

## COMMENTS ON

### **Draft (Second Amendment) to The Telecommunication (Broadcasting and Cable) Services Standards of Quality of Service and Consumer Protection (Addressable Systems Regulations 2017**

**Submitted by :**

UPASS Business Process Automation Private Limited

**Status :**

Technology Services Provider to DPO and LCO

**Comments :**

We congratulate and thank TRAI for this Consumer centric initiative fulfilling need of the hour

This Proposition will bridge the wide gap between how the Customers are managed by DTH and Cable TV Platforms

By and large, Cable TV continues to be serviced through doorstep services or Call Centre and Self-management tools are missing

**Challenges:**

Cable TV is a two-layered Service where one layer i.e. MSO-LCO operates on B2B terms while the LCO-Subscriber layer operates on B2C basis. The LCO community is yet to attain the Automation Levels required for seamless servicing

Service provisioning is centralized at the MSO level and the Customer communication flows via the LCO

Most of the Subscriber Management Systems and Pre-paid Portals are B2B oriented

The traffic payload handling, validation and Financial Settlement mechanisms are yet to evolve and stabilize

**Mitigation :**

The above challenges are not insurmountable .The Sector requirements in terms of technology handshake need to be ascertained and the Solution tweaked accordingly

A fair degree of Awareness Programme for Stakeholders and Subscribers is desirable

**Conclusions:**

Technology Platform alone would not suffice to transform the fragmented market that takes pride in Personalized Services

The proposed Amendment will open up Self- management track for Cable TV Networks

It would help to conduct a POC to assess challenges, acceptance

Best regards

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