4952</b> |

- In Rajasthan Service Area, around 7.1% (350) of the total respondents were found to be using their cellular phone for commercial purpose. This was found to be maximum in the case of Vodafone (9.5%) followed by Airtel subscribers (9.0%).



### 3.3.2.5 Monthly Household Income Distribution

| Rajasthan Cellular: Household Income |              |                      |              |                      |              |                      |              |                      |             |              |             |             |
|--------------------------------------|--------------|----------------------|--------------|----------------------|--------------|----------------------|--------------|----------------------|-------------|--------------|-------------|-------------|
| Service Provider                     |              | Less than Rs. 10,000 |              | Rs.10,000- Rs.30,000 |              | Rs.30,000- Rs.1 lakh |              | More than Rs. 1 lakh |             | Not provided |             | Total       |
|                                      |              | Count                | %            | Count                | %            | Count                | %            | Count                | %           | Count        | %           | Count       |
| Aircel                               | Urban        | 84                   | 19.7%        | 255                  | 59.9%        | 72                   | 16.9%        | 4                    | 0.9%        | 11           | 2.6%        | 426         |
|                                      | Rural        | 44                   | 23.5%        | 121                  | 64.7%        | 8                    | 4.3%         | 0                    | 0.0%        | 14           | 7.5%        | 187         |
|                                      | Total        | 128                  | 20.9%        | 376                  | 61.3%        | 80                   | 13.1%        | 4                    | 0.7%        | 25           | 4.1%        | 613         |
| Airtel                               | Urban        | 69                   | 16.0%        | 260                  | 60.3%        | 87                   | 20.2%        | 8                    | 1.9%        | 7            | 1.6%        | 431         |
|                                      | Rural        | 38                   | 19.7%        | 141                  | 73.1%        | 13                   | 6.7%         | 0                    | 0.0%        | 1            | 0.5%        | 193         |
|                                      | Total        | 107                  | 17.1%        | 401                  | 64.3%        | 100                  | 16.0%        | 8                    | 1.3%        | 8            | 1.3%        | 624         |
| BSNL                                 | Urban        | 70                   | 15.8%        | 261                  | 59.0%        | 75                   | 17.0%        | 3                    | 0.7%        | 33           | 7.5%        | 442         |
|                                      | Rural        | 40                   | 20.8%        | 112                  | 58.3%        | 31                   | 16.1%        | 0                    | 0.0%        | 9            | 4.7%        | 192         |
|                                      | Total        | 110                  | 17.4%        | 373                  | 58.8%        | 106                  | 16.7%        | 3                    | 0.5%        | 42           | 6.6%        | 634         |
| Idea                                 | Urban        | 67                   | 15.5%        | 254                  | 58.8%        | 91                   | 21.1%        | 6                    | 1.4%        | 14           | 3.2%        | 432         |
|                                      | Rural        | 58                   | 31.0%        | 104                  | 55.6%        | 9                    | 4.8%         | 0                    | 0.0%        | 16           | 8.6%        | 187         |
|                                      | Total        | 125                  | 20.2%        | 358                  | 57.8%        | 100                  | 16.2%        | 6                    | 1.0%        | 30           | 4.8%        | 619         |
| MTS                                  | Urban        | 99                   | 23.2%        | 258                  | 60.4%        | 50                   | 11.7%        | 2                    | 0.5%        | 18           | 4.2%        | 427         |
|                                      | Rural        | 67                   | 36.4%        | 95                   | 51.6%        | 3                    | 1.6%         | 0                    | 0.0%        | 19           | 10.3%       | 184         |
|                                      | Total        | 166                  | 27.2%        | 353                  | 57.8%        | 53                   | 8.7%         | 2                    | 0.3%        | 37           | 6.1%        | 611         |
| Reliance                             | Urban        | 107                  | 25.1%        | 225                  | 52.8%        | 68                   | 16.0%        | 7                    | 1.6%        | 19           | 4.5%        | 426         |
|                                      | Rural        | 95                   | 50.5%        | 66                   | 35.1%        | 3                    | 1.6%         | 0                    | 0.0%        | 24           | 12.8%       | 188         |
|                                      | Total        | 202                  | 32.9%        | 291                  | 47.4%        | 71                   | 11.6%        | 7                    | 1.1%        | 43           | 7.0%        | 614         |
| TTSL                                 | Urban        | 161                  | 36.8%        | 242                  | 55.3%        | 15                   | 3.4%         | 1                    | 0.2%        | 19           | 4.3%        | 438         |
|                                      | Rural        | 58                   | 30.9%        | 107                  | 56.9%        | 8                    | 4.3%         | 0                    | 0.0%        | 15           | 8.0%        | 188         |
|                                      | Total        | 219                  | 35.0%        | 349                  | 55.8%        | 23                   | 3.7%         | 1                    | 0.2%        | 34           | 5.4%        | 626         |
| Vodafone                             | Urban        | 123                  | 28.7%        | 259                  | 60.5%        | 38                   | 8.9%         | 1                    | 0.2%        | 7            | 1.6%        | 428         |
|                                      | Rural        | 50                   | 27.3%        | 114                  | 62.3%        | 6                    | 3.3%         | 0                    | 0.0%        | 13           | 7.1%        | 183         |
|                                      | Total        | 173                  | 28.3%        | 373                  | 61.0%        | 44                   | 7.2%         | 1                    | 0.2%        | 20           | 3.3%        | 611         |
| <b>Total</b>                         | <b>Urban</b> | <b>780</b>           | <b>22.6%</b> | <b>2014</b>          | <b>58.4%</b> | <b>496</b>           | <b>14.4%</b> | <b>32</b>            | <b>0.9%</b> | <b>128</b>   | <b>3.7%</b> | <b>3450</b> |
|                                      | <b>Rural</b> | <b>450</b>           | <b>30.0%</b> | <b>860</b>           | <b>57.3%</b> | <b>81</b>            | <b>5.4%</b>  | <b>0</b>             | <b>0.0%</b> | <b>111</b>   | <b>7.4%</b> | <b>1502</b> |
|                                      | <b>Total</b> | <b>1230</b>          | <b>24.8%</b> | <b>2874</b>          | <b>58.0%</b> | <b>577</b>           | <b>11.7%</b> | <b>32</b>            | <b>0.6%</b> | <b>239</b>   | <b>4.8%</b> | <b>4952</b> |

- Almost three out of five (58.0%) subscribers covered in Rajasthan during the survey, fall within the monthly income bracket of Rs. 10,000-Rs. 30,000 followed by less than Rs.10,000 (24.8%).
- The pattern of the household income was found to be similar, both in rural and urban areas.



### 3.3.3 Broadband service

#### 3.3.3.1 Gender Profile

| Rajasthan Broadband: Gender Profile |       |       |       |        |       |       |
|-------------------------------------|-------|-------|-------|--------|-------|-------|
|                                     |       | Male  |       | Female |       | Total |
| SP                                  | Area  | Count | %     | Count  | %     | Count |
| Airtel                              | Urban | 478   | 79.1% | 126    | 20.9% | 604   |
| BSNL                                | Urban | 322   | 86.8% | 49     | 13.2% | 371   |
|                                     | Rural | 273   | 96.5% | 10     | 3.5%  | 283   |
|                                     | Total | 595   | 91.0% | 59     | 9.0%  | 654   |
| Rel Com                             | Urban | 525   | 86.1% | 85     | 13.9% | 610   |
| Total                               | Urban | 1325  | 83.6% | 260    | 16.4% | 1585  |
|                                     | Rural | 273   | 96.5% | 10     | 3.5%  | 283   |
|                                     | Total | 1598  | 85.5% | 270    | 14.5% | 1868  |

Altogether 1598 (85.5%) were males and remaining 270 (14.5%) were females. Highest percentages of females were from Airtel (20.9%).

#### 3.3.3.2 Age Profile

| Rajasthan: Broadband services: Age Structure (in years) |       |              |       |       |       |       |       |              |       |       |
|---|-------|--------------|-------|-------|-------|-------|-------|--------------|-------|-------|
| Service Provider  |       | Less than 25 |       | 25-34 |       | 35-44 |       | 45 and above |       | Total |
|   |       | Count        | %     | Count | %     | Count | %     | Count        | %     | Count |
| Airtel  | Urban | 95           | 15.7% | 109   | 18.0% | 265   | 43.9% | 135          | 22.4% | 604   |
| BSNL  | Urban | 49           | 13.2% | 173   | 46.6% | 82    | 22.1% | 67           | 18.1% | 371   |
|   | Rural | 25           | 8.8%  | 130   | 45.9% | 67    | 23.7% | 61           | 21.6% | 283   |
|   | Total | 74           | 11.3% | 303   | 46.3% | 149   | 22.8% | 128          | 19.6% | 654   |
| Rel Com   | Urban | 56           | 9.2%  | 230   | 37.7% | 258   | 42.3% | 66           | 10.8% | 610   |
| Total   | Urban | 200          | 12.6% | 512   | 32.3% | 605   | 38.2% | 268          | 16.9% | 1585  |
|   | Rural | 25           | 8.8%  | 130   | 45.9% | 67    | 23.7% | 61           | 21.6% | 283   |
|   | Total | 225          | 12.0% | 642   | 34.4% | 672   | 36.0% | 329          | 17.6% | 1868  |

Majority belonged to the age group of 35-44 years (36%), closely followed by over 25-34 years (34.4%). However in rural areas majority were in age group of 25-34 years (46%).

#### 3.3.3.3 Occupational Structure

| Rajasthan: broadband services: occupation structure of subscribers |       |         |       |                        |       |         |      |           |       |         |      |       |
|--|-------|---------|-------|------------------------|-------|---------|------|-----------|-------|---------|------|-------|
| Service Provider   |       | Service |       | Business/self employee |       | Student |      | Housewife |       | Retired |      | Total |
|  |       | Count   | %     | Count                  | %     | Count   | %    | Count     | %     | Count   | %    | Count |
| Airtel   | Urban | 162     | 26.8% | 318                    | 52.6% | 14      | 2.3% | 105       | 17.4% | 5       | 0.8% | 604   |
| BSNL   | Urban | 141     | 38.0% | 175                    | 47.2% | 11      | 3.0% | 41        | 11.1% | 3       | 0.8% | 371   |
|  | Rural | 188     | 66.4% | 73                     | 25.8% | 1       | 0.4% | 9         | 3.2%  | 12      | 4.2% | 283   |
|  | Total | 329     | 50.3% | 248                    | 37.9% | 12      | 1.8% | 50        | 7.6%  | 15      | 2.3% | 654   |
| Rel Com  | Urban | 212     | 34.8% | 302                    | 49.5% | 15      | 2.5% | 65        | 10.7% | 16      | 2.6% | 610   |
| Total  | Urban | 515     | 32.5% | 795                    | 50.2% | 40      | 2.5% | 211       | 13.3% | 24      | 1.5% | 1585  |
|  | Rural | 188     | 66.4% | 73                     | 25.8% | 1       | 0.4% | 9         | 3.2%  | 12      | 4.2% | 283   |
|  | Total | 703     | 37.6% | 868                    | 46.5% | 41      | 2.2% | 220       | 11.8% | 36      | 1.9% | 1868  |

Majority of the covered respondents had business/ self employed (46.5%) and in service (37.6%). Around 11.8% were housewives and 2.2% students.



### 3.3.3.4 Usage Type

| Rajasthan: Broadband services: Usage Type |              |             |              |            |              |             |
|---|--------------|-------------|--------------|------------|--------------|-------------|
| Service Provider                          |              | Residential |              | Commercial |              | Total       |
|   |              | Count       | %            | Count      | %            | Count       |
| Airtel                                    | Urban        | 475         | 78.6%        | 129        | 21.4%        | 604         |
|   | Rural        | 0           | 0.0%         | 0          | 0.0%         | 0           |
|   | Total        | 475         | 78.6%        | 129        | 21.4%        | 604         |
| BSNL                                      | Urban        | 306         | 82.5%        | 65         | 17.5%        | 371         |
|   | Rural        | 274         | 96.8%        | 9          | 3.2%         | 283         |
|   | Total        | 580         | 88.7%        | 74         | 11.3%        | 654         |
| Reliance                                  | Urban        | 483         | 79.2%        | 127        | 20.8%        | 610         |
|   | Rural        | 0           | 0.0%         | 0          | 0.0%         | 0           |
|   | Total        | 483         | 79.2%        | 127        | 20.8%        | 610         |
| <b>Total</b>                              | <b>Urban</b> | <b>1264</b> | <b>79.7%</b> | <b>321</b> | <b>20.3%</b> | <b>1585</b> |
|   | <b>Rural</b> | <b>274</b>  | <b>96.8%</b> | <b>9</b>   | <b>3.2%</b>  | <b>283</b>  |
|   | <b>Total</b> | <b>1538</b> | <b>82.3%</b> | <b>330</b> | <b>17.7%</b> | <b>1868</b> |

Overall, 17.7% of the respondents were using their broadband service for commercial purpose in Rajasthan Service Area. In the case of Airtel and Reliance around one fifth of respondents were using for commercial purpose.

### 3.3.3.5 Monthly Household Income Structure

| Rajasthan: BB services: Household income group |              |                      |              |                      |              |                      |              |                      |             |              |              |             |
|--|--------------|----------------------|--------------|----------------------|--------------|----------------------|--------------|----------------------|-------------|--------------|--------------|-------------|
| Service Provider                               |              | Less than Rs. 10,000 |              | Rs.10,000- Rs.30,000 |              | Rs.30,000- Rs.1 lakh |              | More than Rs. 1 lakh |             | Not provided |              | Total       |
|  |              | Count                | %            | Count                | %            | Count                | %            | Count                | %           | Count        | %            | Count       |
| Airtel   | Urban        | 140                  | 23.2%        | 390                  | 64.6%        | 18                   | 3.0%         | 0                    | 0.0%        | 56           | 9.3%         | 604         |
|  | Rural        | 34                   | 9.2%         | 220                  | 59.3%        | 112                  | 30.2%        | 3                    | 0.8%        | 2            | 0.5%         | 371         |
| BSNL   | Urban        | 119                  | 42.0%        | 126                  | 44.5%        | 22                   | 7.8%         | 0                    | 0.0%        | 16           | 5.7%         | 283         |
|  | Total        | 153                  | 23.4%        | 346                  | 52.9%        | 134                  | 20.5%        | 3                    | 0.5%        | 18           | 2.8%         | 654         |
| Reliance                                       | Urban        | 138                  | 22.6%        | 292                  | 47.9%        | 58                   | 9.5%         | 11                   | 1.8%        | 111          | 18.2%        | 610         |
|  | Rural        | 312                  | 19.7%        | 902                  | 56.9%        | 188                  | 11.9%        | 14                   | 0.9%        | 169          | 10.7%        | 1585        |
| <b>Total</b>                                   | <b>Urban</b> | <b>312</b>           | <b>19.7%</b> | <b>902</b>           | <b>56.9%</b> | <b>188</b>           | <b>11.9%</b> | <b>14</b>            | <b>0.9%</b> | <b>169</b>   | <b>10.7%</b> | <b>1585</b> |
|  | <b>Rural</b> | <b>119</b>           | <b>42.0%</b> | <b>126</b>           | <b>44.5%</b> | <b>22</b>            | <b>7.8%</b>  | <b>0</b>             | <b>0.0%</b> | <b>16</b>    | <b>5.7%</b>  | <b>283</b>  |
| <b>Total</b>                                   |              | <b>431</b>           | <b>23.1%</b> | <b>1028</b>          | <b>55.0%</b> | <b>210</b>           | <b>11.2%</b> | <b>14</b>            | <b>0.7%</b> | <b>185</b>   | <b>9.9%</b>  | <b>1868</b> |

More than half (55%) of broadband subscribers covered in Rajasthan service area, had reported their monthly income as between Rs 10,000-30,000. Only one out of ten had reported between Rs 30,000 to 100,000. In the case of BSNL, however, this was reported by over 30% of the urban subscribers.



## **4**

# **CUSTOMER PERCEPTION OF TELECOM SERVICE DETAIL REPORT**



## 4.1 PERFORMANCE COMPLIANCE

### 4.1.1 PERFORMANCE COMPLIANCE CSS – Basic Service (Wireline), Rajasthan Service Area

The following table shows the performance of Basic service operators in the service area of Rajasthan on various parameters.

| CSS Wireline (SERVICE AREA -Rajasthan) - Parameter Based Performance Compliance |         |             |                      |                     |               |  |                 |                        |                  |
|---|---------|-------------|----------------------|---------------------|---------------|--|-----------------|------------------------|------------------|
| Customers Satisfied With ....   |         |             |                      |                     |               |  |                 |                        |                  |
| Operator  | Area    | Sample Size | Provision of service | Billing performance | Help Services | Network performance reliability and availability | Maintainability | Supplementary services | Overall services |
|   |         |             |                      | Post-paid           |               |  |                 |                        |                  |
|   |         | Benchmark   | >90%                 | >95%                | >90%          | >95%   | >95%            | >90%                   | >90%             |
| SERVICE AREA – Rajasthan  |         |             |                      |                     |               |  |                 |                        |                  |
| Airtel  | Urban   | 606         | 97.0%                | 92.1%               | 95.0%         | 91.7%  | 93.7%           | 87.9%                  | 93.9%            |
| BSNL  | Urban   | 426         | 97.9%                | 97.4%               | 95.1%         | 93.5%  | 94.6%           | 85.7%                  | 95.0%            |
|   | Rural   | 184         | 95.9%                | 96.6%               | 90.9%         | 89.9%  | 87.8%           | 71.4%                  | 91.0%            |
|   | Overall | 610         | 97.0%                | 97.0%               | 93.2%         | 91.9%  | 91.5%           | 83.9%                  | 93.2%            |
| MTS   | Urban   | 426         | 92.0%                | 80.4%               | 88.0%         | 85.1%  | 88.0%           | 83.7%                  | 87.2%            |
| Reliance  | Urban   | 600         | 90.2%                | 81.3%               | 81.0%         | 81.3%  | 81.4%           | 77.8%                  | 84.8%            |

**The Condition of basic telecom services, in terms of consumer perception is not so good in Rajasthan. While two out of four operators scored much below the benchmark laid down by TRAI on different parameters, other two (Airtel and BSNL) did comparatively well by scoring above average points on 4 out of 7 parameters. In the other 3 parameters where they did not manage to meet the benchmark they were slightly below the prescribed benchmarks.**

- Airtel and BSNL both the operators met the benchmark of 90% on provision of services, help services and overall services. While Airtel also managed to meet the benchmark on supplementary services, BSNL scored above benchmark in billing performance.
- Reliance was the least scorer amongst all, scoring least points on almost all the parameters.
- In rural area where BSNL is the sole provider, the perception of customers is almost similar to that of urban area except Maintainability and Supplementary services where wide differences in the rural and urban scores were observed.

**The analysis reveals that the quality of service of BSNL as well as Airtel in Rajasthan service area is better than the other two operators- MTS and Reliance.**





#### 4.1.2 PERFORMANCE COMPLIANCE (CSS) – Cellular Mobile, Rajasthan Service Area

The following table shows the performance of cellular operators in Rajasthan Service Area on various parameters.

| CSS Cellular (SERVICE AREA - Rajasthan) - Parameter Based Performance Compliance |       |             |                      |                     |           |               |  |                 |                        |                  |
|--|-------|-------------|----------------------|---------------------|-----------|---------------|--|-----------------|------------------------|------------------|
| Customers Satisfied With...  |       |             |                      |                     |           |               |  |                 |                        |                  |
| Operator   | Area  | Sample Size | Provision of service | Billing performance |           | Help Services | Network performance reliability and availability | Maintainability | Supplementary services | Overall services |
|  |       |             |                      | Pre-paid            | Post-paid |               |  |                 |                        |                  |
|  |       | Benchmark   | >90%                 | >95%                | >95%      | >90%          | >95%   | >95%            | >90%                   | >90%             |
| SERVICE AREA – Rajasthan   |       |             |                      |                     |           |               |  |                 |                        |                  |
| Aircel   | Urban | 426         | 94.1%                | 83.1%               | 87.5%     | 86.2%         | 82.1%  | 90.1%           | 88.6%                  | 89.7%            |
|  | Rural | 187         | 93.4%                | 80.3%               | NA        | 71.3%         | 74.7%  | 89.0%           | 81.3%                  | 84.5%            |
|  | Total | 613         | 93.9%                | 82.2%               | 87.5%     | 81.6%         | 79.8%  | 89.8%           | 86.7%                  | 88.1%            |
| Airtel   | Urban | 431         | 97.2%                | 97.6%               | 88.1%     | 91.4%         | 96.1%  | 97.1%           | 92.9%                  | 92.8%            |
|  | Rural | 193         | 95.9%                | 94.1%               | NA        | 83.8%         | 89.1%  | 95.3%           | 91.8%                  | 91.7%            |
|  | Total | 624         | 96.8%                | 96.4%               | 87.7%     | 89.1%         | 94.0%  | 96.6%           | 92.6%                  | 92.5%            |
| BSNL   | Urban | 442         | 95.6%                | 94.1%               | 89.7%     | 91.1%         | 88.8%  | 95.9%           | 93.7%                  | 91.2%            |
|  | Rural | 192         | 94.8%                | 84.0%               | NA        | 72.1%         | 75.3%  | 88.5%           | 90.0%                  | 81.8%            |
|  | Total | 634         | 95.4%                | 91.0%               | 88.3%     | 85.3%         | 84.7%  | 93.7%           | 92.8%                  | 88.3%            |
| Idea   | Urban | 432         | 96.8%                | 95.3%               | 87.9%     | 90.3%         | 93.5%  | 96.4%           | 94.2%                  | 91.9%            |
|  | Rural | 187         | 93.4%                | 89.7%               | NA        | 79.7%         | 87.7%  | 95.2%           | 88.2%                  | 86.1%            |
|  | Total | 619         | 95.8%                | 93.5%               | 88.0%     | 87.1%         | 91.8%  | 96.0%           | 92.7%                  | 90.1%            |
| MTS  | Urban | 427         | 95.6%                | 90.2%               | 75.0%     | 90.0%         | 92.0%  | 93.4%           | 92.0%                  | 91.6%            |
|  | Rural | 184         | 92.6%                | 87.8%               | NA        | 87.8%         | 91.3%  | 92.1%           | 88.9%                  | 91.3%            |
|  | Total | 611         | 94.7%                | 89.5%               | 75.0%     | 89.3%         | 91.8%  | 93.0%           | 91.2%                  | 91.5%            |
| Reliance   | Urban | 426         | 93.6%                | 91.9%               | 78.2%     | 85.2%         | 83.6%  | 91.2%           | 84.6%                  | 87.3%            |
|  | Rural | 188         | 90.4%                | 81.3%               | NA        | 71.4%         | 77.0%  | 90.4%           | 76.2%                  | 84.0%            |
|  | Total | 614         | 92.6%                | 88.4%               | 78.2%     | 80.9%         | 81.6%  | 91.0%           | 82.7%                  | 86.3%            |
| TTSL   | Urban | 438         | 93.2%                | 84.9%               | 87.4%     | 90.2%         | 90.2%  | 93.2%           | 91.4%                  | 90.0%            |
|  | Rural | 188         | 91.1%                | 80.1%               | NA        | 84.0%         | 89.2%  | 92.8%           | 72.0%                  | 87.2%            |
|  | Total | 626         | 92.5%                | 83.4%               | 87.3%     | 88.3%         | 89.9%  | 93.1%           | 87.3%                  | 89.1%            |
| Vodafone   | Urban | 428         | 97.1%                | 95.0%               | 94.0%     | 92.1%         | 92.5%  | 95.1%           | 92.6%                  | 92.8%            |
|  | Rural | 183         | 93.4%                | 90.2%               | NA        | 78.7%         | 87.8%  | 94.3%           | 91.5%                  | 88.0%            |
|  | Total | 611         | 96.0%                | 93.4%               | 93.8%     | 88.1%         | 91.1%  | 94.8%           | 92.3%                  | 91.3%            |

\*Sample size for each of the service providers providing postpaid services in rural areas is too low (<9) to make any qualitative analysis. Therefore their performance is not reported here.

The analysis reveals that in terms of meeting the benchmark, none of the operators were able to meet the benchmark on all the standards prescribed by TRAI.

- On overall services, Airtel and MTS were the only two operators to meet benchmark in rural and urban areas.
- The situation with Network is very bad as none of the operators, except Airtel in urban area, were able to meet the prescribed benchmark.
- Similarly performance of billing service and help service is also poor.

**Performance analysis of eight operators providing cellular service in Rajasthan shows that situation is not good. All operators need to improve their services.**



## 4.1 PERFORMANCE COMPLIANCE

### 4.1.3 PERFORMANCE COMPLIANCE CSS – Broadband, Rajasthan Service Area

The following table shows the performance of Broadband service operators in the service area of Rajasthan on various parameters.

| CSS Broadband (SERVICE AREA -Rajasthan) - Parameter Based Performance Compliance |         |             |                      |                     |               |  |                 |                        |                  |
|--|---------|-------------|----------------------|---------------------|---------------|--|-----------------|------------------------|------------------|
| Customers satisfied with .....   |         |             |                      |                     |               |  |                 |                        |                  |
| Operator   | Area    | Sample Size | Provision of service | Billing performance | Help Services | Network performance reliability and availability | Maintainability | Supplementary services | Overall services |
|  |         |             |                      | Post-paid           |               |  |                 |                        |                  |
|  |         | Benchmark   | >90%                 | >90%                | >90%          | >85%   | >85%            | >85%                   | >85%             |
| SERVICE AREA – Rajasthan   |         |             |                      |                     |               |  |                 |                        |                  |
| Airtel   | Urban   | 604         | 95.7%                | 92.1%               | 94.2%         | 86.3%  | 84.5%           | 89.6%                  | 90.1%            |
| BSNL   | Urban   | 371         | 96.3%                | 94.1%               | 93.3%         | 84.0%  | 83.6%           | 87.5%                  | 89.5%            |
|  | Rural   | 283         | 95.5%                | 92.3%               | 90.4%         | 82.3%  | 82.2%           | 81.3%                  | 87.3%            |
|  | Overall | 654         | 96.0%                | 93.3%               | 92.0%         | 83.3%  | 83.0%           | 85.4%                  | 88.5%            |
| Reliance   | Urban   | 610         | 91.0%                | 84.1%               | 84.6%         | 78.6%  | 78.6%           | 80.0%                  | 83.1%            |

**The Condition of Broadband services, in terms of consumer perception is improving in Rajasthan. 2 out of 3 operators (Airtel and BSNL) were able to meet the TRAI prescribed benchmark on most of the parameters.**

- Airtel met the benchmark on all the parameters except maintainability where it was slightly below the benchmark.
- The performance of BSNL was also good in urban areas, where it managed to meet the benchmark on all but 2 parameters - Network and maintainability. However, on both these aspects it scored close to the benchmark.
- BSNL in rural area was also performing nicely as it met the benchmark on 4 out of seven parameters.
- However, Reliance was able to meet the benchmark on only one parameter in Rajasthan – provision of service. On all the other parameters its performance was critical.

**The analysis reveals that the satisfaction from the quality of broadband service of both BSNL and Airtel is nearly the same; however, performance of Reliance has to be improved significantly in Rajasthan.**

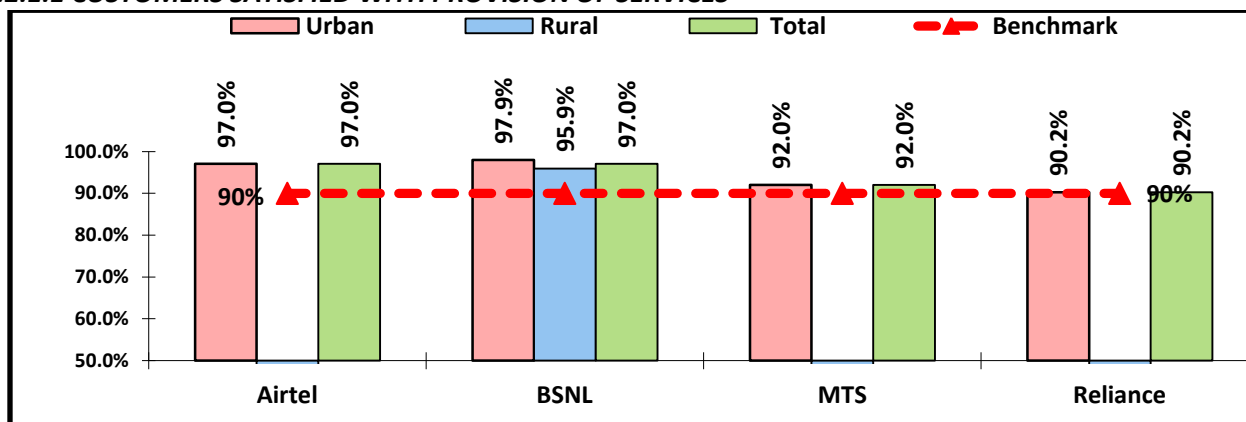


## **4.2 GRAPHICAL PRESENTATION**



## 4.2.1 BASIC WIRE LINE – Rajasthan Service Area

### 4.2.1.1 CUSTOMERS SATISFIED WITH PROVISION OF SERVICES



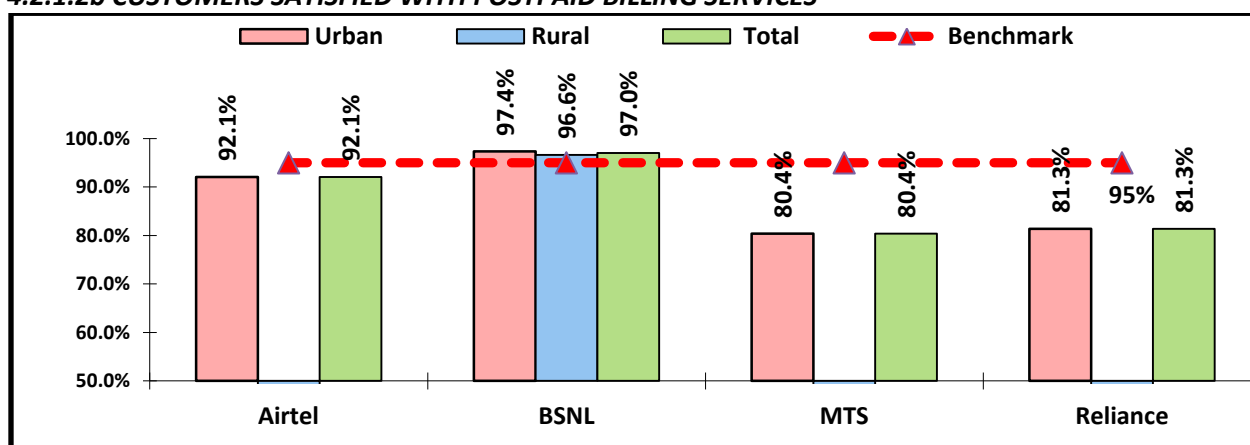
Source: Q1.1, Q1.2 and Q1.3 of the qnr

- Survey was conducted for four operators providing basic wire-line services in Rajasthan Service Area. Only BSNL is providing basic service in the covered rural areas of Rajasthan.
- All the operators were found to be meeting the benchmark of >90%. BSNL was also meeting benchmark in rural area.
- Percentage of consumers satisfied with the provision of services, attained by all the operators ranged from 90.2% (Reliance) and 97.9% (BSNL) in urban areas and 95.9% (BSNL) in rural area.

### 4.2.1.2a CUSTOMERS SATISFIED WITH PREPAID BILLING SERVICES

None of the operators provide prepaid basic wire-line services. Hence only postpaid customers were covered during the survey.

### 4.2.1.2b CUSTOMERS SATISFIED WITH POSTPAID BILLING SERVICES

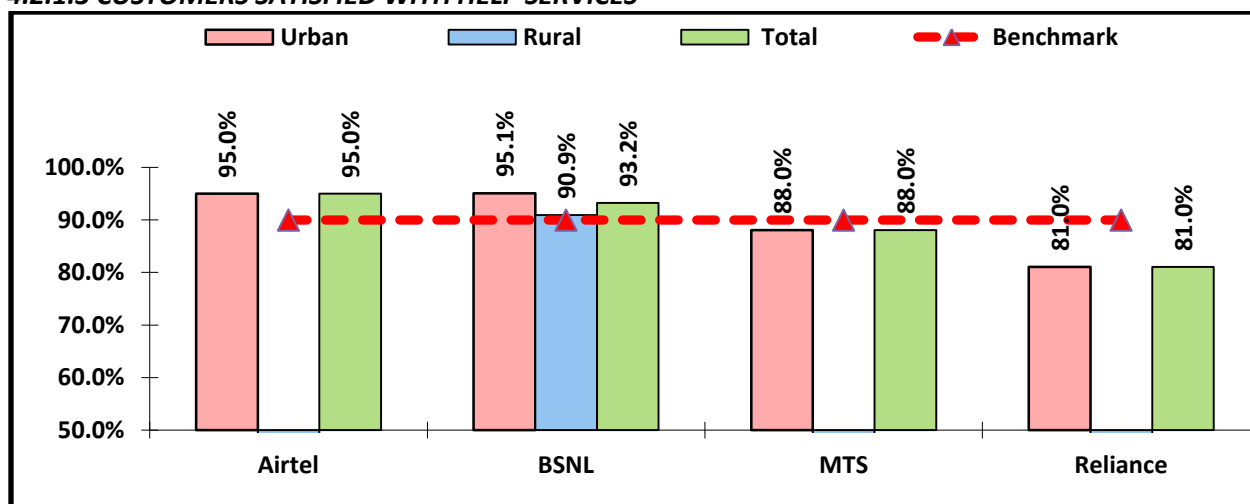


Source: Q2.5, Q2.6 and Q2.7 of the qnr

- Only BSNL was meeting the benchmark of >95% in postpaid billing performance in both urban and rural areas.
- Percentage of consumers satisfied with the postpaid billing services, attained by all the operators ranged from 80.4% (MTS) and 97.4% (BSNL) in urban area and 96.6% (BSNL) in rural area.



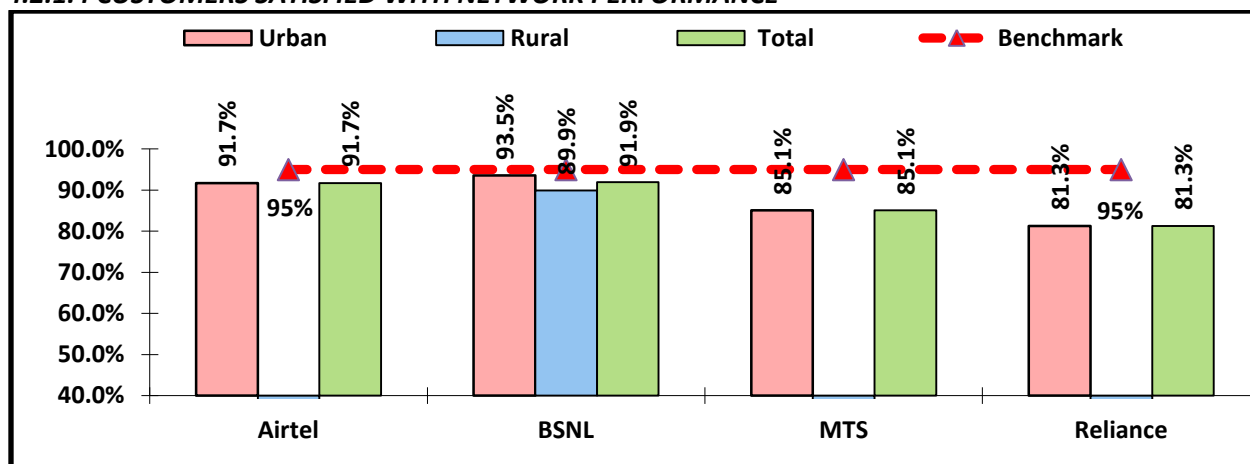
#### 4.2.1.3 CUSTOMERS SATISFIED WITH HELP SERVICES



Source: Q3.1, Q3.2, Q3.3 and Q3.4 of the qnr

- Both Airtel and BSNL were meeting the benchmark of >90% in urban areas. BSNL- the sole provider in rural area was also meeting the benchmark.
- Percentage of consumers satisfied with the help services, attained by all the operators ranged from 81.0% (Reliance) to 95.1% (BSNL) in urban area and 90.9% (BSNL) in rural area.

#### 4.2.1.4 CUSTOMERS SATISFIED WITH NETWORK PERFORMANCE

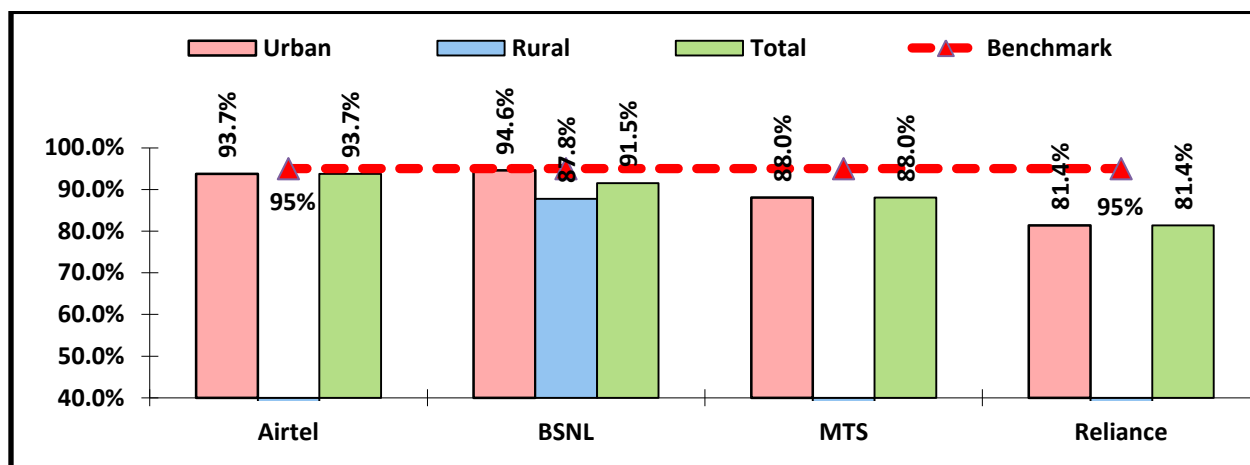


Source: Q4.1, Q4.2 and Q4.3 of the qnr

- None of the operators were able to meet the benchmark of >95% in both urban and rural areas.
- Percentage of consumers satisfied with the network performance, attained by all the operators ranged from 81.3% (Reliance) to 93.5% (BSNL) in urban area and 89.9% (BSNL) in rural area.



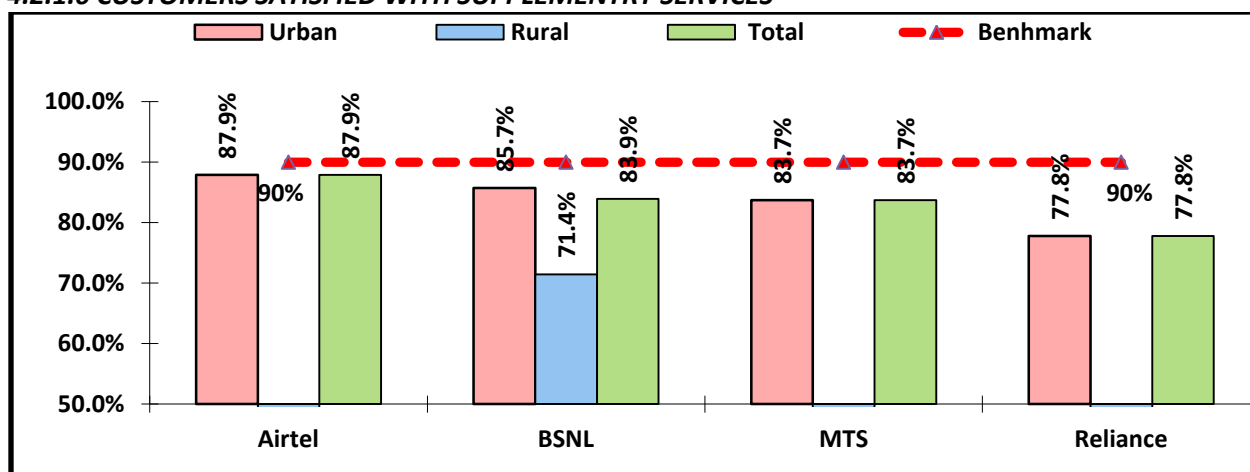
#### 4.2.1.5 CUSTOMERS SATISFIED WITH MAINTAINABILITY



Source: Q5.1 and Q5.2 of the qnr

- None were able to meet the benchmark of >95% in both urban and rural areas.
- Percentage of consumers satisfied with the maintainability, attained by all the operators ranged from 81.4% (Reliance) and 94.6% (BSNL) in urban area and 87.8% (BSNL) in rural area.

#### 4.2.1.6 CUSTOMERS SATISFIED WITH SUPPLEMENTARY SERVICES

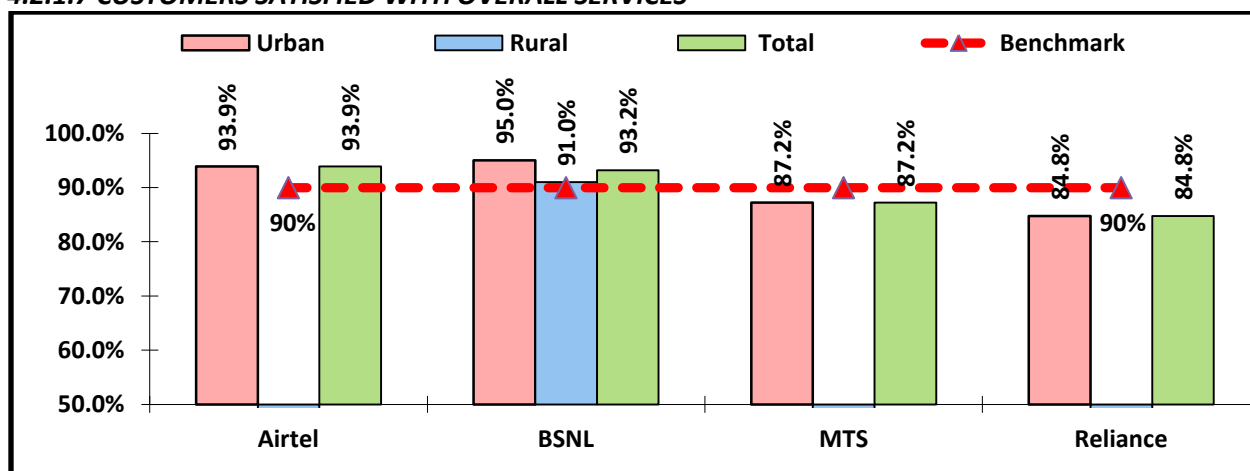


Source: Q6.1 and Q6.2 of the qnr

- None of the operators were able to meet the benchmark of >90% in supplementary services
- Percentage of consumers satisfied with the supplementary services, attained by all the operators in urban area ranged from 77.8% (Reliance) and 87.9% (Airtel). In rural area it was 71.4% (BSNL).



#### 4.2.1.7 CUSTOMERS SATISFIED WITH OVERALL SERVICES



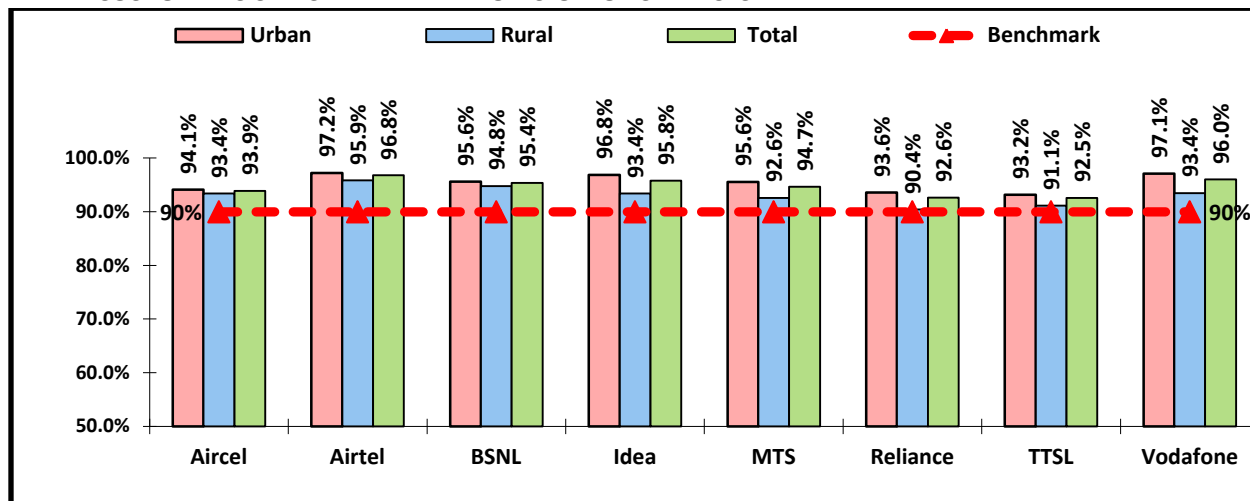
Source: Q7 of the qnr

- Only Airtel and BSNL had met the benchmark of >90% in overall services in urban area. BSNL providing service in rural area was also able to meet the benchmark.
- Percentage of consumers satisfied with the overall services, attained by all the operators ranged from 84.8% (Reliance) and 95.0% (BSNL) in urban area and 91.0% (BSNL) in rural area.



## 4.2.2 CELLULAR SERVICE – Service area (RAJASTHAN)

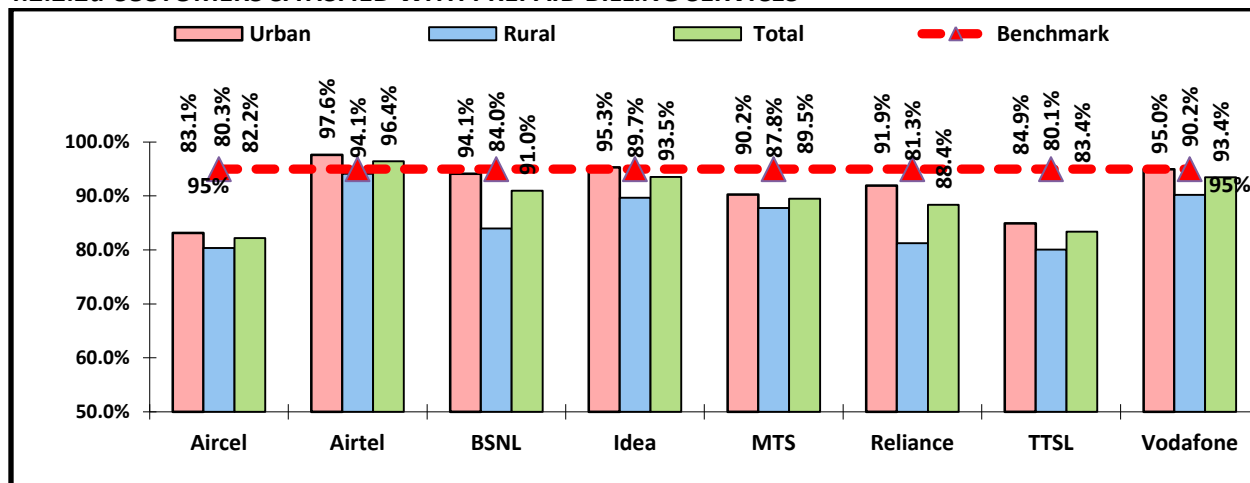
### 4.2.2.1 CUSTOMERS SATISFIED WITH PROVISION OF SERVICES



Source: Q1.1, Q1.2 and Q1.3 of the qnr

- Survey was conducted for eight operators providing cellular services in Rajasthan. On provision of service, all operators were found to be meeting the benchmark of >90%.
- Percentage of consumers satisfied with the provision of services attained by all the eight operators ranged from 93.2% (TTSL) to 97.2% (Airtel) in urban area and 90.4% (Reliance) to 95.9% (Airtel) in rural area.

### 4.2.2.2a CUSTOMERS SATISFIED WITH PREPAID BILLING SERVICES



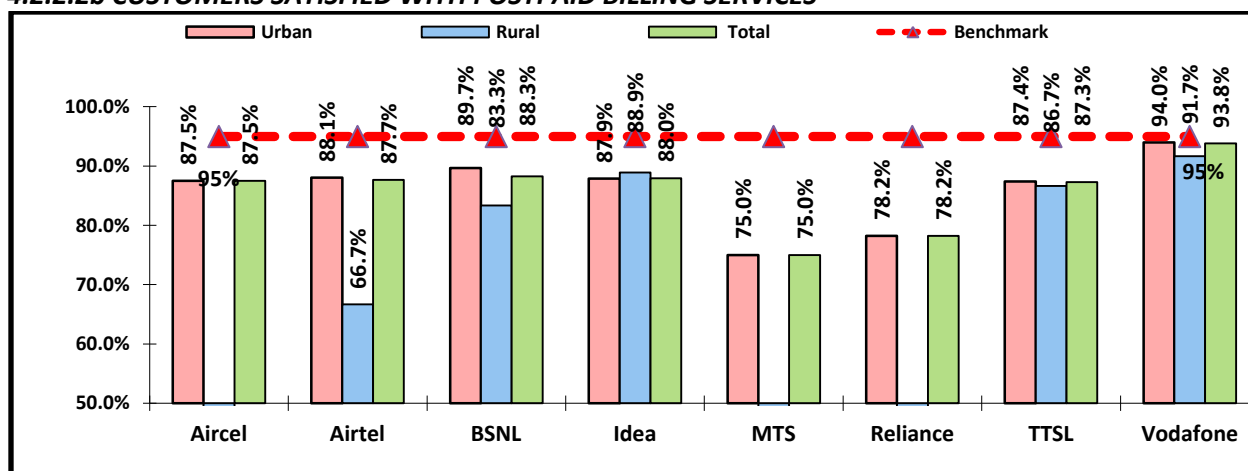
Source: Q2.1, Q2.2, Q2.3 and Q2.4 of the qnr

- None of the operators in rural area and only three in urban area were found to be meeting the benchmark of >95%.
- Percentages of satisfied consumer by all the operators ranged from 83.1% (Aircel) to 97.6% (Airtel) in urban area and 80.1% (TTSL) to 94.1% (Airtel) in rural area.





#### 4.2.2.2b CUSTOMERS SATISFIED WITH POSTPAID BILLING SERVICES

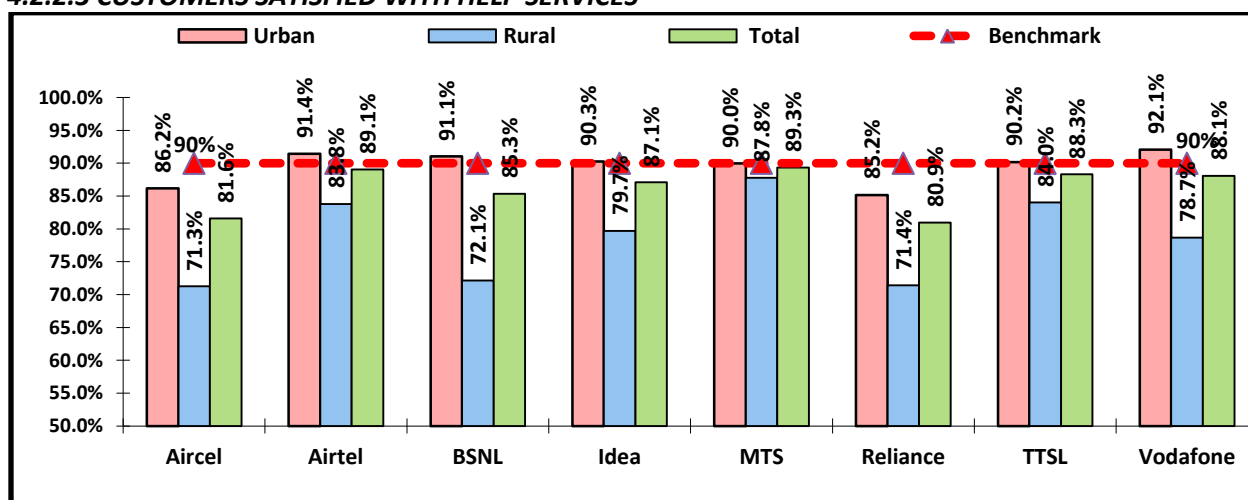


\*Sample size for each of the service providers providing postpaid services in rural area is too low (<9), to make any qualitative analysis.

Source: Q2.5, Q2.6 and Q2.7 of the qnr

- None of the service provider could meet the benchmark of >95% in Rajasthan service area.
- Percentage of satisfied consumers by all the eight operators ranged from 75.0% (MTS) to 94.0% (Vodafone) in urban area.

#### 4.2.2.3 CUSTOMERS SATISFIED WITH HELP SERVICES

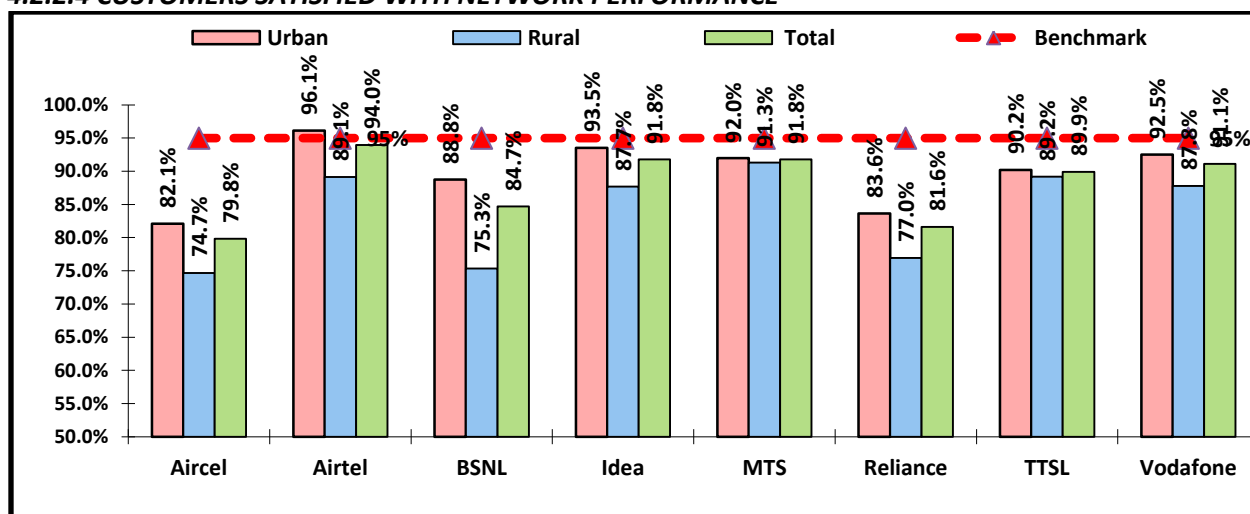


Source: Q3.1, Q3.2, Q3.3, Q3.4 and Q3.5 of the qnr

- Two operators (Aircel & Reliance) in urban areas and all the operators in rural area, had not met the benchmark of >90%.
- Percentage of consumers satisfied by all the eight operators ranged from 85.2% (Reliance) to 92.1% (Vodafone) in urban area and 71.3% (Aircel) to 87.8% (MTS) in rural area.



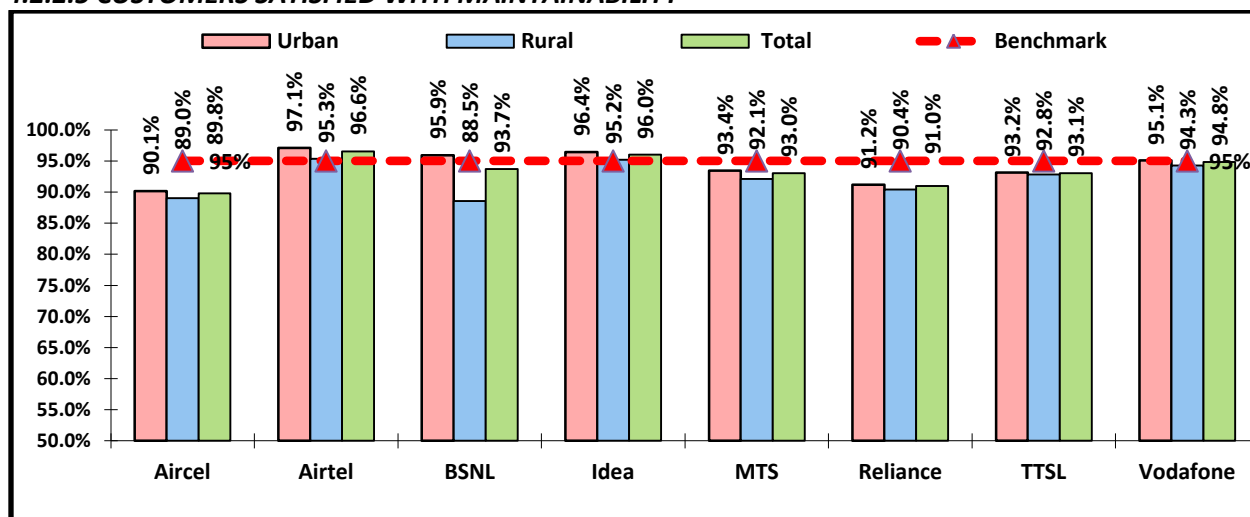
#### 4.2.2.4 CUSTOMERS SATISFIED WITH NETWORK PERFORMANCE



Source: Q4.1, Q4.2 and Q4.3 of the qnr

- Only Airtel, that also in urban area could meet the benchmark of >95%. None of the operator could meet the benchmark in rural area.
- Percentages of customers satisfied by all the operators ranged from 82.1% (Aircel) to 96.1% (Airtel) in urban area and 74.7% (Aircel) to 91.3% (MTS) in rural area.

#### 4.2.2.5 CUSTOMERS SATISFIED WITH MAINTAINABILITY

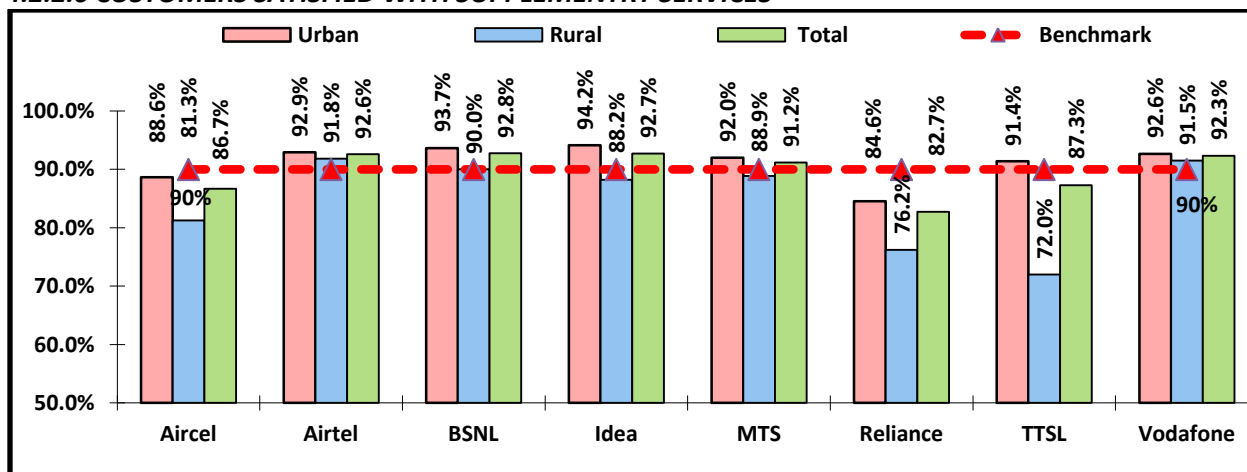


Source: Q5.1 and Q5.2 of the qnr

- Airtel, Idea, Vodafone & BSNL in urban area and Airtel and Idea in rural area also, had met the benchmark of >95%.
- Percentage of satisfied consumers by all the operators ranged from 90.1% (Aircel) to 97.1% (Airtel) in urban area and 88.5% (BSNL) to 95.3% (Airtel) in rural area.



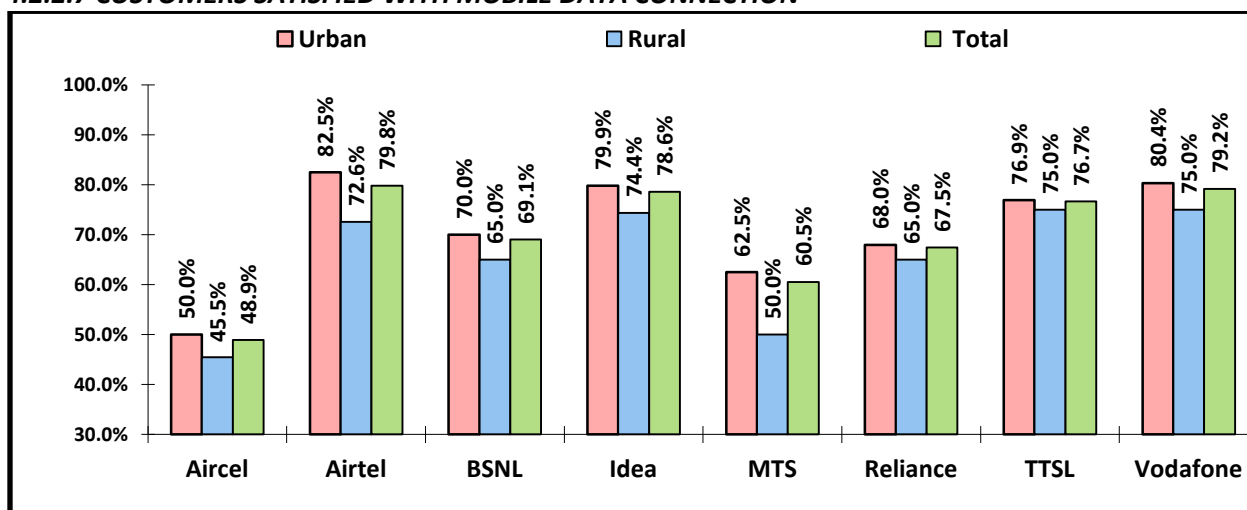
#### 4.2.2.6 CUSTOMERS SATISFIED WITH SUPPLEMENTRY SERVICES



Source: Q6.1 and Q6.2 of the qnr

- Two (Aircel & Reliance) in urban area and five (Aircel, Idea, MTS, Reliance & TTSL) of the operators in rural area **had not met** the benchmark of >90%.
- Percentage of consumers satisfied by all the eight operators ranged from 84.6% (Reliance) to 94.2% (Idea) in urban area and 72.0% (TTSL) to 91.8% (Airtel) in rural area.

#### 4.2.2.7 CUSTOMERS SATISFIED WITH MOBILE DATA CONNECTION<sup>2</sup>



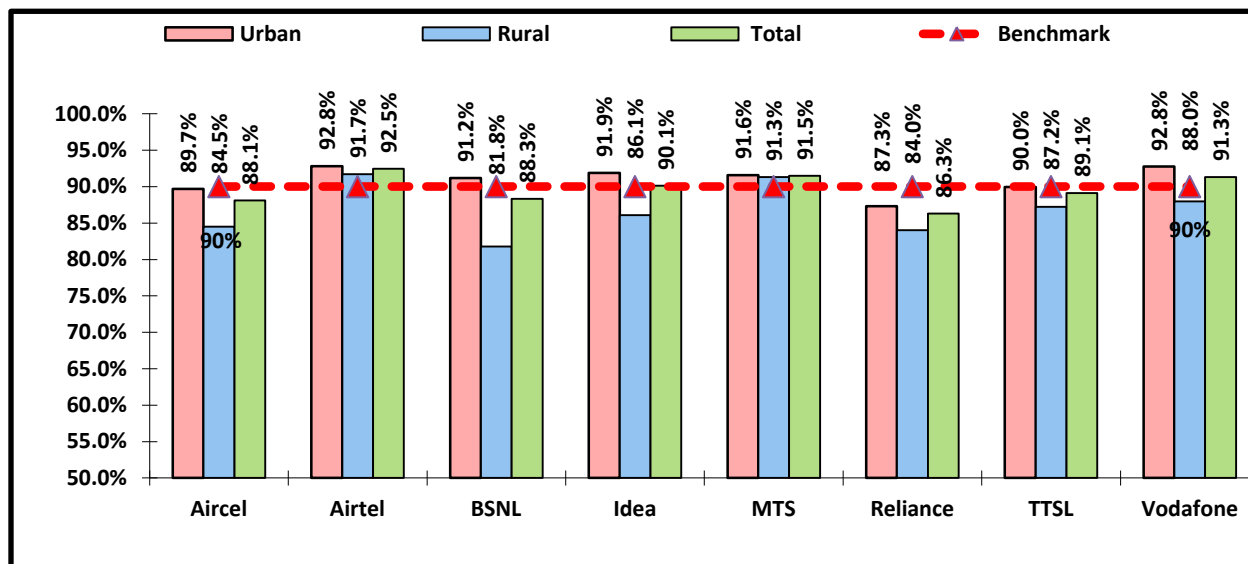
Source: Q7.1, Q7.2, 7.3, Q7.4 of the qnr

- One of five respondents targeted in Rajasthan was found to be using the internet services on their mobile phones- about 21% in urban areas and 17% in rural areas.
- 68% reported were using 2G services and 32% were using 3G services.
- Satisfaction with the mobile data connection was found to be highest in the case of Airtel in urban area (82.5%) and Vodafone & TTSL in rural area (75.0% each).
- Lowest satisfaction was recorded in the case of Aircel in both urban (50.0%) and rural (45.5%) areas.

<sup>2</sup> The parameter is not part of performance compliance and data collected for information purpose only.



#### 4.2.2.8 CUSTOMERS SATISFIED WITH OVERALL SERVICES



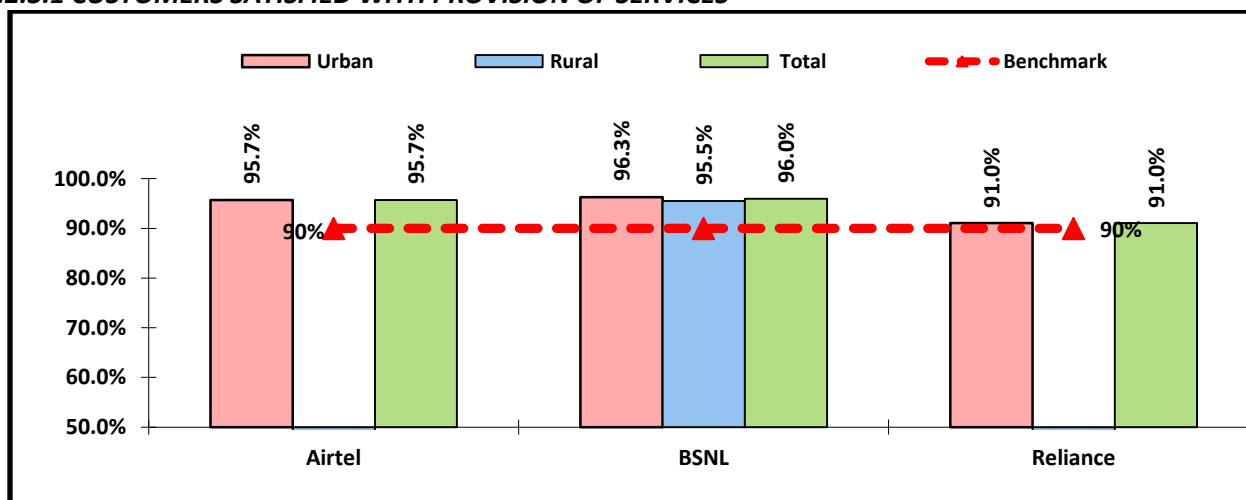
Source: Q8 of the qnr

- Two (Aircel & Reliance) in urban area and six (Aircel, BSNL, Idea, Reliance, TTSL & Vodafone) of the operators in rural area **had not met** the benchmark of >90%.
- Percentage of customers satisfied by all the operators ranged from 87.3% (Reliance) to 92.8% (Airtel & Vodafone) in urban area and 81.8% (BSNL) to 91.7% (Airtel) in rural area.



## 4.2.3 BROADBAND – Rajasthan Service Area

### 4.2.3.1 CUSTOMERS SATISFIED WITH PROVISION OF SERVICES



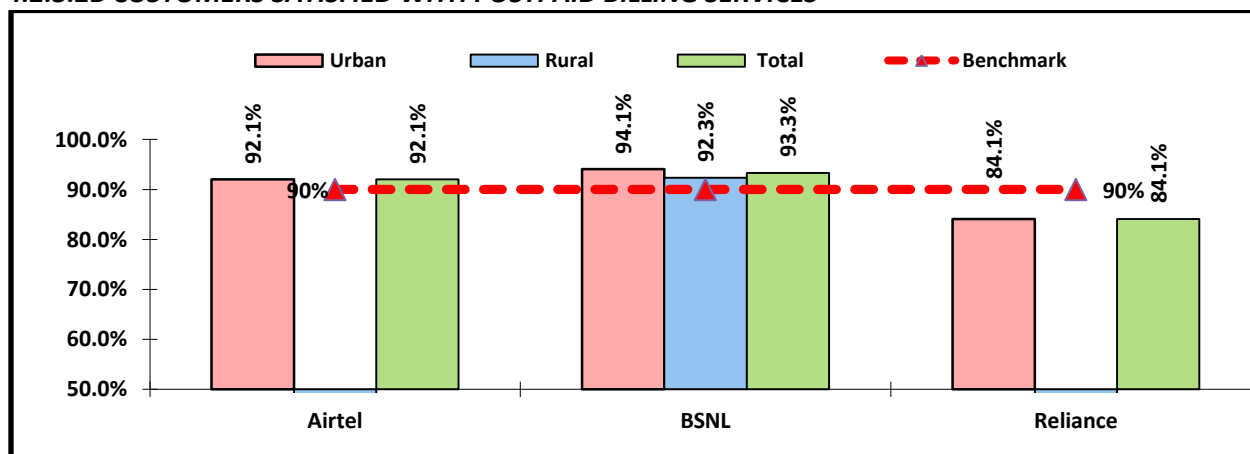
Source: Q1.1, Q1.2 and Q1.3 of the qnr

- Survey was conducted for three operators providing Broadband service in Rajasthan Service Area. Airtel and Reliance were not providing services in the rural areas covered during the survey.
- All the operators were found to be meeting the benchmark of >90%. In rural area BSNL was also meeting the benchmark.
- Percentage of consumers satisfied with the provision of services attained by all the operators ranged from 91.0% (Reliance) to 96.3% (BSNL) in urban area and 95.5% (BSNL) in rural area.

### 4.2.3.2A CUSTOMERS SATISFIED WITH PREPAID BILLING SERVICES

Out of the three service providers covered during the survey, none had prepaid customers for their broadband service

### 4.2.3.2B CUSTOMERS SATISFIED WITH POSTPAID BILLING SERVICES

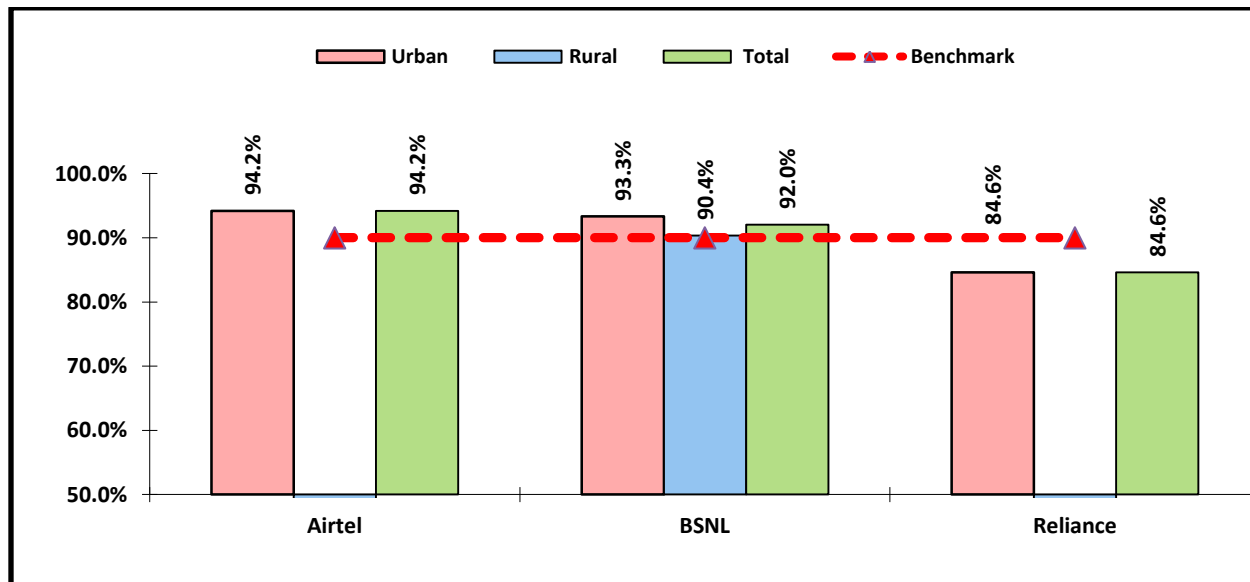


Source: Q2.5, Q2.6 and Q2.7 of the qnr

- Two operators, Airtel and BSNL, were found to be meeting the benchmark of >90%.
- Percentage of satisfied consumers by all operators ranged from 84.1% (Reliance) to 94.1% (BSNL) in urban area and in rural area BSNL scored 92.3%.



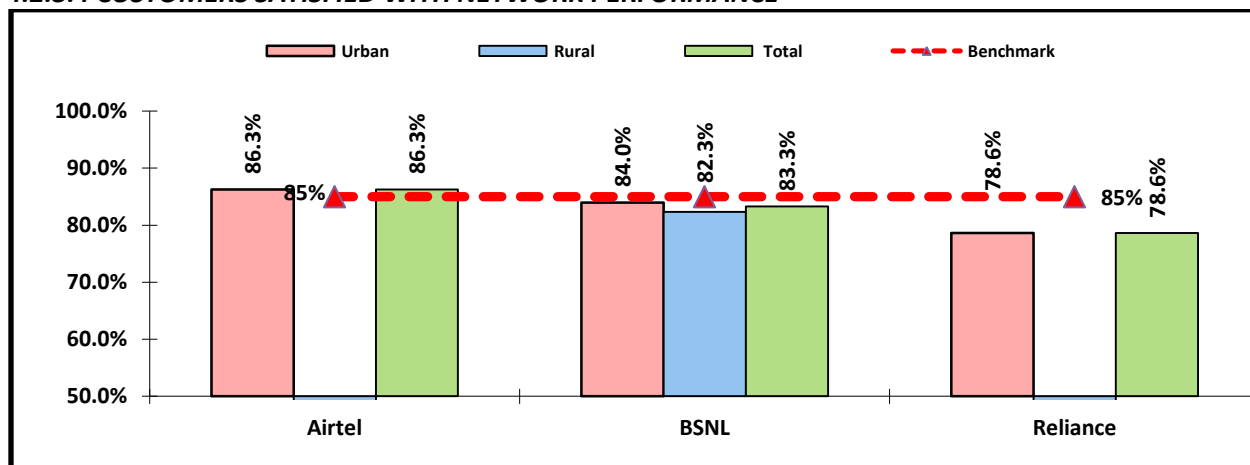
#### 4.2.3.3 CUSTOMERS SATISFIED WITH HELP SERVICES



Source: Q3.1, Q3.2, Q3.3 and Q3.4 of the qnr

- Airtel and BSNL met the benchmark of >90%. BSNL was also able to meet the benchmark in rural area. However, Reliance could not meet the benchmark in help services.
- Percentage of consumer satisfied by operators ranged from 84.6% (Reliance) to 94.2% (Airtel) in urban area and in rural area BSNL scored 90.4%.

#### 4.2.3.4 CUSTOMERS SATISFIED WITH NETWORK PERFORMANCE

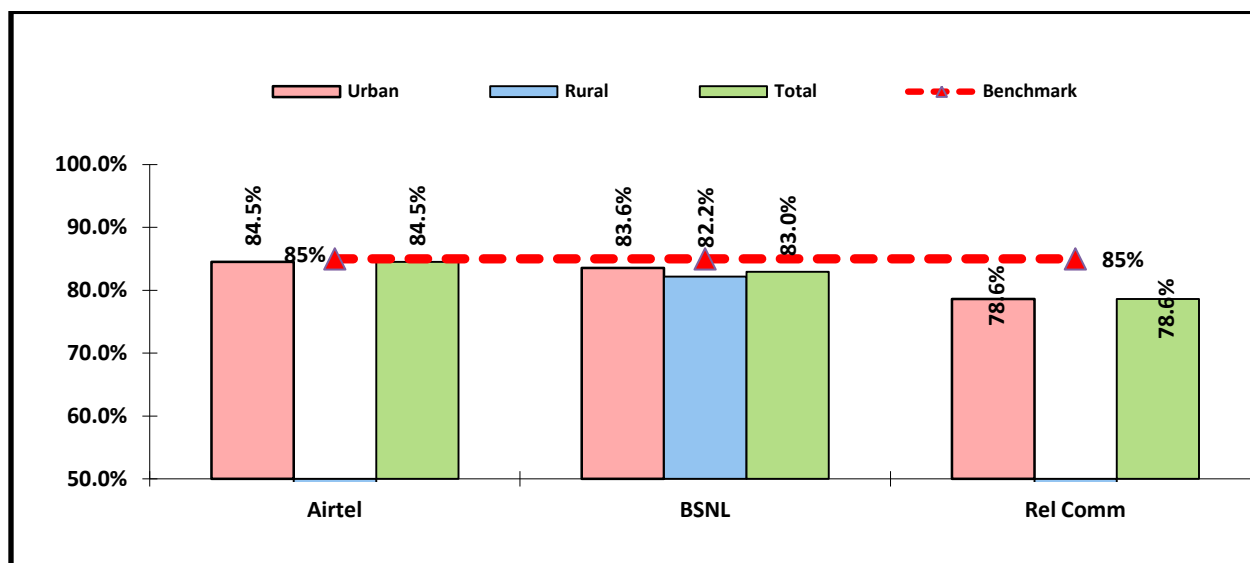


Source: Q4.1 and Q4.2 of the qnr

- Only Airtel was found to be meeting the benchmark of >85% in Network performance.
- Percentages of customers satisfied by operators ranged from 78.6% (Reliance) to 86.3% (Airtel) in urban area and BSNL scored 82.3% in rural area.



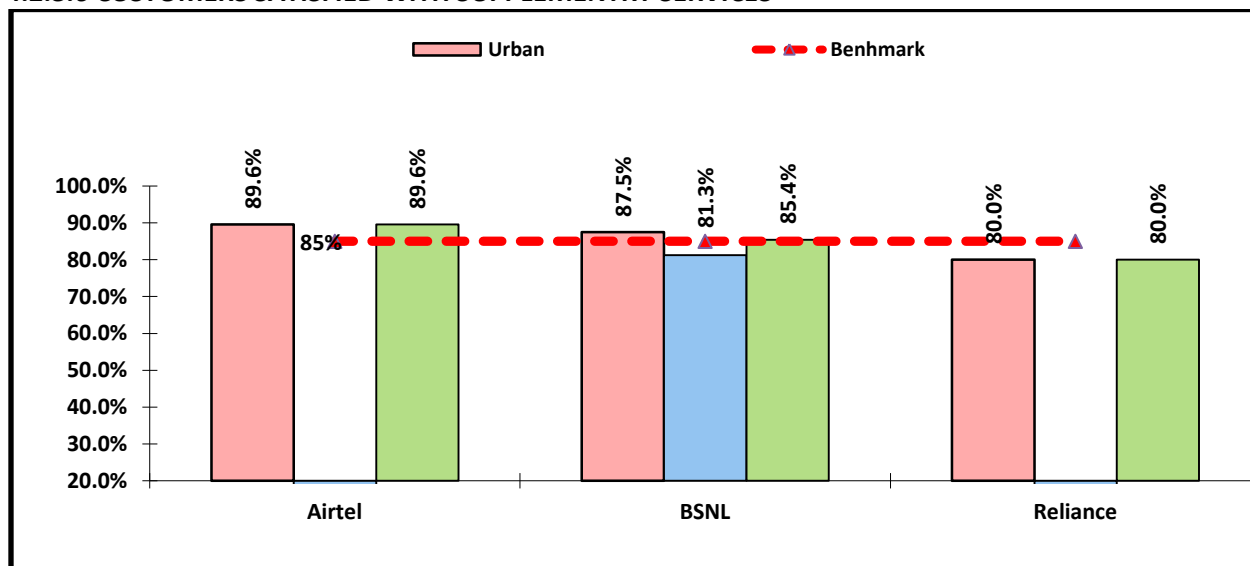
#### 4.2.3.5 CUSTOMERS SATISFIED WITH MAINTAINABILITY



Source: Q5.1 and Q5.2 of the qnr

- None of the operators were meeting the benchmark of >85% in maintainability.
- Percentage of satisfied consumers by operators ranged from 78.6% (Reliance) to 84.5% (Airtel) in urban area and BSNL scored 82.2% in rural area.

#### 4.2.3.6 CUSTOMERS SATISFIED WITH SUPPLEMENTRY SERVICES

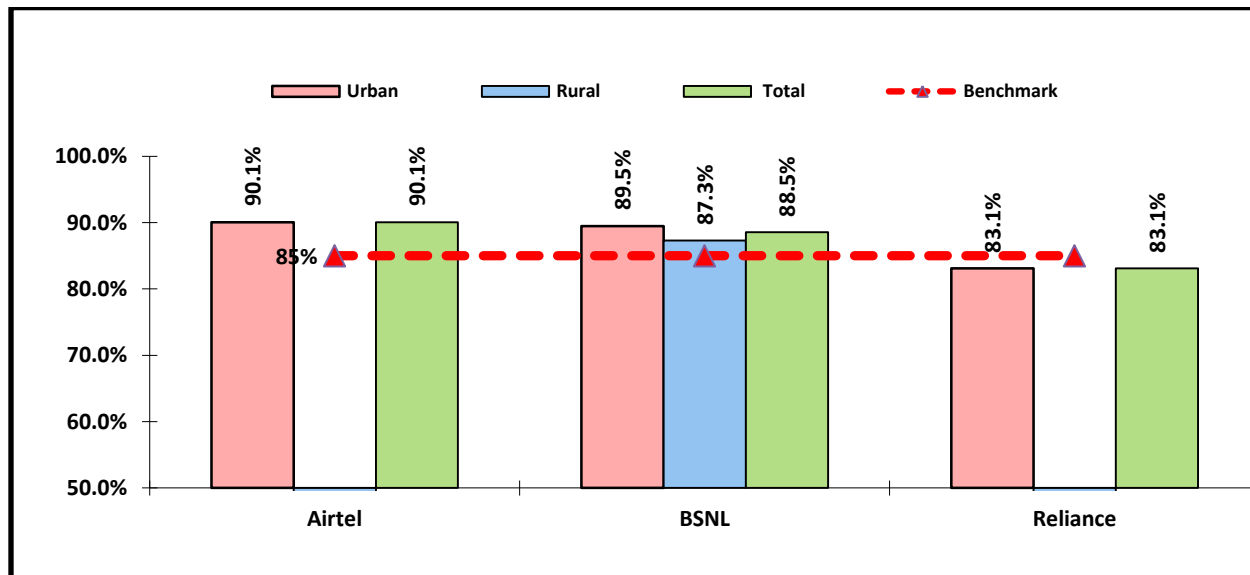


Source: Q6.1 and Q6.2 of the qnr

- Airtel and BSNL had met the benchmark of >85% in supplementary services in urban area while in rural area BSNL was found to be not meeting the benchmark.
- Percentage of consumers satisfied by all the operators ranged from 80.0% (Reliance) to 89.6% (Airtel) and BSNL in rural area scored 81.3%.



#### 4.2.3.7 CUSTOMERS SATISFIED WITH OVERALL SERVICES



Source: Q7 of the qnr

- All except Reliance were found to be meeting the benchmark of >85% on overall services.
- Percentage of customers satisfied by the operators ranged from 83.1% (Reliance) to 90.1% (Airtel) in urban area and in rural area BSNL scored 87.3%.





## **5. ASSESSMENT OF TRAI REGULATIONS & DIRECTIONS**



## 5.1 BASIC (WIRELINE) SERVICE – RAJASTHAN SERVICE AREA

**5.1.1: Registration for blocking unsolicited commercial calls/SMSs:** Out of 2429 wireline subscribers of operators targeted in Rajasthan, 75 (3.1%) reported to have registered for not receiving or blocking unsolicited commercial calls/SMSs. None of the Airtel subscribers have registered for the same.

| 5.1.1. Have you registered your number for not receiving/blocking unsolicited commercial calls / SMSs? |              |           |             |             |              |             |
|--|--------------|-----------|-------------|-------------|--------------|-------------|
| Service Provider   |              | Yes       |             | No          |              | Total       |
|  |              | Count     | %age        | Count       | %age         | Count       |
| Airtel   | Urban        | 0         | 0.0%        | 604         | 100.0%       | 604         |
|  | Rural        | 0         | 0.0%        | 0           | 0.0%         | 0           |
|  | Total        | 0         | 0.0%        | 604         | 100.0%       | 604         |
| BSNL   | Urban        | 6         | 1.8%        | 335         | 98.2%        | 341         |
|  | Rural        | 2         | 0.7%        | 276         | 99.3%        | 278         |
|  | Total        | 8         | 1.3%        | 611         | 98.7%        | 619         |
| MTS  | Urban        | 37        | 6.1%        | 565         | 93.9%        | 602         |
|  | Rural        | 0         | 0.0%        | 0           | 0.0%         | 0           |
|  | Total        | 37        | 6.1%        | 565         | 93.9%        | 602         |
| Reliance   | Rural        | 30        | 5.0%        | 574         | 95.0%        | 604         |
|  | Urban        | 0         | 0.0%        | 0           | 0.0%         | 0           |
|  | Total        | 30        | 5.0%        | 574         | 95.0%        | 604         |
| <b>Total</b>   | <b>Urban</b> | <b>73</b> | <b>3.4%</b> | <b>2078</b> | <b>96.6%</b> | <b>2151</b> |
|  | <b>Rural</b> | <b>2</b>  | <b>0.7%</b> | <b>276</b>  | <b>99.3%</b> | <b>278</b>  |
|  | <b>Total</b> | <b>75</b> | <b>3.1%</b> | <b>2354</b> | <b>96.9%</b> | <b>2429</b> |

Source: Q1 of the Implementation and Effectiveness part of the qnr

**5.1.2: Satisfaction on effectiveness of blocking of unsolicited commercial calls on your number:** The average satisfaction level attained by 75 subscribers who had **registered their number for not receiving or blocking unsolicited commercial calls / SMSes**, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 3.50 in rural areas and 4.41 in urban area. It was highest in the case of BSNL (4.67) in urban area.

| 5.1.2. Satisfaction with the effectiveness of blocking |              |          |          |           |          |           |          |          |           |            |             |
|--|--------------|----------|----------|-----------|----------|-----------|----------|----------|-----------|------------|-------------|
| Service Provider                                       |              | 1        | 2        | 3         | 4        | 5         | 6        | 7        | Total     | Σfx        | Σfx/N       |
| BSNL   | Urban        | 0        | 0        | 1         | 1        | 3         | 1        | 0        | 6         | 28         | 4.67        |
|  | Rural        | 0        | 1        | 0         | 0        | 1         | 0        | 0        | 2         | 7          | 3.50        |
|  | Total        | 0        | 1        | 1         | 1        | 4         | 1        | 0        | 8         | 35         | 4.38        |
| MTS  | Urban        | 0        | 0        | 12        | 4        | 21        | 0        | 0        | 37        | 157        | 4.24        |
| Reliance   | Urban        | 0        | 0        | 6         | 1        | 23        | 0        | 0        | 30        | 137        | 4.57        |
| <b>Total</b>   | <b>Urban</b> | <b>0</b> | <b>0</b> | <b>19</b> | <b>6</b> | <b>47</b> | <b>1</b> | <b>0</b> | <b>73</b> | <b>322</b> | <b>4.41</b> |
|  | <b>Rural</b> | <b>0</b> | <b>1</b> | <b>0</b>  | <b>0</b> | <b>1</b>  | <b>0</b> | <b>0</b> | <b>2</b>  | <b>7</b>   | <b>3.50</b> |
|  | <b>Total</b> | <b>0</b> | <b>1</b> | <b>19</b> | <b>6</b> | <b>48</b> | <b>1</b> | <b>0</b> | <b>75</b> | <b>329</b> | <b>4.39</b> |

Source: Q2 of the Implementation and Effectiveness part of the qnr



**5.1.3 Consumers' complaints about services:** Of the 75 subscribers who had registered for not receiving or blocking the unsolicited commercial calls, 12 (16%) had complained as the unsolicited call/SMS had not stopped in spite of registration for the same – both the registered BSNL customers in rural areas had complained about non stoppage of the unsolicited call/SMS.

| 3. Have you ever registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same? |              |           |               |           |              |           |
|---|--------------|-----------|---------------|-----------|--------------|-----------|
| Service Provider  |              | Yes       |               | No        |              | Total     |
|   |              | Count     | %age          | Count     | %age         | Count     |
| BSNL  | Urban        | 4         | 66.7%         | 2         | 33.3%        | 6         |
|   | Rural        | 2         | 100.0%        | 0         | 0.0%         | 2         |
|   | Total        | 6         | 75.0%         | 2         | 25.0%        | 8         |
| MTS   | Urban        | 6         | 16.2%         | 31        | 83.8%        | 37        |
| Reliance  | Urban        | 0         | 0.0%          | 30        | 100.0%       | 30        |
| <b>Total</b>  | <b>Urban</b> | <b>10</b> | <b>13.7%</b>  | <b>63</b> | <b>86.3%</b> | <b>73</b> |
|   | <b>Rural</b> | <b>2</b>  | <b>100.0%</b> | <b>0</b>  | <b>0.0%</b>  | <b>2</b>  |
|   | <b>Total</b> | <b>12</b> | <b>16.0%</b>  | <b>63</b> | <b>84.0%</b> | <b>75</b> |

Source: Q3 of the Implementation and Effectiveness part of the qnr

**5.1.4 Satisfaction on ease of lodging complaint:** Since only 12 subscribers had lodged complaint, satisfaction level on ease of lodging complaint should not be qualitatively compared. The average satisfaction level was 3.75. It was rated higher in the case of BSNL at 4.25 in urban areas.

| 5.1.4. Satisfaction on ease of lodging complaint |              |          |          |          |          |          |          |          |           |           |             |
|--|--------------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-------------|
| Service Provider                                 |              | 1        | 2        | 3        | 4        | 5        | 6        | 7        | Total     | Σfx       | Σfx/N       |
| BSNL   | Urban        | 0        | 0        | 1        | 1        | 2        | 0        | 0        | 4         | 17        | 4.25        |
|  | Rural        | 1        | 0        | 0        | 1        | 0        | 0        | 0        | 2         | 5         | 2.50        |
|  | Total        | 1        | 0        | 1        | 2        | 2        | 0        | 0        | 6         | 22        | 3.67        |
| MTS  | Urban        | 0        | 0        | 2        | 3        | 1        | 0        | 0        | 6         | 23        | 3.83        |
| <b>Total</b>                                     | <b>Urban</b> | <b>0</b> | <b>0</b> | <b>3</b> | <b>4</b> | <b>3</b> | <b>0</b> | <b>0</b> | <b>10</b> | <b>40</b> | <b>4.00</b> |
|  | <b>Rural</b> | <b>1</b> | <b>0</b> | <b>0</b> | <b>1</b> | <b>0</b> | <b>0</b> | <b>0</b> | <b>2</b>  | <b>5</b>  | <b>2.50</b> |
|  | <b>Total</b> | <b>1</b> | <b>0</b> | <b>3</b> | <b>5</b> | <b>3</b> | <b>0</b> | <b>0</b> | <b>12</b> | <b>45</b> | <b>3.75</b> |

Source: Q4 of the Implementation and Effectiveness part of the qnr

**5.1.5 Satisfaction on action taken after lodging complaint:** Since only 12 subscribers had lodged complaint, satisfaction level on action taken after lodging complaint should not be qualitatively compared. The average satisfaction level in this case was also 4.33 –higher in the case of BSNL (5.00) than MTS (4.33) in urban area.

| 5.1.5. Satisfaction on lodging complaint |              |          |          |          |          |          |          |          |           |           |             |
|--|--------------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-------------|
| Service Provider                         |              | 1        | 2        | 3        | 4        | 5        | 6        | 7        | Total     | Σfx       | Σfx/N       |
| BSNL                                     | Urban        | 0        | 0        | 0        | 1        | 2        | 1        | 0        | 4         | 20        | 5.00        |
|  | Rural        | 1        | 0        | 0        | 0        | 1        | 0        | 0        | 2         | 6         | 3.00        |
|  | Total        | 1        | 0        | 0        | 1        | 3        | 1        | 0        | 6         | 26        | 4.33        |
| MTS                                      | Urban        | 0        | 0        | 1        | 2        | 3        | 0        | 0        | 6         | 26        | 4.33        |
| <b>Total</b>                             | <b>Urban</b> | <b>0</b> | <b>0</b> | <b>1</b> | <b>3</b> | <b>5</b> | <b>1</b> | <b>0</b> | <b>10</b> | <b>46</b> | <b>4.60</b> |
|  | <b>Rural</b> | <b>1</b> | <b>0</b> | <b>0</b> | <b>0</b> | <b>1</b> | <b>0</b> | <b>0</b> | <b>2</b>  | <b>6</b>  | <b>3.00</b> |
|  | <b>Total</b> | <b>1</b> | <b>0</b> | <b>1</b> | <b>3</b> | <b>6</b> | <b>1</b> | <b>0</b> | <b>12</b> | <b>52</b> | <b>4.33</b> |

Source: Q4 of the Implementation and Effectiveness part of the qnr



**5.1.6 Awareness about the grievance redressal mechanisms:** Of the three different modes of grievance redressal mechanisms set up by different service providers, it was found that in Rajasthan all the surveyed consumers were aware of toll free consumer care number and only 59 (2.4%) consumers were aware about the Appellate Authority. Awareness about web based complaint monitoring system was almost negligible- only 2 BSNL customers in urban areas.

| <b>5.1.6. Which all grievance redressal mechanisms set up by your telecom service provider based on the TRAI regulations are you aware of?</b> |       |                                |        |                     |      |                                       |      |       |
|--|-------|--------------------------------|--------|---------------------|------|---------------------------------------|------|-------|
| Service Provider   |       | Toll Free Consumer Care Number |        | Appellate Authority |      | Web based complaint monitoring system |      | Total |
|  |       | Count                          | %age   | Count               | %age | Count                                 | %age | Count |
| Airtel   | Urban | 604                            | 100.0% | 14                  | 2.3% | 0                                     | 0.0% | 604   |
| BSNL   | Urban | 341                            | 100.0% | 19                  | 5.6% | 2                                     | 0.6% | 341   |
|  | Rural | 278                            | 100.0% | 5                   | 1.8% | 0                                     | 0.0% | 278   |
|  | Total | 619                            | 100.0% | 24                  | 3.9% | 2                                     | 0.3% | 619   |
| MTS  | Urban | 602                            | 100.0% | 11                  | 1.8% | 0                                     | 0.0% | 602   |
| Reliance   | Urban | 604                            | 100.0% | 10                  | 1.7% | 0                                     | 0.0% | 604   |
| Total  | Urban | 2151                           | 100.0% | 54                  | 2.5% | 2                                     | 0.1% | 2151  |
|  | Rural | 278                            | 100.0% | 5                   | 1.8% | 0                                     | 0.0% | 278   |
|  | Total | 2429                           | 100.0% | 59                  | 2.4% | 2                                     | 0.1% | 2429  |

\* Multiple response answers, percentages may not add up to 100

Source: Q6 of the Implementation and Effectiveness part of the qnr

**5.1.7 Consumers' complaints to toll free consumer care number:** 18.3% had reported they had made complaint to toll free consumer care number – 11.5% by rural subscribers and 19.2% by urban subscribers. It was reported highest by Reliance subscribers (21.9%) followed by MTS (19.4%).

| <b>5.1.7. Have you made any complaint to the toll free Consumer Care Number?</b> |       |       |       |       |       |       |
|--|-------|-------|-------|-------|-------|-------|
| Service Provider   |       | Yes   |       | No    |       | Total |
|  |       | Count | %age  | Count | %age  | Count |
| Airtel   | Urban | 107   | 17.7% | 497   | 82.3% | 604   |
| BSNL   | Urban | 56    | 16.4% | 285   | 83.6% | 341   |
|  | Rural | 32    | 11.5% | 246   | 88.5% | 278   |
|  | Total | 88    | 14.2% | 531   | 85.8% | 619   |
| MTS  | Urban | 117   | 19.4% | 485   | 80.6% | 602   |
| Reliance   | Urban | 132   | 21.9% | 472   | 78.1% | 604   |
| Total  | Urban | 412   | 19.2% | 1739  | 80.8% | 2151  |
|  | Rural | 32    | 11.5% | 246   | 88.5% | 278   |
|  | Total | 444   | 18.3% | 1985  | 81.7% | 2429  |

Source: Q7 of the Implementation and Effectiveness part of the qnr



**5.1.8 Satisfaction with manner in which the complaint was handled in consumer care:** 444 customers who had lodged their complaints at the toll free consumer care number, average satisfaction level on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 5.39 in the urban and 5.44 in the rural area of Rajasthan. It was recorded highest in the case of Airtel (6.63) followed by BSNL (5.64) in urban area.

| 5.1.8: Satisfaction on the manner of addressing the complaint such as docket number, redressal etc |       |   |   |    |    |     |    |    |       |             |               |
|--|-------|---|---|----|----|-----|----|----|-------|-------------|---------------|
| Service Provider   |       | 1 | 2 | 3  | 4  | 5   | 6  | 7  | Total | $\Sigma fx$ | $\Sigma fx/N$ |
| Airtel   | Urban | 0 | 0 | 10 | 0  | 0   | 0  | 97 | 107   | 709         | 6.63          |
|  | Rural | 0 | 1 | 4  | 2  | 0   | 49 | 0  | 56    | 316         | 5.64          |
| BSNL   | Rural | 0 | 2 | 0  | 5  | 0   | 25 | 0  | 32    | 174         | 5.44          |
|  | Total | 0 | 3 | 4  | 7  | 0   | 74 | 0  | 88    | 490         | 5.57          |
| MTS  | Urban | 0 | 0 | 7  | 9  | 101 | 0  | 0  | 117   | 562         | 4.80          |
| Rel com  | Urban | 0 | 0 | 9  | 10 | 111 | 2  | 0  | 132   | 634         | 4.80          |
| Total  | Urban | 0 | 1 | 30 | 21 | 212 | 51 | 97 | 412   | 2221        | 5.39          |
|  | Rural | 0 | 2 | 0  | 5  | 0   | 25 | 0  | 32    | 174         | 5.44          |
|  | Total | 0 | 3 | 30 | 26 | 212 | 76 | 97 | 444   | 2395        | 5.39          |

Source: Q8 of the Implementation and Effectiveness part of the qnr

**5.1.9 & 10: Consumers' appeal to Appellate Authority and Satisfaction with manner in which your appeal was addressed:** None of the 59 consumers who were aware of the TRAI regulation on Appellate Authority had filed appeal at the time of the survey. Therefore satisfaction level on this aspect could not be ascertained.



## 5.2 CELLULAR – Rajasthan Service Area

**5.2.1: Registration for blocking unsolicited commercial calls/SMSs:** Altogether 4952 cellular consumers of eight operators in Rajasthan were targeted and of them 920 (18.6%) had registered for not receiving or blocking unsolicited commercial calls/SMSs. The highest percentages of registered subscribers were found in the case of Aircel (27.9%). In rural area it was highest in the case of Airtel (23.3%) where as in urban area it was in the case of Aircel (32.6%).

| 1. Have you registered your number for not receiving/blocking unsolicited commercial calls / SMSs? |              |            |              |             |              |             |
|--|--------------|------------|--------------|-------------|--------------|-------------|
| Service Provider   |              | Yes        |              | No          |              | Total       |
|  |              | Count      | %age         | Count       | %age         | Count       |
| Aircel   | Urban        | 139        | 32.6%        | 287         | 67.4%        | 426         |
|  | Rural        | 32         | 17.1%        | 155         | 82.9%        | 187         |
|  | Total        | 171        | 27.9%        | 442         | 72.1%        | 613         |
| Airtel   | Urban        | 127        | 29.5%        | 304         | 70.5%        | 431         |
|  | Rural        | 45         | 23.3%        | 148         | 76.7%        | 193         |
|  | Total        | 172        | 27.6%        | 452         | 72.4%        | 624         |
| BSNL   | Urban        | 136        | 30.8%        | 306         | 69.2%        | 442         |
|  | Rural        | 39         | 20.3%        | 153         | 79.7%        | 192         |
|  | Total        | 175        | 27.6%        | 459         | 72.4%        | 634         |
| Idea   | Urban        | 76         | 17.6%        | 356         | 82.4%        | 432         |
|  | Rural        | 25         | 13.4%        | 162         | 86.6%        | 187         |
|  | Total        | 101        | 16.3%        | 518         | 83.7%        | 619         |
| MTS  | Urban        | 53         | 12.4%        | 374         | 87.6%        | 427         |
|  | Rural        | 14         | 7.6%         | 170         | 92.4%        | 184         |
|  | Total        | 67         | 11.0%        | 544         | 89.0%        | 611         |
| Reliance   | Urban        | 76         | 17.8%        | 350         | 82.2%        | 426         |
|  | Rural        | 29         | 15.4%        | 159         | 84.6%        | 188         |
|  | Total        | 105        | 17.1%        | 509         | 82.9%        | 614         |
| TTSL   | Urban        | 49         | 11.2%        | 389         | 88.8%        | 438         |
|  | Rural        | 16         | 8.5%         | 172         | 91.5%        | 188         |
|  | Total        | 65         | 10.4%        | 561         | 89.6%        | 626         |
| Vodafone   | Urban        | 51         | 11.9%        | 377         | 88.1%        | 428         |
|  | Rural        | 13         | 7.1%         | 170         | 92.9%        | 183         |
|  | Total        | 64         | 10.5%        | 547         | 89.5%        | 611         |
| <b>Total</b>   | <b>Urban</b> | <b>707</b> | <b>20.5%</b> | <b>2743</b> | <b>79.5%</b> | <b>3450</b> |
|  | <b>Rural</b> | <b>213</b> | <b>14.2%</b> | <b>1289</b> | <b>85.8%</b> | <b>1502</b> |
|  | <b>Total</b> | <b>920</b> | <b>18.6%</b> | <b>4032</b> | <b>81.4%</b> | <b>4952</b> |

Source: Q1 of the Implementation and Effectiveness part of the qnr



**5.2.2: Satisfaction on effectiveness of blocking of unsolicited commercial calls on your number:** The average satisfaction level attained by 920 subscribers, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.14 in urban area and 3.57 in rural area. It was highest in the case of Airtel (4.49) in urban area and BSNL (3.97) in rural area.

| <b>2. Satisfaction with the effectiveness of blocking of unsolicited commercial calls on your number.</b> |              |           |           |           |            |            |           |          |            |             |                      |
|---|--------------|-----------|-----------|-----------|------------|------------|-----------|----------|------------|-------------|----------------------|
| Service Provider  |              | 1         | 2         | 3         | 4          | 5          | 6         | 7        | Total      | $\Sigma fx$ | Mean = $\Sigma fx/N$ |
| Aircel  | Urban        | 14        | 1         | 6         | 79         | 35         | 4         | 0        | 139        | 549         | 3.95                 |
|   | Rural        | 5         | 6         | 2         | 13         | 4          | 2         | 0        | 32         | 107         | 3.34                 |
|   | Total        | 19        | 7         | 8         | 92         | 39         | 6         | 0        | 171        | 656         | 3.84                 |
| Airtel  | Urban        | 10        | 3         | 5         | 20         | 76         | 12        | 1        | 127        | 570         | 4.49                 |
|   | Rural        | 11        | 0         | 0         | 8          | 21         | 5         | 0        | 45         | 178         | 3.96                 |
|   | Total        | 21        | 3         | 5         | 28         | 97         | 17        | 1        | 172        | 748         | 4.35                 |
| BSNL  | Urban        | 4         | 7         | 11        | 22         | 85         | 7         | 0        | 136        | 606         | 4.46                 |
|   | Rural        | 4         | 4         | 4         | 8          | 15         | 4         | 0        | 39         | 155         | 3.97                 |
|   | Total        | 8         | 11        | 15        | 30         | 100        | 11        | 0        | 175        | 761         | 4.35                 |
| Idea  | Urban        | 6         | 1         | 3         | 20         | 41         | 5         | 0        | 76         | 332         | 4.37                 |
|   | Rural        | 4         | 6         | 3         | 5          | 5          | 1         | 1        | 25         | 83          | 3.32                 |
|   | Total        | 10        | 7         | 6         | 25         | 46         | 6         | 1        | 101        | 415         | 4.11                 |
| MTS   | Urban        | 4         | 10        | 23        | 13         | 3          | 0         | 0        | 53         | 160         | 3.02                 |
|   | Rural        | 0         | 6         | 4         | 2          | 2          | 0         | 0        | 14         | 42          | 3.00                 |
|   | Total        | 4         | 16        | 27        | 15         | 5          | 0         | 0        | 67         | 202         | 3.01                 |
| Reliance  | Urban        | 12        | 2         | 6         | 16         | 33         | 7         | 0        | 76         | 305         | 4.01                 |
|   | Rural        | 6         | 4         | 3         | 5          | 9          | 2         | 0        | 29         | 100         | 3.45                 |
|   | Total        | 18        | 6         | 9         | 21         | 42         | 9         | 0        | 105        | 405         | 3.86                 |
| TTSL  | Urban        | 4         | 3         | 15        | 16         | 9          | 1         | 1        | 49         | 177         | 3.61                 |
|   | Rural        | 1         | 0         | 10        | 5          | 0          | 0         | 0        | 16         | 51          | 3.19                 |
|   | Total        | 5         | 3         | 25        | 21         | 9          | 1         | 1        | 65         | 228         | 3.51                 |
| Vodafone  | Urban        | 2         | 4         | 0         | 14         | 25         | 5         | 1        | 51         | 228         | 4.47                 |
|   | Rural        | 2         | 1         | 1         | 8          | 0          | 1         | 0        | 13         | 45          | 3.46                 |
|   | Total        | 4         | 5         | 1         | 22         | 25         | 6         | 1        | 64         | 273         | 4.27                 |
| <b>Total</b>  | <b>Urban</b> | <b>56</b> | <b>31</b> | <b>69</b> | <b>200</b> | <b>307</b> | <b>41</b> | <b>3</b> | <b>707</b> | <b>2927</b> | <b>4.14</b>          |
|   | <b>Rural</b> | <b>33</b> | <b>27</b> | <b>27</b> | <b>54</b>  | <b>56</b>  | <b>15</b> | <b>1</b> | <b>213</b> | <b>761</b>  | <b>3.57</b>          |
|   | <b>Total</b> | <b>89</b> | <b>58</b> | <b>96</b> | <b>254</b> | <b>363</b> | <b>56</b> | <b>4</b> | <b>920</b> | <b>3688</b> | <b>4.01</b>          |

Source: Q2 of the Implementation and Effectiveness part of the qnr



**5.2.3 Consumers' complaints about services:** Of the 920 customers who had registered for not receiving or blocking the unsolicited commercial calls, 56.8% had made complaints as the unsolicited call/SMS had not stopped in spite of registration for the same. In rural area it was 33.3% whereas in urban area it was 63.9%. In urban and rural areas maximum complaints were reported by the subscribers of BSNL (78.7% & 64.1%) respectively.

| 3. Have you ever registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same? |              |            |              |            |              |            |
|---|--------------|------------|--------------|------------|--------------|------------|
| Service Provider  |              | Yes        |              | No         |              | Total      |
|   |              | Count      | %age         | Count      | %age         | Count      |
| Aircel  | Urban        | 101        | 72.7%        | 38         | 27.3%        | 139        |
|   | Rural        | 7          | 21.9%        | 25         | 78.1%        | 32         |
|   | Total        | 108        | 63.2%        | 63         | 36.8%        | 171        |
| Airtel  | Urban        | 81         | 63.8%        | 46         | 36.2%        | 127        |
|   | Rural        | 5          | 11.1%        | 40         | 88.9%        | 45         |
|   | Total        | 86         | 50.0%        | 86         | 50.0%        | 172        |
| BSNL  | Urban        | 107        | 78.7%        | 29         | 21.3%        | 136        |
|   | Rural        | 25         | 64.1%        | 14         | 35.9%        | 39         |
|   | Total        | 132        | 75.4%        | 43         | 24.6%        | 175        |
| Idea  | Urban        | 55         | 72.4%        | 21         | 27.6%        | 76         |
|   | Rural        | 13         | 52.0%        | 12         | 48.0%        | 25         |
|   | Total        | 68         | 67.3%        | 33         | 32.7%        | 101        |
| MTS   | Urban        | 26         | 49.1%        | 27         | 50.9%        | 53         |
|   | Rural        | 5          | 35.7%        | 9          | 64.3%        | 14         |
|   | Total        | 31         | 46.3%        | 36         | 53.7%        | 67         |
| Reliance  | Urban        | 41         | 53.9%        | 35         | 46.1%        | 76         |
|   | Rural        | 9          | 31.0%        | 20         | 69.0%        | 29         |
|   | Total        | 50         | 47.6%        | 55         | 52.4%        | 105        |
| TTSL  | Urban        | 10         | 20.4%        | 39         | 79.6%        | 49         |
|   | Rural        | 2          | 12.5%        | 14         | 87.5%        | 16         |
|   | Total        | 12         | 18.5%        | 53         | 81.5%        | 65         |
| Vodafone  | Urban        | 31         | 60.8%        | 20         | 39.2%        | 51         |
|   | Rural        | 5          | 38.5%        | 8          | 61.5%        | 13         |
|   | Total        | 36         | 56.2%        | 28         | 43.8%        | 64         |
| <b>Total</b>  | <b>Urban</b> | <b>452</b> | <b>63.9%</b> | <b>255</b> | <b>36.1%</b> | <b>707</b> |
|   | <b>Rural</b> | <b>71</b>  | <b>33.3%</b> | <b>142</b> | <b>66.7%</b> | <b>213</b> |
|   | <b>Total</b> | <b>523</b> | <b>56.8%</b> | <b>397</b> | <b>43.2%</b> | <b>920</b> |

Source: Q3 of the Implementation and Effectiveness part of the qnr





**5.2.4 Satisfaction on ease of lodging the complaint:** The average satisfaction level of 523 complainants on ease of lodging complaint for non stoppage of unsolicited calls/ SMSes, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.42 in urban area and 3.83 in rural area. It was recorded highest in the case of Airtel (4.78) in the urban area and BSNL (4.32) in the rural area.

| 4: Satisfaction on ease of lodging complaint |              |          |           |           |            |            |           |   |            |             |                      |
|--|--------------|----------|-----------|-----------|------------|------------|-----------|---|------------|-------------|----------------------|
| Service Provider                             |              | 1        | 2         | 3         | 4          | 5          | 6         | 7 | Total      | $\Sigma fx$ | Mean = $\Sigma fx/N$ |
| Aircel                                       | Urban        | 2        | 1         | 6         | 64         | 27         | 1         |   | 101        | 419         | 4.15                 |
|  | Rural        | 0        | 0         | 3         | 4          | 0          | 0         |   | 7          | 25          | 3.57                 |
|  | Total        | 2        | 1         | 9         | 68         | 27         | 1         |   | 108        | 444         | 4.11                 |
| Airtel                                       | Urban        | 0        | 1         | 4         | 14         | 55         | 7         |   | 81         | 387         | 4.78                 |
|  | Rural        | 0        | 1         | 1         | 0          | 3          | 0         |   | 5          | 20          | 4.00                 |
|  | Total        | 0        | 2         | 5         | 14         | 58         | 7         |   | 86         | 407         | 4.73                 |
| BSNL   | Urban        | 2        | 3         | 2         | 31         | 66         | 3         |   | 107        | 486         | 4.54                 |
|  | Rural        | 1        | 2         | 1         | 6          | 14         | 1         |   | 25         | 108         | 4.32                 |
|  | Total        | 3        | 5         | 3         | 37         | 80         | 4         |   | 132        | 594         | 4.50                 |
| Idea   | Urban        | 0        | 1         | 0         | 25         | 28         | 1         |   | 55         | 248         | 4.51                 |
|  | Rural        | 0        | 1         | 2         | 8          | 2          | 0         |   | 13         | 50          | 3.85                 |
|  | Total        | 0        | 2         | 2         | 33         | 30         | 1         |   | 68         | 298         | 4.38                 |
| MTS  | Urban        | 0        | 0         | 16        | 8          | 1          | 1         |   | 26         | 91          | 3.50                 |
|  | Rural        | 0        | 0         | 4         | 1          | 0          | 0         |   | 5          | 16          | 3.20                 |
|  | Total        | 0        | 0         | 20        | 9          | 1          | 1         |   | 31         | 107         | 3.45                 |
| Reliance                                     | Urban        | 0        | 2         | 5         | 7          | 22         | 5         |   | 41         | 187         | 4.56                 |
|  | Rural        | 2        | 0         | 3         | 2          | 2          | 0         |   | 9          | 29          | 3.22                 |
|  | Total        | 2        | 2         | 8         | 9          | 24         | 5         |   | 50         | 216         | 4.32                 |
| TTSL   | Urban        | 0        | 0         | 3         | 7          | 0          | 0         |   | 10         | 37          | 3.70                 |
|  | Rural        | 0        | 0         | 2         | 0          | 0          | 0         |   | 2          | 6           | 3.00                 |
|  | Total        | 0        | 0         | 5         | 7          | 0          | 0         |   | 12         | 43          | 3.58                 |
| Vodafone                                     | Urban        | 0        | 1         | 2         | 7          | 18         | 3         |   | 31         | 144         | 4.65                 |
|  | Rural        | 0        | 0         | 3         | 1          | 1          | 0         |   | 5          | 18          | 3.60                 |
|  | Total        | 0        | 1         | 5         | 8          | 19         | 3         |   | 36         | 162         | 4.50                 |
| <b>Total</b>                                 | <b>Urban</b> | <b>4</b> | <b>9</b>  | <b>38</b> | <b>163</b> | <b>217</b> | <b>21</b> |   | <b>452</b> | <b>1999</b> | <b>4.42</b>          |
|  | <b>Rural</b> | <b>3</b> | <b>4</b>  | <b>19</b> | <b>22</b>  | <b>22</b>  | <b>1</b>  |   | <b>71</b>  | <b>272</b>  | <b>3.83</b>          |
|  | <b>Total</b> | <b>7</b> | <b>13</b> | <b>57</b> | <b>185</b> | <b>239</b> | <b>22</b> |   | <b>523</b> | <b>2271</b> | <b>4.34</b>          |

Source: Q4 of the Implementation and Effectiveness part of the qnr



**5.2.5 Satisfaction on action taken on the complaints:** The average satisfaction level of 523 complainants on action taken on their lodged complaints for non stoppage of unsolicited calls/ SMSes, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.49 in urban area and 3.85 in rural area. It was recorded highest in the case of Airtel (5.00) in the urban area and BSNL (4.32) in the rural area.

| 5: Satisfaction on action taken upon complaints |              |          |           |           |            |            |           |          |            |             |              |
|---|--------------|----------|-----------|-----------|------------|------------|-----------|----------|------------|-------------|--------------|
| Service Provider                                |              | 1        | 2         | 3         | 4          | 5          | 6         | 7        | Total      | Σfx         | Mean = Σfx/N |
| Aircel  | Urban        | 2        | 0         | 6         | 68         | 25         | 0         | 0        | 101        | 417         | 4.13         |
|   | Rural        | 0        | 0         | 4         | 3          | 0          | 0         | 0        | 7          | 24          | 3.43         |
|   | Total        | 2        | 0         | 10        | 71         | 25         | 0         | 0        | 108        | 441         | 4.08         |
| Airtel  | Urban        | 0        | 1         | 2         | 10         | 51         | 17        | 0        | 81         | 405         | 5.00         |
|   | Rural        | 0        | 0         | 1         | 2          | 2          | 0         | 0        | 5          | 21          | 4.20         |
|   | Total        | 0        | 1         | 3         | 12         | 53         | 17        | 0        | 86         | 426         | 4.95         |
| BSNL  | Urban        | 2        | 3         | 2         | 27         | 65         | 8         | 0        | 107        | 495         | 4.63         |
|   | Rural        | 1        | 2         | 1         | 7          | 12         | 2         | 0        | 25         | 108         | 4.32         |
|   | Total        | 3        | 5         | 3         | 34         | 77         | 10        | 0        | 132        | 603         | 4.57         |
| Idea  | Urban        | 0        | 0         | 0         | 18         | 36         | 1         | 0        | 55         | 258         | 4.69         |
|   | Rural        | 0        | 0         | 3         | 8          | 2          | 0         | 0        | 13         | 51          | 3.92         |
|   | Total        | 0        | 0         | 3         | 26         | 38         | 1         | 0        | 68         | 309         | 4.54         |
| MTS   | Urban        | 0        | 1         | 18        | 6          | 1          | 0         | 0        | 26         | 85          | 3.27         |
|   | Rural        | 0        | 0         | 4         | 1          | 0          | 0         | 0        | 5          | 16          | 3.20         |
|   | Total        | 0        | 1         | 22        | 7          | 1          | 0         | 0        | 31         | 101         | 3.26         |
| Reliance  | Urban        | 0        | 1         | 4         | 8          | 25         | 3         | 0        | 41         | 189         | 4.61         |
|   | Rural        | 2        | 1         | 2         | 2          | 2          | 0         | 0        | 9          | 28          | 3.11         |
|   | Total        | 2        | 2         | 6         | 10         | 27         | 3         | 0        | 50         | 217         | 4.34         |
| TTSL  | Urban        | 0        | 1         | 5         | 4          | 0          | 0         | 0        | 10         | 33          | 3.30         |
|   | Rural        | 0        | 0         | 2         | 0          | 0          | 0         | 0        | 2          | 6           | 3.00         |
|   | Total        | 0        | 1         | 7         | 4          | 0          | 0         | 0        | 12         | 39          | 3.25         |
| Vodafone  | Urban        | 0        | 1         | 1         | 5          | 21         | 2         | 1        | 31         | 149         | 4.81         |
|   | Rural        | 0        | 0         | 2         | 2          | 1          | 0         | 0        | 5          | 19          | 3.80         |
|   | Total        | 0        | 1         | 3         | 7          | 22         | 2         | 1        | 36         | 168         | 4.67         |
| <b>Total</b>                                    | <b>Urban</b> | <b>4</b> | <b>8</b>  | <b>38</b> | <b>146</b> | <b>224</b> | <b>31</b> | <b>1</b> | <b>452</b> | <b>2031</b> | <b>4.49</b>  |
|   | <b>Rural</b> | <b>3</b> | <b>3</b>  | <b>19</b> | <b>25</b>  | <b>19</b>  | <b>2</b>  | <b>0</b> | <b>71</b>  | <b>273</b>  | <b>3.85</b>  |
|   | <b>Total</b> | <b>7</b> | <b>11</b> | <b>57</b> | <b>171</b> | <b>243</b> | <b>33</b> | <b>1</b> | <b>523</b> | <b>2304</b> | <b>4.41</b>  |

Source: Q5 of the Implementation and Effectiveness part of the qnr



**5.2.6 Satisfaction with the information received at the time of activation of various vouchers:** The average satisfaction level of 4620 prepaid subscribers with **the information, received through SMS at the time of activation of various vouchers,,** on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.58 in urban areas and in rural area it was 4.41. Therefore the difference in the satisfaction level was not much in rural and urban areas. It was recorded highest in the case of Idea, both in urban (5.02) and rural (4.90) areas of Rajasthan.

| <b>6. How satisfied are you with the information, received through SMS at the time of activation of various vouchers, such as amount charged, processing fee, taxes deducted, title of the plan, validity etc?</b> |              |           |           |            |             |             |            |           |             |              |                      |
|--|--------------|-----------|-----------|------------|-------------|-------------|------------|-----------|-------------|--------------|----------------------|
| Service Provider   |              | 1         | 2         | 3          | 4           | 5           | 6          | 7         | Total       | $\Sigma fx$  | Mean = $\Sigma fx/N$ |
| Aircel   | Urban        | 0         | 3         | 17         | 152         | 158         | 45         | 3         | 378         | 1746         | 4.62                 |
|  | Rural        | 2         | 1         | 50         | 50          | 42          | 41         | 1         | 187         | 817          | 4.37                 |
|  | Total        | 2         | 4         | 67         | 202         | 200         | 86         | 4         | 565         | 2563         | 4.54                 |
| Airtel   | Urban        | 0         | 3         | 52         | 60          | 197         | 51         | 15        | 378         | 1798         | 4.76                 |
|  | Rural        | 0         | 0         | 51         | 14          | 90          | 22         | 15        | 192         | 896          | 4.67                 |
|  | Total        | 0         | 3         | 103        | 74          | 287         | 73         | 30        | 570         | 2694         | 4.73                 |
| BSNL   | Urban        | 0         | 1         | 21         | 200         | 145         | 42         | 4         | 413         | 1870         | 4.53                 |
|  | Rural        | 0         | 0         | 43         | 60          | 73          | 8          | 0         | 184         | 782          | 4.25                 |
|  | Total        | 0         | 1         | 64         | 260         | 218         | 50         | 4         | 597         | 2652         | 4.44                 |
| Idea   | Urban        | 1         | 0         | 17         | 50          | 247         | 74         | 10        | 399         | 2001         | 5.02                 |
|  | Rural        | 1         | 1         | 25         | 13          | 95          | 47         | 2         | 184         | 901          | 4.90                 |
|  | Total        | 2         | 1         | 42         | 63          | 342         | 121        | 12        | 583         | 2902         | 4.98                 |
| MTS  | Urban        | 5         | 17        | 100        | 209         | 64          | 17         | 3         | 415         | 1618         | 3.90                 |
|  | Rural        | 2         | 5         | 65         | 90          | 12          | 8          | 2         | 184         | 689          | 3.74                 |
|  | Total        | 7         | 22        | 165        | 299         | 76          | 25         | 5         | 599         | 2307         | 3.85                 |
| Reliance   | Urban        | 0         | 4         | 16         | 162         | 169         | 21         | 5         | 377         | 1710         | 4.54                 |
|  | Rural        | 1         | 3         | 15         | 81          | 72          | 16         | 0         | 188         | 832          | 4.43                 |
|  | Total        | 1         | 7         | 31         | 243         | 241         | 37         | 5         | 565         | 2542         | 4.50                 |
| TTSL   | Urban        | 1         | 6         | 29         | 165         | 161         | 35         | 4         | 401         | 1803         | 4.50                 |
|  | Rural        | 1         | 2         | 29         | 85          | 35          | 28         | 3         | 183         | 796          | 4.35                 |
|  | Total        | 2         | 8         | 58         | 250         | 196         | 63         | 7         | 584         | 2599         | 4.45                 |
| Vodafone   | Urban        | 0         | 1         | 48         | 56          | 191         | 76         | 6         | 378         | 1823         | 4.82                 |
|  | Rural        | 0         | 0         | 57         | 4           | 75          | 41         | 2         | 179         | 822          | 4.59                 |
|  | Total        | 0         | 1         | 105        | 60          | 266         | 117        | 8         | 557         | 2645         | 4.75                 |
| <b>Total</b>   | <b>Urban</b> | <b>7</b>  | <b>35</b> | <b>300</b> | <b>1054</b> | <b>1332</b> | <b>361</b> | <b>50</b> | <b>3139</b> | <b>14369</b> | <b>4.58</b>          |
|  | <b>Rural</b> | <b>7</b>  | <b>12</b> | <b>335</b> | <b>397</b>  | <b>494</b>  | <b>211</b> | <b>25</b> | <b>1481</b> | <b>6535</b>  | <b>4.41</b>          |
|  | <b>Total</b> | <b>14</b> | <b>47</b> | <b>635</b> | <b>1451</b> | <b>1826</b> | <b>572</b> | <b>75</b> | <b>4620</b> | <b>20904</b> | <b>4.52</b>          |

Source: Q6 of the Implementation and Effectiveness part of the qnr



**5.2.7 Satisfaction with the information provided after every usage:** Overall the prepaid subscribers' satisfaction with the information provided to after every usage, such as duration of call, charges deducted, balance in account etc, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.35 in urban area and 4.15 in rural area. It was recorded highest in the case of Idea (4.59) in the urban area and Airtel (4.43) in the rural area.

| <b>7. How satisfied are you with the information provided to you after every usage, such as duration of call, charges deducted, balance in account etc?</b> |              |           |            |            |             |             |            |            |             |              |                      |
|---|--------------|-----------|------------|------------|-------------|-------------|------------|------------|-------------|--------------|----------------------|
| Service Provider  |              | 1         | 2          | 3          | 4           | 5           | 6          | 7          | Total       | $\Sigma fx$  | Mean = $\Sigma fx/N$ |
| Aircel  | Urban        | 0         | 4          | 71         | 125         | 165         | 5          | 8          | 378         | 1632         | 4.32                 |
|   | Rural        | 1         | 7          | 46         | 46          | 80          | 3          | 4          | 187         | 783          | 4.19                 |
|   | Total        | 1         | 11         | 117        | 171         | 245         | 8          | 12         | 565         | 2415         | 4.27                 |
| Airtel  | Urban        | 16        | 4          | 5          | 170         | 113         | 64         | 6          | 378         | 1710         | 4.52                 |
|   | Rural        | 20        | 9          | 6          | 46          | 66          | 34         | 11         | 192         | 851          | 4.43                 |
|   | Total        | 36        | 13         | 11         | 216         | 179         | 98         | 17         | 570         | 2561         | 4.49                 |
| BSNL  | Urban        | 2         | 3          | 106        | 87          | 157         | 52         | 6          | 413         | 1813         | 4.39                 |
|   | Rural        | 3         | 1          | 58         | 46          | 65          | 3          | 8          | 184         | 762          | 4.14                 |
|   | Total        | 5         | 4          | 164        | 133         | 222         | 55         | 14         | 597         | 2575         | 4.31                 |
| Idea  | Urban        | 2         | 12         | 38         | 116         | 167         | 56         | 8          | 399         | 1831         | 4.59                 |
|   | Rural        | 1         | 6          | 72         | 46          | 44          | 5          | 10         | 184         | 733          | 3.98                 |
|   | Total        | 3         | 18         | 110        | 162         | 211         | 61         | 18         | 583         | 2564         | 4.40                 |
| MTS   | Urban        | 4         | 19         | 186        | 124         | 47          | 31         | 4          | 415         | 1545         | 3.72                 |
|   | Rural        | 2         | 6          | 96         | 38          | 31          | 6          | 5          | 184         | 680          | 3.70                 |
|   | Total        | 6         | 25         | 282        | 162         | 78          | 37         | 9          | 599         | 2225         | 3.71                 |
| Reliance  | Urban        | 3         | 7          | 27         | 181         | 123         | 31         | 5          | 377         | 1658         | 4.40                 |
|   | Rural        | 0         | 2          | 21         | 85          | 71          | 7          | 2          | 188         | 818          | 4.35                 |
|   | Total        | 3         | 9          | 48         | 266         | 194         | 38         | 7          | 565         | 2476         | 4.38                 |
| TTSL  | Urban        | 4         | 3          | 52         | 142         | 143         | 46         | 11         | 401         | 1802         | 4.49                 |
|   | Rural        | 1         | 4          | 53         | 51          | 62          | 2          | 10         | 183         | 764          | 4.17                 |
|   | Total        | 5         | 7          | 105        | 193         | 205         | 48         | 21         | 584         | 2566         | 4.39                 |
| Vodafone  | Urban        | 3         | 29         | 13         | 175         | 91          | 56         | 11         | 378         | 1668         | 4.41                 |
|   | Rural        | 0         | 23         | 50         | 14          | 59          | 28         | 5          | 179         | 750          | 4.19                 |
|   | Total        | 3         | 52         | 63         | 189         | 150         | 84         | 16         | 557         | 2418         | 4.34                 |
| <b>Total</b>  | <b>Urban</b> | <b>34</b> | <b>81</b>  | <b>498</b> | <b>1120</b> | <b>1006</b> | <b>341</b> | <b>59</b>  | <b>3139</b> | <b>13659</b> | <b>4.35</b>          |
|   | <b>Rural</b> | <b>28</b> | <b>58</b>  | <b>402</b> | <b>372</b>  | <b>478</b>  | <b>88</b>  | <b>55</b>  | <b>1481</b> | <b>6141</b>  | <b>4.15</b>          |
|   | <b>Total</b> | <b>62</b> | <b>139</b> | <b>900</b> | <b>1492</b> | <b>1484</b> | <b>429</b> | <b>114</b> | <b>4620</b> | <b>19800</b> | <b>4.29</b>          |

Source: Q7 of the Implementation and Effectiveness part of the qnr



**5.2.8: Request for item-wise usage bill:** Out of 4620 pre paid subscribers of eight operators covered, 1676 (36.3%) had requested for item wise usage bill within 45 days – 49.6% by urban subscribers and 8.1% by rural subscribers. In urban area the maximum request was by BSNL subscribers (53.3%) and in rural area it was from Airtel subscribers (19.8%).

| <b>8. A prepaid customer request can get an item-wise usage bill within 45 days of making such request. Have you ever requested for it?</b> |              |             |              |             |              |             |
|---|--------------|-------------|--------------|-------------|--------------|-------------|
| Service Provider  |              | Yes         |              | No          |              | Total       |
|   |              | Count       | %age         | Count       | %age         | Count       |
| Aircel  | Urban        | 192         | 50.8%        | 186         | 49.2%        | 378         |
|   | Rural        | 17          | 9.1%         | 170         | 90.9%        | 187         |
|   | Total        | 209         | 37.0%        | 356         | 63.0%        | 565         |
| Airtel  | Urban        | 176         | 46.6%        | 202         | 53.4%        | 378         |
|   | Rural        | 38          | 19.8%        | 154         | 80.2%        | 192         |
|   | Total        | 214         | 37.5%        | 356         | 62.5%        | 570         |
| BSNL  | Urban        | 220         | 53.3%        | 193         | 46.7%        | 413         |
|   | Rural        | 21          | 11.4%        | 163         | 88.6%        | 184         |
|   | Total        | 241         | 40.4%        | 356         | 59.6%        | 597         |
| Idea  | Urban        | 185         | 46.4%        | 214         | 53.6%        | 399         |
|   | Rural        | 13          | 7.1%         | 171         | 92.9%        | 184         |
|   | Total        | 198         | 34.0%        | 385         | 66.0%        | 583         |
| MTS   | Urban        | 208         | 50.1%        | 207         | 49.9%        | 415         |
|   | Rural        | 4           | 2.2%         | 180         | 97.8%        | 184         |
|   | Total        | 212         | 35.4%        | 387         | 64.6%        | 599         |
| Reliance  | Urban        | 177         | 46.9%        | 200         | 53.1%        | 377         |
|   | Rural        | 9           | 4.8%         | 179         | 95.2%        | 188         |
|   | Total        | 186         | 32.9%        | 379         | 67.1%        | 565         |
| TTSL  | Urban        | 207         | 51.6%        | 194         | 48.4%        | 401         |
|   | Rural        | 4           | 2.2%         | 179         | 97.8%        | 183         |
|   | Total        | 211         | 36.1%        | 373         | 63.9%        | 584         |
| Vodafone  | Urban        | 191         | 50.5%        | 187         | 49.5%        | 378         |
|   | Rural        | 14          | 7.8%         | 165         | 92.2%        | 179         |
|   | Total        | 205         | 36.8%        | 352         | 63.2%        | 557         |
| <b>Total</b>  | <b>Urban</b> | <b>1556</b> | <b>49.6%</b> | <b>1583</b> | <b>50.4%</b> | <b>3139</b> |
|   | <b>Rural</b> | <b>120</b>  | <b>8.1%</b>  | <b>1361</b> | <b>91.9%</b> | <b>1481</b> |
|   | <b>Total</b> | <b>1676</b> | <b>36.3%</b> | <b>2944</b> | <b>63.7%</b> | <b>4620</b> |

Source: Q8 of the Implementation and Effectiveness part of the qnr



### 5.2.9 Satisfaction with the timely receipt and completeness of the item-wise usage bill on request:

Overall 1676 prepaid subscribers had made request for **item-wise usage bill – 1556 in the urban area and 120 in rural area. Overall the satisfaction on this aspect** was 4.00 on a scale of 1 to 7, where 1 is highly dissatisfied and 7 is highly satisfied. In urban area the satisfaction level was 4.03 and in rural area 3.68. Highest satisfaction was attained by Airtel, both in urban (4.72) and rural (3.97) areas.

| 9. If Yes how satisfied are you with the timely receipts and completeness of the item-wise usage bill on request? |              |          |            |            |            |            |            |          |             |             |              |
|---|--------------|----------|------------|------------|------------|------------|------------|----------|-------------|-------------|--------------|
| Service Provider  |              | 1        | 2          | 3          | 4          | 5          | 6          | 7        | Total       | Σfx         | Mean = Σfx/N |
| Aircel  | Urban        | 0        | 7          | 14         | 62         | 106        | 3          | 0        | 192         | 852         | 4.44         |
|   | Rural        | 0        | 1          | 10         | 1          | 4          | 0          | 1        | 17          | 63          | 3.71         |
|   | Total        | 0        | 8          | 24         | 63         | 110        | 3          | 1        | 209         | 915         | 4.38         |
| Airtel  | Urban        | 0        | 2          | 4          | 41         | 123        | 6          | 0        | 176         | 831         | 4.72         |
|   | Rural        | 0        | 0          | 20         | 0          | 17         | 1          | 0        | 38          | 151         | 3.97         |
|   | Total        | 0        | 2          | 24         | 41         | 140        | 7          | 0        | 214         | 982         | 4.59         |
| BSNL  | Urban        | 0        | 38         | 65         | 29         | 73         | 15         | 0        | 220         | 842         | 3.83         |
|   | Rural        | 0        | 0          | 15         | 1          | 5          | 0          | 0        | 21          | 74          | 3.52         |
|   | Total        | 0        | 38         | 80         | 30         | 78         | 15         | 0        | 241         | 916         | 3.80         |
| Idea  | Urban        | 0        | 35         | 0          | 63         | 87         | 0          | 0        | 185         | 757         | 4.09         |
|   | Rural        | 0        | 6          | 0          | 1          | 5          | 1          | 0        | 13          | 47          | 3.62         |
|   | Total        | 0        | 41         | 0          | 64         | 92         | 1          | 0        | 198         | 804         | 4.06         |
| MTS   | Urban        | 0        | 99         | 0          | 12         | 19         | 78         | 0        | 208         | 809         | 3.89         |
|   | Rural        | 0        | 0          | 2          | 2          | 0          | 0          | 0        | 4           | 14          | 3.50         |
|   | Total        | 0        | 99         | 2          | 14         | 19         | 78         | 0        | 212         | 823         | 3.88         |
| Reliance  | Urban        | 0        | 24         | 8          | 59         | 68         | 18         | 0        | 177         | 756         | 4.27         |
|   | Rural        | 0        | 0          | 4          | 4          | 1          | 0          | 0        | 9           | 33          | 3.67         |
|   | Total        | 0        | 24         | 12         | 63         | 69         | 18         | 0        | 186         | 789         | 4.24         |
| TTSL  | Urban        | 1        | 2          | 171        | 26         | 7          | 0          | 0        | 207         | 657         | 3.17         |
|   | Rural        | 0        | 4          | 0          | 0          | 0          | 0          | 0        | 4           | 8           | 2.00         |
|   | Total        | 1        | 6          | 171        | 26         | 7          | 0          | 0        | 211         | 665         | 3.15         |
| Vodafone  | Urban        | 0        | 69         | 7          | 15         | 52         | 48         | 0        | 191         | 767         | 4.02         |
|   | Rural        | 0        | 1          | 7          | 3          | 2          | 1          | 0        | 14          | 51          | 3.64         |
|   | Total        | 0        | 70         | 14         | 18         | 54         | 49         | 0        | 205         | 818         | 3.99         |
| <b>Total</b>  | <b>Urban</b> | <b>1</b> | <b>276</b> | <b>269</b> | <b>307</b> | <b>535</b> | <b>168</b> | <b>0</b> | <b>1556</b> | <b>6271</b> | <b>4.03</b>  |
|   | <b>Rural</b> | <b>0</b> | <b>12</b>  | <b>58</b>  | <b>12</b>  | <b>34</b>  | <b>3</b>   | <b>1</b> | <b>120</b>  | <b>441</b>  | <b>3.68</b>  |
|   | <b>Total</b> | <b>1</b> | <b>288</b> | <b>327</b> | <b>319</b> | <b>569</b> | <b>171</b> | <b>1</b> | <b>1676</b> | <b>6712</b> | <b>4.00</b>  |

Source: Q9 of the Implementation and Effectiveness part of the qnr



**5.2.10 Awareness about the grievance redressal mechanisms:** Of the three different modes of grievance redressal mechanisms set up by different service providers, it was found that in Rajasthan out of 4952 consumers surveyed over 95% were aware of toll free consumer care number. 4.1% were aware of Appellate Authority and only 0.7% of subscribers were aware of web based complaint monitoring system— comparatively high in the urban consumers. Awareness about Appellate Authority was found highest amongst BSNL (6.3%) subscribers.

| <b>10. Which all grievance redressal mechanisms set up by your service provider based on TRAI regulations are you aware of?</b> |              |                                |              |                     |             |                                       |             |             |
|---|--------------|--------------------------------|--------------|---------------------|-------------|---------------------------------------|-------------|-------------|
| Service Provider  |              | Toll Free Consumer Care Number |              | Appellate Authority |             | Web based complaint monitoring system |             | Total       |
|   |              | Count                          | %age         | Count               | %age        | Count                                 | %age        | Count       |
| Aircel  | Urban        | 383                            | 89.9%        | 17                  | 4.0%        | 1                                     | 0.2%        | 426         |
|   | Rural        | 171                            | 91.4%        | 3                   | 1.6%        | 0                                     | 0.0%        | 187         |
|   | Total        | 554                            | 90.4%        | 20                  | 3.3%        | 1                                     | 0.2%        | 613         |
| Airtel  | Urban        | 411                            | 95.4%        | 24                  | 5.6%        | 9                                     | 2.1%        | 431         |
|   | Rural        | 175                            | 90.7%        | 1                   | 0.5%        | 2                                     | 1.0%        | 193         |
|   | Total        | 586                            | 93.9%        | 25                  | 4.0%        | 11                                    | 1.8%        | 624         |
| BSNL  | Urban        | 426                            | 96.4%        | 35                  | 7.9%        | 6                                     | 1.4%        | 442         |
|   | Rural        | 187                            | 97.4%        | 5                   | 2.6%        | 1                                     | 0.5%        | 192         |
|   | Total        | 613                            | 96.7%        | 40                  | 6.3%        | 7                                     | 1.1%        | 634         |
| Idea  | Urban        | 421                            | 97.5%        | 32                  | 7.4%        | 5                                     | 1.2%        | 432         |
|   | Rural        | 180                            | 96.3%        | 2                   | 1.1%        | 1                                     | 0.5%        | 187         |
|   | Total        | 601                            | 97.1%        | 34                  | 5.5%        | 6                                     | 1.0%        | 619         |
| MTS   | Urban        | 414                            | 97.0%        | 14                  | 3.3%        | 1                                     | 0.2%        | 427         |
|   | Rural        | 177                            | 96.2%        | 2                   | 1.1%        | 0                                     | 0.0%        | 184         |
|   | Total        | 591                            | 96.7%        | 16                  | 2.6%        | 1                                     | 0.2%        | 611         |
| Reliance  | Urban        | 417                            | 97.9%        | 17                  | 4.0%        | 3                                     | 0.7%        | 426         |
|   | Rural        | 170                            | 90.4%        | 1                   | 0.5%        | 0                                     | 0.0%        | 188         |
|   | Total        | 587                            | 95.6%        | 18                  | 2.9%        | 3                                     | 0.5%        | 614         |
| TTSL  | Urban        | 428                            | 97.7%        | 20                  | 4.6%        | 2                                     | 0.5%        | 438         |
|   | Rural        | 171                            | 91.0%        | 7                   | 3.7%        | 0                                     | 0.0%        | 188         |
|   | Total        | 599                            | 95.7%        | 27                  | 4.3%        | 2                                     | 0.3%        | 626         |
| Vodafone  | Urban        | 420                            | 98.1%        | 22                  | 5.1%        | 2                                     | 0.5%        | 428         |
|   | Rural        | 175                            | 95.6%        | 2                   | 1.1%        | 0                                     | 0.0%        | 183         |
|   | Total        | 595                            | 97.4%        | 24                  | 3.9%        | 2                                     | 0.3%        | 611         |
| <b>Total</b>  | <b>Urban</b> | <b>3320</b>                    | <b>96.2%</b> | <b>181</b>          | <b>5.2%</b> | <b>29</b>                             | <b>0.8%</b> | <b>3450</b> |
|   | <b>Rural</b> | <b>1406</b>                    | <b>93.6%</b> | <b>23</b>           | <b>1.5%</b> | <b>4</b>                              | <b>0.3%</b> | <b>1502</b> |
|   | <b>Total</b> | <b>4726</b>                    | <b>95.4%</b> | <b>204</b>          | <b>4.1%</b> | <b>33</b>                             | <b>0.7%</b> | <b>4952</b> |

\* Multiple response answers, percentages may not add up to 100

Source: Q10 of the Implementation and Effectiveness part of the qnr



**5.2.11 Consumers' complaints to toll free consumer care number:** 43.0% consumers had made complaints to the toll free consumer care number of their operators. In urban area it was reported by 47.8% and in rural area it was reported by 31.8% respondents contacted during the survey. It was reported maximum in the case of Reliance subscribers (60.7%) in urban area and of Vodafone subscribers (38.3%) in rural areas.

| 11. Have you made any complaint to the toll free Consumer Care Number? |              |             |              |             |              |             |
|--|--------------|-------------|--------------|-------------|--------------|-------------|
| Service Provider   |              | Yes         |              | No          |              | Total       |
|  |              | Count       | %age         | Count       | %age         | Count       |
| Aircel   | Urban        | 208         | 54.3%        | 175         | 45.7%        | 383         |
|  | Rural        | 53          | 31.0%        | 118         | 69.0%        | 171         |
|  | Total        | 261         | 47.1%        | 293         | 52.9%        | 554         |
| Airtel   | Urban        | 227         | 55.2%        | 184         | 44.8%        | 411         |
|  | Rural        | 63          | 36.0%        | 112         | 64.0%        | 175         |
|  | Total        | 290         | 49.5%        | 296         | 50.5%        | 586         |
| BSNL   | Urban        | 173         | 40.6%        | 253         | 59.4%        | 426         |
|  | Rural        | 48          | 25.7%        | 139         | 74.3%        | 187         |
|  | Total        | 221         | 36.1%        | 392         | 63.9%        | 613         |
| Idea   | Urban        | 217         | 51.5%        | 204         | 48.5%        | 421         |
|  | Rural        | 57          | 31.7%        | 123         | 68.3%        | 180         |
|  | Total        | 274         | 45.6%        | 327         | 54.4%        | 601         |
| MTS  | Urban        | 127         | 30.7%        | 287         | 69.3%        | 414         |
|  | Rural        | 41          | 23.2%        | 136         | 76.8%        | 177         |
|  | Total        | 168         | 28.4%        | 423         | 71.6%        | 591         |
| Reliance   | Urban        | 253         | 60.7%        | 164         | 39.3%        | 417         |
|  | Rural        | 63          | 37.1%        | 107         | 62.9%        | 170         |
|  | Total        | 316         | 53.8%        | 271         | 46.2%        | 587         |
| TTSL   | Urban        | 168         | 39.3%        | 260         | 60.7%        | 428         |
|  | Rural        | 55          | 32.2%        | 116         | 67.8%        | 171         |
|  | Total        | 223         | 37.2%        | 376         | 62.8%        | 599         |
| Vodafone   | Urban        | 213         | 50.7%        | 207         | 49.3%        | 420         |
|  | Rural        | 67          | 38.3%        | 108         | 61.7%        | 175         |
|  | Total        | 280         | 47.1%        | 315         | 52.9%        | 595         |
| <b>Total</b>   | <b>Urban</b> | <b>1586</b> | <b>47.8%</b> | <b>1734</b> | <b>52.2%</b> | <b>3320</b> |
|  | <b>Rural</b> | <b>447</b>  | <b>31.8%</b> | <b>959</b>  | <b>68.2%</b> | <b>1406</b> |
|  | <b>Total</b> | <b>2033</b> | <b>43.0%</b> | <b>2693</b> | <b>57.0%</b> | <b>4726</b> |

Source: Q11 of the Implementation and Effectiveness part of the qnr





**5.2.12 Satisfaction with manner in which the complaint was handled in consumer care:** 2033 customers who had lodged their complaints at the toll free consumer care number. Average satisfaction level on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.43 in the urban and 3.86 in the rural area of Rajasthan. It was recorded highest in the case of Vodafone (4.61) in the urban area and (4.13) in the rural area.

| <b>12: Satisfaction on the manner of addressing the complaint such as docket number, redressal etc.</b> |              |           |            |            |            |            |            |          |             |             |                      |
|---|--------------|-----------|------------|------------|------------|------------|------------|----------|-------------|-------------|----------------------|
| Service Provider  |              | 1         | 2          | 3          | 4          | 5          | 6          | 7        | Total       | $\Sigma fx$ | Mean = $\Sigma fx/N$ |
| Aircel  | Urban        | 7         | 22         | 26         | 42         | 80         | 31         | 0        | 208         | 883         | 4.25                 |
|   | Rural        | 0         | 21         | 6          | 8          | 3          | 14         | 1        | 53          | 198         | 3.74                 |
|   | Total        | 7         | 43         | 32         | 50         | 83         | 45         | 1        | 261         | 1081        | 4.14                 |
| Airtel  | Urban        | 11        | 12         | 17         | 30         | 119        | 38         | 0        | 227         | 1029        | 4.53                 |
|   | Rural        | 0         | 13         | 8          | 12         | 22         | 8          | 0        | 63          | 256         | 4.06                 |
|   | Total        | 11        | 25         | 25         | 42         | 141        | 46         | 0        | 290         | 1285        | 4.43                 |
| BSNL  | Urban        | 2         | 11         | 13         | 32         | 94         | 21         | 0        | 173         | 787         | 4.55                 |
|   | Rural        | 1         | 12         | 2          | 9          | 22         | 2          | 0        | 48          | 189         | 3.94                 |
|   | Total        | 3         | 23         | 15         | 41         | 116        | 23         | 0        | 221         | 976         | 4.42                 |
| Idea  | Urban        | 1         | 8          | 30         | 66         | 81         | 30         | 1        | 217         | 963         | 4.44                 |
|   | Rural        | 0         | 16         | 4          | 16         | 21         | 0          | 0        | 57          | 213         | 3.74                 |
|   | Total        | 1         | 24         | 34         | 82         | 102        | 30         | 1        | 274         | 1176        | 4.29                 |
| MTS   | Urban        | 1         | 19         | 6          | 24         | 68         | 9          | 0        | 127         | 547         | 4.31                 |
|   | Rural        | 6         | 5          | 2          | 8          | 15         | 5          | 0        | 41          | 159         | 3.88                 |
|   | Total        | 7         | 24         | 8          | 32         | 83         | 14         | 0        | 168         | 706         | 4.20                 |
| Reliance  | Urban        | 7         | 11         | 33         | 67         | 101        | 32         | 2        | 253         | 1107        | 4.38                 |
|   | Rural        | 0         | 14         | 9          | 17         | 21         | 2          | 0        | 63          | 240         | 3.81                 |
|   | Total        | 7         | 25         | 42         | 84         | 122        | 34         | 2        | 316         | 1347        | 4.26                 |
| TTSL  | Urban        | 4         | 10         | 22         | 36         | 82         | 14         | 0        | 168         | 728         | 4.33                 |
|   | Rural        | 2         | 21         | 4          | 6          | 19         | 3          | 0        | 55          | 193         | 3.51                 |
|   | Total        | 6         | 31         | 26         | 42         | 101        | 17         | 0        | 223         | 921         | 4.13                 |
| Vodafone  | Urban        | 3         | 11         | 17         | 26         | 135        | 21         | 0        | 213         | 981         | 4.61                 |
|   | Rural        | 0         | 16         | 4          | 8          | 33         | 6          | 0        | 67          | 277         | 4.13                 |
|   | Total        | 3         | 27         | 21         | 34         | 168        | 27         | 0        | 280         | 1258        | 4.49                 |
| <b>Total</b>  | <b>Urban</b> | <b>36</b> | <b>104</b> | <b>164</b> | <b>323</b> | <b>760</b> | <b>196</b> | <b>3</b> | <b>1586</b> | <b>7025</b> | <b>4.43</b>          |
|   | <b>Rural</b> | <b>9</b>  | <b>118</b> | <b>39</b>  | <b>84</b>  | <b>156</b> | <b>40</b>  | <b>1</b> | <b>447</b>  | <b>1725</b> | <b>3.86</b>          |
|   | <b>Total</b> | <b>45</b> | <b>222</b> | <b>203</b> | <b>407</b> | <b>916</b> | <b>236</b> | <b>4</b> | <b>2033</b> | <b>8750</b> | <b>4.30</b>          |

Source: Q12 of the Implementation and Effectiveness part of the qnr



**5.2.13 Consumers' appeal to Appellate Authority:** Of the 204 customers who were aware of appellate authority only 6 (2.9%) of them made complainant to appellate authority. All of them were urban subscribers – 3 from Airtel, 2 from BSNL and 1 from Aircel.

| 13. Have you filed any appeal with the appellate authority? |       |       |         |       |         |       |
|---|-------|-------|---------|-------|---------|-------|
| Operator  |       | Yes   |         | No    |         | Total |
|   |       | Count | Row N % | Count | Row N % | Count |
| Aircel  | Urban | 1     | 5.9%    | 16    | 94.1%   | 17    |
|   | Rural | 0     | 0.0%    | 3     | 100.0%  | 3     |
|   | Total | 1     | 5.0%    | 19    | 95.0%   | 20    |
| Airtel  | Urban | 3     | 12.5%   | 21    | 87.5%   | 24    |
|   | Rural | 0     | 0.0%    | 1     | 100.0%  | 1     |
|   | Total | 3     | 12.0%   | 22    | 88.0%   | 25    |
| BSNL  | Urban | 2     | 5.7%    | 33    | 94.3%   | 35    |
|   | Rural | 0     | 0.0%    | 5     | 100.0%  | 5     |
|   | Total | 2     | 5.0%    | 38    | 95.0%   | 40    |
| Idea  | Urban | 0     | 0.0%    | 32    | 100.0%  | 32    |
|   | Rural | 0     | 0.0%    | 2     | 100.0%  | 2     |
|   | Total | 0     | 0.0%    | 34    | 100.0%  | 34    |
| MTS   | Urban | 0     | 0.0%    | 14    | 100.0%  | 14    |
|   | Rural | 0     | 0.0%    | 2     | 100.0%  | 2     |
|   | Total | 0     | 0.0%    | 16    | 100.0%  | 16    |
| Reliance  | Urban | 0     | 0.0%    | 17    | 100.0%  | 17    |
|   | Rural | 0     | 0.0%    | 1     | 100.0%  | 1     |
|   | Total | 0     | 0.0%    | 18    | 100.0%  | 18    |
| TTSL  | Urban | 0     | 0.0%    | 20    | 100.0%  | 20    |
|   | Rural | 0     | 0.0%    | 7     | 100.0%  | 7     |
|   | Total | 0     | 0.0%    | 27    | 100.0%  | 27    |
| Vodafone  | Urban | 0     | 0.0%    | 22    | 100.0%  | 22    |
|   | Rural | 0     | 0.0%    | 2     | 100.0%  | 2     |
|   | Total | 0     | 0.0%    | 24    | 100.0%  | 24    |
| Total   | Urban | 6     | 3.3%    | 175   | 96.7%   | 181   |
|   | Rural | 0     | 0.0%    | 23    | 100.0%  | 23    |
|   | Total | 6     | 2.9%    | 198   | 97.10%  | 204   |

**5.2.14 Consumers' Satisfaction with manner in which your appeal was addressed by appellate authority:** 6 customers who had lodged their complaints at of Appellate Authority, average satisfaction level on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 5.17. It was recorded highest in the case of BSNL (5.50).

| 14: Satisfaction on the manner of addressing the complaint by appellate authority |       |   |   |   |   |   |   |   |       |     |              |
|---|-------|---|---|---|---|---|---|---|-------|-----|--------------|
| Service Provider  |       | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Σfx | Mean = Σfx/N |
| Aircel  | Urban |   |   |   | 0 | 1 | 0 |   | 1     | 5   | 5.00         |
| Airtel  | Urban |   |   |   | 1 | 1 | 1 |   | 3     | 15  | 5.00         |
| BSNL  | Urban |   |   |   | 0 | 1 | 1 |   | 2     | 11  | 5.50         |
| Total   | Urban |   |   |   | 1 | 3 | 2 |   | 6     | 31  | 5.17         |



**5.2.15 Utilization of Mobile Number Portability service:** Of the total 4952 consumers contacted during the survey in Rajasthan Service Area, altogether 203 (4.1%) had utilized the MNP service of their service providers – 5.0% in the urban area and 2.1% in the rural area. Usage of MNP was reported highest by the current subscribers of Idea and Vodafone in the urban area (7.9% each) and of Airtel in rural areas (3.6%).

| 15. Have you utilized the service of Mobile number portability for changing your operator? |       |       |         |       |         |       |
|--|-------|-------|---------|-------|---------|-------|
| Operator   |       | Yes   |         | No    |         | Total |
|  |       | Count | Row N % | Count | Row N % | Count |
| Aircel   | Urban | 11    | 2.6%    | 415   | 97.4%   | 426   |
|  | Rural | 2     | 1.1%    | 185   | 98.9%   | 187   |
|  | Total | 13    | 2.1%    | 600   | 97.9%   | 613   |
| Airtel   | Urban | 30    | 7.0%    | 401   | 93.0%   | 431   |
|  | Rural | 7     | 3.6%    | 186   | 96.4%   | 193   |
|  | Total | 37    | 5.9%    | 587   | 94.1%   | 624   |
| BSNL   | Urban | 15    | 3.4%    | 427   | 96.6%   | 442   |
|  | Rural | 2     | 1.0%    | 190   | 99.0%   | 192   |
|  | Total | 17    | 2.7%    | 617   | 97.3%   | 634   |
| Idea   | Urban | 34    | 7.9%    | 398   | 92.1%   | 432   |
|  | Rural | 6     | 3.2%    | 181   | 96.8%   | 187   |
|  | Total | 40    | 6.5%    | 579   | 93.5%   | 619   |
| MTS  | Urban | 7     | 1.6%    | 420   | 98.4%   | 427   |
|  | Rural | 2     | 1.1%    | 182   | 98.9%   | 184   |
|  | Total | 9     | 1.5%    | 602   | 98.5%   | 611   |
| Reliance   | Urban | 19    | 4.5%    | 407   | 95.5%   | 426   |
|  | Rural | 4     | 2.1%    | 184   | 97.9%   | 188   |
|  | Total | 23    | 3.7%    | 591   | 96.3%   | 614   |
| TTSL   | Urban | 22    | 5.0%    | 416   | 95.0%   | 438   |
|  | Rural | 3     | 1.6%    | 185   | 98.4%   | 188   |
|  | Total | 25    | 4.0%    | 601   | 96.0%   | 626   |
| Vodafone   | Urban | 34    | 7.9%    | 394   | 92.1%   | 428   |
|  | Rural | 5     | 2.7%    | 178   | 97.3%   | 183   |
|  | Total | 39    | 6.4%    | 572   | 93.6%   | 611   |
| Total  | Urban | 172   | 5.0%    | 3278  | 95.0%   | 3450  |
|  | Rural | 31    | 2.1%    | 1471  | 97.9%   | 1502  |
|  | Total | 203   | 4.1%    | 4749  | 95.9%   | 4952  |

Source: Q15 of the Implementation and Effectiveness part of the qnr



**5.2.16 Satisfaction with the process of porting to another operator:** The average satisfaction level of the 203 subscribers who used MNP, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.68 in the urban area. In the rural area it was bit lower at 4.13 (for the 31 users).

| 16. Satisfaction with the process of porting to another operator |              |          |   |           |           |            |           |          |            |            |              |
|--|--------------|----------|---|-----------|-----------|------------|-----------|----------|------------|------------|--------------|
| Service Provider   |              | 1        | 2 | 3         | 4         | 5          | 6         | 7        | Total      | Σfx        | Mean = Σfx/N |
| Aircel   | Urban        | 0        |   | 6         | 5         | 0          | 0         | 0        | 11         | 38         | 3.45         |
|  | Rural        | 0        |   | 2         | 0         | 0          | 0         | 0        | 2          | 6          | 3.00         |
|  | Total        | 0        |   | 8         | 5         | 0          | 0         | 0        | 13         | 44         | 3.38         |
| Airtel   | Urban        | 0        |   | 0         | 4         | 23         | 3         | 0        | 30         | 149        | 4.97         |
|  | Rural        | 0        |   | 0         | 4         | 3          | 0         | 0        | 7          | 31         | 4.43         |
|  | Total        | 0        |   | 0         | 8         | 26         | 3         | 0        | 37         | 180        | 4.86         |
| BSNL   | Urban        | 0        |   | 2         | 7         | 6          | 0         | 0        | 15         | 64         | 4.27         |
|  | Rural        | 0        |   | 0         | 2         | 0          | 0         | 0        | 2          | 8          | 4.00         |
|  | Total        | 0        |   | 2         | 9         | 6          | 0         | 0        | 17         | 72         | 4.24         |
| Idea   | Urban        | 0        |   | 0         | 6         | 21         | 6         | 1        | 34         | 172        | 5.06         |
|  | Rural        | 0        |   | 1         | 2         | 2          | 1         | 0        | 6          | 27         | 4.50         |
|  | Total        | 0        |   | 1         | 8         | 23         | 7         | 1        | 40         | 199        | 4.98         |
| MTS  | Urban        | 0        |   | 3         | 4         | 0          | 0         | 0        | 7          | 25         | 3.57         |
|  | Rural        | 0        |   | 1         | 1         | 0          | 0         | 0        | 2          | 7          | 3.50         |
|  | Total        | 0        |   | 4         | 5         | 0          | 0         | 0        | 9          | 32         | 3.56         |
| Reliance   | Urban        | 0        |   | 1         | 9         | 9          | 0         | 0        | 19         | 84         | 4.42         |
|  | Rural        | 0        |   | 1         | 3         | 0          | 0         | 0        | 4          | 15         | 3.75         |
|  | Total        | 0        |   | 2         | 12        | 9          | 0         | 0        | 23         | 99         | 4.30         |
| TTSL   | Urban        | 0        |   | 4         | 3         | 14         | 1         | 0        | 22         | 100        | 4.55         |
|  | Rural        | 0        |   | 1         | 2         | 0          | 0         | 0        | 3          | 11         | 3.67         |
|  | Total        | 0        |   | 5         | 5         | 14         | 1         | 0        | 25         | 111        | 4.44         |
| Vodafone   | Urban        | 0        |   | 1         | 5         | 20         | 6         | 2        | 34         | 173        | 5.09         |
|  | Rural        | 0        |   | 0         | 2         | 3          | 0         | 0        | 5          | 23         | 4.60         |
|  | Total        | 0        |   | 1         | 7         | 23         | 6         | 2        | 39         | 196        | 5.03         |
| <b>Total</b>   | <b>Urban</b> | <b>0</b> |   | <b>17</b> | <b>43</b> | <b>93</b>  | <b>16</b> | <b>3</b> | <b>172</b> | <b>805</b> | <b>4.68</b>  |
|  | <b>Rural</b> | <b>0</b> |   | <b>6</b>  | <b>16</b> | <b>8</b>   | <b>1</b>  | <b>0</b> | <b>31</b>  | <b>128</b> | <b>4.13</b>  |
|  | <b>Total</b> | <b>0</b> |   | <b>23</b> | <b>59</b> | <b>101</b> | <b>17</b> | <b>3</b> | <b>203</b> | <b>933</b> | <b>4.60</b>  |

Source: Q16 of the Implementation and Effectiveness part of the qnr



### 5.3 BROADBAND – Rajasthan Service Area

**5.3.1 Awareness about the grievance redressal mechanisms:** Of the three different modes of grievance redressal mechanisms set up by the service provider, it was found that all were aware of the toll free consumer care number. Of the other two modes, appellate authority was known by 2.6% of the customers and web based complaint monitoring mechanism was acknowledged by 2.3% subscribers. Amongst the customers of who knew about the appellate authority highest were the subscribers of BSNL (4.3%) – 6.5% in urban and 1.4% in rural areas of Rajasthan.

| 1. Which all grievance redressal mechanisms set up by your telecom service provider based on the TRAI regulations are you aware of? |       |                                |        |                     |      |                                       |      |       |
|---|-------|--------------------------------|--------|---------------------|------|---------------------------------------|------|-------|
| Service Provider  |       | Toll Free Consumer Care Number |        | Appellate Authority |      | Web based complaint monitoring system |      | Total |
|   |       | Count                          | %age   | Count               | %age | Count                                 | %age | Count |
| Airtel  | Urban | 604                            | 100.0% | 11                  | 1.8% | 12                                    | 2.0% | 604   |
| BSNL  | Urban | 371                            | 100.0% | 24                  | 6.5% | 19                                    | 5.1% | 371   |
|   | Rural | 283                            | 100.0% | 4                   | 1.4% | 2                                     | 0.7% | 283   |
|   | Total | 654                            | 100.0% | 28                  | 4.3% | 21                                    | 3.2% | 654   |
| Reliance  | Urban | 610                            | 100.0% | 9                   | 1.5% | 10                                    | 1.6% | 610   |
| Total   | Urban | 1585                           | 100.0% | 44                  | 2.8% | 41                                    | 2.6% | 1585  |
|   | Rural | 283                            | 100.0% | 4                   | 1.4% | 2                                     | 0.7% | 283   |
|   | Total | 1868                           | 100.0% | 48                  | 2.6% | 43                                    | 2.3% | 1868  |

\* Multiple response answers, percentages may not add up to 100

Source: Q1 of the Implementation and Effectiveness part of the qnr

**5.3.2 Consumers' complaints to toll free consumer care number:** Altogether 471 (25.2%) consumers had complained to the toll free consumer care number of their operators. This was reported highest in the case of Reliance (28.7%).

| 2. Have you made any complaint to the toll free Consumer Care Number? |       |       |       |       |       |       |
|---|-------|-------|-------|-------|-------|-------|
| Service Provider  |       | Yes   |       | No    |       | Total |
|   |       | Count | %age  | Count | %age  | Count |
| Airtel  | Urban | 158   | 26.2% | 446   | 73.8% | 604   |
| BSNL  | Urban | 92    | 24.8% | 279   | 75.2% | 371   |
|   | Rural | 46    | 16.3% | 237   | 83.7% | 283   |
|   | Total | 138   | 21.1% | 516   | 78.9% | 654   |
| Reliance  | Urban | 175   | 28.7% | 435   | 71.3% | 610   |
| Total   | Urban | 425   | 26.8% | 1160  | 73.2% | 1585  |
|   | Rural | 46    | 16.3% | 237   | 83.7% | 283   |
|   | Total | 471   | 25.2% | 1397  | 74.8% | 1868  |

Source: Q2 of the Implementation and Effectiveness part of the qnr



**5.3.3 Satisfaction with manner in which the complaint was handled in consumer care:** 471 customers who had lodged their complaints at the toll free consumer care no, average satisfaction level on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.97 in the urban and 3.76 in the rural areas of Rajasthan. It was recorded highest in the case of Airtel (6.29).

| 3: Satisfaction on the manner of addressing the complaint such as docket number, redressal etc. |       |   |    |    |     |     |     |    |       |      |              |
|---|-------|---|----|----|-----|-----|-----|----|-------|------|--------------|
| Service Provider  |       | 1 | 2  | 3  | 4   | 5   | 6   | 7  | Total | Σfx  | Mean = Σfx/N |
| Airtel  | Urban | 0 | 0  | 0  | 0   | 0   | 112 | 46 | 158   | 994  | 6.29         |
| BSNL  | Urban | 0 | 6  | 13 | 16  | 41  | 16  | 0  | 92    | 416  | 4.52         |
|   | Rural | 0 | 6  | 11 | 17  | 12  | 0   | 0  | 46    | 173  | 3.76         |
|   | Total | 0 | 12 | 24 | 33  | 53  | 16  | 0  | 138   | 589  | 4.27         |
| Rel Comm  | Urban | 0 | 14 | 25 | 81  | 55  | 0   | 0  | 175   | 702  | 4.01         |
| Total   | Urban | 0 | 20 | 38 | 97  | 96  | 128 | 46 | 425   | 2112 | 4.97         |
|   | Rural | 0 | 6  | 11 | 17  | 12  | 0   | 0  | 46    | 173  | 3.76         |
|   | Total | 0 | 26 | 49 | 114 | 108 | 128 | 46 | 471   | 2285 | 4.85         |

Source: Q3 of the Implementation and Effectiveness part of the qnr

**5.3.4 Consumers' appeal to Appellate Authority:** Of the 48 consumers who were aware of the appellate authority, none had appealed to the appellate authority set up by their operators. Hence satisfaction on the manner of addressing the complaint by appellate authority could not be ascertained.

**5.3.6 Satisfaction under Fair Usage Policy (FUP):** Average satisfaction level, with the fair usage policy of the broadband operators, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.22 in the rural and 5.24 in the urban areas of Rajasthan- highest in the case of Airtel (6.52).

| 6: Satisfaction with information provided under FUP |       |   |    |     |     |     |     |     |       |      |              |
|---|-------|---|----|-----|-----|-----|-----|-----|-------|------|--------------|
| Service Provider                                    |       | 1 | 2  | 3   | 4   | 5   | 6   | 7   | Total | Σfx  | Mean = Σfx/N |
| Airtel  | Urban | 0 | 0  | 0   | 0   | 0   | 289 | 315 | 604   | 3939 | 6.52         |
| BSNL  | Urban | 0 | 22 | 27  | 85  | 230 | 7   | 0   | 371   | 1657 | 4.47         |
|   | Rural | 0 | 16 | 57  | 62  | 144 | 4   | 0   | 283   | 1195 | 4.22         |
|   | Total | 0 | 38 | 84  | 147 | 374 | 11  | 0   | 654   | 2852 | 4.36         |
| Reliance  | Urban | 0 | 37 | 54  | 132 | 375 | 12  | 0   | 610   | 2711 | 4.44         |
| Total   | Urban | 0 | 59 | 81  | 217 | 605 | 308 | 315 | 1585  | 8307 | 5.24         |
|   | Rural | 0 | 16 | 57  | 62  | 144 | 4   | 0   | 283   | 1195 | 4.22         |
|   | Total | 0 | 75 | 138 | 279 | 749 | 312 | 315 | 1868  | 9502 | 5.09         |

Source: Q6 of the Implementation and Effectiveness part of the qnr

**5.3.7 Satisfaction with the facility to measure the broadband connection speed:** Average satisfaction level, with the facility provided for measuring broadband speed by the operators in Rajasthan, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was recorded at 4.96 –much higher in urban area (5.12) than rural (4.08) area. It was rated highest by the subscribers of Airtel (6.53).

| 7: Satisfaction with facility provided to measure broadband speed |       |   |     |    |     |     |     |     |       |      |              |
|---|-------|---|-----|----|-----|-----|-----|-----|-------|------|--------------|
| Service Provider  |       | 1 | 2   | 3  | 4   | 5   | 6   | 7   | Total | Σfx  | Mean = Σfx/N |
| Airtel  | Urban | 0 | 0   | 0  | 0   | 0   | 286 | 318 | 604   | 3942 | 6.53         |
| BSNL  | Urban | 0 | 29  | 17 | 145 | 173 | 7   | 0   | 371   | 1596 | 4.30         |
|   | Rural | 0 | 23  | 35 | 126 | 93  | 6   | 0   | 283   | 1156 | 4.08         |
|   | Total | 0 | 52  | 52 | 271 | 266 | 13  | 0   | 654   | 2752 | 4.21         |
| Reliance  | Urban | 0 | 49  | 36 | 272 | 234 | 19  | 0   | 610   | 2578 | 4.23         |
| Total   | Urban | 0 | 78  | 53 | 417 | 407 | 312 | 318 | 1585  | 8116 | 5.12         |
|   | Rural | 0 | 23  | 35 | 126 | 93  | 6   | 0   | 283   | 1156 | 4.08         |
|   | Total | 0 | 101 | 88 | 543 | 500 | 318 | 318 | 1868  | 9272 | 4.96         |

Source: Q7 of the Implementation and Effectiveness part of the qnr



## **6. CONCLUSION AND RECOMMENDATIONS**



## 6. Conclusion and Recommendations

As discussed in Chapter 1 of the report, the main objective of the study was to:

1. To assess the Implementation and Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2012
2. To Assess Customer perception of Service as defined in *Regulations on quality of service of Basic, Cellular and Broadband Service*.

Therefore, the present report deals with the subject matter as listed above of the three services – Basic service (Wireline), Cellular Mobile and Broadband – in Rajasthan Service Area.

Altogether 7 parameters were considered to assess the customer perception of services. The consumers were asked to rank the services on the defined parameter on a likert scale of 1 to 7, where, 7 means extremely satisfied and 1 means extremely dissatisfied. To measure the percentage of consumers satisfied on various QoS parameters, top 4 box scores are taken into account thereby not considering the respondents who are actively dissatisfied with the services. The neutral score of 4 is therefore considered as not dissatisfied. Therefore, the proportion of sum total of “Not dissatisfied”, “Satisfied”, “Very Satisfied” and “Extremely Satisfied” consumers were taken out from the total number of valid responses on the all questions of each of the broad parameter.

Consumers satisfied are ascertained using the following formula(s):

$$CS = (A / N) * 100$$

Where:

CS = % of satisfied consumers

A = sum total of no. of subscribers who were “Not dissatisfied” + “Satisfied” + “Very Satisfied” + “Extremely Satisfied” on each of the broad parameter

N = Total sample size achieved





## 6.1 Key Takeout

### 6.1.1 Basic Service (Wireline):

- 1) The quality of Basic telecom service in Rajasthan is quite low. Performance of two out of four operators was not up to the mark, therefore, could not meet the benchmarks prescribed by TRAI on most of the defined parameters.
- 2) **With regard to the implementation and effectiveness of grievance redressal**, most of the consumers are aware of only call centre. Awareness as well as the level of satisfaction on registration for blocking or not receiving unsolicited call/SMS was found to be too low.

### 6.1.2 Cellular Mobile

- 1) Overall, the performance of all the operators was quite low and none could meet the benchmark on all the parameters. The performance of few operators, such as **Airtel, Idea and Vodafone** was found to be better than others as they were able to achieve the benchmark on most of the parameters in urban areas.
- 2) Again in rural areas, all the operators need to improve as the performance level is critical.
- 3) Airtel, TTSL and Reliance were not able to achieve the benchmark on most of the parameter.
- 4) **With regard to the implementation and effectiveness of grievance redressal**, around one of the six customers had requested for blocking or not receiving the unsolicited calls and SMSs. But consumer satisfaction level on this aspect was below average. Prepaid subscribers were somewhat happy with the information provided after usage of service such as charges being deducted, balance in account etc. Only about 4% of the customers were aware about the Appellate Authority and only 3% of them had appealed to the appellate authority.

### 6.1.3 Broadband

1. In the case of broadband, the performance of Airtel was found to be better than other two operators – BSNL and Reliance. However, the services of Reliance was found to be much below prescribed benchmark on most of the parameters.
2. **With regard to the implementation and effectiveness of grievance redressal mechanism**, around one fourth of subscribers had put their complaints on deficiency of some services. In urban area the problem was comparatively more serious.



## 6.2 Recommendations

### 6.2.1 Basic Service (Wireline):

- 1) All operators should improve their services on almost all the parameters. TRAI should monitor their performance in more stringent way with time bound results.
- 2) ISO standards for maintaining the Quality of service such as ISO 10000 or others should be explored for desired result.
- 3) In order to spread the awareness level about the redressal mechanism, more drastic step should be adopted. Although the awareness of toll free consumer number is found to be high, all the service providers need to work for spreading the awareness about appellate authority.
- 4) Do not Call facility should be regularly monitored and keeping in mind the request of individual customers.

### 6.2.2 Cellular Mobile

- 1) Billing and network availability are serious concerns for almost all the service providers especially in both urban and rural areas. All of them should adopt effective mechanism to deal with these issues as most of the operators were unable to meet the benchmark. In fact Aircel and Reliance were far below the prescribed benchmark standard.
- 2) With the tremendous growth in number of subscribers, the operators should introduce more effective customer care service. This will take care of more effective mechanism to handle the concerns of their customers. Also they need to improve their infrastructure facility as the number of subscribers with all the operators is increasing every day. Regulator should evolve a mechanism where to measure the delivering capacity of each of the provider and at regular interval. The operators should do investment on skilled man power in order to avoid the repeat complaints on the same issue.
- 3) ISO standards for maintaining the Quality of service such as ISO 10,000 or others should be explored for desired result.

### 6.2.3 Broadband

- 1) Reliance need to improve their services on all the prescribed parameters in Rajasthan service area.
- 2) ISO standards for maintaining the Quality of service such as ISO 10,000 or others should be explored for desired result.



## **ANNEXURES**



## ANNEXURE A. OUTPUT TABLES

### A1. BASIC WIRELINE

#### 1. Provision of Services

| 1.1 How satisfied are you with the ease of taking a connection? |       |       |       |       |       |       |       |       |       |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider  |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|   |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel  | Urban |       | 0     | 18    | 0     | 0     | 144   | 442   | 604   |
|   | Rural |       | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|   | Total |       | 0     | 18    | 0     | 0     | 144   | 442   | 604   |
| BSNL  | Urban |       | 0     | 0     | 35    | 244   | 62    | 0     | 341   |
|   | Rural |       | 1     | 13    | 10    | 200   | 54    | 0     | 278   |
|   | Total |       | 1     | 13    | 45    | 444   | 116   | 0     | 619   |
| MTS   | Urban |       | 0     | 35    | 176   | 362   | 29    | 0     | 602   |
|   | Rural |       | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|   | Total |       | 0     | 35    | 176   | 362   | 29    | 0     | 602   |
| Reliance  | Urban |       | 0     | 48    | 152   | 372   | 32    | 0     | 604   |
|   | Rural |       | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|   | Total |       | 0     | 48    | 152   | 372   | 32    | 0     | 604   |
| Total   | Urban |       | 0     | 101   | 363   | 978   | 267   | 442   | 2151  |
|   | Rural |       | 1     | 13    | 10    | 200   | 54    | 0     | 278   |
|   | Total |       | 1     | 114   | 373   | 1178  | 321   | 442   | 2429  |

| 1.2 How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges? |       |       |       |       |       |       |       |       |       |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider  |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|   |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel  | Urban |       | 0     | 18    | 0     | 0     | 322   | 264   | 604   |
|   | Rural |       | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|   | Total |       | 0     | 18    | 0     | 0     | 322   | 264   | 604   |
| BSNL  | Urban |       | 0     | 16    | 84    | 156   | 85    | 0     | 341   |
|   | Rural |       | 2     | 12    | 80    | 138   | 46    | 0     | 278   |
|   | Total |       | 2     | 28    | 164   | 294   | 131   | 0     | 619   |
| MTS   | Urban |       | 21    | 49    | 430   | 102   | 0     | 0     | 602   |
|   | Rural |       | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|   | Total |       | 21    | 49    | 430   | 102   | 0     | 0     | 602   |
| Reliance  | Urban |       | 33    | 45    | 411   | 105   | 10    | 0     | 604   |
|   | Rural |       | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|   | Total |       | 33    | 45    | 411   | 105   | 10    | 0     | 604   |
| Total   | Urban |       | 54    | 128   | 925   | 363   | 417   | 264   | 2151  |
|   | Rural |       | 2     | 12    | 80    | 138   | 46    | 0     | 278   |
|   | Total |       | 56    | 140   | 1005  | 501   | 463   | 264   | 2429  |

| 1.3 How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement? |       |       |       |       |       |       |       |       |       |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider   |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|  |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel   | Urban |       | 0     | 18    | 0     | 0     | 69    | 517   | 604   |
|  | Rural |       | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total |       | 0     | 18    | 0     | 0     | 69    | 517   | 604   |
| BSNL   | Urban |       | 0     | 5     | 69    | 172   | 94    | 1     | 341   |
|  | Rural |       | 2     | 4     | 35    | 169   | 66    | 2     | 278   |
|  | Total |       | 2     | 9     | 104   | 341   | 160   | 3     | 619   |
| MTS  | Urban |       | 3     | 36    | 172   | 391   | 0     | 0     | 602   |
|  | Rural |       | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total |       | 3     | 36    | 172   | 391   | 0     | 0     | 602   |
| Reliance   | Urban |       | 3     | 48    | 146   | 400   | 7     | 0     | 604   |
|  | Rural |       | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total |       | 3     | 48    | 146   | 400   | 7     | 0     | 604   |
| Total  | Urban |       | 6     | 107   | 387   | 963   | 170   | 518   | 2151  |
|  | Rural |       | 2     | 4     | 35    | 169   | 66    | 2     | 278   |
|  | Total |       | 8     | 111   | 422   | 1132  | 236   | 520   | 2429  |



| Provision of Services: Calculation of satisfaction Score |       |   |    |     |      |      |      |      |          |           |                               |
|--|-------|---|----|-----|------|------|------|------|----------|-----------|-------------------------------|
| code   |       | 1 | 2  | 3   | 4    | 5    | 6    | 7    | Total, N | Benchmark | Overall Weighted Satisfaction |
| Airtel   | Urban | 0 | 0  | 54  | 0    | 0    | 535  | 1223 | 1812     | 90%       | 97.0%                         |
|  | Rural | 0 | 0  | 0   | 0    | 0    | 0    | 0    | 0        | 90%       | NA                            |
|  | Total | 0 | 0  | 54  | 0    | 0    | 535  | 1223 | 1812     | 90%       | 97.0%                         |
| BSNL   | Urban | 0 | 0  | 21  | 188  | 572  | 241  | 1    | 1023     | 90%       | 97.9%                         |
|  | Rural | 0 | 5  | 29  | 125  | 507  | 166  | 2    | 834      | 90%       | 95.9%                         |
|  | Total | 0 | 5  | 50  | 313  | 1079 | 407  | 3    | 1857     | 90%       | 97.0%                         |
| MTS  | Urban | 0 | 24 | 120 | 778  | 855  | 29   | 0    | 1806     | 90%       | 92.0%                         |
|  | Rural | 0 | 0  | 0   | 0    | 0    | 0    | 0    | 0        | 90%       | NA                            |
|  | Total | 0 | 24 | 120 | 778  | 855  | 29   | 0    | 1806     | 90%       | 92.0%                         |
| Reliance   | Urban | 0 | 36 | 141 | 709  | 877  | 49   | 0    | 1812     | 90%       | 90.2%                         |
|  | Rural | 0 | 0  | 0   | 0    | 0    | 0    | 0    | 0        | 90%       | NA                            |
|  | Total | 0 | 36 | 141 | 709  | 877  | 49   | 0    | 1812     | 90%       | 90.2%                         |
| Total  | Urban | 0 | 60 | 336 | 1675 | 2304 | 854  | 1224 | 6453     | 90%       | 93.9%                         |
|  | Rural | 0 | 5  | 29  | 125  | 507  | 166  | 2    | 834      | 90%       | 95.9%                         |
|  | Total | 0 | 65 | 365 | 1800 | 2811 | 1020 | 1226 | 7287     | 90%       | 94.1%                         |

## 2. Billing Related (only for postpaid customers)

| 2.5 How satisfied are you with the charges levied per call? |       |       |       |       |       |       |       |       |       |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider  |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|   |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel  | Urban | 0     | 0     | 48    | 0     | 0     | 31    | 525   | 604   |
|   | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|   | Total | 0     | 0     | 48    | 0     | 0     | 31    | 525   | 604   |
| BSNL  | Urban | 0     | 0     | 11    | 102   | 176   | 52    | 0     | 341   |
|   | Rural | 0     | 1     | 16    | 70    | 167   | 24    | 0     | 278   |
|   | Total | 0     | 1     | 27    | 172   | 343   | 76    | 0     | 619   |
| MTS   | Urban | 0     | 43    | 56    | 232   | 271   | 0     | 0     | 602   |
|   | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|   | Total | 0     | 43    | 56    | 232   | 271   | 0     | 0     | 602   |
| Reliance  | Urban | 0     | 39    | 55    | 227   | 273   | 10    | 0     | 604   |
|   | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|   | Total | 0     | 39    | 55    | 227   | 273   | 10    | 0     | 604   |
| Total   | Urban | 0     | 82    | 170   | 561   | 720   | 93    | 525   | 2151  |
|   | Rural | 0     | 1     | 16    | 70    | 167   | 24    | 0     | 278   |
|   | Total | 0     | 83    | 186   | 631   | 887   | 117   | 525   | 2429  |

| 2.6 How satisfied are you with the overall accuracy & completeness of the bills? |       |       |       |       |       |       |       |       |       |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider   |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|  |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel   | Urban | 0     | 0     | 48    | 0     | 0     | 87    | 469   | 604   |
|  | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total | 0     | 0     | 48    | 0     | 0     | 87    | 469   | 604   |
| BSNL   | Urban | 0     | 3     | 8     | 88    | 154   | 80    | 8     | 341   |
|  | Rural | 1     | 2     | 4     | 72    | 147   | 50    | 2     | 278   |
|  | Total | 1     | 5     | 12    | 160   | 301   | 130   | 10    | 619   |
| MTS  | Urban | 0     | 38    | 101   | 358   | 105   | 0     | 0     | 602   |
|  | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total | 0     | 38    | 101   | 358   | 105   | 0     | 0     | 602   |
| Reliance   | Urban | 0     | 37    | 99    | 344   | 115   | 9     | 0     | 604   |
|  | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total | 0     | 37    | 99    | 344   | 115   | 9     | 0     | 604   |
| Total  | Urban | 0     | 78    | 256   | 790   | 374   | 176   | 477   | 2151  |
|  | Rural | 1     | 2     | 4     | 72    | 147   | 50    | 2     | 278   |
|  | Total | 1     | 80    | 260   | 862   | 521   | 226   | 479   | 2429  |



| 2.7 How satisfied are you with the clarity of the bills in terms of transparency and understandability? |       |       |       |       |       |       |       |       |       |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider  |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|   |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel  | Urban | 0     | 0     | 48    | 0     | 0     | 31    | 525   | 604   |
|   | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|   | Total | 0     | 0     | 48    | 0     | 0     | 31    | 525   | 604   |
| BSNL  | Urban | 0     | 0     | 5     | 84    | 202   | 41    | 9     | 341   |
|   | Rural | 0     | 1     | 3     | 80    | 167   | 21    | 6     | 278   |
|   | Total | 0     | 1     | 8     | 164   | 369   | 62    | 15    | 619   |
| MTS   | Urban | 0     | 43    | 73    | 226   | 260   | 0     | 0     | 602   |
|   | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|   | Total | 0     | 43    | 73    | 226   | 260   | 0     | 0     | 602   |
| Reliance  | Urban | 0     | 40    | 68    | 226   | 261   | 9     | 0     | 604   |
|   | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|   | Total | 0     | 40    | 68    | 226   | 261   | 9     | 0     | 604   |
| Total   | Urban | 0     | 83    | 194   | 536   | 723   | 81    | 534   | 2151  |
|   | Rural | 0     | 1     | 3     | 80    | 167   | 21    | 6     | 278   |
|   | Total | 0     | 84    | 197   | 616   | 890   | 102   | 540   | 2429  |

| Billigb service: Calculation of satisfaction score |       |   |     |     |      |      |     |      |          |           |                               |
|--|-------|---|-----|-----|------|------|-----|------|----------|-----------|-------------------------------|
| code   |       | 1 | 2   | 3   | 4    | 5    | 6   | 7    | Total, N | Benchmark | Overall Weighted Satisfaction |
| Airtel   | Urban | 0 | 0   | 144 | 0    | 0    | 149 | 1519 | 1812     | 95%       | 92.1%                         |
|  | Rural | 0 | 0   | 0   | 0    | 0    | 0   | 0    | 0        | 95%       | NA                            |
|  | Total | 0 | 0   | 144 | 0    | 0    | 149 | 1519 | 1812     | 95%       | 92.1%                         |
| BSNL   | Urban | 0 | 3   | 24  | 274  | 532  | 173 | 17   | 1023     | 95%       | 97.4%                         |
|  | Rural | 1 | 4   | 23  | 222  | 481  | 95  | 8    | 834      | 95%       | 96.6%                         |
|  | Total | 1 | 7   | 47  | 496  | 1013 | 268 | 25   | 1857     | 95%       | 97.0%                         |
| MTS  | Urban | 0 | 124 | 230 | 816  | 636  | 0   | 0    | 1806     | 95%       | 80.4%                         |
|  | Rural | 0 | 0   | 0   | 0    | 0    | 0   | 0    | 0        | 95%       | NA                            |
|  | Total | 0 | 124 | 230 | 816  | 636  | 0   | 0    | 1806     | 95%       | 80.4%                         |
| Reliance   | Urban | 0 | 116 | 222 | 797  | 649  | 28  | 0    | 1812     | 95%       | 81.3%                         |
|  | Rural | 0 | 0   | 0   | 0    | 0    | 0   | 0    | 0        | 95%       | NA                            |
|  | Total | 0 | 116 | 222 | 797  | 649  | 28  | 0    | 1812     | 95%       | 81.3%                         |
| Total  | Urban | 0 | 243 | 620 | 1887 | 1817 | 350 | 1536 | 6453     | 95%       | 86.6%                         |
|  | Rural | 1 | 4   | 23  | 222  | 481  | 95  | 8    | 834      | 95%       | 96.6%                         |
|  | Total | 1 | 247 | 643 | 2109 | 2298 | 445 | 1544 | 7287     | 95%       | 87.8%                         |

### 3. Help Services

| 3.1 How satisfied are you with the availability of customer care services (consumer care number and general information number)? |       |       |       |       |       |       |       |       |       |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider   |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|  |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel   | Urban |       | 0     | 30    | 4     | 5     | 0     | 565   | 604   |
|  | Rural |       | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total |       | 0     | 30    | 4     | 5     | 0     | 565   | 604   |
| BSNL   | Urban |       | 0     | 17    | 71    | 180   | 72    | 1     | 341   |
|  | Rural |       | 3     | 22    | 70    | 149   | 34    | 0     | 278   |
|  | Total |       | 3     | 39    | 141   | 329   | 106   | 1     | 619   |
| MTS  | Urban |       | 11    | 35    | 281   | 275   | 0     | 0     | 602   |
|  | Rural |       | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total |       | 11    | 35    | 281   | 275   | 0     | 0     | 602   |
| Reliance   | Urban |       | 17    | 73    | 227   | 280   | 7     | 0     | 604   |
|  | Rural |       | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total |       | 17    | 73    | 227   | 280   | 7     | 0     | 604   |
| Total  | Urban |       | 28    | 155   | 583   | 740   | 79    | 566   | 2151  |
|  | Rural |       | 3     | 22    | 70    | 149   | 34    | 0     | 278   |
|  | Total |       | 31    | 177   | 653   | 889   | 113   | 566   | 2429  |



| 3.2 How satisfied are you with the ease of access to a consumer care executive through the IVR menu? |       |       |       |       |       |       |       |       |       |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider   |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|  |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel   | Urban |       | 0     | 30    | 5     | 5     | 5     | 559   | 604   |
|  | Rural |       | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total |       | 0     | 30    | 5     | 5     | 5     | 559   | 604   |
| BSNL   | Urban |       | 1     | 11    | 95    | 142   | 91    | 1     | 341   |
|  | Rural |       | 1     | 21    | 92    | 124   | 40    | 0     | 278   |
|  | Total |       | 2     | 32    | 187   | 266   | 131   | 1     | 619   |
| MTS  | Urban |       | 18    | 96    | 302   | 186   | 0     | 0     | 602   |
|  | Rural |       | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total |       | 18    | 96    | 302   | 186   | 0     | 0     | 602   |
| Reliance   | Urban |       | 70    | 83    | 253   | 190   | 8     | 0     | 604   |
|  | Rural |       | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total |       | 70    | 83    | 253   | 190   | 8     | 0     | 604   |
| Total  | Urban |       | 89    | 220   | 655   | 523   | 104   | 560   | 2151  |
|  | Rural |       | 1     | 21    | 92    | 124   | 40    | 0     | 278   |
|  | Total |       | 90    | 241   | 747   | 647   | 144   | 560   | 2429  |

| 3.3 How satisfied are you with the customer friendly approach of the customer care executive? |       |       |       |       |       |       |       |       |       |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider  |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|   |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel  | Urban | 0     | 0     | 30    | 5     | 5     | 16    | 548   | 604   |
|   | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|   | Total | 0     | 0     | 30    | 5     | 5     | 16    | 548   | 604   |
| BSNL  | Urban | 0     | 1     | 14    | 94    | 211   | 20    | 1     | 341   |
|   | Rural | 0     | 3     | 22    | 83    | 158   | 11    | 1     | 278   |
|   | Total | 0     | 4     | 36    | 177   | 369   | 31    | 2     | 619   |
| MTS   | Urban | 0     | 3     | 41    | 369   | 189   | 0     | 0     | 602   |
|   | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|   | Total | 0     | 3     | 41    | 369   | 189   | 0     | 0     | 602   |
| Reliance  | Urban | 0     | 21    | 74    | 306   | 197   | 6     | 0     | 604   |
|   | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|   | Total | 0     | 21    | 74    | 306   | 197   | 6     | 0     | 604   |
| Total   | Urban | 0     | 25    | 159   | 774   | 602   | 42    | 549   | 2151  |
|   | Rural | 0     | 3     | 22    | 83    | 158   | 11    | 1     | 278   |
|   | Total | 0     | 28    | 181   | 857   | 760   | 53    | 550   | 2429  |

| 3.4 How satisfied are you with the competency level/problem solving ability of the customer care executive? |       |       |       |       |       |       |       |       |       |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider  |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|   |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel  | Urban |       | 0     | 30    | 4     | 5     | 5     | 560   | 604   |
|   | Rural |       | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|   | Total |       | 0     | 30    | 4     | 5     | 5     | 560   | 604   |
| BSNL  | Urban |       | 1     | 22    | 102   | 167   | 47    | 2     | 341   |
|   | Rural |       | 1     | 28    | 104   | 119   | 26    | 0     | 278   |
|   | Total |       | 2     | 50    | 206   | 286   | 73    | 2     | 619   |
| MTS   | Urban |       | 3     | 81    | 309   | 209   | 0     | 0     | 602   |
|   | Rural |       | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|   | Total |       | 3     | 81    | 309   | 209   | 0     | 0     | 602   |
| Reliance  | Urban |       | 30    | 90    | 254   | 219   | 11    | 0     | 604   |
|   | Rural |       | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|   | Total |       | 30    | 90    | 254   | 219   | 11    | 0     | 604   |
| Total   | Urban |       | 34    | 223   | 669   | 600   | 63    | 562   | 2151  |
|   | Rural |       | 1     | 28    | 104   | 119   | 26    | 0     | 278   |
|   | Total |       | 35    | 251   | 773   | 719   | 89    | 562   | 2429  |



| Help service: Calculation of satisfaction score |       |   |     |     |      |      |     |      |          |           |                               |
|---|-------|---|-----|-----|------|------|-----|------|----------|-----------|-------------------------------|
| code  |       | 1 | 2   | 3   | 4    | 5    | 6   | 7    | Total, N | Benchmark | Overall Weighted Satisfaction |
| Airtel  | Urban | 0 | 0   | 120 | 18   | 20   | 26  | 2232 | 2416     | 90%       | 95.0%                         |
|   | Rural | 0 | 0   | 0   | 0    | 0    | 0   | 0    | 0        | 90%       | NA                            |
|   | Total | 0 | 0   | 120 | 18   | 20   | 26  | 2232 | 2416     | 90%       | 95.0%                         |
| BSNL  | Urban | 0 | 3   | 64  | 362  | 700  | 230 | 5    | 1364     | 90%       | 95.1%                         |
|   | Rural | 0 | 8   | 93  | 349  | 550  | 111 | 1    | 1112     | 90%       | 90.9%                         |
|   | Total | 0 | 11  | 157 | 711  | 1250 | 341 | 6    | 2476     | 90%       | 93.2%                         |
| MTS   | Urban | 0 | 35  | 253 | 1261 | 859  | 0   | 0    | 2408     | 90%       | 88.0%                         |
|   | Rural | 0 | 0   | 0   | 0    | 0    | 0   | 0    | 0        | 90%       | NA                            |
|   | Total | 0 | 35  | 253 | 1261 | 859  | 0   | 0    | 2408     | 90%       | 88.0%                         |
| Reliance  | Urban | 0 | 138 | 320 | 1040 | 886  | 32  | 0    | 2416     | 90%       | 81.0%                         |
|   | Rural | 0 | 0   | 0   | 0    | 0    | 0   | 0    | 0        | 90%       | NA                            |
|   | Total | 0 | 138 | 320 | 1040 | 886  | 32  | 0    | 2416     | 90%       | 81.0%                         |
| Total   | Urban | 0 | 176 | 757 | 2681 | 2465 | 288 | 2237 | 8604     | 90%       | 89.2%                         |
|   | Rural | 0 | 8   | 93  | 349  | 550  | 111 | 1    | 1112     | 90%       | 90.9%                         |
|   | Total | 0 | 184 | 850 | 3030 | 3015 | 399 | 2238 | 9716     | 90%       | 89.4%                         |

#### 4. Network performance, Reliability and Availability

| 4.1 How satisfied are you with the dial tone availability on your phone? |       |       |       |       |       |       |       |       |       |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider   |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|  |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel   | Urban | 0     | 0     | 50    | 4     | 12    | 0     | 538   | 604   |
|  | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total | 0     | 0     | 50    | 4     | 12    | 0     | 538   | 604   |
| BSNL   | Urban | 1     | 0     | 28    | 79    | 221   | 9     | 3     | 341   |
|  | Rural | 0     | 1     | 31    | 81    | 159   | 2     | 4     | 278   |
|  | Total | 1     | 1     | 59    | 160   | 380   | 11    | 7     | 619   |
| MTS  | Urban | 0     | 11    | 58    | 288   | 245   | 0     | 0     | 602   |
|  | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total | 0     | 11    | 58    | 288   | 245   | 0     | 0     | 602   |
| Reliance   | Urban | 0     | 15    | 77    | 360   | 145   | 7     | 0     | 604   |
|  | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total | 0     | 15    | 77    | 360   | 145   | 7     | 0     | 604   |
| Total  | Urban | 1     | 26    | 213   | 731   | 623   | 16    | 541   | 2151  |
|  | Rural | 0     | 1     | 31    | 81    | 159   | 2     | 4     | 278   |
|  | Total | 1     | 27    | 244   | 812   | 782   | 18    | 545   | 2429  |

| 4.2 How satisfied are you with the network of your service provider in terms of ability to make or receive calls easily? |       |       |       |       |       |       |       |       |       |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider   |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|  |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel   | Urban | 0     | 0     | 50    | 4     | 12    | 18    | 520   | 604   |
|  | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total | 0     | 0     | 50    | 4     | 12    | 18    | 520   | 604   |
| BSNL   | Urban | 0     | 1     | 14    | 101   | 212   | 5     | 8     | 341   |
|  | Rural | 0     | 1     | 20    | 80    | 166   | 8     | 3     | 278   |
|  | Total | 0     | 2     | 34    | 181   | 378   | 13    | 11    | 619   |
| MTS  | Urban | 11    | 14    | 110   | 230   | 237   | 0     | 0     | 602   |
|  | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total | 11    | 14    | 110   | 230   | 237   | 0     | 0     | 602   |
| Reliance   | Urban | 11    | 37    | 107   | 303   | 134   | 12    | 0     | 604   |
|  | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total | 11    | 37    | 107   | 303   | 134   | 12    | 0     | 604   |
| Total  | Urban | 22    | 52    | 281   | 638   | 595   | 35    | 528   | 2151  |
|  | Rural | 0     | 1     | 20    | 80    | 166   | 8     | 3     | 278   |
|  | Total | 22    | 53    | 301   | 718   | 761   | 43    | 531   | 2429  |





| 4.3 How satisfied are you with the voice quality on your phone during calls? |       |       |       |       |       |       |       |       |       |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider   |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|  |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel   | Urban |       | 0     | 50    | 4     | 12    | 6     | 532   | 604   |
|  | Rural |       | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total |       | 0     | 50    | 4     | 12    | 6     | 532   | 604   |
| BSNL   | Urban |       | 1     | 21    | 48    | 256   | 12    | 3     | 341   |
|  | Rural |       | 3     | 28    | 35    | 204   | 6     | 2     | 278   |
|  | Total |       | 4     | 49    | 83    | 460   | 18    | 5     | 619   |
| MTS  | Urban |       | 23    | 42    | 307   | 230   | 0     | 0     | 602   |
|  | Rural |       | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total |       | 23    | 42    | 307   | 230   | 0     | 0     | 602   |
| Reliance   | Urban |       | 28    | 64    | 381   | 127   | 4     | 0     | 604   |
|  | Rural |       | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total |       | 28    | 64    | 381   | 127   | 4     | 0     | 604   |
| Total  | Urban |       | 52    | 177   | 740   | 625   | 22    | 535   | 2151  |
|  | Rural |       | 3     | 28    | 35    | 204   | 6     | 2     | 278   |
|  | Total |       | 55    | 205   | 775   | 829   | 28    | 537   | 2429  |

| Network performance: Calculation of satisfaction score |       |    |     |     |      |      |    |      |          |           |                               |
|--|-------|----|-----|-----|------|------|----|------|----------|-----------|-------------------------------|
| Service Provider                                       |       | 1  | 2   | 3   | 4    | 5    | 6  | 7    | Total, N | Benchmark | Overall Weighted Satisfaction |
| Airtel   | Urban | 0  | 0   | 150 | 12   | 36   | 24 | 1590 | 1812     | 95%       | 91.7%                         |
|  | Rural | 0  | 0   | 0   | 0    | 0    | 0  | 0    | 0        | 95%       | NA                            |
|  | Total | 0  | 0   | 150 | 12   | 36   | 24 | 1590 | 1812     | 95%       | 91.7%                         |
| BSNL   | Urban | 1  | 2   | 63  | 228  | 689  | 26 | 14   | 1023     | 95%       | 93.5%                         |
|  | Rural | 0  | 5   | 79  | 196  | 529  | 16 | 9    | 834      | 95%       | 89.9%                         |
|  | Total | 1  | 7   | 142 | 424  | 1218 | 42 | 23   | 1857     | 95%       | 91.9%                         |
| MTS  | Urban | 11 | 48  | 210 | 825  | 712  | 0  | 0    | 1806     | 95%       | 85.1%                         |
|  | Rural | 0  | 0   | 0   | 0    | 0    | 0  | 0    | 0        | 95%       | NA                            |
|  | Total | 11 | 48  | 210 | 825  | 712  | 0  | 0    | 1806     | 95%       | 85.1%                         |
| Reliance   | Urban | 11 | 80  | 248 | 1044 | 406  | 23 | 0    | 1812     | 95%       | 81.3%                         |
|  | Rural | 0  | 0   | 0   | 0    | 0    | 0  | 0    | 0        | 95%       | NA                            |
|  | Total | 11 | 80  | 248 | 1044 | 406  | 23 | 0    | 1812     | 95%       | 81.3%                         |
| <b>Total</b>   | Urban | 23 | 130 | 671 | 2109 | 1843 | 73 | 1604 | 6453     | 95%       | 87.2%                         |
|  | Rural | 0  | 5   | 79  | 196  | 529  | 16 | 9    | 834      | 95%       | 89.9%                         |
|  | Total | 23 | 135 | 750 | 2305 | 2372 | 89 | 1613 | 7287     | 95%       | 87.5%                         |

## 5. Maintainability

| 5.1 How satisfied are you with the overall availability of fault free connection? |       |       |       |       |       |       |       |       |       |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider  |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|   |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel  | Urban | 0     | 0     | 38    | 5     | 5     | 20    | 536   | 604   |
|   | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|   | Total | 0     | 0     | 38    | 5     | 5     | 20    | 536   | 604   |
| BSNL  | Urban | 2     | 0     | 11    | 75    | 201   | 48    | 4     | 341   |
|   | Rural | 2     | 0     | 27    | 60    | 164   | 23    | 2     | 278   |
|   | Total | 4     | 0     | 38    | 135   | 365   | 71    | 6     | 619   |
| MTS   | Urban | 0     | 8     | 42    | 433   | 119   | 0     | 0     | 602   |
|   | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|   | Total | 0     | 8     | 42    | 433   | 119   | 0     | 0     | 602   |
| Reliance  | Urban | 0     | 25    | 71    | 372   | 125   | 11    | 0     | 604   |
|   | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|   | Total | 0     | 25    | 71    | 372   | 125   | 11    | 0     | 604   |
| Total   | Urban | 2     | 33    | 162   | 885   | 450   | 79    | 540   | 2151  |
|   | Rural | 2     | 0     | 27    | 60    | 164   | 23    | 2     | 278   |
|   | Total | 4     | 33    | 189   | 945   | 614   | 102   | 542   | 2429  |



| 5.2 How satisfied are you with the timely repair of faults of your phone connection? |       |       |       |       |       |       |       |       |       |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider   |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|  |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel   | Urban | 0     | 0     | 38    | 5     | 5     | 24    | 532   | 604   |
|  | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total | 0     | 0     | 38    | 5     | 5     | 24    | 532   | 604   |
| BSNL   | Urban | 2     | 6     | 16    | 80    | 202   | 27    | 8     | 341   |
|  | Rural | 1     | 10    | 28    | 54    | 169   | 13    | 3     | 278   |
|  | Total | 3     | 16    | 44    | 134   | 371   | 40    | 11    | 619   |
| MTS  | Urban | 17    | 17    | 60    | 429   | 76    | 0     | 3     | 602   |
|  | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total | 17    | 17    | 60    | 429   | 76    | 0     | 3     | 602   |
| Reliance   | Urban | 15    | 23    | 91    | 371   | 95    | 6     | 3     | 604   |
|  | Rural | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
|  | Total | 15    | 23    | 91    | 371   | 95    | 6     | 3     | 604   |
| Total  | Urban | 34    | 46    | 205   | 885   | 378   | 57    | 546   | 2151  |
|  | Rural | 1     | 10    | 28    | 54    | 169   | 13    | 3     | 278   |
|  | Total | 35    | 56    | 233   | 939   | 547   | 70    | 549   | 2429  |

| Maintainability: Calculation of Satisfaction score |       |    |    |     |      |      |     |      |          |           |                               |
|--|-------|----|----|-----|------|------|-----|------|----------|-----------|-------------------------------|
| code   |       | 1  | 2  | 3   | 4    | 5    | 6   | 7    | Total, N | Benchmark | Overall Weighted Satisfaction |
| Airtel   | Urban | 0  | 0  | 76  | 10   | 10   | 44  | 1068 | 1208     | 95%       | 93.7%                         |
|  | Rural | 0  | 0  | 0   | 0    | 0    | 0   | 0    | 0        | 95%       | NA                            |
|  | Total | 0  | 0  | 76  | 10   | 10   | 44  | 1068 | 1208     | 95%       | 93.7%                         |
| BSNL   | Urban | 4  | 6  | 27  | 155  | 403  | 75  | 12   | 682      | 95%       | 94.6%                         |
|  | Rural | 3  | 10 | 55  | 114  | 333  | 36  | 5    | 556      | 95%       | 87.8%                         |
|  | Total | 7  | 16 | 82  | 269  | 736  | 111 | 17   | 1238     | 95%       | 91.5%                         |
| MTS  | Urban | 17 | 25 | 102 | 862  | 195  | 0   | 3    | 1204     | 95%       | 88.0%                         |
|  | Rural | 0  | 0  | 0   | 0    | 0    | 0   | 0    | 0        | 95%       | #DIV/0!                       |
|  | Total | 17 | 25 | 102 | 862  | 195  | 0   | 3    | 1204     | 95%       | 88.0%                         |
| Reliance   | Urban | 15 | 48 | 162 | 743  | 220  | 17  | 3    | 1208     | 95%       | 81.4%                         |
|  | Rural | 0  | 0  | 0   | 0    | 0    | 0   | 0    | 0        | 95%       | NA                            |
|  | Total | 15 | 48 | 162 | 743  | 220  | 17  | 3    | 1208     | 95%       | 81.4%                         |
| Total  | Urban | 36 | 79 | 367 | 1770 | 828  | 136 | 1086 | 4302     | 95%       | 88.8%                         |
|  | Rural | 3  | 10 | 55  | 114  | 333  | 36  | 5    | 556      | 95%       | 87.8%                         |
|  | Total | 39 | 89 | 422 | 1884 | 1161 | 172 | 1091 | 4858     | 95%       | 88.7%                         |

## 6. Supplementary services and Value Added services

| 6.1 Have you ever subscribed to any supplementary services like call waiting/forwarding, voice mail / Value added services? |       |       |       |       |       |       |
|---|-------|-------|-------|-------|-------|-------|
| Service Provider  |       | Yes   |       | No    |       | Total |
|   |       | Count | %age  | Count | %age  | Count |
| Airtel  | Urban | 33    | 5.5%  | 571   | 94.5% | 604   |
|   | Rural | 0     | 0.0%  | 0     | 0.0%  | 0     |
|   | Total | 33    | 5.5%  | 571   | 94.5% | 604   |
| BSNL  | Urban | 49    | 14.4% | 292   | 85.6% | 341   |
|   | Rural | 7     | 2.5%  | 271   | 97.5% | 278   |
|   | Total | 56    | 9.0%  | 563   | 91.0% | 619   |
| MTS   | Urban | 43    | 7.1%  | 559   | 92.9% | 602   |
|   | Rural | 0     | 0.0%  | 0     | 0.0%  | 0     |
|   | Total | 43    | 7.1%  | 559   | 92.9% | 602   |
| Reliance  | Urban | 54    | 8.9%  | 550   | 91.1% | 604   |
|   | Rural | 0     | 0.0%  | 0     | 0.0%  | 0     |
|   | Total | 54    | 8.9%  | 550   | 91.1% | 604   |
| Total   | Urban | 179   | 8.3%  | 1972  | 91.7% | 2151  |
|   | Rural | 7     | 2.5%  | 271   | 97.5% | 278   |
|   | Total | 186   | 7.7%  | 2243  | 92.3% | 2429  |



| 6.2 How satisfied are you with the supplementary services / value added service provided including activation, deactivation, charges etc? |              |       |          |           |           |            |           |          |            |
|---|--------------|-------|----------|-----------|-----------|------------|-----------|----------|------------|
| Service Provider  |              | 1     | 2        | 3         | 4         | 5          | 6         | 7        | Total      |
|   |              | Count | Count    | Count     | Count     | Count      | Count     | Count    | Count      |
| Airtel  | Urban        |       | 0        | 4         | 10        | 9          | 6         | 4        | 33         |
|   | Rural        |       | 0        | 0         | 0         | 0          | 0         | 0        | 0          |
|   | Total        |       | 0        | 4         | 10        | 9          | 6         | 4        | 33         |
| BSNL  | Urban        |       | 0        | 7         | 8         | 26         | 6         | 2        | 49         |
|   | Rural        |       | 0        | 2         | 5         | 0          | 0         | 0        | 7          |
|   | Total        |       | 0        | 9         | 13        | 26         | 6         | 2        | 56         |
| MTS   | Urban        |       | 0        | 7         | 3         | 31         | 2         | 0        | 43         |
|   | Rural        |       | 0        | 0         | 0         | 0          | 0         | 0        | 0          |
|   | Total        |       | 0        | 7         | 3         | 31         | 2         | 0        | 43         |
| Reliance  | Urban        |       | 0        | 12        | 1         | 41         | 0         | 0        | 54         |
|   | Rural        |       | 0        | 0         | 0         | 0          | 0         | 0        | 0          |
|   | Total        |       | 0        | 12        | 1         | 41         | 0         | 0        | 54         |
| <b>Total</b>  | <b>Rural</b> |       | <b>0</b> | <b>30</b> | <b>22</b> | <b>107</b> | <b>14</b> | <b>6</b> | <b>179</b> |
|   | <b>Urban</b> |       | <b>0</b> | <b>2</b>  | <b>5</b>  | <b>0</b>   | <b>0</b>  | <b>0</b> | <b>7</b>   |
|   | <b>Total</b> |       | <b>0</b> | <b>32</b> | <b>27</b> | <b>107</b> | <b>14</b> | <b>6</b> | <b>186</b> |

| Supplementary Series: Calculation of satisfaction score |              |          |          |           |           |            |           |          |            |            |                               |
|---|--------------|----------|----------|-----------|-----------|------------|-----------|----------|------------|------------|-------------------------------|
| Code  |              | 1        | 2        | 3         | 4         | 5          | 6         | 7        | Total, N   | Benchmark  | Overall Weighted Satisfaction |
| Airtel  | Urban        | 0        | 0        | 4         | 10        | 9          | 6         | 4        | 33         | 90%        | 87.9%                         |
|   | Rural        | 0        | 0        | 0         | 0         | 0          | 0         | 0        | 0          | 90%        | NA                            |
|   | Total        | 0        | 0        | 4         | 10        | 9          | 6         | 4        | 33         | 90%        | 87.9%                         |
| BSNL  | Urban        | 0        | 0        | 7         | 8         | 26         | 6         | 2        | 49         | 90%        | 85.7%                         |
|   | Rural        | 0        | 0        | 2         | 5         | 0          | 0         | 0        | 7          | 90%        | 71.4%                         |
|   | Total        | 0        | 0        | 9         | 13        | 26         | 6         | 2        | 56         | 90%        | 83.9%                         |
| MTS   | Urban        | 0        | 0        | 7         | 3         | 31         | 2         | 0        | 43         | 90%        | 83.7%                         |
|   | Rural        | 0        | 0        | 0         | 0         | 0          | 0         | 0        | 0          | 90%        | NA                            |
|   | Total        | 0        | 0        | 7         | 3         | 31         | 2         | 0        | 43         | 90%        | 83.7%                         |
| Reliance  | Urban        | 0        | 0        | 12        | 1         | 41         | 0         | 0        | 54         | 90%        | 77.8%                         |
|   | Rural        | 0        | 0        | 0         | 0         | 0          | 0         | 0        | 0          | 90%        | NA                            |
|   | Total        | 0        | 0        | 12        | 1         | 41         | 0         | 0        | 54         | 90%        | 77.8%                         |
| <b>Total</b>  | <b>Urban</b> | <b>0</b> | <b>0</b> | <b>30</b> | <b>22</b> | <b>107</b> | <b>14</b> | <b>6</b> | <b>179</b> | <b>90%</b> | <b>83.2%</b>                  |
|   | <b>Rural</b> | <b>0</b> | <b>0</b> | <b>2</b>  | <b>5</b>  | <b>0</b>   | <b>0</b>  | <b>0</b> | <b>7</b>   | <b>90%</b> | <b>71.4%</b>                  |
|   | <b>Total</b> | <b>0</b> | <b>0</b> | <b>32</b> | <b>27</b> | <b>107</b> | <b>14</b> | <b>6</b> | <b>186</b> | <b>90%</b> | <b>82.8%</b>                  |

## 7. Overall Quality of Services

| 7. How satisfied are you with the overall Quality of the Basic Wire line Service |              |           |          |            |            |            |            |            |             |
|--|--------------|-----------|----------|------------|------------|------------|------------|------------|-------------|
| Service Provider   |              | 1         | 2        | 3          | 4          | 5          | 6          | 7          | Total       |
|  |              | Count     | Count    | Count      | Count      | Count      | Count      | Count      | Count       |
| Airtel   | Urban        | 0         | 0        | 37         | 5          | 6          | 256        | 300        | 604         |
|  | Rural        | 0         | 0        | 0          | 0          | 0          | 0          | 0          | 0           |
|  | Total        | 0         | 0        | 37         | 5          | 6          | 256        | 300        | 604         |
| BSNL   | Urban        | 7         | 1        | 9          | 35         | 158        | 123        | 8          | 341         |
|  | Rural        | 7         | 0        | 18         | 15         | 142        | 96         | 0          | 278         |
|  | Total        | 14        | 1        | 27         | 50         | 300        | 219        | 8          | 619         |
| MTS  | Urban        | 12        | 0        | 65         | 145        | 310        | 70         | 0          | 602         |
|  | Rural        | 0         | 0        | 0          | 0          | 0          | 0          | 0          | 0           |
|  | Total        | 12        | 0        | 65         | 145        | 310        | 70         | 0          | 602         |
| Reliance   | Urban        | 2         | 1        | 89         | 144        | 319        | 46         | 3          | 604         |
|  | Rural        | 0         | 0        | 0          | 0          | 0          | 0          | 0          | 0           |
|  | Total        | 2         | 1        | 89         | 144        | 319        | 46         | 3          | 604         |
| <b>Total</b>   | <b>Urban</b> | <b>21</b> | <b>2</b> | <b>200</b> | <b>329</b> | <b>793</b> | <b>495</b> | <b>311</b> | <b>2151</b> |
|  | <b>Rural</b> | <b>7</b>  | <b>0</b> | <b>18</b>  | <b>15</b>  | <b>142</b> | <b>96</b>  | <b>0</b>   | <b>278</b>  |
|  | <b>Total</b> | <b>28</b> | <b>2</b> | <b>218</b> | <b>344</b> | <b>935</b> | <b>591</b> | <b>311</b> | <b>2429</b> |



| Overall quality of service: Calculation of satisfaction score |              |           |          |            |            |            |            |            |             |            |                                     |
|---|--------------|-----------|----------|------------|------------|------------|------------|------------|-------------|------------|-------------------------------------|
| code  |              | 1         | 2        | 3          | 4          | 5          | 6          | 7          | Total,<br>N | Benchmark  | Overall<br>Weighted<br>Satisfaction |
| Airtel  | Urban        | 0         | 0        | 37         | 5          | 6          | 256        | 300        | 604         | 90%        | 93.9%                               |
|   | Rural        | 0         | 0        | 0          | 0          | 0          | 0          | 0          | 0           | 90%        | NA                                  |
|   | Total        | 0         | 0        | 37         | 5          | 6          | 256        | 300        | 604         | 90%        | 93.9%                               |
| BSNL  | Urban        | 7         | 1        | 9          | 35         | 158        | 123        | 8          | 341         | 90%        | 95.0%                               |
|   | Rural        | 7         | 0        | 18         | 15         | 142        | 96         | 0          | 278         | 90%        | 91.0%                               |
|   | Total        | 14        | 1        | 27         | 50         | 300        | 219        | 8          | 619         | 90%        | 93.2%                               |
| MTS   | Urban        | 12        | 0        | 65         | 145        | 310        | 70         | 0          | 602         | 90%        | 87.2%                               |
|   | Rural        | 0         | 0        | 0          | 0          | 0          | 0          | 0          | 0           | 90%        | NA                                  |
|   | Total        | 12        | 0        | 65         | 145        | 310        | 70         | 0          | 602         | 90%        | 87.2%                               |
| Reliance  | Urban        | 2         | 1        | 89         | 144        | 319        | 46         | 3          | 604         | 90%        | 84.8%                               |
|   | Rural        | 0         | 0        | 0          | 0          | 0          | 0          | 0          | 0           | 90%        | NA                                  |
|   | Total        | 2         | 1        | 89         | 144        | 319        | 46         | 3          | 604         | 90%        | 84.8%                               |
| <b>Total</b>  | <b>Urban</b> | <b>21</b> | <b>2</b> | <b>200</b> | <b>329</b> | <b>793</b> | <b>495</b> | <b>311</b> | <b>2151</b> | <b>90%</b> | <b>89.6%</b>                        |
|   | <b>Rural</b> | <b>7</b>  | <b>0</b> | <b>18</b>  | <b>15</b>  | <b>142</b> | <b>96</b>  | <b>0</b>   | <b>278</b>  | <b>90%</b> | <b>91.0%</b>                        |
|   | <b>Total</b> | <b>28</b> | <b>2</b> | <b>218</b> | <b>344</b> | <b>935</b> | <b>591</b> | <b>311</b> | <b>2429</b> | <b>90%</b> | <b>89.8%</b>                        |



## A2. CELLULAR SERVICES

### 1. Provision of Services

| 1.1 How satisfied are you with the ease of taking a connection? |              |          |           |            |             |             |             |            |             |
|---|--------------|----------|-----------|------------|-------------|-------------|-------------|------------|-------------|
| Service Provider  |              | 1        | 2         | 3          | 4           | 5           | 6           | 7          | Total       |
|   |              | Count    | Count     | Count      | Count       | Count       | Count       | Count      | Count       |
| Aircel  | Urban        | 0        | 4         | 12         | 198         | 124         | 70          | 18         | 426         |
|   | Rural        | 0        | 0         | 10         | 58          | 56          | 56          | 7          | 187         |
|   | Total        | 0        | 4         | 22         | 256         | 180         | 126         | 25         | 613         |
| Airtel  | Urban        | 0        | 6         | 6          | 0           | 72          | 229         | 118        | 431         |
|   | Rural        | 0        | 3         | 5          | 0           | 52          | 93          | 40         | 193         |
|   | Total        | 0        | 9         | 11         | 0           | 124         | 322         | 158        | 624         |
| BSNL  | Urban        | 0        | 0         | 0          | 118         | 204         | 106         | 14         | 442         |
|   | Rural        | 0        | 0         | 6          | 43          | 80          | 46          | 17         | 192         |
|   | Total        | 0        | 0         | 6          | 161         | 284         | 152         | 31         | 634         |
| Idea  | Urban        | 1        | 0         | 6          | 46          | 216         | 136         | 27         | 432         |
|   | Rural        | 0        | 0         | 11         | 7           | 93          | 64          | 12         | 187         |
|   | Total        | 1        | 0         | 17         | 53          | 309         | 200         | 39         | 619         |
| MTS   | Urban        | 0        | 0         | 5          | 250         | 103         | 64          | 5          | 427         |
|   | Rural        | 0        | 0         | 10         | 91          | 51          | 30          | 2          | 184         |
|   | Total        | 0        | 0         | 15         | 341         | 154         | 94          | 7          | 611         |
| Reliance  | Urban        | 0        | 3         | 45         | 208         | 112         | 41          | 17         | 426         |
|   | Rural        | 0        | 0         | 28         | 89          | 54          | 14          | 3          | 188         |
|   | Total        | 0        | 3         | 73         | 297         | 166         | 55          | 20         | 614         |
| TTSL  | Urban        | 0        | 3         | 21         | 225         | 130         | 45          | 14         | 438         |
|   | Rural        | 0        | 4         | 15         | 91          | 45          | 28          | 5          | 188         |
|   | Total        | 0        | 7         | 36         | 316         | 175         | 73          | 19         | 626         |
| Vodafone  | Urban        | 0        | 3         | 9          | 88          | 159         | 149         | 20         | 428         |
|   | Rural        | 0        | 2         | 10         | 2           | 66          | 93          | 10         | 183         |
|   | Total        | 0        | 5         | 19         | 90          | 225         | 242         | 30         | 611         |
| <b>Total</b>  | <b>Urban</b> | <b>1</b> | <b>19</b> | <b>104</b> | <b>1133</b> | <b>1120</b> | <b>840</b>  | <b>233</b> | <b>3450</b> |
|   | <b>Rural</b> | <b>0</b> | <b>9</b>  | <b>95</b>  | <b>381</b>  | <b>497</b>  | <b>424</b>  | <b>96</b>  | <b>1502</b> |
|   | <b>Total</b> | <b>1</b> | <b>28</b> | <b>199</b> | <b>1514</b> | <b>1617</b> | <b>1264</b> | <b>329</b> | <b>4952</b> |

| 1.2 How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges? |              |       |           |            |             |             |             |            |             |
|---|--------------|-------|-----------|------------|-------------|-------------|-------------|------------|-------------|
| Service Provider  |              | 1     | 2         | 3          | 4           | 5           | 6           | 7          | Total       |
|   |              | Count | Count     | Count      | Count       | Count       | Count       | Count      | Count       |
| Aircel  | Urban        |       | 7         | 27         | 86          | 234         | 58          | 14         | 426         |
|   | Rural        |       | 4         | 11         | 48          | 82          | 37          | 5          | 187         |
|   | Total        |       | 11        | 38         | 134         | 316         | 95          | 19         | 613         |
| Airtel  | Urban        |       | 6         | 6          | 0           | 52          | 185         | 182        | 431         |
|   | Rural        |       | 3         | 5          | 7           | 54          | 76          | 48         | 193         |
|   | Total        |       | 9         | 11         | 7           | 106         | 261         | 230        | 624         |
| BSNL  | Urban        |       | 3         | 26         | 178         | 144         | 76          | 15         | 442         |
|   | Rural        |       | 0         | 16         | 50          | 60          | 46          | 20         | 192         |
|   | Total        |       | 3         | 42         | 228         | 204         | 122         | 35         | 634         |
| Idea  | Urban        |       | 1         | 25         | 130         | 152         | 87          | 37         | 432         |
|   | Rural        |       | 8         | 5          | 48          | 63          | 53          | 10         | 187         |
|   | Total        |       | 9         | 30         | 178         | 215         | 140         | 47         | 619         |
| MTS   | Urban        |       | 1         | 20         | 209         | 117         | 76          | 4          | 427         |
|   | Rural        |       | 0         | 12         | 108         | 42          | 17          | 5          | 184         |
|   | Total        |       | 1         | 32         | 317         | 159         | 93          | 9          | 611         |
| Reliance  | Urban        |       | 0         | 26         | 149         | 186         | 50          | 15         | 426         |
|   | Rural        |       | 0         | 22         | 67          | 84          | 12          | 3          | 188         |
|   | Total        |       | 0         | 48         | 216         | 270         | 62          | 18         | 614         |
| TTSL  | Urban        |       | 4         | 35         | 124         | 207         | 55          | 13         | 438         |
|   | Rural        |       | 0         | 6          | 63          | 89          | 24          | 6          | 188         |
|   | Total        |       | 4         | 41         | 187         | 296         | 79          | 19         | 626         |
| Vodafone  | Urban        |       | 5         | 8          | 27          | 256         | 111         | 21         | 428         |
|   | Rural        |       | 5         | 7          | 2           | 87          | 78          | 4          | 183         |
|   | Total        |       | 10        | 15         | 29          | 343         | 189         | 25         | 611         |
| <b>Total</b>  | <b>Urban</b> |       | <b>27</b> | <b>173</b> | <b>903</b>  | <b>1348</b> | <b>698</b>  | <b>301</b> | <b>3450</b> |
|   | <b>Rural</b> |       | <b>20</b> | <b>84</b>  | <b>393</b>  | <b>561</b>  | <b>343</b>  | <b>101</b> | <b>1502</b> |
|   | <b>Total</b> |       | <b>47</b> | <b>257</b> | <b>1296</b> | <b>1909</b> | <b>1041</b> | <b>402</b> | <b>4952</b> |



| 1.3 How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement? |              |          |           |            |             |             |             |            |             |
|--|--------------|----------|-----------|------------|-------------|-------------|-------------|------------|-------------|
| Service Provider   |              | 1        | 2         | 3          | 4           | 5           | 6           | 7          | Total       |
|  |              | Count    | Count     | Count      | Count       | Count       | Count       | Count      | Count       |
| Aircel   | Urban        | 0        | 3         | 22         | 143         | 173         | 72          | 13         | 426         |
|  | Rural        | 0        | 0         | 12         | 41          | 88          | 42          | 4          | 187         |
|  | Total        | 0        | 3         | 34         | 184         | 261         | 114         | 17         | 613         |
| Airtel   | Urban        | 0        | 6         | 6          | 2           | 58          | 184         | 175        | 431         |
|  | Rural        | 1        | 3         | 4          | 1           | 69          | 71          | 44         | 193         |
|  | Total        | 1        | 9         | 10         | 3           | 127         | 255         | 219        | 624         |
| BSNL   | Urban        | 0        | 1         | 28         | 121         | 172         | 105         | 15         | 442         |
|  | Rural        | 0        | 0         | 8          | 42          | 87          | 36          | 19         | 192         |
|  | Total        | 0        | 1         | 36         | 163         | 259         | 141         | 34         | 634         |
| Idea   | Urban        | 0        | 1         | 7          | 39          | 218         | 134         | 33         | 432         |
|  | Rural        | 0        | 4         | 9          | 8           | 94          | 60          | 12         | 187         |
|  | Total        | 0        | 5         | 16         | 47          | 312         | 194         | 45         | 619         |
| MTS  | Urban        | 0        | 0         | 31         | 200         | 119         | 68          | 9          | 427         |
|  | Rural        | 0        | 0         | 19         | 89          | 52          | 22          | 2          | 184         |
|  | Total        | 0        | 0         | 50         | 289         | 171         | 90          | 11         | 611         |
| Reliance   | Urban        | 0        | 2         | 6          | 186         | 158         | 56          | 18         | 426         |
|  | Rural        | 0        | 0         | 4          | 116         | 53          | 14          | 1          | 188         |
|  | Total        | 0        | 2         | 10         | 302         | 211         | 70          | 19         | 614         |
| TTSL   | Urban        | 0        | 0         | 27         | 182         | 170         | 44          | 15         | 438         |
|  | Rural        | 0        | 3         | 22         | 72          | 55          | 25          | 11         | 188         |
|  | Total        | 0        | 3         | 49         | 254         | 225         | 69          | 26         | 626         |
| Vodafone   | Urban        | 0        | 6         | 6          | 36          | 202         | 159         | 19         | 428         |
|  | Rural        | 0        | 4         | 8          | 2           | 86          | 78          | 5          | 183         |
|  | Total        | 0        | 10        | 14         | 38          | 288         | 237         | 24         | 611         |
| <b>Total</b>   | <b>Urban</b> | <b>0</b> | <b>19</b> | <b>133</b> | <b>909</b>  | <b>1270</b> | <b>822</b>  | <b>297</b> | <b>3450</b> |
|  | <b>Rural</b> | <b>1</b> | <b>14</b> | <b>86</b>  | <b>371</b>  | <b>584</b>  | <b>348</b>  | <b>98</b>  | <b>1502</b> |
|  | <b>Total</b> | <b>1</b> | <b>33</b> | <b>219</b> | <b>1280</b> | <b>1854</b> | <b>1170</b> | <b>395</b> | <b>4952</b> |

| Provision of Services: Calculation of satisfaction Score |              |          |            |            |             |             |             |             |              |            |                               |
|--|--------------|----------|------------|------------|-------------|-------------|-------------|-------------|--------------|------------|-------------------------------|
| Service Provider   |              | 1        | 2          | 3          | 4           | 5           | 6           | 7           | Total, N     | Benchmark  | Overall Weighted Satisfaction |
| Aircel   | Urban        | 0        | 14         | 61         | 427         | 531         | 200         | 45          | 1278         | 90%        | 94.1%                         |
|  | Rural        | 0        | 4          | 33         | 147         | 226         | 135         | 16          | 561          | 90%        | 93.4%                         |
|  | Total        | 0        | 18         | 94         | 574         | 757         | 335         | 61          | 1839         | 90%        | 93.9%                         |
| Airtel   | Urban        | 0        | 18         | 18         | 2           | 182         | 598         | 475         | 1293         | 90%        | 97.2%                         |
|  | Rural        | 1        | 9          | 14         | 8           | 175         | 240         | 132         | 579          | 90%        | 95.9%                         |
|  | Total        | 1        | 27         | 32         | 10          | 357         | 838         | 607         | 1872         | 90%        | 96.8%                         |
| BSNL   | Urban        | 0        | 4          | 54         | 417         | 520         | 287         | 44          | 1326         | 90%        | 95.6%                         |
|  | Rural        | 0        | 0          | 30         | 135         | 227         | 128         | 56          | 576          | 90%        | 94.8%                         |
|  | Total        | 0        | 4          | 84         | 552         | 747         | 415         | 100         | 1902         | 90%        | 95.4%                         |
| Idea   | Urban        | 1        | 2          | 38         | 215         | 586         | 357         | 97          | 1296         | 90%        | 96.8%                         |
|  | Rural        | 0        | 12         | 25         | 63          | 250         | 177         | 34          | 561          | 90%        | 93.4%                         |
|  | Total        | 1        | 14         | 63         | 278         | 836         | 534         | 131         | 1857         | 90%        | 95.8%                         |
| MTS  | Urban        | 0        | 1          | 56         | 659         | 339         | 208         | 18          | 1281         | 90%        | 95.6%                         |
|  | Rural        | 0        | 0          | 41         | 288         | 145         | 69          | 9           | 552          | 90%        | 92.6%                         |
|  | Total        | 0        | 1          | 97         | 947         | 484         | 277         | 27          | 1833         | 90%        | 94.7%                         |
| Reliance   | Urban        | 0        | 5          | 77         | 543         | 456         | 147         | 50          | 1278         | 90%        | 93.6%                         |
|  | Rural        | 0        | 0          | 54         | 272         | 191         | 40          | 7           | 564          | 90%        | 90.4%                         |
|  | Total        | 0        | 5          | 131        | 815         | 647         | 187         | 57          | 1842         | 90%        | 92.6%                         |
| TTSL   | Urban        | 0        | 7          | 83         | 531         | 507         | 144         | 42          | 1314         | 90%        | 93.2%                         |
|  | Rural        | 0        | 7          | 43         | 226         | 189         | 77          | 22          | 564          | 90%        | 91.1%                         |
|  | Total        | 0        | 14         | 126        | 757         | 696         | 221         | 64          | 1878         | 90%        | 92.5%                         |
| Vodafone   | Urban        | 0        | 14         | 23         | 151         | 617         | 419         | 60          | 1284         | 90%        | 97.1%                         |
|  | Rural        | 0        | 11         | 25         | 6           | 239         | 249         | 19          | 549          | 90%        | 93.4%                         |
|  | Total        | 0        | 25         | 48         | 157         | 856         | 668         | 79          | 1833         | 90%        | 96.0%                         |
| <b>Total</b>   | <b>Urban</b> | <b>1</b> | <b>65</b>  | <b>410</b> | <b>2945</b> | <b>3738</b> | <b>2360</b> | <b>831</b>  | <b>10350</b> | <b>90%</b> | <b>95.4%</b>                  |
|  | <b>Rural</b> | <b>1</b> | <b>43</b>  | <b>265</b> | <b>1145</b> | <b>1642</b> | <b>1115</b> | <b>295</b>  | <b>4506</b>  | <b>90%</b> | <b>93.1%</b>                  |
|  | <b>Total</b> | <b>2</b> | <b>108</b> | <b>675</b> | <b>4090</b> | <b>5380</b> | <b>3475</b> | <b>1126</b> | <b>14856</b> | <b>90%</b> | <b>94.7%</b>                  |



## 2. Billing service

### Prepaid

| 2.1 How satisfied are you with ease of activation of vouchers (recharging process) |              |          |           |            |             |             |             |            |             |
|--|--------------|----------|-----------|------------|-------------|-------------|-------------|------------|-------------|
| Service Provider   |              | 1        | 2         | 3          | 4           | 5           | 6           | 7          | Total       |
|  |              | Count    | Count     | Count      | Count       | Count       | Count       | Count      | Count       |
| Aircel   | Urban        | 0        | 2         | 63         | 129         | 114         | 53          | 17         | 378         |
|  | Rural        | 0        | 9         | 29         | 43          | 49          | 50          | 7          | 187         |
|  | Total        | 0        | 11        | 92         | 172         | 163         | 103         | 24         | 565         |
| Airtel   | Urban        | 0        | 1         | 8          | 0           | 66          | 161         | 142        | 378         |
|  | Rural        | 2        | 3         | 6          | 0           | 64          | 76          | 41         | 192         |
|  | Total        | 2        | 4         | 14         | 0           | 130         | 237         | 183        | 570         |
| BSNL   | Urban        | 0        | 1         | 9          | 151         | 149         | 83          | 20         | 413         |
|  | Rural        | 0        | 14        | 11         | 37          | 75          | 37          | 10         | 184         |
|  | Total        | 0        | 15        | 20         | 188         | 224         | 120         | 30         | 597         |
| Idea   | Urban        | 0        | 0         | 29         | 38          | 186         | 123         | 23         | 399         |
|  | Rural        | 0        | 5         | 15         | 23          | 77          | 52          | 12         | 184         |
|  | Total        | 0        | 5         | 44         | 61          | 263         | 175         | 35         | 583         |
| MTS  | Urban        | 0        | 2         | 51         | 186         | 127         | 40          | 9          | 415         |
|  | Rural        | 0        | 3         | 32         | 92          | 32          | 21          | 4          | 184         |
|  | Total        | 0        | 5         | 83         | 278         | 159         | 61          | 13         | 599         |
| Reliance   | Urban        | 0        | 1         | 42         | 98          | 184         | 45          | 7          | 377         |
|  | Rural        | 0        | 1         | 39         | 79          | 56          | 8           | 5          | 188         |
|  | Total        | 0        | 2         | 81         | 177         | 240         | 53          | 12         | 565         |
| TTSL   | Urban        | 0        | 5         | 58         | 162         | 113         | 36          | 27         | 401         |
|  | Rural        | 0        | 3         | 32         | 72          | 31          | 32          | 13         | 183         |
|  | Total        | 0        | 8         | 90         | 234         | 144         | 68          | 40         | 584         |
| Vodafone   | Urban        | 0        | 0         | 19         | 42          | 176         | 123         | 18         | 378         |
|  | Rural        | 0        | 0         | 18         | 1           | 70          | 77          | 13         | 179         |
|  | Total        | 0        | 0         | 37         | 43          | 246         | 200         | 31         | 557         |
| <b>Total</b>   | <b>Urban</b> | <b>0</b> | <b>12</b> | <b>279</b> | <b>806</b>  | <b>1115</b> | <b>664</b>  | <b>263</b> | <b>3139</b> |
|  | <b>Rural</b> | <b>2</b> | <b>38</b> | <b>182</b> | <b>347</b>  | <b>454</b>  | <b>353</b>  | <b>105</b> | <b>1481</b> |
|  | <b>Total</b> | <b>2</b> | <b>50</b> | <b>461</b> | <b>1153</b> | <b>1569</b> | <b>1017</b> | <b>368</b> | <b>4620</b> |

| 2.2 How satisfied are you with the availability of vouchers (recharge coupons) of various denominations? |              |          |           |            |             |             |             |            |             |
|--|--------------|----------|-----------|------------|-------------|-------------|-------------|------------|-------------|
| Service Provider   |              | 1        | 2         | 3          | 4           | 5           | 6           | 7          | Total       |
|  |              | Count    | Count     | Count      | Count       | Count       | Count       | Count      | Count       |
| Aircel   | Urban        | 0        | 21        | 44         | 88          | 142         | 72          | 11         | 378         |
|  | Rural        | 0        | 12        | 26         | 42          | 64          | 38          | 5          | 187         |
|  | Total        | 0        | 33        | 70         | 130         | 206         | 110         | 16         | 565         |
| Airtel   | Urban        | 0        | 2         | 7          | 6           | 65          | 241         | 57         | 378         |
|  | Rural        | 1        | 3         | 7          | 15          | 39          | 94          | 33         | 192         |
|  | Total        | 1        | 5         | 14         | 21          | 104         | 335         | 90         | 570         |
| BSNL   | Urban        | 0        | 0         | 34         | 175         | 111         | 77          | 16         | 413         |
|  | Rural        | 0        | 1         | 33         | 53          | 47          | 37          | 13         | 184         |
|  | Total        | 0        | 1         | 67         | 228         | 158         | 114         | 29         | 597         |
| Idea   | Urban        | 0        | 0         | 17         | 137         | 128         | 92          | 25         | 399         |
|  | Rural        | 0        | 12        | 8          | 38          | 59          | 59          | 8          | 184         |
|  | Total        | 0        | 12        | 25         | 175         | 187         | 151         | 33         | 583         |
| MTS  | Urban        | 0        | 0         | 26         | 196         | 149         | 38          | 6          | 415         |
|  | Rural        | 0        | 0         | 24         | 113         | 22          | 20          | 5          | 184         |
|  | Total        | 0        | 0         | 50         | 309         | 171         | 58          | 11         | 599         |
| Reliance   | Urban        | 0        | 0         | 32         | 136         | 148         | 49          | 12         | 377         |
|  | Rural        | 0        | 1         | 28         | 112         | 30          | 15          | 2          | 188         |
|  | Total        | 0        | 1         | 60         | 248         | 178         | 64          | 14         | 565         |
| TTSL   | Urban        | 0        | 7         | 56         | 148         | 115         | 57          | 18         | 401         |
|  | Rural        | 0        | 4         | 34         | 61          | 45          | 29          | 10         | 183         |
|  | Total        | 0        | 11        | 90         | 209         | 160         | 86          | 28         | 584         |
| Vodafone   | Urban        | 0        | 0         | 19         | 110         | 100         | 130         | 19         | 378         |
|  | Rural        | 0        | 0         | 18         | 1           | 40          | 114         | 6          | 179         |
|  | Total        | 0        | 0         | 37         | 111         | 140         | 244         | 25         | 557         |
| <b>Total</b>   | <b>Urban</b> | <b>0</b> | <b>30</b> | <b>235</b> | <b>996</b>  | <b>958</b>  | <b>756</b>  | <b>164</b> | <b>3139</b> |
|  | <b>Rural</b> | <b>1</b> | <b>33</b> | <b>178</b> | <b>435</b>  | <b>346</b>  | <b>406</b>  | <b>82</b>  | <b>1481</b> |
|  | <b>Total</b> | <b>1</b> | <b>63</b> | <b>413</b> | <b>1431</b> | <b>1304</b> | <b>1162</b> | <b>246</b> | <b>4620</b> |



| 2.3 How satisfied are you with the transparency of information provided on vouchers i.e. talk time available on the vouchers and restrictions if any? |              |          |           |            |             |             |            |            |             |
|---|--------------|----------|-----------|------------|-------------|-------------|------------|------------|-------------|
| Service Provider  |              | 1        | 2         | 3          | 4           | 5           | 6          | 7          | Total       |
|   |              | Count    | Count     | Count      | Count       | Count       | Count      | Count      | Count       |
| Aircel  | Urban        | 0        | 18        | 39         | 118         | 136         | 61         | 6          | 378         |
|   | Rural        | 1        | 10        | 23         | 49          | 63          | 39         | 2          | 187         |
|   | Total        | 1        | 28        | 62         | 167         | 199         | 100        | 8          | 565         |
| Airtel  | Urban        | 0        | 1         | 8          | 2           | 72          | 143        | 152        | 378         |
|   | Rural        | 1        | 4         | 6          | 3           | 88          | 55         | 35         | 192         |
|   | Total        | 1        | 5         | 14         | 5           | 160         | 198        | 187        | 570         |
| BSNL  | Urban        | 1        | 3         | 9          | 162         | 151         | 74         | 13         | 413         |
|   | Rural        | 0        | 1         | 23         | 33          | 84          | 27         | 16         | 184         |
|   | Total        | 1        | 4         | 32         | 195         | 235         | 101        | 29         | 597         |
| Idea  | Urban        | 0        | 0         | 23         | 44          | 184         | 122        | 26         | 399         |
|   | Rural        | 0        | 0         | 20         | 18          | 93          | 47         | 6          | 184         |
|   | Total        | 0        | 0         | 43         | 62          | 277         | 169        | 32         | 583         |
| MTS   | Urban        | 0        | 0         | 53         | 198         | 118         | 36         | 10         | 415         |
|   | Rural        | 0        | 0         | 20         | 93          | 51          | 19         | 1          | 184         |
|   | Total        | 0        | 0         | 73         | 291         | 169         | 55         | 11         | 599         |
| Reliance  | Urban        | 0        | 0         | 37         | 112         | 173         | 42         | 13         | 377         |
|   | Rural        | 0        | 0         | 35         | 91          | 48          | 11         | 3          | 188         |
|   | Total        | 0        | 0         | 72         | 203         | 221         | 53         | 16         | 565         |
| TTSL  | Urban        | 0        | 0         | 55         | 169         | 117         | 43         | 17         | 401         |
|   | Rural        | 0        | 0         | 34         | 71          | 52          | 15         | 11         | 183         |
|   | Total        | 0        | 0         | 89         | 240         | 169         | 58         | 28         | 584         |
| Vodafone  | Urban        | 0        | 0         | 19         | 40          | 198         | 105        | 16         | 378         |
|   | Rural        | 0        | 0         | 17         | 2           | 86          | 67         | 7          | 179         |
|   | Total        | 0        | 0         | 36         | 42          | 284         | 172        | 23         | 557         |
| <b>Total</b>  | <b>Urban</b> | <b>1</b> | <b>22</b> | <b>243</b> | <b>845</b>  | <b>1149</b> | <b>626</b> | <b>253</b> | <b>3139</b> |
|   | <b>Rural</b> | <b>2</b> | <b>15</b> | <b>178</b> | <b>360</b>  | <b>565</b>  | <b>280</b> | <b>81</b>  | <b>1481</b> |
|   | <b>Total</b> | <b>3</b> | <b>37</b> | <b>421</b> | <b>1205</b> | <b>1714</b> | <b>906</b> | <b>334</b> | <b>4620</b> |

| 2.4 How satisfied are you with the charges deducted after every usage? |              |          |           |            |             |             |            |            |             |
|--|--------------|----------|-----------|------------|-------------|-------------|------------|------------|-------------|
| Service Provider   |              | 1        | 2         | 3          | 4           | 5           | 6          | 7          | Total       |
|  |              | Count    | Count     | Count      | Count       | Count       | Count      | Count      | Count       |
| Aircel   | Urban        | 0        | 12        | 56         | 113         | 121         | 62         | 14         | 378         |
|  | Rural        | 1        | 8         | 28         | 35          | 75          | 35         | 5          | 187         |
|  | Total        | 1        | 20        | 84         | 148         | 196         | 97         | 19         | 565         |
| Airtel   | Urban        | 0        | 1         | 8          | 2           | 72          | 144        | 151        | 378         |
|  | Rural        | 1        | 6         | 5          | 6           | 58          | 80         | 36         | 192         |
|  | Total        | 1        | 7         | 13         | 8           | 130         | 224        | 187        | 570         |
| BSNL   | Urban        | 0        | 2         | 38         | 111         | 168         | 79         | 15         | 413         |
|  | Rural        | 0        | 0         | 35         | 27          | 80          | 28         | 14         | 184         |
|  | Total        | 0        | 2         | 73         | 138         | 248         | 107        | 29         | 597         |
| Idea   | Urban        | 0        | 0         | 6          | 51          | 194         | 123        | 25         | 399         |
|  | Rural        | 0        | 0         | 16         | 4           | 103         | 54         | 7          | 184         |
|  | Total        | 0        | 0         | 22         | 55          | 297         | 177        | 32         | 583         |
| MTS  | Urban        | 0        | 0         | 30         | 217         | 124         | 38         | 6          | 415         |
|  | Rural        | 0        | 0         | 11         | 104         | 46          | 21         | 2          | 184         |
|  | Total        | 0        | 0         | 41         | 321         | 170         | 59         | 8          | 599         |
| Reliance   | Urban        | 1        | 0         | 9          | 137         | 183         | 35         | 12         | 377         |
|  | Rural        | 0        | 0         | 37         | 90          | 51          | 7          | 3          | 188         |
|  | Total        | 1        | 0         | 46         | 227         | 234         | 42         | 15         | 565         |
| TTSL   | Urban        | 0        | 0         | 61         | 141         | 135         | 38         | 26         | 401         |
|  | Rural        | 0        | 0         | 39         | 69          | 36          | 23         | 16         | 183         |
|  | Total        | 0        | 0         | 100        | 210         | 171         | 61         | 42         | 584         |
| Vodafone   | Urban        | 0        | 0         | 19         | 42          | 205         | 96         | 16         | 378         |
|  | Rural        | 0        | 0         | 17         | 2           | 78          | 75         | 7          | 179         |
|  | Total        | 0        | 0         | 36         | 44          | 283         | 171        | 23         | 557         |
| <b>Total</b>   | <b>Urban</b> | <b>1</b> | <b>15</b> | <b>227</b> | <b>814</b>  | <b>1202</b> | <b>615</b> | <b>265</b> | <b>3139</b> |
|  | <b>Rural</b> | <b>2</b> | <b>14</b> | <b>188</b> | <b>337</b>  | <b>527</b>  | <b>323</b> | <b>90</b>  | <b>1481</b> |
|  | <b>Total</b> | <b>3</b> | <b>29</b> | <b>415</b> | <b>1151</b> | <b>1729</b> | <b>938</b> | <b>355</b> | <b>4620</b> |





| Billing services, prepaid customers: Calculation of satisfaction score |              |          |            |             |             |             |             |             |              |            |                               |
|--|--------------|----------|------------|-------------|-------------|-------------|-------------|-------------|--------------|------------|-------------------------------|
| Service Provider   |              | 1        | 2          | 3           | 4           | 5           | 6           | 7           | Total, N     | Benchmark  | Overall Weighted Satisfaction |
| Aircel   | Urban        | 0        | 53         | 202         | 448         | 513         | 248         | 48          | 1512         | 95%        | 83.1%                         |
|  | Rural        | 2        | 39         | 106         | 169         | 251         | 162         | 19          | 748          | 95%        | 80.3%                         |
|  | Total        | 2        | 92         | 308         | 617         | 764         | 410         | 67          | 2260         | 95%        | 82.2%                         |
| Airtel   | Urban        | 0        | 5          | 31          | 10          | 275         | 689         | 502         | 1512         | 95%        | 97.6%                         |
|  | Rural        | 5        | 16         | 24          | 24          | 249         | 305         | 145         | 768          | 95%        | 94.1%                         |
|  | Total        | 5        | 21         | 55          | 34          | 524         | 994         | 647         | 2280         | 95%        | 96.4%                         |
| BSNL   | Urban        | 1        | 6          | 90          | 599         | 579         | 313         | 64          | 1652         | 95%        | 94.1%                         |
|  | Rural        | 0        | 16         | 102         | 150         | 286         | 129         | 53          | 736          | 95%        | 84.0%                         |
|  | Total        | 1        | 22         | 192         | 749         | 865         | 442         | 117         | 2388         | 95%        | 91.0%                         |
| Idea   | Urban        | 0        | 0          | 75          | 270         | 692         | 460         | 99          | 1596         | 95%        | 95.3%                         |
|  | Rural        | 0        | 17         | 59          | 83          | 332         | 212         | 33          | 736          | 95%        | 89.7%                         |
|  | Total        | 0        | 17         | 134         | 353         | 1024        | 672         | 132         | 2332         | 95%        | 93.5%                         |
| MTS  | Urban        | 0        | 2          | 160         | 797         | 518         | 152         | 31          | 1660         | 95%        | 90.2%                         |
|  | Rural        | 0        | 3          | 87          | 402         | 151         | 81          | 12          | 736          | 95%        | 87.8%                         |
|  | Total        | 0        | 5          | 247         | 1199        | 669         | 233         | 43          | 2396         | 95%        | 89.5%                         |
| Reliance   | Urban        | 1        | 1          | 120         | 483         | 688         | 171         | 44          | 1508         | 95%        | 91.9%                         |
|  | Rural        | 0        | 2          | 139         | 372         | 185         | 41          | 13          | 752          | 95%        | 81.3%                         |
|  | Total        | 1        | 3          | 259         | 855         | 873         | 212         | 57          | 2260         | 95%        | 88.4%                         |
| TTSL   | Urban        | 0        | 12         | 230         | 620         | 480         | 174         | 88          | 1604         | 95%        | 84.9%                         |
|  | Rural        | 0        | 7          | 139         | 273         | 164         | 99          | 50          | 732          | 95%        | 80.1%                         |
|  | Total        | 0        | 19         | 369         | 893         | 644         | 273         | 138         | 2336         | 95%        | 83.4%                         |
| Vodafone   | Urban        | 0        | 0          | 76          | 234         | 679         | 454         | 69          | 1512         | 95%        | 95.0%                         |
|  | Rural        | 0        | 0          | 70          | 6           | 274         | 333         | 33          | 716          | 95%        | 90.2%                         |
|  | Total        | 0        | 0          | 146         | 240         | 953         | 787         | 102         | 2228         | 95%        | 93.4%                         |
| <b>Total</b>   | <b>Urban</b> | <b>2</b> | <b>79</b>  | <b>984</b>  | <b>3461</b> | <b>4424</b> | <b>2661</b> | <b>945</b>  | <b>12556</b> | <b>95%</b> | <b>91.5%</b>                  |
|  | <b>Rural</b> | <b>7</b> | <b>100</b> | <b>726</b>  | <b>1479</b> | <b>1892</b> | <b>1362</b> | <b>358</b>  | <b>5924</b>  | <b>95%</b> | <b>85.9%</b>                  |
|  | <b>Total</b> | <b>9</b> | <b>179</b> | <b>1710</b> | <b>4940</b> | <b>6316</b> | <b>4023</b> | <b>1303</b> | <b>18480</b> | <b>95%</b> | <b>89.7%</b>                  |

### Post paid

| 2.5 How satisfied are you with the charges levied per call? |              |       |          |           |           |           |           |           |            |
|---|--------------|-------|----------|-----------|-----------|-----------|-----------|-----------|------------|
| Service Provider  |              | 1     | 2        | 3         | 4         | 5         | 6         | 7         | Total      |
|   |              | Count | Count    | Count     | Count     | Count     | Count     | Count     | Count      |
| Aircel  | Urban        |       | 3        | 3         | 15        | 25        | 2         | 0         | 48         |
|   | Rural        |       | 0        | 0         | 0         | 0         | 0         | 0         | 0          |
|   | Total        |       | 3        | 3         | 15        | 25        | 2         | 0         | 48         |
| Airtel  | Urban        |       | 1        | 6         | 0         | 1         | 27        | 18        | 53         |
|   | Rural        |       | 0        | 0         | 1         | 0         | 0         | 0         | 1          |
|   | Total        |       | 1        | 6         | 1         | 1         | 27        | 18        | 54         |
| BSNL  | Urban        |       | 0        | 3         | 2         | 13        | 11        | 0         | 29         |
|   | Rural        |       | 0        | 2         | 0         | 2         | 4         | 0         | 8          |
|   | Total        |       | 0        | 5         | 2         | 15        | 15        | 0         | 37         |
| Idea  | Urban        |       | 1        | 2         | 12        | 14        | 3         | 1         | 33         |
|   | Rural        |       | 0        | 1         | 0         | 2         | 0         | 0         | 3          |
|   | Total        |       | 1        | 3         | 12        | 16        | 3         | 1         | 36         |
| MTS   | Urban        |       | 2        | 3         | 5         | 0         | 2         | 0         | 12         |
|   | Rural        |       | 0        | 0         | 0         | 0         | 0         | 0         | 0          |
|   | Total        |       | 2        | 3         | 5         | 0         | 2         | 0         | 12         |
| Reliance  | Urban        |       | 0        | 12        | 19        | 15        | 3         | 0         | 49         |
|   | Rural        |       | 0        | 0         | 0         | 0         | 0         | 0         | 0          |
|   | Total        |       | 0        | 12        | 19        | 15        | 3         | 0         | 49         |
| TTSL  | Urban        |       | 2        | 3         | 19        | 13        | 0         | 0         | 37         |
|   | Rural        |       | 0        | 1         | 3         | 1         | 0         | 0         | 5          |
|   | Total        |       | 2        | 4         | 22        | 14        | 0         | 0         | 42         |
| Vodafone  | Urban        |       | 0        | 3         | 15        | 9         | 21        | 2         | 50         |
|   | Rural        |       | 0        | 0         | 1         | 2         | 1         | 0         | 4          |
|   | Total        |       | 0        | 3         | 16        | 11        | 22        | 2         | 54         |
| <b>Total</b>  | <b>Urban</b> |       | <b>9</b> | <b>35</b> | <b>87</b> | <b>90</b> | <b>69</b> | <b>21</b> | <b>311</b> |
|   | <b>Rural</b> |       | <b>0</b> | <b>4</b>  | <b>5</b>  | <b>7</b>  | <b>5</b>  | <b>0</b>  | <b>21</b>  |
|   | <b>Total</b> |       | <b>9</b> | <b>39</b> | <b>92</b> | <b>97</b> | <b>74</b> | <b>21</b> | <b>332</b> |



| 2.6 How satisfied are you with the overall accuracy & completeness of the bills? |              |       |          |           |            |           |           |           |            |
|--|--------------|-------|----------|-----------|------------|-----------|-----------|-----------|------------|
| Service Provider   |              | 1     | 2        | 3         | 4          | 5         | 6         | 7         | Total      |
|  |              | Count | Count    | Count     | Count      | Count     | Count     | Count     | Count      |
| Aircel   | Urban        |       | 2        | 3         | 20         | 19        | 3         | 1         | 48         |
|  | Rural        |       | 0        | 0         | 0          | 0         | 0         | 0         | 0          |
|  | Total        |       | 2        | 3         | 20         | 19        | 3         | 1         | 48         |
| Airtel   | Urban        |       | 1        | 5         | 1          | 1         | 23        | 22        | 53         |
|  | Rural        |       | 0        | 1         | 0          | 0         | 0         | 0         | 1          |
|  | Total        |       | 1        | 6         | 1          | 1         | 23        | 22        | 54         |
| BSNL   | Urban        |       | 0        | 3         | 6          | 12        | 7         | 1         | 29         |
|  | Rural        |       | 1        | 0         | 0          | 4         | 3         | 0         | 8          |
|  | Total        |       | 1        | 3         | 6          | 16        | 10        | 1         | 37         |
| Idea   | Urban        |       | 0        | 6         | 8          | 14        | 5         | 0         | 33         |
|  | Rural        |       | 0        | 0         | 1          | 0         | 2         | 0         | 3          |
|  | Total        |       | 0        | 6         | 9          | 14        | 7         | 0         | 36         |
| MTS  | Urban        |       | 0        | 2         | 7          | 0         | 3         | 0         | 12         |
|  | Rural        |       | 0        | 0         | 0          | 0         | 0         | 0         | 0          |
|  | Total        |       | 0        | 2         | 7          | 0         | 3         | 0         | 12         |
| Reliance   | Urban        |       | 0        | 9         | 27         | 11        | 1         | 1         | 49         |
|  | Rural        |       | 0        | 0         | 0          | 0         | 0         | 0         | 0          |
|  | Total        |       | 0        | 9         | 27         | 11        | 1         | 1         | 49         |
| TTSL   | Urban        |       | 2        | 1         | 24         | 8         | 2         | 0         | 37         |
|  | Rural        |       | 0        | 0         | 4          | 0         | 1         | 0         | 5          |
|  | Total        |       | 2        | 1         | 28         | 8         | 3         | 0         | 42         |
| Vodafone   | Urban        |       | 0        | 3         | 10         | 20        | 13        | 4         | 50         |
|  | Rural        |       | 0        | 1         | 0          | 1         | 2         | 0         | 4          |
|  | Total        |       | 0        | 4         | 10         | 21        | 15        | 4         | 54         |
| <b>Total</b>   | <b>Urban</b> |       | <b>5</b> | <b>32</b> | <b>103</b> | <b>85</b> | <b>57</b> | <b>29</b> | <b>311</b> |
|  | <b>Rural</b> |       | <b>1</b> | <b>2</b>  | <b>5</b>   | <b>5</b>  | <b>8</b>  | <b>0</b>  | <b>21</b>  |
|  | <b>Total</b> |       | <b>6</b> | <b>34</b> | <b>108</b> | <b>90</b> | <b>65</b> | <b>29</b> | <b>332</b> |

| 2.7 How satisfied are you with the clarity of bills in terms of transparency and understandability? |              |       |          |           |           |            |           |           |            |
|---|--------------|-------|----------|-----------|-----------|------------|-----------|-----------|------------|
| Service Provider  |              | 1     | 2        | 3         | 4         | 5          | 6         | 7         | Total      |
|   |              | Count | Count    | Count     | Count     | Count      | Count     | Count     | Count      |
| Aircel  | Urban        |       | 0        | 7         | 23        | 17         | 1         | 0         | 48         |
|   | Rural        |       | 0        | 0         | 0         | 0          | 0         | 0         | 0          |
|   | Total        |       | 0        | 7         | 23        | 17         | 1         | 0         | 48         |
| Airtel  | Urban        |       | 0        | 6         | 0         | 1          | 18        | 28        | 53         |
|   | Rural        |       | 0        | 0         | 1         | 0          | 0         | 0         | 1          |
|   | Total        |       | 0        | 6         | 1         | 1          | 18        | 28        | 54         |
| BSNL  | Urban        |       | 0        | 3         | 2         | 12         | 12        | 0         | 29         |
|   | Rural        |       | 0        | 1         | 1         | 1          | 5         | 0         | 8          |
|   | Total        |       | 0        | 4         | 3         | 13         | 17        | 0         | 37         |
| Idea  | Urban        |       | 1        | 2         | 5         | 20         | 5         | 0         | 33         |
|   | Rural        |       | 0        | 0         | 1         | 2          | 0         | 0         | 3          |
|   | Total        |       | 1        | 2         | 6         | 22         | 5         | 0         | 36         |
| MTS   | Urban        |       | 0        | 2         | 7         | 0          | 3         | 0         | 12         |
|   | Rural        |       | 0        | 0         | 0         | 0          | 0         | 0         | 0          |
|   | Total        |       | 0        | 2         | 7         | 0          | 3         | 0         | 12         |
| Reliance  | Urban        |       | 0        | 11        | 15        | 21         | 2         | 0         | 49         |
|   | Rural        |       | 0        | 0         | 0         | 0          | 0         | 0         | 0          |
|   | Total        |       | 0        | 11        | 15        | 21         | 2         | 0         | 49         |
| TTSL  | Urban        |       | 0        | 6         | 20        | 11         | 0         | 0         | 37         |
|   | Rural        |       | 0        | 1         | 3         | 0          | 0         | 1         | 5          |
|   | Total        |       | 0        | 7         | 23        | 11         | 0         | 1         | 42         |
| Vodafone  | Urban        |       | 0        | 3         | 12        | 19         | 15        | 1         | 50         |
|   | Rural        |       | 0        | 0         | 1         | 1          | 1         | 1         | 4          |
|   | Total        |       | 0        | 3         | 13        | 20         | 16        | 2         | 54         |
| <b>Total</b>  | <b>Urban</b> |       | <b>1</b> | <b>40</b> | <b>84</b> | <b>101</b> | <b>56</b> | <b>29</b> | <b>311</b> |
|   | <b>Rural</b> |       | <b>0</b> | <b>2</b>  | <b>7</b>  | <b>4</b>   | <b>6</b>  | <b>2</b>  | <b>21</b>  |
|   | <b>Total</b> |       | <b>1</b> | <b>42</b> | <b>91</b> | <b>105</b> | <b>62</b> | <b>31</b> | <b>332</b> |



| Billing services, postpaid customers: Calculation of satisfaction score |              |          |           |            |            |            |            |           |            |              |                               |
|---|--------------|----------|-----------|------------|------------|------------|------------|-----------|------------|--------------|-------------------------------|
| Service Provider  |              | 1        | 2         | 3          | 4          | 5          | 6          | 7         | Total, N   | Benchmark    | Overall Weighted Satisfaction |
| Aircel  | Urban        | 0        | 5         | 13         | 58         | 61         | 6          | 1         | 144        | 95%          | 87.5%                         |
|   | Rural        | 0        | 0         | 0          | 0          | 0          | 0          | 0         | 0          | 95%          | NA                            |
|   | Total        | 0        | 5         | 13         | 58         | 61         | 6          | 1         | 144        | 95%          | 87.5%                         |
| Airtel  | Urban        | 0        | 2         | 17         | 1          | 3          | 68         | 68        | 159        | 95%          | 88.1%                         |
|   | Rural        | 0        | 0         | 1          | 2          | 0          | 0          | 0         | 3          | 95%          | 66.7%                         |
|   | Total        | 0        | 2         | 18         | 3          | 3          | 68         | 68        | 162        | 95%          | 87.7%                         |
| BSNL  | Urban        | 0        | 0         | 9          | 10         | 37         | 30         | 1         | 87         | 95%          | 89.7%                         |
|   | Rural        | 0        | 1         | 3          | 1          | 7          | 12         | 0         | 24         | 95%          | 83.3%                         |
|   | Total        | 0        | 1         | 12         | 11         | 44         | 42         | 1         | 111        | 95%          | 88.3%                         |
| Idea  | Urban        | 0        | 2         | 10         | 25         | 48         | 13         | 1         | 99         | 95%          | 87.9%                         |
|   | Rural        | 0        | 0         | 1          | 2          | 4          | 2          | 0         | 9          | 95%          | 88.9%                         |
|   | Total        | 0        | 2         | 11         | 27         | 52         | 15         | 1         | 108        | 95%          | 88.0%                         |
| MTS   | Urban        | 0        | 2         | 7          | 19         | 0          | 8          | 0         | 36         | 95%          | 75.0%                         |
|   | Rural        | 0        | 0         | 0          | 0          | 0          | 0          | 0         | 0          | 95%          | NA                            |
|   | Total        | 0        | 2         | 7          | 19         | 0          | 8          | 0         | 36         | 95%          | 75.0%                         |
| Reliance  | Urban        | 0        | 0         | 32         | 61         | 47         | 6          | 1         | 147        | 95%          | 78.2%                         |
|   | Rural        | 0        | 0         | 0          | 0          | 0          | 0          | 0         | 0          | 95%          | NA                            |
|   | Total        | 0        | 0         | 32         | 61         | 47         | 6          | 1         | 147        | 95%          | 78.2%                         |
| TTSL  | Urban        | 0        | 4         | 10         | 63         | 32         | 2          | 0         | 111        | 95%          | 87.4%                         |
|   | Rural        | 0        | 0         | 2          | 10         | 1          | 1          | 1         | 15         | 95%          | 86.7%                         |
|   | Total        | 0        | 4         | 12         | 73         | 33         | 3          | 1         | 126        | 95%          | 87.3%                         |
| Vodafone  | Urban        | 0        | 0         | 9          | 37         | 48         | 49         | 7         | 150        | 95%          | 94.0%                         |
|   | Rural        | 0        | 0         | 1          | 2          | 4          | 4          | 1         | 12         | 95%          | 91.7%                         |
|   | Total        | 0        | 0         | 10         | 39         | 52         | 53         | 8         | 162        | 95%          | 93.8%                         |
| <b>Total</b>  | <b>Urban</b> | <b>0</b> | <b>15</b> | <b>107</b> | <b>274</b> | <b>276</b> | <b>182</b> | <b>79</b> | <b>933</b> | <b>95.0%</b> | <b>86.9%</b>                  |
|   | <b>Rural</b> | <b>0</b> | <b>1</b>  | <b>8</b>   | <b>17</b>  | <b>16</b>  | <b>19</b>  | <b>2</b>  | <b>63</b>  | <b>95.0%</b> | <b>85.7%</b>                  |
|   | <b>Total</b> | <b>0</b> | <b>16</b> | <b>115</b> | <b>291</b> | <b>292</b> | <b>201</b> | <b>81</b> | <b>996</b> | <b>95.0%</b> | <b>86.8%</b>                  |

### 3. Help Services

| 3.1 How satisfied are you with the availability of customer care services (consumer care number and general information number)? |              |           |            |            |             |             |             |            |             |
|--|--------------|-----------|------------|------------|-------------|-------------|-------------|------------|-------------|
| Service Provider   |              | 1         | 2          | 3          | 4           | 5           | 6           | 7          | Total       |
|  |              | Count     | Count      | Count      | Count       | Count       | Count       | Count      | Count       |
| Aircel   | Urban        | 3         | 27         | 29         | 145         | 169         | 41          | 12         | 426         |
|  | Rural        | 4         | 17         | 21         | 39          | 62          | 41          | 3          | 187         |
|  | Total        | 7         | 44         | 50         | 184         | 231         | 82          | 15         | 613         |
| Airtel   | Urban        | 3         | 9          | 19         | 85          | 208         | 96          | 11         | 431         |
|  | Rural        | 2         | 4          | 6          | 44          | 77          | 57          | 3          | 193         |
|  | Total        | 5         | 13         | 25         | 129         | 285         | 153         | 14         | 624         |
| BSNL   | Urban        | 0         | 6          | 18         | 79          | 197         | 132         | 10         | 442         |
|  | Rural        | 1         | 19         | 17         | 56          | 49          | 48          | 2          | 192         |
|  | Total        | 1         | 25         | 35         | 135         | 246         | 180         | 12         | 634         |
| Idea   | Urban        | 1         | 3          | 20         | 125         | 185         | 66          | 32         | 432         |
|  | Rural        | 1         | 9          | 24         | 39          | 79          | 31          | 4          | 187         |
|  | Total        | 2         | 12         | 44         | 164         | 264         | 97          | 36         | 619         |
| MTS  | Urban        | 1         | 3          | 21         | 43          | 209         | 134         | 16         | 427         |
|  | Rural        | 1         | 4          | 16         | 39          | 62          | 51          | 11         | 184         |
|  | Total        | 2         | 7          | 37         | 82          | 271         | 185         | 27         | 611         |
| Reliance   | Urban        | 10        | 13         | 44         | 96          | 194         | 62          | 7          | 426         |
|  | Rural        | 4         | 11         | 34         | 53          | 54          | 30          | 2          | 188         |
|  | Total        | 14        | 24         | 78         | 149         | 248         | 92          | 9          | 614         |
| TTSL   | Urban        | 3         | 9          | 19         | 77          | 147         | 158         | 25         | 438         |
|  | Rural        | 1         | 20         | 9          | 37          | 66          | 46          | 9          | 188         |
|  | Total        | 4         | 29         | 28         | 114         | 213         | 204         | 34         | 626         |
| Vodafone   | Urban        | 0         | 0          | 15         | 117         | 184         | 105         | 7          | 428         |
|  | Rural        | 2         | 7          | 13         | 42          | 78          | 39          | 2          | 183         |
|  | Total        | 2         | 7          | 28         | 159         | 262         | 144         | 9          | 611         |
| <b>Total</b>   | <b>Urban</b> | <b>21</b> | <b>70</b>  | <b>185</b> | <b>767</b>  | <b>1493</b> | <b>794</b>  | <b>120</b> | <b>3450</b> |
|  | <b>Rural</b> | <b>16</b> | <b>91</b>  | <b>140</b> | <b>349</b>  | <b>527</b>  | <b>343</b>  | <b>36</b>  | <b>1502</b> |
|  | <b>Total</b> | <b>37</b> | <b>161</b> | <b>325</b> | <b>1116</b> | <b>2020</b> | <b>1137</b> | <b>156</b> | <b>4952</b> |



| 3.2 How satisfied are you with the ease of access to a customer care executive through the IVR menu? |              |           |            |            |            |             |            |            |             |
|--|--------------|-----------|------------|------------|------------|-------------|------------|------------|-------------|
| Service Provider   |              | 1         | 2          | 3          | 4          | 5           | 6          | 7          | Total       |
|  |              | Count     | Count      | Count      | Count      | Count       | Count      | Count      | Count       |
| Aircel   | Urban        | 4         | 27         | 55         | 132        | 135         | 64         | 9          | 426         |
|  | Rural        | 1         | 30         | 55         | 26         | 41          | 25         | 9          | 187         |
|  | Total        | 5         | 57         | 110        | 158        | 176         | 89         | 18         | 613         |
| Airtel   | Urban        | 4         | 13         | 43         | 99         | 187         | 76         | 9          | 431         |
|  | Rural        | 5         | 18         | 40         | 24         | 41          | 55         | 10         | 193         |
|  | Total        | 9         | 31         | 83         | 123        | 228         | 131        | 19         | 624         |
| BSNL   | Urban        | 1         | 10         | 62         | 83         | 196         | 75         | 15         | 442         |
|  | Rural        | 0         | 40         | 65         | 22         | 41          | 18         | 6          | 192         |
|  | Total        | 1         | 50         | 127        | 105        | 237         | 93         | 21         | 634         |
| Idea   | Urban        | 2         | 12         | 57         | 87         | 183         | 80         | 11         | 432         |
|  | Rural        | 1         | 25         | 31         | 31         | 43          | 51         | 5          | 187         |
|  | Total        | 3         | 37         | 88         | 118        | 226         | 131        | 16         | 619         |
| MTS  | Urban        | 4         | 11         | 42         | 91         | 176         | 91         | 12         | 427         |
|  | Rural        | 1         | 1          | 35         | 34         | 67          | 44         | 2          | 184         |
|  | Total        | 5         | 12         | 77         | 125        | 243         | 135        | 14         | 611         |
| Reliance   | Urban        | 9         | 12         | 48         | 104        | 171         | 76         | 6          | 426         |
|  | Rural        | 7         | 29         | 42         | 37         | 42          | 30         | 1          | 188         |
|  | Total        | 16        | 41         | 90         | 141        | 213         | 106        | 7          | 614         |
| TTSL   | Urban        | 4         | 15         | 39         | 87         | 188         | 97         | 8          | 438         |
|  | Rural        | 1         | 11         | 28         | 30         | 76          | 42         | 0          | 188         |
|  | Total        | 5         | 26         | 67         | 117        | 264         | 139        | 8          | 626         |
| Vodafone   | Urban        | 2         | 13         | 35         | 79         | 205         | 93         | 1          | 428         |
|  | Rural        | 3         | 16         | 63         | 22         | 31          | 46         | 2          | 183         |
|  | Total        | 5         | 29         | 98         | 101        | 236         | 139        | 3          | 611         |
| <b>Total</b>   | <b>Urban</b> | <b>30</b> | <b>113</b> | <b>381</b> | <b>762</b> | <b>1441</b> | <b>652</b> | <b>71</b>  | <b>3450</b> |
|  | <b>Rural</b> | <b>19</b> | <b>170</b> | <b>359</b> | <b>226</b> | <b>382</b>  | <b>311</b> | <b>35</b>  | <b>1502</b> |
|  | <b>Total</b> | <b>49</b> | <b>283</b> | <b>740</b> | <b>988</b> | <b>1823</b> | <b>963</b> | <b>106</b> | <b>4952</b> |

| 3.3 How satisfied are you with the customer friendly approach of the customer care executive? |              |           |            |            |             |             |            |            |             |
|---|--------------|-----------|------------|------------|-------------|-------------|------------|------------|-------------|
| Service Provider  |              | 1         | 2          | 3          | 4           | 5           | 6          | 7          | Total       |
|   |              | Count     | Count      | Count      | Count       | Count       | Count      | Count      | Count       |
| Aircel  | Urban        | 2         | 15         | 29         | 159         | 178         | 36         | 7          | 426         |
|   | Rural        | 2         | 15         | 19         | 32          | 75          | 37         | 7          | 187         |
|   | Total        | 4         | 30         | 48         | 191         | 253         | 73         | 14         | 613         |
| Airtel  | Urban        | 4         | 9          | 19         | 92          | 201         | 87         | 19         | 431         |
|   | Rural        | 3         | 4          | 10         | 33          | 75          | 61         | 7          | 193         |
|   | Total        | 7         | 13         | 29         | 125         | 276         | 148        | 26         | 624         |
| BSNL  | Urban        | 0         | 6          | 22         | 97          | 224         | 77         | 16         | 442         |
|   | Rural        | 1         | 6          | 15         | 51          | 86          | 30         | 3          | 192         |
|   | Total        | 1         | 12         | 37         | 148         | 310         | 107        | 19         | 634         |
| Idea  | Urban        | 1         | 13         | 23         | 101         | 226         | 55         | 13         | 432         |
|   | Rural        | 3         | 9          | 15         | 36          | 88          | 31         | 5          | 187         |
|   | Total        | 4         | 22         | 38         | 137         | 314         | 86         | 18         | 619         |
| MTS   | Urban        | 2         | 5          | 23         | 79          | 176         | 124        | 18         | 427         |
|   | Rural        | 1         | 3          | 7          | 42          | 86          | 34         | 11         | 184         |
|   | Total        | 3         | 8          | 30         | 121         | 262         | 158        | 29         | 611         |
| Reliance  | Urban        | 6         | 12         | 41         | 106         | 194         | 56         | 11         | 426         |
|   | Rural        | 5         | 11         | 27         | 43          | 77          | 20         | 5          | 188         |
|   | Total        | 11        | 23         | 68         | 149         | 271         | 76         | 16         | 614         |
| TTSL  | Urban        | 4         | 9          | 25         | 102         | 193         | 90         | 15         | 438         |
|   | Rural        | 0         | 18         | 11         | 33          | 75          | 41         | 10         | 188         |
|   | Total        | 4         | 27         | 36         | 135         | 268         | 131        | 25         | 626         |
| Vodafone  | Urban        | 3         | 7          | 16         | 128         | 181         | 89         | 4          | 428         |
|   | Rural        | 1         | 5          | 11         | 31          | 92          | 35         | 8          | 183         |
|   | Total        | 4         | 12         | 27         | 159         | 273         | 124        | 12         | 611         |
| <b>Total</b>  | <b>Urban</b> | <b>22</b> | <b>76</b>  | <b>198</b> | <b>864</b>  | <b>1573</b> | <b>614</b> | <b>103</b> | <b>3450</b> |
|   | <b>Rural</b> | <b>16</b> | <b>71</b>  | <b>115</b> | <b>301</b>  | <b>654</b>  | <b>289</b> | <b>56</b>  | <b>1502</b> |
|   | <b>Total</b> | <b>38</b> | <b>147</b> | <b>313</b> | <b>1165</b> | <b>2227</b> | <b>903</b> | <b>159</b> | <b>4952</b> |



| 3.4 How satisfied are you with the competency level/problem solving ability of the customer care executive? |       |       |       |       |       |       |       |       |       |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider  |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|   |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Aircel  | Urban | 1     | 13    | 31    | 147   | 159   | 68    | 7     | 426   |
|   | Rural | 2     | 17    | 32    | 31    | 50    | 48    | 7     | 187   |
|   | Total | 3     | 30    | 63    | 178   | 209   | 116   | 14    | 613   |
| Airtel  | Urban | 4     | 6     | 15    | 96    | 200   | 96    | 14    | 431   |
|   | Rural | 2     | 9     | 22    | 22    | 57    | 71    | 10    | 193   |
|   | Total | 6     | 15    | 37    | 118   | 257   | 167   | 24    | 624   |
| BSNL  | Urban | 1     | 13    | 19    | 105   | 195   | 89    | 20    | 442   |
|   | Rural | 1     | 26    | 23    | 24    | 54    | 61    | 3     | 192   |
|   | Total | 2     | 39    | 42    | 129   | 249   | 150   | 23    | 634   |
| Idea  | Urban | 2     | 6     | 28    | 95    | 210   | 78    | 13    | 432   |
|   | Rural | 1     | 8     | 25    | 33    | 57    | 58    | 5     | 187   |
|   | Total | 3     | 14    | 53    | 128   | 267   | 136   | 18    | 619   |
| MTS   | Urban | 5     | 23    | 31    | 94    | 135   | 124   | 15    | 427   |
|   | Rural | 2     | 1     | 18    | 43    | 59    | 58    | 3     | 184   |
|   | Total | 7     | 24    | 49    | 137   | 194   | 182   | 18    | 611   |
| Reliance  | Urban | 8     | 12    | 38    | 101   | 181   | 76    | 10    | 426   |
|   | Rural | 3     | 14    | 28    | 30    | 62    | 48    | 3     | 188   |
|   | Total | 11    | 26    | 66    | 131   | 243   | 124   | 13    | 614   |
| TTSL  | Urban | 7     | 18    | 20    | 83    | 191   | 108   | 11    | 438   |
|   | Rural | 0     | 11    | 10    | 25    | 88    | 50    | 4     | 188   |
|   | Total | 7     | 29    | 30    | 108   | 279   | 158   | 15    | 626   |
| Vodafone  | Urban | 6     | 7     | 32    | 88    | 214   | 79    | 2     | 428   |
|   | Rural | 3     | 7     | 25    | 22    | 59    | 64    | 3     | 183   |
|   | Total | 9     | 14    | 57    | 110   | 273   | 143   | 5     | 611   |
| Total   | Urban | 34    | 98    | 214   | 809   | 1485  | 718   | 92    | 3450  |
|   | Rural | 14    | 93    | 183   | 230   | 486   | 458   | 38    | 1502  |
|   | Total | 48    | 191   | 397   | 1039  | 1971  | 1176  | 130   | 4952  |

| Help Services: Calculation of satisfaction score |       |     |     |      |      |      |      |     |          |           |                               |
|--|-------|-----|-----|------|------|------|------|-----|----------|-----------|-------------------------------|
| Service Provider                                 |       | 1   | 2   | 3    | 4    | 5    | 6    | 7   | Total, N | Benchmark | Overall Weighted Satisfaction |
| Aircel   | Urban | 10  | 82  | 144  | 583  | 641  | 209  | 35  | 1704     | 90%       | 86.2%                         |
|  | Rural | 9   | 79  | 127  | 128  | 228  | 151  | 26  | 748      | 90%       | 71.3%                         |
|  | Total | 19  | 161 | 271  | 711  | 869  | 360  | 61  | 2452     | 90%       | 81.6%                         |
| Airtel   | Urban | 15  | 37  | 96   | 372  | 796  | 355  | 53  | 1724     | 90%       | 91.4%                         |
|  | Rural | 12  | 35  | 78   | 123  | 250  | 244  | 30  | 772      | 90%       | 83.8%                         |
|  | Total | 27  | 72  | 174  | 495  | 1046 | 599  | 83  | 2496     | 90%       | 89.1%                         |
| BSNL   | Urban | 2   | 35  | 121  | 364  | 812  | 373  | 61  | 1768     | 90%       | 91.1%                         |
|  | Rural | 3   | 91  | 120  | 153  | 230  | 157  | 14  | 768      | 90%       | 72.1%                         |
|  | Total | 5   | 126 | 241  | 517  | 1042 | 530  | 75  | 2536     | 90%       | 85.3%                         |
| Idea   | Urban | 6   | 34  | 128  | 408  | 804  | 279  | 69  | 1728     | 90%       | 90.3%                         |
|  | Rural | 6   | 51  | 95   | 139  | 267  | 171  | 19  | 748      | 90%       | 79.7%                         |
|  | Total | 12  | 85  | 223  | 547  | 1071 | 450  | 88  | 2476     | 90%       | 87.1%                         |
| MTS  | Urban | 12  | 42  | 117  | 307  | 696  | 473  | 61  | 1708     | 90%       | 90.0%                         |
|  | Rural | 5   | 9   | 76   | 158  | 274  | 187  | 27  | 736      | 90%       | 87.8%                         |
|  | Total | 17  | 51  | 193  | 465  | 970  | 660  | 88  | 2444     | 90%       | 89.3%                         |
| Reliance   | Urban | 33  | 49  | 171  | 407  | 740  | 270  | 34  | 1704     | 90%       | 85.2%                         |
|  | Rural | 19  | 65  | 131  | 163  | 235  | 128  | 11  | 752      | 90%       | 71.4%                         |
|  | Total | 52  | 114 | 302  | 570  | 975  | 398  | 45  | 2456     | 90%       | 80.9%                         |
| TTSL   | Urban | 18  | 51  | 103  | 349  | 719  | 453  | 59  | 1752     | 90%       | 90.2%                         |
|  | Rural | 2   | 60  | 58   | 125  | 305  | 179  | 23  | 752      | 90%       | 84.0%                         |
|  | Total | 20  | 111 | 161  | 474  | 1024 | 632  | 82  | 2504     | 90%       | 88.3%                         |
| Vodafone   | Urban | 11  | 27  | 98   | 412  | 784  | 366  | 14  | 1712     | 90%       | 92.1%                         |
|  | Rural | 9   | 35  | 112  | 117  | 260  | 184  | 15  | 732      | 90%       | 78.7%                         |
|  | Total | 20  | 62  | 210  | 529  | 1044 | 550  | 29  | 2444     | 90%       | 88.1%                         |
| Total  | Urban | 107 | 357 | 978  | 3202 | 5992 | 2778 | 386 | 13800    | 90%       | 89.6%                         |
|  | Rural | 65  | 425 | 797  | 1106 | 2049 | 1401 | 165 | 6008     | 90%       | 78.6%                         |
|  | Total | 172 | 782 | 1775 | 4308 | 8041 | 4179 | 551 | 19808    | 90%       | 86.2%                         |



#### 4. Network Performance

| 4.1 How satisfied are you with the availability of signal of your service provided? |              |           |            |            |            |             |             |            |             |
|---|--------------|-----------|------------|------------|------------|-------------|-------------|------------|-------------|
| Service Provider  |              | 1         | 2          | 3          | 4          | 5           | 6           | 7          | Total       |
|   |              | Count     | Count      | Count      | Count      | Count       | Count       | Count      | Count       |
| Aircel  | Urban        | 7         | 22         | 49         | 146        | 151         | 41          | 10         | 426         |
|   | Rural        | 2         | 15         | 27         | 43         | 52          | 43          | 5          | 187         |
|   | Total        | 9         | 37         | 76         | 189        | 203         | 84          | 15         | 613         |
| Airtel  | Urban        | 1         | 3          | 10         | 69         | 209         | 111         | 28         | 431         |
|   | Rural        | 0         | 2          | 12         | 31         | 52          | 80          | 16         | 193         |
|   | Total        | 1         | 5          | 22         | 100        | 261         | 191         | 44         | 624         |
| BSNL  | Urban        | 7         | 9          | 31         | 88         | 169         | 117         | 21         | 442         |
|   | Rural        | 4         | 13         | 26         | 36         | 56          | 46          | 11         | 192         |
|   | Total        | 11        | 22         | 57         | 124        | 225         | 163         | 32         | 634         |
| Idea  | Urban        | 1         | 8          | 23         | 95         | 214         | 84          | 7          | 432         |
|   | Rural        | 1         | 7          | 8          | 38         | 87          | 38          | 8          | 187         |
|   | Total        | 2         | 15         | 31         | 133        | 301         | 122         | 15         | 619         |
| MTS   | Urban        | 0         | 7          | 23         | 45         | 157         | 187         | 8          | 427         |
|   | Rural        | 0         | 0          | 13         | 33         | 83          | 48          | 7          | 184         |
|   | Total        | 0         | 7          | 36         | 78         | 240         | 235         | 15         | 611         |
| Reliance  | Urban        | 4         | 13         | 52         | 99         | 159         | 86          | 13         | 426         |
|   | Rural        | 2         | 12         | 32         | 38         | 52          | 44          | 8          | 188         |
|   | Total        | 6         | 25         | 84         | 137        | 211         | 130         | 21         | 614         |
| TTSL  | Urban        | 2         | 9          | 30         | 79         | 154         | 144         | 20         | 438         |
|   | Rural        | 1         | 11         | 16         | 24         | 68          | 55          | 13         | 188         |
|   | Total        | 3         | 20         | 46         | 103        | 222         | 199         | 33         | 626         |
| Vodafone  | Urban        | 3         | 2          | 14         | 87         | 185         | 132         | 5          | 428         |
|   | Rural        | 1         | 2          | 12         | 19         | 68          | 69          | 12         | 183         |
|   | Total        | 4         | 4          | 26         | 106        | 253         | 201         | 17         | 611         |
| <b>Total</b>  | <b>Urban</b> | <b>25</b> | <b>73</b>  | <b>232</b> | <b>708</b> | <b>1398</b> | <b>902</b>  | <b>112</b> | <b>3450</b> |
|   | <b>Rural</b> | <b>11</b> | <b>62</b>  | <b>146</b> | <b>262</b> | <b>518</b>  | <b>423</b>  | <b>80</b>  | <b>1502</b> |
|   | <b>Total</b> | <b>36</b> | <b>135</b> | <b>378</b> | <b>970</b> | <b>1916</b> | <b>1325</b> | <b>192</b> | <b>4952</b> |

| 4.2 How satisfied are you with the network of your service provider in terms of ability to make or receive calls easily? |              |           |            |            |            |             |             |            |             |
|--|--------------|-----------|------------|------------|------------|-------------|-------------|------------|-------------|
| Service Provider   |              | 1         | 2          | 3          | 4          | 5           | 6           | 7          | Total       |
|  |              | Count     | Count      | Count      | Count      | Count       | Count       | Count      | Count       |
| Aircel   | Urban        | 3         | 21         | 52         | 146        | 142         | 61          | 1          | 426         |
|  | Rural        | 0         | 23         | 44         | 18         | 55          | 37          | 10         | 187         |
|  | Total        | 3         | 44         | 96         | 164        | 197         | 98          | 11         | 613         |
| Airtel   | Urban        | 2         | 5          | 16         | 68         | 231         | 99          | 10         | 431         |
|  | Rural        | 0         | 6          | 22         | 25         | 54          | 72          | 14         | 193         |
|  | Total        | 2         | 11         | 38         | 93         | 285         | 171         | 24         | 624         |
| BSNL   | Urban        | 3         | 25         | 32         | 84         | 200         | 78          | 20         | 442         |
|  | Rural        | 3         | 18         | 50         | 27         | 45          | 43          | 6          | 192         |
|  | Total        | 6         | 43         | 82         | 111        | 245         | 121         | 26         | 634         |
| Idea   | Urban        | 0         | 4          | 23         | 110        | 204         | 81          | 10         | 432         |
|  | Rural        | 1         | 10         | 29         | 27         | 55          | 60          | 5          | 187         |
|  | Total        | 1         | 14         | 52         | 137        | 259         | 141         | 15         | 619         |
| MTS  | Urban        | 3         | 6          | 21         | 54         | 185         | 121         | 37         | 427         |
|  | Rural        | 0         | 2          | 15         | 36         | 75          | 46          | 10         | 184         |
|  | Total        | 3         | 8          | 36         | 90         | 260         | 167         | 47         | 611         |
| Reliance   | Urban        | 3         | 19         | 50         | 99         | 172         | 74          | 9          | 426         |
|  | Rural        | 3         | 15         | 34         | 26         | 64          | 42          | 4          | 188         |
|  | Total        | 6         | 34         | 84         | 125        | 236         | 116         | 13         | 614         |
| TTSL   | Urban        | 7         | 17         | 32         | 65         | 167         | 119         | 31         | 438         |
|  | Rural        | 1         | 7          | 12         | 20         | 83          | 59          | 6          | 188         |
|  | Total        | 8         | 24         | 44         | 85         | 250         | 178         | 37         | 626         |
| Vodafone   | Urban        | 3         | 8          | 29         | 91         | 183         | 111         | 3          | 428         |
|  | Rural        | 0         | 8          | 27         | 15         | 57          | 67          | 9          | 183         |
|  | Total        | 3         | 16         | 56         | 106        | 240         | 178         | 12         | 611         |
| <b>Total</b>   | <b>Urban</b> | <b>24</b> | <b>105</b> | <b>255</b> | <b>717</b> | <b>1484</b> | <b>744</b>  | <b>121</b> | <b>3450</b> |
|  | <b>Rural</b> | <b>8</b>  | <b>89</b>  | <b>233</b> | <b>194</b> | <b>488</b>  | <b>426</b>  | <b>64</b>  | <b>1502</b> |
|  | <b>Total</b> | <b>32</b> | <b>194</b> | <b>488</b> | <b>911</b> | <b>1972</b> | <b>1170</b> | <b>185</b> | <b>4952</b> |



| 4.3 How satisfied are you with the voice quality on your phone during calls? |       |       |       |       |       |       |       |       |       |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider   |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|  |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Aircel   | Urban | 10    | 25    | 40    | 145   | 158   | 42    | 6     | 426   |
|  | Rural | 2     | 7     | 22    | 34    | 68    | 52    | 2     | 187   |
|  | Total | 12    | 32    | 62    | 179   | 226   | 94    | 8     | 613   |
| Airtel   | Urban | 0     | 2     | 11    | 76    | 220   | 113   | 9     | 431   |
|  | Rural | 1     | 2     | 18    | 43    | 58    | 66    | 5     | 193   |
|  | Total | 1     | 4     | 29    | 119   | 278   | 179   | 14    | 624   |
| BSNL   | Urban | 4     | 19    | 19    | 102   | 195   | 101   | 2     | 442   |
|  | Rural | 2     | 7     | 19    | 38    | 78    | 41    | 7     | 192   |
|  | Total | 6     | 26    | 38    | 140   | 273   | 142   | 9     | 634   |
| Idea   | Urban | 0     | 3     | 22    | 99    | 231   | 64    | 13    | 432   |
|  | Rural | 0     | 2     | 11    | 35    | 85    | 50    | 4     | 187   |
|  | Total | 0     | 5     | 33    | 134   | 316   | 114   | 17    | 619   |
| MTS  | Urban | 4     | 7     | 32    | 97    | 160   | 115   | 12    | 427   |
|  | Rural | 1     | 2     | 15    | 34    | 78    | 53    | 1     | 184   |
|  | Total | 5     | 9     | 47    | 131   | 238   | 168   | 13    | 611   |
| Reliance   | Urban | 1     | 14    | 53    | 101   | 171   | 77    | 9     | 426   |
|  | Rural | 1     | 5     | 26    | 38    | 78    | 36    | 4     | 188   |
|  | Total | 2     | 19    | 79    | 139   | 249   | 113   | 13    | 614   |
| TTSL   | Urban | 1     | 11    | 20    | 71    | 165   | 148   | 22    | 438   |
|  | Rural | 0     | 4     | 9     | 40    | 81    | 47    | 7     | 188   |
|  | Total | 1     | 15    | 29    | 111   | 246   | 195   | 29    | 626   |
| Vodafone   | Urban | 2     | 4     | 31    | 110   | 192   | 89    | 0     | 428   |
|  | Rural | 0     | 2     | 15    | 29    | 75    | 59    | 3     | 183   |
|  | Total | 2     | 6     | 46    | 139   | 267   | 148   | 3     | 611   |
| Total  | Urban | 22    | 85    | 228   | 801   | 1492  | 749   | 73    | 3450  |
|  | Rural | 7     | 31    | 135   | 291   | 601   | 404   | 33    | 1502  |
|  | Total | 29    | 116   | 363   | 1092  | 2093  | 1153  | 106   | 4952  |

| Network performance, Reliability and Availability: Calculation of satisfaction score |       |    |     |      |      |      |      |     |          |           |                               |
|--|-------|----|-----|------|------|------|------|-----|----------|-----------|-------------------------------|
| Service Provider   |       | 1  | 2   | 3    | 4    | 5    | 6    | 7   | Total, N | Benchmark | Overall Weighted Satisfaction |
| Aircel   | Urban | 20 | 68  | 141  | 437  | 451  | 144  | 17  | 1278     | 95%       | 82.1%                         |
|  | Rural | 4  | 45  | 93   | 95   | 175  | 132  | 17  | 561      | 95%       | 74.7%                         |
|  | Total | 24 | 113 | 234  | 532  | 626  | 276  | 34  | 1839     | 95%       | 79.8%                         |
| Airtel   | Urban | 3  | 10  | 37   | 213  | 660  | 323  | 47  | 1293     | 95%       | 96.1%                         |
|  | Rural | 1  | 10  | 52   | 99   | 164  | 218  | 35  | 579      | 95%       | 89.1%                         |
|  | Total | 4  | 20  | 89   | 312  | 824  | 541  | 82  | 1872     | 95%       | 94.0%                         |
| BSNL   | Urban | 14 | 53  | 82   | 274  | 564  | 296  | 43  | 1326     | 95%       | 88.8%                         |
|  | Rural | 9  | 38  | 95   | 101  | 179  | 130  | 24  | 576      | 95%       | 75.3%                         |
|  | Total | 23 | 91  | 177  | 375  | 743  | 426  | 67  | 1902     | 95%       | 84.7%                         |
| Idea   | Urban | 1  | 15  | 68   | 304  | 649  | 229  | 30  | 1296     | 95%       | 93.5%                         |
|  | Rural | 2  | 19  | 48   | 100  | 227  | 148  | 17  | 561      | 95%       | 87.7%                         |
|  | Total | 3  | 34  | 116  | 404  | 876  | 377  | 47  | 1857     | 95%       | 91.8%                         |
| MTS  | Urban | 7  | 20  | 76   | 196  | 502  | 423  | 57  | 1281     | 95%       | 92.0%                         |
|  | Rural | 1  | 4   | 43   | 103  | 236  | 147  | 18  | 552      | 95%       | 91.3%                         |
|  | Total | 8  | 24  | 119  | 299  | 738  | 570  | 75  | 1833     | 95%       | 91.8%                         |
| Reliance   | Urban | 8  | 46  | 155  | 299  | 502  | 237  | 31  | 1278     | 95%       | 83.6%                         |
|  | Rural | 6  | 32  | 92   | 102  | 194  | 122  | 16  | 564      | 95%       | 77.0%                         |
|  | Total | 14 | 78  | 247  | 401  | 696  | 359  | 47  | 1842     | 95%       | 81.6%                         |
| TTSL   | Urban | 10 | 37  | 82   | 215  | 486  | 411  | 73  | 1314     | 95%       | 90.2%                         |
|  | Rural | 2  | 22  | 37   | 84   | 232  | 161  | 26  | 564      | 95%       | 89.2%                         |
|  | Total | 12 | 59  | 119  | 299  | 718  | 572  | 99  | 1878     | 95%       | 89.9%                         |
| Vodafone   | Urban | 8  | 14  | 74   | 288  | 560  | 332  | 8   | 1284     | 95%       | 92.5%                         |
|  | Rural | 1  | 12  | 54   | 63   | 200  | 195  | 24  | 549      | 95%       | 87.8%                         |
|  | Total | 9  | 26  | 128  | 351  | 760  | 527  | 32  | 1833     | 95%       | 91.1%                         |
| Total  | Urban | 71 | 263 | 715  | 2226 | 4374 | 2395 | 306 | 10350    | 95%       | 89.9%                         |
|  | Rural | 26 | 182 | 514  | 747  | 1607 | 1253 | 177 | 4506     | 95%       | 84.0%                         |
|  | Total | 97 | 445 | 1229 | 2973 | 5981 | 3648 | 483 | 14856    | 95%       | 88.1%                         |



## 5. Maintainability

| 5.1 How satisfied are you with the availability of fault free connection? |              |           |           |            |             |             |             |           |             |
|---|--------------|-----------|-----------|------------|-------------|-------------|-------------|-----------|-------------|
| Service Provider  |              | 1         | 2         | 3          | 4           | 5           | 6           | 7         | Total       |
|   |              | Count     | Count     | Count      | Count       | Count       | Count       | Count     | Count       |
| Aircel  | Urban        | 6         | 8         | 38         | 146         | 182         | 41          | 5         | 426         |
|   | Rural        | 2         | 3         | 15         | 46          | 80          | 30          | 11        | 187         |
|   | Total        | 8         | 11        | 53         | 192         | 262         | 71          | 16        | 613         |
| Airtel  | Urban        | 0         | 1         | 12         | 74          | 232         | 108         | 4         | 431         |
|   | Rural        | 0         | 0         | 9          | 34          | 72          | 68          | 10        | 193         |
|   | Total        | 0         | 1         | 21         | 108         | 304         | 176         | 14        | 624         |
| BSNL  | Urban        | 4         | 5         | 17         | 98          | 235         | 82          | 1         | 442         |
|   | Rural        | 3         | 4         | 11         | 47          | 78          | 47          | 2         | 192         |
|   | Total        | 7         | 9         | 28         | 145         | 313         | 129         | 3         | 634         |
| Idea  | Urban        | 1         | 2         | 15         | 102         | 239         | 61          | 12        | 432         |
|   | Rural        | 0         | 1         | 8          | 43          | 90          | 39          | 6         | 187         |
|   | Total        | 1         | 3         | 23         | 145         | 329         | 100         | 18        | 619         |
| MTS   | Urban        | 4         | 3         | 17         | 64          | 238         | 93          | 8         | 427         |
|   | Rural        | 0         | 1         | 12         | 25          | 94          | 44          | 8         | 184         |
|   | Total        | 4         | 4         | 29         | 89          | 332         | 137         | 16        | 611         |
| Reliance  | Urban        | 2         | 3         | 43         | 116         | 182         | 75          | 5         | 426         |
|   | Rural        | 0         | 9         | 10         | 41          | 97          | 29          | 2         | 188         |
|   | Total        | 2         | 12        | 53         | 157         | 279         | 104         | 7         | 614         |
| TTSL  | Urban        | 1         | 9         | 28         | 80          | 223         | 93          | 4         | 438         |
|   | Rural        | 0         | 2         | 11         | 33          | 77          | 65          | 0         | 188         |
|   | Total        | 1         | 11        | 39         | 113         | 300         | 158         | 4         | 626         |
| Vodafone  | Urban        | 2         | 4         | 21         | 107         | 223         | 70          | 1         | 428         |
|   | Rural        | 0         | 1         | 9          | 32          | 83          | 55          | 3         | 183         |
|   | Total        | 2         | 5         | 30         | 139         | 306         | 125         | 4         | 611         |
| <b>Total</b>  | <b>Urban</b> | <b>20</b> | <b>35</b> | <b>191</b> | <b>787</b>  | <b>1754</b> | <b>623</b>  | <b>40</b> | <b>3450</b> |
|   | <b>Rural</b> | <b>5</b>  | <b>21</b> | <b>85</b>  | <b>301</b>  | <b>671</b>  | <b>377</b>  | <b>42</b> | <b>1502</b> |
|   | <b>Total</b> | <b>25</b> | <b>56</b> | <b>276</b> | <b>1088</b> | <b>2425</b> | <b>1000</b> | <b>82</b> | <b>4952</b> |

| 5.2 How satisfied are you with the timely repair of faults of your phone connection? |              |           |           |            |             |             |            |           |             |
|--|--------------|-----------|-----------|------------|-------------|-------------|------------|-----------|-------------|
| Service Provider   |              | 1         | 2         | 3          | 4           | 5           | 6          | 7         | Total       |
|  |              | Count     | Count     | Count      | Count       | Count       | Count      | Count     | Count       |
| Aircel   | Urban        | 4         | 7         | 21         | 253         | 111         | 30         | 0         | 426         |
|  | Rural        | 2         | 5         | 14         | 46          | 79          | 30         | 11        | 187         |
|  | Total        | 6         | 12        | 35         | 299         | 190         | 60         | 11        | 613         |
| Airtel   | Urban        | 1         | 2         | 9          | 235         | 105         | 77         | 2         | 431         |
|  | Rural        | 0         | 0         | 9          | 41          | 85          | 49         | 9         | 193         |
|  | Total        | 1         | 2         | 18         | 276         | 190         | 126        | 11        | 624         |
| BSNL   | Urban        | 1         | 2         | 7          | 157         | 196         | 77         | 2         | 442         |
|  | Rural        | 0         | 10        | 16         | 46          | 89          | 30         | 1         | 192         |
|  | Total        | 1         | 12        | 23         | 203         | 285         | 107        | 3         | 634         |
| Idea   | Urban        | 0         | 2         | 11         | 219         | 158         | 42         | 0         | 432         |
|  | Rural        | 0         | 1         | 8          | 54          | 93          | 29         | 2         | 187         |
|  | Total        | 0         | 3         | 19         | 273         | 251         | 71         | 2         | 619         |
| MTS  | Urban        | 2         | 2         | 28         | 75          | 226         | 85         | 9         | 427         |
|  | Rural        | 0         | 5         | 11         | 27          | 97          | 41         | 3         | 184         |
|  | Total        | 2         | 7         | 39         | 102         | 323         | 126        | 12        | 611         |
| Reliance   | Urban        | 3         | 4         | 20         | 215         | 127         | 53         | 4         | 426         |
|  | Rural        | 0         | 9         | 8          | 46          | 100         | 23         | 2         | 188         |
|  | Total        | 3         | 13        | 28         | 261         | 227         | 76         | 6         | 614         |
| TTSL   | Urban        | 0         | 2         | 20         | 79          | 234         | 98         | 5         | 438         |
|  | Rural        | 1         | 4         | 9          | 37          | 86          | 51         | 0         | 188         |
|  | Total        | 1         | 6         | 29         | 116         | 320         | 149        | 5         | 626         |
| Vodafone   | Urban        | 1         | 0         | 14         | 167         | 198         | 48         | 0         | 428         |
|  | Rural        | 0         | 3         | 8          | 31          | 94          | 47         | 0         | 183         |
|  | Total        | 1         | 3         | 22         | 198         | 292         | 95         | 0         | 611         |
| <b>Total</b>   | <b>Urban</b> | <b>12</b> | <b>21</b> | <b>130</b> | <b>1400</b> | <b>1355</b> | <b>510</b> | <b>22</b> | <b>3450</b> |
|  | <b>Rural</b> | <b>3</b>  | <b>37</b> | <b>83</b>  | <b>328</b>  | <b>723</b>  | <b>300</b> | <b>28</b> | <b>1502</b> |
|  | <b>Total</b> | <b>15</b> | <b>58</b> | <b>213</b> | <b>1728</b> | <b>2078</b> | <b>810</b> | <b>50</b> | <b>4952</b> |





| Maintainability: Calculation of satisfaction score |       |    |     |     |      |      |      |     |          |           |                               |
|--|-------|----|-----|-----|------|------|------|-----|----------|-----------|-------------------------------|
| Service Provider                                   |       | 1  | 2   | 3   | 4    | 5    | 6    | 7   | Total, N | Benchmark | Overall Weighted Satisfaction |
| Aircel   | Urban | 10 | 15  | 59  | 399  | 293  | 71   | 5   | 852      | 95%       | 90.1%                         |
|  | Rural | 4  | 8   | 29  | 92   | 159  | 60   | 22  | 374      | 95%       | 89.0%                         |
|  | Total | 14 | 23  | 88  | 491  | 452  | 131  | 27  | 1226     | 95%       | 89.8%                         |
| Airtel   | Urban | 1  | 3   | 21  | 309  | 337  | 185  | 6   | 862      | 95%       | 97.1%                         |
|  | Rural | 0  | 0   | 18  | 75   | 157  | 117  | 19  | 386      | 95%       | 95.3%                         |
|  | Total | 1  | 3   | 39  | 384  | 494  | 302  | 25  | 1248     | 95%       | 96.6%                         |
| BSNL   | Urban | 5  | 7   | 24  | 255  | 431  | 159  | 3   | 884      | 95%       | 95.9%                         |
|  | Rural | 3  | 14  | 27  | 93   | 167  | 77   | 3   | 384      | 95%       | 88.5%                         |
|  | Total | 8  | 21  | 51  | 348  | 598  | 236  | 6   | 1268     | 95%       | 93.7%                         |
| Idea   | Urban | 1  | 4   | 26  | 321  | 397  | 103  | 12  | 864      | 95%       | 96.4%                         |
|  | Rural | 0  | 2   | 16  | 97   | 183  | 68   | 8   | 374      | 95%       | 95.2%                         |
|  | Total | 1  | 6   | 42  | 418  | 580  | 171  | 20  | 1238     | 95%       | 96.0%                         |
| MTS  | Urban | 6  | 5   | 45  | 139  | 464  | 178  | 17  | 854      | 95%       | 93.4%                         |
|  | Rural | 0  | 6   | 23  | 52   | 191  | 85   | 11  | 368      | 95%       | 92.1%                         |
|  | Total | 6  | 11  | 68  | 191  | 655  | 263  | 28  | 1222     | 95%       | 93.0%                         |
| Reliance   | Urban | 5  | 7   | 63  | 331  | 309  | 128  | 9   | 852      | 95%       | 91.2%                         |
|  | Rural | 0  | 18  | 18  | 87   | 197  | 52   | 4   | 376      | 95%       | 90.4%                         |
|  | Total | 5  | 25  | 81  | 418  | 506  | 180  | 13  | 1228     | 95%       | 91.0%                         |
| TTSN   | Urban | 1  | 11  | 48  | 159  | 457  | 191  | 9   | 876      | 95%       | 93.2%                         |
|  | Rural | 1  | 6   | 20  | 70   | 163  | 116  | 0   | 376      | 95%       | 92.8%                         |
|  | Total | 2  | 17  | 68  | 229  | 620  | 307  | 9   | 1252     | 95%       | 93.1%                         |
| Vodafone   | Urban | 3  | 4   | 35  | 274  | 421  | 118  | 1   | 856      | 95%       | 95.1%                         |
|  | Rural | 0  | 4   | 17  | 63   | 177  | 102  | 3   | 366      | 95%       | 94.3%                         |
|  | Total | 3  | 8   | 52  | 337  | 598  | 220  | 4   | 1222     | 95%       | 94.8%                         |
| Total  | Urban | 32 | 56  | 321 | 2187 | 3109 | 1133 | 62  | 6900     | 95%       | 94.1%                         |
|  | Rural | 8  | 58  | 168 | 629  | 1394 | 677  | 70  | 3004     | 95%       | 92.2%                         |
|  | Total | 40 | 114 | 489 | 2816 | 4503 | 1810 | 132 | 9904     | 95%       | 93.5%                         |

## 6. Supplementary Services and Value Added Services

| 6.1 Have you subscribed to any supplementary services like call forwarding, call diverting and value added services |       |       |        |       |        |       |
|---|-------|-------|--------|-------|--------|-------|
| Service Provider  |       | Yes   |        | No    |        | Total |
|   |       | Count | %      | Count | %      | Count |
| Aircel  | Urban | 88    | 20.70% | 338   | 79.3%  | 426   |
|   | Rural | 32    | 17.10% | 155   | 82.9%  | 187   |
|   | Total | 120   | 19.60% | 493   | 80.4%  | 613   |
| Airtel  | Urban | 155   | 36.00% | 276   | 64.0%  | 431   |
|   | Rural | 61    | 31.60% | 132   | 68.4%  | 193   |
|   | Total | 216   | 34.60% | 408   | 65.4%  | 624   |
| BSNL  | Urban | 63    | 14.30% | 379   | 85.7%  | 442   |
|   | Rural | 20    | 10.40% | 172   | 89.6%  | 192   |
|   | Total | 83    | 13.10% | 551   | 86.9%  | 634   |
| Idea  | Urban | 154   | 35.60% | 278   | 64.4%  | 432   |
|   | Rural | 51    | 27.30% | 136   | 72.7%  | 187   |
|   | Total | 205   | 33.10% | 414   | 66.9%  | 619   |
| MTS   | Urban | 25    | 5.90%  | 402   | 94.1%  | 427   |
|   | Rural | 9     | 4.90%  | 175   | 95.1%  | 184   |
|   | Total | 34    | 5.60%  | 577   | 94.4%  | 611   |
| Reliance  | Urban | 149   | 35.00% | 277   | 65.0%  | 426   |
|   | Rural | 42    | 22.30% | 146   | 77.7%  | 188   |
|   | Total | 191   | 31.10% | 423   | 68.9%  | 614   |
| TTSN  | Urban | 93    | 21.20% | 345   | 78.8%  | 438   |
|   | Rural | 25    | 13.30% | 163   | 86.7%  | 188   |
|   | Total | 118   | 18.80% | 508   | 81.2%  | 626   |
| Vodafone  | Urban | 136   | 31.80% | 292   | 68.2%  | 428   |
|   | Rural | 59    | 32.20% | 124   | 67.8%  | 183   |
|   | Total | 195   | 31.90% | 416   | 68.1%  | 611   |
| Total   | Urban | 863   | 25.00% | 2587  | 75.00% | 3450  |
|   | Rural | 299   | 19.90% | 1203  | 80.10% | 1502  |
|   | Total | 1162  | 23.50% | 3790  | 76.50% | 4952  |



| 6.2 How satisfied are you with the supplementary services / value added service provided |              |           |           |           |            |            |            |          |             |
|--|--------------|-----------|-----------|-----------|------------|------------|------------|----------|-------------|
| Service Provider   |              | 1         | 2         | 3         | 4          | 5          | 6          | 7        | Total       |
|  |              | Count     | Count     | Count     | Count      | Count      | Count      | Count    | Count       |
| Aircel   | Urban        | 2         | 8         | 0         | 31         | 30         | 17         | 0        | 88          |
|  | Rural        | 1         | 2         | 3         | 4          | 13         | 9          | 0        | 32          |
|  | Total        | 3         | 10        | 3         | 35         | 43         | 26         | 0        | 120         |
| Airtel   | Urban        | 1         | 7         | 3         | 27         | 83         | 34         | 0        | 155         |
|  | Rural        | 0         | 2         | 3         | 14         | 18         | 21         | 3        | 61          |
|  | Total        | 1         | 9         | 6         | 41         | 101        | 55         | 3        | 216         |
| BSNL   | Urban        | 0         | 4         | 0         | 12         | 37         | 10         | 0        | 63          |
|  | Rural        | 0         | 1         | 1         | 3          | 9          | 5          | 1        | 20          |
|  | Total        | 0         | 5         | 1         | 15         | 46         | 15         | 1        | 83          |
| Idea   | Urban        | 0         | 2         | 7         | 22         | 64         | 58         | 1        | 154         |
|  | Rural        | 0         | 1         | 5         | 1          | 31         | 12         | 1        | 51          |
|  | Total        | 0         | 3         | 12        | 23         | 95         | 70         | 2        | 205         |
| MTS  | Urban        | 0         | 1         | 1         | 5          | 10         | 8          | 0        | 25          |
|  | Rural        | 0         | 0         | 1         | 4          | 4          | 0          | 0        | 9           |
|  | Total        | 0         | 1         | 2         | 9          | 14         | 8          | 0        | 34          |
| Reliance   | Urban        | 1         | 3         | 19        | 19         | 66         | 38         | 3        | 149         |
|  | Rural        | 0         | 3         | 7         | 12         | 13         | 7          | 0        | 42          |
|  | Total        | 1         | 6         | 26        | 31         | 79         | 45         | 3        | 191         |
| TTSL   | Urban        | 1         | 0         | 7         | 24         | 45         | 16         | 0        | 93          |
|  | Rural        | 1         | 3         | 3         | 8          | 5          | 5          | 0        | 25          |
|  | Total        | 2         | 3         | 10        | 32         | 50         | 21         | 0        | 118         |
| Vodafone   | Urban        | 3         | 4         | 3         | 47         | 59         | 20         | 0        | 136         |
|  | Rural        | 0         | 2         | 3         | 24         | 22         | 8          | 0        | 59          |
|  | Total        | 3         | 6         | 6         | 71         | 81         | 28         | 0        | 195         |
| <b>Total</b>   | <b>Urban</b> | <b>8</b>  | <b>29</b> | <b>40</b> | <b>187</b> | <b>394</b> | <b>201</b> | <b>4</b> | <b>863</b>  |
|  | <b>Rural</b> | <b>2</b>  | <b>14</b> | <b>26</b> | <b>70</b>  | <b>115</b> | <b>67</b>  | <b>5</b> | <b>299</b>  |
|  | <b>Total</b> | <b>10</b> | <b>43</b> | <b>66</b> | <b>257</b> | <b>509</b> | <b>268</b> | <b>9</b> | <b>1162</b> |

| Supplementary services and Value Added services: Calculation of satisfaction score |              |           |           |           |            |            |            |          |             |            |                               |
|--|--------------|-----------|-----------|-----------|------------|------------|------------|----------|-------------|------------|-------------------------------|
| Service Provider   |              | 1         | 2         | 3         | 4          | 5          | 6          | 7        | Total, N    | Benchmark  | Overall Weighted Satisfaction |
| Aircel   | Urban        | 2         | 8         | 0         | 31         | 30         | 17         | 0        | 88          | 90%        | 88.6%                         |
|  | Rural        | 1         | 2         | 3         | 4          | 13         | 9          | 0        | 32          | 90%        | 81.3%                         |
|  | Total        | 3         | 10        | 3         | 35         | 43         | 26         | 0        | 120         | 90%        | 86.7%                         |
| Airtel   | Urban        | 1         | 7         | 3         | 27         | 83         | 34         | 0        | 155         | 90%        | 92.9%                         |
|  | Rural        | 0         | 2         | 3         | 14         | 18         | 21         | 3        | 61          | 90%        | 91.8%                         |
|  | Total        | 1         | 9         | 6         | 41         | 101        | 55         | 3        | 216         | 90%        | 92.6%                         |
| BSNL   | Urban        | 0         | 4         | 0         | 12         | 37         | 10         | 0        | 63          | 90%        | 93.7%                         |
|  | Rural        | 0         | 1         | 1         | 3          | 9          | 5          | 1        | 20          | 90%        | 90.0%                         |
|  | Total        | 0         | 5         | 1         | 15         | 46         | 15         | 1        | 83          | 90%        | 92.8%                         |
| Idea   | Urban        | 0         | 2         | 7         | 22         | 64         | 58         | 1        | 154         | 90%        | 94.2%                         |
|  | Rural        | 0         | 1         | 5         | 1          | 31         | 12         | 1        | 51          | 90%        | 88.2%                         |
|  | Total        | 0         | 3         | 12        | 23         | 95         | 70         | 2        | 205         | 90%        | 92.7%                         |
| MTS  | Urban        | 0         | 1         | 1         | 5          | 10         | 8          | 0        | 25          | 90%        | 92.0%                         |
|  | Rural        | 0         | 0         | 1         | 4          | 4          | 0          | 0        | 9           | 90%        | 88.9%                         |
|  | Total        | 0         | 1         | 2         | 9          | 14         | 8          | 0        | 34          | 90%        | 91.2%                         |
| Reliance   | Urban        | 1         | 3         | 19        | 19         | 66         | 38         | 3        | 149         | 90%        | 84.6%                         |
|  | Rural        | 0         | 3         | 7         | 12         | 13         | 7          | 0        | 42          | 90%        | 76.2%                         |
|  | Total        | 1         | 6         | 26        | 31         | 79         | 45         | 3        | 191         | 90%        | 82.7%                         |
| TTSL   | Urban        | 1         | 0         | 7         | 24         | 45         | 16         | 0        | 93          | 90%        | 91.4%                         |
|  | Rural        | 1         | 3         | 3         | 8          | 5          | 5          | 0        | 25          | 90%        | 72.0%                         |
|  | Total        | 2         | 3         | 10        | 32         | 50         | 21         | 0        | 118         | 90%        | 87.3%                         |
| Vodafone   | Urban        | 3         | 4         | 3         | 47         | 59         | 20         | 0        | 136         | 90%        | 92.6%                         |
|  | Rural        | 0         | 2         | 3         | 24         | 22         | 8          | 0        | 59          | 90%        | 91.5%                         |
|  | Total        | 3         | 6         | 6         | 71         | 81         | 28         | 0        | 195         | 90%        | 92.3%                         |
| <b>Total</b>   | <b>Urban</b> | <b>8</b>  | <b>29</b> | <b>40</b> | <b>187</b> | <b>394</b> | <b>201</b> | <b>4</b> | <b>863</b>  | <b>90%</b> | <b>91.1%</b>                  |
|  | <b>Rural</b> | <b>2</b>  | <b>14</b> | <b>26</b> | <b>70</b>  | <b>115</b> | <b>67</b>  | <b>5</b> | <b>299</b>  | <b>90%</b> | <b>86.0%</b>                  |
|  | <b>Total</b> | <b>10</b> | <b>43</b> | <b>66</b> | <b>257</b> | <b>509</b> | <b>268</b> | <b>9</b> | <b>1162</b> | <b>90%</b> | <b>89.8%</b>                  |



## 7. Mobile data connection

| 7.1 Do you use internet services offered by your operator on your mobile device? |              |            |              |             |              |             |
|--|--------------|------------|--------------|-------------|--------------|-------------|
| Service Provider   |              | Yes        |              | No          |              | Total       |
|  |              | Count      | %age         | Count       | %age         | Count       |
| Aircel   | Urban        | 88         | 20.7%        | 338         | 79.3%        | 426         |
|  | Rural        | 32         | 17.1%        | 155         | 82.9%        | 187         |
|  | Total        | 120        | 19.6%        | 493         | 80.4%        | 613         |
| Airtel   | Urban        | 155        | 36.0%        | 276         | 64.0%        | 431         |
|  | Rural        | 61         | 31.6%        | 132         | 68.4%        | 193         |
|  | Total        | 216        | 34.6%        | 408         | 65.4%        | 624         |
| BSNL   | Urban        | 63         | 14.3%        | 379         | 85.7%        | 442         |
|  | Rural        | 20         | 10.4%        | 172         | 89.6%        | 192         |
|  | Total        | 83         | 13.1%        | 551         | 86.9%        | 634         |
| Idea   | Urban        | 154        | 35.6%        | 278         | 64.4%        | 432         |
|  | Rural        | 51         | 27.3%        | 136         | 72.7%        | 187         |
|  | Total        | 205        | 33.1%        | 414         | 66.9%        | 619         |
| MTS  | Urban        | 25         | 5.9%         | 402         | 94.1%        | 427         |
|  | Rural        | 9          | 4.9%         | 175         | 95.1%        | 184         |
|  | Total        | 34         | 5.6%         | 577         | 94.4%        | 611         |
| Reliance   | Urban        | 149        | 35.0%        | 277         | 65.0%        | 426         |
|  | Rural        | 42         | 22.3%        | 146         | 77.7%        | 188         |
|  | Total        | 191        | 31.1%        | 423         | 68.9%        | 614         |
| TTSL   | Urban        | 19         | 4.3%         | 419         | 95.7%        | 438         |
|  | Rural        | 6          | 3.2%         | 182         | 96.8%        | 188         |
|  | Total        | 25         | 4.0%         | 601         | 96.0%        | 626         |
| Vodafone   | Urban        | 82         | 19.2%        | 346         | 80.8%        | 428         |
|  | Rural        | 33         | 18.0%        | 150         | 82.0%        | 183         |
|  | Total        | 115        | 18.8%        | 496         | 81.2%        | 611         |
| <b>Total</b>   | <b>Urban</b> | <b>735</b> | <b>21.3%</b> | <b>2715</b> | <b>78.7%</b> | <b>3450</b> |
|  | <b>Rural</b> | <b>254</b> | <b>16.9%</b> | <b>1248</b> | <b>83.1%</b> | <b>1502</b> |
|  | <b>Total</b> | <b>989</b> | <b>20.0%</b> | <b>3963</b> | <b>80.0%</b> | <b>4952</b> |

| 7.2 what is type of data plan/speed opted by you for using mobile internet services? |              |            |            |            |            |            |
|--|--------------|------------|------------|------------|------------|------------|
| Service Provider   |              | 2G         |            | 3G         |            | Total      |
|  |              | Count      | %age       | Count      | %age       | Count      |
| Aircel   | Urban        | 71         | 81%        | 17         | 19%        | 88         |
|  | Rural        | 22         | 69%        | 10         | 31%        | 32         |
|  | Total        | 93         | 78%        | 27         | 23%        | 120        |
| Airtel   | Urban        | 83         | 54%        | 72         | 47%        | 155        |
|  | Rural        | 31         | 51%        | 30         | 49%        | 61         |
|  | Total        | 114        | 53%        | 102        | 47%        | 216        |
| BSNL   | Urban        | 45         | 71%        | 18         | 29%        | 63         |
|  | Rural        | 10         | 50%        | 10         | 50%        | 20         |
|  | Total        | 55         | 66%        | 28         | 34%        | 83         |
| Idea   | Urban        | 144        | 94%        | 10         | 7%         | 154        |
|  | Rural        | 41         | 80%        | 10         | 20%        | 51         |
|  | Total        | 185        | 90%        | 20         | 10%        | 205        |
| MTS  | Urban        | 16         | 64%        | 9          | 36%        | 25         |
|  | Rural        | 3          | 33%        | 6          | 67%        | 9          |
|  | Total        | 19         | 56%        | 15         | 44%        | 34         |
| Reliance   | Urban        | 103        | 69%        | 46         | 31%        | 149        |
|  | Rural        | 20         | 48%        | 22         | 52%        | 42         |
|  | Total        | 123        | 64%        | 68         | 36%        | 191        |
| TTSL   | Urban        | 13         | 68%        | 6          | 32%        | 19         |
|  | Rural        | 2          | 33%        | 4          | 67%        | 6          |
|  | Total        | 15         | 60%        | 10         | 40%        | 25         |
| Vodafone   | Urban        | 56         | 68%        | 26         | 32%        | 82         |
|  | Rural        | 16         | 49%        | 17         | 52%        | 33         |
|  | Total        | 72         | 63%        | 43         | 37%        | 115        |
| <b>Total</b>   | <b>Urban</b> | <b>531</b> | <b>72%</b> | <b>204</b> | <b>28%</b> | <b>735</b> |
|  | <b>Rural</b> | <b>145</b> | <b>57%</b> | <b>109</b> | <b>43%</b> | <b>254</b> |
|  | <b>Total</b> | <b>676</b> | <b>68%</b> | <b>313</b> | <b>32%</b> | <b>989</b> |



| 7.3 How satisfied are you with speed of data connection? |              |          |           |            |            |            |           |           |            |
|--|--------------|----------|-----------|------------|------------|------------|-----------|-----------|------------|
| Service Provider   |              | 1        | 2         | 3          | 4          | 5          | 6         | 7         | Total      |
|  |              | Count    | Count     | Count      | Count      | Count      | Count     | Count     | Count      |
| Aircel   | Urban        | 1        | 6         | 28         | 17         | 16         | 2         | 1         | 71         |
|  | Rural        | 1        | 8         | 3          | 1          | 7          | 1         | 1         | 22         |
|  | Total        | 2        | 14        | 31         | 18         | 23         | 3         | 2         | 93         |
| Airtel   | Urban        | 0        | 5         | 9          | 32         | 30         | 3         | 4         | 83         |
|  | Rural        | 1        | 3         | 8          | 5          | 12         | 1         | 1         | 31         |
|  | Total        | 1        | 8         | 17         | 37         | 42         | 4         | 5         | 114        |
| BSNL   | Urban        | 0        | 3         | 11         | 8          | 20         | 3         | 0         | 45         |
|  | Rural        | 0        | 3         | 1          | 4          | 2          | 0         | 0         | 10         |
|  | Total        | 0        | 6         | 12         | 12         | 22         | 3         | 0         | 55         |
| Idea   | Urban        | 2        | 4         | 24         | 64         | 42         | 8         | 0         | 144        |
|  | Rural        | 0        | 7         | 5          | 7          | 18         | 2         | 2         | 41         |
|  | Total        | 2        | 11        | 29         | 71         | 60         | 10        | 2         | 185        |
| MTS  | Urban        | 0        | 5         | 2          | 2          | 6          | 1         | 0         | 16         |
|  | Rural        | 0        | 1         | 1          | 1          | 0          | 0         | 0         | 3          |
|  | Total        | 0        | 6         | 3          | 3          | 6          | 1         | 0         | 19         |
| Reliance   | Urban        | 1        | 9         | 21         | 45         | 24         | 3         | 0         | 103        |
|  | Rural        | 1        | 5         | 4          | 2          | 7          | 1         | 0         | 20         |
|  | Total        | 2        | 14        | 25         | 47         | 31         | 4         | 0         | 123        |
| TTSL   | Urban        | 1        | 0         | 3          | 3          | 6          | 0         | 0         | 13         |
|  | Rural        | 0        | 0         | 0          | 1          | 1          | 0         | 0         | 2          |
|  | Total        | 1        | 0         | 3          | 4          | 7          | 0         | 0         | 15         |
| Vodafone   | Urban        | 0        | 6         | 7          | 13         | 21         | 6         | 3         | 56         |
|  | Rural        | 0        | 1         | 4          | 2          | 7          | 2         | 0         | 16         |
|  | Total        | 0        | 7         | 11         | 15         | 28         | 8         | 3         | 72         |
| <b>Total</b>   | <b>Urban</b> | <b>5</b> | <b>38</b> | <b>105</b> | <b>184</b> | <b>165</b> | <b>26</b> | <b>8</b>  | <b>531</b> |
|  | <b>Rural</b> | <b>3</b> | <b>28</b> | <b>26</b>  | <b>23</b>  | <b>54</b>  | <b>7</b>  | <b>4</b>  | <b>145</b> |
|  | <b>Total</b> | <b>8</b> | <b>66</b> | <b>131</b> | <b>207</b> | <b>219</b> | <b>33</b> | <b>12</b> | <b>676</b> |

| 7.4 How satisfied are you with the coverage and availability of internet connection on your mobile? |              |          |           |            |            |            |           |           |            |
|---|--------------|----------|-----------|------------|------------|------------|-----------|-----------|------------|
| Service Provider  |              | 1        | 2         | 3          | 4          | 5          | 6         | 7         | Total      |
|   |              | Count    | Count     | Count      | Count      | Count      | Count     | Count     | Count      |
| Aircel  | Urban        | 0        | 17        | 19         | 14         | 17         | 4         | 0         | 71         |
|   | Rural        | 1        | 6         | 5          | 2          | 6          | 1         | 1         | 22         |
|   | Total        | 1        | 23        | 24         | 16         | 23         | 5         | 1         | 93         |
| Airtel  | Urban        | 1        | 4         | 10         | 23         | 29         | 14        | 2         | 83         |
|   | Rural        | 1        | 1         | 3          | 8          | 14         | 2         | 2         | 31         |
|   | Total        | 2        | 5         | 13         | 31         | 43         | 16        | 4         | 114        |
| BSNL  | Urban        | 0        | 1         | 12         | 11         | 19         | 2         | 0         | 45         |
|   | Rural        | 0        | 0         | 3          | 3          | 3          | 0         | 1         | 10         |
|   | Total        | 0        | 1         | 15         | 14         | 22         | 2         | 1         | 55         |
| Idea  | Urban        | 2        | 6         | 20         | 64         | 40         | 12        | 0         | 144        |
|   | Rural        | 1        | 5         | 3          | 11         | 16         | 4         | 1         | 41         |
|   | Total        | 3        | 11        | 23         | 75         | 56         | 16        | 1         | 185        |
| MTS   | Urban        | 0        | 5         | 0          | 4          | 6          | 1         | 0         | 16         |
|   | Rural        | 0        | 1         | 0          | 1          | 1          | 0         | 0         | 3          |
|   | Total        | 0        | 6         | 0          | 5          | 7          | 1         | 0         | 19         |
| Reliance  | Urban        | 1        | 11        | 23         | 28         | 34         | 6         | 0         | 103        |
|   | Rural        | 0        | 2         | 2          | 5          | 10         | 1         | 0         | 20         |
|   | Total        | 1        | 13        | 25         | 33         | 44         | 7         | 0         | 123        |
| TTSL  | Urban        | 1        | 0         | 1          | 3          | 5          | 3         | 0         | 13         |
|   | Rural        | 0        | 0         | 1          | 0          | 1          | 0         | 0         | 2          |
|   | Total        | 1        | 0         | 2          | 3          | 6          | 3         | 0         | 15         |
| Vodafone  | Urban        | 0        | 8         | 1          | 13         | 21         | 9         | 4         | 56         |
|   | Rural        | 0        | 0         | 3          | 4          | 7          | 2         | 0         | 16         |
|   | Total        | 0        | 8         | 4          | 17         | 28         | 11        | 4         | 72         |
| <b>Total</b>  | <b>Urban</b> | <b>5</b> | <b>52</b> | <b>86</b>  | <b>160</b> | <b>171</b> | <b>51</b> | <b>6</b>  | <b>531</b> |
|   | <b>Rural</b> | <b>3</b> | <b>15</b> | <b>20</b>  | <b>34</b>  | <b>58</b>  | <b>10</b> | <b>5</b>  | <b>145</b> |
|   | <b>Total</b> | <b>8</b> | <b>67</b> | <b>106</b> | <b>194</b> | <b>229</b> | <b>61</b> | <b>11</b> | <b>676</b> |



| 7. Mobile Data Connection |       |    |     |     |     |     |    |    |          |           |                               |
|---------------------------|-------|----|-----|-----|-----|-----|----|----|----------|-----------|-------------------------------|
| Service Provider          |       | 1  | 2   | 3   | 4   | 5   | 6  | 7  | Total, N | Benchmark | Overall Weighted Satisfaction |
| Aircel                    | Urban | 1  | 23  | 47  | 31  | 33  | 6  | 1  | 142      |           | 50.0%                         |
|                           | Rural | 2  | 14  | 8   | 3   | 13  | 2  | 2  | 44       |           | 45.5%                         |
|                           | Total | 3  | 37  | 55  | 34  | 46  | 8  | 3  | 186      |           | 48.9%                         |
| Airtel                    | Urban | 1  | 9   | 19  | 55  | 59  | 17 | 6  | 166      |           | 82.5%                         |
|                           | Rural | 2  | 4   | 11  | 13  | 26  | 3  | 3  | 62       |           | 72.6%                         |
|                           | Total | 3  | 13  | 30  | 68  | 85  | 20 | 9  | 228      |           | 79.8%                         |
| BSNL                      | Urban | 0  | 4   | 23  | 19  | 39  | 5  | 0  | 90       |           | 70.0%                         |
|                           | Rural | 0  | 3   | 4   | 7   | 5   | 0  | 1  | 20       |           | 65.0%                         |
|                           | Total | 0  | 7   | 27  | 26  | 44  | 5  | 1  | 110      |           | 69.1%                         |
| Idea                      | Urban | 4  | 10  | 44  | 128 | 82  | 20 | 0  | 288      |           | 79.9%                         |
|                           | Rural | 1  | 12  | 8   | 18  | 34  | 6  | 3  | 82       |           | 74.4%                         |
|                           | Total | 5  | 22  | 52  | 146 | 116 | 26 | 3  | 370      |           | 78.6%                         |
| MTS                       | Urban | 0  | 10  | 2   | 6   | 12  | 2  | 0  | 32       |           | 62.5%                         |
|                           | Rural | 0  | 2   | 1   | 2   | 1   | 0  | 0  | 6        |           | 50.0%                         |
|                           | Total | 0  | 12  | 3   | 8   | 13  | 2  | 0  | 38       |           | 60.5%                         |
| Reliance                  | Urban | 2  | 20  | 44  | 73  | 58  | 9  | 0  | 206      |           | 68.0%                         |
|                           | Rural | 1  | 7   | 6   | 7   | 17  | 2  | 0  | 40       |           | 65.0%                         |
|                           | Total | 3  | 27  | 50  | 80  | 75  | 11 | 0  | 246      |           | 67.5%                         |
| TTSL                      | Urban | 2  | 0   | 4   | 6   | 11  | 3  | 0  | 26       |           | 76.9%                         |
|                           | Rural | 0  | 0   | 1   | 1   | 2   | 0  | 0  | 4        |           | 75.0%                         |
|                           | Total | 2  | 0   | 5   | 7   | 13  | 3  | 0  | 30       |           | 76.7%                         |
| Vodafone                  | Urban | 0  | 14  | 8   | 26  | 42  | 15 | 7  | 112      |           | 80.4%                         |
|                           | Rural | 0  | 1   | 7   | 6   | 14  | 4  | 0  | 32       |           | 75.0%                         |
|                           | Total | 0  | 15  | 15  | 32  | 56  | 19 | 7  | 144      |           | 79.2%                         |
| Total                     | Urban | 10 | 90  | 191 | 344 | 336 | 77 | 14 | 1062     |           | 72.6%                         |
|                           | Rural | 6  | 43  | 46  | 57  | 112 | 17 | 9  | 290      |           | 67.2%                         |
|                           | Total | 16 | 133 | 237 | 401 | 448 | 94 | 23 | 1352     |           | 71.4%                         |

## 8. Overall Services

| 8. How satisfied are you with the overall Quality of the Cellular Service? |              |           |            |            |            |             |             |            |             |
|--|--------------|-----------|------------|------------|------------|-------------|-------------|------------|-------------|
| Service Provider   |              | 1         | 2          | 3          | 4          | 5           | 6           | 7          | Total       |
|  |              | Count     | Count      | Count      | Count      | Count       | Count       | Count      | Count       |
| Aircel   | Urban        | 2         | 7          | 35         | 71         | 204         | 74          | 33         | 426         |
|  | Rural        | 0         | 7          | 22         | 19         | 90          | 46          | 3          | 187         |
|  | Total        | 2         | 14         | 57         | 90         | 294         | 120         | 36         | 613         |
| Airtel   | Urban        | 0         | 4          | 27         | 16         | 211         | 150         | 23         | 431         |
|  | Rural        | 0         | 1          | 15         | 23         | 94          | 58          | 2          | 193         |
|  | Total        | 0         | 5          | 42         | 39         | 305         | 208         | 25         | 624         |
| BSNL   | Urban        | 0         | 7          | 32         | 48         | 174         | 140         | 41         | 442         |
|  | Rural        | 0         | 6          | 29         | 30         | 80          | 38          | 9          | 192         |
|  | Total        | 0         | 13         | 61         | 78         | 254         | 178         | 50         | 634         |
| Idea   | Urban        | 0         | 0          | 35         | 26         | 195         | 121         | 55         | 432         |
|  | Rural        | 0         | 19         | 7          | 13         | 104         | 39          | 5          | 187         |
|  | Total        | 0         | 19         | 42         | 39         | 299         | 160         | 60         | 619         |
| MTS  | Urban        | 2         | 7          | 27         | 71         | 162         | 143         | 15         | 427         |
|  | Rural        | 0         | 3          | 13         | 18         | 108         | 36          | 6          | 184         |
|  | Total        | 2         | 10         | 40         | 89         | 270         | 179         | 21         | 611         |
| Reliance   | Urban        | 1         | 27         | 26         | 61         | 166         | 110         | 35         | 426         |
|  | Rural        | 0         | 16         | 14         | 29         | 98          | 29          | 2          | 188         |
|  | Total        | 1         | 43         | 40         | 90         | 264         | 139         | 37         | 614         |
| TTSL   | Urban        | 2         | 5          | 37         | 80         | 178         | 127         | 9          | 438         |
|  | Rural        | 2         | 5          | 17         | 15         | 115         | 31          | 3          | 188         |
|  | Total        | 4         | 10         | 54         | 95         | 293         | 158         | 12         | 626         |
| Vodafone   | Urban        | 3         | 4          | 24         | 14         | 228         | 146         | 9          | 428         |
|  | Rural        | 1         | 3          | 18         | 10         | 96          | 53          | 2          | 183         |
|  | Total        | 4         | 7          | 42         | 24         | 324         | 199         | 11         | 611         |
| <b>Total</b>   | <b>Urban</b> | <b>10</b> | <b>61</b>  | <b>243</b> | <b>387</b> | <b>1518</b> | <b>1011</b> | <b>220</b> | <b>3450</b> |
|  | <b>Rural</b> | <b>3</b>  | <b>60</b>  | <b>135</b> | <b>157</b> | <b>785</b>  | <b>330</b>  | <b>32</b>  | <b>1502</b> |
|  | <b>Total</b> | <b>13</b> | <b>121</b> | <b>378</b> | <b>544</b> | <b>2303</b> | <b>1341</b> | <b>252</b> | <b>4952</b> |



| Overall Quality of Services: Calculation of satisfaction score |       |    |     |     |     |      |      |     |          |           |                               |
|--|-------|----|-----|-----|-----|------|------|-----|----------|-----------|-------------------------------|
| Service Provider   |       | 1  | 2   | 3   | 4   | 5    | 6    | 7   | Total, N | Benchmark | Overall Weighted Satisfaction |
| Aircel   | Urban | 2  | 7   | 35  | 71  | 204  | 74   | 33  | 426      | 90%       | 89.7%                         |
|  | Rural | 0  | 7   | 22  | 19  | 90   | 46   | 3   | 187      | 90%       | 84.5%                         |
|  | Total | 2  | 14  | 57  | 90  | 294  | 120  | 36  | 613      | 90%       | 88.1%                         |
| Airtel   | Urban | 0  | 4   | 27  | 16  | 211  | 150  | 23  | 431      | 90%       | 92.8%                         |
|  | Rural | 0  | 1   | 15  | 23  | 94   | 58   | 2   | 193      | 90%       | 91.7%                         |
|  | Total | 0  | 5   | 42  | 39  | 305  | 208  | 25  | 624      | 90%       | 92.5%                         |
| BSNL   | Urban | 0  | 7   | 32  | 48  | 174  | 140  | 41  | 442      | 90%       | 91.2%                         |
|  | Rural | 0  | 6   | 29  | 30  | 80   | 38   | 9   | 192      | 90%       | 81.8%                         |
|  | Total | 0  | 13  | 61  | 78  | 254  | 178  | 50  | 634      | 90%       | 88.3%                         |
| Idea   | Urban | 0  | 0   | 35  | 26  | 195  | 121  | 55  | 432      | 90%       | 91.9%                         |
|  | Rural | 0  | 19  | 7   | 13  | 104  | 39   | 5   | 187      | 90%       | 86.1%                         |
|  | Total | 0  | 19  | 42  | 39  | 299  | 160  | 60  | 619      | 90%       | 90.1%                         |
| MTS  | Urban | 2  | 7   | 27  | 71  | 162  | 143  | 15  | 427      | 90%       | 91.6%                         |
|  | Rural | 0  | 3   | 13  | 18  | 108  | 36   | 6   | 184      | 90%       | 91.3%                         |
|  | Total | 2  | 10  | 40  | 89  | 270  | 179  | 21  | 611      | 90%       | 91.5%                         |
| Reliance   | Urban | 1  | 27  | 26  | 61  | 166  | 110  | 35  | 426      | 90%       | 87.3%                         |
|  | Rural | 0  | 16  | 14  | 29  | 98   | 29   | 2   | 188      | 90%       | 84.0%                         |
|  | Total | 1  | 43  | 40  | 90  | 264  | 139  | 37  | 614      | 90%       | 86.3%                         |
| TTSN   | Urban | 2  | 5   | 37  | 80  | 178  | 127  | 9   | 438      | 90%       | 90.0%                         |
|  | Rural | 2  | 5   | 17  | 15  | 115  | 31   | 3   | 188      | 90%       | 87.2%                         |
|  | Total | 4  | 10  | 54  | 95  | 293  | 158  | 12  | 626      | 90%       | 89.1%                         |
| Vodafone   | Urban | 3  | 4   | 24  | 14  | 228  | 146  | 9   | 428      | 90%       | 92.8%                         |
|  | Rural | 1  | 3   | 18  | 10  | 96   | 53   | 2   | 183      | 90%       | 88.0%                         |
|  | Total | 4  | 7   | 42  | 24  | 324  | 199  | 11  | 611      | 90%       | 91.3%                         |
| Total  | Urban | 10 | 61  | 243 | 387 | 1518 | 1011 | 220 | 3450     | 90%       | 90.9%                         |
|  | Rural | 3  | 60  | 135 | 157 | 785  | 330  | 32  | 1502     | 90%       | 86.8%                         |
|  | Total | 13 | 121 | 378 | 544 | 2303 | 1341 | 252 | 4952     | 90%       | 89.7%                         |



### A3. BROADBAND SERVICES

#### 1. Provision of Service

| 1.1 How satisfied are you with the ease of taking a connection? |              |          |          |           |            |            |            |            |             |
|---|--------------|----------|----------|-----------|------------|------------|------------|------------|-------------|
| Service Provider  |              | 1        | 2        | 3         | 4          | 5          | 6          | 7          | Total       |
|   |              | Count    | Count    | Count     | Count      | Count      | Count      | Count      | Count       |
| Airtel  | Urban        | 0        | 0        | 26        | 0          | 0          | 136        | 442        | 604         |
| BSNL  | Urban        | 0        | 0        | 7         | 34         | 258        | 72         | 0          | 371         |
|   | Rural        | 0        | 1        | 5         | 37         | 196        | 44         | 0          | 283         |
|   | Total        | 0        | 1        | 12        | 71         | 454        | 116        | 0          | 654         |
| Reliance  | Urban        | 0        | 0        | 44        | 141        | 390        | 35         | 0          | 610         |
| <b>Total</b>  | <b>Urban</b> | <b>0</b> | <b>0</b> | <b>77</b> | <b>175</b> | <b>648</b> | <b>243</b> | <b>442</b> | <b>1585</b> |
|   | <b>Rural</b> | <b>0</b> | <b>1</b> | <b>5</b>  | <b>37</b>  | <b>196</b> | <b>44</b>  | <b>0</b>   | <b>283</b>  |
|   | <b>Total</b> | <b>0</b> | <b>1</b> | <b>82</b> | <b>212</b> | <b>844</b> | <b>287</b> | <b>442</b> | <b>1868</b> |

| 1.2 How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges? |              |          |           |            |            |            |            |            |             |
|---|--------------|----------|-----------|------------|------------|------------|------------|------------|-------------|
| Service Provider  |              | 1        | 2         | 3          | 4          | 5          | 6          | 7          | Total       |
|   |              | Count    | Count     | Count      | Count      | Count      | Count      | Count      | Count       |
| Airtel  | Urban        | 0        | 0         | 26         | 0          | 0          | 322        | 256        | 604         |
| BSNL  | Urban        | 0        | 5         | 15         | 98         | 167        | 86         | 0          | 371         |
|   | Rural        | 0        | 0         | 21         | 72         | 144        | 46         | 0          | 283         |
|   | Total        | 0        | 5         | 36         | 170        | 311        | 132        | 0          | 654         |
| Reliance  | Urban        | 0        | 30        | 46         | 406        | 107        | 21         | 0          | 610         |
| <b>Total</b>  | <b>Urban</b> | <b>0</b> | <b>35</b> | <b>87</b>  | <b>504</b> | <b>274</b> | <b>429</b> | <b>256</b> | <b>1585</b> |
|   | <b>Rural</b> | <b>0</b> | <b>0</b>  | <b>21</b>  | <b>72</b>  | <b>144</b> | <b>46</b>  | <b>0</b>   | <b>283</b>  |
|   | <b>Total</b> | <b>0</b> | <b>35</b> | <b>108</b> | <b>576</b> | <b>418</b> | <b>475</b> | <b>256</b> | <b>1868</b> |

| 1.3 How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement? |              |          |          |           |            |            |            |            |             |
|--|--------------|----------|----------|-----------|------------|------------|------------|------------|-------------|
| Service Provider   |              | 1        | 2        | 3         | 4          | 5          | 6          | 7          | Total       |
|  |              | Count    | Count    | Count     | Count      | Count      | Count      | Count      | Count       |
| Airtel   | Urban        | 0        | 0        | 26        | 0          | 0          | 61         | 517        | 604         |
| BSNL   | Urban        | 0        | 1        | 13        | 48         | 224        | 82         | 3          | 371         |
|  | Rural        | 0        | 1        | 10        | 69         | 125        | 78         | 0          | 283         |
|  | Total        | 0        | 2        | 23        | 117        | 349        | 160        | 3          | 654         |
| Reliance   | Urban        | 0        | 3        | 41        | 137        | 413        | 15         | 1          | 610         |
| <b>Total</b>   | <b>Urban</b> | <b>0</b> | <b>4</b> | <b>80</b> | <b>185</b> | <b>637</b> | <b>158</b> | <b>521</b> | <b>1585</b> |
|  | <b>Rural</b> | <b>0</b> | <b>1</b> | <b>10</b> | <b>69</b>  | <b>125</b> | <b>78</b>  | <b>0</b>   | <b>283</b>  |
|  | <b>Total</b> | <b>0</b> | <b>5</b> | <b>90</b> | <b>254</b> | <b>762</b> | <b>236</b> | <b>521</b> | <b>1868</b> |

| Provision of Services: Calculation of satisfaction Score |              |          |           |            |             |             |            |             |             |            |                               |
|--|--------------|----------|-----------|------------|-------------|-------------|------------|-------------|-------------|------------|-------------------------------|
| code   |              | 1        | 2         | 3          | 4           | 5           | 6          | 7           | Total, N    | Benchmark  | Overall Weighted Satisfaction |
| Airtel   | Urban        | 0        | 0         | 78         | 0           | 0           | 519        | 1215        | 1812        | 90%        | 95.7%                         |
| BSNL   | Urban        | 0        | 6         | 35         | 180         | 649         | 240        | 3           | 1113        | 90%        | 96.3%                         |
|  | Rural        | 0        | 2         | 36         | 178         | 465         | 168        | 0           | 849         | 90%        | 95.5%                         |
|  | Total        | 0        | 8         | 71         | 358         | 1114        | 408        | 3           | 1962        | 90%        | 96.0%                         |
| Reliance   | Urban        | 0        | 33        | 131        | 684         | 910         | 71         | 1           | 1830        | 90%        | 91.0%                         |
| <b>Total</b>   | <b>Urban</b> | <b>0</b> | <b>39</b> | <b>244</b> | <b>864</b>  | <b>1559</b> | <b>830</b> | <b>1219</b> | <b>4755</b> | <b>90%</b> | <b>94.0%</b>                  |
|  | <b>Rural</b> | <b>0</b> | <b>2</b>  | <b>36</b>  | <b>178</b>  | <b>465</b>  | <b>168</b> | <b>0</b>    | <b>849</b>  | <b>90%</b> | <b>95.5%</b>                  |
|  | <b>Total</b> | <b>0</b> | <b>41</b> | <b>280</b> | <b>1042</b> | <b>2024</b> | <b>998</b> | <b>1219</b> | <b>5604</b> | <b>90%</b> | <b>94.3%</b>                  |



## 2. Billing related: Post Paid Services

| 2.5 How satisfied are you with the charges levied for every internet usage? |       |       |       |       |       |       |       |       |       |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider  |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|   |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel  | Urban | 0     | 0     | 48    | 0     | 0     | 31    | 525   | 604   |
| BSNL  | Urban | 0     | 3     | 25    | 68    | 230   | 45    | 0     | 371   |
|   | Rural | 0     | 1     | 18    | 123   | 118   | 23    | 0     | 283   |
|   | Total | 0     | 4     | 43    | 191   | 348   | 68    | 0     | 654   |
| Reliance  | Urban | 0     | 36    | 42    | 222   | 292   | 18    | 0     | 610   |
| Total   | Urban | 0     | 39    | 115   | 290   | 522   | 94    | 525   | 1585  |
|   | Rural | 0     | 1     | 18    | 123   | 118   | 23    | 0     | 283   |
|   | Total | 0     | 40    | 133   | 413   | 640   | 117   | 525   | 1868  |

| 2.6 How satisfied are you with the overall accuracy & completeness of the bills? |       |       |       |       |       |       |       |       |       |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider   |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|  |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel   | Urban | 0     | 0     | 48    | 0     | 0     | 87    | 469   | 604   |
| BSNL   | Urban | 0     | 13    | 7     | 116   | 151   | 75    | 9     | 371   |
|  | Rural | 1     | 3     | 23    | 50    | 163   | 42    | 1     | 283   |
|  | Total | 1     | 16    | 30    | 166   | 314   | 117   | 10    | 654   |
| Reliance   | Urban | 0     | 26    | 94    | 341   | 129   | 19    | 1     | 610   |
| Total  | Urban | 0     | 39    | 149   | 457   | 280   | 181   | 479   | 1585  |
|  | Rural | 1     | 3     | 23    | 50    | 163   | 42    | 1     | 283   |
|  | Total | 1     | 42    | 172   | 507   | 443   | 223   | 480   | 1868  |

| 2.7 How satisfied are you with the clarity of the bills in terms of transparency and understandability? |       |       |       |       |       |       |       |       |       |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider  |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|   |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel  | Urban | 0     | 0     | 48    | 0     | 0     | 31    | 525   | 604   |
| BSNL  | Urban | 0     | 4     | 14    | 89    | 217   | 36    | 11    | 371   |
|   | Rural | 0     | 1     | 18    | 89    | 150   | 21    | 4     | 283   |
|   | Total | 0     | 5     | 32    | 178   | 367   | 57    | 15    | 654   |
| Reliance  | Urban | 0     | 36    | 57    | 233   | 271   | 11    | 2     | 610   |
| Total   | Urban | 0     | 40    | 119   | 322   | 488   | 78    | 538   | 1585  |
|   | Rural | 0     | 1     | 18    | 89    | 150   | 21    | 4     | 283   |
|   | Total | 0     | 41    | 137   | 411   | 638   | 99    | 542   | 1868  |

| Billing service: Calculation of satisfaction score |       |   |     |     |      |      |     |      |          |           |                               |
|--|-------|---|-----|-----|------|------|-----|------|----------|-----------|-------------------------------|
| code   |       | 1 | 2   | 3   | 4    | 5    | 6   | 7    | Total, N | Benchmark | Overall Weighted Satisfaction |
| Airtel   | Urban | 0 | 0   | 144 | 0    | 0    | 149 | 1519 | 1812     | 95%       | 92.1%                         |
| BSNL   | Urban | 0 | 20  | 46  | 273  | 598  | 156 | 20   | 1113     | 95%       | 94.1%                         |
|  | Rural | 1 | 5   | 59  | 262  | 431  | 86  | 5    | 849      | 95%       | 92.3%                         |
|  | Total | 1 | 25  | 105 | 535  | 1029 | 242 | 25   | 1962     | 95%       | 93.3%                         |
| Reliance   | Urban | 0 | 98  | 193 | 796  | 692  | 48  | 3    | 1830     | 95%       | 84.1%                         |
| Total  | Urban | 0 | 118 | 383 | 1069 | 1290 | 353 | 1542 | 4755     | 95%       | 89.5%                         |
|  | Rural | 1 | 5   | 59  | 262  | 431  | 86  | 5    | 849      | 95%       | 92.3%                         |
|  | Total | 1 | 123 | 442 | 1331 | 1721 | 439 | 1547 | 5604     | 95%       | 89.9%                         |





### 3. Help Services

| 3.1 How satisfied are you with the availability of customer care services (consumer care number and general information number)? |       |       |       |       |       |       |       |       |       |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider   |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|  |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel   | Urban | 0     | 0     | 37    | 3     | 5     | 0     | 559   | 604   |
| BSNL   | Urban | 0     | 2     | 8     | 105   | 198   | 58    | 0     | 371   |
|  | Rural | 0     | 6     | 23    | 45    | 160   | 48    | 1     | 283   |
|  | Total | 0     | 8     | 31    | 150   | 358   | 106   | 1     | 654   |
| Reliance   | Urban | 0     | 5     | 65    | 228   | 301   | 11    | 0     | 610   |
| Total  | Urban | 0     | 7     | 110   | 336   | 504   | 69    | 559   | 1585  |
|  | Rural | 0     | 6     | 23    | 45    | 160   | 48    | 1     | 283   |
|  | Total | 0     | 13    | 133   | 381   | 664   | 117   | 560   | 1868  |
| 3.2 How satisfied are you with the ease of access to a consumer care executive through the IVR menu?                             |       |       |       |       |       |       |       |       |       |
| Service Provider   |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|  |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel   | Urban | 0     | 0     | 37    | 4     | 5     | 5     | 553   | 604   |
| BSNL   | Urban | 0     | 8     | 3     | 128   | 164   | 67    | 1     | 371   |
|  | Rural | 0     | 6     | 18    | 69    | 139   | 51    | 0     | 283   |
|  | Total | 0     | 14    | 21    | 197   | 303   | 118   | 1     | 654   |
| Reliance   | Urban | 0     | 43    | 89    | 270   | 193   | 15    | 0     | 610   |
| Total  | Urban | 0     | 51    | 129   | 402   | 362   | 87    | 554   | 1585  |
|  | Rural | 0     | 6     | 18    | 69    | 139   | 51    | 0     | 283   |
|  | Total | 0     | 57    | 147   | 471   | 501   | 138   | 554   | 1868  |
| 3.3 How satisfied are you with the customer friendly approach of the customer care executive?                                    |       |       |       |       |       |       |       |       |       |
| Service Provider   |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|  |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel   | Urban | 0     | 0     | 37    | 4     | 5     | 10    | 548   | 604   |
| BSNL   | Urban | 0     | 2     | 11    | 92    | 256   | 8     | 2     | 371   |
|  | Rural | 0     | 6     | 21    | 91    | 148   | 17    | 0     | 283   |
|  | Total | 0     | 8     | 32    | 183   | 404   | 25    | 2     | 654   |
| Reliance   | Urban | 0     | 9     | 66    | 307   | 221   | 7     | 0     | 610   |
| Total  | Urban | 0     | 11    | 114   | 403   | 482   | 25    | 550   | 1585  |
|  | Rural | 0     | 6     | 21    | 91    | 148   | 17    | 0     | 283   |
|  | Total | 0     | 17    | 135   | 494   | 630   | 42    | 550   | 1868  |
| 3.4 How satisfied are you with the competency level/problem solving ability of the customer care executive?                      |       |       |       |       |       |       |       |       |       |
| Service Provider   |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|  |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel   | Urban | 0     | 0     | 30    | 4     | 5     | 5     | 560   | 604   |
| BSNL   | Urban | 0     | 11    | 54    | 123   | 142   | 40    | 1     | 371   |
|  | Rural | 0     | 6     | 23    | 76    | 143   | 34    | 1     | 283   |
|  | Total | 0     | 17    | 77    | 199   | 285   | 74    | 2     | 654   |
| Reliance   | Urban | 0     | 15    | 83    | 272   | 230   | 10    | 0     | 610   |
| Total  | Urban | 0     | 26    | 167   | 399   | 377   | 55    | 561   | 1585  |
|  | Rural | 0     | 6     | 23    | 76    | 143   | 34    | 1     | 283   |
|  | Total | 0     | 32    | 190   | 475   | 520   | 89    | 562   | 1868  |



| Help service: Calculation of satisfaction score |              |          |            |            |             |             |            |             |             |            |                               |
|---|--------------|----------|------------|------------|-------------|-------------|------------|-------------|-------------|------------|-------------------------------|
| code  |              | 1        | 2          | 3          | 4           | 5           | 6          | 7           | Total, N    | Benchmark  | Overall Weighted Satisfaction |
| Airtel  | Urban        | 0        | 0          | 141        | 15          | 20          | 20         | 2220        | 2416        | 90%        | 94.2%                         |
| BSNL  | Urban        | 0        | 23         | 76         | 448         | 760         | 173        | 4           | 1484        | 90%        | 93.3%                         |
|   | Rural        | 0        | 24         | 85         | 281         | 590         | 150        | 2           | 1132        | 90%        | 90.4%                         |
|   | Total        | 0        | 47         | 161        | 729         | 1350        | 323        | 6           | 2616        | 90%        | 92.0%                         |
| Reliance  | Urban        | 0        | 72         | 303        | 1077        | 945         | 43         | 0           | 2440        | 90%        | 84.6%                         |
| <b>Total</b>                                    | <b>Urban</b> | <b>0</b> | <b>95</b>  | <b>520</b> | <b>1540</b> | <b>1725</b> | <b>236</b> | <b>2224</b> | <b>6340</b> | <b>90%</b> | <b>90.3%</b>                  |
|   | <b>Rural</b> | <b>0</b> | <b>24</b>  | <b>85</b>  | <b>281</b>  | <b>590</b>  | <b>150</b> | <b>2</b>    | <b>1132</b> | <b>90%</b> | <b>90.4%</b>                  |
|   | <b>Total</b> | <b>0</b> | <b>119</b> | <b>605</b> | <b>1821</b> | <b>2315</b> | <b>386</b> | <b>2226</b> | <b>7472</b> | <b>90%</b> | <b>90.3%</b>                  |

#### 4. Network Services

| 4.1 How satisfied are you with the availability of signal of your service provider? |              |          |           |            |            |            |           |            |             |
|---|--------------|----------|-----------|------------|------------|------------|-----------|------------|-------------|
| Service Provider  |              | 1        | 2         | 3          | 4          | 5          | 6         | 7          | Total       |
|   |              | Count    | Count     | Count      | Count      | Count      | Count     | Count      | Count       |
| Airtel  | Urban        | 0        | 6         | 77         | 0          | 2          | 0         | 519        | 604         |
| BSNL  | Urban        | 1        | 5         | 55         | 110        | 191        | 4         | 5          | 371         |
|   | Rural        | 0        | 0         | 57         | 69         | 148        | 7         | 2          | 283         |
|   | Total        | 1        | 5         | 112        | 179        | 339        | 11        | 7          | 654         |
| Reliance  | Urban        | 0        | 14        | 86         | 346        | 157        | 7         | 0          | 610         |
| <b>Total</b>  | <b>Urban</b> | <b>1</b> | <b>25</b> | <b>218</b> | <b>456</b> | <b>350</b> | <b>11</b> | <b>524</b> | <b>1585</b> |
|   | <b>Rural</b> | <b>0</b> | <b>0</b>  | <b>57</b>  | <b>69</b>  | <b>148</b> | <b>7</b>  | <b>2</b>   | <b>283</b>  |
|   | <b>Total</b> | <b>1</b> | <b>25</b> | <b>275</b> | <b>525</b> | <b>498</b> | <b>18</b> | <b>526</b> | <b>1868</b> |

| 4.2 How satisfied are you with the network of your service provider in terms of speed of broadband connection? |              |           |           |            |            |            |           |            |             |
|--|--------------|-----------|-----------|------------|------------|------------|-----------|------------|-------------|
| Service Provider   |              | 1         | 2         | 3          | 4          | 5          | 6         | 7          | Total       |
|  |              | Count     | Count     | Count      | Count      | Count      | Count     | Count      | Count       |
| Airtel   | Urban        | 0         | 6         | 77         | 0          | 2          | 12        | 507        | 604         |
| BSNL   | Urban        | 0         | 6         | 52         | 126        | 175        | 6         | 6          | 371         |
|  | Rural        | 0         | 0         | 43         | 68         | 159        | 8         | 5          | 283         |
|  | Total        | 0         | 6         | 95         | 194        | 334        | 14        | 11         | 654         |
| Reliance   | Urban        | 11        | 34        | 116        | 295        | 143        | 11        | 0          | 610         |
| <b>Total</b>   | <b>Urban</b> | <b>11</b> | <b>46</b> | <b>245</b> | <b>421</b> | <b>320</b> | <b>29</b> | <b>513</b> | <b>1585</b> |
|  | <b>Rural</b> | <b>0</b>  | <b>0</b>  | <b>43</b>  | <b>68</b>  | <b>159</b> | <b>8</b>  | <b>5</b>   | <b>283</b>  |
|  | <b>Total</b> | <b>11</b> | <b>46</b> | <b>288</b> | <b>489</b> | <b>479</b> | <b>37</b> | <b>518</b> | <b>1868</b> |

| Network performance: Calculation of satisfaction score |              |           |           |            |             |            |           |             |             |            |                      |
|--|--------------|-----------|-----------|------------|-------------|------------|-----------|-------------|-------------|------------|----------------------|
| Service Provider                                       |              | 1         | 2         | 3          | 4           | 5          | 6         | 7           | Total, N    | Benchmark  | Overall Satisfaction |
| Airtel   | Urban        | 0         | 12        | 154        | 0           | 4          | 12        | 1026        | 1208        | 85%        | 86.3%                |
| BSNL   | Urban        | 1         | 11        | 107        | 236         | 366        | 10        | 11          | 742         | 85%        | 84.0%                |
|  | Rural        | 0         | 0         | 100        | 137         | 307        | 15        | 7           | 566         | 85%        | 82.3%                |
|  | Total        | 1         | 11        | 207        | 373         | 673        | 25        | 18          | 1308        | 85%        | 83.3%                |
| Reliance   | Urban        | 11        | 48        | 202        | 641         | 300        | 18        | 0           | 1220        | 85%        | 78.6%                |
| <b>Total</b>   | <b>Urban</b> | <b>12</b> | <b>71</b> | <b>463</b> | <b>877</b>  | <b>670</b> | <b>40</b> | <b>1037</b> | <b>3170</b> | <b>85%</b> | <b>82.8%</b>         |
|  | <b>Rural</b> | <b>0</b>  | <b>0</b>  | <b>100</b> | <b>137</b>  | <b>307</b> | <b>15</b> | <b>7</b>    | <b>566</b>  | <b>85%</b> | <b>82.3%</b>         |
|  | <b>Total</b> | <b>12</b> | <b>71</b> | <b>563</b> | <b>1014</b> | <b>977</b> | <b>55</b> | <b>1044</b> | <b>3736</b> | <b>85%</b> | <b>82.7%</b>         |



## 5. Maintainability

| 5.1 How satisfied are you with the time for which service is up and working? |       |       |       |       |       |       |       |       |       |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider   |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|  |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel   | Urban | 0     | 0     | 93    | 5     | 5     | 14    | 487   | 604   |
| BSNL   | Urban | 3     | 13    | 38    | 125   | 144   | 44    | 4     | 371   |
|  | Rural | 1     | 0     | 46    | 29    | 185   | 20    | 2     | 283   |
|  | Total | 4     | 13    | 84    | 154   | 329   | 64    | 6     | 654   |
| Reliance   | Urban | 0     | 11    | 103   | 345   | 132   | 19    | 0     | 610   |
| Total  | Urban | 3     | 24    | 234   | 475   | 281   | 77    | 491   | 1585  |
|  | Rural | 1     | 0     | 46    | 29    | 185   | 20    | 2     | 283   |
|  | Total | 4     | 24    | 280   | 504   | 466   | 97    | 493   | 1868  |

| 5.2 How satisfied are you with the timely repair of faults of your phone connection? |       |       |       |       |       |       |       |       |       |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider   |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|  |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel   | Urban | 0     | 0     | 94    | 5     | 4     | 18    | 483   | 604   |
| BSNL   | Urban | 2     | 23    | 43    | 70    | 210   | 17    | 6     | 371   |
|  | Rural | 1     | 1     | 52    | 72    | 136   | 16    | 5     | 283   |
|  | Total | 3     | 24    | 95    | 142   | 346   | 33    | 11    | 654   |
| Rel Comm   | Urban | 15    | 11    | 121   | 352   | 100   | 8     | 3     | 610   |
| Total  | Urban | 17    | 34    | 258   | 427   | 314   | 43    | 492   | 1585  |
|  | Rural | 1     | 1     | 52    | 72    | 136   | 16    | 5     | 283   |
|  | Total | 18    | 35    | 310   | 499   | 450   | 59    | 497   | 1868  |

| Maintainability: Calculation of Satisfaction score |       |    |    |     |      |     |     |     |          |           |                      |
|--|-------|----|----|-----|------|-----|-----|-----|----------|-----------|----------------------|
| code   |       | 1  | 2  | 3   | 4    | 5   | 6   | 7   | Total, N | Benchmark | Overall Satisfaction |
| Airtel   | Urban | 0  | 0  | 187 | 10   | 9   | 32  | 970 | 1208     | 85%       | 84.5%                |
| BSNL   | Urban | 5  | 36 | 81  | 195  | 354 | 61  | 10  | 742      | 85%       | 83.6%                |
|  | Rural | 2  | 1  | 98  | 101  | 321 | 36  | 7   | 566      | 85%       | 82.2%                |
|  | Total | 7  | 37 | 179 | 296  | 675 | 97  | 17  | 1308     | 85%       | 83.0%                |
| Rel Comm   | Urban | 15 | 22 | 224 | 697  | 232 | 27  | 3   | 1220     | 85%       | 78.6%                |
| Total  | Urban | 20 | 58 | 492 | 902  | 595 | 120 | 983 | 3170     | 85%       | 82.0%                |
|  | Rural | 2  | 1  | 98  | 101  | 321 | 36  | 7   | 566      | 85%       | 82.2%                |
|  | Total | 22 | 59 | 590 | 1003 | 916 | 156 | 990 | 3736     | 85%       | 82.0%                |

## 6. Supplementary services

| 6.1 Have you ever subscribed to any supplementary services such as static/ fixed IP addresses, email id's etc.? |       |       |      |       |       |       |
|---|-------|-------|------|-------|-------|-------|
| Service Provider  |       | Yes   |      | No    |       | Total |
|   |       | Count | %age | Count | %age  | Count |
| Airtel  | Urban | 48    | 7.9% | 556   | 92.1% | 604   |
| BSNL  | Urban | 32    | 8.6% | 339   | 91.4% | 371   |
|   | Rural | 16    | 5.7% | 267   | 94.3% | 283   |
|   | Total | 48    | 7.3% | 606   | 92.7% | 654   |
| Reliance  | Urban | 60    | 9.8% | 550   | 90.2% | 610   |
| Total   | Urban | 140   | 8.8% | 1445  | 91.2% | 1585  |
|   | Rural | 16    | 5.7% | 267   | 94.3% | 283   |
|   | Total | 156   | 8.4% | 1712  | 91.6% | 1868  |



| 6.2 If yes, How satisfied are you with the quality of these supplementary services including activation, deactivation, charges etc? |       |       |       |       |       |       |       |       |       |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider  |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|   |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel  | Urban | 0     | 0     | 5     | 11    | 9     | 14    | 9     | 48    |
| BSNL  | Urban | 0     | 1     | 3     | 6     | 13    | 6     | 3     | 32    |
|   | Rural | 0     | 0     | 3     | 4     | 7     | 2     | 0     | 16    |
|   | Total | 0     | 1     | 6     | 10    | 20    | 8     | 3     | 48    |
| Reliance  | Urban | 0     | 0     | 12    | 2     | 46    | 0     | 0     | 60    |
| Total   | Rural | 0     | 1     | 20    | 19    | 68    | 20    | 12    | 140   |
|   | Urban | 0     | 0     | 3     | 4     | 7     | 2     | 0     | 16    |
|   | Total | 0     | 1     | 23    | 23    | 75    | 22    | 12    | 156   |

| Supplementary Serices: Calculation of satisfaction score |       |   |   |    |    |    |    |    |          |           |                               |
|--|-------|---|---|----|----|----|----|----|----------|-----------|-------------------------------|
| code   |       | 1 | 2 | 3  | 4  | 5  | 6  | 7  | Total, N | Benchmark | Overall Weighted Satisfaction |
| Airtel   | Urban | 0 | 0 | 5  | 11 | 9  | 14 | 9  | 48       | 85%       | 89.6%                         |
| BSNL   | Urban | 0 | 1 | 3  | 6  | 13 | 6  | 3  | 32       | 85%       | 87.5%                         |
|  | Rural | 0 | 0 | 3  | 4  | 7  | 2  | 0  | 16       | 85%       | 81.3%                         |
|  | Total | 0 | 1 | 6  | 10 | 20 | 8  | 3  | 48       | 85%       | 85.4%                         |
| Reliance   | Urban | 0 | 0 | 12 | 2  | 46 | 0  | 0  | 60       | 85%       | 80.0%                         |
| Total  | Urban | 0 | 1 | 20 | 19 | 68 | 20 | 12 | 140      | 85%       | 85.0%                         |
|  | Rural | 0 | 0 | 3  | 4  | 7  | 2  | 0  | 16       | 85%       | NA                            |
|  | Total | 0 | 1 | 23 | 23 | 75 | 22 | 12 | 156      | 85%       | 84.6%                         |

## 7. Overall services



| 7. How satisfied are you with the overall Quality of the Broadband Service |       |       |       |       |       |       |       |       |       |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Service Provider   |       | 1     | 2     | 3     | 4     | 5     | 6     | 7     | Total |
|  |       | Count | Count | Count | Count | Count | Count | Count | Count |
| Airtel   | Urban | 0     | 0     | 60    | 5     | 6     | 256   | 277   | 604   |
| BSNL   | Urban | 0     | 2     | 37    | 33    | 132   | 165   | 2     | 371   |
|  | Rural | 3     | 0     | 33    | 40    | 170   | 31    | 6     | 283   |
|  | Total | 3     | 2     | 70    | 73    | 302   | 196   | 8     | 654   |
| Reliance   | Urban | 0     | 0     | 103   | 144   | 319   | 41    | 3     | 610   |
| Total  | Urban | 0     | 2     | 200   | 182   | 457   | 462   | 282   | 1585  |
|  | Rural | 3     | 0     | 33    | 40    | 170   | 31    | 6     | 283   |
|  | Total | 3     | 2     | 233   | 222   | 627   | 493   | 288   | 1868  |

| Overall quality of service: Calculation of satisfaction score |       |   |   |     |     |     |     |     |          |           |                      |
|---|-------|---|---|-----|-----|-----|-----|-----|----------|-----------|----------------------|
| code  |       | 1 | 2 | 3   | 4   | 5   | 6   | 7   | Total, N | Benchmark | Overall Satisfaction |
| Airtel  | Urban | 0 | 0 | 60  | 5   | 6   | 256 | 277 | 604      | 85%       | 90.1%                |
| BSNL  | Urban | 0 | 2 | 37  | 33  | 132 | 165 | 2   | 371      | 85%       | 89.5%                |
|   | Rural | 3 | 0 | 33  | 40  | 170 | 31  | 6   | 283      | 85%       | 87.3%                |
|   | Total | 3 | 2 | 70  | 73  | 302 | 196 | 8   | 654      | 85%       | 88.5%                |
| Reliance  | Urban | 0 | 0 | 103 | 144 | 319 | 41  | 3   | 610      | 85%       | 83.1%                |
| Total   | Urban | 0 | 2 | 200 | 182 | 457 | 462 | 282 | 1585     | 85%       | 87.3%                |
|   | Rural | 3 | 0 | 33  | 40  | 170 | 31  | 6   | 283      | 85%       | 87.3%                |
|   | Total | 3 | 2 | 233 | 222 | 627 | 493 | 288 | 1868     | 85%       | 87.3%                |



## **Annexure B: Questionnaires**



|   |    |  |                |   |                    |   |  |
|---|----|--|----------------|---|--------------------|---|--|
|    |    | <b>TELECOM REGULATORY AUTHORITY OF INDIA</b><br><b>CUSTOMER PERCEPTION STUDY (North Zone)</b><br>(Basic Wire line Service) |                |   |                    |  |  |
| REF No.   | CC | S. No.   | Interview Date |   | Interviewer's Name |   |  |
| SDCA  |    |  |                |   | Exchange           |   |  |
| Mode of Interview   |    | 1  | In Person      | 2 | Telephonic         |   |  |
| <i>Good morning/ afternoon/ evening. We are currently doing a survey on satisfaction among Basic wire line users. This survey is being carried out on behalf of Telecom Regulatory Authority Of India (TRAI), a body set up by the government so that customers like you get better services in future. We would appreciate if you could spare some of your valuable time to answer a few questions. Thank you.</i> |    |  |                |   |                    |   |  |

| CUSTOMER DETAILS  |            |                      |   |                        |   |            |          |                      |           |                      |           |              |          |               |
|---|------------|----------------------|---|------------------------|---|------------|----------|----------------------|-----------|----------------------|-----------|--------------|----------|---------------|
| Respondent's Name   |            |                      |   |                        |   |            |          | Gender               |           | 1                    | Male      | 2            | Female   |               |
| Age:  | 1          | <25                  | 2 | 25-34                  | 3 | 35-44      | 4        | >45                  | Area      | 1                    | Urban     | 2            | Rural    |               |
| Occupation  | 1          | Service              | 2 | Business/Self Employed |   |            | 3        | Student              | 4         | Housewife            | 5         | Retired      | 6        | Others        |
| Household Income  | 1          | Less than Rs. 10,000 | 2 | Rs.10,000- Rs.30,000   |   |            | 3        | Rs.30,000- Rs.1 lakh | 4         | More than Rs. 1 lakh | 5         | Not provided |          |               |
| Registered Customer's Name (If different from respondent) |            |                      |   |                        |   |            |          |                      |           |                      |           |              |          |               |
| Addresses   |            |                      |   |                        |   |            |          |                      |           |                      |           |              |          |               |
|   | District   |                      |   |                        |   |            |          | State                |           |                      |           |              |          |               |
|   | Mobile no. |                      |   |                        |   |            | STD Code |                      |           |                      |           |              | Tel No.  |               |
| Service Provider  | 1          | BSNL                 |   |                        | 2 | MTNL       |          |                      | 3         | Tata Teleservices    |           |              | 4        | Reliance Comm |
|   | 5          | IDEA                 |   |                        | 6 | Vodafone   |          |                      | 7         | Bharti Airtel        |           |              | 8        | HFCL          |
| Usage Type  | 1          | Residential          |   |                        | 2 | Commercial |          |                      | User Type | 1                    | Post Paid | 2            | Pre Paid |               |

| PERFORMANCE PERCEPTION OF ATTRIBUTES RELATED TO SERVICE QUALITY PARAMETERS  |  |  |  |  |  |  |  |  |  |  |  |         |  |
|---|--|--|--|--|--|--|--|--|--|--|--|---------|--|
| In your opinion, how satisfied are you with your basic services in terms of following dimensions, on a scale of 1 to 7<br>(1 = Extremely Dissatisfied, 7 = Extremely Satisfied) |  |  |  |  |  |  |  |  |  |  |  |         |  |
| Parameters and Attributes   |  |  |  |  |  |  |  |  |  |  |  | Ratings |  |

|  |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |
|--|--|--|--|--|--|--|--|--|--|--|--|---|---|---|---|---|---|---|
| <b>1. Provision of Service</b>   |  |  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |
| 1.1 How satisfied are you with the ease of taking a connection? (EM 3)         |  |  |  |  |  |  |  |  |  |  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 1.2 How satisfied are you with the provision and understanding of all relevant |  |  |  |  |  |  |  |  |  |  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |



|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| information related to tariff plans & charges? (EM 1)   |   |   |   |   |   |   |   |
| 1.3 How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement? (TA 1) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## 2. Billing Related (Only for Prepaid Customers)

|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 2.1 How satisfied are you with ease of recharging process/activation of vouchers? (EM 4)  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2.2 How satisfied are you with the availability of recharging cards/vouchers of various denominations? (EC 1)                           | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2.3 How satisfied are you with the transparency of recharge offer/voucher i.e. talk time available on the recharge card/voucher? (RL 2) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2.4 How satisfied are you with the charges deducted for every call i.e. amount deducted on every usage? (EC 2)                          | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## Billing Related (Only for Postpaid Customers)

|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 2.5 How satisfied are you with the charges levied per call? (EC2)   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2.6 How satisfied are you with the overall accuracy & completeness of the bills? (RL 1)                       | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2.7 How satisfied are you with the clarity of the bills in terms of transparency and understandability? (RL2) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## 3. Help Services

|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 3.1 How satisfied are you with the availability of customer care services (consumer care number and general information number)? (EM 5) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3.2 How satisfied are you with the ease of access to a consumer care executive through the IVR menu? (CV1)                              | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3.3 How satisfied are you with the customer friendly approach of the customer care executive? (RL 3)                                    | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3.4 How satisfied are you with the competency level/problem solving ability of the customer care executive? (AS 1)                      | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## 4. NETWORK PERFORMANCE, RELIABILITY AND AVAILABILITY

|  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
| 4.1 How satisfied are you with the dial tone availability on your phone? (NT 1)  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.2 How satisfied are you with the network of your service provider in terms of ability to make or receive calls easily? (NT2) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.3 How satisfied are you with the voice quality on your phone during calls? (NT3)   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## 5. Maintainability

|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 5.1 How satisfied are you with the overall availability of fault free connection? (RS 2)    | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5.2 How satisfied are you with the timely repair of faults of your phone connection? (RS 2) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## 6. SUPPLEMENTARY SERVICES AND VALUE ADDED SERVICES

|   |   |     |   |    |   |   |   |
|---|---|-----|---|----|---|---|---|
| 6.1 Have you ever subscribed to any supplementary services like call waiting/forwarding, voice mail / Value added services? | 1 | Yes | 2 | No |   |   |   |
| 6.2 How satisfied are you with the supplementary services / value added service   | 1 | 2   | 3 | 4  | 5 | 6 | 7 |



provided including activation, deactivation, charges etc? (CV 2)

**7. How satisfied are you with the overall Quality of the Basic Wire line Service** 1 2 3 4 5 6 7

| IMPLEMENTATION AND EFFECTIVENESS OF VARIOUS REGULATIONS AND DIRECTIONS ISSUED BY TRAI   |  |  |  |   |   |  |  |   |                                       |   |     |   |    |   |   |   |   |   |   |    |
|---|--|--|--|---|---|--|--|---|---------------------------------------|---|-----|---|----|---|---|---|---|---|---|----|
| 1. Have you registered your number for not receiving/blocking unsolicited commercial calls / SMSs?  |  |  |  |   |   |  |  |   |                                       | 1 | Yes | 2 | No |   |   |   |   |   |   |    |
| 2. If Yes, how satisfied are you with the effectiveness of blocking of unsolicited commercial calls on your number?   |  |  |  |   |   |  |  |   |                                       | 1 | 2   | 3 | 4  | 5 | 6 | 7 |   |   |   |    |
| 3. Have you ever registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same?   |  |  |  |   |   |  |  |   |                                       | 1 | Yes | 2 | No |   |   |   |   |   |   |    |
| 4. If Yes, how satisfied are you with the ease of lodging the complaint?  |  |  |  |   |   |  |  |   |                                       | 1 | 2   | 3 | 4  | 5 | 6 | 7 |   |   |   |    |
| 5. If Yes, how satisfied are you with the action taken on your complaint?   |  |  |  |   |   |  |  |   |                                       | 1 | 2   | 3 | 4  | 5 | 6 | 7 |   |   |   |    |
| 6. Which all grievance redressal mechanisms set up by your telecom service provider based on the TRAI regulations are you aware of?   |  |  |  |   |   |  |  |   |                                       |   |     |   |    |   |   |   |   |   |   |    |
| 1   | Toll Free Consumer Care Number for making complaints |  |  | 2 | Appellate Authority for filing appeal in case not satisfied with redressal of complaint |  |  | 3 | Web based complaint monitoring system |   |     |   |    |   |   |   |   |   |   |    |
| 7. Have you made any complaint to the toll free Consumer Care Number?   |  |  |  |   |   |  |  |   |                                       | 1 | Yes | 2 | No |   |   |   |   |   |   |    |
| 8. If yes, how satisfied are you with the manner in which your complaint was addressed to such intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint? |  |  |  |   |   |  |  |   |                                       | 1 | 2   | 3 | 4  | 5 | 6 | 7 |   |   |   |    |
| 9. Have you filed any appeal with the appellate authority?  |  |  |  |   |   |  |  |   |                                       | 1 | Yes | 2 | No |   |   |   |   |   |   |    |
| 10. If yes, how satisfied are you with the manner in which your appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc..?  |  |  |  |   |   |  |  |   |                                       | 1 | 2   | 3 | 4  | 5 | 6 | 7 |   |   |   |    |
| 11. How likely is it that you would recommend your service provider to your relatives or friends? (On scale of 0 to 10, where 10 means ' <i>Extremely Likely</i> ' & 0 means ' <i>Not At All Likely</i> ')          |  |  |  |   |   |  |  |   |                                       | 0 | 1   | 2 | 3  | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

\*\*\*\*\* Thank You \*\*\*\*\*

Name of the interviewer: \_\_\_\_\_ Date: \_\_\_\_\_

Name of the scrutinizer: \_\_\_\_\_ Date: \_\_\_\_\_

Back-check done by: \_\_\_\_\_ Date of back-check: \_\_\_\_\_



Name of Operation Manager: \_\_\_\_\_

Sign of the Respondent: \_\_\_\_\_



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|   |           |  |                       |   |                           |   |  |
|---|-----------|--|-----------------------|---|---------------------------|---|--|
|    |           | <b>TELECOM REGULATORY AUTHORITY OF INDIA</b><br><b>CUSTOMER PERCEPTION STUDY (North Zone)</b><br>(Cellular Mobile) |                       |   |                           |  |  |
| <b>REF No.</b>  | <b>CC</b> | <b>SR.No.</b>  | <b>Interview Date</b> |   | <b>Interviewer's Name</b> |   |  |
| <b>Mode of Interview</b>  |           | 1  | In Person             | 2 | Telephonic                |   |  |
| <p><i>Good morning/ afternoon/ evening. We are currently doing a survey on satisfaction among Cellular users. This survey is being carried out on behalf of Telecom Regulatory Authority Of India (TRAI), a body set up by the government so that customers like you get better services in future. We would appreciate if you could spare some of your valuable time to answer a few questions. Thank you.</i></p> |           |  |                       |   |                           |   |  |

| CUSTOMER DETAILS         |          |                      |    |                        |                  |        |   |                      |             |                      |       |              |       |       |  |
|--------------------------|----------|----------------------|----|------------------------|------------------|--------|---|----------------------|-------------|----------------------|-------|--------------|-------|-------|--|
| <b>Respondent's Name</b> |          |                      |    |                        |                  |        |   | <b>Gender</b>        | 1           | Male                 | 2     | Female       |       |       |  |
| <b>Age:</b>              | 1        | <25                  | 2  | 25-34                  | 3                | 35-44  | 4 | >45                  | <b>Area</b> | 1                    | Urban | 2            | Rural |       |  |
| <b>Occupation</b>        | 1        | Service              | 2  | Business/Self Employed |                  |        | 3 | Student              | 4           | Housewife            | 5     | Retired      | 6     | Other |  |
| <b>Household Income</b>  | 1        | Less than Rs. 10,000 | 2  | Rs.10,000- Rs.30,000   |                  |        | 3 | Rs.30,000- Rs.1 lakh | 4           | More than Rs. 1 lakh | 5     | Not provided |       |       |  |
| <b>Address</b>           | District |                      |    |                        | State            |        |   | Mobile Number        |             |                      |       |              |       |       |  |
| <b>Service Provider</b>  | 1        | BSNL                 | 2  | MTNL                   | 3                | TTSL   | 4 | Reliance Comm        | 5           | IDEA                 |       |              |       |       |  |
|                          | 6        | Vodafone             | 7  | Bharti Airtel          | 8                | Uninor | 9 | Sistema Shyam        | 10          | Videcon              |       |              |       |       |  |
|                          | 11       | S. Tel               | 12 | HFCL                   | 13               | Aircel |   |                      |             |                      |       |              |       |       |  |
| <b>Usage Type</b>        | 1        | Residential          | 2  | Commercial             | <b>User Type</b> |        | 1 | Post Paid            | 2           | Pre Paid             |       |              |       |       |  |

| PERFORMANCE PERCEPTION OF ATTRIBUTES RELATED TO SERVICE QUALITY PARAMETERS  |  |  |  |  |  |  |  |  |  |                |  |  |  |
|---|--|--|--|--|--|--|--|--|--|----------------|--|--|--|
| <p><b>In your opinion, how satisfied are you with your cellular services in terms of following dimensions, on a scale of 1 to 7</b></p> <p><b>(1 = Extremely Dissatisfied, 7 = Extremely Satisfied)</b></p> |  |  |  |  |  |  |  |  |  |                |  |  |  |
| <b>Parameters and Attributes</b>  |  |  |  |  |  |  |  |  |  | <b>Ratings</b> |  |  |  |

|  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |
|--|--|--|--|--|--|--|--|--|--|---|---|---|---|---|---|---|
| <b>1.Provision of Service</b>  |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |
| 1.1 How satisfied are you with the ease of activating a connection? (EM 3)   |  |  |  |  |  |  |  |  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 1.2 How satisfied are you with the understanding of all relevant information related to tariff plans & charges? (EM 1)   |  |  |  |  |  |  |  |  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 1.3 How satisfied are you with the availability of suitable plans/ recharge vouchers such as top-up, special tariff voucher, combo voucher, plan voucher as per your requirement? (TA 1) |  |  |  |  |  |  |  |  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

|   |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |
|---|--|--|--|--|--|--|--|--|--|---|---|---|---|---|---|---|
| <b>2.Billing Related (Only for Prepaid Customers)</b>   |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |
| 2.1 How satisfied are you with ease of activation of vouchers (recharging process)? (EM 4)                      |  |  |  |  |  |  |  |  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2.2 How satisfied are you with the availability of vouchers (recharge coupons) of various denominations? (EC 1) |  |  |  |  |  |  |  |  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2.3 How satisfied are you with the transparency of information provided on vouchers i.e. talk                   |  |  |  |  |  |  |  |  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |



|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| time available on the vouchers and restrictions if any? (RL 2)                |   |   |   |   |   |   |   |
| 2.4 How satisfied are you with the charges deducted after every usage? (EC 2) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| Billing Related (Only for Postpaid Customers)   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 2.5 How satisfied are you with the charges levied per call? (EC2)   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2.6 How satisfied are you with the overall accuracy & completeness of the bills? (RL 1)                   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2.7 How satisfied are you with the clarity of bills in terms of transparency and understandability? (RL2) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| 3.Help Services   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 3.1 How satisfied are you with the availability of customer care services (consumer care number and general information number)? (EM 5) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3.2 How satisfied are you with the ease of access to a customer care executive through the IVR menu? (CV1)                              | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3.3 How satisfied are you with the customer friendly approach of the customer care executive? (RL 3)                                    | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3.4 How satisfied are you with the competency level/problem solving ability of the customer care executive? (AS 1)                      | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| 4.NETWORK PERFORMANCE, RELIABILITY AND AVAILABILITY  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
| 4.1 How satisfied are you with the availability of signal of your service provided? (NT 1)                                     | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.2 How satisfied are you with the network of your service provider in terms of ability to make or receive calls easily? (NT2) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.3 How satisfied are you with the voice quality on your phone during calls? (NT3)   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| 5.Maintainability   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 5.1 How satisfied are you with the availability of fault free connection? (RS 2)            | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5.2 How satisfied are you with the timely repair of faults of your phone connection? (RS 2) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| 6.SUPPLEMENTARY SERVICES AND VALUE ADDED SERVICES  |   |     |   |   |    |   |   |
|--|---|-----|---|---|----|---|---|
| 6.1 Have you subscribed to any supplementary services like call forwarding, call diverting and value added services like ring tone, alerts, GPRS, e-mail, voice mail or any other such services, in the last 6 months? | 1 | Yes |   | 2 | No |   |   |
| 6.2 How satisfied are you with the supplementary services / value added service provided including activation, deactivation, charges etc? (CV 2)   | 1 | 2   | 3 | 4 | 5  | 6 | 7 |

| 7.MOBILE DATA CONNECTION   |   |     |   |   |    |   |   |
|--|---|-----|---|---|----|---|---|
| 7.1 Do you use internet services offered by your operator on your mobile device?                   | 1 | Yes |   | 2 | No |   |   |
| 7.2 If Yes, then what is type of data plan/speed opted by you for using mobile internet services?  | 1 | 2   | 3 | 4 | 5  | 6 | 7 |
| 7.2 How satisfied are you with speed of data connection?   | 1 | 2   | 3 | 4 | 5  | 6 | 7 |
| 7.3 How satisfied are you with the coverage and availability of internet connection on your mobile | 1 | 2   | 3 | 4 | 5  | 6 | 7 |

|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 8.How satisfied are you with the overall Quality of the Cellular Service? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---|---|---|---|---|---|---|---|

#### IMPLEMENTATION AND EFFECTIVENESS OF VARIOUS REGULATIONS AND DIRECTIONS ISSUED BY TRAI



|  |  |   |   |   |    |   |                                       |   |   |   |   |    |
|--|--|---|---|---|----|---|---------------------------------------|---|---|---|---|----|
| 1. Have you registered your number for not receiving/blocking unsolicited commercial calls / SMSs?   |  | 1 | Yes   | 2 | No |   |                                       |   |   |   |   |    |
| 2.If Yes, how satisfied are you with the effectiveness of blocking of unsolicited commercial calls on your number?   |  | 1 | 2   | 3 | 4  | 5 | 6                                     | 7 |   |   |   |    |
| 3.Have you ever registered a complaint, in case the unsolicited call/SMS have not stopped in spite of registration for the same?   |  | 1 | Yes   | 2 | No |   |                                       |   |   |   |   |    |
| 4.If Yes, how satisfied are you with the ease of lodging the complaint?  |  | 1 | 2   | 3 | 4  | 5 | 6                                     | 7 |   |   |   |    |
| 5.If Yes, how satisfied are you with the action taken on your complaint?   |  | 1 | 2   | 3 | 4  | 5 | 6                                     | 7 |   |   |   |    |
| <b>Question Number 6-9 are for Prepaid Customers Only</b>  |  |   |   |   |    |   |                                       |   |   |   |   |    |
| 6.How satisfied are you with the information, received through SMS at the time of activation of various vouchers, such as amount charged, processing fee, taxes deducted, title of the plan, validity etc?           |  | 1 | 2   | 3 | 4  | 5 | 6                                     | 7 |   |   |   |    |
| 7.How satisfied are you with the information provided to you after every usage, such as duration of call, charges deducted, balance in account etc?  |  | 1 | 2   | 3 | 4  | 5 | 6                                     | 7 |   |   |   |    |
| 8.A pre paid customer can get an item-wise usage bill within 45 days of making such request. Have you ever requested for it?   |  | 1 | Yes   | 2 | No |   |                                       |   |   |   |   |    |
| 9.If Yes, how satisfied are you with the timely receipt and completeness of the item-wise usage bill on request?   |  | 1 | 2   | 3 | 4  | 5 | 6                                     | 7 |   |   |   |    |
| 10.Which all grievance redressal mechanisms set up by your telecom service provider based on the TRAI regulations are you aware of?  |  |   |   |   |    |   |                                       |   |   |   |   |    |
| 1  | Toll Free Consumer Care Number for making complaints | 2 | Appellate Authority for filing appeal in case not satisfied with redressal of complaint |   |    | 3 | Web based complaint monitoring system |   |   |   |   |    |
| 11. Have you made any complaint to the toll free Consumer Care Number?   |  | 1 | Yes   | 2 | No |   |                                       |   |   |   |   |    |
| 12. If yes, how satisfied are you with the manner in which your complaint was addressed to such intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint? |  | 1 | 2   | 3 | 4  | 5 | 6                                     | 7 |   |   |   |    |
| 13. Have you filed any appeal with the appellate authority?  |  | 1 | Yes   | 2 | No |   |                                       |   |   |   |   |    |
| 14. If yes, how satisfied are you with the manner in which your appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc..?   |  | 1 | 2   | 3 | 4  | 5 | 6                                     | 7 |   |   |   |    |
| 15. Have you utilized the service of Mobile number portability for changing your operator?   |  | 1 | Yes   | 2 | No |   |                                       |   |   |   |   |    |
| 16. If, yes are you satisfied with the process of porting to another operator?   |  | 1 | 2   | 3 | 4  | 5 | 6                                     | 7 |   |   |   |    |
| 17. How likely is it that you would recommend your service provider to your relatives or friends? (On scale of 0 to 10, where 10 means ' <i>Extremely Likely</i> ' & 0 means ' <i>Not At All Likely</i> ')           |  | 0 | 1   | 2 | 3  | 4 | 5                                     | 6 | 7 | 8 | 9 | 10 |

\*\*\*\*\* Thank You \*\*\*\*\*

Name of the interviewer: \_\_\_\_\_ Date: \_\_\_\_\_



Name of the scrutinizer: \_\_\_\_\_ Date: \_\_\_\_\_

Back-check done by: \_\_\_\_\_ Date of back-check: \_\_\_\_\_

Name of Operation Manager: \_\_\_\_\_

Sign of the Respondent: \_\_\_\_\_



|  |    |  |                   |   |           |   |            |   |        |   |            |
|--|----|--|-------------------|---|-----------|---|------------|---|--------|---|------------|
|   |    | <b>TELECOM REGULATORY AUTHORITY OF INDIA</b><br><b>CUSTOMER PERCEPTION STUDY (North Zone)</b><br>(Broadband) |                   |   |           |  |            |   |        |   |            |
| REF No.  | CC | SR.No.   | Interview Date    |   |           | Interviewer's Name  |            |   |        |   |            |
| POP  |    |  | Mode of Interview | 1 | In Person | 2   | Telephonic | 3 | E-mail | 4 | Web/Online |
| <p><i>Good morning/ afternoon/ evening. We are currently doing a survey on satisfaction among broadband users. This survey is being carried out on behalf of Telecom Regulatory Authority Of India (TRAI), a body set up by the government so that customers like you get better services in future. We would appreciate if you could spare some of your valuable time to answer a few questions. Thank you.</i></p> |    |  |                   |   |           |   |            |   |        |   |            |

| CUSTOMER DETAILS  |   |                      |               |                        |         |       |                   |                      |      |                      |                    |              |           |        |          |
|---|---|----------------------|---------------|------------------------|---------|-------|-------------------|----------------------|------|----------------------|--------------------|--------------|-----------|--------|----------|
| Respondent's Name   |   |                      |               |                        |         |       |                   | Gender               |      | 1                    | Male               | 2            | Female    |        |          |
| Age:  | 1 | <25                  | 2             | 25-34                  | 3       | 35-44 | 4                 | >45                  | Area | 1                    | Urban              | 2            | Rural     |        |          |
| Occupation  | 1 | Service              | 2             | Business/Self Employed |         |       | 3                 | Student              | 4    | Housewife            | 5                  | Retired      | 6         | Others |          |
| Household Income  | 1 | Less than Rs. 10,000 | 2             | Rs.10,000- Rs.30,000   |         |       | 3                 | Rs.30,000- Rs.1 lakh | 4    | More than Rs. 1 lakh | 5                  | Not provided |           |        |          |
| Registered Customer's Name (If different from respondent) |   |                      |               |                        |         |       |                   |                      |      |                      |                    |              |           |        |          |
| Address   |   | District             |               |                        |         |       |                   | State                |      |                      |                    |              |           |        |          |
|   |   |                      |               |                        |         |       |                   |                      |      |                      |                    |              |           |        |          |
| STD Code  |   |                      |               |                        | Tel No. |       |                   |                      |      | Mobile               |                    |              |           |        |          |
| Service Provider  |   | 1                    | BSNL          |                        |         | 6     | MTNL              |                      |      | 11                   | Five Network       |              |           |        |          |
|   |   | 2                    | Hath way      |                        |         | 7     | You Broadband     |                      |      | 12                   | Tata Communication |              |           |        |          |
|   |   | 3                    | Reliance Comm |                        |         | 8     | Spectra Net       |                      |      | 13                   | Bharti Airtel      |              |           |        |          |
|   |   | 4                    | Reliance      |                        |         | 9     | Tikona            |                      |      | 14                   | HFCL               |              |           |        |          |
|   |   | 5                    | Sify          |                        |         | 10    | Tata Teleservices |                      |      |                      |                    |              |           |        |          |
| Usage Type  |   | 1                    | Residential   |                        |         | 2     | Commercial        |                      |      | User Type            |                    | 1            | Post Paid | 2      | Pre Paid |

| PERFORMANCE PERCEPTION OF ATTRIBUTES RELATED TO SERVICE QUALITY PARAMETERS  |         |
|---|---------|
| In your opinion, how satisfied are you with your broadband services in terms of following dimensions, on a scale of 1 to 7<br>(1 = Extremely Dissatisfied, 7 = Extremely Satisfied) |         |
| Parameters and Attributes   | Ratings |

|                        |
|------------------------|
| 1.Provision of Service |
|------------------------|



|  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
| 1.1 How satisfied are you with the ease of taking a connection? (EM 3)   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 1.2 How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges? (EM 1) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 1.3 How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement? (TA 1)                  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## 2. Billing Related (Only for Prepaid Customers)

|  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
| 2.1 How satisfied are you with ease of recharging process/activation of vouchers? (EM 4)   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2.2 How satisfied are you with the availability of recharging cards/voucher of various denominations? (EC 1)                         | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2.3 How satisfied are you with the transparency of recharge offer/voucher i.e. internet usage available on the recharge card? (RL 2) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2.4 How satisfied are you with the charges deducted for internet usage? (EC 2)   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## Billing Related (Only for Postpaid Customers)

|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 2.5 How satisfied are you with the charges levied for every internet usage? (EC2)                             | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2.6 How satisfied are you with the overall accuracy & completeness of the bills? (RL 1)                       | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2.7 How satisfied are you with the clarity of the bills in terms of transparency and understandability? (RL2) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## 3. Help Services

|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 3.1 How satisfied are you with the availability of customer care services (consumer care number and general information number)? (EM 5) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3.2 How satisfied are you with the ease of access to a customer care executive through the IVR menu? (CV1)                              | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3.3 How satisfied are you with the customer friendly approach of the customer care executive? (RL 3)                                    | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3.4 How satisfied are you with the competency level/problem solving ability of the customer care executive? (AS 1)                      | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## 4. NETWORK PERFORMANCE, RELIABILITY AND AVAILABILITY

|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 4.1 How satisfied are you with the availability of signal of your service provider? (NT 1)                        | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4.2 How satisfied are you with the network of your service provider in terms speed of broadband connection? (NT2) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## 5. Maintainability

|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 5.1 How satisfied are you with the time for which service is up and working? (RS1)    | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5.2 How satisfied are you with the timely repair of faults of your connection? (RS 2) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## 6. SUPPLEMENTARY SERVICES AND VALUE ADDED SERVICES

|   |   |         |   |   |    |   |   |
|---|---|---------|---|---|----|---|---|
| 6.1 Have you ever subscribed to any supplementary services such as Static/fixed IP addresses, e-mail id's etc.? | 1 | Ye<br>s |   | 2 | No |   |   |
| 6.2 If Yes, how satisfied are you with quality of these supplementary services                                  | 1 | 2       | 3 | 4 | 5  | 6 | 7 |



|   |  |  |  |  |  |  |  |
|---|--|--|--|--|--|--|--|
| including activation, deactivation, charges etc? (CV 2) |  |  |  |  |  |  |  |
|---|--|--|--|--|--|--|--|

|  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
| 7.How satisfied are you with the overall Quality of the Broadband Service? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|

| IMPLEMENTATION AND EFFECTIVENESS OF VARIOUS REGULATIONS AND DIRECTIONS ISSUED BY TRAI  |  |   |   |   |                                       |   |    |
|--|--|---|---|---|---------------------------------------|---|----|
| 1.Which all grievance redressal mechanisms set up by your telecom service provider based on the TRAI regulations are you aware of?   |  |   |   |   |                                       |   |    |
| 1  | Toll Free Consumer Care Number for making complaints | 2 | Appellate Authority for filing appeal in case not satisfied with redressal of complaint | 3 | Web based complaint monitoring system |   |    |
| 2.Have you made any complaint to the toll free Consumer Care Number?   |  |   |   | 1 | Yes                                   | 2 | No |
| 3.If yes, how satisfied are you with the manner in which your complaint was addressed to such intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint?     |  |   |   | 1 | 2                                     | 3 | 4  |
| 4.Have you filed any appeal with the appellate authority?  |  |   |   | 1 | Yes                                   | 2 | No |
| 5.If yes, how satisfied are you with the manner in which your appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc..?   |  |   |   | 1 | 2                                     | 3 | 4  |
| 6.How satisfied are you with the information, provided by your service provider under the fair usage policy (FUP) such as data usage limit with higher speed and speed of connection up to or beyond data usage limit? |  |   |   | 1 | 2                                     | 3 | 4  |
| 7.How satisfied are you with the facility to measure the broadband connection speed provided by your service provider?   |  |   |   | 1 | 2                                     | 3 | 4  |

|   |   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|---|----|
| 8. How likely is it that you would recommend your service provider to your relatives or friends? (On scale of 0 to 10, where 10 means ' <i>Extremely Likely</i> ' & 0 means ' <i>Not At All Likely</i> ') | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|----|

\*\*\*\*\* Thank You \*\*\*\*\*

Name of the interviewer: \_\_\_\_\_ Date: \_\_\_\_\_

Name of the scrutinizer: \_\_\_\_\_ Date: \_\_\_\_\_

Back-check done by: \_\_\_\_\_ Date of back-check: \_\_\_\_\_

Name of Operation Manager: \_\_\_\_\_

Sign of the Respondent: \_\_\_\_\_

