



Final Report - West Zone (Madhya Pradesh Circle)

Assessment of (i) implementation and effectiveness of various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) Customer Perception of Telecom Service Through Surveys
December 2014

Telecom Regulatory Authority of India (TRAI)



Final Report - West Zone (Madhya Pradesh Circle)

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December 2014

Telecom Regulatory Authority of India (TRAI)

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India

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Issue and revision record

Revision	Date	Originator	Checker	Approver	Description	Standard
01	Dec 2014	BD / RS	PS	AN	Draft Report – West Zone (MP)	
02	Dec 2014	BD / RS	PS	AN	Final Report – West Zone (MP)	

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Preface

Telecom Regulatory Authority of India, vide 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, published in the Gazette of India Extraordinary Part-III Section 4 dated 23rd March, 2009, has laid down the 'Quality of Service' parameters applicable to the Basic telephone service (Wireline) and cellular mobile telephone service. These regulations are applicable to all the Basic Service Operators/ Unified Access Service Providers and Cellular Mobile Telephone Service providers, including BSNL and MTNL

Regulation No. 7 of the Standards of Quality of Service of Basic Telephone Service (Wireline) and Cellular Mobile Telephone Service Regulations, 2009 (7 of 2009) dated 20th March, 2009 and Sl. No. (ix) under regulation 3 of Quality of Service of Broadband Service Regulations, 2006 (11 of 2006) dated the 6th October 2006, have laid down the benchmarks for the parameter on customer perception of service to be achieved by service providers. The customer perception of service is to be assessed through customer satisfaction survey.

Telecom Regulatory Authority of India (TRAI) vide letter 304-10/2014-QoS dated 28th May 2014 has given a provisional extension to Mott MacDonald to carry out assessment of

- implementation and effectiveness of various regulations, directions and orders issued by TRAI

Telecom Regulatory Authority of India had from time to time issued a number of regulations, directions and orders in the interest of the consumers. The survey has assessed the implementation and effectiveness of these regulations, directions and orders, the details of which are as under

- 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
- Customer perception of service provider through surveys in West Zone. The West Zone comprises of 4 Circles – Gujarat, Madhya Pradesh / Chhattisgarh, Mumbai, Maharashtra / Goa (excluding Mumbai).
 - The basic objective of the consumer perception survey was to gauge the subscriber feedback on Quality of Services by way of primary survey and comparing them with quality of service benchmarks stipulated by Telecom Regulatory Authority of India.
 - The West Zone comprises of 4 Circles – Gujarat, Madhya Pradesh / Chhattisgarh, Mumbai, Maharashtra / Goa (excluding Mumbai). This report presents the results of the survey conducted for the Madhya Pradesh Circle.

Executive Summary

Madhya Pradesh: Circles & Coverage Areas

In the first phase of the survey, Mott MacDonald had to cover the below mentioned circles and regions.* The selection of the circles and particularly regions has been done on the basis of several parameters including importance of districts in the states, urban/ rural demographics as well as the terms and conditions stipulated in the tender document and in consultation with TRAI.

Table 0.1: Circles & Coverage Area

Circle	Regions for Cellular*	Regions for Basic Wire-Line	Regions for Broadband
Madhya Pradesh & Chhattisgarh	Satna	SDCAs and Exchanges will be selected as per the methodology defined in the RFP after receipt of lists of SDCAs and Exchanges from the service providers. The selection will be predominantly in and around the districts selected for the cellular service	POPs will be selected as per the methodology defined in the RFP after receipt of lists of POPs from the service providers. The selection will be predominantly in and around the districts selected for the cellular service
	Indore		
	Jabalpur		
	Bhopal		
	Ratlam		
	Durg		
Raipur			

Sample Design

The sample design for the ongoing survey in line with the scope of work is as follows

Sample Mix & Mode of Survey

Service Category	Sampling Methodology	Mode of Survey
Basic Telephone Service	The sample for basic telephone service would be evenly spread in 5% of the exchanges of each Basic Service Operator (BSO). These 5% of the exchanges shall be evenly spread over 10% of the Short Distance Charge Areas (SDCAs) with each BSO. Wherever possible, 30% of the exchanges shall be rural.	Rural - 100 % face to face Urban - 50% face to face, 50% Telephonic
Cellular Mobile	The sample for the cellular telephone service subscribers shall be evenly spread over in 10% of the district headquarters of a service area. The sample must have at least 30 % of the customers from rural areas.	Rural - 100 % in-person Urban - 50% in-person, 50% Telephonic
Broadband	The sample for the broadband service subscribers shall be evenly spread over in areas served by 10% of the points of presence (POPs) of each service providers. Wherever possible the sample shall have 30% of the customers from the rural area.	Rural - 100 % in-person Urban - 50% in-person, 50% Telephonic / Online

Madhya Pradesh: Comparisons with Quality of Service Benchmarks

The performance compliance of the various service providers is as given below

Madhya Pradesh: Basic Wire-Line

Performance Compliance-Basic-Wire line Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Provision of Service	≥90%	97%	99%	93%	93%
Customer Satisfied With Billing Performance – Pre-Paid	≥95%	-	-	-	-
Customer Satisfied With Billing Performance – Post-Paid	≥95%	96%	96%	95%	96%
Customer Satisfied With Help Services	≥90%	90%	89%	90%	90%
Customer Satisfied With Network Performance, Reliability and Availability	≥95%	97%	97%	96%	95%
Customer Satisfied With Maintainability	≥95%	91%	90%	86%	88%
Customer Satisfied With Supplementary Services and Value Added Services	≥90%	88%	-	89%	89%
Customer Satisfied With Overall Quality of Telephone Service	≥90%	92%	91%	90%	92%

Quality of Service Benchmarks

- The survey results show that all service providers have met the quality of service benchmarks for the provision of service, billing performance, Network and Overall Quality parameters. While in case of the other parameters, few of the service providers could not to meet the benchmarks. In many cases service providers have marginally missed to achieve the benchmark.
- Help services is the only parameter wherein many service providers have failed to achieve the stipulated benchmark. BSNL, Reliance and Bharti Airtel has achieved the benchmark followed by Tata with percentile 89% of the customers expressing satisfaction on the parameter.
- BSNL has registered the highest satisfaction level on the overall quality of service benchmark with around 92% of the consumers being satisfied on the parameter. All other service providers have been able to achieve the benchmark level of satisfaction i.e. 90%.
- Based on the qualitative inputs from field staff and general observation during the survey period the consultants have observed that the satisfaction levels for the Supplementary Services and Value Added Services parameter are a bit lower as compared to satisfaction percentiles for other parameters.

Assessment of Various Regulations

- The level of satisfaction with the effectiveness of blocking of unsolicited commercial calls/SMSs is moderate across all service providers. Airtel, Tata and BSNL have registered satisfaction level more than 80% while Reliance has a low satisfaction level of 78% on the parameter.
- With reference to the grievance redressal mechanism the consumers are mainly aware of the toll free consumer care number with around 97% of the consumers being aware of it. Few consumers are aware of the Appellate Authority and the Web Based Monitoring System as a mechanism for grievance redressal.

Madhya Pradesh: Cellular Mobile

Performance Compliance-Cellular Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Videocon
Customer Satisfied With Provision of Service	≥90%	96%	97%	92%	96%	96%	92%	96%
Customer Satisfied With Billing Performance – Pre-Paid	≥95%	96%	95%	96%	98%	97%	95%	96%
Customer Satisfied With Billing Performance – Post-Paid	≥95%	98%	96%	97%	98%	96%	100%	-
Customer Satisfied With Help Services	≥90%	94%	93%	94%	95%	91%	91%	93%
Customer Satisfied With Network Performance, Reliability and Availability	≥95%	89%	89%	92%	91%	92%	91%	88%
Customer Satisfied With Maintainability	≥95%	93%	91%	90%	93%	92%	92%	91%
Customer Satisfied With Supplementary Services and Value Added Services	≥90%	88%	89%	89%	92%	91%	92%	92%
Customer Satisfied With Mobile Data/Internet Services	≥90%	87%	89%	91%	91%	92%	91%	91%
Customer Satisfied With Wireless USB Dongle	≥90%	86%	92%	85%	89%	86%	92%	75%
Customer Satisfied With Overall Quality of Telephone Service	≥90%	92%	92%	91%	90%	92%	94%	91%

Quality of Service Benchmarks

- The survey results show that all service providers have met the quality of service benchmarks for the provision of service, Billing Performance-Pre-Paid, Maintainability and Overall Quality parameter. While in case of the other parameters, few of the service providers could not to meet the benchmarks. In many cases service providers have marginally missed to reach the benchmark.
- The satisfaction levels for the Help Services parameter have been by all service providers with highest level of satisfaction in case of Idea and the lowest being 91% in case of Vodafone and Airtel.
- The service providers have performed well in cases of rest of the benchmarks such as Billing Performance: Post-Paid and Network with most of the service providers achieving or nearing the benchmark on these parameters.
- Based on the qualitative inputs from field staff and general observation during the survey period the consultants have observed that the satisfaction levels for the Supplementary services and Value Added Services are comparatively lower as compared to satisfaction percentiles for other parameters.

Assessment of Various Regulations

- With reference to the grievance redressal mechanism the consumers are mainly aware of the toll free consumer care number with around 98% of the consumers being aware of it. Few consumers are aware of the Appellate Authority and the Web Based Monitoring System as a mechanism for grievance redressal.
- The level of satisfaction with the effectiveness of blocking of unsolicited commercial calls is well achieved across all service providers with the satisfaction percentiles in the range of 90-95% for all the service providers.

Final Report – West Zone (Madhya Pradesh Circle)

Assessment of (i) implementation and effectiveness of various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) Customer Perception of Telecom Service Through Surveys



- Very few pre-paid customers (less than 5%) have requested for an item-wise usage bill for their connection. Based on the qualitative inputs from field staff the consultants have observed that the awareness amongst the pre-paid customer with reference to this option with them is quite low.
- Number portability is observed highest in case of Vodafone followed by Idea and Reliance.

Madhya Pradesh: Broadband

Performance Compliance-Broadband Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Tata Teleservices	Bharti Airtel	Tata Comm.	Broadband Pacenet
Customers satisfied with the provision of service	>90%	95%	93%	90%	96%	93%	98%	99%
Customers satisfied with the billing performance: Pre-Paid	>90%	-	97%	-	-	-	-	100%
Customers satisfied with the billing performance: Post-Paid	>90%	96%	93%	91%	93%	93%	91%	-
Customers satisfied with help services	>90%	95%	92%	85%	88%	90%	93%	95%
Customers satisfied with network performance, reliability and availability	>85%	91%	81%	82%	88%	84%	87%	93%
Customers satisfied with maintainability	>85%	84%	80%	79%	82%	87%	89%	88%
Customers satisfied with supplementary services	>85%	84%	78%	83%	82%	85%	-	-
Overall Customer Satisfaction	>85%	92%	88%	85%	85%	90%	89%	86%

Quality of Service Benchmarks

- All the service providers have met the benchmarks for the provision of service parameter while in the other parameter few of the service providers have missed the benchmark. Many service providers have marginally missed the benchmark on many parameters.
- The satisfaction levels for the Maintainability and Supplementary Services are comparatively lower as compared to other parameters. BSNL, Hathway, Tata Communication, Broadband Pacenet and Airtel have met the benchmark for the help service parameter while the rest have satisfaction percentiles in the range of 90-95%. However all service providers have met the Overall Customer Satisfaction benchmark between 85-88%.

Assessment of Various Regulations

- With reference to the grievance redressal mechanism the consumers are mainly aware of the toll free consumer care number with around 96% of the consumers being aware of it. Very few consumers are aware of the Appellate Authority and the Web Based Monitoring System as a mechanism for grievance redressal and efforts should be made in generating awareness with respect to Appellate Authority and Web Based Monitoring System.
- The levels of customers being satisfied with the manner in which their complaint with the toll free consumer care number was addressed is moderate with most of the service providers having satisfaction levels in the range of 70-88%.

Final Report – West Zone (Madhya Pradesh Circle)

Assessment of (i) implementation and effectiveness of various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) Customer Perception of Telecom Service Through Surveys



- Customer satisfaction levels with respect to the information provided by the service provider under the fair usage policy (FUP) and the facility to measure the broadband connection speed provided by the service provider is more than 80% in case of all the service providers.

The key conclusions and recommendations on the basis of the survey conducted across all service categories and active service providers in the Madhya Pradesh circle in the West Zone are listed as under.

Part – A: QoS Benchmark & Assessment of Regulations

1 Introduction

Telecom Regulatory Authority of India, vide 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, published in the Gazette of India Extraordinary Part-III Section 4 dated 23rd March, 2009, has laid down the 'Quality of Service' parameters applicable to the Basic telephone service (Wireline) and cellular mobile telephone service. These regulations are applicable to all the Basic Service Operators/ Unified Access Service Providers and Cellular Mobile Telephone Service providers, including BSNL and MTNL

Regulation No. 7 of the Standards of Quality of Service of Basic Telephone Service (Wireline) and Cellular Mobile Telephone Service Regulations, 2009 (7 of 2009) dated 20th March, 2009 and SI. No. (ix) under regulation 3 of Quality of Service of Broadband Service Regulations, 2006 (11 of 2006) dated the 6th October 2006, have laid down the benchmarks for the parameter on customer perception of service to be achieved by service providers. The customer perception of service is to be assessed through customer satisfaction survey.

Telecom Regulatory Authority of India (TRAI) vide letter 304-10/2014-QoS dated 28th May 2014 has given a provisional extension to Mott MacDonald to carry out assessment of

- implementation and effectiveness of various regulations, directions and orders issued by TRAI

Telecom Regulatory Authority of India had from time to time issued a number of regulations, directions and orders in the interest of the consumers. The survey has assessed the implementation and effectiveness of these regulations, directions and orders, the details of which are as under

- 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
- Customer perception of service provider through surveys in West Zone. The West Zone comprises of 4 Circles – Gujarat, Madhya Pradesh / Chhattisgarh, Mumbai, Maharashtra / Goa (excluding Mumbai).
 - The basic objective of the consumer perception survey was to gauge the subscriber feedback on Quality of Services by way of primary survey and comparing them with quality of service benchmarks stipulated by Telecom Regulatory Authority of India.

1.1 Circles & Coverage Areas

In the first phase of the survey, Mott MacDonald had to cover the below mentioned circles and regions.* The selection of the circles and particularly regions has been done on the basis of several parameters including importance of districts in the states, urban/ rural demographics as well as the terms and conditions stipulated in the tender document and in consultation with TRAI.

Final Report – West Zone (Madhya Pradesh Circle)

Assessment of (i) implementation and effectiveness of various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) Customer Perception of Telecom Service Through Surveys



Table 1.1: Circles & Coverage Area

Circle	Regions for Cellular*	Regions for Basic Wire-Line	Regions for Broadband
Gujarat	Ahmedabad	SDCAs and Exchanges will be selected as per the methodology defined in the RFP after receipt of lists of SDCAs and Exchanges from the service providers. The selection will be predominantly in and around the districts selected for the cellular service	POPs will be selected as per the methodology defined in the RFP after receipt of lists of POPs from the service providers. The selection will be predominantly in and around the districts selected for the cellular service
	Vadodara		
	Surat		
	Bhavnagar		
	Jamnagar		
	Junagadh		
Madhya Pradesh & Chhattisgarh	Satna		
	Indore		
	Jabalpur		
	Bhopal		
	Ratlam		
	Durg		
	Raipur		

1.2 Sample Design

The sample design for the ongoing survey in line with the scope of work is as follows

Table 1.2: Sample Mix & Mode of Survey

Service Category	Sampling Methodology	Mode of Survey
Basic Telephone Service	The sample for basic telephone service would be evenly spread in 5% of the exchanges of each Basic Service Operator (BSO). These 5% of the exchanges shall be evenly spread over 10% of the Short Distance Charge Areas (SDCAs) with each BSO. Wherever possible, 30% of the exchanges shall be rural.	Rural - 100 % face to face Urban - 50% face to face, 50% Telephonic
Cellular Mobile	The sample for the cellular telephone service subscribers shall be evenly spread over in 10% of the district headquarters of a service area. The sample must have at least 30 % of the customers from rural areas.	Rural - 100 % in-person Urban - 50% in-person, 50% Telephonic
Broadband	The sample for the broadband service subscribers shall be evenly spread over in areas served by 10% of the points of presence (POPs) of each service providers. Wherever possible the sample shall have 30% of the customers from the rural area.	Rural - 100 % in-person Urban - 50% in-person, 50% Telephonic / Online

The consultants had covered the Gujarat and Madhya Pradesh circles in the first half yearly period. In the second half yearly period the consultants has to cover Mumbai and Maharashtra circles. This report presents the results of the survey conducted for the Madhya Pradesh circle.

2 Objective of the Study

The basic objectives of the study as per the Terms of Reference are as follows

- (i) Assess customer perception of telecom services
- (ii) Assess implementation and effectiveness of various regulations, directions and orders issued by TRAI in the interest of consumers

2.1 Assessment of customer perception of telecom services

The parameters and benchmarks relating to customer perception of service for Basic Telephone Service (wire-line), Cellular Mobile Telephone Services and Broadband Service are provided in the Standards of Quality of service of Basic Telephone Service (wire-line) and Cellular Mobile Telephone Service Regulations, 2009 and Quality of Service of Broadband Service Regulations, 2006.

The parameters and benchmarks for Basic Telephone Service (wire-line) and Cellular Mobile Telephone Service as defined in the above mentioned regulations are as below

Table 2.1: Parameters and Benchmarks for Basic Telephone Service

Sr. No.	Parameter	Benchmark
1	Customers satisfied with the provision of service	≥90%
2	Customers satisfied with the billing performance	≥95%
3	Customers satisfied with network performance, reliability and availability	≥95%
4	Customers satisfied with maintainability	≥95%
5	Customers satisfied with supplementary and value added services	≥90%
6	Customers satisfied with help services including customer grievance redressal	≥90%
7	Customers satisfied with overall service quality	≥90%

The parameters and benchmarks for Cellular Service as defined in the above mentioned regulations are as below

Table 2.2: Parameters and Benchmarks for Cellular Mobile Service

Sr. No.	Parameter	Benchmark
1	Customers satisfied with the provision of service	≥90%
2	Customers satisfied with the billing performance	≥95%
3	Customers satisfied with network performance, reliability and availability	≥95%
4	Customers satisfied with maintainability	≥95%
5	Customers satisfied with supplementary and value added services	≥90%
6	Customers satisfied with Mobile Data/Internet service	≥90%
7	Customers satisfied with wireless USB dongle services	≥90%
8	Customers satisfied with help services including customer grievance redressal	≥90%
9	Customers satisfied with overall service quality	≥90%

The parameters and benchmarks for Broadband Service as defined in the above mentioned regulations are as below

Table 2.3: Parameters and Benchmarks for Broadband Service

Sr. No.	Parameter	Benchmark
1	Customers satisfied with the provision of service	>90%
2	Customers satisfied with the billing performance	>90%
3	Customers satisfied with help services	>90%
4	Customers satisfied with network performance, reliability and availability	>85%
5	Customers satisfied with maintainability	>85%
6	Overall Customer Satisfaction	>85%
7	Customers satisfied with supplementary services	>85%

The survey intended to check the compliance of these benchmarks on several parameters by the service providers.

2.2 Assessment of implementation and effectiveness of various regulations, directions and orders issued by TRAI in the interest of consumers

Telecom Regulatory Authority of India had from time to time issued a number of regulations, directions and orders in the interest of the consumers. The survey intended to assess the implementation and effectiveness of these regulations, directions and orders, the details of which are as under

- 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 (Wireline) And Cellular Mobile Telephone Service Regulations, 2009
- Telecommunication Mobile Number Portability Per Port Transaction Charge And Dipping Charge Regulations, 2009

3 Methodology

3.1 Questionnaire Design Methodology

TRAI via its Terms of Reference as stated in the tender document had given basic guidelines for the preparation of an appropriate research tool for the current study. Subsequently, the need for a scientific service quality model as a basis for the proposed study was discussed at length. The questionnaire has been designed on the basis of the objectives of the overall study and on the proposed service quality model used for the current study

3.1.1 Service Quality Model

Parasuraman et al, (1988) had presented a model known as SERVQUAL to measure quality in the service sector. They introduced two broad dimension assurance and empathy making a fivefold model (tangibles, reliability, responsiveness, assurance and empathy) which they used as the basis for their service quality measurement tool, SERVQUAL. These dimensions can be defined as:

- **Tangibility:** Physical facilities, equipment and appearance of service firm's employees.
- **Reliability:** Performing the promised services at stated level.
- **Responsiveness:** Providing prompt services and willingness to help customers.
- **Assurance:** Knowledge and courtesy of employees and their ability to inspire trust and confidence in the firm.
- **Empathy:** Caring and personalized attention to its customers.

They suggested that the service quality should be measured as the difference or gap between consumer expectations about the service and the actual perceived performance (i.e. the disconfirmation paradigm). The concept of measuring level of service quality in terms of expectations and perceptions using SERVQUAL gap score has been proved very useful. Parasuraman, argued that SERVQUAL can be used in any kind of service industry after some industry specific modification.

After SERVQUAL, presented by Parasuraman, much of the criticism levied against it. For example, Carman argued that the five dimensions of SERVQUAL could not be generic measure for every service industry. He found that some of the items loaded differently when compared to cross industry analysis. As mentioned earlier, Parasuraman combined understanding and access component into single component i.e empathy due to high correlation count between them. Carman finds it inappropriate combination in his research. Cronin and Taylor also criticized the SERVQUAL model due to its operational deficiencies. They argued that only perception portion can best describe the satisfaction level of customers as compared to difference score of perception minus expectations. As a result, they developed an alternative measurement tool named 'SERVPERF' in which they nullify the expectation portion of the original SERVQUAL model. They argued that only the performance dimension can better predict the behavioural intention of the customers.

In the present study, 30% of the sample had to be covered from the rural area. The rural consumers are not at the same level of awareness with the urban consumers. For them understanding of expectation with

the service may not be at the same level as urban consumers. Secondly, in the urban area 50% of the survey had to be administered through telephonic interviews. Administering of SERVQUAL instrument would require a longer duration of time which might not have been feasible through telephonic interview. Keeping these concerns in mind, SERVPERF model had been used, wherein only performance based perception had to be taken in to account.

In line with the TRAI regulations, three more dimensions were included, 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. These three dimensions can be defined as

- **Network/technical quality:** Network availability, reliability and performance
- **Economy:** How economical is the use of mobile/broadband/basic wire line service
- **Convenience:** Ease of approaching the service provider for any particular service

The dimensions and the corresponding variables to be covered in the study are shown in the table below.

Table 3.1: Dimensions and Variables Used in the Study

Code	Variables	Parameter
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)		

Code	Variables	Parameter
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		

3.1.2 Questionnaire Design

In line with the objectives of the study and based on the selected service quality model the questionnaire has been divided into three major portions as under

- **Customer Details** including name, gender, age, occupation, address, service provider, user type and usage type to build a basic profile of the surveyed customer.
- **Performance Perception of Attributes Related To Service Quality Parameters** which includes drawing inputs on the attributes related to quality parameters as stated in “**The Standards of Quality of Service of Basic Telephone Service (Wire-line) and Cellular Mobile Telephone Service Regulations, 2009**” and “**Quality of Service of Broadband Service Regulations, 2006**”.
- **Implementation and Effectiveness of various Regulations and Directions issued by TRAI** which includes assessment of implementation and effectiveness of various regulations specified as under
 - ✓ The Telecom Commercial Communications Customer Preference Regulations, 2010.
 - ✓ Telecom Consumers Protection Regulations, 2012.
 - ✓ Telecom Consumers Complaint Redressal Regulations, 2012.
 - ✓ Telecommunication Mobile Number Portability Per Port Transaction Charge and Dipping Charge Regulations, 2009.

The questions except for those pertaining to contact details of the respondent were closed ended questions. The questions were basically of two types as under

- **Dichotomous Questions** (Yes or No) which were intended to address the research question or were meant to filter responses to subsequent questions
- **Rating Questions** (Scale of 1 to 7 wherein 1 stood for “Extremely Dissatisfied” and 7 stood for “Extremely Satisfied”) which were intended to fetch the satisfaction level on specific service attributes related to quality of service parameters.

3.2 Analysis Methodology

TRAI has clearly laid down its benchmarks on broad parameters for Basic Service (Wireline), Cellular Mobile and Broadband services. In the case of Basic Service (Wireline) and Basic (Wireless) & Cellular Mobile services, benchmark on satisfaction parameters such as provision of services, supplementary/ value added services, help services and overall service quality has been fixed at $\geq 90\%$ and for other parameters such as network performance, maintainability and billing at $\geq 95\%$. Whereas, in the case of Broadband services, the benchmarks on three parameters – provision of services, billing performance and help services – has been fixed at $\geq 90\%$. In the case of other four parameters – network performance, maintainability, overall satisfaction and supplementary services – the benchmark has been set at $\geq 85\%$. Therefore, comparisons with benchmark set up by the TRAI on various parameters for Basic, Cellular and Broadband services has been contrasted with the achieved level of percentage of satisfied consumers by various services providers of Basic, Cellular and Broadband services on the TRAI identified service parameters.

The scale suggested measures the satisfaction and dissatisfaction level of consumers. Hence when calculating the satisfaction scores; we consider the percentage of consumers actually satisfied with the service providers. Either of the following 2 approaches was considered to measure the satisfaction scores-

- Option 1: Computation based on Active Satisfaction: Score of Top 3 boxes in the 7 point scale (where 1 = “Extremely dissatisfied” and 7= “Extremely Satisfied”) are calculated to measure the satisfaction score
- Option 2: Computation based on Non- Active Dissatisfaction: Here, 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.
- Option 1 i.e. ‘Computation based on Active Satisfaction’ has been used for the comparison with benchmarks for the current study.

3.3 Sampling Methodology

As per the TOR the sample for Basic Telephone Service (wireline) subscribers had to be evenly spread over in 5% (five per cent) of the exchanges of each BSOs in the circle. The above stated 5% (five per cent) exchanges had to be evenly spread over 10% (ten per cent) of SDCAs with each BSO. The 5% (five per cent) exchanges had to be covered both in urban and rural category. Wherever possible, at least 30% of these exchanges had to be rural exchanges.

As per the TOR the sample for cellular mobile telephone service subscribers had to be evenly spread over 10% (ten per cent) of district headquarters of a service area where the services are commissioned. The sample had to also cover surrounding areas of the district headquarters, including rural areas and at least the sample size should have 30% customers from rural areas.

As per the TOR the sample for broadband service subscribers had to be evenly spread over the areas served by 10% (ten per cent) of the Points of Presence (POPs) of each service provider in each service area. Wherever possible, the sample size should have 30% customers from rural areas.

The consultants have conducted the survey in the below mentioned regions in the Madhya Pradesh circle as per the sample design submitted by IMM and subsequently approved by TRAI.

Table 3.2: Sample Size Distribution

Circle	Number of Districts	Basic Wire-Line / Cellular / Broadband Districts
Madhya Pradesh (Including Chhattisgarh)	68	Satna
		Indore
		Jabalpur
		Bhopal
		Ratlam
		Raipur
		Durg

3.4 Mode of Conducting Survey

The mode of survey as stated in the terms of reference has been followed by the consultants. The details of the same is as under

- **Basic Telephone Service:** For rural sample 100% of the observations are based on personal interview. For urban sample 50% of the observations are based on personal interview whereas the rest 50% observations are based on Telephonic Interviews.
- **Cellular Service:** For rural sample 100% of the observations are based on personal interview. For urban sample 50% of the observations are based on personal interview whereas the rest 50% observations are based on Telephonic Interviews.
- **Broadband Service:** For rural sample 100% of the observations are based on personal interview. For urban sample 50% of the observations are based on personal interview whereas the rest 50% observations are based on e-mail/telephonic interviews or by developing web based applications.

3.5 Sample Size

The sample size to be considered for the present study has been given in the terms of reference. The consultants have followed the sample plan as given in the TOR except for few isolated cases wherein the sample size could not be achieved due to limited subscriber base of the service providers. The service category-wise sample plan as per TOR and achieved sample is as given in the tables below.

Table 3.3: Basic Wire-Line Sample Size

Circle	Service Provider	Sample Size As Per TOR	Sample Size Achieved	Remarks
Madhya Pradesh	BSNL	600	600	
Madhya Pradesh	Tata	600	167	Sub base 464
Madhya Pradesh	Reliance	600	600	
Madhya Pradesh	Bharti Airtel	600	600	

Table 3.4: Cellular Sample Size

Circle	Service Provider	Sample Size As Per TOR	Sample Size Achieved
Madhya Pradesh	BSNL	600	600

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Circle	Service Provider	Sample Size As Per TOR	Sample Size Achieved
Madhya Pradesh	Tata	600	600
Madhya Pradesh	Reliance	600	600
Madhya Pradesh	IDEA	600	600
Madhya Pradesh	Vodafone	600	600
Madhya Pradesh	Bharti Airtel	600	600
Madhya Pradesh	Videocon	600	600

Table 3.5: Broadband Services Sample Size

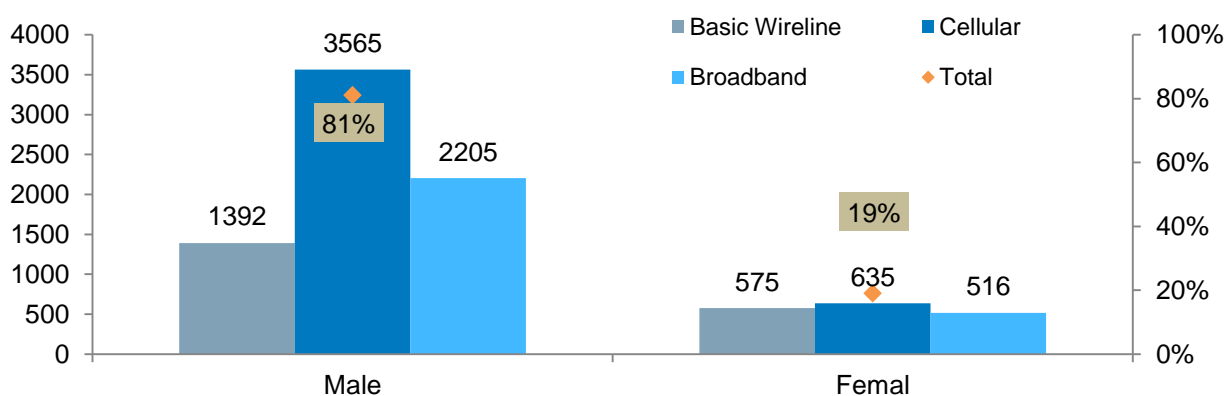
Circle	Service Provider	Sample Size As Per TOR	Sample Size Achieved
Madhya Pradesh	BSNL	600	600
Madhya Pradesh	Bharti Airtel	600	600
Madhya Pradesh	Tata Communications	600	45
Madhya Pradesh	Reliance	600	600
Madhya Pradesh	Tata Teleservices	600	347
Madhya Pradesh	Broadband Pacenet	600	400
Madhya Pradesh	Hathway	600	129

3.6 Sample Characteristics

The sample characteristics for the survey done under the first phase in Madhya Pradesh circle is as under

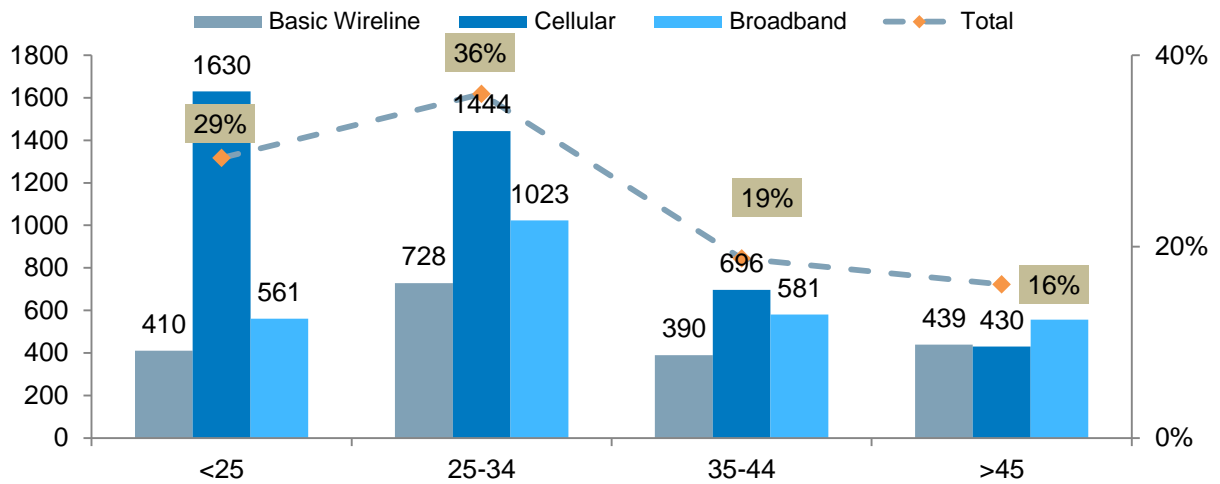
3.6.1 Gender

Figure 3.1: Gender Mix



3.6.2 Age

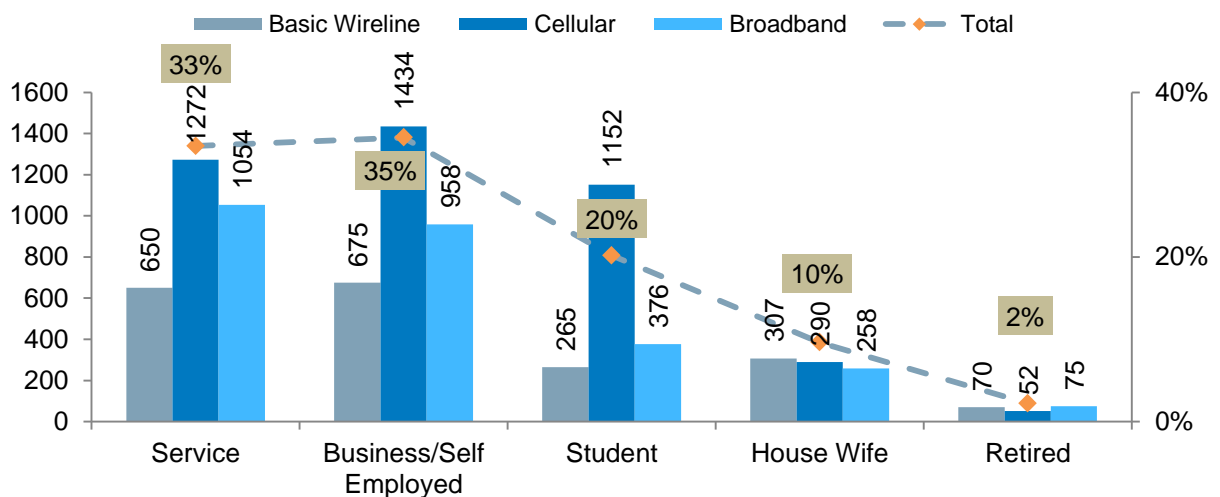
Figure 3.2: Age Group Mix



- It can be observed that the age group of 25-34 is leading in all cases with respect to the survey conducted.
- The proportion of age group of 25-34 is 36% in total sample size followed by <25 years, 35-44 years and greater than 45 years.

3.6.3 Occupation

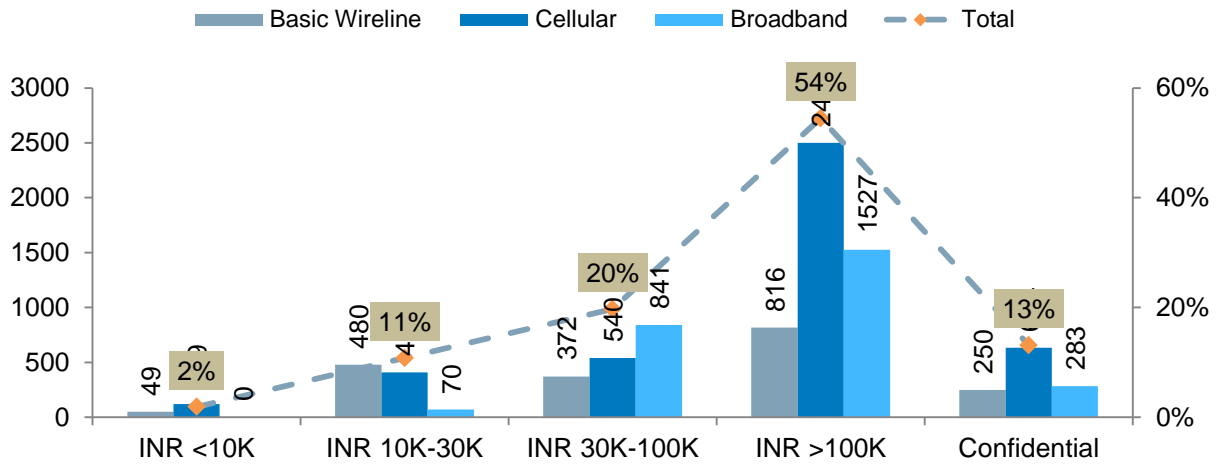
Figure 3.3: Occupation & Sample size



- It can be observed that the Business / Self-employed respondents are leading in all cases with respect to the survey conducted.
- The proportion of Business / Self-employed respondents is 35% in total sample size followed by service class and Student.

3.6.4 Income Group

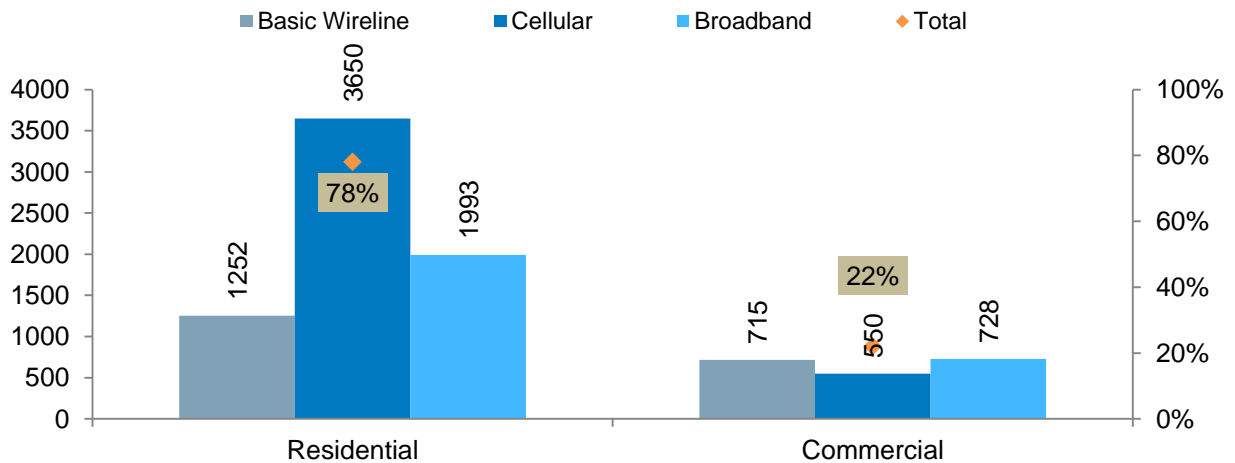
Figure 3.4: Income Group & Sample size



- It can be observed that majority of the respondents in case of all three service providers are from income group greater than Rs. 1,00,000. However there are in total 13% respondents who have not informed their income.

3.6.5 Usage Type

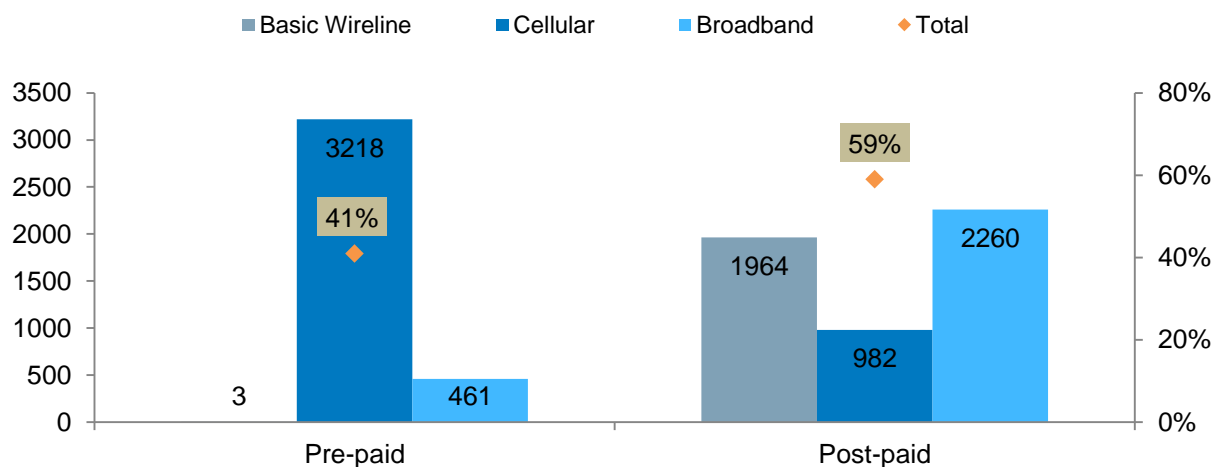
Figure 3.5: Usage Type & Sample size



It can be observed that 2/3rd respondents from all services have commercial usage of the service.

3.6.6 Connection Type

Figure 3.6: Connection Type & Sample size



It can be observed that more than 41% respondents have pre-paid connection. This is because of cellular service as it can be inferred from the above graph that there are 3 respondents from pre-paid service of basic wireline service.

Majority of the cellular service consumers have prepaid connection while almost 50% consumers of broadband services have prepaid and post-paid connections.

4 Customer Perception of Telecom Service

The parameters and benchmarks relating to customer perception of service for basic telephone service (wireline), cellular mobile telephone services and broadband service are provided in the Standards of Quality of service of basic telephone service (wireline) and cellular mobile telephone service regulations, 2009 and Quality of service of Broadband service regulations, 2006.

In line with these regulations the performance compliance of various service providers against the set parameters and benchmarks is as given below.

4.1 Madhya Pradesh Circle - Performance Compliance

4.1.1 Basic Wire-line Service

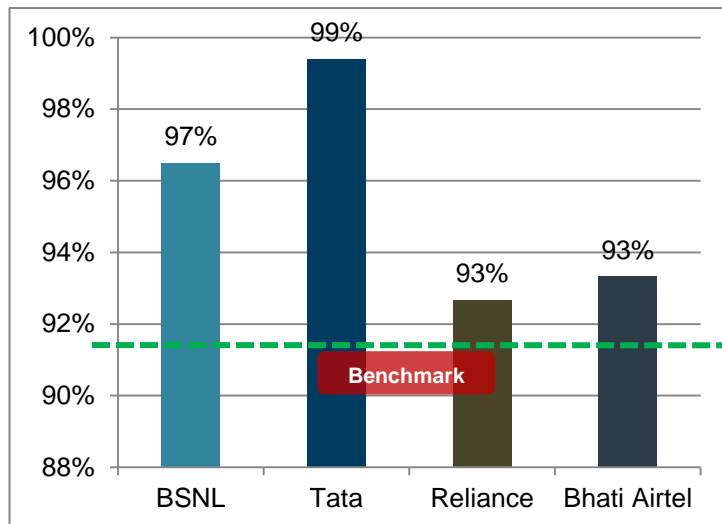
The performance compliance of the service providers for the basic wire-line service is as given below

Table 4.1: Performance Compliance-Basic-Wire line Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Provision of Service	≥90%	97%	99%	93%	93%
Customer Satisfied With Billing Performance – Pre-Paid	≥95%	-	-	-	-
Customer Satisfied With Billing Performance – Post-Paid	≥95%	96%	96%	95%	96%
Customer Satisfied With Help Services	≥90%	90%	89%	90%	90%
Customer Satisfied With Network Performance, Reliability and Availability	≥95%	97%	97%	96%	95%
Customer Satisfied With Maintainability	≥95%	91%	90%	86%	88%
Customer Satisfied With Supplementary Services and Value Added Services	≥90%	88%	-	89%	89%
Customer Satisfied With Overall Quality of Telephone Service	≥90%	92%	91%	90%	92%

Source: IMM Analysis

4.1.1.1 Provision of Service



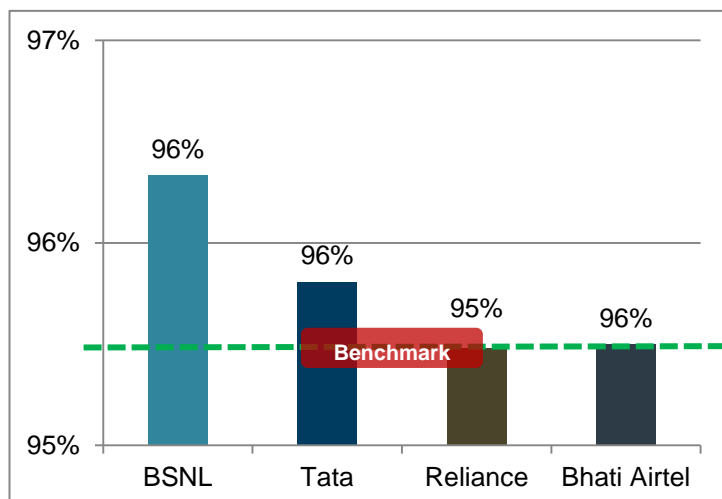
■ The benchmark for the Provision of Service parameter is that of >90% of the customers being satisfied on the parameter. All the four service providers have met the benchmark for the provision of service parameter. In case of Bharti Airtel 93% of the customers, in case of BSNL and Tata 97% and 99% respectively and in case of Reliance 93% of the customers are satisfied.

Table 4.2: Provision of Service

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Provision of Service	≥90%	97%	99%	93%	93%

Source: IMM Analysis

4.1.1.2 Billing Performance-Post-Paid



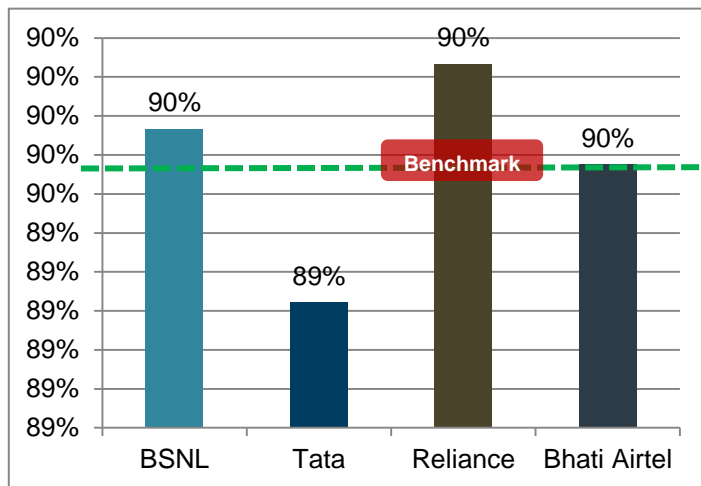
■ The benchmark for the Billing Performance parameter is that of >95% of the customers being satisfied on the parameter. All the service providers have met the benchmark for the Billing Performance parameter. In case of Airtel 95.5% of the customers, in case of Tata 95.81% of the customers and in case of Reliance and BSNL 95.48% and 96.33% of the customers are satisfied on the parameter respectively.

Table 4.3: Billing Performance: Post-Paid – Madhya Pradesh circle

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Billing Performance – Post-Paid	>95%	96%	96%	95%	96%

Source: IMM Analysis

4.1.1.3 Help Services



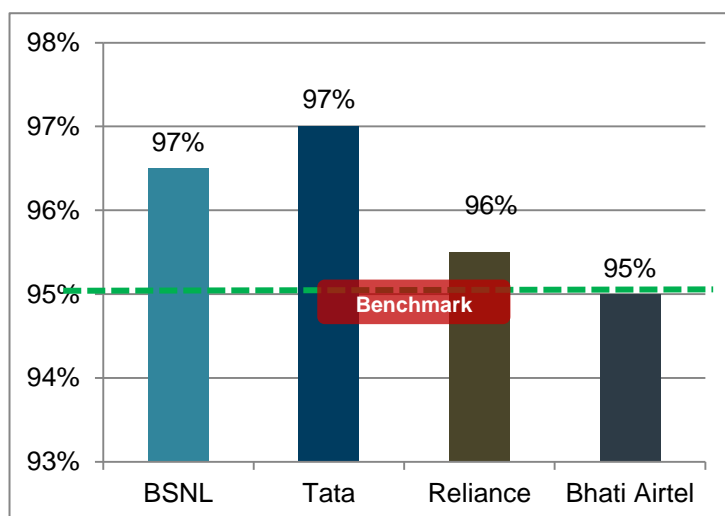
■ The benchmark for the Help Services parameter is that of >90% of the customers being satisfied on the parameter. BSNL, Airtel and Reliance have met the benchmark for the parameter while the others have not. In case of Airtel, Reliance and BSNL 90% of the customers and in case of Tata 89% of the customers are satisfied.

Table 4.4: Help Services – Madhya Pradesh circle

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Help Services	>95%	90%	89%	90%	90%

Source: IMM Analysis

4.1.1.4 Network Performance, Reliability and Availability



■ The benchmark for the Network Performance, Reliability and Availability parameter is that of >95% of the customers being satisfied on the parameter. All service providers had met the benchmark level of satisfaction.

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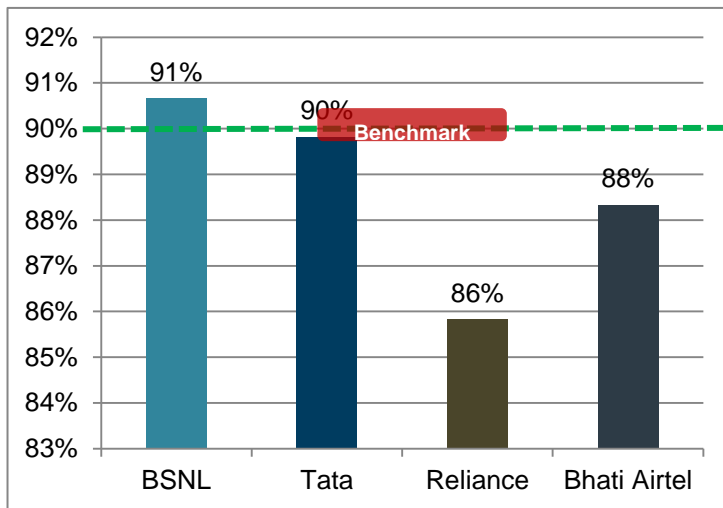


Table 4.5: Network Performance, Reliability and Availability – Madhya Pradesh circle

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Network Performance, Reliability and Availability	>95%	97%	97%	96%	95%

Source: IMM Analysis

4.1.1.5 Maintainability



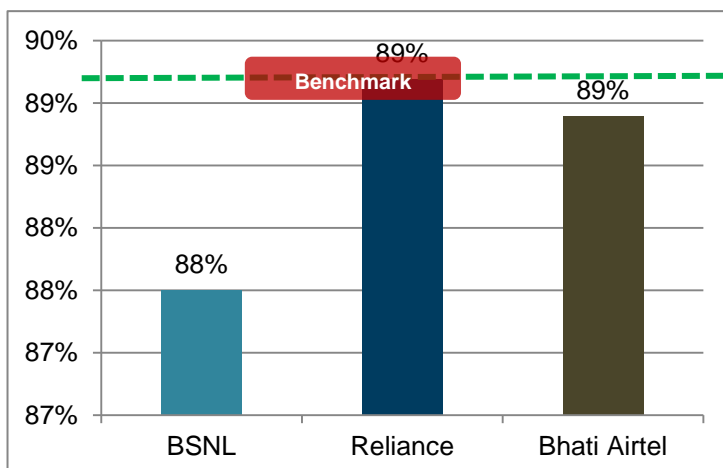
■ The benchmark for the Maintainability parameter is that of >90% of the customers being satisfied on the parameter. BSNL and Tata have met the benchmark for the maintainability parameter while Airtel and Reliance have 86% and 88% respectively.

Table 4.6: Maintainability – Madhya Pradesh circle

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Maintainability	>90%	91%	90%	86%	88%

Source: IMM Analysis

4.1.1.6 Supplementary Services and Value Added Services



■ The benchmark for the Supplementary Services and Value Added Services parameter is that of >90% of the customers being satisfied on the parameter. All service providers had met the benchmark parameter.

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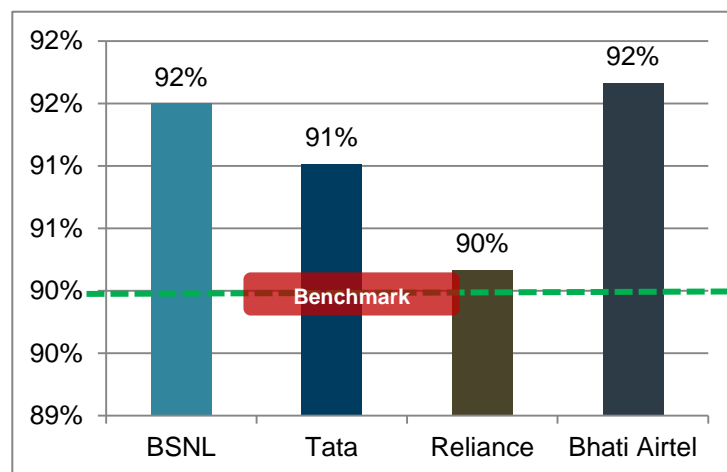
Assessment of (i) implementation and effectiveness of various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) Customer Perception of Telecom Service Through Surveys

Table 4.7: Supplementary and Value Added Services – Madhya Pradesh circle

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Supplementary and Value Added Services	>90%	88%	-	89%	89%

Source: IMM Analysis

4.1.1.7 Overall Quality of Telephone Service



■ The benchmark for the Overall Quality of Telephone Service parameter is that of >90% of the customers being satisfied on the parameter. All of the service providers have met the benchmark for the parameter. In case of Reliance 90% of the customers, in case of BSNL, Tata and Airtel the satisfaction level is >91%.

Table 4.8: Overall Quality of Telephone Service – Madhya Pradesh circle

Parameter	Benchmark	BSNL	Tata	Reliance	Bharti Airtel
Customer Satisfied With Overall Quality of Telephone Service	>90%	92%	91%	90%	92%

Source: IMM Analysis

4.1.2 Cellular Service

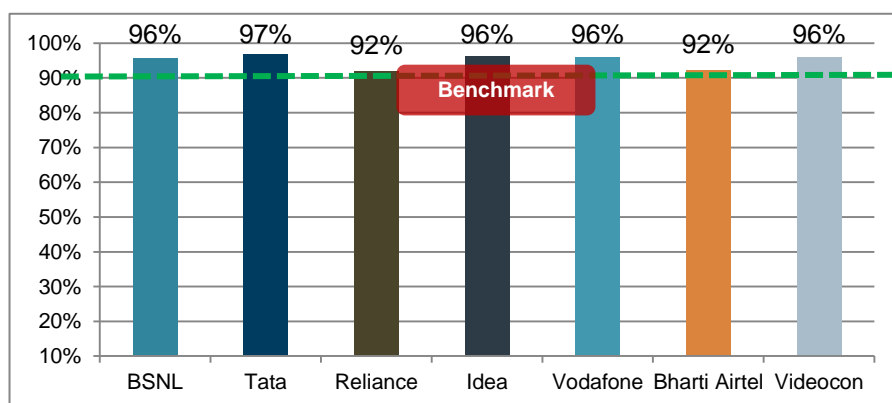
The performance compliance of the service providers for the cellular service is as given below

Table 4.9: Performance Compliance-Cellular Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Videocon
Provision of Service	≥90%	96%	97%	92%	96%	96%	92%	96%
Billing Performance – Pre-Paid	≥95%	96%	95%	96%	98%	97%	95%	96%
Billing Performance – Post-Paid	≥95%	98%	96%	97%	98%	96%	100%	-
Help Services	≥90%	94%	93%	94%	95%	91%	91%	93%
Network Performance, Reliability and Availability	≥95%	89%	89%	92%	91%	92%	91%	88%
Maintainability	≥95%	93%	91%	90%	93%	92%	92%	91%
Supplementary Services and Value Added Services	≥90%	88%	89%	89%	92%	91%	92%	92%
Mobile Data/Internet Services	≥90%	87%	89%	91%	91%	92%	91%	91%
Wireless USB Dongle Services	≥90%	86%	92%	85%	89%	86%	92%	75%
Overall Quality of Telephone Service	≥90%	92%	92%	91%	90%	92%	94%	91%

Source: IMM Analysis

4.1.2.1 Provision of Service

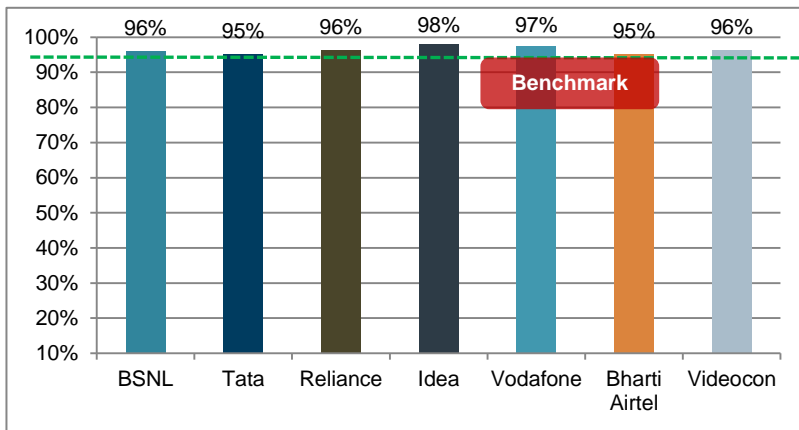


■ The benchmark for the Provision of Service parameter is that of >90% of the customers being satisfied on the parameter. All the service providers have met the benchmark for the provision of service parameter.

Table 4.10: Provision of Service -Cellular Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Videocon
Provision of Service	≥90%	96%	97%	92%	96%	96%	92%	96%

4.1.2.2 Billing Performance-Pre-Paid

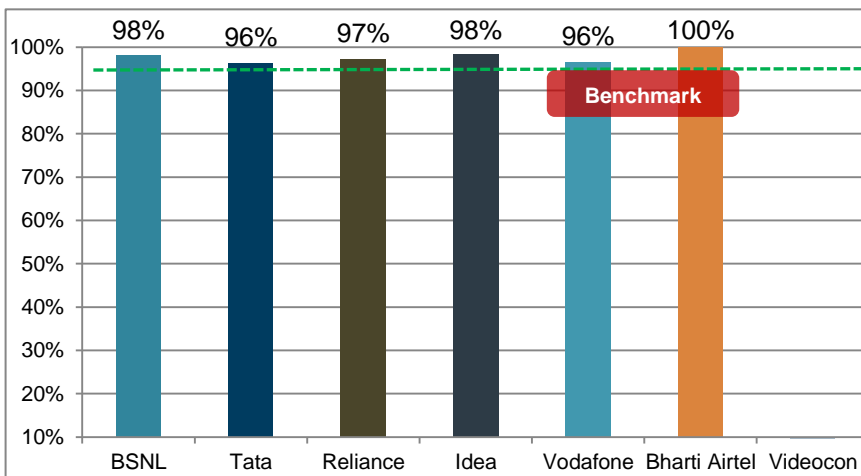


■ The benchmark for the Billing Performance parameter is that of >95% of the customers being satisfied on the parameter. All the service providers have met the benchmark for the parameter.

Table 4.11: Billing Performance – Pre-Paid -Cellular Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Videocon
Billing Performance – Pre-Paid	≥95%	96%	95%	96%	98%	97%	95%	96%

4.1.2.3 Billing Performance-Post-Paid



■ The benchmark for the Billing Performance parameter is that of >95% of the customers being satisfied on the parameter. All the service providers have met the benchmark for the parameter. Airtel has the highest satisfaction level of 100%. Videocon do not offer Post-Paid options to its consumers.

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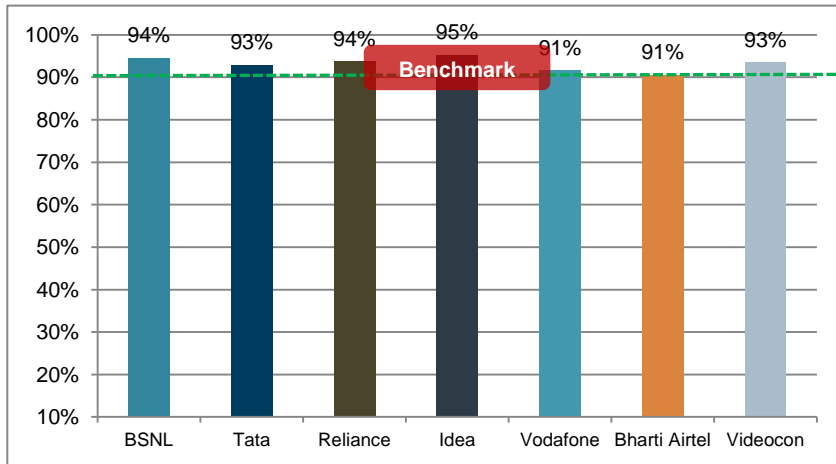
Assessment of (i) implementation and effectiveness of various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) Customer Perception of Telecom Service Through Surveys



Table 4.12: Billing Performance – Post-Paid -Cellular Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Videocon
Billing Performance – Post-Paid	≥95%	98%	96%	97%	98%	96%	100%	-

4.1.2.4 Help Services

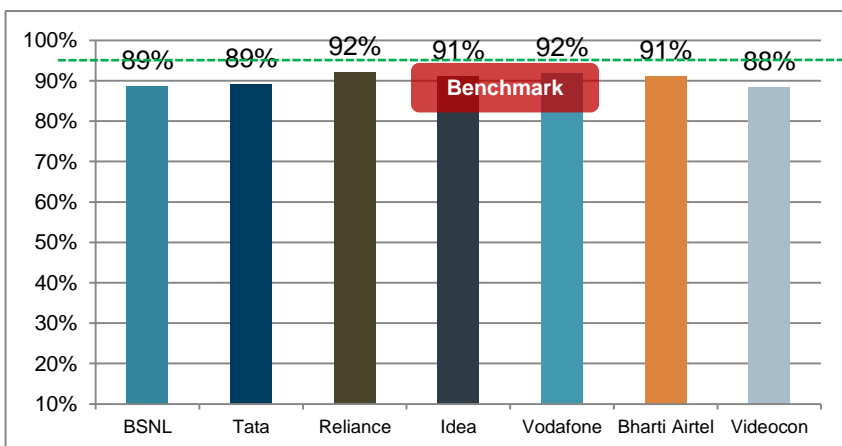


The benchmark for the Help Services parameter is that of >90% of the customers being satisfied on the parameter. All service providers had met the benchmark for the parameter.

Table 4.13: Help Services -Cellular Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Videocon
Help Services	≥90%	94%	93%	94%	95%	91%	91%	93%

4.1.2.5 Network Performance, Reliability and Availability

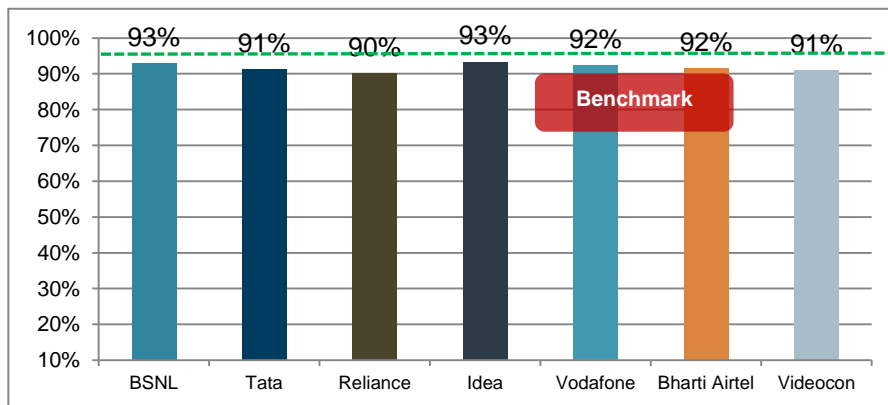


The benchmark for the Network Performance, Reliability and Availability parameter is that of >95% of the customers being satisfied on the parameter. No service provider has met the parameter. However the satisfaction is in the range of 88-92%.

Table 4.14: Network Performance, Reliability and Availability -Cellular Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Videocon
Network Performance, Reliability and Availability	≥95%	89%	89%	92%	91%	92%	91%	88%

4.1.2.6 Maintainability

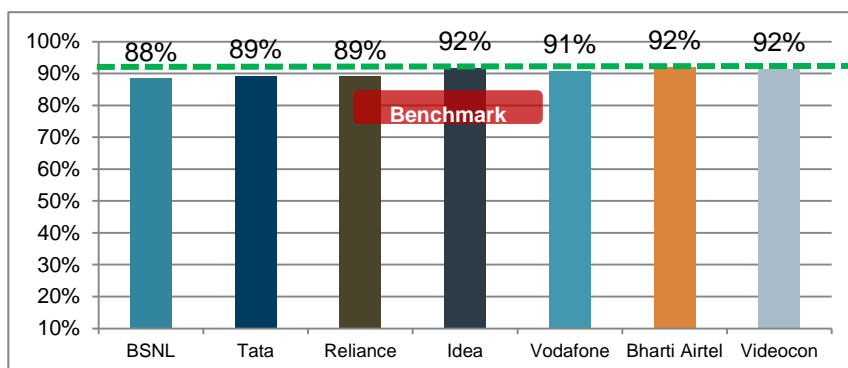


The benchmark for the Maintainability parameter is that of >95% of the customers being satisfied on the parameter. No service provider has met the parameter. However the satisfaction is in the range of 90-93%.

Table 4.15: Maintainability -Cellular Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Videocon
Maintainability	≥95%	93%	91%	90%	93%	92%	92%	91%

4.1.2.7 Supplementary Services and Value Added Services

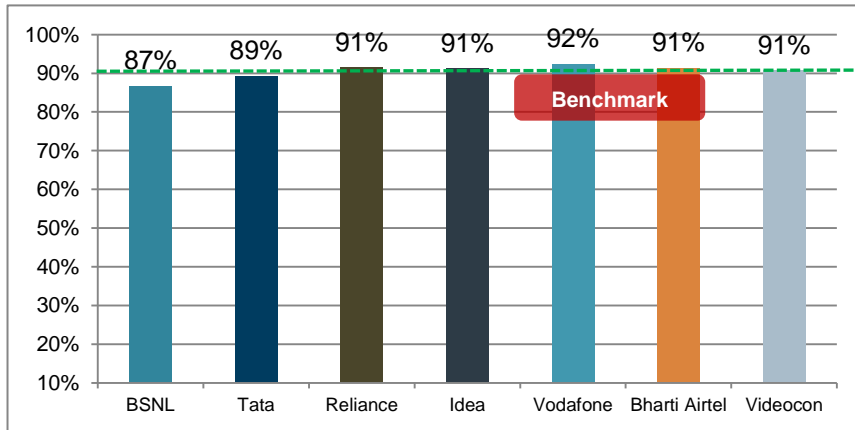


The benchmark for the Supplementary Service and Value Added Services parameter is that of >90% of the customers being satisfied on the parameter. Idea, Vodafone, Airtel and Videocon has met the parameter at 90% level.

Table 4.16: Supplementary Services and Value Added Services -Cellular Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Videocon
Supplementary Services and Value Added Services	≥90%	88%	89%	89%	92%	91%	92%	92%

4.1.2.8 Mobile Data / Internet Service

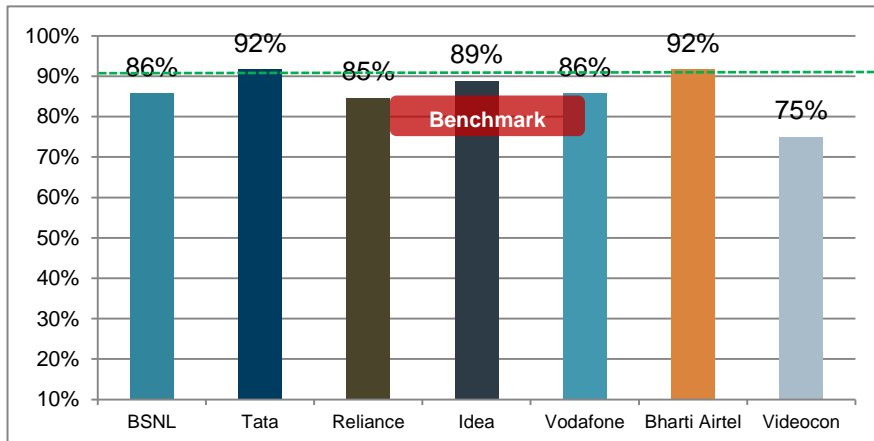


■ The benchmark for the Overall Quality of Telephone Service parameter is that of >90% of the customers being satisfied on the parameter. All service providers had met the parameter.

Table 4.17: Mobile Data/Internet Service -Cellular Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Videocon
Mobile Data/Internet Service	≥90%	87%	89%	91%	91%	92%	91%	91%

4.1.2.9 Wireless / USB / Dongle Service

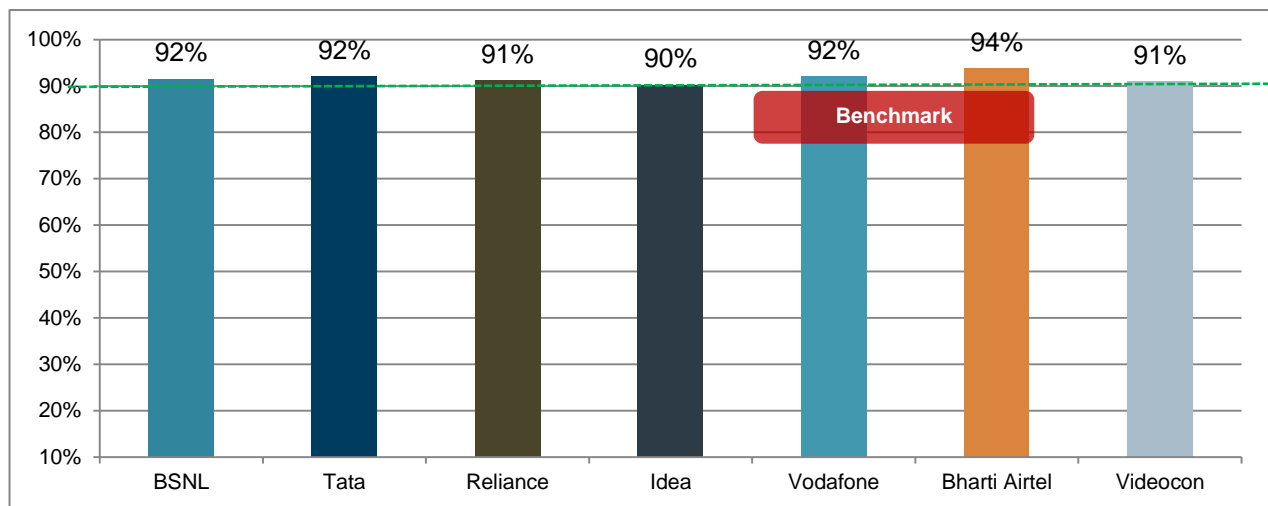


■ The benchmark for the Overall Quality of Telephone Service parameter is that of >90% of the customers being satisfied on the parameter. Only Tata and Airtel has met the parameter with satisfaction level of 92%.

Table 4.18: Wireless / USB / Dongle Service -Cellular Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Videocon
Wireless / USB / Dongle Service	≥90%	86%	92%	85%	89%	86%	92%	75%

4.1.2.10 Overall Quality of Telephone Service



- The benchmark for the Overall Quality of Telephone Service parameter is that of >90% of the customers being satisfied on the parameter. All the service providers have met the benchmark for the parameter. Airtel has the highest satisfaction level of 94% while the others have satisfaction levels in the range of 90-92%.

Table 4.19: Overall Quality of Telephone Service -Cellular Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Videocon
Overall Quality of Telephone Service	≥90%	92%	92%	91%	90%	92%	94%	91%

4.1.3 Broadband Service

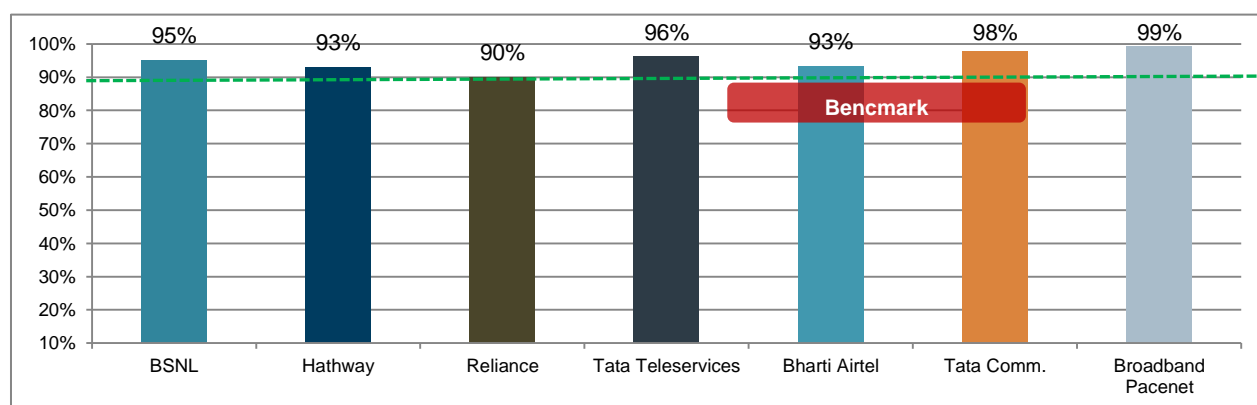
The performance compliance of the service providers for the broadband service is as given below

Table 4.20: Performance Compliance-Broadband Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Tata Teleservices	Bharti Airtel	Tata Comm.	Broadband Pacenet
Provision of service	>90%	95%	93%	90%	96%	93%	98%	99%
Billing performance: Pre-Paid	>90%	-	97%	-	-	-	-	100%
Billing performance: Post-Paid	>90%	96%	93%	91%	93%	93%	91%	-
Help services	>90%	95%	92%	85%	88%	90%	93%	95%
Network performance, reliability and availability	>85%	91%	81%	82%	88%	84%	87%	93%
Maintainability	>85%	84%	80%	79%	82%	87%	89%	88%
Supplementary services	>85%	84%	78%	83%	82%	85%	-	-
Overall Customer Satisfaction	>85%	92%	88%	85%	85%	90%	89%	86%

Source: IMM Analysis

4.1.3.1 Provision of Service

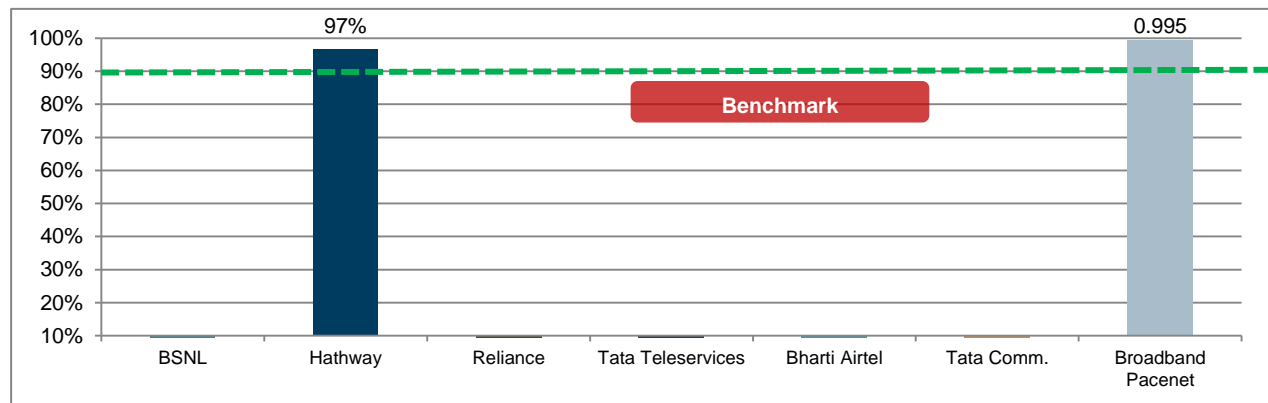


- The benchmark for the Provision of Service parameter is that of >90% of the customers being satisfied on the parameter. All of the service providers have met the benchmark for the Provision of Service parameter. Broadband Pacenet is a clear front runner with 99% of the customers being satisfied on the parameter. Rest Service providers have satisfaction levels in the range of 90-98%.

Table 4.21: Provision of Service-Broadband Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Tata Teleservices	Bharti Airtel	Tata Comm.	Broadband Pacenet
Provision of Service	>90%	95%	93%	90%	96%	93%	98%	99%

4.1.3.2 Billing Performance-Pre-Paid

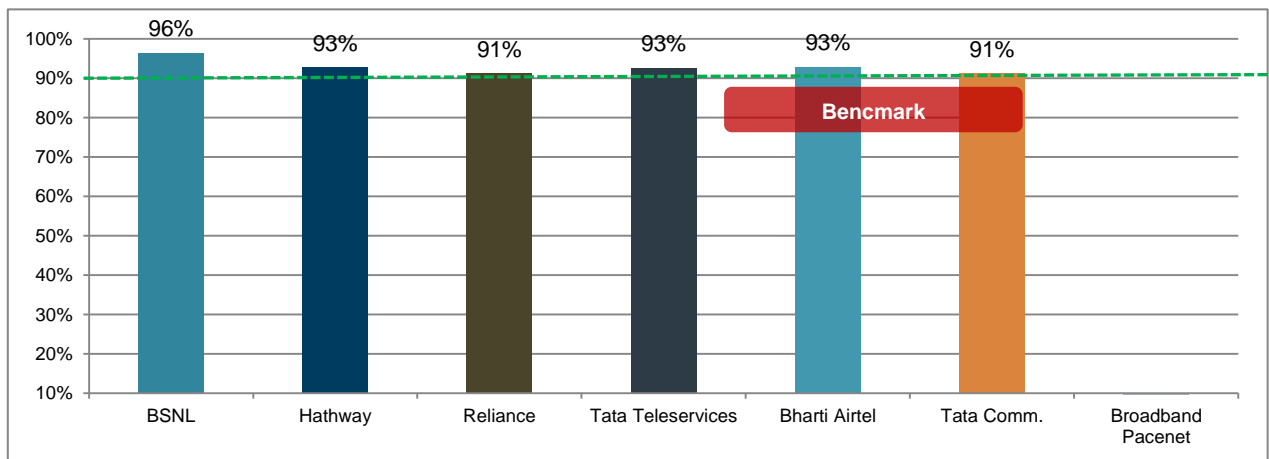


The benchmark for the Billing Performance parameter is that of >90% of the customers being satisfied on the parameter. All the service providers providing pre-paid services have met the benchmark for the parameter. No respondents found in the survey using pre-paid services of BSNL, Reliance, Tata Teleservices, Airtel, and Tata Communication.

Table 4.22: Billing Performance: Pre-Paid -Broadband Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Tata Teleservices	Bharti Airtel	Tata Comm.	Broadband Pacenet
Billing Performance: Pre-Paid	>90%	-	97%	-	-	-	-	100%

4.1.3.3 Billing Performance-Post-Paid

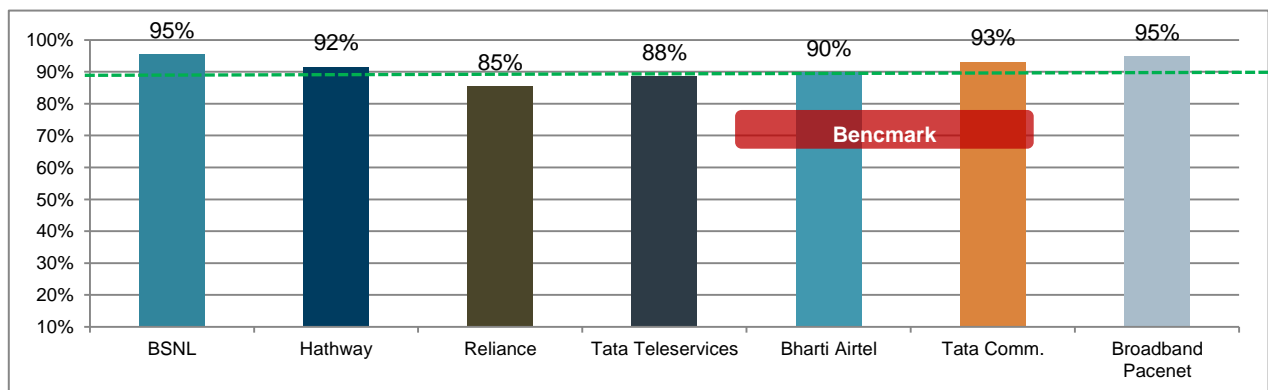


- The benchmark for the Billing Performance parameter is that of >90% of the customers being satisfied on the parameter. All of the service providers having post-paid services have met the benchmark for the Billing Performance parameter. In case of Broadband, they do not give Post-Paid service options to their customers.

Table 4.23: Billing Performance: Post-Paid-Broadband Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Tata Teleservices	Bharti Airtel	Tata Comm.	Broadband Pacenet
Billing Performance: Post-Paid	>90%	96%	93%	91%	93%	93%	91%	-

4.1.3.4 Help Services



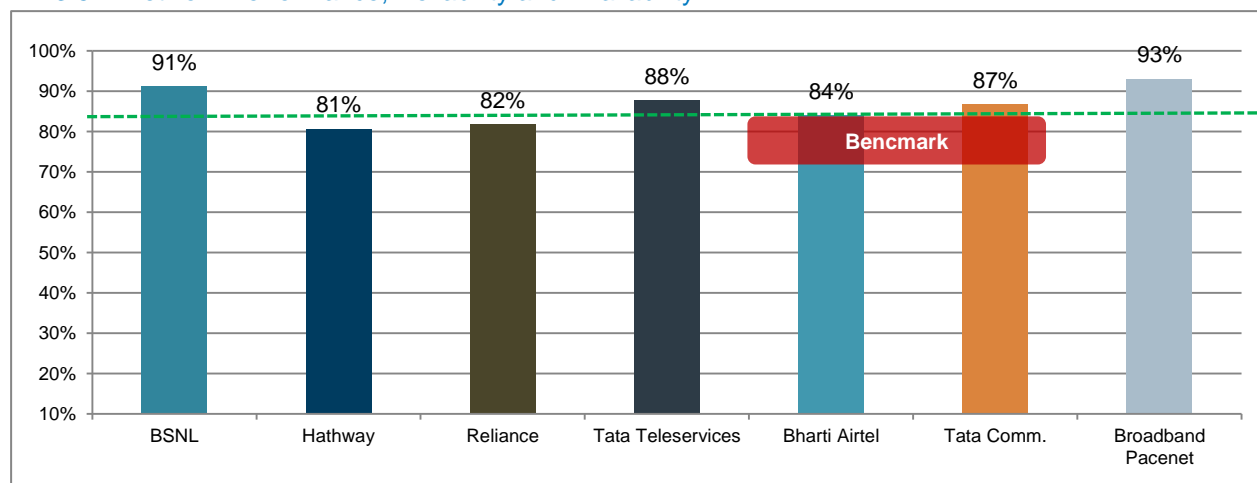
- The benchmark for the Help Services parameter is that of >90% of the customers being satisfied on the parameter. The satisfaction levels for the Help Services are low as compared to other parameters.

BSNL, Hathway, Tata Communication, Broadband Pacenet and Airtel have met the benchmark for the parameter with satisfaction level of 95%, 92%, 93%, 95% and 90% respectively. The satisfaction levels of the other service providers are in the range of 85-88%.

Table 4.24: Help Services -Broadband Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Tata Teleservices	Bharti Airtel	Tata Comm.	Broadband Pacenet
Help Services	>90%	95%	92%	85%	88%	90%	93%	95%

4.1.3.5 Network Performance, Reliability and Availability

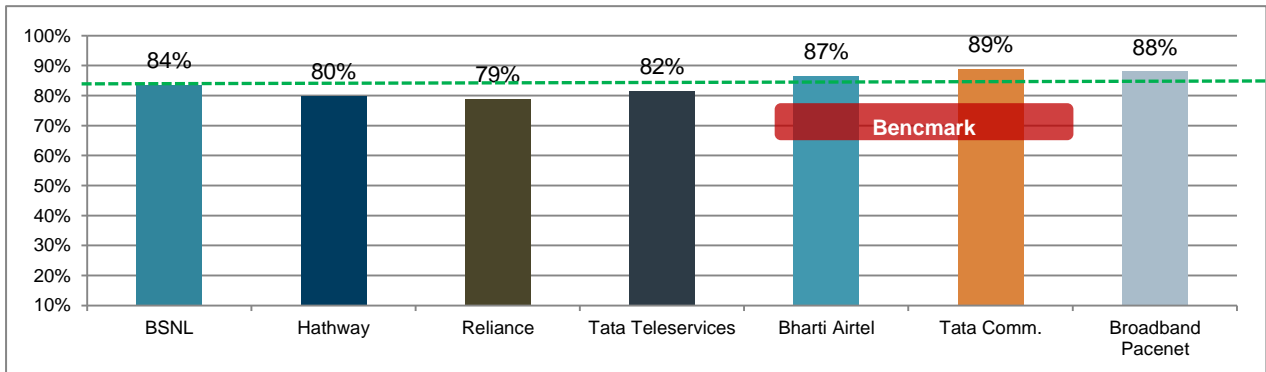


- The benchmark for the Network Performance, Reliability and Availability parameter is that of >85% of the customers being satisfied on the parameter. Except Hathway and Reliance, all service providers have met the benchmark for the parameter. Chandranet has highest score of 93% followed by BSNL.

Table 4.25: Network performance, reliability and availability-Broadband Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Tata Teleservices	Bharti Airtel	Tata Comm.	Broadband Pacenet
Network performance, reliability and availability	>85%	91%	81%	82%	88%	84%	87%	93%

4.1.3.6 Maintainability

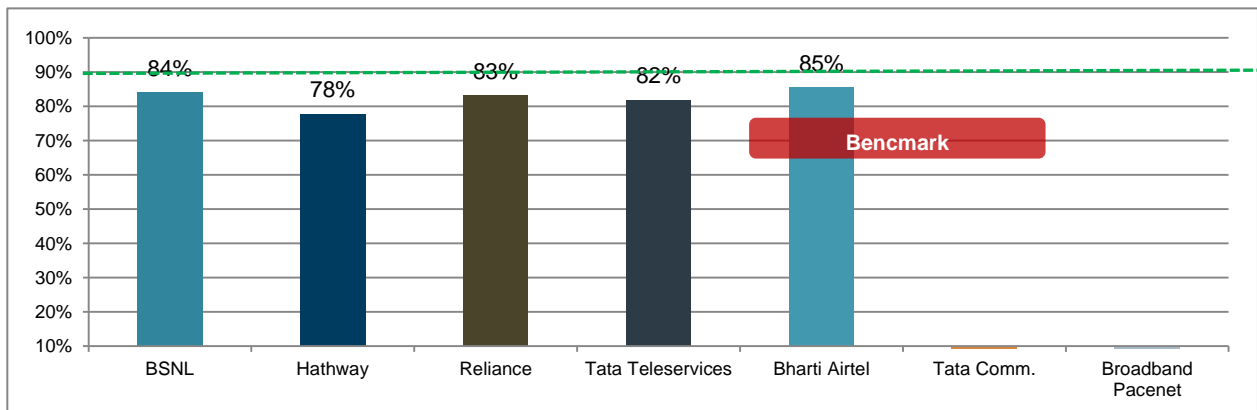


- The benchmark for the Maintainability parameter is that of >85% of the customers being satisfied on the parameter. Airtel, Tata Communication and Broadband Pacenet have met the benchmark for the Maintainability parameter. The satisfaction levels of the other service providers are in the range of 79-84%.

Table 4.26: Maintainability -Broadband Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Tata Teleservices	Bharti Airtel	Tata Comm.	Broadband Pacenet
Maintainability	>85%	84%	80%	79%	82%	87%	89%	88%

4.1.3.7 Supplementary Services and Value Added Services



- The benchmark for the Supplementary Services and Value Added Services parameter is that of >85% of the customers being satisfied on the parameter. No service provider has met the benchmark on this parameter except Airtel with 85%. The satisfaction levels of all the service providers are in the range of 78-84%.

Final Report – West Zone (Madhya Pradesh Circle)

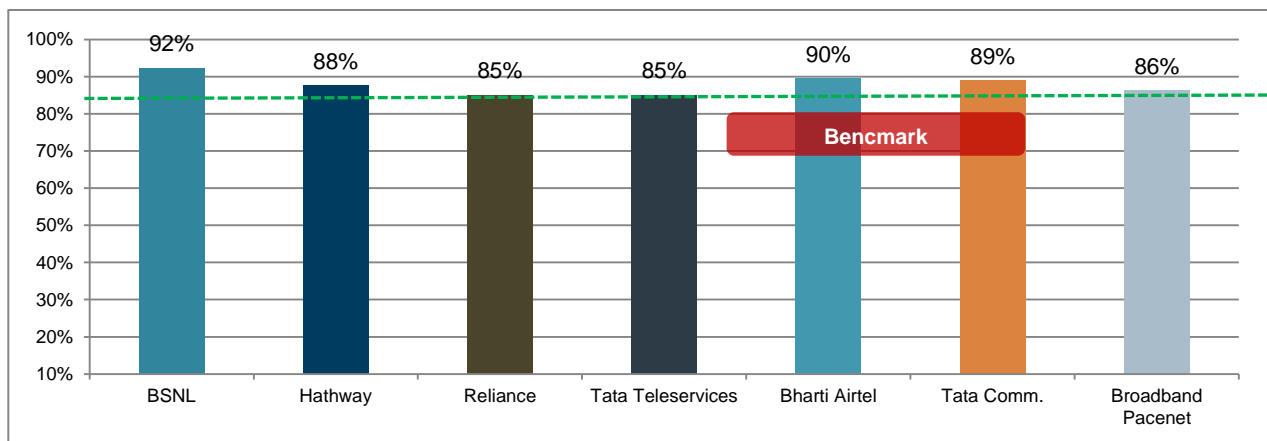
Assessment of (i) implementation and effectiveness of various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) Customer Perception of Telecom Service Through Surveys



Table 4.27: Supplementary Services -Broadband Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Tata Teleservices	Bharti Airtel	Tata Comm.	Broadband Pacenet
Supplementary Services	>85%	84%	78%	83%	82%	85%	-	-

4.1.3.8 Overall Quality of Telephone Service



- The benchmark for the Overall Quality of Telephone Service parameter is that of >85% of the customer being satisfied on the parameter. All of the service providers have met the benchmark for the parameter. Highest level of satisfaction is in case of BSNL followed by Airtel and Tata Communication.

Table 4.28: Overall Customer Satisfaction -Broadband Service (Madhya Pradesh Circle)

Parameter	Benchmark	BSNL	Hathway	Reliance	Tata Teleservices	Bharti Airtel	Tata Comm.	Broadband Pacenet
Overall Customer Satisfaction	>85%	92%	88%	85%	85%	90%	89%	86%

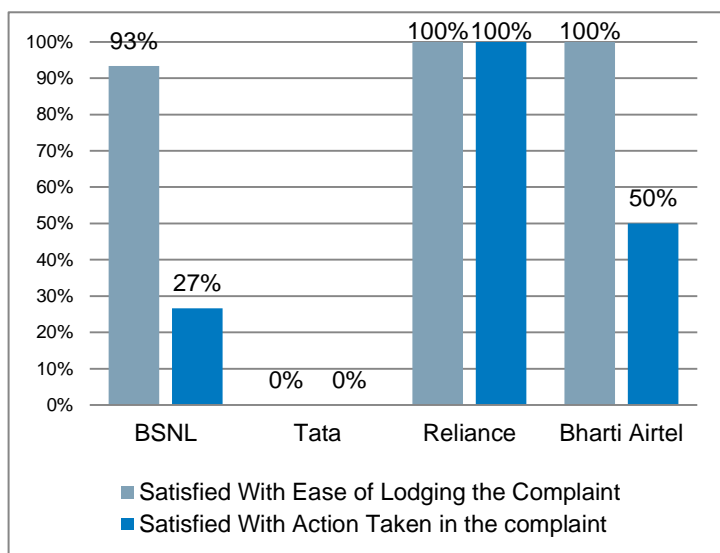
5 Assessment of TRAI Regulations and Directions

5.1 Basic Wire Line Services

5.1.1 The Telecom Commercial Communications Customer Preference Regulations, 2010.

The Telecom Commercial Communications Customer Preference Regulations, 2010 gives a telecom consumer the option of registering his/her mobile number for not receiving/blocking unsolicited commercial calls / SMSs. The consumer also has the option to register his number to be accessible to telemarketers of specific sectors. The telecom service providers have to ensure that such unsolicited calls/SMSs be blocked to the registered number with a specific time frame. In case the call/SMSs aren't stopped the telecom consumer may register a complaint on specific toll free numbers.

- 11% of surveyed customers of BSNL have registered their number for not receiving / blocking unsolicited commercial calls / SMSs, being the highest amongst all the service providers.
- 88% of the customers of BSNL who had registered their number for not receiving / blocking unsolicited commercial calls / SMSs were satisfied with the effectiveness of the same. In case of Reliance and Airtel, 92% of the customers are satisfied with the effectiveness of blocking of unsolicited commercial calls.
- More than 9% consumers from all service providers have lodged a complaint in case the unsolicited call/SMS had not stopped in spite of registration.



- 93% of the customers of BSNL who had lodged a complaint were satisfied with the ease of lodging a complaint in case the unsolicited call/SMS had not stopped in spite of registration being highest among others.
- In case of satisfaction with action taken, Reliance is on the top followed by Airtel and BSNL.

Table 5.1: Assessment of Telecom Commercial Communications Customer Preference Regulation

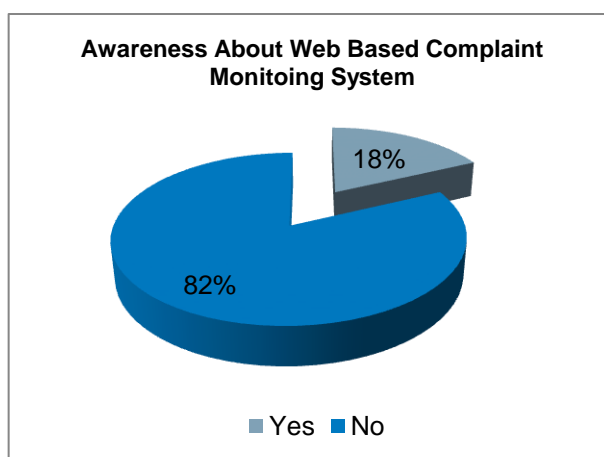
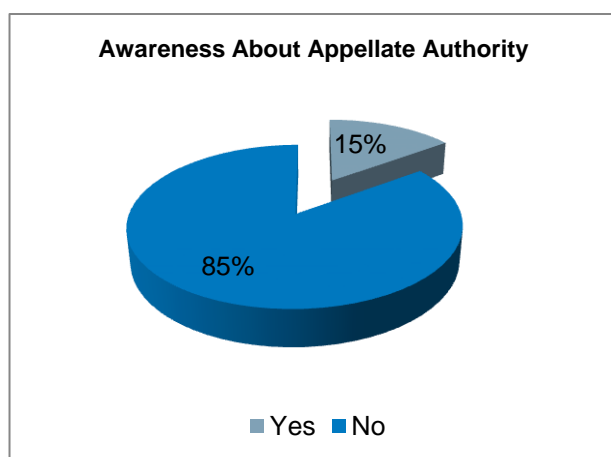
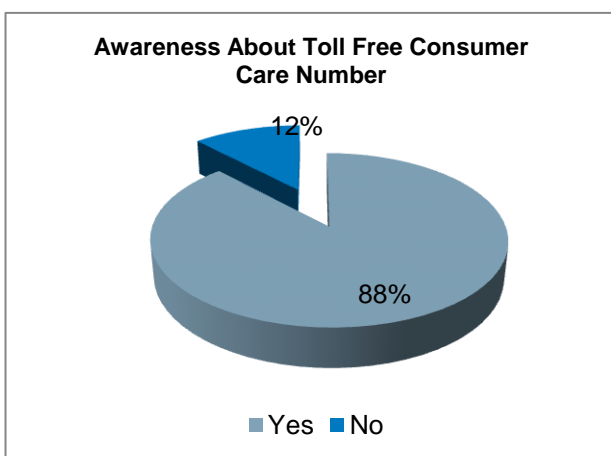
Particular	BSNL	Tata	Reliance	Bharti Airtel
Number registered for not receiving / blocking unsolicited commercial calls / SMSs	11%	1%	8%	4%
Customers satisfied with the effectiveness of blocking of unsolicited commercial calls	88%	100%	92%	92%
Registered a complaint, in case the unsolicited call/SMS have not	23%	0%	6%	8%

Particular	BSNL	Tata	Reliance	Bharti Airtel
had not stopped in spite of registration for the same				
Customers satisfied with the ease of lodging the complaint	93%	-	100%	100%
Customers satisfied with the action taken on the complaint	27%	-	100%	50%

Source: IMM Analysis

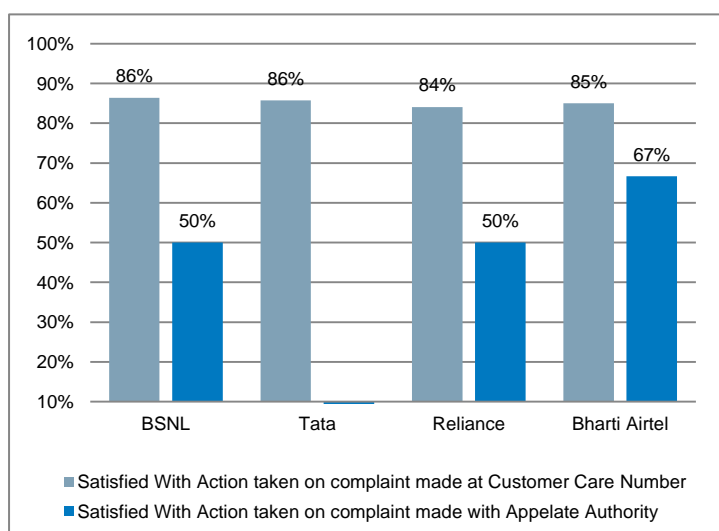
5.1.2 Telecom Consumers Complaint Redressal Regulations, 2012.

As per the Telecom Consumers Complaint Redressal Regulation there are three grievance redressal mechanisms a consumer can use to register their complaints which include the Toll Free Consumer Care Number, Appellate Authority for filing appeal in cases not satisfied with redressal of complaints and Web Based Complaint Monitoring System. The awareness about the toll free consumer care number is the highest with more than 88% of the total surveyed sample being aware about it. About 15% of the total respondents were aware about the Appellate Authority while 18% of the respondents were aware about the Web Based Complaint Monitoring System.



5.1.2.1 Level of Satisfaction with the Action Taken on Complaints

- 69% of surveyed customers of Airtel have registered a complaint with the Toll Free Consumer Care number, being the highest amongst all the service providers. On the other hand BSNL has the least percentage of surveyed consumers who have registered a complaint with only 43% of the consumers have registered a complaint with Toll Free Consumer Care number.
- 86% of the customers of BSNL & Tata and 85% of Airtel who had registered a complaint with the Toll Free Consumer Care number were satisfied with the action taken on it.



- Around 2% of surveyed customers of BSNL have registered a complaint with the Appellate Authority, being the highest amongst all the service providers. 50% of such customers are satisfied with the action taken.
- The satisfaction level is higher in case of Airtel followed by Reliance and BSNL with respect to action taken on complaint made with Appellate Authority.

Table 5.2: Assessment of Telecom Consumer Protection Regulation

Particular	BSNL	Tata	Reliance	Bharti Airtel
Made complaint to the toll free Consumer Care Number	43%	67%	68%	69%
Customers satisfied with the manner in which complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint	86%	86%	84%	85%
Filed any appeal with the appellate authority	2.00%	0.00%	0.33%	1.00%
Customers satisfied with the manner in which appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc.	50.00%	0.00%	50.00%	66.67%

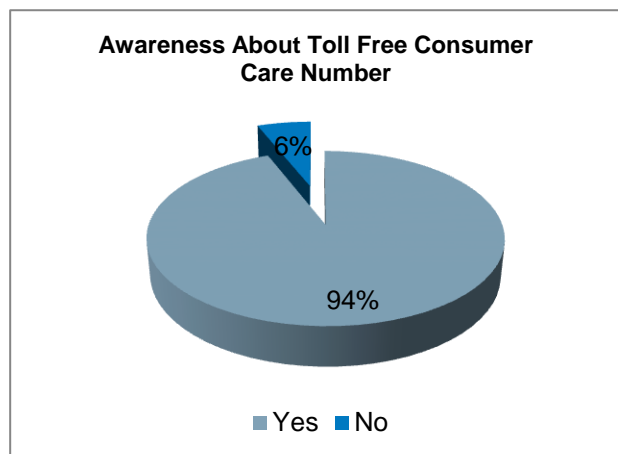
Source: IMM Analysis

5.2 Cellular Service

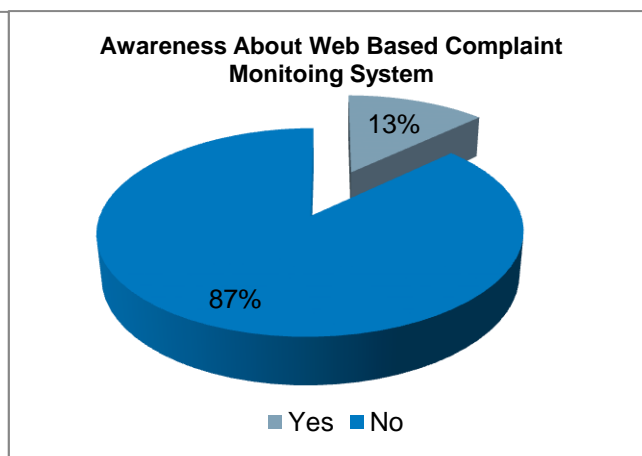
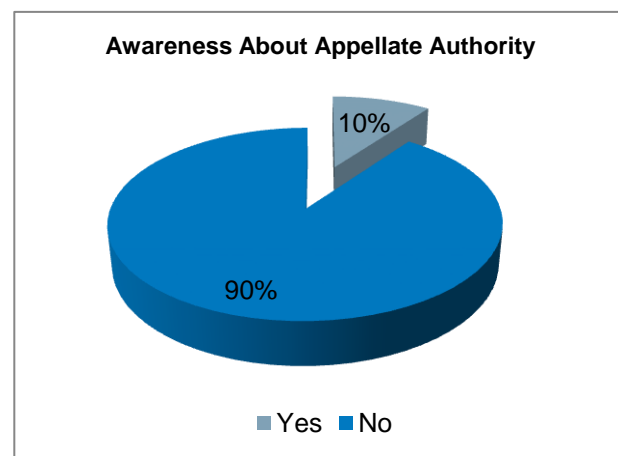
The assessment of TRAI regulations specific to the cellular service is as under

5.2.1 Telecom Consumers Complaint Redressal Regulations, 2012.

As per the Telecom Consumers Complaint Redressal Regulation there are three grievance rederssal



mechanisms a consumer can use to register their complaints which include the Toll Free Consumer Care Number, Appellate Authority for filing appeal in cases not satisfied with redressal of complaints and Web Based Complaint Monitoring System. The awareness about the toll free consumer care number is the highest with more than 94% of the total surveyed sample being aware about it. 10% of the total respondents were aware about the Appellate Authority while 13% of the respondents were aware about the Web Based Complaint Monitoring System.



5.2.1.1 Level of Satisfaction with the Action Taken on Complaints

- 21-31% of surveyed customers from each service provider have registered a complaint with the Toll Free Consumer Care number. More than 73% customers are satisfied against the action taken.
- Very few (1-3%) customers have lodged complaint with Appellate Authority.

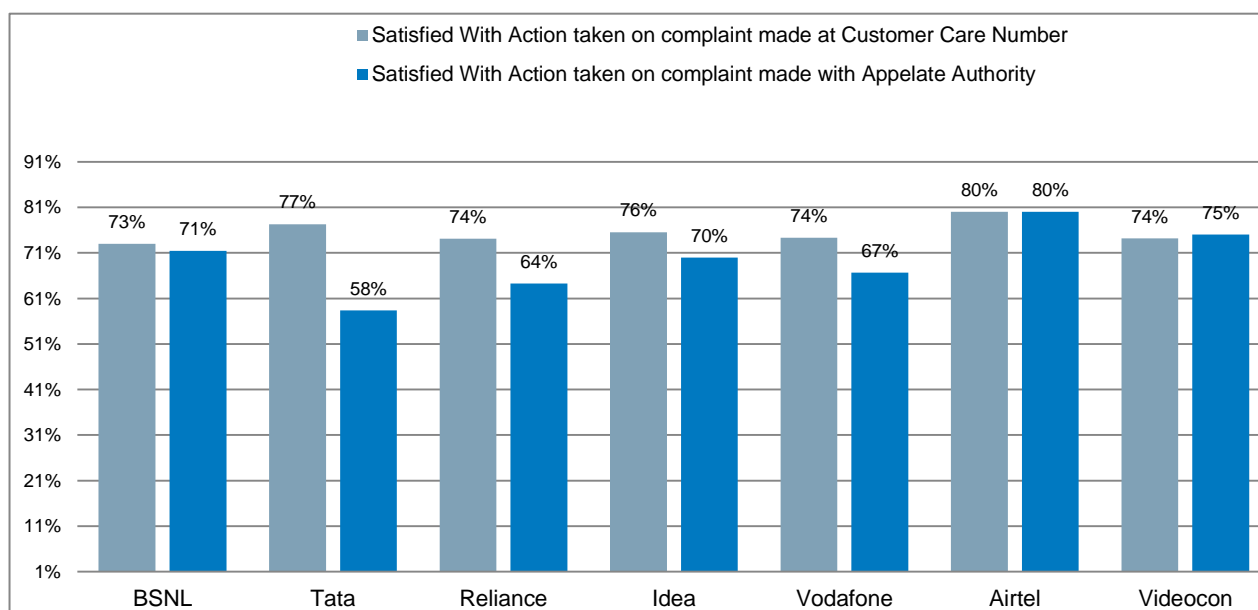


Table 5.3: Assessment of Telecom Consumers Complaint Redressal Regulations

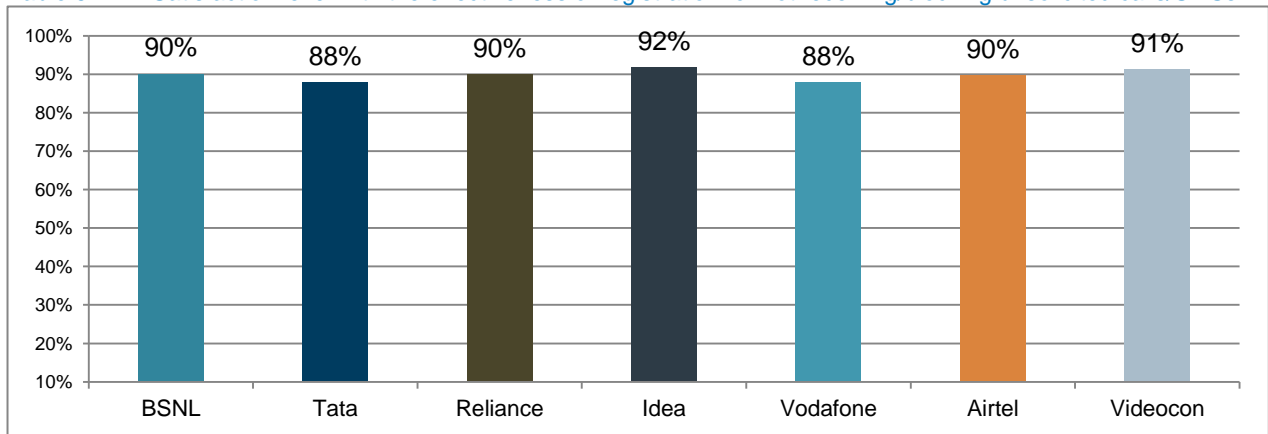
Particular	BSNL	Tata	Reliance	Idea	Vodafone	Bharti Airtel	Videocon
Made complaint to the toll free Consumer Care Number	25%	27%	28%	31%	25%	21%	21%
Customers satisfied with the manner in which complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint	73%	77%	74%	76%	74%	80%	74%
Filed any appeal with the appellate authority	1%	2%	2%	3%	3%	3%	1%
Customers satisfied with the manner in which appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc.	71%	58%	64%	70%	67%	80%	75%

Source: IMM Analysis

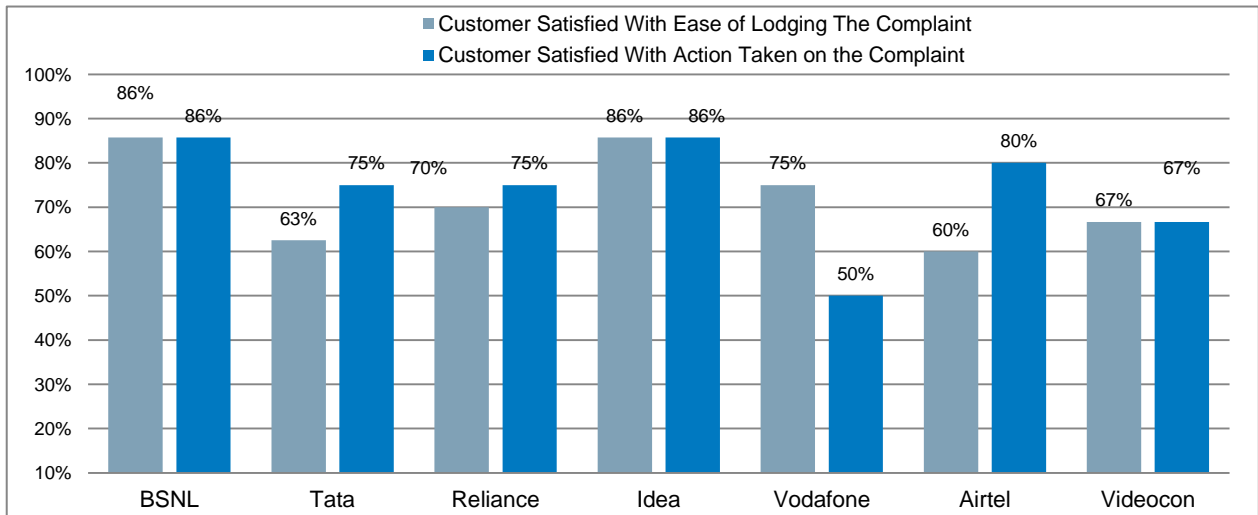
5.2.2 The Telecom Commercial Communications Customer Preference Regulations, 2010.

The Telecom Commercial Communications Customer Preference Regulations, 2010 gives a telecom consumer the option of registering his/her mobile number for not receiving/blocking unsolicited commercial calls / SMSs. The consumer also has the option to register his number to be accessible to telemarketers of specific sectors. The telecom service providers have to ensure that such unsolicited calls/SMSs be blocked to the registered number with a specific time frame. In case the call/SMSs aren't stopped the telecom consumer may register a complaint on specific toll free numbers.

Table 5.4: Satisfaction level with the effectiveness of registration for not receiving/blocking unsolicited calls/SMSs



- More than 88% of the customers of all service providers who had registered their number for not receiving / blocking unsolicited commercial calls / SMSs were satisfied with the effectiveness of the same.



- 86% of the customers of BSNL were satisfied with the ease of lodging a complaint in case the unsolicited call/SMS being the highest amongst all the service providers.
- 86% of the customers of BSNL and Idea who had registered their complaint were satisfied with the action taken on their complaints, being the highest amongst all the service providers.

Table 5.5: Assessment of Telecom Commercial Communications Customer Preference Regulation

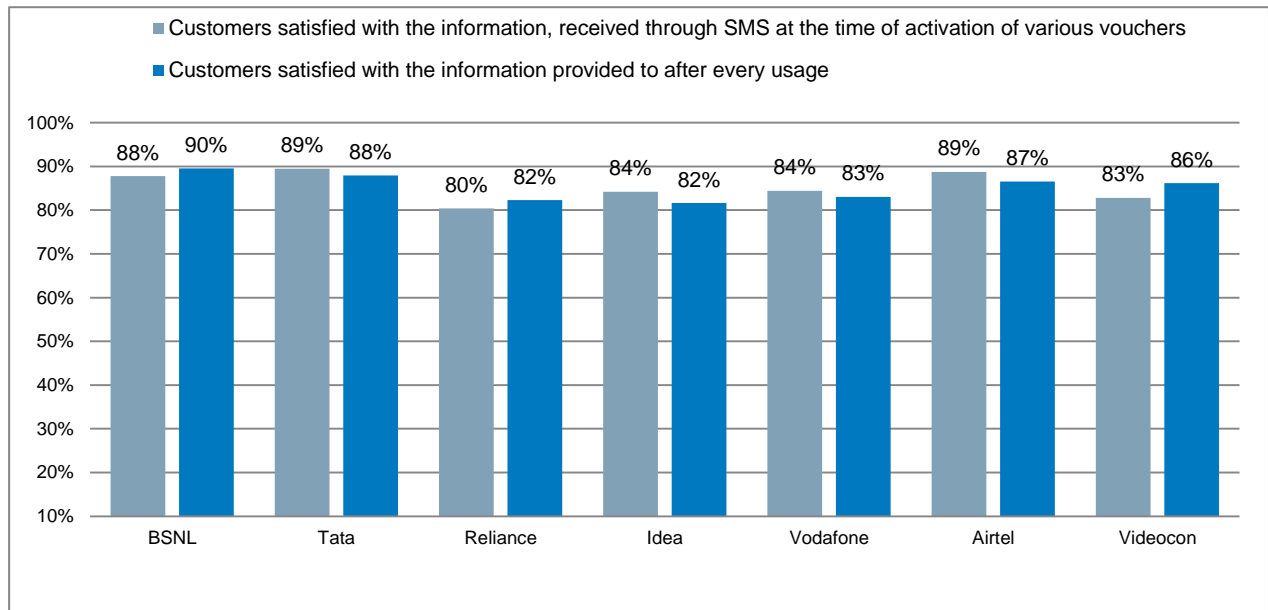
Particular	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon
Number registered for not receiving / blocking unsolicited commercial calls / SMSs	20%	18%	38%	36%	14%	21%	13%
Customers satisfied with the effectiveness of blocking of unsolicited commercial calls	90%	88%	90%	92%	88%	90%	91%
Registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same	6%	7%	9%	3%	5%	4%	4%
Customers satisfied with the ease of lodging the complaint	86%	63%	70%	86%	75%	60%	67%
Customers satisfied with the action taken on the complaint	86%	75%	75%	86%	50%	80%	67%

Source: IMM Analysis

5.2.3 Telecom Consumers Protection Regulations, 2012.

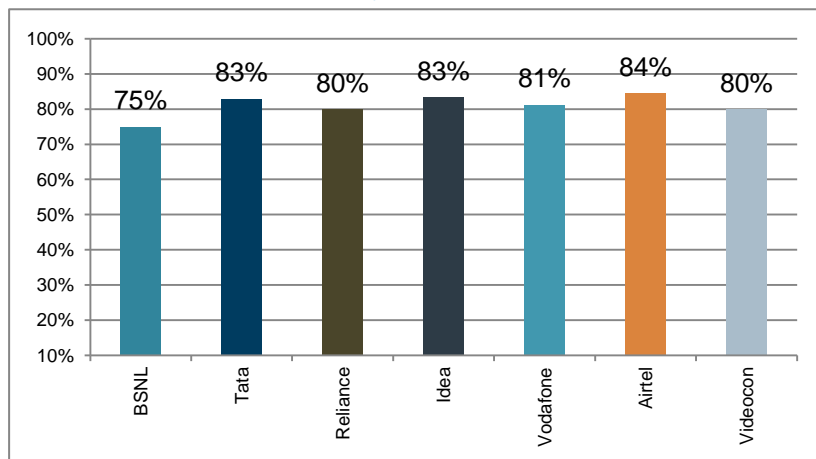
As per the Telecom Consumers Protection Regulations, 2012 every service provider has to, immediately on the activation of a voucher provide through SMS to the pre-paid consumer details such as amount charged, processing fee, taxes deducted, title of the plan, validity of the plan etc. The regulations also makes it mandatory for the service provider to immediately after a specific usage such as making a call, activation of value added services or internet data usage, send the customer details such as duration of call, charges deducted, balance in account etc.

- More than 85% of the customers from all service providers except Airtel are satisfied with the information, received through SMS at the time of activation of various vouchers. Idea has the highest level of satisfaction of 93% while only 75% of the surveyed Airtel consumers were satisfied with the information, received through SMS at the time of activation of various vouchers.



- In case of information provided through SMS after every usage, such as duration of call, charges deducted, balance in account etc., more than 82% customers of all the service providers were satisfied.

Consumers satisfied with the timely receipt and completeness of the item-wise usage bill on request



- Few pre-paid customers have requested an item-wise usage bill for their connection. The percentiles of such customers are in the range of 1-6% for each service provider. Amongst them the customers of Airtel have the highest satisfaction level with 84% of the customers being satisfied with the timely receipt and completeness of the item-wise usage bill.

Table 5.6: Assessment of Telecom Consumer Protection Regulation

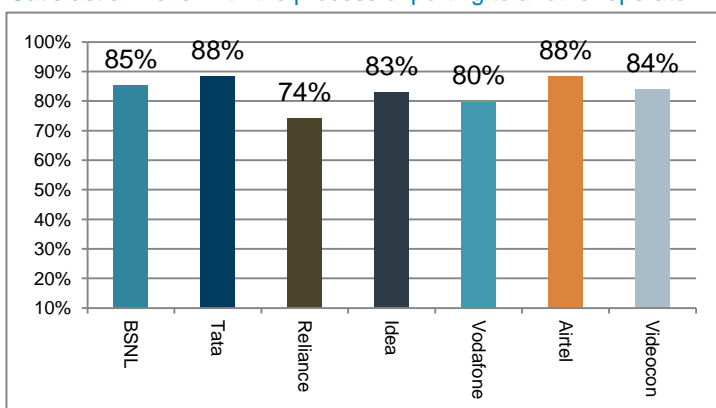
Particular	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videoco n
Customers satisfied with the information, received through SMS at the time of activation of various vouchers, such as amount charged, processing fee, taxes deducted, title of the plan, validity etc	88%	89%	80%	84%	84%	89%	83%
Customers satisfied with the information provided to you after every usage, such as duration of call, charges deducted, balance in account etc	90%	88%	82%	82%	83%	87%	86%
Requested for an item-wise usage bill	3%	9%	6%	8%	3%	5%	1%
Customers satisfied with the timely receipt and completeness of the item-wise usage bill on request	75%	83%	80%	83%	81%	84%	80%

Source: IMM Analysis

5.2.4 Telecommunication Mobile Number Portability Per Port Transaction Charge and Dipping Charge Regulations, 2009.

As per the Telecommunication Mobile Number Portability Per Port Transaction Charge and Dipping Charge Regulations, 2009 a consumer can retain his mobile telephone number when he moves from one Access Provider to another irrespective of the mobile technology or from one cellular mobile technology to another of the same Access Provider. The facility of retention of existing mobile telephone number despite moving to a new telecom service provider helps the subscriber maintain contact with his friends/clientele.

Satisfaction Level with the process of porting to another operator



- Few surveyed consumers have opted for Mobile Number Portability (MNP) with the percentage of such consumers ranging from 5% to 23% for all the service providers.
- 88% of the Tata and Airtel consumers who had opted for MNP were satisfied with the process of porting to another operator, being the highest amongst all the service

providers whereas in case of other service e providers the satisfaction levels are in the range of 74-85%.

Table 5.7: Assessment of Telecommunication Mobile Number Portability Regulations

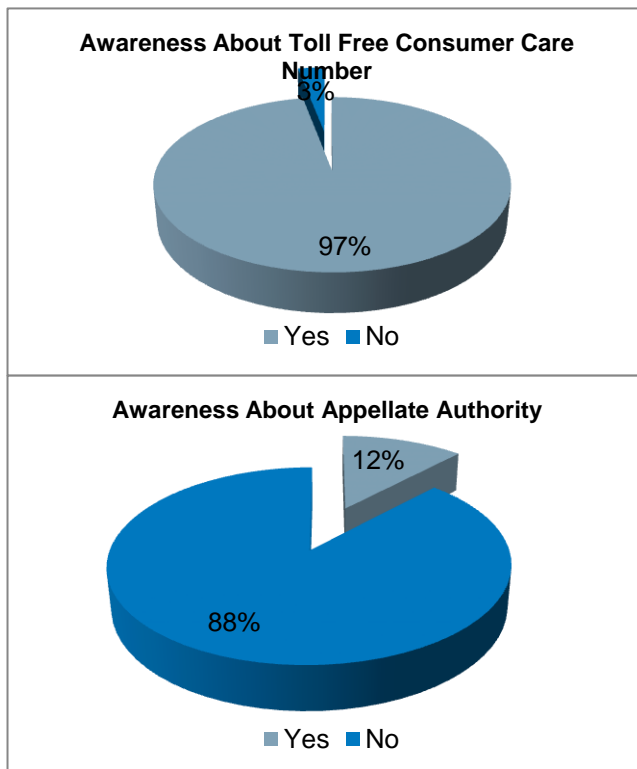
Particular	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon
Utilized the service of Mobile number portability for changing your operator	5%	23%	18%	21%	14%	16%	14%
Customers satisfied with the process of porting to another operator	85%	88%	74%	83%	80%	88%	84%

Source: IMM Analysis

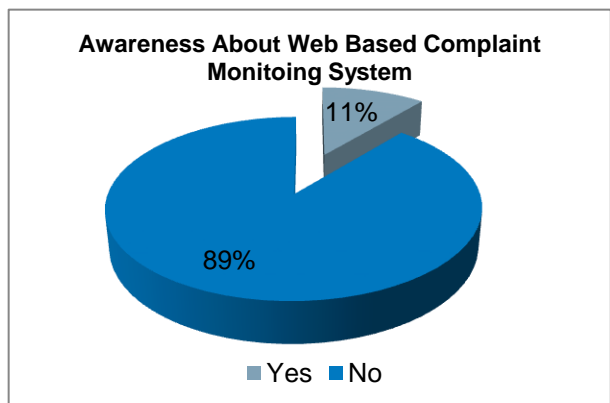
5.3 Broadband Service

5.3.1 Telecom Consumers Complaint Redressal Regulations, 2012

As per the Telecom Consumers Complaint Redressal Regulation there are three grievance redressal mechanisms a consumer can use to register their complaints which include the Toll Free Consumer Care Number, Appellate Authority for filing appeal in cases not satisfied with redressal of complaints and Web Based Complaint Monitoring System.

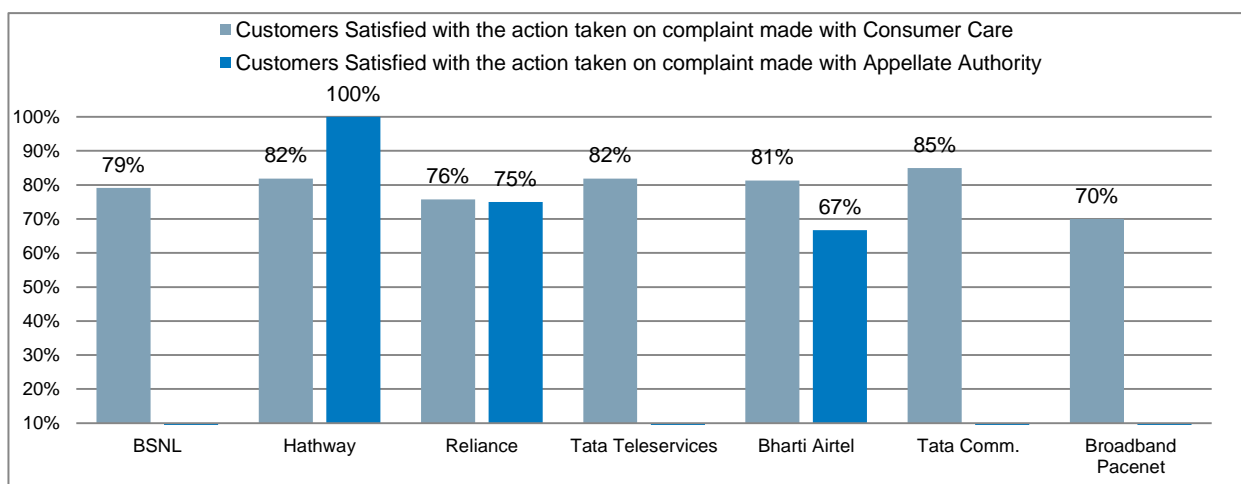


The awareness about the toll free consumer care number is the highest with more than 97% of the total surveyed sample being aware about it. Around 12% of the total respondents were aware about the Appellate Authority while 89% of the respondents were aware about the Web Based Complaint Monitoring System.



5.3.1.1 Level of Satisfaction With the Action Taken on Complaints

- 85% of surveyed customers of Tata Communication have been satisfied with registering a complaint with the Toll Free Consumer Care number, being the highest amongst all the service providers. On the other hand Broadband Pacenet has the least percentage of satisfied surveyed consumers who have registered a complaint with Toll Free Consumer Care number.
- More than 70% of the customers who have registered complaint with the Toll Free Consumer care number from all service providers are satisfied.



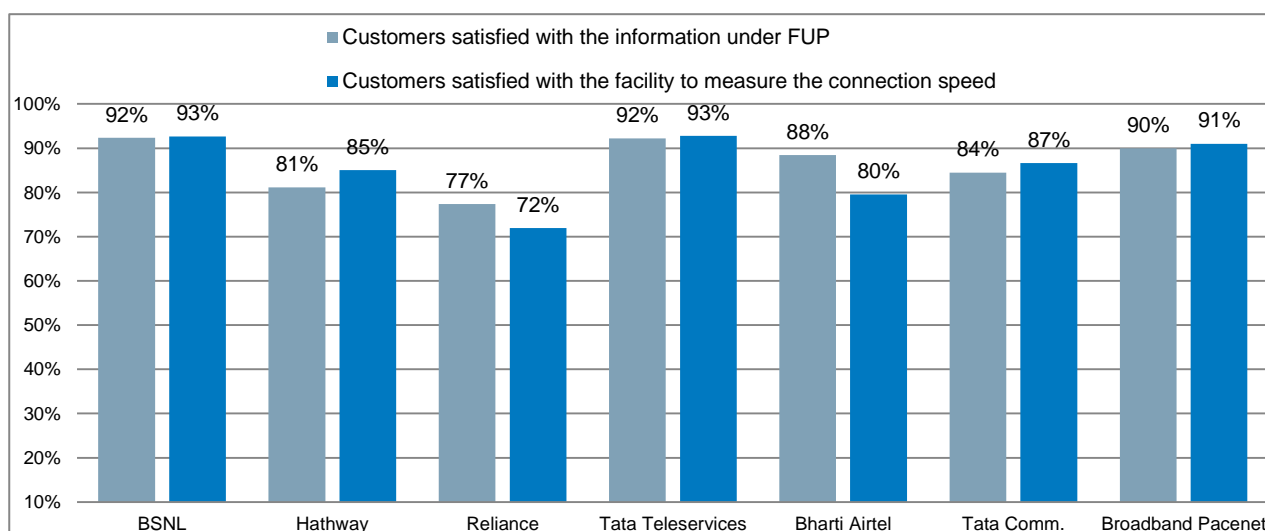
- 100% of surveyed customer of Hathway who have registered a complaint with the Appellate Authority are satisfied, being the highest amongst all the service providers.
- More than 67% of the customers who had registered a complaint with the Appellate Authority from each service provider are satisfied with the action taken.

Table 5.8: Assessment of Telecom Consumer Complaint Redressal Regulations

Particular	BSNL	Hathway	Reliance	Tata Tele service	Bharti Airtel	Tata Comm.	Broadband Pacenet
Made complaint to the toll free Consumer Care Number	18%	26%	36%	29%	23%	89%	10%
Level of satisfaction with the manner in which complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint	79%	82%	76%	82%	81%	85%	70%
Filed any appeal with the appellate authority	0%	1%	1%	0%	1%	0%	0%
Level of satisfaction with the manner in which appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc.	-	100%	75%	-	67%	-	-

Source: IMM Analysis

5.3.2 Directions Related To Fair Usage Policy and Measurement of Broadband Speed



- 92% of the surveyed customers of BSNL and Tata Telecommunication who had sought information under the fair usage policy are satisfied with the information given to them being the highest amongst all the service providers. However the overall satisfaction of the surveyed customers from all service providers is more than 77% with respect information provided under FUP.
- 93% of the surveyed customers of BSNL and Tata Telecommunication were satisfied with the facility to measure the broadband connection speed provided by the service provider, being the highest amongst all the service providers. However overall satisfaction with respect to facility to measure the broadband connection speed provided by each of the service provider surveyed is more than 72%.

Table 5.9: Assessment Directions Related to Fair Usage Policy and Measurement of Broadband Speed

Particular	BSNL	Hathway	Reliance	Tata Teleservices	Bharti Airtel	Tata Comm.	Broadband Pacenet
Customers satisfied with the information, provided by the 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	92%	81%	77%	92%	88%	84%	90%
Customers satisfied with the facility to measure the broadband connection speed provided by the service provider	93%	85%	72%	93%	80%	87%	91%

Source: IMM Analysis

6 Conclusions & Recommendations

The key conclusions and recommendations on the basis of the survey conducted across all service categories and active service providers in the Madhya Pradesh circle in the West Zone are listed as under.

6.1 Basic Wire-Line

6.1.1.1 Quality of Service Benchmarks

- The survey results show that all service providers have met the quality of service benchmarks for the provision of service, billing performance, Network and Overall Quality parameters. While in case of the other parameters, few of the service providers could not to meet the benchmarks. In many cases service providers have marginally missed to reach the benchmark.
- Help services is the only parameter wherein many service providers have failed to achieve the stipulated benchmark.
- Based on the qualitative inputs from field staff and general observation during the survey period the consultants have observed that the satisfaction levels for the maintainability and help services parameter are a bit lower as compared to satisfaction percentiles for other parameters.

6.1.1.2 Assessment of Various Regulations

- The level of satisfaction with the effectiveness of blocking of unsolicited commercial calls/SMSs is moderate across all service providers.
- With reference to the grievance redressal mechanism the consumers are mainly aware of the toll free consumer care number. Few consumers are aware of the Appellate Authority and the Web Based Monitoring System as a mechanism for grievance redressal.

6.2 Cellular Mobile

6.2.1.1 Quality of Service Benchmarks

- The survey results show that all service providers have met the quality of service benchmarks for the provision of service, Billing Performance-Pre-Paid, Maintainability and Overall Quality parameter. While in case of the other parameters, few of the service providers could not to meet the benchmarks. In many cases service providers have marginally missed to reach the benchmark.
- The satisfaction levels for the Help Services parameter are comparatively lower across all service providers.
- The service providers have performed well in cases of rest of the benchmarks such as Billing Performance: Post-Paid and Network with most of the service providers meeting or nearing the benchmark on these parameters.
- Based on the qualitative inputs from field staff and general observation during the survey period the consultants have observed that the satisfaction levels for the help services parameter is a bit lower as compared to satisfaction percentiles for other parameters.

6.2.1.2 Assessment of Various Regulations

- With reference to the grievance redressal mechanism the consumers are mainly aware of the toll free consumer care number. Few consumers are aware of the Appellate Authority and the Web Based Monitoring System as a mechanism for grievance redressal.
- The level of satisfaction with the effectiveness of blocking of unsolicited commercial calls is well achieved across all service providers with the satisfaction percentiles in the range of 80-95% for all the service providers.
- Very few pre-paid customers have requested for an item-wise usage bill for their connection. Based on the qualitative inputs from field staff the consultants have observed that the awareness amongst the pre-paid customer with reference to this option with them is quite low.

6.3 Broadband

6.3.1.1 Quality of Service Benchmarks

- All the service providers have met the benchmarks for the provision of service parameter while in the other parameter few of the service providers have missed the benchmark. Many service providers have marginally missed the benchmark on many parameters.
- The satisfaction levels for the Help Services and Network parameters are comparatively lower as compared to other parameters.

6.3.1.2 Assessment of Various Regulations

- With reference to the grievance redressal mechanism the consumers are mainly aware of the toll free consumer care number. Very few consumers are aware of the Appellate Authority and the Web Based Monitoring System as a mechanism for grievance redressal and efforts should be made in generating awareness with respect to Appellate Authority and Web Based Monitoring System.
- The level of customers being satisfied with the manner in which their complaint with the toll free consumer care number was addressed is moderate.
- Customer satisfaction levels with respect to the information provided by the service provider under the fair usage policy (FUP) and the facility to measure the broadband connection speed provided by the service provider are more than 80%.

Final Report – West Zone (Madhya Pradesh Circle)

Assessment of (i) implementation and effectiveness of various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) Customer Perception of Telecom Service Through Surveys



Part B: Statistical Analysis

7 Statistical Analysis – Methodology

7.1 Net Promoter Score

One separate question has been added at the end of the questionnaires which takes into account the likeliness of a consumer recommending his/her own service provider to relative or friends. The input has been taken on a 0 to 10 scale where 10 means 'Extremely Likely' & 0 means 'Not At All likely'.

The Net Promotion Score has been calculate for each service provider using the formula

$$\text{NPS} = (\text{P} \%) - (\text{D}\%)$$

Where NPS = Net Promotion Score

P% = Percentage of those who have ranked 9&10 for likelihood of recommending their service provider and

D% = Percentage of those who have ranked 0-6 for likelihood of recommending their service provider

Note: Those who ranked 7&8 are considered passive consumers.

7.2 Service Provider Level: Analytics Comparison

The results of the analysis allow for making qualitative comparisons between service providers. Results mainly refer to satisfaction dimensions such as Tangibility, Reliability, Responsiveness, Assurance, Assurance, Convenience, Empathy, Network/ Technical Quality, Economy and overall satisfaction and these will be reported for the service providers at service area levels. Final provider level comparisons will be made according to the following statistical procedures.

- Overall analyses of variance.
- Test on homogeneity of variances within subgroups.
- Variance-sensitive multiple comparisons if $F_p \leq 0.05$ and if sub-group variances are homogeneous.
- Variance- sensitive multiple comparisons corrected by variance-robust multiple comparisons if $F_p \leq 0.05$ and if sub-group variances are unequal.
- H_0 hypothesis if $F_p \leq 0.05$ and if sub-group variances are homogeneous.
- H_0 hypothesis if $F_p \leq 0.05$ and if sub-group variances are unequal and if non-parametric confirmation of H_0 .

7.3 Sequential Equation Modelling

A structural equation modelling has been run to elicit action points or points of greatest impact on customer satisfaction. The general model of measurement is captured by the dimensions and the list of items under each dimension mentioned in the specification of the SERVPERF scale. The SEM model allows us to arrive at drivers of satisfaction on each dimension as well as on overall satisfaction. The path model comprises causal paths from each Service quality performance dimension to Overall Satisfaction with Performance. Attributes with significant impact on Overall Satisfaction will be rank ordered in terms of their impact.

8 Detailed Analysis Report

8.1 Basic Wire-line Service

8.1.1 Net Promoter Score

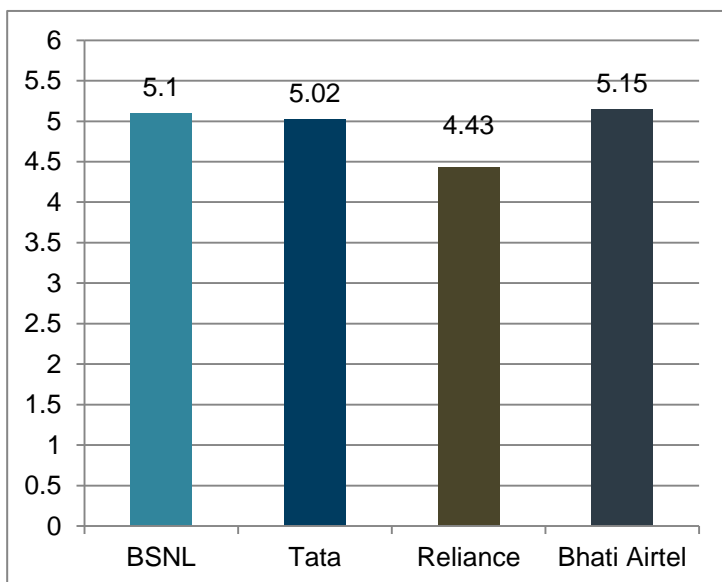
All the service providers have negative Net Promoter Scores with BSNL having the least negative score of -21% while Reliance has the most negative score of -46%. The negative scores have been mainly due to the fact that 7&8 inputs have been considered to be that of the passive consumers as per the adopted methodology.

Table 8.1: NPS Output – Madhya Pradesh Basic Wire-Line

Service Provider	Count (7&8) Passive Consumers	P: Count (9&10)	D: Count (0-6)	P%	D%	NPS (P%-D%)
BSNL	225	124	251	21%	42%	-21%
Tata	51	23	93	14%	56%	-42%
Reliance	95	116	389	19%	65%	-46%
Airtel	216	61	323	10%	54%	-44%

Source: IMM Analysis

8.1.2 Annova



- Overall Quality of Service ratings were taken on a scale of 1-7 wherein 1 symbolised “Highly Dissatisfied” and 7 symbolised “Highly Satisfied”.
- As per the survey results Bharti Airtel has the highest overall quality score of 5.15 followed by BSNL which has a score of 5.1.
- As per the Anova and further Games Howell Tests we can observe that the differences in their means of BSNL and Airtel are not significant at 0.05 level and thus their services are homogenous.

Table 8.2: Annova - Overall Quality of Telephone Service

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	198.145	3	66.048	53.383	.000
Within Groups	2428.721	1963	1.237		

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	Sum of Squares	df	Mean Square	F	Sig.
Total	2626.866	1966			

Source: IMM Analysis

Table 8.3: Test of Homogeneity of Variances – Overall Quality of Telephone Service

Levene Statistic	df1	df2	Sig.
6.631	3	1963	.000

Source: IMM Analysis

Table 8.4: Games Howell Multiple Comparisons

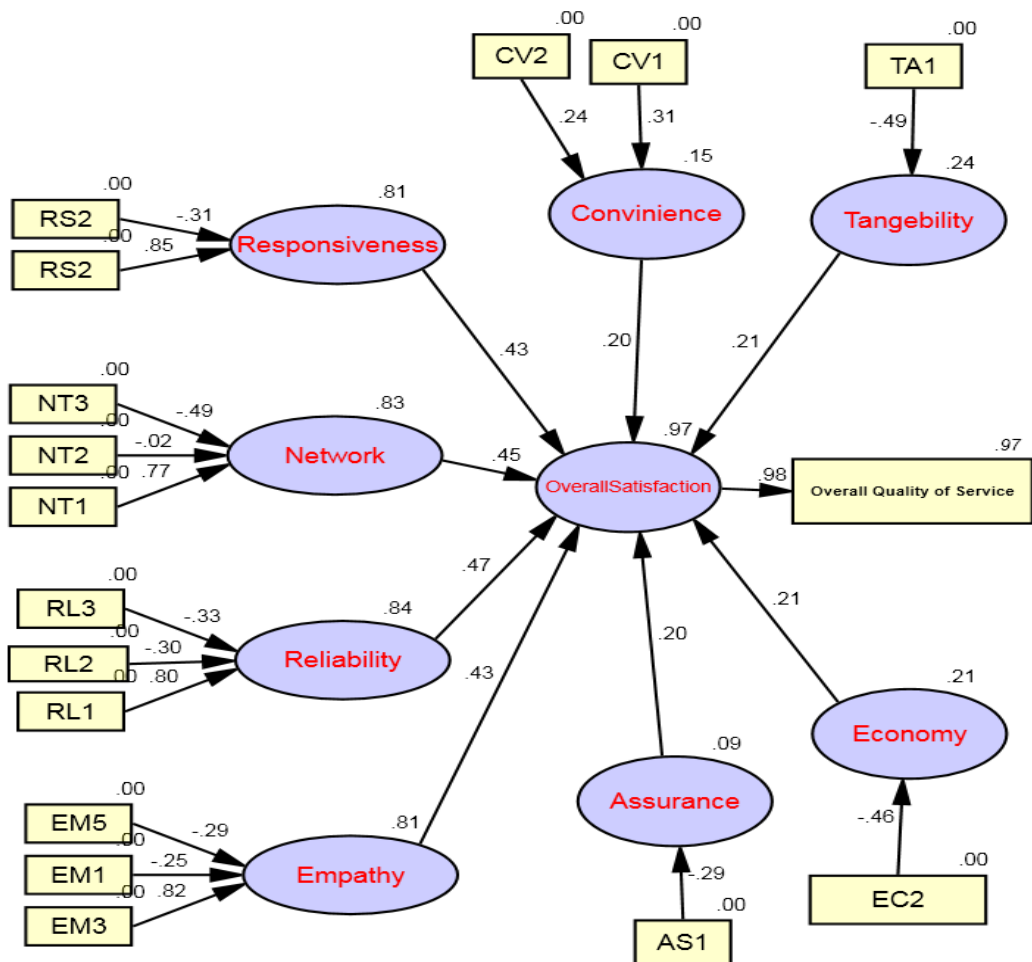
(I) Service	(J) Service	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
BSNL	TATA	.073	.101	.890	-.19	.33
	Reliance	.672*	.061	.000	.51	.83
	AIRTEL	-.052	.070	.883	-.23	.13
Tata	BSNL	-.073	.101	.890	-.33	.19
	Reliance	.599*	.094	.000	.35	.84
	AIRTEL	-.124	.101	.604	-.38	.14
Reliance	BSNL	-.672*	.061	.000	-.83	-.51
	TATA	-.599*	.094	.000	-.84	-.35
	AIRTEL	-.723*	.060	.000	-.88	-.57
Airtel	BSNL	.052	.070	.883	-.13	.23
	TATA	.124	.101	.604	-.14	.38
	Reliance	.723*	.060	.000	.57	.88

Source: IMM Analysis

Note: * The mean is significant at the 0.05 level.

8.1.3 Sequential Equation Modelling

Figure 8.1: SEM Output – Madhya Pradesh Basic Wire-Line



Source: IMM Analysis

- Above SEM model shows Reliability Dimension is most important dimension impacting overall satisfaction (i.e. 0.47 Regression Coefficient).
- Second most important dimension is Network (i.e. 0.45 Regression Coefficient) and the Availability of Fault Free Connection is the most important attribute impacting the Network dimension.
- Third most important factor impacting overall satisfaction is Empathy and Responsiveness (i.e. 0.43 Regression Coefficient)..
- All dimensions shown in above model can explain 0.98 variations on satisfaction with overall quality.

Table 8.5: SEM Output – Madhya Pradesh Basic Wire-Line

Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
Tangibility	Availability of suitable plans and recharge vouchers (TA1)	-0.49	0.21	4
Reliability	Overall Accuracy and Completeness of bill (RL1)	0.80	0.47	1
	Clarity, Transparency and understandability of bill-Post Paid (RL2)	-0.30		
	Customer Friendly Approach of customer care executive (RL3)	-0.33		
Responsiveness	Timely Repair of faults (RS2)	0.85	0.43	3
	Fault Free Connection (RS 2)	-0.31		
Network	Dial tone availability (NT1)	0.77	0.45	2
	Network in terms of make or receive calls easily (NT2)	-0.02		
	Voice quality during calls (NT3)	-0.49		
Empathy	Ease of activating connection (EM3)	0.82	0.43	3
	Understanding of relevant information related to tariffs and plan (EM1)	-0.25		
	Availability of customer care services (EM5)	-0.29		
Assurance	Competency level/Problem solving ability of customer care executive (AS1)	-0.29	0.20	6
Economy	Charges Levied for every internet usage-Post Paid (EC2)	-0.46	0.21	5
	Ease of access to customer care executive through IVR menu (CV1)	0.31	0.20	6

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Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
	Satisfaction With Supplementary Services (CV2)	0.24		

Source: IMM Analysis

8.2 Cellular Service

8.2.1 Net Promoter Score

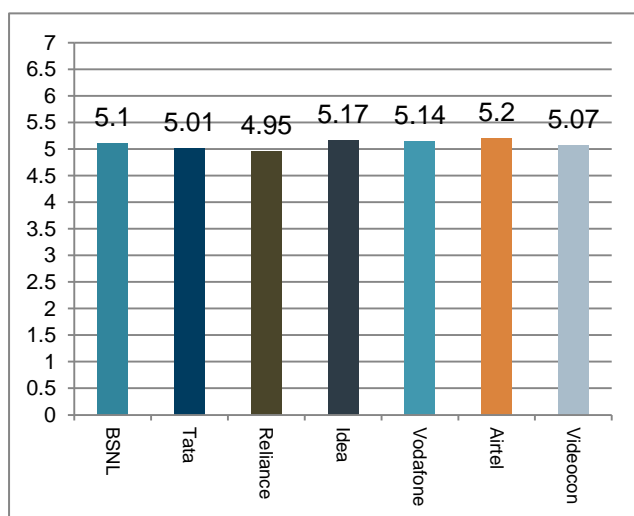
All the service providers have negative Net Promoter Scores with Airtel having the least negative score of -23% while Tata has the most negative score of -42%. The negative scores have been mainly due to the fact that 7&8 inputs have been considered to be that of the passive consumers as per the adopted methodology.

Table 8.6: NPS Output – Madhya Pradesh Cellular Service

Service Provider	Count (7&8) Passive Consumers	P: Count (9&10)	D: Count (0-6)	P%	D%	NPS (P%-D%)
BSNL	188	92	320	15%	53%	-38%
Tata	249	49	302	8%	50%	-42%
Reliance	261	71	268	12%	45%	-33%
Idea	200	104	296	17%	49%	-32%
Vodafone	271	91	238	15%	40%	-25%
Airtel	301	80	219	13%	37%	-23%
Videocon	261	88	251	15%	42%	-27%

Source: IMM Analysis

8.2.2 Annova



- Overall Quality of Service ratings were taken on a scale of 1-7 wherein 1 symbolised “Highly Dissatisfied” and 7 symbolised “Highly Satisfied”.
- As per the survey results Idea has the highest overall quality score of 5.17 followed by Vodafone which has a score of 5.14.
- As per the Anova and further Games Howell Tests we can observe that the differences in their means of Vodafone and Idea are significant at 0.05 level and thus their services are not homogenous.

Table 8.7: Annova - Overall Quality of Telephone Service

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	28.433	6	4.739	3.181	.004
Within Groups	6246.005	4193	1.490		
Total	6274.438	4199			

Source: IMM Analysis

Table 8.8: Test of Homogeneity of Variances – Overall Quality of Telephone Service

Levene Statistic	df1	df2	Sig.
5.327	6	4193	.000

Source: IMM Analysis

Table 8.9: Games Howell Multiple Comparisons

(I) Service	(J) Service	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
BSNL	Tata	.093	.072	.854	-.12	.31
	Reliance	.148	.071	.356	-.06	.36
	Idea	-.072	.076	.965	-.30	.15
	Vodafone	-.038	.072	.998	-.25	.17
	Bharti Airtel	-.098	.072	.819	-.31	.11
	Videocon	.032	.073	.999	-.18	.25
Tata	BSNL	-.093	.072	.854	-.31	.12
	Reliance	.055	.067	.983	-.14	.25
	Idea	-.165	.073	.260	-.38	.05
	Vodafone	-.132	.068	.460	-.33	.07
	Bharti Airtel	-.192	.069	.077	-.39	.01
Reliance	Videocon	-.062	.069	.974	-.27	.14
	BSNL	-.148	.071	.356	-.36	.06
	Tata	-.055	.067	.983	-.25	.14
	Idea	-.220*	.072	.035	-.43	-.01
	Vodafone	-.187	.067	.079	-.38	.01
Idea	Bharti Airtel	-.247*	.067	.005	-.45	-.05
	Videocon	-.117	.068	.608	-.32	.08
	BSNL	.072	.076	.965	-.15	.30
	Tata	.165	.073	.260	-.05	.38
	Reliance	.220*	.072	.035	.01	.43
	Vodafone	.033	.072	.999	-.18	.25
	Bharti Airtel	-.027	.073	1.000	-.24	.19
	Videocon	.103	.073	.797	-.11	.32

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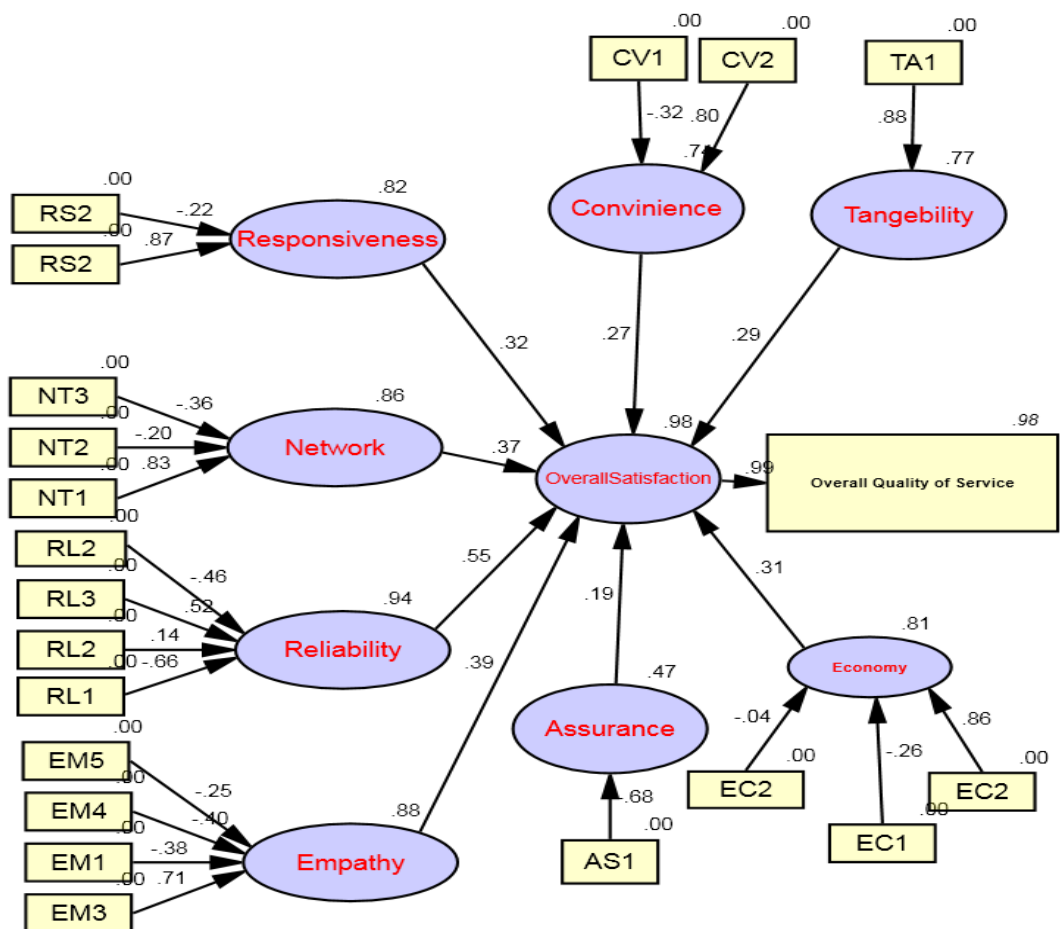
(I) Service	(J) Service	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Vodafone	BSNL	.038	.072	.998	-.17	.25
	Tata	.132	.068	.460	-.07	.33
	Reliance	.187	.067	.079	-.01	.38
	Idea	-.033	.072	.999	-.25	.18
	Bharti Airtel	-.060	.068	.975	-.26	.14
	Videocon	.070	.069	.950	-.13	.27
Bharti Airtel	BSNL	.098	.072	.819	-.11	.31
	Tata	.192	.069	.077	-.01	.39
	Reliance	.247*	.067	.005	.05	.45
	Idea	.027	.073	1.000	-.19	.24
	Vodafone	.060	.068	.975	-.14	.26
	Videocon	.130	.069	.495	-.07	.33
Videocon	BSNL	-.032	.073	.999	-.25	.18
	Tata	.062	.069	.974	-.14	.27
	Reliance	.117	.068	.608	-.08	.32
	Idea	-.103	.073	.797	-.32	.11
	Vodafone	-.070	.069	.950	-.27	.13
	Bharti Airtel	-.130	.069	.495	-.33	.07

Source: IMM Analysis

Note: * The mean is significant at the 0.05 level.

8.2.3 Sequential Equation Modelling

Figure 8.2: SEM Output – Madhya Pradesh Cellular



Source: IMM Analysis

- With 0.55 Regression Coefficient Reliability is most important dimension impacting on overall satisfaction.
- Second important dimension is Empathy with 0.39 Regression Coefficient.
- The third most important dimensions is Network, with Regression Coefficient of 0.37.

- All dimensions can explain 0.99 variations on Satisfaction with overall Quality.

Table 8.10: SEM Output – Madhya Pradesh Cellular

Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
Tangibility	Availability of suitable plans and recharge vouchers (TA1)	0.88	0.29	6
Reliability	Overall Accuracy and Completeness of bill (RL1)	-0.16	0.55	1
	Clarity, Transparency and understandability of bill-Post Paid (RL2)	0.14		
	Transparency of information provided on vouchers-Pre Paid (RL2)	-0.46		
	Customer Friendly Approach of customer care executive (RL3)	0.52		
Responsiveness	Availability of fault free connection (RS2)	0.87	0.32	4
	Timely Repair of faults (RS2)	-0.22		
Network	Availability of Signal (NT1)	0.83	0.37	3
	Network in terms of ability to Make of receive call easily (NT2)	-0.20		
	Voice Quality during calls (NT3)	-0.36		
Empathy	Ease of activating connection (EM3)	0.71	0.39	2
	Understanding of relevant information related to tariffs and plan (EM1)	-0.38		
	Ease of Activation of vouchers (recharge Process) (EM4)	-0.40		
	Availability of customer care services (EM5)	-0.25		
Assurance	Competency level/Problem solving ability of customer care executive (AS1)	0.68	0.19	8
Economy	Availability of vouchers of various denomination (EC1)	-0.26	0.31	5
	Charges deducted after every usage (EC2)	0.86		
	Charges Levied per call(EC2 Post-	-0.04		

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Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
	paid)			
Convenience	Ease of access to customer care executive through IVR menu (CV1)	-0.32	0.27	7
	Satisfaction with supplementary services (Cv2)	0.80		

Source: IMM Analysis

8.3 Broadband Service

8.3.1 Net Promoter Score

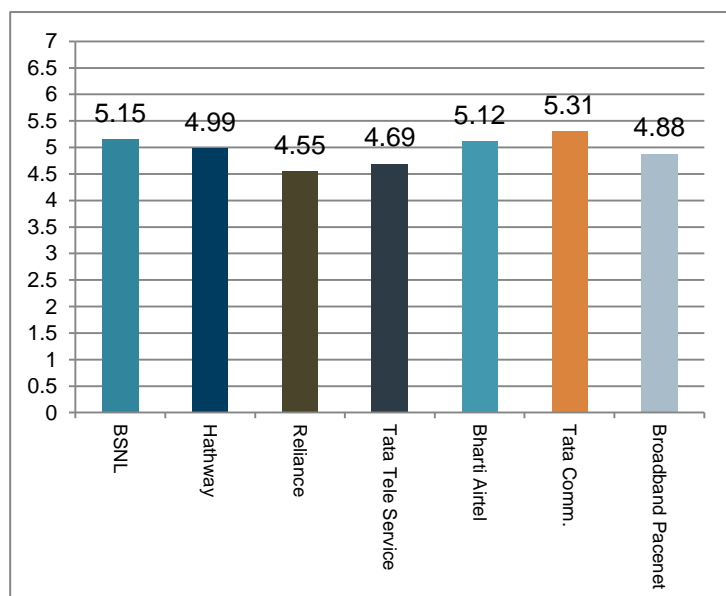
All the service providers have negative Net Promoter Scores with BSNL having the least negative score of -31% while Reliance has the most negative score of -63%. The negative scores have been mainly due to the fact that 7&8 inputs have been considered to be that of the passive consumers as per the adopted methodology.

Table 8.11: NPS Output – Madhya Pradesh Broadband Line

Service Provider	Count (7&8) Passive Consumers	P: Count (9&10)	D: Count (0-6)	P%	D%	NPS (P%-D%)
BSNL	353	30	217	5%	36%	-31%
Hathway	44	21	64	16%	50%	-33%
Reliance	125	48	427	8%	71%	-63%
Tata Teleservices	138	38	171	11%	49%	-38%
Bharti Airtel	219	68	313	11%	52%	-41%
Tata Commu.	16	6	23	13%	51%	-38%
Broadband Pacenet	109	60	231	15%	58%	-43%

Source: IMM Analysis

8.3.2 Annova



- Overall Quality of Service ratings were taken on a scale of 1-7 wherein 1 symbolised “Highly Dissatisfied” and 7 symbolised “Highly Satisfied”.

- As per the survey results Tata Communication has the highest overall quality score of 5.31 followed by BSNL which has a score of 5.15.

Table 8.12: Anova - Overall Quality of Telephone Service

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	161.883	6	26.980	16.354	.000
Within Groups	4477.514	2714	1.650		
Total	4639.397	2720			

Source: IMM Analysis

Table 8.13: Test of Homogeneity of Variances – Overall Quality of Telephone Service

Levene Statistic	df1	df2	Sig.
0.985	6	2714	0.434

Source: IMM Analysis

Table 8.14: Games Howell Multiple Comparisons

(I) Service	(J) Service	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
BSNL	Hathaway	.154	.127	.889	-.23	.53
	Reliance	.593 [*]	.072	.000	.38	.81
	Tata Tele Services	.452 [*]	.086	.000	.20	.71
	Bharti Airtel	.023	.074	1.000	-.20	.24
	Tata Commu.	-.164	.197	.980	-.77	.44
	Broadband Pacenet	.269 [*]	.084	.025	.02	.52
	BSNL	-.154	.127	.889	-.53	.23
Hathway	Reliance	.439 [*]	.127	.012	.06	.82
	Tata Tele Services	.298	.136	.304	-.11	.70
	Bharti Airtel	-.131	.128	.949	-.51	.25
	Tata Commu.	-.319	.223	.785	-.99	.36
	Broadband Pacenet	.115	.135	.979	-.29	.52
	BSNL	-.593 [*]	.072	.000	-.81	-.38
Reliance	Hathaway	-.439 [*]	.127	.012	-.82	-.06
	Tata Tele Services	-.141	.086	.652	-.39	.11
	Bharti Airtel	-.570 [*]	.074	.000	-.79	-.35
	Tata Commu.	-.758 [*]	.197	.006	-1.36	-.15

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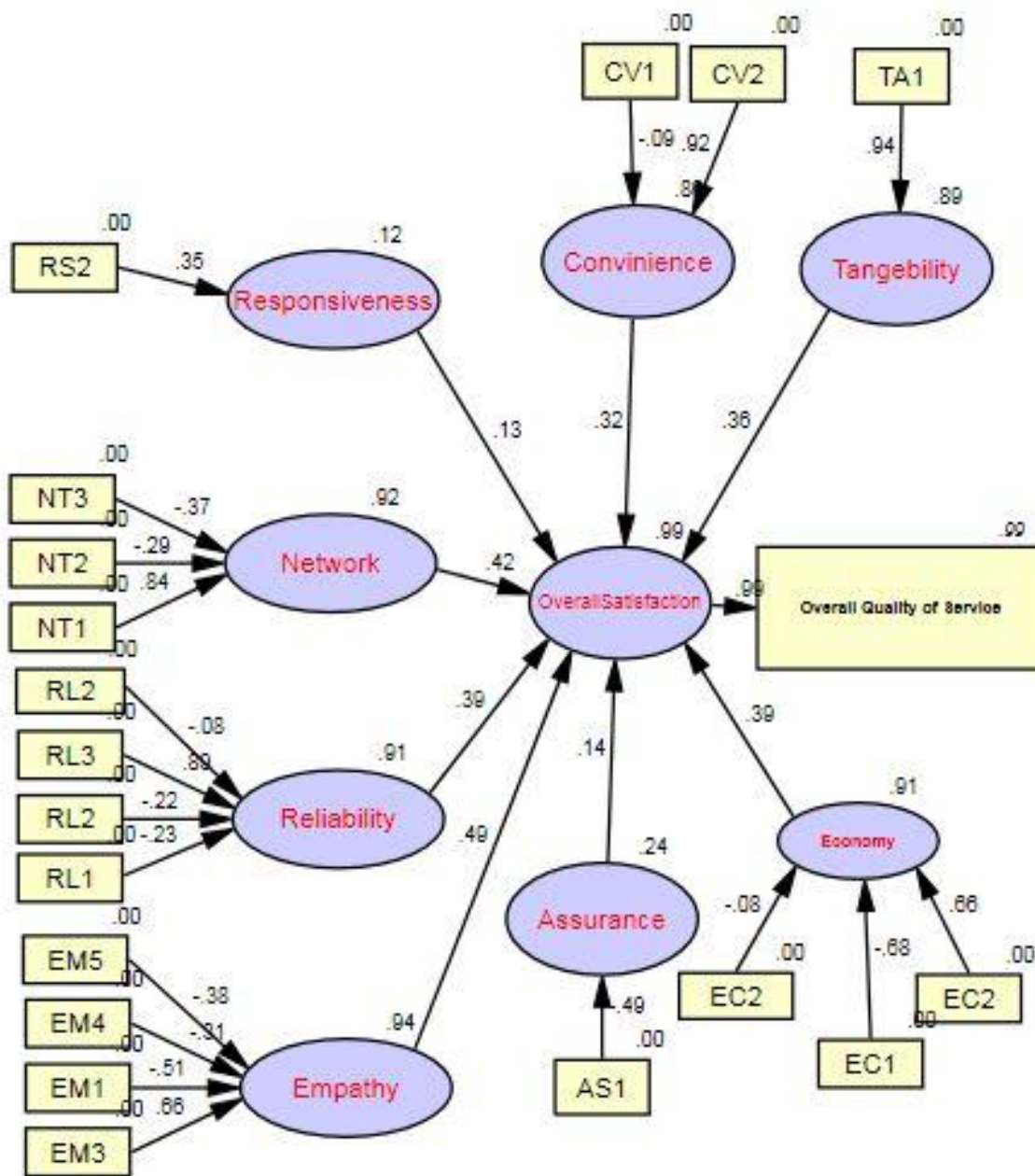
(I) Service	(J) Service	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
	Broadband Pacenet	-.324*	.084	.002	-.57	-.08
Tata Teleservices	BSNL	-.452*	.086	.000	-.71	-.20
	Hathaway	-.298	.136	.304	-.70	.11
	Reliance	.141	.086	.652	-.11	.39
	Bharti Airtel	-.429*	.088	.000	-.69	-.17
	Tata Commu.	-.617	.202	.052	-1.24	.00
	Broadband Pacenet	-.183	.096	.482	-.47	.10
Bharti Airtel	BSNL	-.023	.074	1.000	-.24	.20
	Hathaway	.131	.128	.949	-.25	.51
	Reliance	.570*	.074	.000	.35	.79
	Tata Tele Services	.429*	.088	.000	.17	.69
	Tata Commu.	-.188	.198	.962	-.79	.42
	Broadband Pacenet	.246	.086	.064	-.01	.50
Tata Communication	BSNL	.164	.197	.980	-.44	.77
	Hathaway	.319	.223	.785	-.36	.99
	Reliance	.758*	.197	.006	.15	1.36
	Tata Tele Services	.617	.202	.052	.00	1.24
	Bharti Airtel	.188	.198	.962	-.42	.79
	Broadband Pacenet	.434	.202	.339	-.18	1.05
Broadband Pacenet	BSNL	-.269*	.084	.025	-.52	-.02
	Hathaway	-.115	.135	.979	-.52	.29
	Reliance	.324*	.084	.002	.08	.57
	Tata Tele Services	.183	.096	.482	-.10	.47
	Bharti Airtel	-.246	.086	.064	-.50	.01
	Tata Commu.	-.434	.202	.339	-1.05	.18

Source: IMM Analysis

Note: * The mean is significant at the 0.05 level.

8.3.3 Sequential Equation Modelling

Figure 8.3: SEM Output – Madhya Pradesh Broadband



Source: IMM Analysis

- Above SEM model shows Empathy is most important dimension impacting overall satisfaction (i.e. 0.49 Regression Coefficient).
- Second most important dimension is Network (i.e. 0.42 Regression Coefficient).
- Third most important factor impacting overall satisfaction is Economy and Reliability (i.e. 0.39 Regression Coefficient).
- All dimensions shown in above model can explain 0.99 variations on satisfaction with overall quality.

Table 8.15: SEM Output – Madhya Pradesh Broadband

Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
Tangibility	Availability of suitable plans and recharge vouchers (TA1)	0.94	0.36	4
Reliability	Overall Accuracy and Completeness of bill (RL1)	-0.23	0.39	3
	Clarity, Transparency and understandability of bill-Post Paid (RL2)	-0.08		
	Transparency of Recharge Offer/Voucher (RL2)	-0.22		
	Customer Friendly Approach of customer care executive (RL3)	0.89		
Responsiveness	Timely Repair of faults (RS2)	0.35	0.13	7
Network	Availability of Signal (NT1)	0.84	0.42	2
	Network in terms of speed of broadband (NT2)	-0.29		
	Time for service up and working (NT3)	-0.37		
Empathy	Ease of activating connection (EM3)	0.55	0.49	1
	Understanding of relevant information related to tariffs and plan (EM1)	-0.51		
	Ease of Activation of vouchers (recharge Process) (EM4)	-0.31		
	Availability of customer care services (EM5)	-0.38		
Assurance	Competency level/Problem solving ability of customer care executive (AS1)	0.49	0.14	6
Economy	Availability of vouchers of various denomination (EC1)	-0.68	0.39	3
	Charges deducted for internet usage-Pre Paid (EC2)	0.66		

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Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
	Charges Levied for every internet usage-Post Paid (EC2)	-0.08		
Convenience	Satisfaction with supplementary services (Cv2)	0.84	0.30	5

Source: IMM Analysis

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Appendices

Appendix A. Output Tables - SEM _____

Appendix B. Questionnaires _____

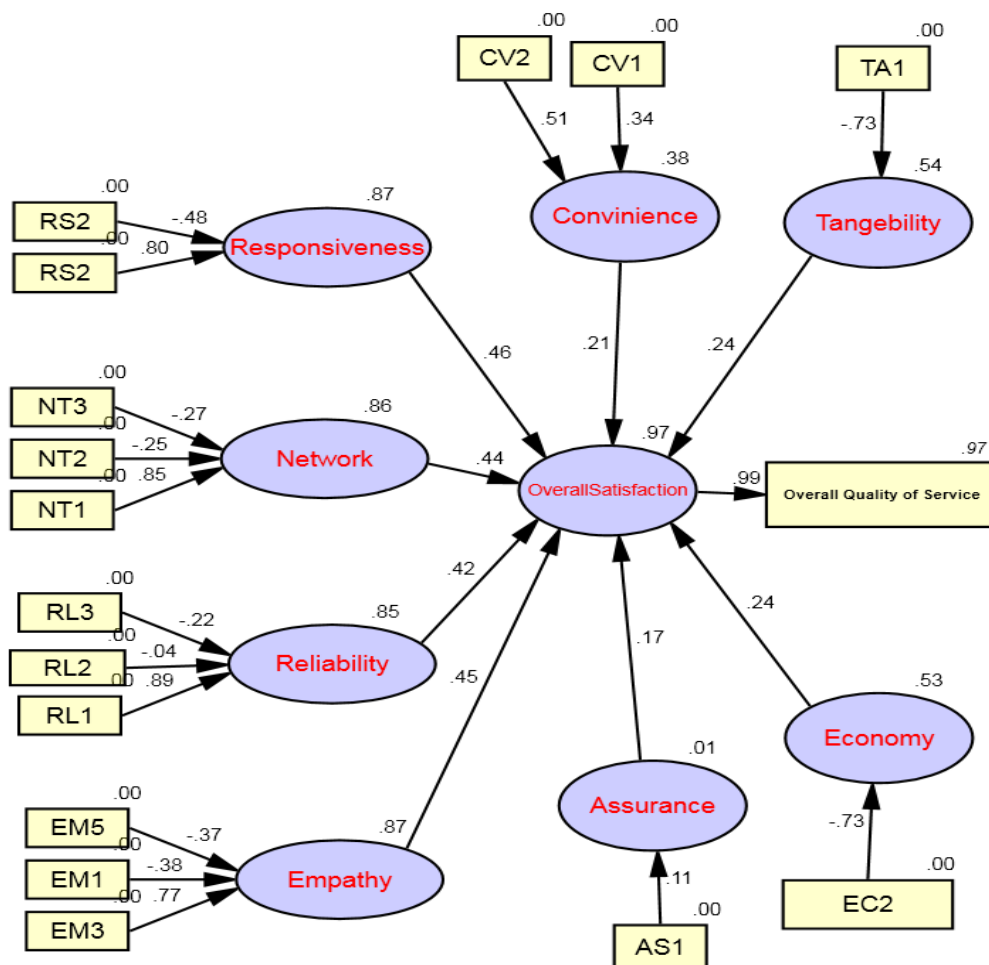
Appendix C. Output Tables – Madhya Pradesh Circle

Appendix A. Sequential Equation Modelling – Service Provider-Wise

A.1 Madhya Pradesh Circle – Basic Wire-Line

A.1.1 BSNL

Figure A.1: BSNL - SEM



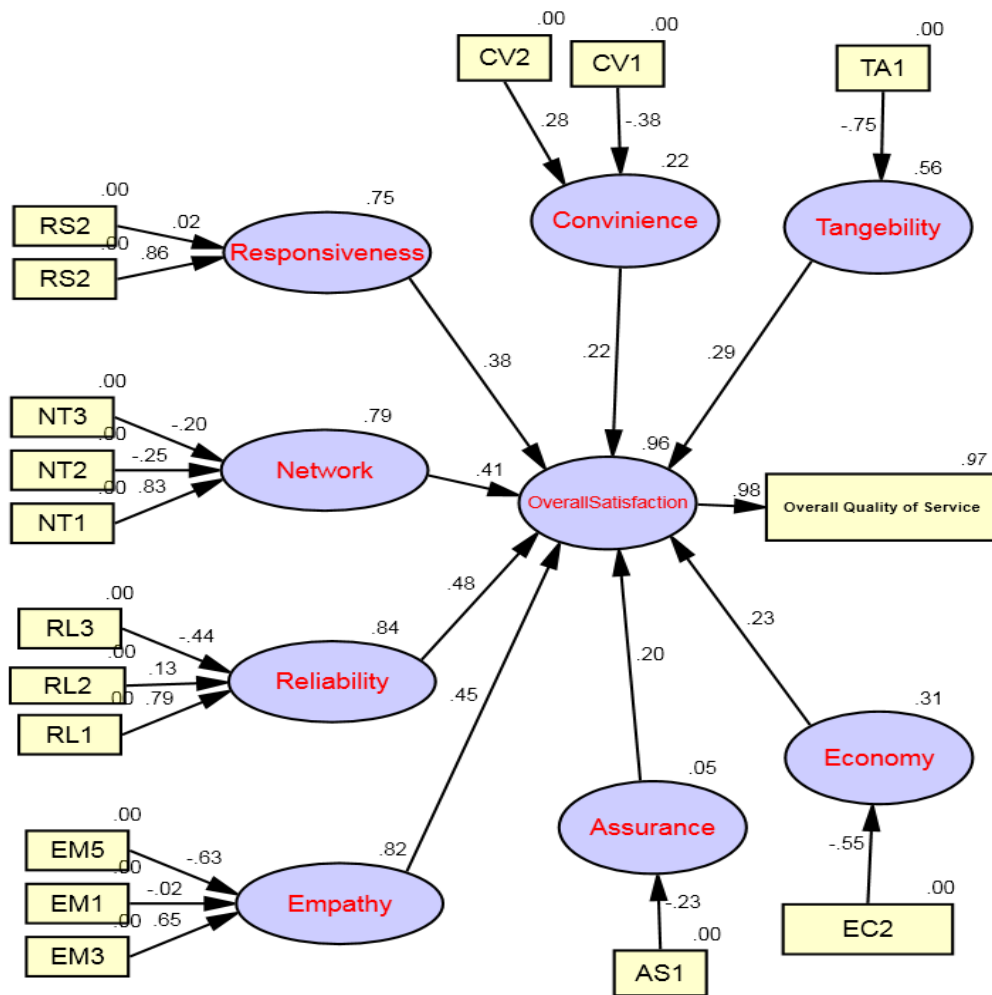
Source: IMM Analysis

Table A.1: BSNL - SEM

Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
Tangibility	Availability of suitable plans and recharge vouchers (TA1)	-0.73	0.24	5
Reliability	Overall Accuracy and Completeness of bill (RL1)	0.89	0.42	4
	Clarity, Transparency and understandability of bill-Post Paid (RL2)	-0.04		
	Customer Friendly Approach of customer care executive (RL3)	-0.22		
Responsiveness	Timely Repair of faults (RS2)	0.80	0.46	1
	Fault Free Connection (RS 2)	-0.48		
Network	Dial tone availability (NT1)	0.85	0.44	3
	Network in terms of make or receive calls easily (NT2)	-0.25		
	Voice quality during calls (NT3)	-0.27		
Empathy	Ease of activating connection (EM3)	0.77	0.45	2
	Understanding of relevant information related to tariffs and plan (EM1)	-0.38		
	Availability of customer care services (EM5)	-0.37		
Assurance	Competency level/Problem solving ability of customer care executive (AS1)	0.11	0.17	7
Economy	Charges Levied for every internet usage-Post Paid (EC2)	-0.73	0.24	5
Convenience	Ease of access to customer care executive through IVR menu (CV1)	0.51	0.21	6
	Satisfaction With Supplementary Services (CV2)	0.34		

A.1.2 Reliance

Figure A.2: Reliance - SEM



Source: IMM Analysis

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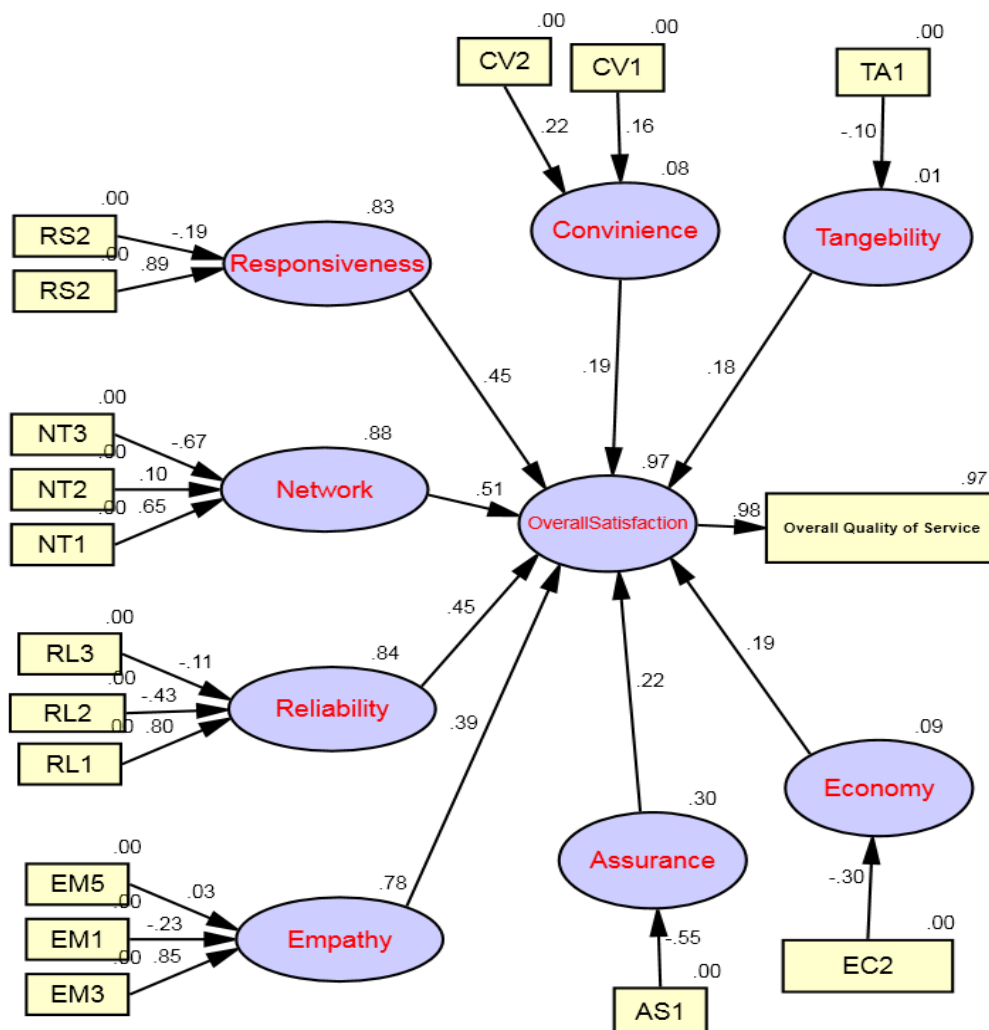


Table A.2: Reliance - SEM

Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
Tangibility	Availability of suitable plans and recharge vouchers (TA1)	-0.75	0.29	5
Reliability	Overall Accuracy and Completeness of bill (RL1)	0.79	0.48	1
	Clarity, Transparency and understandability of bill-Post Paid (RL2)	0.13		
	Customer Friendly Approach of customer care executive (RL3)	-0.44		
Responsiveness	Timely Repair of faults (RS2)	0.86	0.38	4
	Fault Free Connection (RS 2)	0.02		
Network	Dial tone availability (NT1)	0.83	0.41	3
	Network in terms of make or receive calls easily (NT2)	-0.25		
	Voice quality during calls (NT3)	-0.20		
Empathy	Ease of activating connection (EM3)	0.65	0.45	2
	Understanding of relevant information related to tariffs and plan (EM1)	-0.02		
	Availability of customer care services (EM5)	-0.63		
Assurance	Competency level/Problem solving ability of customer care executive (AS1)	-0.23	0.20	8
Economy	Charges Levied for every internet usage-Post Paid (EC2)	-0.55	0.23	6
Convenience	Ease of access to customer care executive through IVR menu (CV1)	0.28	0.22	7
	Satisfaction With Supplementary Services (CV2)	-0.38		

A.1.3 Airtel

Figure A.3: Airtel - SEM



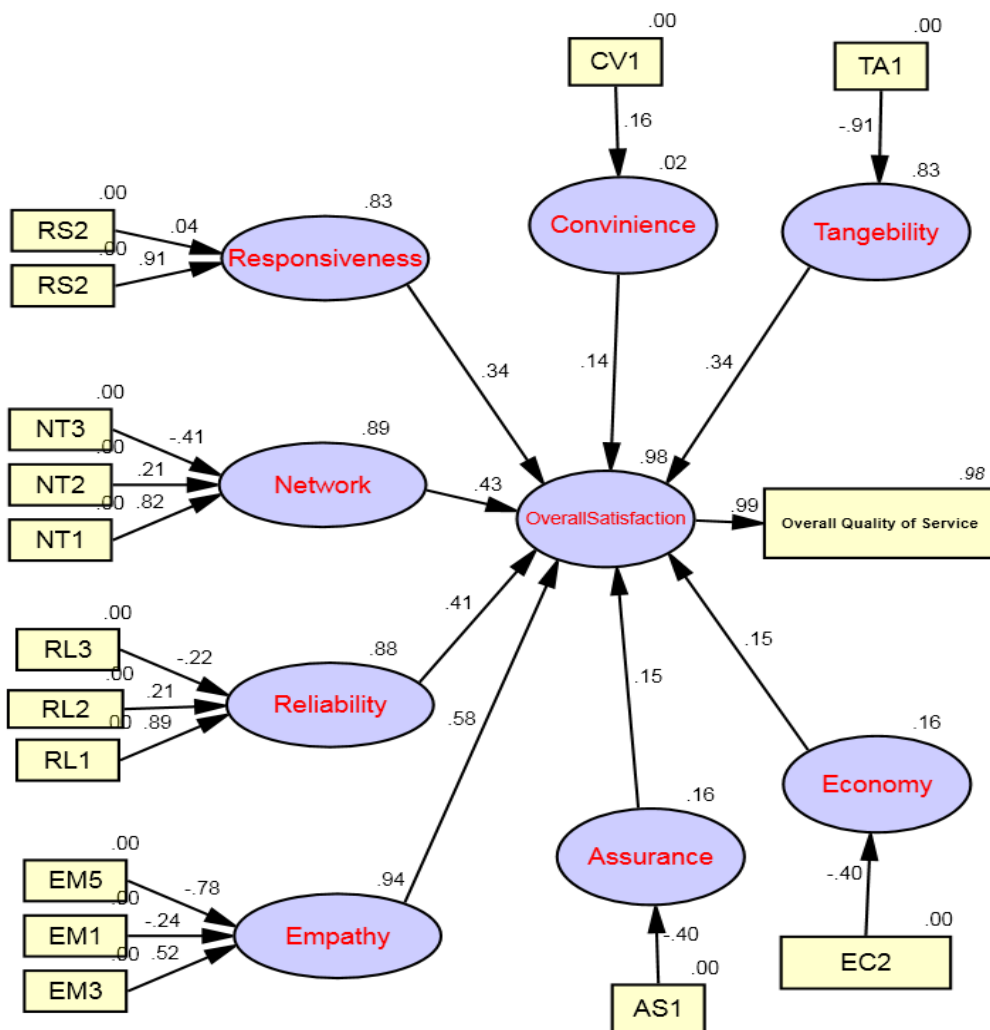
Source: IMM Analysis

Table A.3: Airtel - SEM

Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
Tangibility	Availability of suitable plans and recharge vouchers (TA1)	-0.10	0.18	6
Reliability	Overall Accuracy and Completeness of bill (RL1)	0.80	0.51	1
	Clarity, Transparency and understandability of bill-Post Paid (RL2)	-0.43		
	Customer Friendly Approach of customer care executive (RL3)	-0.11		
Responsiveness	Timely Repair of faults (RS2)	0.89	0.45	2
	Fault Free Connection (RS 2)	-0.19		
Network	Dial tone availability (NT1)	0.65	0.51	1
	Network in terms of make or receive calls easily (NT2)	0.10		
	Voice quality during calls (NT3)	-0.67		
Empathy	Ease of activating connection (EM3)	0.85	0.39	3
	Understanding of relevant information related to tariffs and plan (EM1)	-0.23		
	Availability of customer care services (EM5)	0.03		
Assurance	Competency level/Problem solving ability of customer care executive (AS1)	-0.55	0.22	4
Economy	Charges Levied for every internet usage-Post Paid (EC2)	-0.30	0.19	5
Convenience	Ease of access to customer care executive through IVR menu (CV1)	0.16	0.19	5
	Satisfaction With Supplementary Services (CV2)	0.22		

A.1.4 Tata

Figure A.4: Tata - SEM



Source: IMM Analysis

Table A.4: Tata - SEM

Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
Tangibility	Availability of suitable plans and recharge vouchers (TA1)	-0.91	0.34	4
Reliability	Overall Accuracy and Completeness of bill (RL1)	0.89	0.41	3
	Clarity, Transparency and understandability of bill-Post Paid (RL2)	-0.21		
	Customer Friendly Approach of customer care executive (RL3)	-0.22		
Responsiveness	Timely Repair of faults (RS2)	0.91	0.34	4
	Fault Free Connection (RS 2)	0.04		
Network	Dial tone availability (NT1)	0.82	0.43	2
	Network in terms of make or receive calls easily (NT2)	-0.21		
	Voice quality during calls (NT3)	-0.41		
Empathy	Ease of activating connection (EM3)	0.52	0.58	1
	Understanding of relevant information related to tariffs and plan (EM1)	-0.24		
	Availability of customer care services (EM5)	-0.78		
Assurance	Competency level/Problem solving ability of customer care executive (AS1)	-0.40	0.15	5
Economy	Charges Levied for every internet usage-Post Paid (EC2)	-0.40	0.15	5
Convenience	Ease of access to customer care executive through IVR menu (CV1)	0.16	0.14	6
	Satisfaction With Supplementary Services (CV2)	N.A.		

A.2 Madhya Pradesh Circle – Cellular

A.2.1 BSNL

Figure A.5: BSNL - SEM

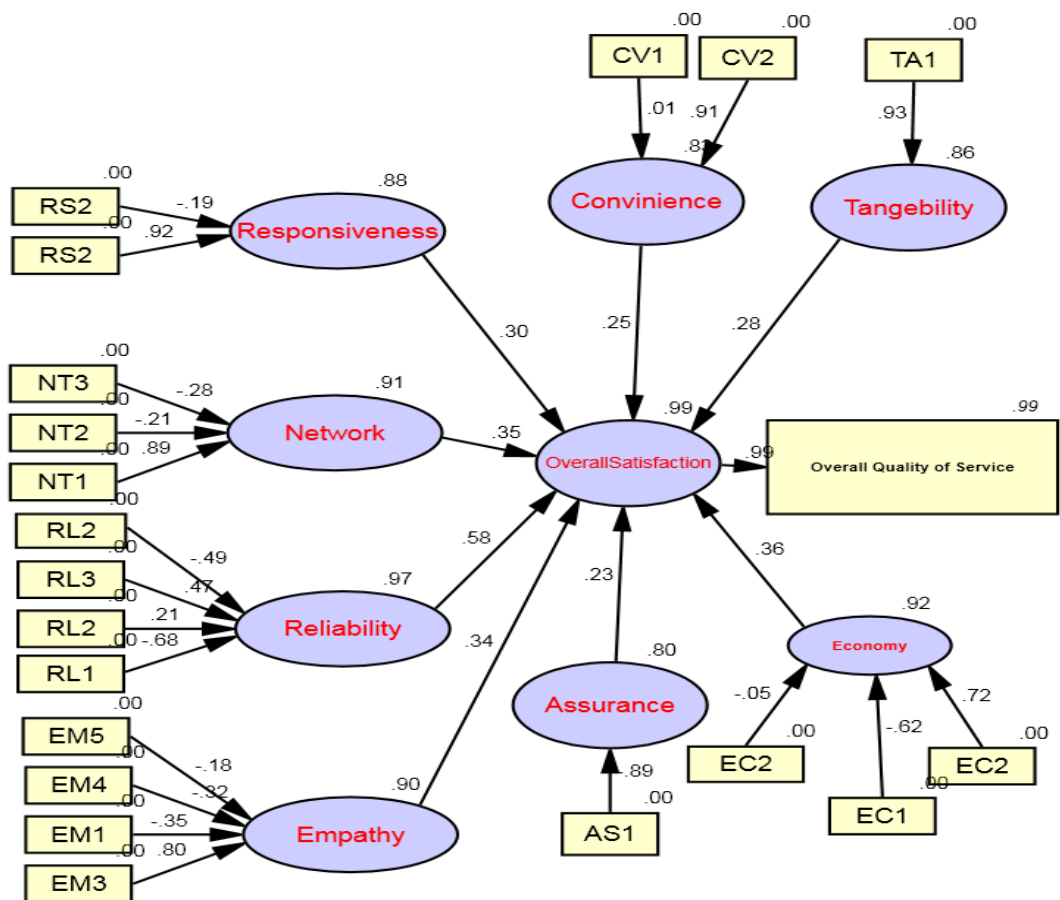
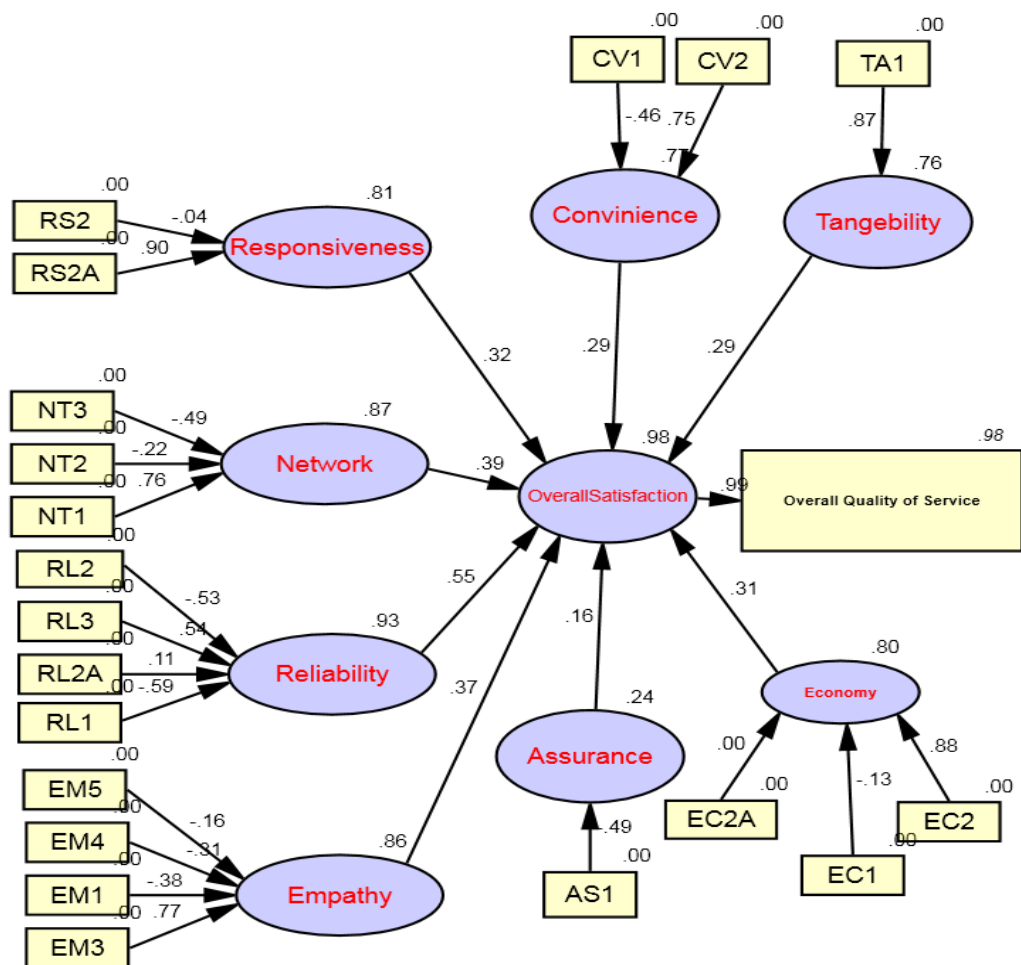


Table A.5: BSNL - SEM

Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
Tangibility	Availability of suitable plans and recharge vouchers (TA1)	0.93	0.28	6
Reliability	Overall Accuracy and Completeness of bill (RL1)	0.68	0.58	1
	Clarity, Transparency and understandability of bill-Post Paid (RL2)	0.21		
	Transparency of information provided on vouchers-Pre Paid (RL2)	-0.49		
	Customer Friendly Approach of customer care executive (RL3)	0.47		
Responsiveness	Availability of fault free connection (RS2)	-0.19	0.30	5
	Timely Repair of faults (RS2)	0.92		
Network	Availability of Signal (NT1)	0.89	0.35	3
	Network in terms of ability to Make of receive call easily (NT2)	-0.21		
	Voice Quality during calls (NT3)	-0.28		
Empathy	Ease of activating connection (EM3)	0.80	0.34	4
	Understanding of relevant information related to tariffs and plan (EM1)	-0.35		
	Ease of Activation of vouchers (recharge Process) (EM4)	-0.32		
	Availability of customer care services (EM5)	-0.18		
Assurance	Competency level/Problem solving ability of customer care executive (AS1)	0.89	0.23	8
Economy	Availability of vouchers of various denomination (EC1)	-0.62	0.36	2
	Charges deducted after every usage (EC2)	0.72		
	Charges Levied per call(EC2 Post-paid)	-0.05		
Convenience	Ease of access to customer care executive through IVR menu (CV1)	0.01	0.25	7
	Satisfaction with supplementary services (Cv2)	0.91		

A.2.2 Tata

Figure A.6: Tata - SEM



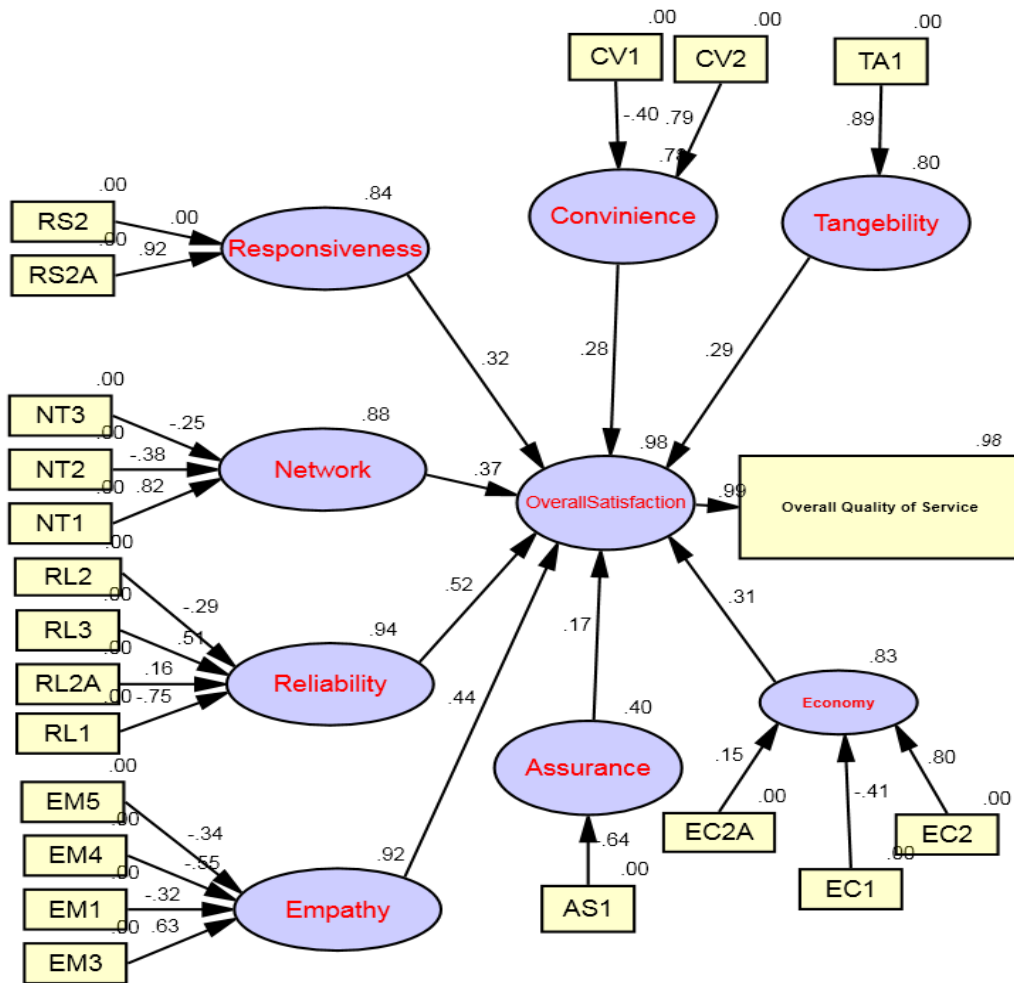
Source: IMM Analysis

Table A.6: Tata - SEM

Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
Tangibility	Availability of suitable plans and recharge vouchers (TA1)	0.87	0.29	6
Reliability	Overall Accuracy and Completeness of bill (RL1)	-0.59	0.55	1
	Clarity, Transparency and understandability of bill-Post Paid (RL2)	0.53		
	Transparency of information provided on vouchers-Pre Paid (RL2)	0.11		
	Customer Friendly Approach of customer care executive (RL3)	0.54		
Responsiveness	Availability of fault free connection (RS2)	-0.04	0.32	4
	Timely Repair of faults (RS2)	0.90		
Network	Availability of Signal (NT1)	0.76	0.39	2
	Network in terms of ability to Make of receive call easily (NT2)	-0.22		
	Voice Quality during calls (NT3)	-0.49		
Empathy	Ease of activating connection (EM3)	0.77	0.37	3
	Understanding of relevant information related to tariffs and plan (EM1)	-0.38		
	Ease of Activation of vouchers (recharge Process) (EM4)	-0.31		
	Availability of customer care services (EM5)	-0.16		
Assurance	Competency level/Problem solving ability of customer care executive (AS1)	0.49	0.16	7
Economy	Availability of vouchers of various denomination (EC1)	-0.13	0.31	5
	Charges deducted after every usage (EC2)	0.00		
	Charges Levied per call(EC2 Post-paid)	0.88		
Convenience	Ease of access to customer care executive through IVR menu (CV1)	-0.46	0.29	6
	Satisfaction with supplementary services (Cv2)	0.75		

A.2.3 Reliance

Figure A.7: Reliance - SEM



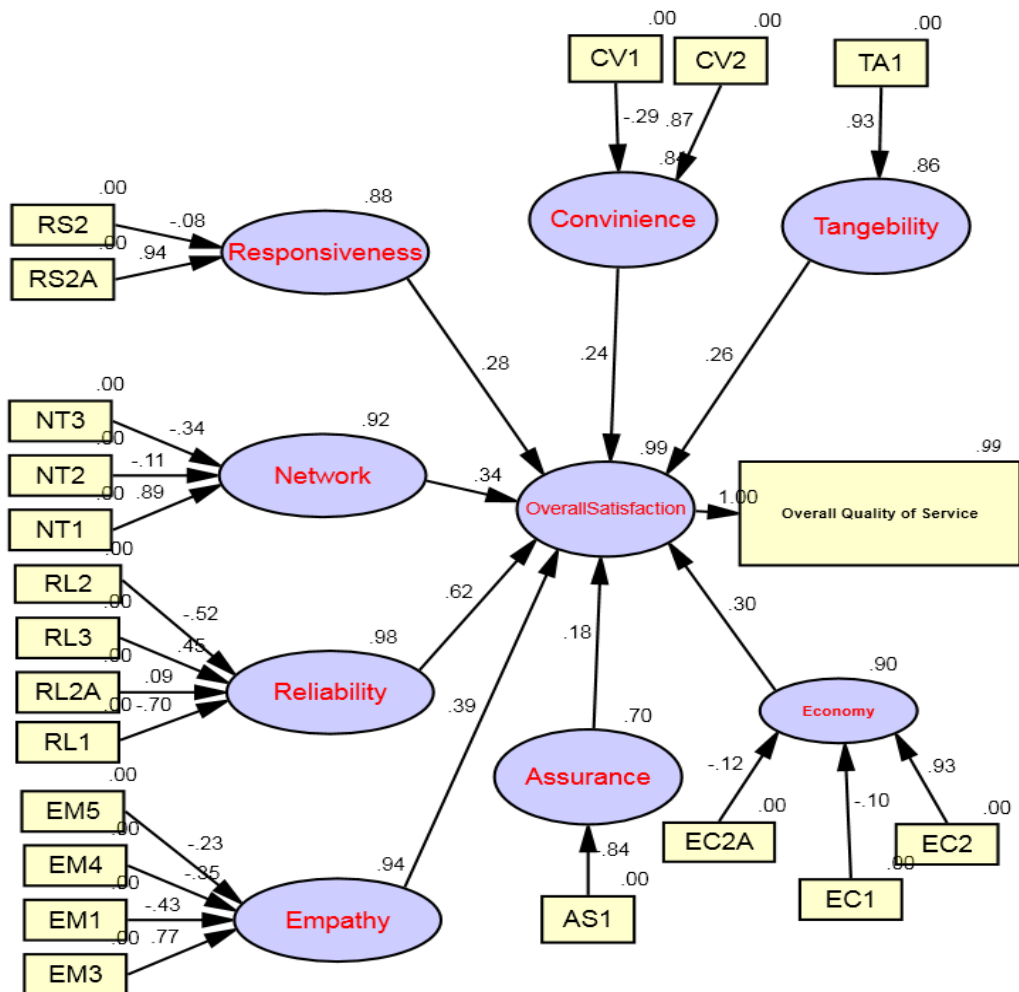
Source: IMM Analysis

Table A.7: Reliance - SEM

Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
Tangibility	Availability of suitable plans and recharge vouchers (TA1)	0.89	0.29	6
Reliability	Overall Accuracy and Completeness of bill (RL1)	-0.75	0.52	1
	Clarity, Transparency and understandability of bill-Post Paid (RL2)	-0.29		
	Transparency of information provided on vouchers-Pre Paid (RL2)	0.16		
	Customer Friendly Approach of customer care executive (RL3)	0.51		
Responsiveness	Availability of fault free connection (RS2)	0.00	0.32	4
	Timely Repair of faults (RS2)	0.92		
Network	Availability of Signal (NT1)	0.82	0.37	3
	Network in terms of ability to Make or receive call easily (NT2)	-0.38		
	Voice Quality during calls (NT3)	-0.25		
Empathy	Ease of activating connection (EM3)	0.63	0.44	2
	Understanding of relevant information related to tariffs and plan (EM1)	-0.32		
	Ease of Activation of vouchers (recharge Process) (EM4)	-0.55		
	Availability of customer care services (EM5)	-0.34		
Assurance	Competency level/Problem solving ability of customer care executive (AS1)	0.64	0.17	8
Economy	Availability of vouchers of various denomination (EC1)	-0.41	0.31	5
	Charges deducted after every usage (EC2)	0.80		
	Charges Levied per call(EC2A Post-paid)	0.15		
Convenience	Ease of access to customer care executive through IVR menu (CV1)	-0.40	0.28	7
	Satisfaction with supplementary services (Cv2)	0.79		

A.2.4 Idea

Figure A.8: IDEA - SEM



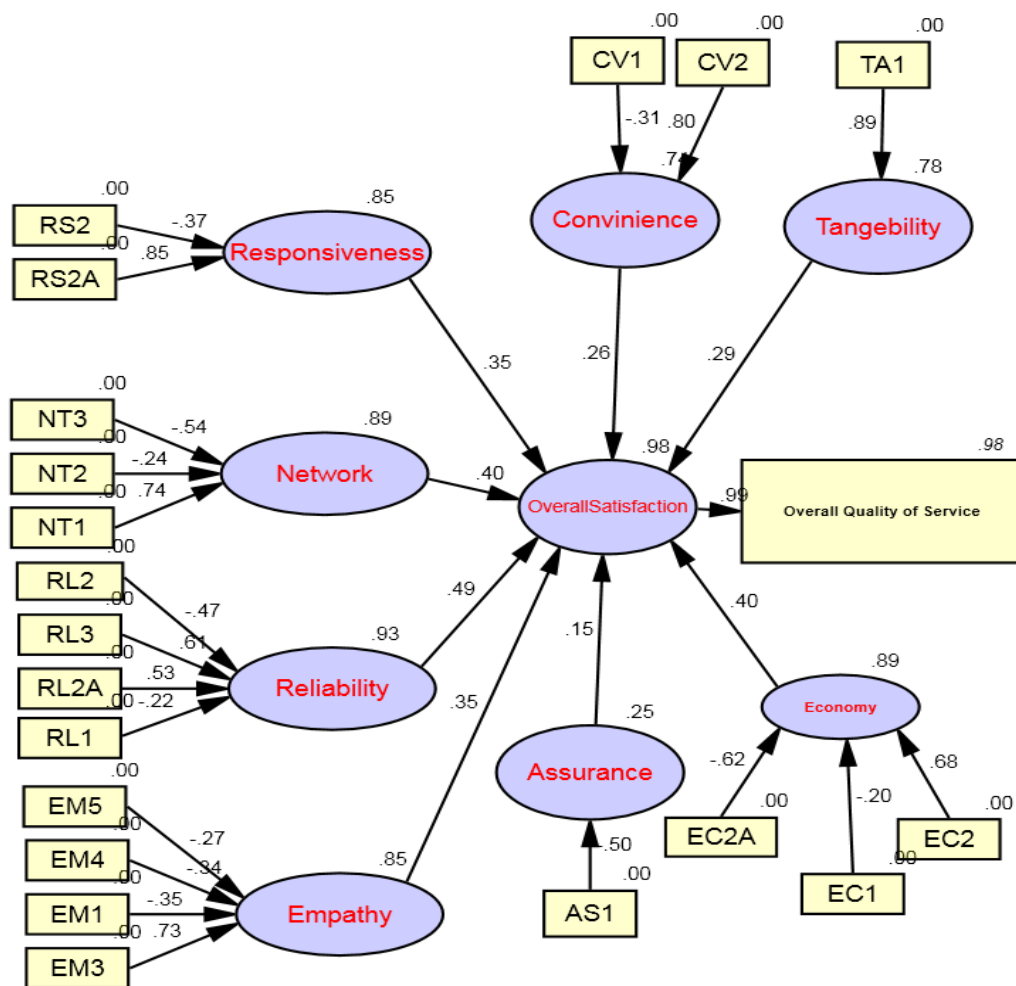
Source: IMM Analysis

Table A.8: Idea - SEM

Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
Tangibility	Availability of suitable plans and recharge vouchers (TA1)	0.93	0.26	6
Reliability	Overall Accuracy and Completeness of bill (RL1)	-0.70	0.62	1
	Clarity, Transparency and understandability of bill-Post Paid (RL2)	-0.52		
	Transparency of information provided on vouchers-Pre Paid (RL2A)	0.09		
	Customer Friendly Approach of customer care executive (RL3)	0.45		
Responsiveness	Availability of fault free connection (RS2)	-0.08	0.28	5
	Timely Repair of faults (RS2A)	0.94		
Network	Availability of Signal (NT1)	0.89	0.34	3
	Network in terms of ability to Make of receive call easily (NT2)	-0.11		
	Voice Quality during calls (NT3)	-0.34		
Empathy	Ease of activating connection (EM3)	0.77	0.39	2
	Understanding of relevant information related to tariffs and plan (EM1)	-0.43		
	Ease of Activation of vouchers (recharge Process) (EM4)	-0.35		
	Availability of customer care services (EM5)	-0.23		
Assurance	Competency level/Problem solving ability of customer care executive (AS1)	0.84	0.18	8
Economy	Availability of vouchers of various denomination (EC1)	-0.10	0.30	4
	Charges deducted after every usage (EC2)	0.93		
	Charges Levied per call(EC2A Post-paid)	-0.12		
Convenience	Ease of access to customer care executive through IVR menu (CV1)	-0.29	0.24	7
	Satisfaction with supplementary services (Cv2)	0.87		

A.2.5 Vodafone

Figure A.9: Vodafone - SEM



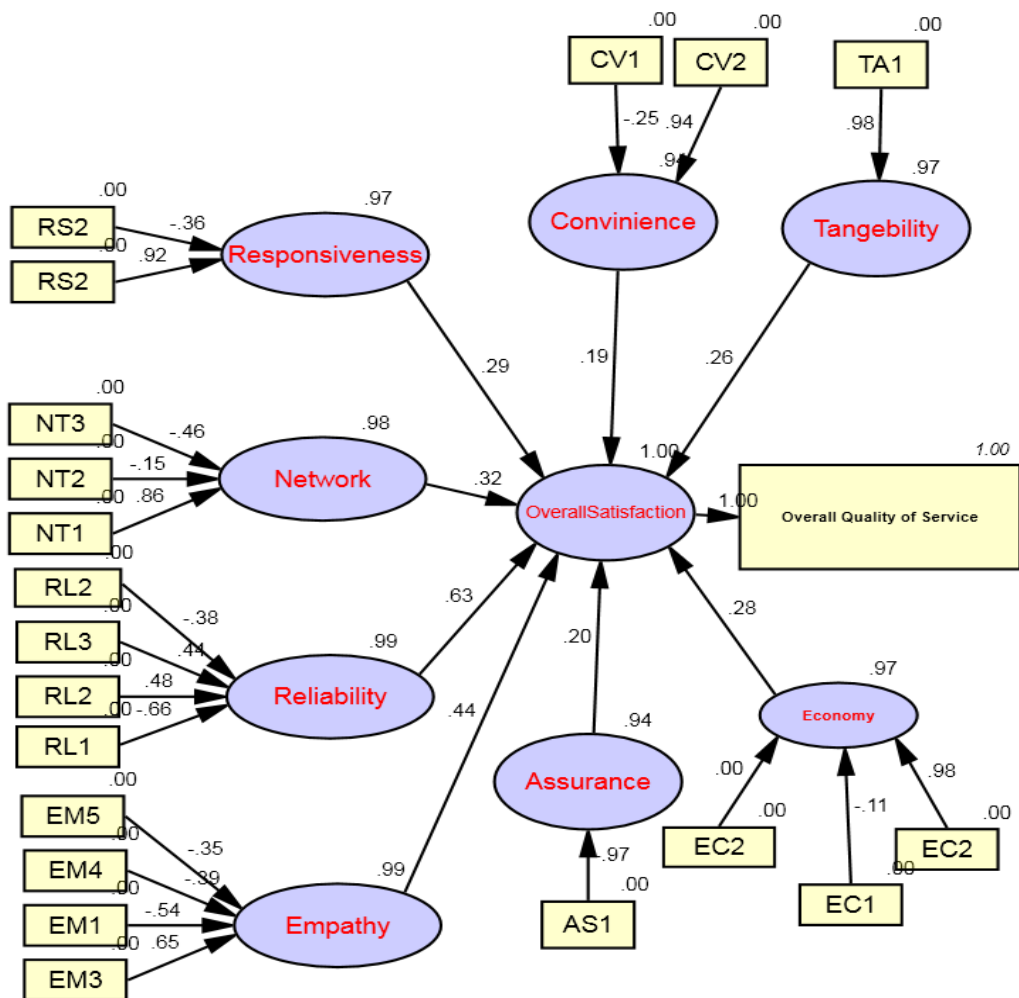
Source: IMM Analysis

Table A.9: Vodafone - SEM

Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
Tangibility	Availability of suitable plans and recharge vouchers (TA1)	0.89	0.29	4
Reliability	Overall Accuracy and Completeness of bill (RL1)	-0.22	0.49	1
	Clarity, Transparency and understandability of bill-Post Paid (RL2)	-0.47		
	Transparency of information provided on vouchers-Pre Paid (RL2A)	-0.53		
	Customer Friendly Approach of customer care executive (RL3)	0.61		
Responsiveness	Availability of fault free connection (RS2)	-0.37	0.35	3
	Timely Repair of faults (RS2A)	0.85		
Network	Availability of Signal (NT1)	0.74	0.40	2
	Network in terms of ability to Make of receive call easily (NT2)	-0.24		
	Voice Quality during calls (NT3)	-0.54		
Empathy	Ease of activating connection (EM3)	0.73	0.35	3
	Understanding of relevant information related to tariffs and plan (EM1)	-0.35		
	Ease of Activation of vouchers (recharge Process) (EM4)	-0.34		
	Availability of customer care services (EM5)	-0.27		
Assurance	Competency level/Problem solving ability of customer care executive (AS1)	0.50	0.15	6
Economy	Availability of vouchers of various denomination (EC1)	-0.20	0.40	3
	Charges deducted after every usage (EC2)	0.68		
	Charges Levied per call(EC2 Post-paid)	-0.62		
Convenience	Ease of access to customer care executive through IVR menu (CV1)	-0.31	0.26	5
	Satisfaction with supplementary services (Cv2)	0.80		

A.2.6 Airtel

Figure A.10: Airtel - SEM



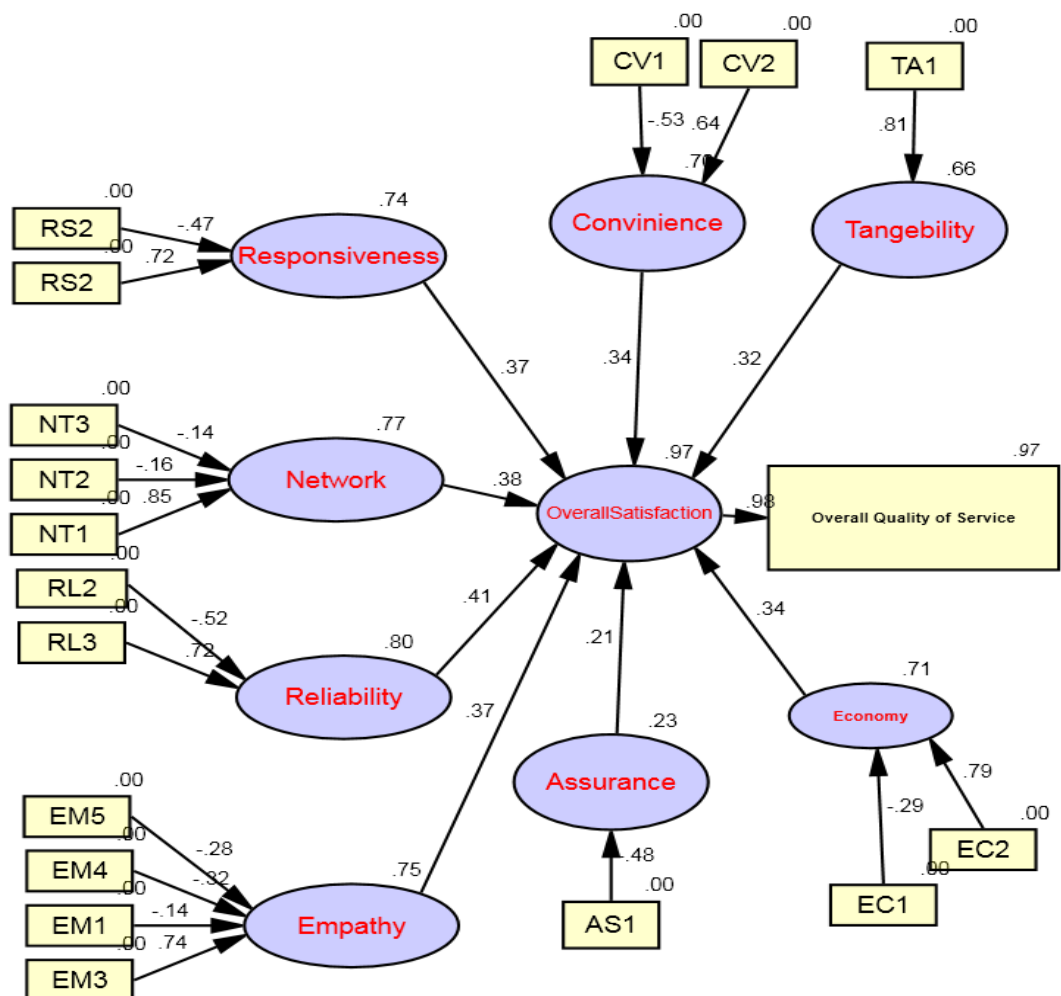
Source: IMM Analysis

Table A.10: Airtel - SEM

Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
Tangibility	Availability of suitable plans and recharge vouchers (TA1)	0.98	0.26	6
Reliability	Overall Accuracy and Completeness of bill (RL1)	-0.66	0.63	1
	Clarity, Transparency and understandability of bill-Post Paid (RL2)	-0.38		
	Transparency of information provided on vouchers-Pre Paid (RL2)	0.48		
	Customer Friendly Approach of customer care executive (RL3)	0.44		
Responsiveness	Availability of fault free connection (RS2)	-0.36	0.29	4
	Timely Repair of faults (RS2)	0.92		
Network	Availability of Signal (NT1)	0.86	0.32	3
	Network in terms of ability to Make of receive call easily (NT2)	-0.15		
	Voice Quality during calls (NT3)	-0.46		
Empathy	Ease of activating connection (EM3)	0.65	0.44	2
	Understanding of relevant information related to tariffs and plan (EM1)	-0.54		
	Ease of Activation of vouchers (recharge Process) (EM4)	-0.39		
	Availability of customer care services (EM5)	-0.35		
Assurance	Competency level/Problem solving ability of customer care executive (AS1)	0.97	0.20	7
Economy	Availability of vouchers of various denomination (EC1)	-0.11	0.28	5
	Charges deducted after every usage (EC2)	0.98		
	Charges Levied per call(EC2 Post-paid)	0.00		
Convenience	Ease of access to customer care executive through IVR menu (CV1)	-0.25	0.19	8
	Satisfaction with supplementary services (Cv2)	0.94		

A.2.7 Videocon

Figure A.11: Videocon – SEM



Source: IMM Analysis

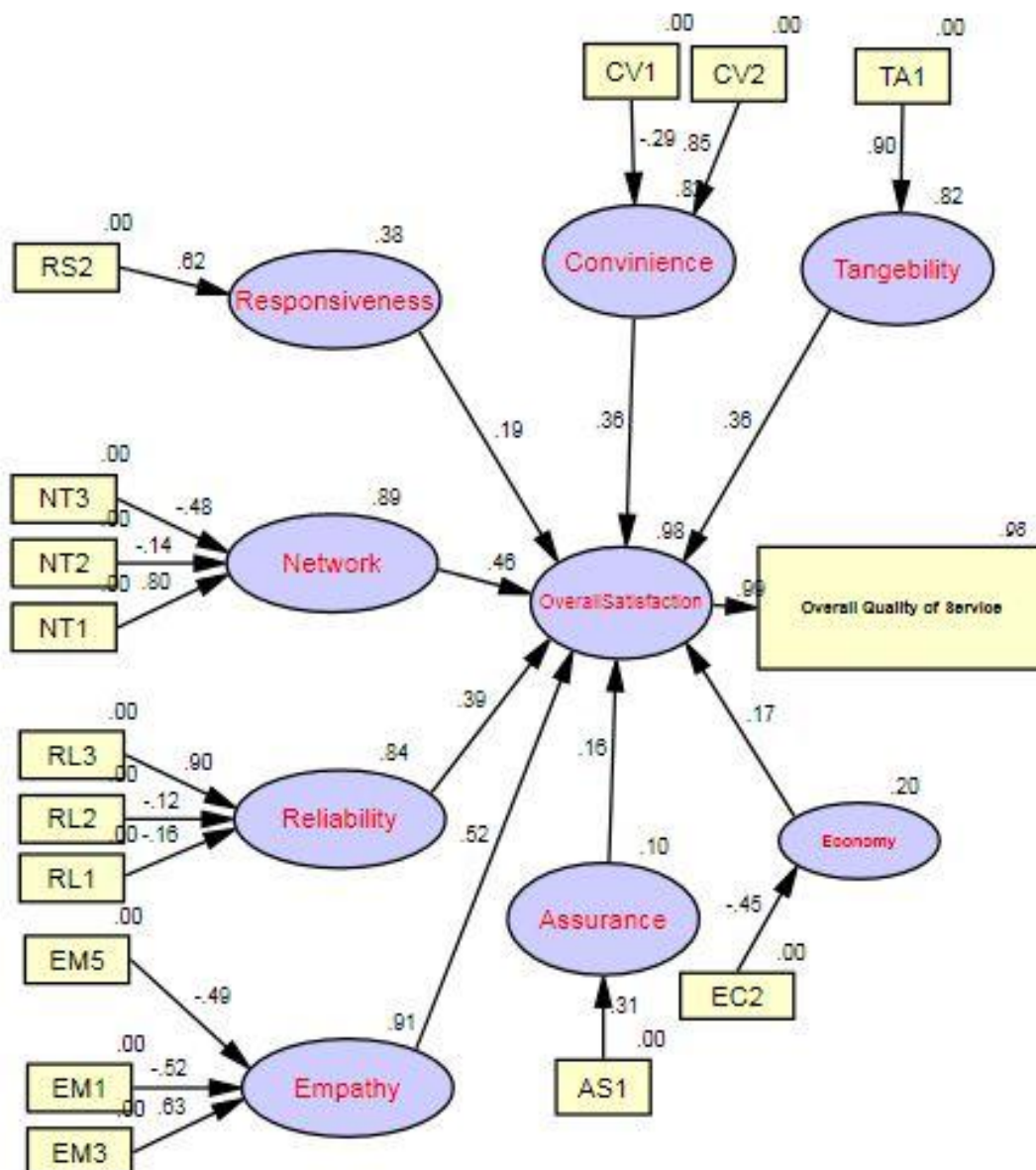
Table A.11: Uninor - SEM

Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
Tangibility	Availability of suitable plans and recharge vouchers (TA1)	0.81	0.32	5
Reliability	Overall Accuracy and Completeness of bill (RL1)	NA	0.41	1
	Clarity, Transparency and understandability of bill-Post Paid (RL2)	NA		
	Transparency of information provided on vouchers-Pre Paid (RL2)	-0.52		
	Customer Friendly Approach of customer care executive (RL3)	0.72		
Responsiveness	Availability of fault free connection (RS2)	-0.47	0.37	3
	Timely Repair of faults (RS2)	0.72		
Network	Availability of Signal (NT1)	0.85	0.38	2
	Network in terms of ability to Make of receive call easily (NT2)	-0.16		
	Voice Quality during calls (NT3)	-0.14		
Empathy	Ease of activating connection (EM3)	0.74	0.37	3
	Understanding of relevant information related to tariffs and plan (EM1)	-0.14		
	Ease of Activation of vouchers (recharge Process) (EM4)	-0.32		
	Availability of customer care services (EM5)	-0.28		
Assurance	Competency level/Problem solving ability of customer care executive (AS1)	0.48	0.21	6
Economy	Availability of vouchers of various denomination (EC1)	-0.29	0.34	4
	Charges deducted after every usage (EC2)	0.79		
	Charges Levied per call(EC2 Post-paid)	NA		
Convenience	Ease of access to customer care executive through IVR menu (CV1)	-0.53	0.34	4
	Satisfaction with supplementary services (Cv2)	0.64		

A.3 Madhya Pradesh Circle – Broadband

A.3.1 BSNL

Figure A.12: BSNL - SEM



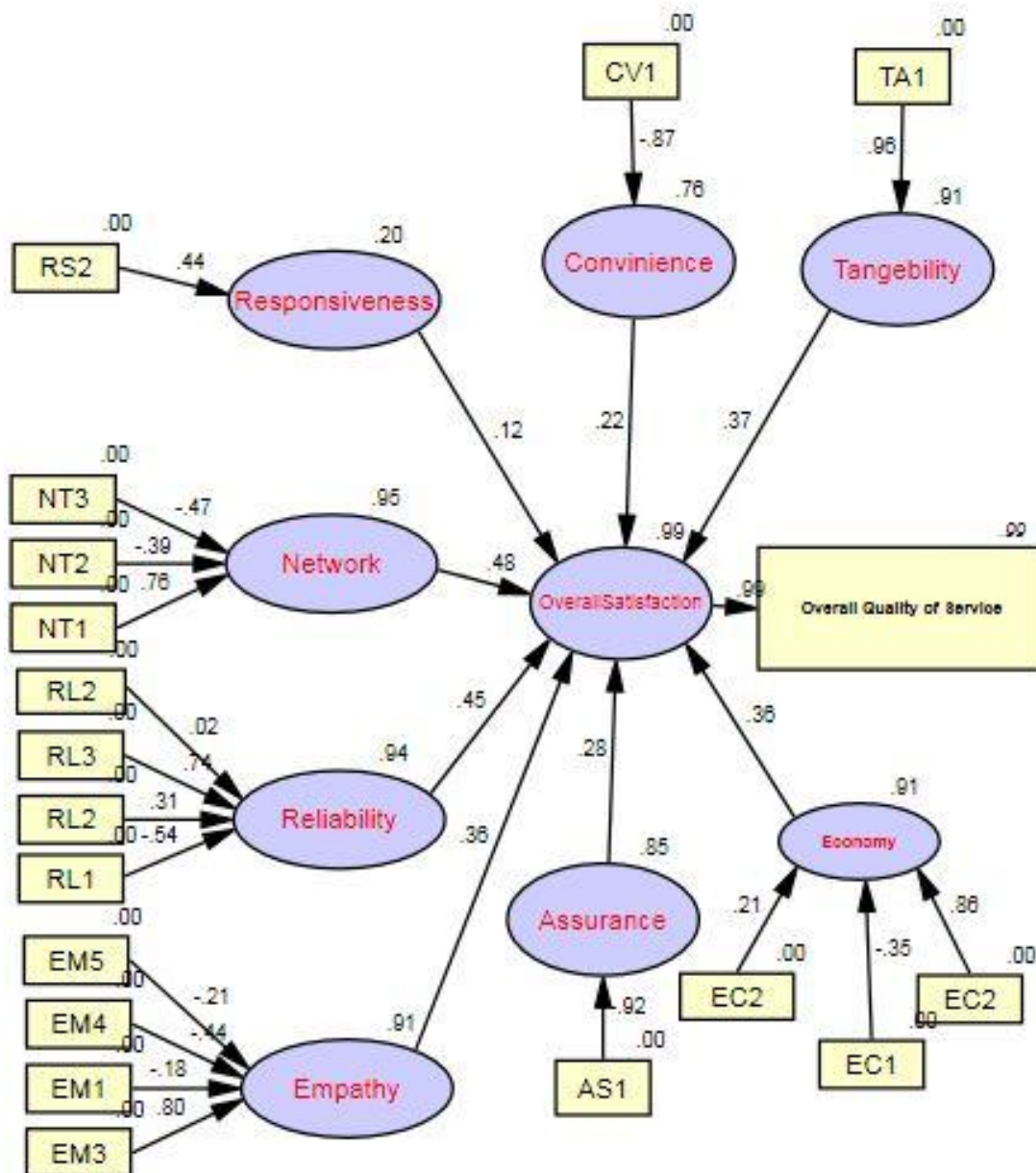
Source: IMM Analysis

Table A.12: BSNL - SEM

Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
Tangibility	Availability of suitable plans and recharge vouchers (TA1)	0.90	0.35	4
Reliability	Overall Accuracy and Completeness of bill (RL1)	-0.15	0.39	3
	Clarity, Transparency and understandability of bill-Post Paid (RL2)	N.A.		
	Transparency of Recharge Offer/Voucher (RL2)	-0.12		
	Customer Friendly Approach of customer care executive (RL3)	0.90		
Responsiveness	Timely Repair of faults (RS2)	0.62	0.19	5
Network	Availability of Signal (NT1)	0.80	0.46	2
	Network in terms of speed of broadband (NT2)	-0.14		
	Time for service up and working (NT3)	-0.48		
Empathy	Ease of activating connection (EM3)	0.63	0.52	1
	Understanding of relevant information related to tariffs and plan (EM1)	-0.52		
	Availability of customer care services (EM5)	-0.49		
Assurance	Competency level/Problem solving ability of customer care executive (AS1)	0.31	0.15	7
Economy	Charges Levied for every internet usage-Post Paid (EC2)	-0.45	0.17	6
Convenience	Satisfaction with ease of access to a customer care executive thru IVR menu (CV1)	-0.29	0.35	4
	Satisfaction with supplementary services (Cv2)	0.85		

A.3.2 Hathway

Figure A.13: Hathway – SEM



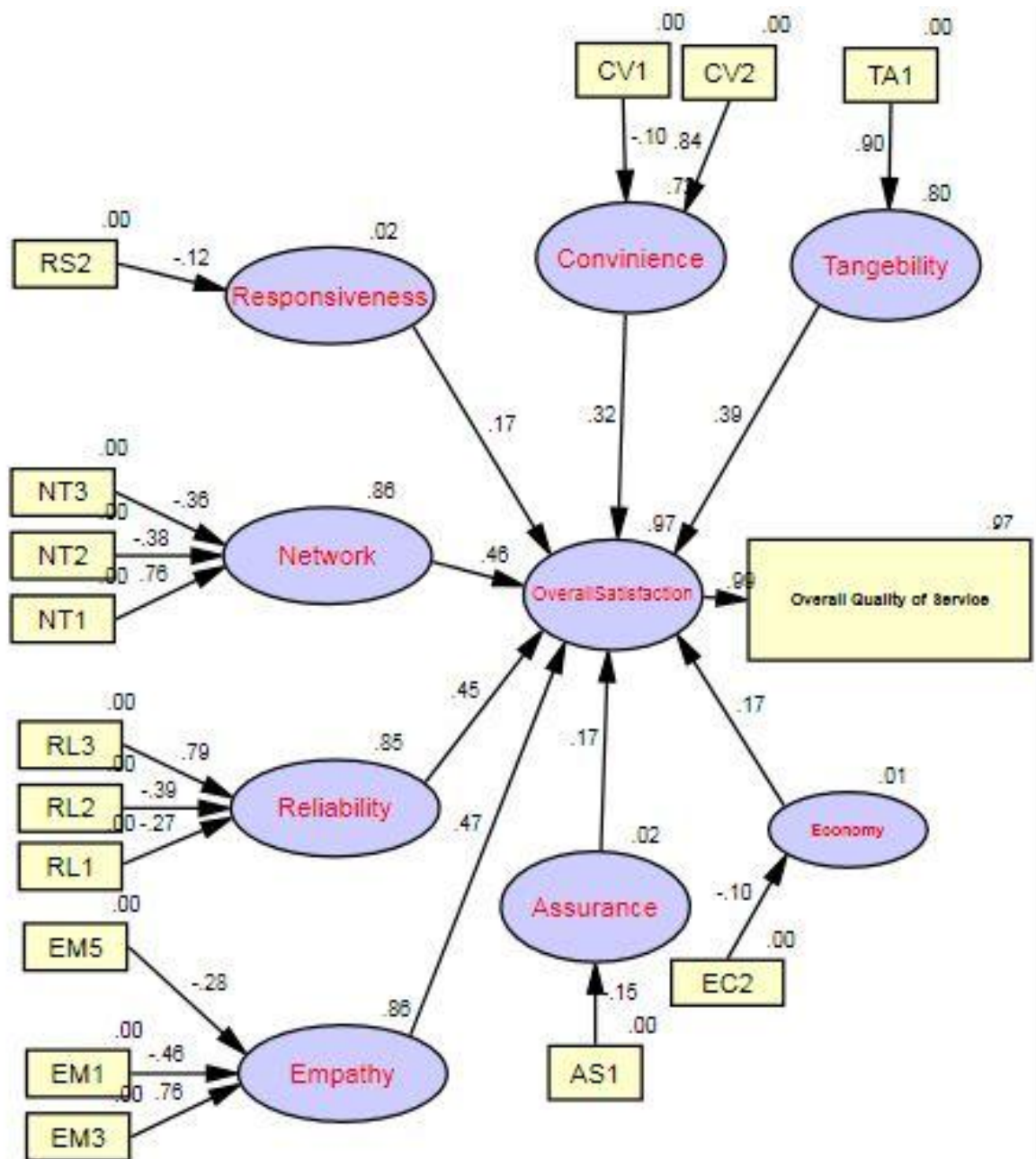
Source: IMM Analysis

Table A.13: Hathway - SEM

Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
Tangibility	Availability of suitable plans and recharge vouchers (TA1)	0.85	0.37	3
Reliability	Overall Accuracy and Completeness of bill (RL1)	-0.54	0.45	2
	Clarity, Transparency and understandability of bill-Post Paid (RL2)	0.02		
	Transparency of Recharge Offer/Voucher (RL2)	0.31		
	Customer Friendly Approach of customer care executive (RL3)	0.74		
Responsiveness	Timely Repair of faults (RS2)	0.44	0.12	8
Network	Availability of Signal (NT1)	0.76	0.48	1
	Network in terms of speed of broadband (NT2)	-0.39		
	Time for service up and working (NT3)	-0.47		
Empathy	Ease of activating connection (EM3)	0.80	0.35	5
	Understanding of relevant information related to tariffs and plan (EM1)	-0.18		
	Ease of recharging/ activation process (EM4)	-0.44		
	Availability of customer care services (EM5)	-0.21		
Assurance	Competency level/Problem solving ability of customer care executive (AS1)	0.92	0.28	6
Economy	Availability of vouchers of various denomination (EC1)	-0.35	0.36	4
	Charges deducted for internet usage-Pre Paid (EC2)	0.21		
	Charges Levied for every internet usage-Post Paid (EC2)	0.86		
Convenience	Satisfaction with ease of access to a customer care executive thru IVR menu (CV1)	-0.87	0.22	7

A.3.3 Reliance

Figure A.14: Reliance – SEM



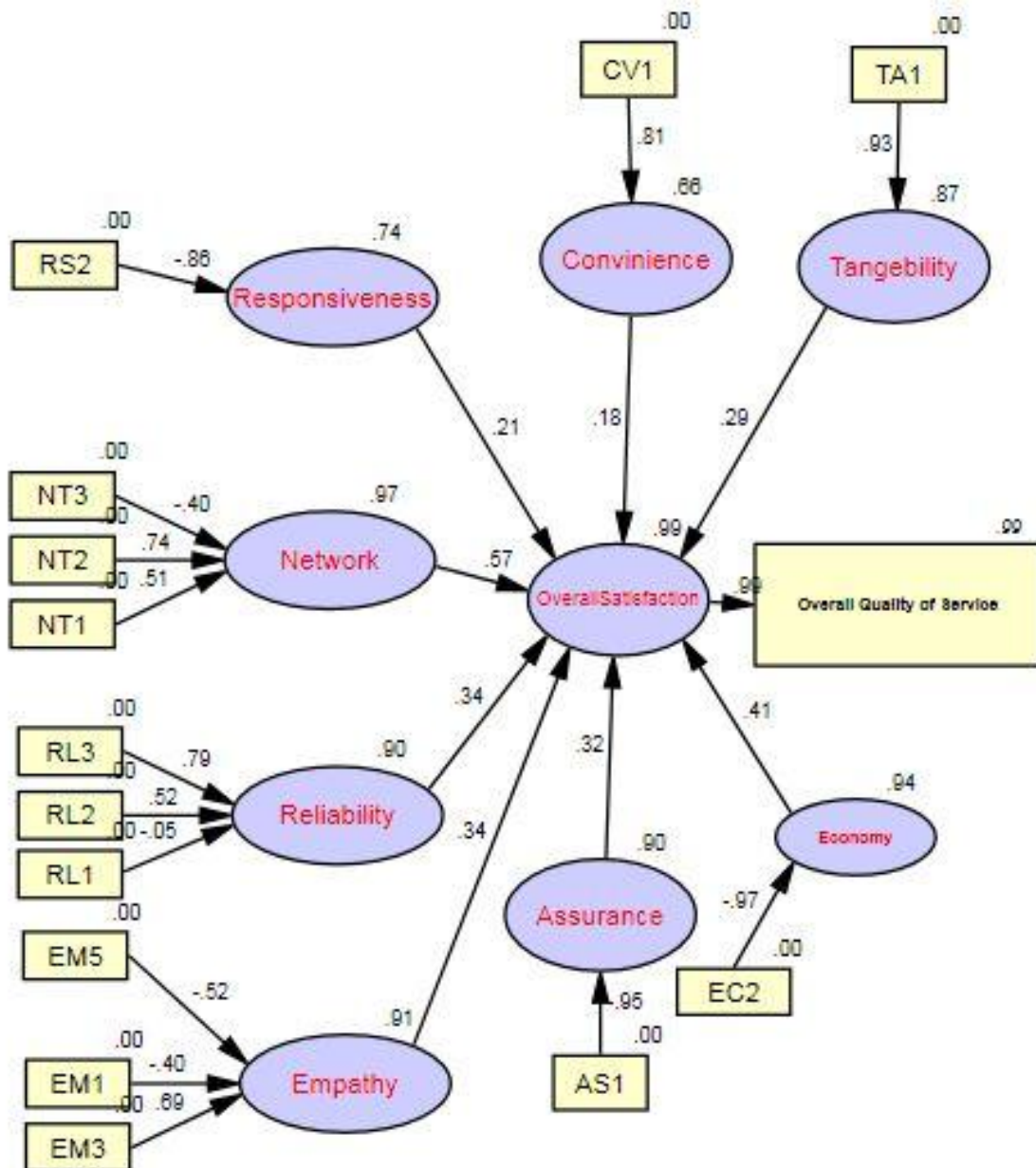
Source: IMM Analysis

Table A.14: Reliance - SEM

Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
Tangibility	Availability of suitable plans and recharge vouchers (TA1)	0.90	0.39	3
Reliability	Overall Accuracy and Completeness of bill (RL1)	-0.27	0.45	2
	Clarity, Transparency and understandability of bill-Post Paid (RL2)	N.A.		
	Transparency of Recharge Offer/Voucher (RL2)	-0.39		
	Customer Friendly Approach of customer care executive (RL3)	0.79		
Responsiveness	Timely Repair of faults (RS2)	-0.12	0.17	5
Network	Availability of Signal (NT1)	0.75	0.45	2
	Network in terms of speed of broadband (NT2)	-0.38		
	Time for service up and working (NT3)	-0.35		
Empathy	Ease of activating connection (EM3)	0.76	0.47	1
	Understanding of relevant information related to tariffs and plan (EM1)	-0.46		
	Availability of customer care services (EM5)	-0.28		
Assurance	Competency level/Problem solving ability of customer care executive (AS1)	0.15	0.17	5
Economy	Charges deducted for internet usage-Pre Paid (EC2)	-0.10	0.17	5
Convenience	Satisfaction with ease of access to a customer care executive thru IVR menu (CV1)	-0.10	0.32	4
	Satisfaction with supplementary services (Cv2)	0.84		

A.3.4 Tata Communication

Figure A.15: Tata Communication– SEM



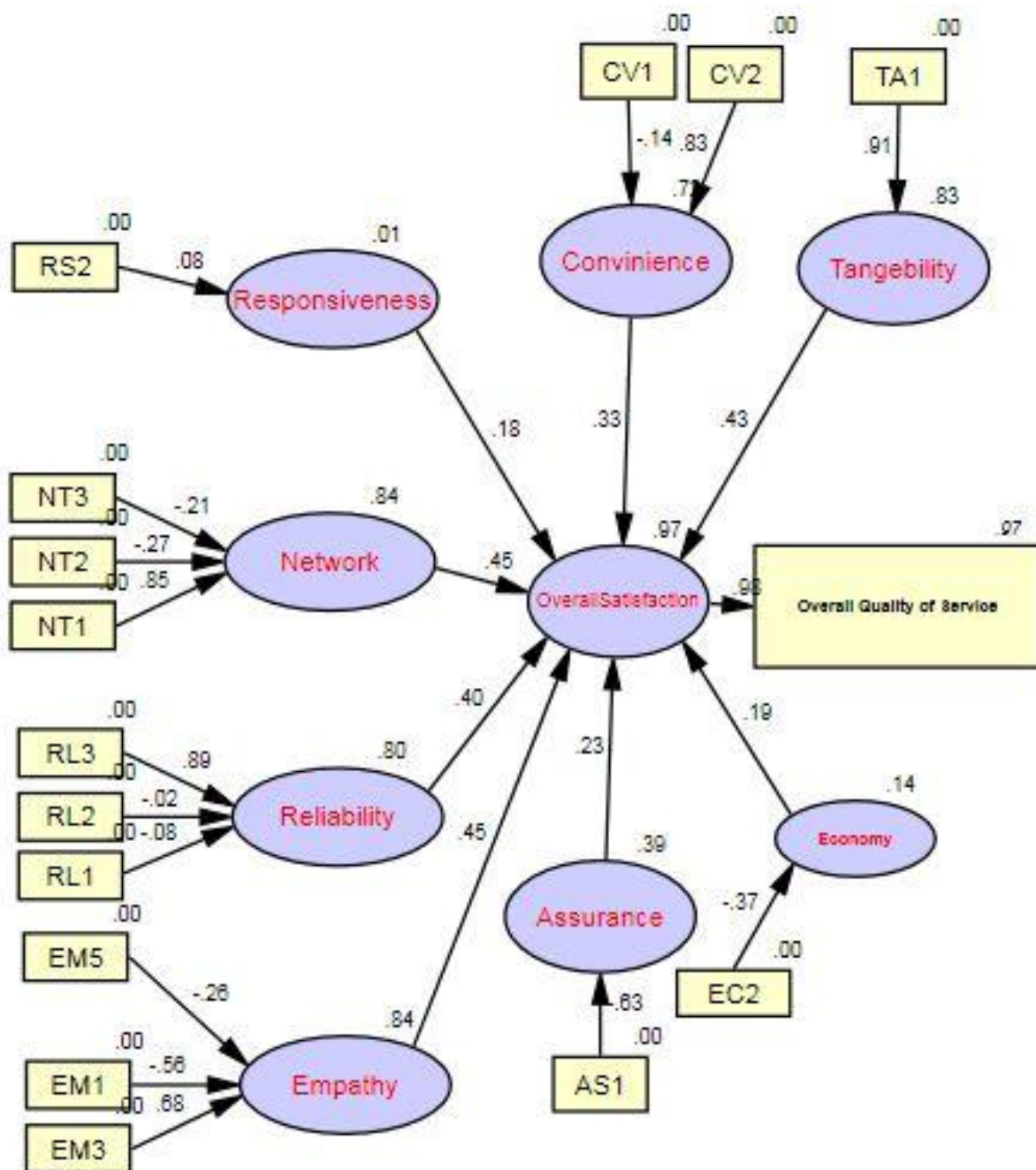
Source: IMM Analysis

Table A.15: Tata Communication - SEM

Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
Tangibility	Availability of suitable plans and recharge vouchers (TA1)	0.93	0.29	5
Reliability	Overall Accuracy and Completeness of bill (RL1)	-0.05	0.34	3
	Clarity, Transparency and understandability of bill-Post Paid (RL2)	N.A.		
	Transparency of Recharge Offer/Voucher (RL2)	0.52		
	Customer Friendly Approach of customer care executive (RL3)	0.79		
Responsiveness	Timely Repair of faults (RS2)	-0.86	0.21	6
Network	Availability of Signal (NT1)	0.51	0.57	1
	Network in terms of speed of broadband (NT2)	0.74		
	Time for service up and working (NT3)	-0.40		
Empathy	Ease of activating connection (EM3)	0.59	0.34	3
	Understanding of relevant information related to tariffs and plan (EM1)	-0.40		
	Availability of customer care services (EM5)	-0.52		
Assurance	Competency level/Problem solving ability of customer care executive (AS1)	0.95	0.32	4
Economy	Charges deducted for internet usage-Pre Paid (EC2)	-0.97	0.41	2
Convenience	Satisfaction with ease of access to a customer care executive thru IVR menu (CV1)	0.81	0.18	7

A.3.5 Airtel

Figure A.16: Airtel – SEM



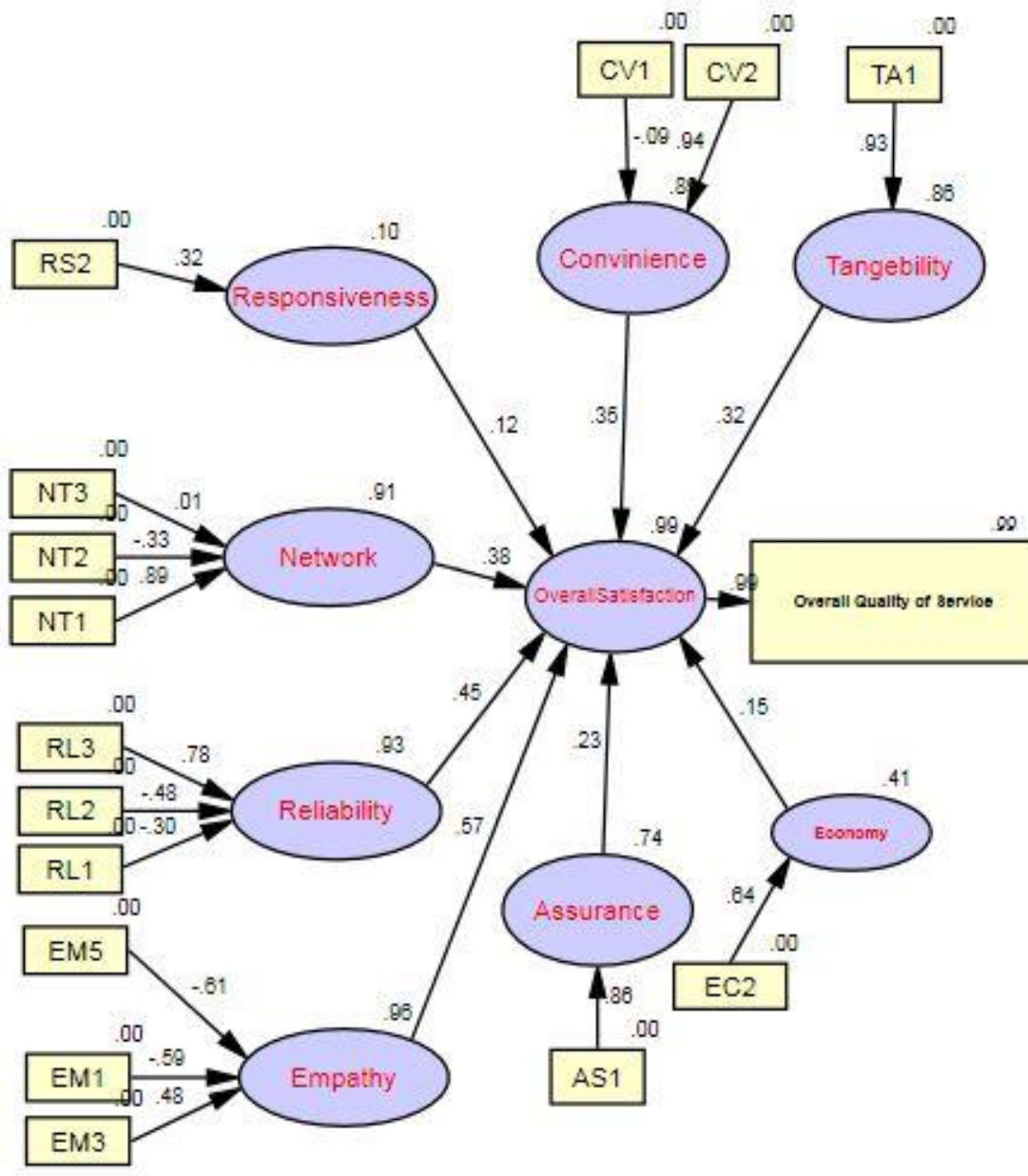
Source: IMM Analysis

Table A.16: Airtel - SEM

Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
Tangibility	Availability of suitable plans and recharge vouchers (TA1)	0.91	0.43	2
Reliability	Overall Accuracy and Completeness of bill (RL1)	-0.08	0.45	1
	Clarity, Transparency and understandability of bill-Post Paid (RL2)	N.A.		
	Transparency of Recharge Offer/Voucher (RL2)	-0.02		
	Customer Friendly Approach of customer care executive (RL3)	0.89		
Responsiveness	Timely Repair of faults (RS2)	0.08	0.18	6
Network	Availability of Signal (NT1)	0.85	0.45	1
	Network in terms of speed of broadband (NT2)	-0.27		
	Time for service up and working (NT3)	-0.21		
Empathy	Ease of activating connection (EM3)	0.68	0.45	1
	Understanding of relevant information related to tariffs and plan (EM1)	-0.56		
	Availability of customer care services (EM5)	-0.26		
Assurance	Competency level/Problem solving ability of customer care executive (AS1)	0.63	0.23	4
Economy	Charges Levied for every internet usage-Post Paid (EC2)	-0.37	0.19	5
Convenience	Satisfaction with ease of access to a customer care executive thru IVR menu (CV1)	-0.14	0.33	3
	Satisfaction with supplementary services (Cv2)	0.83		

A.3.6 Tata Teleservices

Figure A.17: Tata Tele – SEM



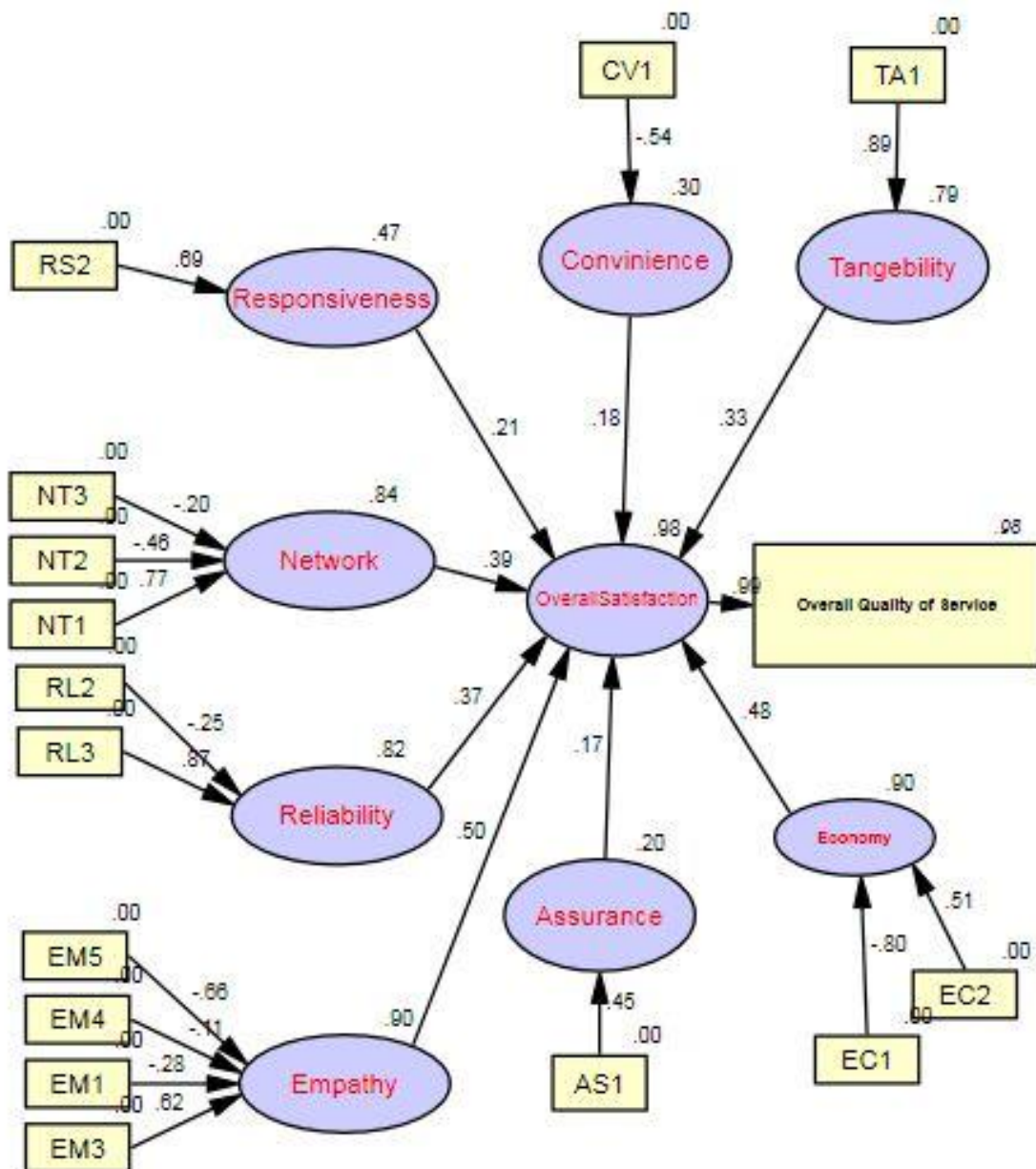
Source: IMM Analysis

Table A.17: Tata Tele - SEM

Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
Tangibility	Availability of suitable plans and recharge vouchers (TA1)	0.93	0.32	5
Reliability	Overall Accuracy and Completeness of bill (RL1)	-0.30	0.45	2
	Clarity, Transparency and understandability of bill-Post Paid (RL2)	NA		
	Transparency of Recharge Offer/Voucher (RL2)	-0.48		
	Customer Friendly Approach of customer care executive (RL3)	0.78		
Responsiveness	Timely Repair of faults (RS2)	0.32	0.12	8
Network	Availability of Signal (NT1)	0.89	0.38	3
	Network in terms of speed of broadband (NT2)	-0.33		
	Time for service up and working (NT3)	0.01		
Empathy	Ease of activating connection (EM3)	0.48	0.57	1
	Understanding of relevant information related to tariffs and plan (EM1)	-0.59		
	Availability of customer care services (EM5)	-0.51		
Assurance	Competency level/Problem solving ability of customer care executive (AS1)	0.86	0.23	6
Economy	Charges Levied for every internet usage-Post Paid (EC2)	0.54	0.15	7
Convenience	Satisfaction with ease of access to a customer care executive thru IVR menu (CV1)	-0.09	0.35	4
	Satisfaction with supplementary services (Cv2)	0.94		

A.3.7 Broadband Pacenet

Figure A.18: Broadband Pacenet – SEM





Source: IMM Analysis

Table A.18: Broadband Pacenet - SEM

Dimensions	Variables Impacting Dimensions	Regression Coefficient for Dimension	Regression Coefficient for Satisfaction with Overall Quality	Dimension Ranking
Tangibility	Availability of suitable plans and recharge vouchers (TA1)	0.89	0.33	5
Reliability	Overall Accuracy and Completeness of bill (RL1)	N.A.	0.37	4
	Clarity, Transparency and understandability of bill-Post Paid (RL2)	N.A.		
	Transparency of Recharge Offer/Voucher (RL2)	-0.25		
	Customer Friendly Approach of customer care executive (RL3)	0.87		
Responsiveness	Timely Repair of faults (RS2)	0.89	0.21	6
Network	Availability of Signal (NT1)	0.77	0.39	3
	Network in terms of speed of broadband (NT2)	-0.46		
	Time for service up and working (NT3)	-0.20		
Empathy	Ease of activating connection (EM3)	0.62	0.50	1
	Understanding of relevant information related to tariffs and plan (EM1)	-0.28		
	Ease of recharging/ activation process (EM4)	-0.11		
	Availability of customer care services (EM5)	-0.56		
Assurance	Competency level/Problem solving ability of customer care executive (AS1)	0.45	0.17	8
Economy	Availability of vouchers of various denomination (EC1)	-0.80	0.48	2
	Charges deducted for internet usage-Pre Paid (EC2)	0.51		
Convenience	Satisfaction with ease of access to a customer care executive thru IVR menu (CV1)	-0.54	0.18	7

Appendix B. Questionnaires

B.1 Basic Wireline Service

		TELECOM REGULATORY AUTHORITY OF INDIA CUSTOMER PERCEPTION STUDY (West Zone) (Basic Telephone Service)											
REF No.	CC	SR.No.	Interview Date				Interviewer's Name						
SDCA						Exchange							
Mode of Interview		1	In Person				2	Telephonic					
Good morning/ afternoon/ evening. We are currently doing a survey on satisfaction among phone and 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.													
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	
Yearly Family/ House Hold Income	1	₹ <10,000	2	₹10,000-30,000	3	₹30,000-100,000	4	₹ >100,000	5	Not Provided			
Registered Customer's Name (If different from respondent)													
Address													
District		State		STD Code			Tel No.						
Service Provider	1	BSNL		2	MTNL			3	Tata		4	Reliance	
	5	IDEA		6	Vodafone			7	Bharti Airtel				
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 (1 = Extremely Dissatisfied, 7 = Extremely Satisfied)													
Parameters and Attributes										Ratings			

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1. Provision of Service							
How satisfied are you with the ease of taking a connection? (EM 3)	1	2	3	4	5	6	7
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
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)							
How satisfied are you with ease of recharging process/activation of vouchers? (EM 4)	1	2	3	4	5	6	7
How satisfied are you with the availability of recharging cards/vouchers of various denominations?(EC 1)	1	2	3	4	5	6	7
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
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)							
How satisfied are you with the charges levied per call? (EC2)	1	2	3	4	5	6	7
How satisfied are you with the overall accuracy & completeness of the bills? (RL 1)	1	2	3	4	5	6	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							
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
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
How satisfied are you with the customer friendly approach of the customer care executive? (RL 3)	1	2	3	4	5	6	7
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							
How satisfied are you with the dial tone availability on your phone? (NT 1)	1	2	3	4	5	6	7
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
How satisfied are you with the voice quality on your phone during calls? (NT3)	1	2	3	4	5	6	7
5. Maintainability							
How satisfied are you with the availability of fault free connection? (RS 2)	1	2	3	4	5	6	7
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																				
Have you subscribed to any supplementary services like call waiting/forwarding, voice mail / Value added services?										1	Yes	2	No							
If Yes, 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. Overall Quality of the Telephone Service																				
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 as 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				
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 ' Extremely Likely ' & 0 means ' Not At All Likely ')										0	1	2	3	4	5	6	7	8	9	10

***** Thank You *****

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B.2 Cellular Service

		TELECOM REGULATORY AUTHORITY OF INDIA CUSTOMER PERCEPTION STUDY (Cellular Mobile)															
REF No.	CC	SR. No.		Interview Date						Interviewer's Name							
Mode of Interview		1	In Person				2	Telephonic									
Good morning/ afternoon/ evening. We are currently doing a survey on satisfaction among phone and 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.																	
CUSTOMER DETAILS																	
Respondent's Name						Gender		1	Mal e	2	Femal e						
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					
Yearly Family/ House Hold Income	1	₹ <10,000	2	₹10,000-30,000	3	₹30,000-100,000	4	₹ >100,000	5	Not Provided							
Address		Dist.		State		M. No.											
Service Provider	1	BSNL		2	MTNL		3	Tata		4	Reliance						
	5	IDEA		6	Vodafone		7	Bharti Airtel		8	Uninor						
	9	Aircel		10	Videocon		11	Loop		12	Sistema Shyam						
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 cellular services in terms of following dimensions, on a scale of 1 to 7 (1 = Extremely Dissatisfied, 7 = Extremely Satisfied)																	
Parameters and Attributes											Ratings						
8. Provision of Service																	
How satisfied are you with the ease of activating a connection? (EM 3)											1	2	3	4	5	6	7
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
How satisfied are you with the availability of suitable plans/ recharge vouchers such as											1	2	3	4	5	6	7

top-up, special tariff voucher, combo voucher, plan voucher as per your requirement? (TA 1)							
9. Billing Related (Only for Prepaid Customers)							
How satisfied are you with ease of activation of vouchers (recharging process)? (EM 4)	1	2	3	4	5	6	7
How satisfied are you with the availability of vouchers (recharge coupons) of various denominations? (EC 1)	1	2	3	4	5	6	7
How satisfied are you with the transparency of information provided on vouchers i.e. talk time available on the vouchers and restrictions if any? (RL 2)	1	2	3	4	5	6	7
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)							
How satisfied are you with the charges levied per call? (EC2)	1	2	3	4	5	6	7
How satisfied are you with the overall accuracy & completeness of the bills? (RL 1)	1	2	3	4	5	6	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
10. Help Services							
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
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
How satisfied are you with the customer friendly approach of the customer care executive? (RL 3)	1	2	3	4	5	6	7
How satisfied are you with the competency level/problem solving ability of the customer care executive?	1	2	3	4	5	6	7
11. NETWORK PERFORMANCE, RELIABILITY AND AVAILABILITY							
How satisfied are you with the availability of signal of your service provided? (NT 1)	1	2	3	4	5	6	7
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
How satisfied are you with the voice quality on your phone during calls? (NT3)	1	2	3	4	5	6	7
12. Maintainability							
How satisfied are you with the availability of fault free connection? (RS 2)	1	2	3	4	5	6	7
How satisfied are you with the timely repair of faults of your phone connection? (RS 2)	1	2	3	4	5	6	7
13. SUPPLEMENTARY SERVICES AND VALUE ADDED SERVICES							
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			
If Yes, 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
14. MOBILE DATA/INTERNET SERVICES							
Do you use data/internet services offered by your operator on your mobile device?	1	Yes	2	No			

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(CV 3)			s				
If Yes, How satisfied are you with speed of data connection? (CV 4)	1	2	3	4	5	6	7
15. WIRELESS USB DONGLE							
Do you use a wireless USB dongle device (For e.g. Tata Photon, etc.) for accessing internet?	1	Yes		2	No		
If Yes, How satisfied are you with coverage and availability of internet connection on your wireless USB dongle device?	1	2	3	4	5	6	7
16. Overall Quality of the Telephone Service							
Implementation and Effectiveness of various Regulations and Directions issued by TRAI							
11. Have you registered your number for not receiving/blocking unsolicited commercial calls / SMSs?	1	Yes		2	No		
12. 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
13. 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		
14. If Yes, how satisfied are you with the ease of lodging the complaint?	1	2	3	4	5	6	7
15. If Yes, how satisfied are you with the action taken on your complaint?	1	2	3	4	5	6	7
Question Number 6-9 are for Prepaid Customers Only							
16. 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
17. 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
18. 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		
19. 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
20. 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		
21. Have you made any complaint to the toll free Consumer Care Number?							
	1	Yes		2	No		
22. If yes, how satisfied are you with the manner in which your complaint was addressed to such as 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
23. Have you filed any appeal with the appellate authority?							
	1	Yes		2	No		
24. 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

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25. Have you utilized the service of Mobile number portability for changing your operator?	1	Yes	2	No							
26. If Yes, are you satisfied with the process of porting to another operator?	1	2	3	4	5	6	7				
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 ' Extremely Likely ' & 0 means ' Not At All Likely ')	0	1	2	3	4	5	6	7	8	9	10

***** Thank You *****

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B.3 Broadband Service

		TELECOM REGULATORY AUTHORITY OF INDIA CUSTOMER PERCEPTION STUDY (West Zone) (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			
<i>Good morning/ afternoon/ evening. We are currently doing a survey on satisfaction among phone and 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>															
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			
Yearly Family/ House Hold Income	1	₹ <10,000	2	₹10,000-30,000	3	₹30,000-100,000	4	₹ >100,000	5	Not Provided					
Registered Customer's Name (If different from respondent)															
Address															
			District				State								
STD Code								Tel. No							
Service Provider	1	BSNL				9	MTNL				17	Tata Communication			
	2	Hathaway				10	You Broadband				18	Broadband Pacenet			
	3	Siti Cable				11	Tata Teleservices				19	Syscon Infoway			
	4	Reliance				12	Five Network				20	Noida Software Technology Park			
	5	Sify				13	Chandranet				21	Softgen Computers			
	6	Spectra Net				14	Bharti Airtel				22	Rajesh Multichannel			
	7	Tikona				15	Indusland Media				23	Zylog Systems			
	8	Gujarat Telelink				16	Vasai Cable								
Usage Type	1	Residential				2	Commercial				User Type	1	Post Paid	2	Pre Paid

PERFORMANCE PERCEPTION OF ATTRIBUTES RELATED TO SERVICE QUALITY PARAMETERS							
<p>In your opinion, how satisfied are you with your broadband services in terms of following dimensions, on a scale of 1 to 7</p> <p>(1 = Extremely Dissatisfied, 7 = Extremely Satisfied)</p>							
Parameters and Attributes	Ratings						
17. Provision of Service							
How satisfied are you with the ease of taking a connection? (EM 3)	1	2	3	4	5	6	7
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
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
18. Billing Related (Only for Prepaid Customers)							
How satisfied are you with ease of recharging process/activation of vouchers? (EM 4)	1	2	3	4	5	6	7
How satisfied are you with the availability of recharging cards/voucher of various denominations? (EC 1)	1	2	3	4	5	6	7
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
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)							
How satisfied are you with the charges levied for every internet usage? (EC2)	1	2	3	4	5	6	7
How satisfied are you with the overall accuracy & completeness of the bills? (RL 1)	1	2	3	4	5	6	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
19. Help Services							
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
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
How satisfied are you with the customer friendly approach of the customer care executive? (RL 3)	1	2	3	4	5	6	7
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
20. NETWORK PERFORMANCE, RELIABILITY AND AVAILABILITY							
How satisfied are you with the availability of signal of your service provider? (NT 1)	1	2	3	4	5	6	7
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

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21. Maintainability																	
How satisfied are you with the time for which service is up and working? (NT3)							1	2	3	4	5	6	7				
How satisfied are you with the timely repair of faults of your connection? (RS 2)							1	2	3	4	5	6	7				
22. SUPPLEMENTARY SERVICES AND VALUE ADDED SERVICES																	
Have you subscribed to any supplementary services such as Static/fixed IP addresses, e-mail id's etc.?							1	Yes		2	No						
If Yes, how satisfied are you with quality of these supplementary services including activation, deactivation, charges etc? (CV 2)							1	2	3	4	5	6	7				
23. Overall Quality of the Telephone Service																	
1																	
2																	
3																	
4																	
5																	
6																	
7																	
Implementation and Effectiveness of various Regulations and Directions issued by TRAI																	
27. 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								
28. Have you made any complaint to the toll free Consumer Care Number?							1	Yes		2	No						
29. If yes, how satisfied are you with the manner in which your complaint was addressed to such as 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				
30. Have you filed any appeal with the appellate authority?							1	Yes		2	No						
31. 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				
32. 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	5	6	7				
33. How satisfied are you with the facility to measure the broadband connection speed provided by your service provider?							1	2	3	4	5	6	7				
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 ' Extremely Likely ' & 0 means ' Not At All Likely ')							0	1	2	3	4	5	6	7	8	9	10

***** Thank You *****

Appendix C. Output Tables – Madhya Pradesh Circle

C.1 Basic Wire-line Service

Table C.1: How satisfied are you with the ease of taking a connection? (EM 3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	5	8	18	92	259	183	35	1%	1%	3%	15%	43%	31%	6%
Tata	0	0	12	43	73	30	9	0%	0%	7%	26%	44%	18%	5%
Reliance	1	13	157	242	162	25	0	0%	2%	26%	40%	27%	4%	0%
Airtel	10	15	21	33	163	170	188	2%	3%	4%	6%	27%	28%	31%
TOTAL	16	36	208	410	657	408	232	1%	2%	11%	21%	33%	21%	12%

Source: IMM Analysis

Table C.2: How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges? (EM 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	7	5	30	131	246	151	30	1%	1%	5%	22%	41%	25%	5%
Tata	0	0	32	53	45	36	1	0%	0%	19%	32%	27%	22%	1%
Reliance	1	13	127	276	180	3	0	0%	2%	21%	46%	30%	1%	0%
Airtel	25	20	28	72	167	146	142	4%	3%	5%	12%	28%	24%	24%
TOTAL	33	38	217	532	638	336	173	2%	2%	11%	27%	32%	17%	9%

Source: IMM Analysis

Table C.3: How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement? (TA 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	5	9	24	113	257	156	36	1%	2%	4%	19%	43%	26%	6%
Tata	0	0	16	43	74	25	9	0%	0%	10%	26%	44%	15%	5%
Reliance	5	10	169	224	128	64	0	1%	2%	28%	37%	21%	11%	0%
Airtel	40	25	42	63	184	150	96	7%	4%	7%	11%	31%	25%	16%

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Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
TOTAL	50	44	251	443	643	395	141	3%	2%	13%	23%	33%	20%	7%

Source: IMM Analysis

Table C.4: How satisfied are you with ease of recharging process/activation of vouchers? (EM 4)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Tata	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Reliance	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Airtel	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
TOTAL	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

Source: IMM Analysis

Table C.5: How satisfied are you with the availability of recharging cards/vouchers of various denominations?(EC 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Tata	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Reliance	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Airtel	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
TOTAL	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

Source: IMM Analysis

Table C.6: How satisfied are you with the transparency of recharge offer/voucher i.e. talk time available on the recharge card/voucher? (RL 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Tata	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

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Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Reliance	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Airtel	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
TOTAL	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

Source: IMM Analysis

Table C.7: How satisfied are you with the charges deducted for every call i.e. amount deducted on every usage? (EC 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Tata	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Reliance	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Airtel	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
TOTAL	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

Source: IMM Analysis

Table C.8: How satisfied are you with the charges levied per call? (EC2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	7	6	30	100	247	170	40	1%	1%	5%	17%	41%	28%	7%
Tata	0	1	25	47	72	18	4	0%	1%	15%	28%	43%	11%	2%
Reliance	1	20	150	241	167	20	1	0%	3%	25%	40%	28%	3%	0%
Airtel	23	18	27	65	191	174	102	4%	3%	5%	11%	32%	29%	17%
TOTAL	31	45	232	453	677	382	147	2%	2%	12%	23%	34%	19%	7%

Source: IMM Analysis

Table C.9: How satisfied are you with the overall accuracy & completeness of the bills? (RL 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	7	7	36	127	227	162	34	1%	1%	6%	21%	38%	27%	6%
Tata	0	4	28	55	37	40	3	0%	2%	17%	33%	22%	24%	2%
Reliance	1	13	168	216	144	10	48	0%	2%	28%	36%	24%	2%	8%
Airtel	22	14	24	41	156	181	162	4%	2%	4%	7%	26%	30%	27%
TOTAL	30	38	256	439	564	393	247	2%	2%	13%	22%	29%	20%	13%

Source: IMM Analysis

Table C.10: How satisfied are you with the clarity of the bills in terms of transparency and understandability? (RL2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	7	6	30	109	251	161	36	1%	1%	5%	18%	42%	27%	6%
Tata	0	3	22	38	84	17	3	0%	2%	13%	23%	50%	10%	2%
Reliance	2	18	224	237	104	14	1	0%	3%	37%	40%	17%	2%	0%
Airtel	16	16	23	39	182	176	148	3%	3%	4%	7%	30%	29%	25%
TOTAL	25	43	299	423	621	368	188	1%	2%	15%	22%	32%	19%	10%

Source: IMM Analysis

Table C.11: How satisfied are you with the availability of customer care services (consumer care number and general information number)? (EM 5)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	8	11	57	87	274	143	20	1%	2%	10%	15%	46%	24%	3%
Tata	0	6	34	40	49	36	2	0%	4%	20%	24%	29%	22%	1%
Reliance	1	21	180	206	112	79	1	0%	4%	30%	34%	19%	13%	0%
Airtel	52	27	30	56	162	157	82	9%	5%	5%	10%	29%	28%	14%

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Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
TOTAL	61	65	301	389	597	415	105	3%	3%	16%	20%	31%	21%	5%

Source: IMM Analysis

Table C.12: How satisfied are you with the ease of access to a customer care executive through the IVR menu? (CV1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	5	24	68	107	238	138	20	1%	4%	11%	18%	40%	23%	3%
Tata	0	9	29	47	61	18	3	0%	5%	17%	28%	37%	11%	2%
Reliance	2	24	167	206	176	24	1	0%	4%	28%	34%	29%	4%	0%
Airtel	42	42	41	70	157	138	76	7%	7%	7%	12%	28%	24%	13%
TOTAL	49	99	305	430	632	318	100	3%	5%	16%	22%	33%	16%	5%

Source: IMM Analysis

Table C.13: How satisfied are you with the customer friendly approach of the customer care executive? (RL 3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	6	15	62	91	270	130	26	1%	3%	10%	15%	45%	22%	4%
Tata	0	11	31	44	38	39	4	0%	7%	19%	26%	23%	23%	2%
Reliance	1	24	148	272	120	22	13	0%	4%	25%	45%	20%	4%	2%
Airtel	24	13	21	54	134	164	156	4%	2%	4%	10%	24%	29%	28%
TOTAL	31	63	262	461	562	355	199	2%	3%	14%	24%	29%	18%	10%

Source: IMM Analysis

Table C.14: How satisfied are you with the competency level/problem solving ability of the customer care executive? (AS 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	1	6	67	99	258	146	23	0%	1%	11%	17%	43%	24%	4%
Tata	0	2	20	52	74	16	3	0%	1%	12%	31%	44%	10%	2%

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Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Reliance	4	20	112	232	151	78	3	1%	3%	19%	39%	25%	13%	1%
Airtel	31	29	26	50	165	132	133	5%	5%	5%	9%	29%	23%	23%
TOTAL	36	57	225	433	648	372	162	2%	3%	12%	22%	34%	19%	8%

Source: IMM Analysis

Table C.15: How satisfied are you with the dial tone availability on your phone? (NT 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	10	11	50	151	247	112	19	2%	2%	8%	25%	41%	19%	3%
Tata	0	3	28	45	51	37	3	0%	2%	17%	27%	31%	22%	2%
Reliance	2	25	162	219	133	59	0	0%	4%	27%	37%	22%	10%	0%
Airtel	17	12	33	122	197	138	81	3%	2%	6%	20%	33%	23%	14%
TOTAL	29	51	273	537	628	346	103	1%	3%	14%	27%	32%	18%	5%

Source: IMM Analysis

Table C.16: How satisfied are you with the network of your service provider in terms of ability to make or receive calls easily? (NT2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	10	10	52	166	223	116	23	2%	2%	9%	28%	37%	19%	4%
Tata	0	1	20	44	79	17	6	0%	1%	12%	26%	47%	10%	4%
Reliance	1	11	146	243	142	57	0	0%	2%	24%	41%	24%	10%	0%
Airtel	17	33	75	92	189	116	78	3%	6%	13%	15%	32%	19%	13%
TOTAL	28	55	293	545	633	306	107	1%	3%	15%	28%	32%	16%	5%

Source: IMM Analysis

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Table C.17: How satisfied are you with the voice quality on your phone during calls? (NT3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	10	11	53	149	246	112	19	2%	2%	9%	25%	41%	19%	3%
Tata	0	3	18	41	67	36	2	0%	2%	11%	25%	40%	22%	1%
Reliance	5	22	171	246	131	25	0	1%	4%	29%	41%	22%	4%	0%
Airtel	16	19	56	111	178	138	82	3%	3%	9%	19%	30%	23%	14%
TOTAL	31	55	298	547	622	311	103	2%	3%	15%	28%	32%	16%	5%

Source: IMM Analysis

Table C.18: How satisfied are you with the availability of fault free connection? (RS 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	8	16	103	83	204	161	25	1%	3%	17%	14%	34%	27%	4%
Tata	0	3	27	36	82	17	2	0%	2%	16%	22%	49%	10%	1%
Reliance	3	29	167	212	150	38	1	1%	5%	28%	35%	25%	6%	0%
Airtel	20	21	46	86	170	169	88	3%	4%	8%	14%	28%	28%	15%
TOTAL	31	69	343	417	606	385	116	2%	4%	17%	21%	31%	20%	6%

Source: IMM Analysis

Table C.19: How satisfied are you with the timely repair of faults of your phone connection? (RS 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	10	6	36	114	257	158	19	2%	1%	6%	19%	43%	26%	3%
Tata	0	6	11	46	76	27	1	0%	4%	7%	28%	46%	16%	1%
Reliance	0	27	162	223	142	45	1	0%	5%	27%	37%	24%	8%	0%
Airtel	41	26	34	77	199	137	86	7%	4%	6%	13%	33%	23%	14%
TOTAL	51	65	243	460	674	367	107	3%	3%	12%	23%	34%	19%	5%

Source: IMM Analysis

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Table C.20: Have you subscribed to any supplementary services like call waiting/forwarding, voice mail / Value added services?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	64	536	11%	89%
Tata	0	167	0%	100%
Reliance	37	563	6%	94%
Airtel	27	573	5%	96%
TOTAL	128	1839	7%	93%

Source: IMM Analysis

Table C.21: If Yes, How satisfied are you with the supplementary services / value added service provided including activation, deactivation, charges etc? (CV 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	1	3	4	13	36	7	0	2%	5%	6%	20%	56%	11%	0%
Tata	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Reliance	0	1	3	16	11	3	3	0%	3%	8%	43%	30%	8%	8%
Airtel	0	1	2	13	4	2	5	0%	4%	7%	48%	15%	7%	19%
TOTAL	1	5	9	42	51	12	8	1%	4%	7%	33%	40%	9%	6%

Source: IMM Analysis

Table C.22: Overall Quality of the Telephone Service

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	12	19	20	77	253	158	61	2%	3%	3%	13%	42%	26%	10%
Tata	1	4	10	27	72	39	14	1%	2%	6%	16%	43%	23%	8%
Reliance	1	6	52	287	186	68	0	0%	1%	9%	48%	31%	11%	0%
Airtel	8	9	33	87	236	153	74	1%	2%	6%	15%	39%	26%	12%
TOTAL	22	38	115	478	747	418	149	1%	2%	6%	24%	38%	21%	8%

Source: IMM Analysis

Table C.23: Have you registered your number for not receiving/blocking unsolicited commercial calls / SMSs?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	66	534	11%	89%
Tata	1	166	1%	99%
Reliance	48	552	8%	92%
Airtel	26	574	4%	96%
TOTAL	141	1826	7%	93%

Source: IMM Analysis

Table C.24: If Yes, how satisfied are you with the effectiveness of blocking of unsolicited commercial calls on your number?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	1	3	4	19	33	6	0	2%	5%	6%	29%	50%	9%	0%
Tata	0	0	0	0	0	1	0	0%	0%	0%	0%	0%	100%	0%
Reliance	1	1	2	21	16	4	3	2%	2%	4%	44%	33%	8%	6%
Airtel	0	0	2	8	6	8	2	0%	0%	8%	31%	23%	31%	8%
TOTAL	2	4	8	48	55	19	5	1%	3%	6%	34%	39%	13%	4%

Source: IMM Analysis

Table C.25: 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	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	15	585	3%	98%
Tata	0	167	0%	100%
Reliance	3	597	1%	100%
Airtel	2	598	0%	100%

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Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
TOTAL	20	1947	1%	99%

Source: IMM Analysis

Table C.26: If Yes, how satisfied are you with the ease of lodging the complaint?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	0	1	10	2	1	1	0%	0%	7%	67%	13%	7%	7%
Tata	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Reliance	0	0	0	1	0	2	0	0%	0%	0%	33%	0%	67%	0%
Airtel	0	0	0	2	0	0	0	0%	0%	0%	100%	0%	0%	0%
TOTAL	0	0	1	13	2	3	1	0%	0%	5%	65%	10%	15%	5%

Source: IMM Analysis

Table C.27: If Yes, how satisfied are you with the action taken on your complaint?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	0	2	0	2	2	0	0%	0%	33%	0%	33%	33%	0%
Tata	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Reliance	0	0	0	1	2	0	0	0%	0%	0%	33%	67%	0%	0%
Airtel	0	0	1	0	0	1	0	0%	0%	50%	0%	0%	50%	0%
TOTAL	0	0	3	1	4	3	0	0%	0%	27%	9%	36%	27%	0%

Source: IMM Analysis

Table C.28: Have you made any complaint to the toll free Consumer Care Number?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	257	343	43%	57%
Tata	112	55	67%	33%

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Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
Reliance	408	192	68%	32%
Airtel	414	186	69%	31%
TOTAL	1191	776	61%	39%

Source: IMM Analysis

Table C.29: If yes, how satisfied are you with the manner in which your complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	6	11	18	44	112	63	3	2%	4%	7%	17%	44%	25%	1%
Tata	2	4	10	23	47	25	1	2%	4%	9%	21%	42%	22%	1%
Reliance	1	6	58	167	164	12	0	0%	1%	14%	41%	40%	3%	0%
Airtel	15	18	29	53	113	130	56	4%	4%	7%	13%	27%	31%	14%
TOTAL	24	39	115	287	436	230	60	2%	3%	10%	24%	37%	19%	5%

Source: IMM Analysis

Table C.30: Have you filed any appeal with the appellate authority?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	12	588	2%	98%
Tata	0	167	0%	100%
Reliance	2	598	0%	100%
Airtel	6	594	1%	99%
TOTAL	20	1947	1%	99%

Source: IMM Analysis

Table C.31: 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..?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	1	2	3	2	1	3	0	8%	17%	25%	17%	8%	25%	0%
Tata	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Reliance	0	1	0	1	0	0	0	0%	50%	0%	50%	0%	0%	0%
Airtel	1	1	0	0	1	2	1	17%	17%	0%	0%	17%	33%	17%
TOTAL	2	4	3	3	2	5	1	10%	20%	15%	15%	10%	25%	5%

Source: IMM Analysis

C.2 Cellular Service

Table C.32: How satisfied are you with the ease of taking a connection? (EM 3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	17	25	27	56	120	164	191	3%	4%	5%	9%	20%	27%	32%
Tata	14	35	43	88	125	134	161	2%	6%	7%	15%	21%	22%	27%
Reliance	24	25	36	68	128	166	153	4%	4%	6%	11%	21%	28%	26%
Idea	30	20	46	77	114	130	183	5%	3%	8%	13%	19%	22%	31%
Vodafone	7	18	22	73	111	175	194	1%	3%	4%	12%	19%	29%	32%
Airtel	27	18	51	68	100	140	196	5%	3%	9%	11%	17%	23%	33%
Videocon	13	22	18	85	120	153	189	2%	4%	3%	14%	20%	26%	32%
Total	132	163	243	515	818	1062	1267	3%	4%	6%	12%	19%	25%	30%

Source: IMM Analysis

Table C.33: How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges? (EM 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	14	14	21	34	145	181	191	2%	2%	4%	6%	24%	30%	32%

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Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Tata	15	16	42	61	180	158	128	3%	3%	7%	10%	30%	26%	21%
Reliance	22	20	28	44	184	180	122	4%	3%	5%	7%	31%	30%	20%
Idea	15	7	36	64	146	180	152	3%	1%	6%	11%	24%	30%	25%
Vodafone	13	11	18	78	159	151	170	2%	2%	3%	13%	27%	25%	28%
Airtel	14	12	31	67	165	193	118	2%	2%	5%	11%	28%	32%	20%
Videocon	7	13	30	72	162	193	123	1%	2%	5%	12%	27%	32%	21%
Total	100	93	206	420	1141	1236	1004	2%	2%	5%	10%	27%	29%	24%

Source: IMM Analysis

Table C.34: How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement? (TA 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	18	10	32	55	106	189	190	3%	2%	5%	9%	18%	32%	32%
Tata	18	12	27	74	180	167	122	3%	2%	5%	12%	30%	28%	20%
Reliance	20	14	36	61	181	155	133	3%	2%	6%	10%	30%	26%	22%
Idea	15	8	25	49	133	193	177	3%	1%	4%	8%	22%	32%	30%
Vodafone	11	14	23	74	149	150	179	2%	2%	4%	12%	25%	25%	30%
Airtel	20	19	30	57	164	176	134	3%	3%	5%	10%	27%	29%	22%
Videocon	13	14	42	84	162	169	116	2%	2%	7%	14%	27%	28%	19%
Total	115	91	215	454	1075	1199	1051	3%	2%	5%	11%	26%	29%	25%

Source: IMM Analysis

Table C.35: How satisfied are you with ease of recharging process/activation of vouchers? (EM 4)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	2	9	24	28	75	85	55	1%	3%	9%	10%	27%	31%	20%
Tata	13	9	23	67	104	100	74	3%	2%	6%	17%	27%	26%	19%

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Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Reliance	6	17	39	58	107	121	81	1%	4%	9%	14%	25%	28%	19%
Idea	8	10	35	46	80	78	97	2%	3%	10%	13%	23%	22%	27%
Vodafone	15	11	41	63	131	168	143	3%	2%	7%	11%	23%	29%	25%
Airtel	17	18	55	67	113	143	182	3%	3%	9%	11%	19%	24%	31%
Videocon	10	13	33	84	143	134	183	2%	2%	6%	14%	24%	22%	31%
Total	71	87	250	413	753	829	815	2%	3%	8%	13%	23%	26%	25%

Source: IMM Analysis

Table C.36: How satisfied are you with the availability of recharging cards/vouchers of various denominations?(EC 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	4	10	16	40	67	96	45	1%	4%	6%	14%	24%	35%	16%
Tata	8	11	20	55	93	104	99	2%	3%	5%	14%	24%	27%	25%
Reliance	7	10	42	53	121	144	52	2%	2%	10%	12%	28%	34%	12%
Idea	1	9	17	44	76	119	88	0%	3%	5%	12%	21%	34%	25%
Vodafone	14	14	19	72	158	151	144	2%	2%	3%	13%	28%	26%	25%
Airtel	14	13	27	78	149	204	110	2%	2%	5%	13%	25%	34%	18%
Videocon	11	22	36	72	150	154	155	2%	4%	6%	12%	25%	26%	26%
Total	59	89	177	414	814	972	693	2%	3%	6%	13%	25%	30%	22%

Source: IMM Analysis

Table C.37: How satisfied are you with the transparency of recharge offer/voucher i.e. talk time available on the recharge card/voucher? (RL 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	2	9	20	35	71	69	72	1%	3%	7%	13%	26%	25%	26%
Tata	5	16	51	72	76	96	74	1%	4%	13%	18%	19%	25%	19%

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Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Reliance	9	6	44	74	84	111	101	2%	1%	10%	17%	20%	26%	24%
Idea	2	9	47	59	80	88	69	1%	3%	13%	17%	23%	25%	19%
Vodafone	12	24	51	75	138	137	135	2%	4%	9%	13%	24%	24%	24%
Airtel	21	15	69	75	144	142	129	4%	3%	12%	13%	24%	24%	22%
Videocon	17	17	33	96	156	165	116	3%	3%	6%	16%	26%	28%	19%
Total	68	96	315	486	749	808	696	2%	3%	10%	15%	23%	25%	22%

Source: IMM Analysis

Table C.38: How satisfied are you with the charges deducted for every call i.e. amount deducted on every usage? (EC 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	6	10	37	45	66	71	43	2%	4%	13%	16%	24%	26%	15%
Tata	4	24	37	70	84	92	79	1%	6%	9%	18%	22%	24%	20%
Reliance	7	14	37	88	102	111	70	2%	3%	9%	21%	24%	26%	16%
Idea	10	18	36	45	78	82	85	3%	5%	10%	13%	22%	23%	24%
Vodafone	12	26	52	90	144	150	98	2%	5%	9%	16%	25%	26%	17%
Airtel	20	29	63	97	137	140	109	3%	5%	11%	16%	23%	24%	18%
Videocon	14	18	45	71	156	157	139	2%	3%	8%	12%	26%	26%	23%
Total	73	139	307	506	767	803	623	2%	4%	10%	16%	24%	25%	19%

Source: IMM Analysis

Table C.39: How satisfied are you with the charges levied per call? (EC2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	22	20	12	21	57	81	109	7%	6%	4%	7%	18%	25%	34%
Tata	21	9	14	23	37	33	73	10%	4%	7%	11%	18%	16%	35%
Reliance	22	14	14	18	44	25	34	13%	8%	8%	11%	26%	15%	20%

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Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Idea	19	8	15	26	57	62	59	8%	3%	6%	11%	23%	25%	24%
Vodafone	0	1	2	3	5	11	6	0%	4%	7%	11%	18%	39%	21%
Airtel	0	0	2	0	3	0	0	0%	0%	40%	0%	60%	0%	0%
Videocon	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Total	84	52	59	91	203	212	281	9%	5%	6%	9%	21%	22%	29%

Source: IMM Analysis

Table C.40: How satisfied are you with the overall accuracy & completeness of the bills? (RL 1)

Service Provider	In Numbers							In Percentage							
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
BSNL		14	5	5	12	54	113	119	4%	2%	2%	4%	17%	35%	37%
Tata		16	7	4	13	37	39	94	8%	3%	2%	6%	18%	19%	45%
Reliance		10	1	4	7	30	33	86	6%	1%	2%	4%	18%	19%	50%
Idea		11	2	9	13	51	68	92	4%	1%	4%	5%	21%	28%	37%
Vodafone		2	0	0	2	7	10	7	7%	0%	0%	7%	25%	36%	25%
Airtel		0	0	1	3	1	0	0	0%	0%	20%	60%	20%	0%	0%
Videocon		NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Total		53	15	23	50	180	263	398	5%	2%	2%	5%	18%	27%	41%

Source: IMM Analysis

Table C.41: How satisfied are you with the clarity of the bills in terms of transparency and understandability? (RL2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	15	8	8	24	47	88	132	5%	2%	2%	7%	15%	27%	41%
Tata	11	10	6	12	46	51	74	5%	5%	3%	6%	22%	24%	35%
Reliance	6	1	6	6	33	49	70	4%	1%	4%	4%	19%	29%	41%
Idea	9	5	5	11	44	67	105	4%	2%	2%	4%	18%	27%	43%

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Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Vodafone	0	0	2	1	6	11	8	0%	0%	7%	4%	21%	39%	29%
Airtel	0	0	1	2	1	1	0	0%	0%	20%	40%	20%	20%	0%
Videocon	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Total	41	24	28	56	177	267	389	4%	2%	3%	6%	18%	27%	40%

Source: IMM Analysis

Table C.42: How satisfied are you with the availability of customer care services (consumer care number and general information number)? (EM 5)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	43	19	85	148	97	70	81	8%	3%	16%	27%	18%	13%	15%
Tata	42	29	49	93	139	84	95	8%	5%	9%	18%	26%	16%	18%
Reliance	56	36	80	89	125	125	86	9%	6%	13%	15%	21%	21%	14%
Idea	38	35	85	133	151	67	89	6%	6%	14%	22%	25%	11%	15%
Vodafone	37	41	38	93	158	131	90	6%	7%	6%	16%	27%	22%	15%
Airtel	39	25	62	124	90	85	127	7%	5%	11%	22%	16%	15%	23%
Videocon	36	33	44	111	117	81	80	7%	7%	9%	22%	23%	16%	16%
Total	291	218	443	791	877	643	648	7%	6%	11%	20%	22%	16%	17%

Source: IMM Analysis

Table C.43: How satisfied are you with the ease of access to a customer care executive through the IVR menu? (CV1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	24	23	28	75	121	131	141	4%	4%	5%	14%	22%	24%	26%
Tata	20	26	47	91	104	134	109	4%	5%	9%	17%	20%	25%	21%
Reliance	16	18	48	82	157	156	120	3%	3%	8%	14%	26%	26%	20%
Idea	17	14	43	86	136	173	129	3%	2%	7%	14%	23%	29%	22%
Vodafone	25	18	32	94	133	147	139	4%	3%	5%	16%	23%	25%	24%

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Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Airtel	20	22	49	57	150	183	71	4%	4%	9%	10%	27%	33%	13%
Videocon	14	25	41	80	107	131	104	3%	5%	8%	16%	21%	26%	21%
Total	136	146	288	565	908	1055	813	3%	4%	7%	14%	23%	27%	21%

Source: IMM Analysis

Table C.44: How satisfied are you with the customer friendly approach of the customer care executive? (RL 3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	16	13	47	55	117	125	170	3%	2%	9%	10%	22%	23%	31%
Tata	21	24	63	77	121	107	118	4%	5%	12%	15%	23%	20%	22%
Reliance	18	23	58	71	162	156	109	3%	4%	10%	12%	27%	26%	18%
Idea	15	13	74	69	126	137	164	3%	2%	12%	12%	21%	23%	27%
Vodafone	32	27	39	110	132	130	118	5%	5%	7%	19%	22%	22%	20%
Airtel	26	26	66	94	123	125	92	5%	5%	12%	17%	22%	23%	17%
Videocon	18	31	57	77	108	124	87	4%	6%	11%	15%	22%	25%	17%
Total	146	157	404	553	889	904	858	4%	4%	10%	14%	23%	23%	22%

Source: IMM Analysis

Table C.45: How satisfied are you with the competency level/problem solving ability of the customer care executive? (AS 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	19	28	46	72	115	114	149	3%	5%	8%	13%	21%	21%	27%
Tata	26	36	42	89	111	101	126	5%	7%	8%	17%	21%	19%	24%
Reliance	13	19	47	92	120	140	166	2%	3%	8%	15%	20%	23%	28%
Idea	19	29	58	74	117	140	161	3%	5%	10%	12%	20%	23%	27%
Vodafone	40	22	36	89	131	136	134	7%	4%	6%	15%	22%	23%	23%
Airtel	22	35	60	95	101	124	115	4%	6%	11%	17%	18%	22%	21%

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Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Videocon	17	32	58	83	111	121	80	3%	6%	12%	17%	22%	24%	16%
Total	156	201	347	594	806	876	931	4%	5%	9%	15%	21%	22%	24%

Source: IMM Analysis

Table C.46: How satisfied are you with the availability of signal of your service provider? (NT 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	45	32	85	81	122	144	91	8%	5%	14%	14%	20%	24%	15%
Tata	34	51	54	80	162	143	76	6%	9%	9%	13%	27%	24%	13%
Reliance	53	39	65	82	153	139	69	9%	7%	11%	14%	26%	23%	12%
Idea	38	31	76	95	121	136	103	6%	5%	13%	16%	20%	23%	17%
Vodafone	32	34	62	121	142	119	90	5%	6%	10%	20%	24%	20%	15%
Airtel	23	22	64	81	129	163	118	4%	4%	11%	14%	22%	27%	20%
Videocon	40	50	94	85	138	104	89	7%	8%	16%	14%	23%	17%	15%
Total	265	259	500	625	967	948	636	6%	6%	12%	15%	23%	23%	15%

Source: IMM Analysis

Table C.47: How satisfied are you with the network of your service provider in terms of ability to make or receive calls easily? (NT2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	32	17	34	108	123	137	149	5%	3%	6%	18%	21%	23%	25%
Tata	44	27	34	124	135	147	89	7%	5%	6%	21%	23%	25%	15%
Reliance	20	17	37	96	172	139	119	3%	3%	6%	16%	29%	23%	20%
Idea	9	11	31	155	114	126	154	2%	2%	5%	26%	19%	21%	26%
Vodafone	23	24	55	103	125	130	140	4%	4%	9%	17%	21%	22%	23%
Airtel	21	20	40	152	148	147	72	4%	3%	7%	25%	25%	25%	12%
Videocon	27	35	73	138	129	115	83	5%	6%	12%	23%	22%	19%	14%

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Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Total	176	151	304	876	946	941	806	4%	4%	7%	21%	23%	22%	19%

Source: IMM Analysis

Table C.48: How satisfied are you with the voice quality on your phone during calls? (NT3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	33	21	48	140	112	125	121	6%	4%	8%	23%	19%	21%	20%
Tata	32	25	40	129	142	130	102	5%	4%	7%	22%	24%	22%	17%
Reliance	24	22	74	115	154	109	102	4%	4%	12%	19%	26%	18%	17%
Idea	28	20	51	159	112	109	121	5%	3%	9%	27%	19%	18%	20%
Vodafone	30	37	62	139	98	114	120	5%	6%	10%	23%	16%	19%	20%
Airtel	21	30	68	124	142	154	61	4%	5%	11%	21%	24%	26%	10%
Videocon	25	37	81	152	108	122	75	4%	6%	14%	25%	18%	20%	13%
Total	193	192	424	958	868	863	702	5%	5%	10%	23%	21%	21%	17%

Source: IMM Analysis

Table C.49: How satisfied are you with the availability of fault free connection? (RS 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	26	14	27	136	109	135	153	4%	2%	5%	23%	18%	23%	26%
Tata	24	21	27	133	162	135	98	4%	4%	5%	22%	27%	23%	16%
Reliance	17	17	53	141	139	110	123	3%	3%	9%	24%	23%	18%	21%
Idea	12	17	53	164	102	133	119	2%	3%	9%	27%	17%	22%	20%
Vodafone	11	21	50	153	103	122	140	2%	4%	8%	26%	17%	20%	23%
Airtel	9	13	70	154	136	131	87	2%	2%	12%	26%	23%	22%	15%
Videocon	14	13	54	172	157	116	74	2%	2%	9%	29%	26%	19%	12%
Total	113	116	334	1053	908	882	794	3%	3%	8%	25%	22%	21%	19%

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Source: IMM Analysis

Table C.50: How satisfied are you with the timely repair of faults of your phone connection? (RS 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	32	13	45	132	136	125	117	5%	2%	8%	22%	23%	21%	20%
Tata	38	27	58	136	143	130	68	6%	5%	10%	23%	24%	22%	11%
Reliance	41	52	92	124	121	111	59	7%	9%	15%	21%	20%	19%	10%
Idea	23	24	52	206	117	90	88	4%	4%	9%	34%	20%	15%	15%
Vodafone	29	35	86	158	110	92	90	5%	6%	14%	26%	18%	15%	15%
Airtel	32	21	75	116	140	156	60	5%	4%	13%	19%	23%	26%	10%
Videocon	20	22	56	204	135	95	68	3%	4%	9%	34%	23%	16%	11%
Total	215	194	464	1076	902	799	550	5%	5%	11%	26%	21%	19%	13%

Source: IMM Analysis

Table C.51: Have you subscribed to any supplementary services like call waiting/forwarding, voice mail / Value added services? (CV 1)

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	198	402	33%	67%
Tata	204	396	34%	66%
Reliance	230	370	38%	62%
Idea	245	355	41%	59%
Vodafone	219	381	37%	64%
Bharti Airtel	179	421	30%	70%
Videocon	165	435	28%	73%
Total	1440	2760	34%	66%

Source: IMM Analysis

Table C.52: If Yes, How satisfied are you with the supplementary services / value added service provided including activation, deactivation, charges etc.? (CV 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	2	5	16	71	41	31	32	1%	3%	8%	36%	21%	16%	16%
Tata	1	7	14	41	70	48	23	0%	3%	7%	20%	34%	24%	11%
Reliance	4	10	11	59	82	49	15	2%	4%	5%	26%	36%	21%	7%
Idea	1	4	15	56	70	67	32	0%	2%	6%	23%	29%	27%	13%
Vodafone	3	7	10	44	90	53	12	1%	3%	5%	20%	41%	24%	5%
Airtel	0	2	12	45	77	32	11	0%	1%	7%	25%	43%	18%	6%
Videocon	2	3	9	53	58	24	16	1%	2%	5%	32%	35%	15%	10%
Total	13	38	87	369	488	304	141	1%	3%	6%	26%	34%	21%	10%

Source: IMM Analysis

Table C.53: Do you use Mobile data/internet services offered by your operator on your mobile device? (CV 3)

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	420	180	70%	30%
Tata	415	185	69%	31%
Reliance	346	254	58%	42%
Idea	370	230	62%	38%
Vodafone	383	217	64%	36%
Bharti Airtel	309	291	52%	49%
Videocon	447	153	75%	26%
Total	2690	1510	64%	36%

Source: IMM Analysis

Table C.54: If Yes, How satisfied are you with speed of data connection? (CV 4)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	8	10	38	75	152	78	59	2%	2%	9%	18%	36%	19%	14%
Tata	8	13	24	86	176	68	40	2%	3%	6%	21%	42%	16%	10%
Reliance	5	8	17	90	167	49	10	1%	2%	5%	26%	48%	14%	3%
Idea	5	5	23	93	118	71	55	1%	1%	6%	25%	32%	19%	15%
Vodafone	1	7	22	63	141	99	50	0%	2%	6%	16%	37%	26%	13%
Airtel	2	4	21	55	119	85	23	1%	1%	7%	18%	39%	28%	7%
Videocon	6	13	23	100	166	91	48	1%	3%	5%	22%	37%	20%	11%
Total	35	60	168	562	1039	541	285	1%	2%	6%	21%	39%	20%	11%

Source: IMM Analysis

Table C.55: Do you use a wireless USB dongle device (For e.g. Tata Photon, etc.) for accessing internet?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	14	586	2%	98%
Tata	12	588	2%	98%
Reliance	13	587	2%	98%
Idea	18	582	3%	97%
Vodafone	7	593	1%	99%
Bharti Airtel	12	588	2%	98%
Videocon	4	596	1%	99%
Total	80	4120	2%	98%

Source: IMM Analysis

Table C.56: If Yes, How satisfied are you with coverage and availability of internet connection on your wireless USB dongle device?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	1	1	4	2	3	3	0%	7%	7%	29%	14%	21%	21%
Tata	0	0	1	4	4	2	1	0%	0%	8%	33%	33%	17%	8%
Reliance	0	0	2	3	4	4	0	0%	0%	15%	23%	31%	31%	0%
Idea	1	1	0	6	3	2	5	6%	6%	0%	33%	17%	11%	28%
Vodafone	0	0	1	3	2	1	0	0%	0%	14%	43%	29%	14%	0%
Airtel	0	0	1	5	4	1	1	0%	0%	8%	42%	33%	8%	8%
Videocon	0	0	1	1	0	1	1	0%	0%	25%	25%	0%	25%	25%
Total	1	2	7	26	19	14	11	1%	3%	9%	33%	24%	18%	14%

Source: IMM Analysis

Table C.57: Overall Quality of the Telephone Service

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	14	7	30	119	203	138	89	2%	1%	5%	20%	34%	23%	15%
Tata	7	16	25	120	243	128	61	1%	3%	4%	20%	41%	21%	10%
Reliance	7	14	32	110	271	117	49	1%	2%	5%	18%	45%	20%	8%
Idea	12	12	35	88	206	149	98	2%	2%	6%	15%	34%	25%	16%
Vodafone	5	11	32	97	225	163	67	1%	2%	5%	16%	38%	27%	11%
Airtel	6	10	22	99	235	140	88	1%	2%	4%	17%	39%	23%	15%
Videocon	2	16	36	117	223	126	80	0%	3%	6%	20%	37%	21%	13%
Total	53	86	212	750	1606	961	532	1%	2%	5%	18%	38%	23%	13%

Source: IMM Analysis

Table C.58: Have you registered your number for not receiving/blocking unsolicited commercial calls / SMSs?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	121	479	20%	80%
Tata	107	493	18%	82%
Reliance	226	374	38%	62%
Idea	215	385	36%	64%
Vodafone	82	518	14%	86%
Bharti Airtel	126	474	21%	79%
Videocon	80	520	13%	87%
Total	957	3243	23%	77%

Source: IMM Analysis

Table C.59: If Yes, how satisfied are you with the effectiveness of blocking of unsolicited commercial calls on your number?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	1	11	24	31	13	41	0%	1%	9%	20%	26%	11%	34%
Tata	1	3	9	29	34	15	16	1%	3%	8%	27%	32%	14%	15%
Reliance	4	9	10	48	86	40	29	2%	4%	4%	21%	38%	18%	13%
Idea	0	4	14	32	61	38	66	0%	2%	7%	15%	28%	18%	31%
Vodafone	0	3	7	20	26	12	14	0%	4%	9%	24%	32%	15%	17%
Airtel	3	4	6	31	43	24	15	2%	3%	5%	25%	34%	19%	12%
Videocon	0	2	5	12	23	20	18	0%	3%	6%	15%	29%	25%	23%
Total	8	26	62	196	304	162	199	1%	3%	6%	20%	32%	17%	21%

Source: IMM Analysis

Table C.60: 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	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	7	593	1%	99%
Tata	8	592	1%	99%
Reliance	20	580	3%	97%
Idea	7	593	1%	99%
Vodafone	4	596	1%	99%
Bharti Airtel	5	595	1%	99%
Videocon	3	597	1%	100%
Total	54	4146	1%	99%

Source: IMM Analysis

Table C.61: If Yes, how satisfied are you with the ease of lodging the complaint?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	0	1	3	2	1	0	0%	0%	14%	43%	29%	14%	0%
Tata	0	2	1	4	1	0	0	0%	25%	13%	50%	13%	0%	0%
Reliance	0	2	4	6	5	2	1	0%	10%	20%	30%	25%	10%	5%
Idea	0	0	1	4	1	1	0	0%	0%	14%	57%	14%	14%	0%
Vodafone	1	0	0	2	0	1	0	25%	0%	0%	50%	0%	25%	0%
Airtel	0	1	1	1	1	1	0	0%	20%	20%	20%	20%	20%	0%
Videocon	0	0	1	0	2	0	0	0%	0%	33%	0%	67%	0%	0%
Total	1	5	9	20	12	6	1	2%	9%	17%	37%	22%	11%	2%

Source: IMM Analysis

Table C.62: If Yes, how satisfied are you with the action taken on your complaint?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	0	1	4	1	1	0	0%	0%	14%	57%	14%	14%	0%
Tata	0	1	1	3	3	0	0	0%	13%	13%	38%	38%	0%	0%
Reliance	1	1	3	8	5	1	1	5%	5%	15%	40%	25%	5%	5%
Idea	0	0	1	3	3	0	0	0%	0%	14%	43%	43%	0%	0%
Vodafone	0	2	0	0	0	2	0	0%	50%	0%	0%	0%	50%	0%
Airtel	0	0	1	1	1	2	0	0%	0%	20%	20%	20%	40%	0%
Videocon	0	0	1	1	1	0	0	0%	0%	33%	33%	33%	0%	0%
Total	1	4	8	20	14	6	1	2%	7%	15%	37%	26%	11%	2%

Source: IMM Analysis

Table C.63: Have you made any complaint to the toll free Consumer Care Number?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	148	452	25%	75%
Tata	163	437	27%	73%
Reliance	170	430	28%	72%
Idea	184	416	31%	69%
Vodafone	152	448	25%	75%
Bharti Airtel	125	475	21%	79%
Videocon	128	472	21%	79%
Total	1070	3130	25%	75%

Source: IMM Analysis

Table C.64: If yes, how satisfied are you with the manner in which your complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	5	14	21	34	47	18	9	3%	9%	14%	23%	32%	12%	6%
Tata	6	10	21	25	62	30	9	4%	6%	13%	15%	38%	18%	6%
Reliance	7	10	27	40	47	28	11	4%	6%	16%	24%	28%	16%	6%
Idea	5	12	28	36	69	25	9	3%	7%	15%	20%	38%	14%	5%
Vodafone	5	14	20	23	40	33	17	3%	9%	13%	15%	26%	22%	11%
Airtel	0	4	21	23	31	30	16	0%	3%	17%	18%	25%	24%	13%
Videocon	7	9	17	27	37	23	8	5%	7%	13%	21%	29%	18%	6%
Total	35	73	155	208	333	187	79	3%	7%	14%	19%	31%	17%	7%

Source: IMM Analysis

Table C.65: Have you filed any appeal with the appellate authority?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	7	593	1%	99%
Tata	12	588	2%	98%
Reliance	14	586	2%	98%
Idea	20	580	3%	97%
Vodafone	15	585	3%	98%
Bharti Airtel	15	585	3%	98%
Videocon	4	596	1%	99%
Total	87	4113	2%	98%

Source: IMM Analysis

Table C.66: 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..?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	0	1	1	3	1	1	0	0%	14%	14%	43%	14%	14%	0%
Tata	1	1	3	2	3	2	0	8%	8%	25%	17%	25%	17%	0%
Reliance	0	1	4	4	4	1	0	0%	7%	29%	29%	29%	7%	0%
Idea	1	2	3	7	5	1	1	5%	10%	15%	35%	25%	5%	5%
Vodafone	0	1	4	4	2	3	1	0%	7%	27%	27%	13%	20%	7%
Airtel	0	1	2	4	6	1	1	0%	7%	13%	27%	40%	7%	7%
Videocon	0	0	1	1	2	0	0	0%	0%	25%	25%	50%	0%	0%
Total	2	7	18	25	23	9	3	2%	8%	21%	29%	26%	10%	3%

Source: IMM Analysis

C.3 Broadband Service

Table C.67: How satisfied are you with the ease of taking a connection? (EM 3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	5	16	18	104	272	153	32	1%	3%	3%	17%	45%	26%	5%
Hathway	2	2	2	10	28	39	46	2%	2%	2%	8%	22%	30%	36%
Reliance	15	20	108	134	159	93	65	3%	3%	18%	23%	27%	16%	11%
Tata Teleservices	1	5	7	65	184	56	29	0%	1%	2%	19%	53%	16%	8%
Bharti Airtel	10	10	21	31	154	177	197	2%	2%	4%	5%	26%	30%	33%
Tata Comm.	1	0	1	0	17	8	18	2%	0%	2%	0%	38%	18%	40%
Broadband Pacenet	0	1	61	86	129	80	43	0%	0%	15%	22%	32%	20%	11%
Total	34	54	218	430	943	606	430	1%	2%	8%	16%	35%	22%	16%

Source: IMM Analysis

Table C.68: How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges? (EM 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	7	13	29	135	262	128	26	1%	2%	5%	23%	44%	21%	4%
Hathway	4	8	5	9	44	27	32	3%	6%	4%	7%	34%	21%	25%
Reliance	15	21	106	155	134	106	57	3%	4%	18%	26%	23%	18%	10%
Tata Teleservices	2	6	48	129	95	61	6	1%	2%	14%	37%	27%	18%	2%
Bharti Airtel	26	20	33	67	155	146	153	4%	3%	6%	11%	26%	24%	26%
Tata Comm.	1	1	1	9	9	20	4	2%	2%	2%	20%	20%	44%	9%
Broadband Pacenet	0	0	50	96	119	122	13	0%	0%	13%	24%	30%	31%	3%
Total	55	69	272	600	818	610	291	2%	3%	10%	22%	30%	22%	11%

Source: IMM Analysis

Table C.69: How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement? (TA 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	5	10	25	124	272	132	32	1%	2%	4%	21%	45%	22%	5%
Hathway	5	6	7	13	31	40	27	4%	5%	5%	10%	24%	31%	21%
Reliance	14	25	104	148	155	98	50	2%	4%	18%	25%	26%	16%	8%
Tata Teleservices	1	5	24	53	191	45	28	0%	1%	7%	15%	55%	13%	8%
Bharti Airtel	39	25	42	62	174	142	116	7%	4%	7%	10%	29%	24%	19%
Tata Comm.	2	1	0	2	20	7	13	4%	2%	0%	4%	44%	16%	29%
Broadband Pacenet	0	1	59	88	138	78	36	0%	0%	15%	22%	35%	20%	9%
Total	66	73	261	490	981	542	302	2%	3%	10%	18%	36%	20%	11%

Source: IMM Analysis

Table C.70: How satisfied are you with ease of recharging process/activation of vouchers? (EM 4)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Hathway	1	1	1	6	14	26	12	2%	2%	2%	10%	23%	43%	20%
Reliance	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Tata Teleservices	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Bharti Airtel	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Tata Comm.	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Broadband Pacenet	0	0	54	109	134	79	24	0%	0%	14%	27%	34%	20%	6%
Total	1	1	55	115	148	105	36	0%	0%	12%	25%	32%	23%	8%

Source: IMM Analysis

Table C.71: How satisfied are you with the availability of recharging cards/vouchers of various denominations?(EC 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Hathway	2	3	1	12	16	19	8	3%	5%	2%	20%	26%	31%	13%
Reliance	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Tata Teleservices	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Bharti Airtel	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Tata Comm.	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Broadband Pacenet	0	3	69	94	132	93	9	0%	1%	17%	24%	33%	23%	2%
Total	2	6	70	106	148	112	17	0%	1%	15%	23%	32%	24%	4%

Source: IMM Analysis

Table C.72: How satisfied are you with the transparency of recharge offer/voucher i.e. internet usage available on the recharge card? (RL 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Hathway	3	1	3	6	24	20	4	5%	2%	5%	10%	39%	33%	7%
Reliance	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Tata Teleservices	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Bharti Airtel	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Tata Comm.	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Broadband Pacenet	0	0	56	114	133	69	28	0%	0%	14%	29%	33%	17%	7%
Total	3	1	59	120	157	89	32	1%	0%	13%	26%	34%	19%	7%

Source: IMM Analysis

Table C.73: How satisfied are you with the charges deducted for internet usage? (EC 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Hathway	1	3	4	7	14	22	10	2%	5%	7%	11%	23%	36%	16%
Reliance	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Tata Teleservices	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Bharti Airtel	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Tata Comm.	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Broadband Pacenet	0	0	56	125	156	55	8	0%	0%	14%	31%	39%	14%	2%
Total	1	3	60	132	170	77	18	0%	1%	13%	29%	37%	17%	4%

Source: IMM Analysis

Table C.74: How satisfied are you with the charges levied for every internet usage? (EC2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	6	8	28	112	263	145	38	1%	1%	5%	19%	44%	24%	6%
Hathway	3	3	5	8	13	15	21	4%	4%	7%	12%	19%	22%	31%
Reliance	24	34	88	182	138	101	33	4%	6%	15%	30%	23%	17%	6%
Tata Teleservices	1	5	28	89	182	25	17	0%	1%	8%	26%	52%	7%	5%
Bharti Airtel	30	19	36	59	173	176	107	5%	3%	6%	10%	29%	29%	18%
Tata Comm.	2	2	4	11	16	4	6	4%	4%	9%	24%	36%	9%	13%
Broadband Pacenet	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Total	66	71	189	461	785	466	222	3%	3%	8%	20%	35%	21%	10%

Source: IMM Analysis

Table C.75: How satisfied are you with the overall accuracy & completeness of the bills? (RL 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	8	7	35	140	240	138	32	1%	1%	6%	23%	40%	23%	5%
Hathway	3	2	4	4	14	16	25	4%	3%	6%	6%	21%	24%	37%
Reliance	17	32	125	125	157	106	38	3%	5%	21%	21%	26%	18%	6%
Tata Teleservices	3	19	54	106	77	82	6	1%	5%	16%	31%	22%	24%	2%
Bharti Airtel	31	15	30	37	143	180	163	5%	3%	5%	6%	24%	30%	27%
Tata Comm.	2	2	1	4	12	16	8	4%	4%	2%	9%	27%	36%	18%
Broadband Pacenet	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Total	64	77	249	416	643	538	272	3%	3%	11%	18%	28%	24%	12%

Source: IMM Analysis

Table C.76: How satisfied are you with the clarity of the bills in terms of transparency and understandability? (RL2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	6	8	26	124	266	136	34	1%	1%	4%	21%	44%	23%	6%
Hathway	3	2	2	5	18	11	27	4%	3%	3%	7%	26%	16%	40%
Reliance	18	17	120	163	153	77	51	3%	3%	20%	27%	26%	13%	9%
Tata Teleservices	1	5	57	59	181	27	17	0%	1%	16%	17%	52%	8%	5%
Bharti Airtel	20	17	28	34	164	176	158	3%	3%	5%	6%	27%	29%	26%
Tata Comm.	1	1	5	8	18	2	10	2%	2%	11%	18%	40%	4%	22%
Broadband Pacenet	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Total	49	50	238	393	800	429	297	2%	2%	11%	17%	35%	19%	13%

Source: IMM Analysis

Table C.77: How satisfied are you with the availability of customer care services (consumer care number and general information number)? (EM 5)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	8	7	32	119	269	140	25	1%	1%	5%	20%	45%	23%	4%
Hathway	6	2	6	10	18	27	14	7%	2%	7%	12%	22%	33%	17%
Reliance	35	44	128	119	138	101	25	6%	7%	22%	20%	23%	17%	4%
Tata Teleservices	3	21	21	96	137	61	6	1%	6%	6%	28%	40%	18%	2%
Bharti Airtel	52	27	29	59	152	165	82	9%	5%	5%	10%	27%	29%	14%
Tata Comm.	2	2	1	9	11	16	2	5%	5%	2%	21%	26%	37%	5%
Broadband Pacenet	2	12	66	103	121	84	12	1%	3%	17%	26%	30%	21%	3%
Total	108	115	283	515	846	594	166	4%	4%	11%	20%	32%	23%	6%

Source: IMM Analysis

Table C.78: How satisfied are you with the ease of access to a customer care executive through the IVR menu? (CV1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	5	8	37	145	243	134	28	1%	1%	6%	24%	41%	22%	5%
Hathway	3	3	7	19	25	17	9	4%	4%	8%	23%	30%	20%	11%
Reliance	29	61	97	192	132	62	17	5%	10%	16%	33%	22%	11%	3%
Tata Teleservices	2	17	72	95	116	27	16	1%	5%	21%	28%	34%	8%	5%
Bharti Airtel	39	42	39	57	168	141	80	7%	7%	7%	10%	30%	25%	14%
Tata Comm.	1	1	4	11	17	4	5	2%	2%	9%	26%	40%	9%	12%
Broadband Pacenet	3	12	74	122	114	66	9	1%	3%	19%	31%	29%	17%	2%
Total	82	144	330	641	815	451	164	3%	5%	13%	24%	31%	17%	6%

Source: IMM Analysis

Table C.79: How satisfied are you with the customer friendly approach of the customer care executive? (RL 3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	8	13	34	117	267	128	33	1%	2%	6%	20%	45%	21%	6%
Hathway	2	2	8	9	17	22	23	2%	2%	10%	11%	20%	27%	28%
Reliance	19	45	127	117	156	98	28	3%	8%	22%	20%	26%	17%	5%
Tata Teleservices	3	22	52	71	125	66	6	1%	6%	15%	21%	36%	19%	2%
Bharti Airtel	24	13	25	32	142	171	159	4%	2%	4%	6%	25%	30%	28%
Tata Comm.	1	2	3	4	12	16	5	2%	5%	7%	9%	28%	37%	12%
Broadband Pacenet	3	7	62	102	105	93	28	1%	2%	16%	26%	26%	23%	7%
Total	60	104	311	452	824	594	282	2%	4%	12%	17%	31%	23%	11%

Source: IMM Analysis

Table C.80: How satisfied are you with the competency level/problem solving ability of the customer care executive? (AS 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	3	7	35	133	250	143	29	1%	1%	6%	22%	42%	24%	5%
Hathway	3	3	9	12	18	22	16	4%	4%	11%	14%	22%	27%	19%
Reliance	29	50	123	165	130	67	26	5%	8%	21%	28%	22%	11%	4%
Tata Teleservices	5	5	46	98	149	28	14	1%	1%	13%	28%	43%	8%	4%
Bharti Airtel	32	20	26	49	158	144	137	6%	4%	5%	9%	28%	25%	24%
Tata Comm.	1	0	6	11	19	2	4	2%	0%	14%	26%	44%	5%	9%
Broadband Pacenet	5	10	78	109	122	65	11	1%	3%	20%	27%	31%	16%	3%
Total	78	95	323	577	846	471	237	3%	4%	12%	22%	32%	18%	9%

Source: IMM Analysis

Table C.81: How satisfied are you with the availability of signal of your service provider? (NT 1)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	10	20	37	121	257	125	30	2%	3%	6%	20%	43%	21%	5%
Hathway	5	10	15	22	35	23	19	4%	8%	12%	17%	27%	18%	15%
Reliance	19	38	127	136	155	92	33	3%	6%	21%	23%	26%	15%	6%
Tata Teleservices	2	19	47	93	120	58	8	1%	5%	14%	27%	35%	17%	2%
Bharti Airtel	33	37	44	73	168	158	87	6%	6%	7%	12%	28%	26%	15%
Tata Comm.	2	4	2	6	13	17	1	4%	9%	4%	13%	29%	38%	2%
Broadband Pacenet	3	9	64	113	121	78	12	1%	2%	16%	28%	30%	20%	3%
Total	74	137	336	564	869	551	190	3%	5%	12%	21%	32%	20%	7%

Source: IMM Analysis

Table C.82: How satisfied are you with the network of your service provider in terms speed of broadband connection? (NT2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	10	19	43	130	235	129	34	2%	3%	7%	22%	39%	22%	6%
Hathway	7	11	18	28	33	14	18	5%	9%	14%	22%	26%	11%	14%
Reliance	21	42	117	162	145	77	36	4%	7%	20%	27%	24%	13%	6%
Tata Teleservices	2	25	90	63	123	29	15	1%	7%	26%	18%	35%	8%	4%
Bharti Airtel	32	33	56	84	178	134	83	5%	6%	9%	14%	30%	22%	14%
Tata Comm.	2	1	5	9	18	7	3	4%	2%	11%	20%	40%	16%	7%
Broadband Pacenet	4	7	79	99	123	69	19	1%	2%	20%	25%	31%	17%	5%
Total	78	138	408	575	855	459	208	3%	5%	15%	21%	31%	17%	8%

Source: IMM Analysis

Table C.83: How satisfied are you with the time for which service is up and working? (NT3)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	10	10	106	132	173	132	37	2%	2%	18%	22%	29%	22%	6%
Hathway	5	16	8	19	36	28	17	4%	12%	6%	15%	28%	22%	13%
Reliance	29	49	97	154	154	91	26	5%	8%	16%	26%	26%	15%	4%
Tata Teleservices	0	19	44	64	152	60	8	0%	5%	13%	18%	44%	17%	2%
Bharti Airtel	19	22	40	85	161	176	97	3%	4%	7%	14%	27%	29%	16%
Tata Comm.	2	3	2	4	12	16	6	4%	7%	4%	9%	27%	36%	13%
Broadband Pacenet	5	19	64	111	107	83	11	1%	5%	16%	28%	27%	21%	3%
Total	70	138	361	569	795	586	202	3%	5%	13%	21%	29%	22%	7%

Source: IMM Analysis

Table C.84: How satisfied are you with the timely repair of faults of your phone connection? (RS 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	10	8	103	124	196	127	30	2%	1%	17%	21%	33%	21%	5%
Hathway	5	3	16	29	37	25	14	4%	2%	12%	22%	29%	19%	11%
Reliance	37	46	118	158	146	68	27	6%	8%	20%	26%	24%	11%	5%
Tata Teleservices	3	7	69	64	161	29	14	1%	2%	20%	18%	46%	8%	4%
Bharti Airtel	33	31	31	62	198	151	94	6%	5%	5%	10%	33%	25%	16%
Tata Comm.	2	2	4	10	21	3	3	4%	4%	9%	22%	47%	7%	7%
Broadband Pacenet	5	23	71	110	117	62	12	1%	6%	18%	28%	29%	16%	3%
Total	95	120	412	557	876	465	194	3%	4%	15%	20%	32%	17%	7%

Source: IMM Analysis

Table C.85: Have you subscribed to any supplementary services such as Static/fixed IP addresses, e-mail id's etc.?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	25	575	4%	96%
Hathway	9	120	7%	93%
Reliance	106	494	18%	82%
Tata Teleservices	11	336	3%	97%
Bharti Airtel	82	518	14%	86%
Tata Comm.	0	45	0%	100%
Broadband Pacenet	0	400	0%	100%
Total	233	2488	9%	91%

Source: IMM Analysis

Table C.86: If Yes, How satisfied are you with the supplementary services / value added service provided including activation, deactivation, charges etc? (CV 2)

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	2	0	2	14	5	1	1	8%	0%	8%	56%	20%	4%	4%
Hathway	0	1	1	2	2	0	3	0%	11%	11%	22%	22%	0%	33%
Reliance	2	4	12	41	30	12	5	2%	4%	11%	39%	28%	11%	5%
Tata Teleservices	0	1	1	4	2	2	1	0%	9%	9%	36%	18%	18%	9%
Bharti Airtel	0	2	10	19	12	28	11	0%	2%	12%	23%	15%	34%	13%
Tata Comm.	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Broadband Pacenet	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Total	4	8	26	80	51	43	21	2%	3%	11%	34%	22%	18%	9%

Source: IMM Analysis

Table C.87: Overall Quality of the Telephone Service

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	16	9	21	81	248	148	77	3%	2%	4%	14%	41%	25%	13%
Hathway	5	2	9	17	43	46	7	4%	2%	7%	13%	33%	36%	5%
Reliance	11	26	53	197	184	101	28	2%	4%	9%	33%	31%	17%	5%
Tata Teleservices	8	16	28	77	132	65	21	2%	5%	8%	22%	38%	19%	6%
Bharti Airtel	13	18	32	74	220	168	75	2%	3%	5%	12%	37%	28%	13%
Tata Comm.	0	1	4	4	16	11	9	0%	2%	9%	9%	36%	24%	20%
Broadband Pacenet	13	3	39	77	144	81	43	3%	1%	10%	19%	36%	20%	11%
Total	66	75	186	527	987	620	260	2%	3%	7%	19%	36%	23%	10%

Source: IMM Analysis

Table C.88: Have you made any complaint to the toll free Consumer Care Number?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	110	490	18%	82%
Hathway	33	96	26%	74%
Reliance	214	386	36%	64%
Tata Teleservices	99	248	29%	71%
Bharti Airtel	139	461	23%	77%
Tata Comm.	40	5	89%	11%
Broadband Pacenet	40	360	10%	90%
Total	675	2046	25%	75%

Source: IMM Analysis

Table C.89: If yes, how satisfied are you with the manner in which your complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	8	5	10	20	50	16	1	7%	5%	9%	18%	45%	15%	1%
Hathway	1	1	4	7	8	9	3	3%	3%	12%	21%	24%	27%	9%
Reliance	3	10	39	86	66	7	3	1%	5%	18%	40%	31%	3%	1%
Tata Teleservices	0	6	12	35	40	6	0	0%	6%	12%	35%	40%	6%	0%
Bharti Airtel	0	8	18	42	33	18	20	0%	6%	13%	30%	24%	13%	14%
Tata Comm.	2	1	3	7	20	5	2	5%	3%	8%	18%	50%	13%	5%
Broadband Pacenet	2	4	6	9	13	1	5	5%	10%	15%	23%	33%	3%	13%
Total	16	35	92	206	230	62	34	2%	5%	14%	31%	34%	9%	5%

Source: IMM Analysis

Table C.90: Have you filed any appeal with the appellate authority?

Service Provider	In Number		In Percentage	
	Yes	No	Yes	No
BSNL	0	600	0%	100%
Hathway	1	128	1%	99%
Reliance	4	596	1%	99%
Tata Teleservices	0	347	0%	100%
Bharti Airtel	3	597	1%	100%
Tata Comm.	0	45	0%	100%
Broadband Pacenet	0	400	0%	100%
Total	8	2713	0%	100%

Source: IMM Analysis

Table C.91: 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..?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Hathway	0	0	0	1	0	0	0	0%	0%	0%	100%	0%	0%	0%
Reliance	0	0	1	3	0	0	0	0%	0%	25%	75%	0%	0%	0%
Tata Teleservices	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Bharti Airtel	0	0	1	1	0	1	0	0%	0%	33%	33%	0%	33%	0%
Tata Comm.	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Broadband Pacenet	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Total	0	0	2	5	0	1	0	0%	0%	25%	63%	0%	13%	0%

Source: IMM Analysis

Table C.92: 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?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	1	5	40	153	252	135	14	0%	1%	7%	26%	42%	23%	2%
Hathway	6	8	9	19	43	22	15	5%	7%	7%	16%	35%	18%	12%
Reliance	15	33	85	198	155	79	23	3%	6%	14%	34%	26%	13%	4%
Tata Teleservices	2	8	17	52	210	47	10	1%	2%	5%	15%	61%	14%	3%
Bharti Airtel	24	17	28	64	208	179	76	4%	3%	5%	11%	35%	30%	13%
Tata Comm.	0	3	4	15	16	2	5	0%	7%	9%	33%	36%	4%	11%
Broadband Pacenet	2	4	34	127	146	66	21	1%	1%	9%	32%	37%	17%	5%
Total	50	78	217	628	1030	530	164	2%	3%	8%	23%	38%	20%	6%

Source: IMM Analysis

Table C.93: How satisfied are you with the facility to measure the broadband connection speed provided by your service provider?

Service Provider	In Numbers							In Percentage						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BSNL	1	8	35	148	263	125	20	0%	1%	6%	25%	44%	21%	3%
Hathway	4	7	8	20	47	27	14	3%	6%	6%	16%	37%	21%	11%
Reliance	5	42	115	148	155	83	29	1%	7%	20%	26%	27%	14%	5%
Tata Teleservices	1	14	10	35	216	64	6	0%	4%	3%	10%	62%	18%	2%
Bharti Airtel	42	30	50	63	174	164	73	7%	5%	8%	11%	29%	28%	12%
Tata Comm.	2	2	2	7	15	13	4	4%	4%	4%	16%	33%	29%	9%
Broadband Pacenet	2	4	30	104	155	99	6	1%	1%	8%	26%	39%	25%	2%
Total	57	107	250	525	1025	575	152	2%	4%	9%	20%	38%	21%	6%

Source: IMM Analysis

Final Report – West Zone (Madhya Pradesh)

Assessment of (i) implementation and effectiveness of various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) Customer Perception of Telecom Service Through Surveys



C.1 Comparison Tables (2013-14 & 2012-13) – Madhya Pradesh Circle

C.2 Basic Wireline Service (Madhya Pradesh Circle)

C.2.1 Performance Compliance-Basic-Wireline Service (Madhya Pradesh Circle)

Parameter	Benchmark	2013-14					2012-13				
		MP	BSNL	Tata	Reliance	Bharti Airtel	MP	BSNL	Tata	Reliance	Bharti Airtel
Provision of Service	≥90%	95%	97%	99%	93%	93%	98%	97%	99%	97%	99%
Billing Performance – Pre-Paid	≥95%	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Billing Performance – Post-Paid	≥95%	96%	96%	96%	95%	96%	97%	94%	99%	96%	97%
Help Services	≥90%	90%	90%	89%	90%	90%	86%	89%	87%	79%	88%
Network Performance, Reliability and Availability	≥95%	96%	97%	97%	96%	95%	97%	95%	100%	95%	98%
Maintainability	≥95%	89%	91%	90%	86%	88%	90%	87%	97%	83%	91%
Supplementary Services and Value Added Services	≥90%	89%	88%	NA	89%	89%	96%	99%	100%	88%	97%
Overall Quality of Telephone Service	≥90%	91%	92%	91%	90%	92%	94%	89%	97%	94%	95%

C.2.2 The Telecom Commercial Communications Customer Preference Regulations, 2010

Particular	2013-14					2012-13				
	MP	BSNL	Tata	Reliance	Bharti Airtel	MP	BSNL	Tata	Reliance	Bharti Airtel
Number registered for not receiving / blocking unsolicited commercial calls / SMSs	6%	11%	1%	8%	4%	58%	75%	0%	92%	66%
Customers satisfied with the effectiveness of blocking of unsolicited commercial calls	93%	88%	100%	92%	92%	12%	12%	NA	14%	9%
Registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same	9%	23%	0%	6%	8%	0.33%	1%	0%	0%	0.33%
Customers satisfied with the ease of lodging the complaint	98%	93%	NA	100%	100%	65%	80%	NA	NA	50%

Final Report – West Zone (Madhya Pradesh)

Assessment of (i) implementation and effectiveness of various regulations, directions and orders issued by TRAI in the interest of consumers and (ii) Customer Perception of Telecom Service Through Surveys



Particular	2013-14					2012-13				
	MP	BSNL	Tata	Reliance	Bharti Airtel	MP	BSNL	Tata	Reliance	Bharti Airtel
Customers satisfied with the action taken on the complaint	59%	27%	NA	100%	50%	65%	80%	NA	NA	50%

C.2.3 Telecom Consumers Complaint Redressal Regulations, 2012

Parameter	2013-14			2012-13		
	Toll Free Consumer Care Number	Appellate Authority	Web Based Complaint Monitoring System	Toll Free Consumer Care Number	Appellate Authority	Web Based Complaint Monitoring System
Yes	88%	15%	18%	92%	13%	16%
No	12%	85%	82%	8%	87%	84%

C.2.4 Telecom Consumers Complaint Redressal Regulations, 2012

Particular	2013-14					2012-13				
	MP	BSNL	Tata	Reliance	Bharti Airtel	MP	BSNL	Tata	Reliance	Bharti Airtel
Made complaint to the toll free Consumer Care Number	62%	43%	67%	68%	69%	66%	42%	73%	81%	69%
Customers satisfied with the manner in which complaint was addressed to such as intimation of docket number and likely time for redressal of complaint, intimation of action taken on the complaint	85%	86%	86%	84%	85%	65%	64%	47%	70%	78%
Filed any appeal with the appellate authority	1%	2%	0%	0.33%	1%	5%	4%	5%	6%	6%
Customers satisfied with the manner in which appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc.	56%	50.00%	NA	50.00%	66.67%	81%	85%	80%	66%	91%

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C.3 Cellular Service (Madhya Pradesh Circle)

C.3.1 Performance Compliance-Cellular Service (Madhya Pradesh Circle)

Parameter	Benchmark	2013-14								2012-13							
		MP	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon	MP	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon
Provision of Service	≥90%	95%	96%	97%	92%	96%	96%	92%	96%	98%	93%	98%	99%	98%	99%	100%	98%
Billing Performance – Pre-Paid	≥95%	96%	96%	95%	96%	98%	97%	95%	96%	95%	91%	93%	94%	95%	97%	99%	98%
Billing Performance – Post-Paid	≥95%	98%	98%	96%	97%	98%	96%	100%	NA	93%	95%	86%	93%	86%	98%	100%	NA
Help Services	≥90%	93%	94%	93%	94%	95%	91%	91%	93%	90%	82%	86%	88%	84%	93%	99%	97%
Network Performance, Reliability and Availability	≥95%	90%	89%	89%	92%	91%	92%	91%	88%	86%	84%	82%	79%	83%	89%	94%	89%
Maintainability	≥95%	92%	93%	91%	90%	93%	92%	92%	91%	88%	84%	87%	90%	84%	94%	87%	88%
Supplementary Services and Value Added Services	≥90%	90%	88%	89%	89%	92%	91%	92%	92%	89%	84%	84%	89%	92%	93%	93%	91%
Mobile Data/Internet Services	≥90%	90%	87%	89%	91%	91%	92%	91%	91%	NA	NA	NA	NA	NA	NA	NA	NA
Wireless USB Dongle Services	≥90%	86%	86%	92%	85%	89%	86%	92%	75%	NA	NA	NA	NA	NA	NA	NA	NA
Overall Quality of Telephone Service	≥90%	92%	92%	92%	91%	90%	92%	94%	91%	95%	92%	93%	95%	96%	98%	97%	94%

C.3.2 Telecom Consumers Complaint Redressal Regulations, 2012

Parameter	2013-14			2012-13		
	Toll Free Consumer Care Number	Appellate Authority	Web Based Complaint Monitoring System	Toll Free Consumer Care Number	Appellate Authority	Web Based Complaint Monitoring System
Yes	94%	10%	13%	92%	0.12%	9%
No	6%	90%	87%	8%	99.88%	91%

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C.3.3 Telecom Consumers Complaint Redressal Regulations, 2012

Particular	2013-14								2012-13							
	MP	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon	MP	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon
Made complaint to the toll free Consumer Care Number	25%	25%	27%	28%	31%	25%	21%	21%	30%	43%	28%	34%	31%	28%	8%	38%
Satisfaction for action taken on the complaint	75%	73%	77%	74%	76%	74%	80%	74%	83%	81%	79%	82%	82%	94%	78%	85%
Filed any appeal with the appellate authority	2%	1%	2%	2%	3%	3%	3%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Satisfaction for decision taken on the complaint	69%	71%	58%	64%	70%	67%	80%	75%	79%	88%	29%	83%	75%	100%	100%	75%

C.3.4 The Telecom Commercial Communications Customer Preference Regulations, 2010

Particular	2013-14								2012-13							
	MP	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon	MP	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon
Number registered for not receiving / blocking unsolicited commercial calls / SMSs	23%	20%	18%	38%	36%	14%	21%	13%	21%	18%	17%	21%	26%	23%	21%	21%
Customers satisfied with the effectiveness of blocking of unsolicited commercial calls	90%	90%	88%	90%	92%	88%	90%	91%	89%	87%	84%	90%	93%	85%	89%	93%
Registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same	5%	6%	7%	9%	3%	5%	4%	4%	3%	2%	1%	2%	6%	3%	3%	1%
Customers satisfied with the ease of lodging the complaint	72%	86%	63%	70%	86%	75%	60%	67%	59%	67%	33%	44%	86%	93%	69%	20%
Customers satisfied with the action taken on the complaint	74%	86%	75%	75%	86%	50%	80%	67%	53%	67%	73%	44%	76%	80%	31%	20%

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C.3.5 Telecom Consumers Protection Regulations, 2012

Particular	2013-14								2012-13							
	MP	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon	MP	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon
Satisfaction with the information, received through SMS at the time of activation of various vouchers	85%	88%	89%	80%	84%	84%	89%	83%	83%	75%	80%	83%	74%	79%	98%	91%
Satisfaction with the information provided to you after every usage	85%	90%	88%	82%	82%	83%	87%	86%	83%	76%	83%	83%	73%	79%	98%	92%
Requested for an item-wise usage bill	5%	3%	9%	6%	8%	3%	5%	1%	1%	0%	0%	1%	6%	2%	1%	0%
Satisfaction with the timely receipt and completeness of the item-wise usage bill on request	81%	75%	83%	80%	83%	81%	84%	80%	85%	NA	NA	20%	89%	83%	100%	NA

C.3.6 Telecommunication Mobile Number Portability Per Port Transaction Charge and Dipping Charge Regulations, 2009

Particular	2013-14								2012-13							
	MP	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon	MP	BSNL	Tata	Reliance	Idea	Vodafone	Airtel	Videocon
Utilized the service of Mobile number portability for changing your operator	16%	5%	23%	18%	21%	14%	16%	14%	2%	1%	1%	3%	5%	2%	2%	1%
Customers satisfied with the process of porting to another operator	83%	85%	88%	74%	83%	80%	88%	84%	19%	13%	NA	6%	44%	10%	NA	20%

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C.4 Broadband Service (Madhya Pradesh Circle)

C.4.1 Performance Compliance-Broadband Service (Madhya Pradesh Circle)

Parameter	Benchmark	2013-14								2012-13						
		MP	BSNL	Hathway	Reliance	Tata Teleservices	Bharti Airtel	Tata Comm.	Broadband Pacenet	MP	BSNL	Hathway	Reliance	Airtel	Tata	Indusland
Customers satisfied with the provision of service	>90%	95%	95%	93%	90%	96%	93%	98%	99%	97%	95%	100%	90%	98%	100%	100%
Customers satisfied with the billing performance: Pre-Paid	>90%	98%	NA	97%	NA	NA	NA	NA	100%	100%	NA	100%	NA	NA	NA	100%
Customers satisfied with the billing performance: Post-Paid	>90%	93%	96%	93%	91%	93%	93%	91%	NA	97%	95%	100%	91%	98%	100%	NA
Customers satisfied with help services	>90%	91%	95%	92%	85%	88%	90%	93%	95%	87%	87%	93%	69%	93%	83%	97%
Customers satisfied with network performance, reliability and availability	>85%	86%	91%	81%	82%	88%	84%	87%	93%	83%	82%	84%	77%	93%	88%	71%
Customers satisfied with maintainability	>85%	84%	84%	80%	79%	82%	87%	89%	88%	80%	80%	99%	74%	95%	75%	55%
Customers satisfied with supplementary services	>85%	82%	84%	78%	83%	82%	85%	NA	NA	93%	91%	NA	91%	96%	NA	NA
Overall Customer Satisfaction	>85%	88%	92%	88%	85%	85%	90%	89%	86%	89%	93%	88%	85%	98%	88%	81%

C.4.2 Telecom Consumers Complaint Redressal Regulations, 2012

Parameter	Toll Free Consumer Care Number		Web Based Complaint Monitoring System		Toll Free Consumer Care Number		Web Based Complaint Monitoring System	
	Appellate Authority	Appellate Authority	Appellate Authority	Appellate Authority	Appellate Authority	Appellate Authority	Appellate Authority	Appellate Authority
Yes	97%	12%	11%	93%	15%	10%		
No	3%	88%	89%	7%	85%	90%		

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C.4.3 Telecom Consumers Complaint Redressal Regulations, 2012

Particular	2013-14								2012-13						
	MP	BSNL	Hathway	Reliance	Tata Teleservices	Bharti Airtel	Tata Comm.	Broadband Pacenet	MP	BSNL	Hathway	Reliance	Airtel	Tata	Indusland
Made complaint to the toll free Consumer Care Number	33%	18%	26%	36%	29%	23%	89%	10%	65%	29%	84%	78%	59%	56%	81%
Satisfaction for action taken on the complaint	79%	79%	82%	76%	82%	81%	85%	70%	73%	69%	89%	54%	83%	57%	88%
Filed any appeal with the appellate authority	0.28%	0%	1%	1%	0%	1%	0%	0%	2%	0.67%	0%	8%	3%	0%	0%
Satisfaction for decision taken on the complaint	81%	NA	100%	75%	NA	67%	NA	NA	56%	50%	NA	24%	94%	NA	NA

C.4.4 Directions Related To Fair Usage Policy and Measurement of Broadband Speed

Particular	2013-14								2012-13						
	MP	BSNL	Hathway	Reliance	Tata Teleservices	Bharti Airtel	Tata Comm.	Broadband Pacenet	MP	BSNL	Hathway	Reliance	Airtel	Tata	Indusland
Customers satisfied with the information, provided by the service provider under the fair usage policy (FUP)	87%	92%	81%	77%	92%	88%	84%	90%	54%	78%	1%	64%	82%	77%	19%
Customers satisfied with the facility to measure the broadband connection speed	86%	93%	85%	72%	93%	80%	87%	91%	52%	76%	1%	57%	79%	77%	19%

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C.4.5 Net Promoter Score – Madhya Pradesh Circle

Service Provider	Basic Wireline Service		Cellular Service		Broadband Service	
	2013-14	2012-13	2013-14	2012-13	2013-14	2012-13
BSNL	-21%	-38%	-31%	-22%	-23%	-23%
Tata	-42%	-42%	-38%	-76%	-28%	-38%
Reliance	-46%	-33%	-63%	-28%	-22%	-66%
Airtel	-44%	-23%	-41%	-37%	-13%	-37%
Idea	NA	-32%	NA	NA	-19%	NA
Vodafone	NA	-25%	NA	NA	-6%	NA
Videocon	NA	-27%	NA	NA	-11%	NA
Hathway	NA	NA	-33%	NA	NA	-9%
Tata Comm.	NA	NA	-38%	NA	NA	NA
Broadband Pacenet	NA	NA	-43%	NA	NA	NA
Indusland Media	NA	NA	NA	NA	NA	-52%

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