

Information note to the Press

For Immediate release

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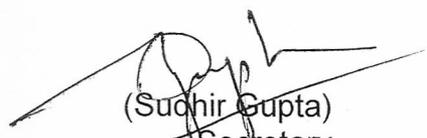
Telecom Regulatory Authority of India

Customer Perception of Cellular Mobile Services through Online Survey

New Delhi 23rd January, 2015: TRAI regularly conducts customer satisfaction surveys through independent agencies to assess customer perception of services being provided by the telecom service providers and also collects customers' views to assess effectiveness in implementation of various regulations, directions and orders issued by TRAI in the interest of consumers. These surveys are carried out through face to face and telephonic interviews. Considering the growing penetration of Internet and Smart phones, TRAI has introduced Web based application as well as Android based app for assessing customer perception of cellular service. The web based customer satisfaction survey is available in the 'consumer info' section of TRAI website www.trai.gov.in The Android app can also be downloaded from the same section.

Survey questionnaire has been framed to assess customer perception of service relating to quality of service parameters laid down by TRAI and for assessing effectiveness of the regulations relating to grievances redressal mechanism, implementation of mobile number portability and UCC .

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


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