

Information note to the Press
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For Immediate release

Telecom Regulatory Authority of India

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

TRAI has conducted Network audit for the assessment of Quality of Service being provided by the service providers and collected customer perception of service and assessment of implementation and effectiveness of the Telecom Consumers Complaints Redressal Regulations, 2012 of Basic, Cellular Mobile and Broadband services during the period from April to June, 2012. The main findings of the reports are given below:-

2. Findings of the independent agency on Quality of Service

2.1 Cellular Mobile Telephone Service:

The objective assessment of quality of service and subjective customer satisfaction surveys of the service providers namely M/s Airtel, Aircel, BSNL, Idea, Reliance (GSM & CDMA), Tata (GSM & CDMA), Uninor, Videocon, Vodafone and MTS was conducted. Service Provider's performance on the selected Key Parameters in respect of cellular mobile telephone service based on one month data verification and the gradation on "Satisfaction" score scale i.e. scores of "Very Satisfied" to "Satisfied" on the matching parameters of the customers perception of services is annexed at "A".

2.2 Basic Telephone Service (Wireline):

The subjective customer satisfaction survey of the service providers, namely, M/s Airtel, BSNL, Reliance and TATA was conducted. Service Provider's performance on the selected Key Parameters in respect of Basic Telephone service (Wireline) based on the gradation on "Satisfaction" score scale i.e. scores of "Very Satisfied" to "Satisfied" on the matching parameters of the customers perception of services is annexed at "B".

2.3 Broadband Service:

The subjective customer satisfaction survey of the service providers, namely, M/s Airtel BSNL, Asianet, TATA and Reliance was conducted. Service Provider's performance on the selected Key Parameters in respect of Broadband service based on the gradation on "Satisfaction" score scale i.e. scores of "Very Satisfied" to "Satisfied" on the matching parameters of the customers perception of services is annexed at "C"

3. Telecom Consumers Complaint Redressal score:

The results of the survey reveal that the service providers need to take effective steps for bringing awareness about two stage redressal mechanism including contact details of appellate authority to improve customer's satisfaction. Service provider wise overall score on various parameters pertaining to Cellular Mobile Telephone, Basic Service (Wireline) and Broadband service is enclosed at Annexure "D".

4. The detailed Report on Quality of Service – Audit/Objective Assessment and Customer Satisfaction Survey, including grievance redressal mechanism, conducted during the period April, 2012 to June, 2012 is placed at TRAI Website (www.trai.gov.in).

5. In case of any clarification, please contact, Mr. A. Robert. J. Ravi, Advisor (CA & QOS) at Tel. No. 011-23230404/23217914 or at email id: advqos@trai.gov.in.

(Rajeev Agrawal)
Secretary

Cellular Mobile Services: Performance of Service providers on the selected key parameters based on one month data verification and the proportion of satisfied customers on "Satisfaction" score scale i.e. score of very satisfied to satisfied in respect of related customer service perception parameters for April 2012 to June 2012 for Kerala Service Area:

Name of Service Provider	Network Availability		Accessibility & Retain ability				Metering and Billing				Help Services		Supplementary services
	(Survey) Customers satisfied with Provision of Service	(Audit) Worst affected BTSs due to downtime (%age)	(Survey) Customers satisfied with network performance	(Audit) Call Set-up Success Rate (within licensee's own network)	(Audit) Call Drop Rate (%age)	(Audit) %age of connection with good voice quality	(Survey) %customers satisfied with billing performance (Post Paid)	(Survey) %customers satisfied with billing performance (Pre Paid)	(Audit) Metering and billing credibility (Post Paid) (Pre Paid)		(Audit) Percentage of calls answered by operators (voice to voice) within 60 sec	(Survey) % Customers satisfied with help service)	(Survey) % Customers satisfied with supplementary service
Bench marks	≥ 90%	≤ 2%	≥ 95%	≥ 95%	≤ 2%	≥ 95%	≥ 95%	≥ 95%	< 0.1%		≥ 90%	≥ 90%	≥ 90%
Aircel	92.54	0.09	94.65	99.65	0.65	97.66	92.42	90.92	0.66	0.03	27	89.27	89.49
Airtel	90.68	0.00	93.55	99.88	0.14	99.92	95.29	94.59	0.01	0.01	94	90.95	92.33
BSNL	92.95	1.22	94.90	98.08	0.55	99.91	97.01	94.97	0.16	0.01	97	92.68	92.94
IDEA	90.81	0.08	94.87	99.92	0.59	95.87	95.61	92.03	0.00	0.00	97	90.49	91.97
RCOM GSM	90.51	0.00	94.60	99.93	0.04	99.34	93.02	94.53	0.10	0.03	93	89.50	90.04
RCOM CDMA		0.00		99.34	0.01	99.74			0.10	0.02	94		
UNINOR	-	0.00	-	98.72	1.07	97.66	-	-	--	0.01	98	-	--
Videocon	92.81	0.00	92.02	98.77	0.00	99.03	88.83	89.06	--	0.00	96	87.72	74.77
Vodafone	90.58	0.00	94.96	98.48	0.65	96.93	96.90	94.62	0.37	0.01	97	87.87	90.37
MTS	94.28	0.00	93.53	99.08	0.29	100.00	-	91.84	--	0.01	92	88.49	84.28
TATA GSM	90.48	0.00	94.50	99.67	0.69	97.75	93.64	90.91	1.09	0.01	91	89.86	86.83
TATA CDMA		0.00		98.87	0.69	--			0.14	0.01	98		

Basic Telephone Services: Performance of Service providers on the selected key parameters based on the proportion of satisfied customers on "Satisfaction" score scale i.e. score of very satisfied to satisfied in respect of related customer service perception parameters for April 2012 to June 2012 for Kerala Service Area:

Name of Service Provider	Network Availability	Accessibility	Metering and Billing		Maintainability	Help Service
	(Survey)	(Survey)	(Survey)		(Survey)	(Survey)
	Customers satisfied with Provision of Service	Customers satisfied with network performance	%customers satisfied with billing performance (Post Paid)	%customers satisfied with billing performance (Pre Paid)	% Customers satisfied with Maintainability)	% Customers satisfied with help service
Bench marks	≥ 90%	≥ 95%	≥ 95%	≥ 95%	≥ 95%	≥ 90%
Airtel	91.89	95.12	93.69	93.48	94.12	91.80
BSNL	95.00	97.10	96.33	-	94.92	93.44
Reliance	90.00	93.87	92.42	92.03	92.73	91.52
Tata	90.54	94.67	92.97	91.89	93.94	92.08

Broadband Services: Performance of Service providers on the selected key parameters based on the proportion of satisfied customers on "Satisfaction" score scale i.e. score of very satisfied to satisfied in respect of related customer service perception parameters for April 2012 to June 2012 for Kerala Service Area:

Name of Service Provider	Network Availability	Accessibility	Maintainability	Metering and Billing		Help Services	Supplementary services
	(Survey)	(Survey)	Survey	(Survey)		(Survey)	(Survey)
	Customers satisfied with Provision of Service	Customers satisfied with network performance	Customers satisfied with Maintainability	% customers satisfied with billing performance (Post Paid)	% customers satisfied with billing performance (Pre Paid)	% Customers satisfied with help service)	% Customers satisfied with supplementary service)
Bench marks	≥ 90%	≥ 85%	≥ 85%	≥ 90%		≥ 90%	≥ 85%
Airtel	94.88	87.46	90.46	92.97	93.85	92.22	87.76
Asianet	90.40	82.28	86.80	87.55	84.69	89.29	80.39
BSNL	91.78	87.58	88.88	92.58	95.59	90.75	89.19
Reliance	92.69	84.80	85.84	90.17	91.38	89.96	82.50
Tata	91.76	81.55	87.40	89.23	85.82	89.30	84.62

Service provider wise score on various provisions of the Telecom Consumers Complaint Redressal Regulations, 2012 in respect of Cellular Mobile, Basic Telephone and Broadband service for April to June, 2012 for Kerala Service Area:

S. No	Sub Parameter	Aircel	Airtel		BSNL			IDEA	MTS	Reliance			TTSL			VODA FONE	Vide ocon	Asia net	
		Cellular (%)	Cellular (%)	Basic (%)	Broadband (%)	Cellular (%)	Basic (%)	Broadband (%)	Cellular (%)	Cellular (%)	Cellular (%)	Basic (%)	Broadband (%)	Cellular (%)	Basic (%)	Broadband (%)	Cellular (%)	Cellular (%)	Broadband (%)
1	For prepaid customers awareness about item-wise usage charge details on request	56.95	55.56	62.50	1.85	53.44	-	50.00	55.71	56.22	48.66	55.56	32.61	52.62	59.62	40.57	52.40	53.27	49.18
2	If aware (for pre-paid customers) ever denied of item wise usage change details for pre paid connection	4.17	14.08	9.38	7.41	2.35	-	10.00	5.10	3.83	4.85	11.11	10.87	4.08	11.54	4.72	10.49	4.33	3.61
3	For new customers provisioning of "Manual of practice while taking the new connection	83.75	83.69	100.00	98.84	86.90	100.00	96.55	87.25	85.07	87.29	100.00	91.20	80.63	100.00	94.89	85.62	83.47	91.23
4	Awareness of call center for redressing grievances	93.20	94.34	94.57	92.08	95.19	97.54	88.16	95.20	92.37	93.89	92.55	87.04	92.88	91.00	86.00	94.38	92.56	86.75
5	Penetration of consumers made any complaint to the toll free number within last 6 months	64.08	69.23	17.11	8.25	48.84	8.37	8.55	71.43	58.06	69.05	14.07	10.47	71.01	15.17	13.51	78.13	65.22	17.72
6	Call center informing about the action taken on complaint	27.83	30.36	40.38	44.00	30.19	35.29	42.31	31.37	27.87	29.23	43.53	38.10	26.50	39.56	30.49	28.45	26.28	28.97
7	Resolution of billing complaint by customer care within 4 weeks of lodging complaint	65.22	50.00	76.92	88.00	59.43	80.39	40.38	63.73	27.87	40.00	65.88	77.78	52.99	61.54	60.98	10.34	39.42	73.83
8	Awareness about contact detail of appellate authority for redressing grievances	3.15	2.83	4.28	7.43	3.65	4.27	6.41	3.64	3.65	2.81	4.14	9.63	3.15	3.67	7.25	3.64	2.81	6.79