

Punjab Service Area

December, 2014



Report on

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

Submitted to :

Telecom Regulatory Authority of India



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EXECUTIVE SUMMARY

1 Customer Satisfaction Survey -Basic Service (Wireline)

Subscribers' perception of Basic (wireline) service was assessed for "7" defined parameters through 22 questions and Implementation and Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2012 through 11 questions. **Altogether Four operators – Airtel, BSNL, HFCL and Reliance – were covered in Punjab Service Area for the Basic Service.** Airtel and Reliance were not providing service in the rural areas covered during the survey. As regard to the performance of all the operators in Punjab Service Area, most of the operators were able to meet almost all of the prescribed parameters of performance. The findings with respect to major parameters on quality of service are as follows:

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

The customer perception of overall satisfaction level is very good in Punjab service area as **all of the four operators could meet the benchmark of 90%.** BSNL and HFCL were also able to meet the benchmark in rural area

- In terms of **customers satisfied**, the achievement level of the operators ranged from 93.1% to 97%. In rural area it ranged from 92.3% to 92.9%.
- The **highest** percentages of **customers satisfied** were found with BSNL in rural and Airtel in urban area.
- The **lowest** percentages of **customers satisfied** were found with HFCL, both in rural and urban areas.

1.2: Network Performance (Benchmark >95%)

The customer perception of the parameter network performance is very good in Punjab service area as all four operators met the benchmark of >95%. In rural areas also both the operators met the benchmark.

In terms of **customers satisfied**, the achievement level of the operators ranged from 95.1% to 95.3% in rural area and 95.2% to 98.5% in urban area.

- The **highest** percentage of **customers satisfied** was found with BSNL in rural area and Airtel in the urban area.
- The **lowest** percentage of **customers satisfied** was found with HFCL, both in rural as well as urban areas.

1.3: Billing (Benchmark >95%)

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

- In terms of **customer satisfaction level**, the achievement level of the operators ranged from 95.4% to 96% in rural and 96.5% to 99.7% in urban areas.
- The **highest percentage of satisfied consumers** with billing services was achieved by BSNL in rural and Airtel in urban areas.
- The **lowest percentage of satisfied consumers** with billing service was achieved by HFCL, both in urban and rural areas.



1.4: Maintainability (Benchmark >95%)

The customer perception of the parameter maintainability is **good** for the basic services in Punjab as **all** except HFCL, in rural and urban areas, **met the benchmark of 95%**.

- In terms of **customers satisfied**, the achievement level of the operators ranged from 92.1% to 95.4% in rural area and 94.2% to 98.1% in urban area.
- The **highest percentage of customers satisfied** were found with BSNL in rural and Airtel in urban areas.
- The **lowest percentage of customers satisfied** was found with HFCL, both in rural and urban areas.

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

The customer perception of the parameter help service/ customer care is very good in Punjab. All the four operators were able to meet the **benchmark of 90% in urban as well as in rural areas**.

- In terms of **customers satisfied**, the achievement level of the two operators in rural areas was 94.3% each and 95.1% to 97.6% in urban area.
- The **highest percentage of customers satisfied** was found with Airtel in urban area. In rural area, both providers had same scoring..
- The **lowest percentage of customers satisfied** was found HFCL in urban area.

1.6: Consumers Protection and Redressal of Grievances

- In Punjab, awareness about the redressal mechanism is quite low as subscribers are only aware about the toll free number of customer care. Awareness about higher stage of redressal mechanism is almost negligent.
- Around 17% of consumers had lodged their complaint through toll free numbers – 16.6% in rural area and 17% in urban area.
- Satisfaction with the manner of addressing the complaint by service providers was recorded at 5.12 on a scale of 1 to 7 where 1 is absolutely dissatisfied and 7 is absolutely satisfied.
- Only 6.4% of the subscribers had registered their number for not receiving/ blocking unsolicited commercial calls.



2 Customer Satisfaction Survey (Cellular Mobile)

Subscribers' perception of cellular service was assessed for "7" defined parameters through 23 questions and Implementation and Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2007 through 17 questions. As regard to the performance of operators in **Punjab service area**, very few are meeting the prescribed parameters' benchmark with respect to quality of service. None of the operators were able to meet all the prescribed parameters of performance. The findings with respect to major parameters on quality of service are as follows:

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

The customer perception of overall satisfaction level is moderate in both urban and rural areas of Punjab service area as **five out of eight operators had met the benchmark of 90%**.

- In terms of **customers satisfied**, the achievement level of the operators ranged 84.0% to 93.9% in urban area and 80.9% to 92.9% in rural areas.
- The **highest** percentages of customers satisfied were found with Airtel in urban area and Airtel along with BSNL in rural area.
- The **lowest** percentages of customers satisfied were found with Aircel in both urban and rural areas.

2.2: Network Performance (Benchmark >95%)

The customer perception of the network performance parameter is **poor in Punjab Service Area** as only Airtel and BSNL **in both urban and in rural areas met the benchmark of 95%**.

- In terms of **customers satisfied**, the achievement level of the operators ranged from 85.2% to 96.2% in urban area and 81.8% to 95.3% in rural area. Vodafone had almost met the benchmark.
- The **highest** percentages of **customers satisfied** were found with BSNL in urban areas and BSNL along with Airtel in rural areas.
- The **lowest** percentages of **customers satisfied** were found with Aircel in urban and Aircel along with HFCL in rural areas.

2.3: Billing (Benchmark >95%)

The survey was conducted separately for post-paid and pre-paid customers. In the case of **pre paid as well as postpaid services** none out of eight operators were found to be meeting the benchmark of >95%.

- In terms of **customers satisfied**, the achievement level of the operators, in the case of **pre-paid segment**, ranged from 81.0% to 93.5% in urban areas and 79.4% to 92.3% in rural area. Whereas in the case of **post-paid**, it ranged from 82.9% to 92.5% in urban area and 81% to 88.9% in rural areas.
- The **highest percentage of satisfied consumers** with billing services, in **pre-paid segment** was achieved by Airtel in urban as well as in rural areas. In the case of **post paid segment** the highest percentage of satisfied consumer was attained by Airtel in urban areas and BSNL in rural areas.
- The **lowest percentage of satisfied consumers** with billing service in the **pre-paid segment** was achieved by Aircel in urban as well as in rural area. In the case of **post-paid segment** the **lowest percentage of consumers** was attained TTSL in both urban as well as rural areas.



2.4: Maintainability (Benchmark >95%)

While recording the customer perception on maintainability (fault repair service) parameter in Punjab Service Area, it was found that only **Airtel and Idea had met the benchmark of >95% in urban area while none in rural areas could meet the benchmark**

- In terms of **customers satisfied**, the achievement level of the operators ranged from 83.9% to 95.4% in urban areas and 80.1% to 92.7% in rural areas.
- The **highest percentage of customer satisfied** was found with Airtel in urban areas and Idea in rural areas.
- The **lowest percentages of customer satisfied were** found with TTSL in both urban and in rural areas.

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

The customer perception of the parameter help service/ customer care is quite well as all **except two all operators managed to meet the benchmark of 90%**

- In terms of **customers satisfied**, the achievement level of the operators ranged from 79.3% to 95.1% in urban areas and 77.2% to 91.7% in rural areas.
- The **highest percentage of customers satisfied** was found with BSNL in urban as well as in rural areas.
- The **lowest percentages of customers satisfied were** found with Aircel in urban as well as in rural areas.

2.6: Supplementary services (Benchmark >90%)

The customer perception of the supplementary services parameter is mixed as in urban areas all except two of the operators were meeting the benchmark while in rural areas only three operators **met the benchmark of 90%**

- In terms of **customers satisfied**, the achievement level of the operators ranged from 77.2% to 94.7% in urban area and 71.9% to 94.4% in rural areas.
- The **highest percentages of customers satisfied** were found with Airtel in urban area and BSNL in rural area.
- The **lowest percentages of customers satisfied were** found with Aircel in both urban and rural areas.

2.7: Consumers Protection and Redressal of Grievances

- Overall registration for blocking unsolicited commercial calls/SMSs was 7.8%- 8.2% in urban areas and 6.8% in rural areas.
- Lodging complaint in case unsolicited call/SMS have not stopped in spite of registration for the same was found to be higher in urban areas- 48.4% as against 29.3% in rural areas.
- Level of satisfaction with ease of lodging complaint in case of unsolicited call/SMS have not stopped was found to be 4.24 overall and with the action taken thereupon it was 4.15.
- All of the surveyed customers were aware of Toll free consumer care number.
- Overall 48.3% respondents had complained to the toll free consumer care number.
- Overall 2.3% consumers were found to be aware about Appellate authority –It was 2.7% in urban areas where as in rural areas it was 1.4%.
- Around 2.5% of the customers had used the MNP service on their number.



3 Customer Satisfaction Survey (Broadband)

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

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

The customer perception of overall service is good in Punjab Service Area as **all the four operators had met the benchmark of 85% in both Rural as well as Urban Area.**

- In terms of **customer satisfied**, the achievement level of the operators ranged from 90.1% to 92.1% in urban area and from 89% to 89.2% in rural area.
- The **highest percentages of customers satisfied** were found with Reliance in urban and with BSNL in rural area.
- The **lowest percentages of customers satisfied** were found with HFCL, both in rural and urban areas.

3.2: Network Performance (Benchmark >85%)

The customer perception of the parameter network performance is good in Punjab Service Area as all the operators in urban and rural areas were meeting the **benchmark of 85%.**

- In terms of **customers satisfied**, the achievement level of the operators ranged from 94% to 98.1% in urban area and 95.6% to 96.8% in rural area.
- The **highest customers satisfied** were found with Reliance in urban area and BSNL in rural area.
- The **lowest customers satisfied** were found with Airtel in urban and HFCL in rural areas.

3.3: Billing (Benchmark >90%)

None of the operators were providing prepaid services in Punjab Service Area. In the case of **Postpaid**, all operators were **meeting the benchmark of 90%.**

- In terms of **customers satisfied**, the achievement level of the operators, ranged from 91.1% to 93.1% in urban area and 91.5% to 96.7% in rural area.
- The **highest percentage of satisfied consumers** with postpaid billing services was achieved by Bharti Airtel in urban and by HFCL in rural area.
- The **lowest percentage of satisfied consumers** with postpaid billing service was attained by HFCL in urban and by BSNL in rural area.



3.4: Maintainability (Benchmark >85%)

The customer perception of the parameter maintainability is good in Punjab Service Area as **three providers in urban and all the two in rural areas were found to be meeting the benchmark of 85%.**

- In terms of **customers satisfied**, the achievement level of the operators ranged from 83.8% to 96.3% in urban area and 89.5% to 89.8% in rural area.
- The **highest percentage of satisfied consumers** with maintainability was achieved by Reliance in urban area and HFCL in rural area.
- The **lowest percentages of customers satisfied** were found with HFCL in urban and BSNL in rural areas.

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

The customer perception of the parameter help service/ customer care is average as only two operators in Punjab could meet the benchmark of 90%. BSNL and HFCL could not meet the benchmark, both in urban and rural areas of Punjab.

- In terms of **customers satisfied**, the achievement level of the operators ranged from 77.4% to 94% in urban area and 87.4% to 88.9% in rural area.
- The **highest percentage of customers satisfied** were found with Airtel in urban and HFCL in rural area.
- The **lowest percentages of customers satisfied** were found with HFCL in urban and BSNL in rural areas.

3.6: Consumers Protection and Redressal of Grievances

- Nearly four out of five broadband consumers in Punjab were found to be aware of the toll free consumer care number. Awareness about Appellate Authority and Web Based Complaint Mechanism were also found to be high at 12.7% and 13.4% respectively.
- Nearly 67% had made complaint for some service deficiency through toll free consumer care number for redressing grievances. This was higher in the case of Airtel and Reliance where nine out of ten of their subscribers contacted had made complaint..
- Customers had above average satisfaction with fair usage policy which was measured at 4.57 on a scale of 1 to 7.



1. INTRODUCTION

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

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

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

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

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

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

- a. **Establish complaint centre:**
 - i. Each Telecom Operators would be required to establish **complaint centre** for redressal of complaints and for addressing service requests of its consumers (as per accordance with the same regulation passed in 2007).
 - ii. These Complaint centre shall provide the service in local language of that service area in addition to Hindi and English.

¹ www.trai.gov.in



- iii. Complaint Centre shall be accessible to the consumers between 0800 hrs and 2400 hrs on all days of the week.
- iv. Deployment of sufficient number of employee
- v. A widely publicized toll free “Consumer Care Number” having sufficient lines or connections
- vi. Establishment of ‘Web Based Complaint Monitoring System’ to enable the consumer to monitor the status of their complaint

b. Appeal to Appellate Authority:

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

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

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



2. OBJECTIVE OF THE STUDY

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

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

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

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

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

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

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

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

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

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

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



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

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

The Survey period extends from 15th August 2014 to 15th November 2014.

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



3. METHODOLOGY

3.1 Questionnaire Building Process

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

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

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

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



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

Questionnaire: Based on the dimensions and corresponding variables, the Basic service (Wireline) questionnaire (see Annexure 1.1) is based on 7 broad parameters and 22 questions related to consumer perception on quality of services and other 11 questions were related to consumer perception on Assessment of Implementation and Effectiveness of Various regulations and directions issued by TRAI. The cellular mobile questionnaire contained 26 questions related to quality of service whereas 17



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

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

3.1.1 Basic Service (Wireline) and Cellular Mobile Telephone Service

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

3.1.2 Broadband Service

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



3.1.1 Methodology to Calculate Customer Satisfaction on Broad Parameters.

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

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

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

Where:

CS = % of satisfied consumers

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

N = Total sample size achieved

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

Comparison with the Benchmarking

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

The survey in the Punjab Service Area, of all the three services, was done between 15th August 2014 and 15th November 2014.



3.2 Sampling Methodology

3.2.1 Basic Wire line Service

As per the tender document, survey agency was supposed to cover a total sample of 2,400 subscribers, to be divided among the four operators. This is shown in the table below.

Punjab Service Area: Wireline service: Operator wise target and achieved sample		
Name of the Operators	Target Sample*	Covered Sample
Airtel	600	606
Bharat Sanchar Nigam Limited (BSNL)	600	610
Infotel Connect (HFCL)	600	609
Rel Communication (Rel Com)	600	600
Total	2400	2425

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

3.2.1.1 Area wise sample distribution

As per the discussions with TRAI document, survey agencies were required to cover at least 30% of the total sample in rural areas, wherever possible. However, since Airtel and Reliance had no presence in the rural areas of the selected SDCAs, their entire sample was covered in the urban area only. The following table shows the actual sample covered, based on the operator wise rural sample exchanges:

Punjab Service Area: Wireline service: operator wise and area wise sample distribution					
	Urban		Rural		Total
	Count	Row N %	Count	Row N %	Count
Airtel	606	100%	0	0%	606
BSNL	426	70%	184	30%	610
HFCL	426	70%	183	30%	609
Rel Comm	600	100%	0	0%	600
Total	2058	85%	367	15%	2425

3.2.1.2 SDCA wise sample distribution

As per the tender document, survey agencies with the help of TRAI officials would select 10% of the SDCAs and 5% of the total exchanges in a services area. Altogether, Punjab Service Area is divided in to 56 SDCAs and 1473 exchanges. Therefore survey agency was supposed to cover 6 SDCAs and 74 exchanges. VOICE in coordination with TRAI officials selected Faridkot, Gurdaspur, Jullundhar, Muktsar, Patiala and Sangrur as the six SDCAs to cover during the survey. However, Reliance was not present in these selected SDCAs. Therefore, 2 additional SDCAs were included for the purpose of covering subscribers of Reliance. These SDCAs are Chandigarh and Ludhiana. Operator wise achieved sample is shown in the table below:



Punjab Service Area: Wireline service: SDCA and Area wise achieved sample										
		Chandigarh	Faridkot	Gurdaspur	Jullundhar	Ludhiana	Muktsar	Patiala	Sangrur	Total
Airtel	Urban	0	0	0	606	0	0	0	0	606
	Rural	0	0	0	0	0	0	0	0	0
	Total	0	0	0	606	0	0	0	0	606
BSNL	Urban	0	30	101	95	0	41	85	74	426
	Rural	0	13	44	41	0	18	36	32	184
	Total	0	43	145	136	0	59	121	106	610
HFCL	Urban	0	29	97	100	0	44	83	73	426
	Rural	0	12	44	42	0	16	37	32	183
	Total	0	41	141	142	0	60	120	105	609
Rel Comm	Urban	301	0	0	0	299	0	0	0	600
	Rural	0	0	0	0	0	0	0	0	0
	Total	301	0	0	0	299	0	0	0	600
All SPs	Urban	301	59	198	801	299	85	168	147	2058
	Rural	0	25	88	83	0	34	73	64	367
	Total	301	84	286	884	299	119	241	211	2425

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

Indicative list of exchanges from where sample was picked		
SDCA	Urban	Rural
Faridkot	Faridkot, Faridkot RSU	Chameli, Deep Singh Wala, Golewala
Gurdaspur	Dhariwal, Gurdaspur	Alowal, Bakshiwal, Bhandal, Bhumbli, Gazikot
Jullundhar	Adampur, Alwal Pur (Ali Pur), Bhogpur, Basti D.Manda, Basti Sheikh, Dhina, Focal Point, Gpo Jalandhar, Industrial Area, Industrial Estate, Jalandhar Cantt, JP Nagar, Kartarpur, Kishanpura, Lamba Pind, Lidhran Exchange, Mithapur, Model Town (Mt), Mts Nagar, New Dashmesh Nagar, New Subji Mandi, Old Subji Mandi, Pragpur, Rama Mandi, Sports Complex, U/E Phase, Wadala Chowk	AliPur, Athola, Bal, Bhatija
Muktsar	Bariwala, Muktsar, Sri Muktsar Sahib	Bhagshar, Chak Gilje Wala, Dohk, Fatan Wala
Patiala	DLC Of DCW, Patiala Leela Bhawan, Sanour, Shahi Samadhan, SST Nagar, Sukhram Colony, Tirpuri, Urban Estate, Urban Estate II	Aharu Kalan, Bakshiwal, Balbera, Bahadurgarh, Bhankar
Sangrur	Bhawanigarh, Longowal, Sangrur, Sliet Longlowal, Sangrur (Main), Sangrur RSU	Akbarpur, Badrukhan, Bahadar pur, Bakhopir, Kheri



3.2.1.1 Mode of interview

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

Punjab Service Area: Operator wise sample distribution with mode of interview						
Operator	Mode	In Person		CATI		Total
		Count	Row N %	Count	Row N %	Count
Airtel	Urban	396	65%	210	35%	606
	Rural					
	Total	396	65%	210	35%	606
BSNL	Urban	217	51%	209	49%	426
	Rural	184	100%			184
	Total	401	66%	209	34%	610
HFCL	Urban	213	50%	213	50%	426
	Rural	183	100%			183
	Total	396	65%	213	35%	609
Rel Comm	Urban	390	65%	210	35%	600
	Rural					
	Total	390	65%	210	35%	600
Total	Urban	1216	59%	842	41%	2058
	Rural	367	100%			367
	Total	1583	65%	842	35%	2425

3.2.1.2 Type wise sample distribution

None of the Service Providers had prepaid customers for their Basic (Wire-line) service. Hence all the postpaid customers were covered during the survey for each of the service providers.

3.2.2 Cellular Mobile

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

Operators	Target Sample*	Covered Sample
Airtel	600	611
BSNL (Bharat Sanchar Nigam Limited)	600	611
HFCL	600	614
Rel Com (Reliance Communication)	600	604
Tata Teleservices (TTSL)	600	611
Idea Cellular	600	614
Vodafone	600	604
Aircel	600	609
Total	4,800	4878

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

As per the tender document, the sample for cellular mobile telephone service subscribers shall be evenly spread over in 10% (ten per cent) of district headquarters of a service area where the services are commissioned. In Punjab service area, there are 20 districts and as per the tender document 10% of the district headquarters was considered for coverage area. Hence for the purpose of the study three districts of Punjab has been chosen from different zones of Punjab. During the survey conducted in 2013-14, Amritsar, Bhatinda and Ludhiana districts were selected. Hence, this year Gurdaspur, Muktsar and Patiala districts were chosen based on their regional spread. The sample for each of the service providers was distributed amongst these districts based on the population of these districts.

Punjab Service Area: Cellular: Sample distribution in selected districts			
District	Population	Population %	Total
Gurdaspur	2299026	45.1%	2166
Muktsar	902702	17.7%	851
Patiala	1892282	37.1%	1783
Total	5,094,010	100.0%	4800

The TOR also requires that sample shall cover surrounding areas of the district headquarters, including rural areas and at least the sample size should have 30% customers from rural areas. The following table shows the district wise sample distribution that was achieved after carrying out the survey.



Punjab Service Area: Cellular service: Operator wise and area wise Sample distribution in to the selected districts									
District		Gurdaspur		Muktsar		Patiala		Total	
		Count	%	Count	%	Count	%	Count	%
Aircel	Urban	192	70.1%	76	69.7%	158	69.9%	426	70.0%
	Rural	82	29.9%	33	30.3%	68	30.1%	183	30.0%
	Total	274	100.0%	109	100.0%	226	100.0%	609	100.0%
Airtel	Urban	193	69.9%	76	70.4%	159	70.0%	428	70.0%
	Rural	83	30.1%	32	29.6%	68	30.0%	183	30.0%
	Total	276	100.0%	108	100.0%	227	100.0%	611	100.0%
BSNL	Urban	192	70.1%	76	69.7%	160	70.2%	428	70.0%
	Rural	82	29.9%	33	30.3%	68	29.8%	183	30.0%
	Total	274	100.0%	109	100.0%	228	100.0%	611	100.0%
HFCL	Urban	193	69.9%	78	70.3%	158	69.6%	429	69.9%
	Rural	83	30.1%	33	29.7%	69	30.4%	185	30.1%
	Total	276	100.0%	111	100.0%	227	100.0%	614	100.0%
Idea	Urban	194	70.0%	78	70.3%	158	69.9%	430	70.0%
	Rural	83	30.0%	33	29.7%	68	30.1%	184	30.0%
	Total	277	100.0%	111	100.0%	226	100.0%	614	100.0%
Reliance	Urban	190	70.1%	77	70.0%	156	70.0%	423	70.0%
	Rural	81	29.9%	33	30.0%	67	30.0%	181	30.0%
	Total	271	100.0%	110	100.0%	223	100.0%	604	100.0%
TTSL	Urban	192	70.1%	77	70.0%	159	70.0%	428	70.0%
	Rural	82	29.9%	33	30.0%	68	30.0%	183	30.0%
	Total	274	100.0%	110	100.0%	227	100.0%	611	100.0%
Vodafone	Urban	190	70.1%	76	69.7%	157	70.1%	423	70.0%
	Rural	81	29.9%	33	30.3%	67	29.9%	181	30.0%
	Total	271	100.0%	109	100.0%	224	100.0%	604	100.0%
Total	Urban	1536	70.0%	614	70.0%	1265	70.0%	3415	70.0%
	Rural	657	30.0%	263	30.0%	543	30.0%	1463	30.0%
	Total	2193	100.0%	877	100.0%	1808	100.0%	4878	100.0%



3.2.2.1 Mode of interview

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

Punjab Service Area: Operator wise sample distribution with mode of interview						
Service Provider	Area	IN PERSON		TELEPHONIC		Total
		Count	Row N %	Count	Row N %	Count
Aircel	Urban	214	50.2%	212	49.8%	426
	Rural	183	100.0%			183
	Total	397	65.2%	212	34.8%	609
Airtel	Urban	216	50.5%	212	49.5%	428
	Rural	183	100.0%			183
	Total	399	65.3%	212	34.7%	611
BSNL	Urban	214	50.0%	214	50.0%	428
	Rural	183	100.0%			183
	Total	397	65.0%	214	35.0%	611
HFCL	Urban	214	49.9%	215	50.1%	429
	Rural	185	100.0%			185
	Total	399	65.0%	215	35.0%	614
Idea	Urban	215	50.0%	215	50.0%	430
	Rural	184	100.0%			184
	Total	399	65.0%	215	35.0%	614
Reliance	Urban	213	50.4%	210	49.6%	423
	Rural	181	100.0%			181
	Total	394	65.2%	210	34.8%	604
TTSL	Urban	214	50.0%	214	50.0%	428
	Rural	183	100.0%			183
	Total	397	65.0%	214	35.0%	611
Vodafone	Urban	213	50.4%	210	49.6%	423
	Rural	181	100.0%			181
	Total	394	65.2%	210	34.8%	604
Total	Urban	1713	50.2%	1702	49.8%	3415
	Rural	1463	100.0%			1463
	Total	3176	65.1%	1702	34.9%	4878

3.2.2.2 Type wise sample distribution

The operator wise sample was further divided in to pre-paid and post paid segment. The operator wise ratio of pre paid and post paid subscriber base was organized with the help of nodal officer appointed for each of the operators. Since HFCL does not provide post paid services, the entire sample consists of prepaid subscribers. The following table shows the operator wise pre-paid and post-paid division of sample.

Punjab Service Area: Operator wise sample distribution with user type						
Service Provider	Area	Postpaid		Prepaid		Total
		Count	Row N %	Count	Row N %	Count
Aircel	Urban	48	11.3%	378	88.7%	426
	Rural	0	0.0%	183	100.0%	183
	Total	48	7.9%	561	92.1%	609
Airtel	Urban	40	9.3%	388	90.7%	428
	Rural	14	7.7%	169	92.3%	183
	Total	54	8.8%	557	91.2%	611
BSNL	Urban	27	6.3%	401	93.7%	428
	Rural	9	4.9%	174	95.1%	183
	Total	36	5.9%	575	94.1%	611
HFCL	Urban			429	100.0%	429
	Rural			185	100.0%	185
	Total			614	100.0%	614
Idea	Urban	28	6.5%	402	93.5%	430
	Rural	10	5.4%	174	94.6%	184
	Total	38	6.2%	576	93.8%	614
Reliance	Urban	41	9.7%	382	90.3%	423
	Rural	7	3.9%	174	96.1%	181
	Total	48	7.9%	556	92.1%	604
TTSL	Urban	35	8.2%	393	91.8%	428
	Rural	7	3.8%	176	96.2%	183
	Total	42	6.9%	569	93.1%	611
Vodafone	Urban	46	10.9%	377	89.1%	423
	Rural	8	4.4%	173	95.6%	181
	Total	54	8.9%	550	91.1%	604
Total	Urban	265	7.8%	3150	92.2%	3415
	Rural	55	3.8%	1408	96.2%	1463
	Total	320	6.6%	4558	93.4%	4878



3.2.3 Broadband

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

Operators	Target Sample*	Covered Sample
Airtel	600	605
Bharat Sanchar Nigam Ltd. (BSNL)	600	617
Infotel Connect (HFCL)	600	607
Rel Communications (Rel Comm)	600	604
Total	2,400	2,433

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

3.2.3.1 Area wise distribution

As per the tender document the sample for broadband subscribers shall be spread over in the areas served by 10% of the Points of presence in each service area. Since most of the PoPs for BB services are falling within the Basic Wireline exchanges as communicated by the BSNL officials, VOICE has covered 10% of exchange areas/PoPs. BSNL Exchange/ PoP areas have been taken as basis for other providers also as many of the providers has centralized PoPs/ exchanges through which the entire area is covered. The tender document also requires that survey agencies would to cover at least 30% of the total sample in rural areas wherever possible. Airtel and Reliance has no services in the rural areas covered during the survey. The following table shows the actual sample covered, based on operator wise sample covered, in urban and rural areas:

Punjab service area: Operator wise and area wise sample distribution					
	Urban		Rural		Total
	Count	Row N %	Count	Row N %	Count
Airtel	605	100.0%	0	0.0%	605
BSNL	432	70.0%	185	30.0%	617
HFCL	425	70.0%	182	30.0%	607
Rel Comm	604	100.0%	0	0.0%	604
Total	2066	84.9%	367	15.1%	2433

Operator wise SDCA wise achieved sample is shown in the table below:

Punjab Service Area: Broadband: Achieved Sample										
		Chandigarh	Faridkot	Gurdaspur	Jullundhar	Ludhiana	Muktsar	Patiala	Sangrur	Total
Airtel	Urban	1	0	0	604	0	0	0	0	605
	Rural	0	0	0	0	0	0	0	0	0
	Total	1	0	0	604	0	0	0	0	605
BSNL	Urban	0	30	102	99	0	41	86	74	432
	Rural	0	13	44	42	0	17	37	32	185
	Total	0	43	146	141	0	58	123	106	617
HFCL	Urban	0	28	101	99	0	41	86	70	425
	Rural	0	11	43	42	0	17	37	32	182
	Total	0	39	144	141	0	58	123	102	607
Rel Comm	Urban	301	0	0	0	303	0	0	0	604
	Rural	0	0	0	0	0	0	0	0	0
	Total	301	0	0	0	303	0	0	0	604
All SPs	Urban	302	58	203	802	303	82	172	144	2066
	Rural	0	24	87	84	0	34	74	64	367
	Total	302	82	290	886	303	116	246	208	2433



3.2.3.2 Mode of Interview: As per the tender document, in the urban areas at least 50% of the observations/ interviews shall be based on personal interview basis and up to 50% through email or by developing web based applications. VOICE, accordingly sent emails to the database of the operator wise subscribers received from operators. However, as the number of responses to the email sent was very low (only 6), it was mutually decided with the consultation of TRAI officials that remaining sample could be covered through CATI interviews. The following table shows the actual operators wise sample covered with the mode of interview.

Punjab Service Area: Broadband: Operator wise sample distribution with mode of interviews					
		In Person	Web based	CATI	Total
Airtel	Count	393	1	211	605
	% age	65.0%	0.2%	34.9%	100.0%
BSNL	Count	402	0	215	617
	% age	65.2%	0.0%	34.8%	100.0%
HFCL	Count	396	0	211	607
	% age	65.2%	0.0%	34.8%	100.0%
Rel Comm	Count	390	5	209	604
	% age	64.6%	0.8%	34.6%	100.0%
Total	Count	1581	6	846	2433
	% age	65.0%	0.2%	34.8%	100.0%

3.2.3.3 Type wise sample distribution

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

3.3 Sample Characteristics

3.3.1 Basic Wire-line Service

3.3.1.1 Gender Profile

Punjab Service Area: Wireline Service: Gender Profile						
		Male		Female		Total
		Count	%	Count	%	Count
Airtel	Urban	381	62.9%	225	37.1%	606
	Rural	0	0.0%	0	0.0%	0
	Total	381	62.9%	225	37.1%	606
BSNL	Urban	246	57.7%	180	42.3%	426
	Rural	111	60.3%	73	39.7%	184
	Total	357	58.5%	253	41.5%	610
HFCL	Urban	330	77.5%	96	22.5%	426
	Rural	166	90.7%	17	9.3%	183
	Total	496	81.4%	113	18.6%	609
Rel Comm	Urban	431	71.8%	169	28.2%	600
	Rural	0	0.0%	0	0.0%	0
	Total	431	71.8%	169	28.20%	600
Total	Urban	1388	67.4%	670	32.6%	2058
	Rural	277	75.5%	90	24.5%	367
	Total	1665	68.7%	760	31.3%	2425

- Altogether 2425 wire-line subscribers were covered in Punjab Service Area – 2058 in urban and 367 in rural areas.
- Altogether 1665 (68.7%) were males and remaining 760 (31.3%) were females.
- Highest percentage of females was found in urban area for BSNL (42.3%) followed by Airtel (37.1%).

3.3.1.2 Age Profile

Punjab Service Area: Wireline Service: Age Profile (in years)										
		Less than 25 years		25-34 years		35-44 years		More than 45 years		Total
		Count	%	Count	%	Count	%	Count	%	Count
Airtel	Urban	75	12.4%	161	26.6%	175	28.9%	195	32.2%	606
	Rural	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Total	75	12.4%	161	26.6%	175	28.9%	195	32.2%	606
BSNL	Urban	32	7.5%	124	29.1%	131	30.8%	139	32.6%	426
	Rural	6	3.3%	61	33.2%	73	39.7%	44	23.9%	184
	Total	38	6.2%	185	30.3%	204	33.4%	183	30.0%	610
HFCL	Urban	82	19.2%	146	34.3%	109	25.6%	89	20.9%	426
	Rural	5	2.7%	84	45.9%	68	37.2%	26	14.2%	183
	Total	87	14.3%	230	37.8%	177	29.1%	115	18.9%	609
Rel Comm	Urban	84	14.0%	174	29.0%	201	33.5%	141	23.5%	600
	Rural	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Total	84	14.0%	174	29.0%	201	33.5%	141	23.5%	600
Total	Urban	273	13.3%	605	29.4%	616	29.9%	564	27.4%	2058
	Rural	11	3.0%	145	39.5%	141	38.4%	70	19.1%	367
	Total	284	11.7%	750	30.9%	757	31.2%	634	26.1%	2425

Majority belonged to the age group of 35-44 years (31.2%), closely followed by 25-34 years (30.9%). There was slight variation in the rural area as two out of five (39.5%) were in the age group of 25-34 years closely followed by 35-44 years (38.4%). In urban area proportion of these age groups almost similar.



3.3.1.3 Occupational Structure

Punjab Service Area: Wireline Service: Occupational structure												
		Service		Business/Self Employed		Student		Housewife		Retired		Total
		Count	%	Count	%	Count	%	Count	%	Count	%	Count
Airtel	Urban	193	31.8%	241	39.8%	22	3.6%	121	20.0%	29	4.8%	606
	Rural	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Total	193	31.8%	241	39.8%	22	3.6%	121	20.0%	29	4.8%	606
BSNL	Urban	77	18.1%	145	34.0%	28	6.6%	151	35.4%	25	5.9%	426
	Rural	25	13.6%	70	38.0%	5	2.7%	69	37.5%	15	8.2%	184
	Total	102	16.7%	215	35.2%	33	5.4%	220	36.1%	40	6.6%	610
HFCL	Urban	214	50.2%	151	35.4%	13	3.1%	43	10.1%	5	1.2%	426
	Rural	102	55.7%	69	37.7%	1	0.5%	8	4.4%	3	1.6%	183
	Total	316	51.9%	220	36.1%	14	2.3%	51	8.4%	8	1.3%	609
Rel Comm	Urban	155	25.8%	245	40.8%	49	8.2%	125	20.8%	26	4.3%	600
	Rural	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Total	155	25.8%	245	40.8%	49	8.2%	125	20.8%	26	4.3%	600
Total	Urban	639	31.0%	782	38.0%	112	5.4%	440	21.4%	85	4.1%	2058
	Rural	127	34.6%	139	37.9%	6	1.6%	77	21.0%	18	4.9%	367
	Total	766	31.6%	921	38.0%	118	4.9%	517	21.3%	103	4.2%	2425

Majority of the covered respondents were in business (38.0%) and service (31.6%). Around one-fifth (21.3%) were housewives. The proportion of housewives were found highest in the case of BSNL (36.1%)

3.3.1.4 Usage Type

Punjab Service Area: Wireline service: Usage type						
		Residential		Commercial		Total
		Count	%	Count	%	Count
Airtel	Urban	247	40.8%	359	59.2%	606
	Rural					
	Total	247	40.8%	359	59.2%	606
BSNL	Urban	337	79.1%	89	20.9%	426
	Rural	184	100.0%			184
	Total	521	85.4%	89	14.6%	610
HFCL	Urban	110	25.8%	316	74.2%	426
	Rural	99	54.1%	84	45.9%	183
	Total	209	34.3%	400	65.7%	609
Rel Comm	Urban	481	80.2%	119	19.8%	600
	Rural					
	Total	481	80.2%	119	19.8%	600
Total	Urban	1175	57.1%	883	42.9%	2058
	Rural	283	77.1%	84	22.9%	367
	Total	1458	60.1%	967	39.9%	2425

Around two out of five subscribers in Punjab were using wire-line service for commercial purpose. This was found very high in the case of HFCL in urban area (74.2%). In the case of Airtel this was reported by around 60% of the subscribers covered.

3.3.1.5 Monthly Household Income

Punjab Service Area: Wireline services: Household income group												
		Less than Rs. 10,000		Rs.10,000- Rs.30,000		Rs.30,000- Rs.1 lakh		More than Rs. 1 lakh		Not provided		Total
		Count	%	Count	%	Count	%	Count	%	Count	%	Count
Airtel	Urban	87	14.4%	212	35.0%	192	31.7%	0	0.0%	115	19.0%	606
	Rural											
	Total	87	14.4%	212	35.0%	192	31.7%	0	0.0%	115	19.0%	606
BSNL	Urban	3	0.7%	187	43.9%	185	43.4%	50	11.7%	1	0.2%	426
	Rural	0	0.0%	104	56.5%	80	43.5%	0	0.0%	0	0.0%	184
	Total	3	0.5%	291	47.7%	265	43.4%	50	8.2%	1	0.2%	610
HFCL	Urban	71	16.7%	209	49.1%	121	28.4%	22	5.2%	3	0.7%	426
	Rural	21	11.5%	100	54.6%	50	27.3%	1	0.5%	11	6.0%	183
	Total	92	15.1%	309	50.7%	171	28.1%	23	3.8%	14	2.3%	609
Rel Comm	Urban	111	18.5%	323	53.8%	121	20.2%	45	7.5%	0	0.0%	600
	Rural											
	Total	111	18.5%	323	53.8%	121	20.2%	45	7.5%	0	0.0%	600
Total	Urban	272	13.2%	931	45.2%	619	30.1%	117	5.7%	119	5.8%	2058
	Rural	21	5.7%	204	55.6%	130	35.4%	1	0.3%	11	3.0%	367
	Total	293	12.1%	1135	46.8%	749	30.9%	118	4.9%	130	5.4%	2425

Majority (46.8%) of the subscribers covered in Punjab had household income of Rs Rs10,000-30,000 per month followed by Rs 30,000-100,000 (30.9%). Around 5% also reported their household income as more than Rs 100,000. However, almost all of these subscribers were from urban area.

3.3.2 Cellular Service

3.3.2.1 Gender Profile

Punjab Service Area: Cellular: Gender Profile of the sample covered						
		Male		Female		Total
		Count	%	Count	%	Count
Aircel	Urban	348	81.7%	78	18.3%	426
	Rural	169	92.3%	14	7.7%	183
	Total	517	84.9%	92	15.1%	609
Airtel	Urban	359	83.9%	69	16.1%	428
	Rural	156	85.2%	27	14.8%	183
	Total	515	84.3%	96	15.7%	611
BSNL	Urban	339	79.2%	89	20.8%	428
	Rural	153	83.6%	30	16.4%	183
	Total	492	80.5%	119	19.5%	611
HFCL	Urban	343	80.0%	86	20.0%	429
	Rural	157	84.9%	28	15.1%	185
	Total	500	81.4%	114	18.6%	614
Idea	Urban	369	85.8%	61	14.2%	430
	Rural	170	92.4%	14	7.6%	184
	Total	539	87.8%	75	12.2%	614
Reliance	Urban	355	83.9%	68	16.1%	423
	Rural	159	87.8%	22	12.2%	181
	Total	514	85.1%	90	14.9%	604
TTSL	Urban	350	81.8%	78	18.2%	428
	Rural	163	89.1%	20	10.9%	183
	Total	513	84.0%	98	16.0%	611
Vodafone	Urban	357	84.4%	66	15.6%	423
	Rural	163	90.1%	18	9.9%	181
	Total	520	86.1%	84	13.9%	604
Total	Urban	2820	82.6%	595	17.4%	3415
	Rural	1290	88.2%	173	11.8%	1463
	Total	4110	84.3%	768	15.7%	4878

- Altogether 4878 cellular customers were covered in Punjab Service Area.
- Of them 4110 (84.3%) were males and remaining 768 (15.7%) were females.
- Highest percentages of females were covered in the case of BSNL (19.5%) –both in urban (20.8%) and rural (16.4%) areas

3.3.2.2 Age Profile

Punjab Service Area: Cellular: Age profile (in years) of the sample covered										
		Less than 25 years		25-34 Years		35-44 Years		More than 45 years		Total
		Count	%	Count	%	Count	%	Count	%	Count
Aircel	Urban	86	20.2%	193	45.3%	98	23.0%	49	11.5%	426
	Rural	29	15.8%	109	59.6%	38	20.8%	7	3.8%	183
	Total	115	18.9%	302	49.6%	136	22.3%	56	9.2%	609
Airtel	Urban	72	16.8%	163	38.1%	127	29.7%	66	15.4%	428
	Rural	58	31.7%	62	33.9%	36	19.7%	27	14.8%	183
	Total	130	21.3%	225	36.8%	163	26.7%	93	15.2%	611
BSNL	Urban	83	19.4%	172	40.2%	99	23.1%	74	17.3%	428
	Rural	22	12.0%	78	42.6%	51	27.9%	32	17.5%	183
	Total	105	17.2%	250	40.9%	150	24.5%	106	17.3%	611
HFCL	Urban	130	30.3%	183	42.7%	84	19.6%	32	7.5%	429
	Rural	42	22.7%	105	56.8%	25	13.5%	13	7.0%	185
	Total	172	28.0%	288	46.9%	109	17.8%	45	7.3%	614
Idea	Urban	120	27.9%	155	36.0%	95	22.1%	60	14.0%	430
	Rural	56	30.4%	70	38.0%	42	22.8%	16	8.7%	184
	Total	176	28.7%	225	36.6%	137	22.3%	76	12.4%	614
Reliance	Urban	127	30.0%	173	40.9%	73	17.3%	50	11.8%	423
	Rural	59	32.6%	77	42.5%	27	14.9%	18	9.9%	181
	Total	186	30.8%	250	41.4%	100	16.6%	68	11.3%	604
TTSL	Urban	74	17.3%	186	43.5%	121	28.3%	47	11.0%	428
	Rural	50	27.3%	70	38.3%	39	21.3%	24	13.1%	183
	Total	124	20.3%	256	41.9%	160	26.2%	71	11.6%	611
Vodafone	Urban	103	24.3%	183	43.3%	81	19.1%	56	13.2%	423
	Rural	53	29.3%	66	36.5%	41	22.7%	21	11.6%	181
	Total	156	25.8%	249	41.2%	122	20.2%	77	12.7%	604
Total	Urban	795	23.3%	1408	41.2%	778	22.8%	434	12.7%	3415
	Rural	369	25.2%	637	43.5%	299	20.4%	158	10.8%	1463
	Total	1164	23.9%	2045	41.9%	1077	22.1%	592	12.1%	4878

- Majority of respondents belonged to the age group of 25-34 years (41.9%), followed by below 25 years (23.9%)
- The pattern of the age profile was found to be similar, both in rural and urban areas.

3.3.2.3 Occupational Structure

Punjab Service Area: Cellular: Occupational profile of the sample covered												
		Service		Business/Self Employed		Student		Housewife		Retired		Total
		Count	%	Count	%	Count	%	Count	%	Count	%	Count
Aircel	Urban	127	29.8%	196	46.0%	31	7.3%	64	15.0%	8	1.9%	426
	Rural	69	37.7%	92	50.3%	9	4.9%	13	7.1%	0	0.0%	183
	Total	196	32.2%	288	47.3%	40	6.6%	77	12.6%	8	1.3%	609
Airtel	Urban	120	28.0%	200	46.7%	54	12.6%	47	11.0%	7	1.6%	428
	Rural	40	21.9%	88	48.1%	33	18.0%	19	10.4%	3	1.6%	183
	Total	160	26.2%	288	47.1%	87	14.2%	66	10.8%	10	1.6%	611
BSNL	Urban	108	25.2%	215	50.2%	34	7.9%	69	16.1%	2	0.5%	428
	Rural	40	21.9%	104	56.8%	9	4.9%	27	14.8%	3	1.6%	183
	Total	148	24.2%	319	52.2%	43	7.0%	96	15.7%	5	0.8%	611
HFCL	Urban	162	37.8%	134	31.2%	59	13.8%	68	15.9%	6	1.4%	429
	Rural	67	36.2%	75	40.5%	19	10.3%	24	13.0%	0	0.0%	185
	Total	229	37.3%	209	34.0%	78	12.7%	92	15.0%	6	1.0%	614
Idea	Urban	108	25.1%	224	52.1%	51	11.9%	43	10.0%	4	0.9%	430
	Rural	48	26.1%	95	51.6%	32	17.4%	9	4.9%	0	0.0%	184
	Total	156	25.4%	319	52.0%	83	13.5%	52	8.5%	4	0.7%	614
Reliance	Urban	149	35.2%	161	38.1%	58	13.7%	48	11.3%	7	1.7%	423
	Rural	48	26.5%	74	40.9%	34	18.8%	18	9.9%	7	3.9%	181
	Total	197	32.6%	235	38.9%	92	15.2%	66	10.9%	14	2.3%	604
TTSL	Urban	122	28.5%	191	44.6%	39	9.1%	63	14.7%	13	3.0%	428
	Rural	53	29.0%	83	45.4%	33	18.0%	13	7.1%	1	0.5%	183
	Total	175	28.6%	274	44.8%	72	11.8%	76	12.4%	14	2.3%	611
Vodafone	Urban	118	27.9%	200	47.3%	54	12.8%	46	10.9%	5	1.2%	423
	Rural	54	29.8%	88	48.6%	25	13.8%	13	7.2%	1	0.6%	181
	Total	172	28.5%	288	47.7%	79	13.1%	59	9.8%	6	1.0%	604
Total	Urban	1014	29.7%	1521	44.5%	380	11.1%	448	13.1%	52	1.5%	3415
	Rural	419	28.6%	699	47.8%	194	13.3%	136	9.3%	15	1.0%	1463
	Total	1433	29.4%	2220	45.5%	574	11.8%	584	12.0%	67	1.4%	4878

- About 46% of the respondents covered in Punjab Service Area were found to be in business or self employed (45.5%), followed by service class (29.4%).
- Around 12% were housewives and similarly another 12% were students.



3.3.2.4 Usage Type

Punjab Service Area: Cellular: Usage type of the sample covered						
		Residential		Commercial		Total
		Count	%	Count	%	Count
Aircel	Urban	421	98.8%	5	1.2%	426
	Rural	182	99.5%	1	0.5%	183
	Total	603	99.0%	6	1.0%	609
Airtel	Urban	393	91.8%	35	8.2%	428
	Rural	173	94.5%	10	5.5%	183
	Total	566	92.6%	45	7.4%	611
BSNL	Urban	364	85.0%	64	15.0%	428
	Rural	175	95.6%	8	4.4%	183
	Total	539	88.2%	72	11.8%	611
HFCL	Urban	429	100.0%	0	0.0%	429
	Rural	185	100.0%	0	0.0%	185
	Total	614	100.0%	0	0.0%	614
Idea	Urban	397	92.3%	33	7.7%	430
	Rural	167	90.8%	17	9.2%	184
	Total	564	91.9%	50	8.1%	614
Reliance	Urban	395	93.4%	28	6.6%	423
	Rural	180	99.4%	1	0.6%	181
	Total	575	95.2%	29	4.8%	604
TTSL	Urban	411	96.0%	17	4.0%	428
	Rural	175	95.6%	8	4.4%	183
	Total	586	95.9%	25	4.1%	611
Vodafone	Urban	387	91.5%	36	8.5%	423
	Rural	171	94.5%	10	5.5%	181
	Total	558	92.4%	46	7.6%	604
Total	Urban	3197	93.6%	218	6.4%	3415
	Rural	1408	96.2%	55	3.8%	1463
	Total	4605	94.4%	273	5.6%	4878

- In Punjab Service Area, only 5.6% (273) of the total respondents were found to be using their cellular phone for commercial purpose. This was found to be maximum in the case of BSNL in urban areas (15%) and Idea in rural areas (9.2%).



3.3.2.5 Monthly Household Income Distribution

Punjab Service Area: Cellular: Monthly Household Income of the sample covered												
		Less than Rs. 10,000		Rs.10,000- Rs.30,000		Rs.30,000- Rs.1 lakh		More than Rs. 1 lakh		Not provided		Total
		Count	%	Count	%	Count	%	Count	%	Count	%	Count
Aircel	Urban	37	8.7%	236	55.4%	108	25.4%	9	2.1%	36	8.5%	426
	Rural	34	18.6%	126	68.9%	7	3.8%	0	0.0%	16	8.7%	183
	Total	71	11.7%	362	59.4%	115	18.9%	9	1.5%	52	8.5%	609
Airtel	Urban	11	2.6%	311	72.7%	77	18.0%	1	0.2%	28	6.5%	428
	Rural	8	4.4%	100	54.6%	40	21.9%	2	1.1%	33	18.0%	183
	Total	19	3.1%	411	67.3%	117	19.1%	3	0.5%	61	10.0%	611
BSNL	Urban	43	10.0%	206	48.1%	163	38.1%	7	1.6%	9	2.1%	428
	Rural	16	8.7%	127	69.4%	35	19.1%	0	0.0%	5	2.7%	183
	Total	59	9.7%	333	54.5%	198	32.4%	7	1.1%	14	2.3%	611
HFCL	Urban	81	18.9%	234	54.5%	62	14.5%	2	0.5%	50	11.7%	429
	Rural	40	21.6%	87	47.0%	3	1.6%	3	1.6%	52	28.1%	185
	Total	121	19.7%	321	52.3%	65	10.6%	5	0.8%	102	16.6%	614
Idea	Urban	43	10.0%	294	68.4%	90	20.9%	2	0.5%	1	0.2%	430
	Rural	34	18.5%	116	63.0%	27	14.7%	3	1.6%	4	2.2%	184
	Total	77	12.5%	410	66.8%	117	19.1%	5	0.8%	5	0.8%	614
Reliance	Urban	21	5.0%	285	67.4%	101	23.9%	1	0.2%	15	3.5%	423
	Rural	18	9.9%	96	53.0%	45	24.9%	1	0.6%	21	11.6%	181
	Total	39	6.5%	381	63.1%	146	24.2%	2	0.3%	36	6.0%	604
TTSL	Urban	101	23.6%	251	58.6%	58	13.6%	2	0.5%	16	3.7%	428
	Rural	9	4.9%	105	57.4%	33	18.0%	0	0.0%	36	19.7%	183
	Total	110	18.0%	356	58.3%	91	14.9%	2	0.3%	52	8.5%	611
Vodafone	Urban	48	11.3%	235	55.6%	83	19.6%	1	0.2%	56	13.2%	423
	Rural	11	6.1%	119	65.7%	44	24.3%	1	0.6%	6	3.3%	181
	Total	59	9.8%	354	58.6%	127	21.0%	2	0.3%	62	10.3%	604
Total	Urban	385	11.3%	2052	60.1%	742	21.7%	25	0.7%	211	6.2%	3415
	Rural	170	11.6%	876	59.9%	234	16.0%	10	0.7%	173	11.8%	1463
	Total	555	11.4%	2928	60.0%	976	20.0%	35	0.7%	384	7.9%	4878

- Three fifth of the subscribers covered in Punjab during the survey, fall within the monthly income bracket of Rs. 10,000-Rs. 30,000 (60%) followed by Rs.30,000 –Rs.1 lakh (20%).
- The same trend follows across rural and urban areas of Punjab.



3.3.3 Broadband service

3.3.3.1 Gender Profile

Punjab Service Area: Broadband: Gender Profile						
Service Provider		Male		Female		Total
		Count	%	Count	%	Count
Airtel	Urban	496	82.0%	109	18.0%	605
	Rural	0	0.0%	0	0.0%	0
	Total	496	82.0%	109	18.0%	605
BSNL	Urban	289	66.9%	143	33.1%	432
	Rural	168	90.8%	17	9.2%	185
	Total	457	74.1%	160	25.9%	617
HFCL	Urban	337	79.3%	88	20.7%	425
	Rural	154	84.6%	28	15.4%	182
	Total	491	80.9%	116	19.1%	607
Reliance	Urban	506	83.8%	98	16.2%	604
	Rural	0	0.0%	0	0.0%	0
	Total	506	83.8%	98	16.2%	604
Total	Urban	1628	78.8%	438	21.2%	2066
	Rural	322	87.7%	45	12.3%	367
	Total	1950	80.1%	483	19.9%	2433

Altogether 2433 broadband subscribers were covered in Punjab Service Area – 2066 in urban and 367 in rural areas.

- Amongst them 1950 (80.1%) were males and remaining 483 (19.9%) were females.
- Highest percentage of females was from BSNL (25.9%). However, in rural area highest percentages of females were covered in the case of HFCL (15.4%)

3.3.3.2 Age Profile

Punjab Service Area: Broadband: Age Profile(in years)										
Service Provider		Less than 25 years		25-34 years		35-44 years		More than 45 years		Total
		Count	%	Count	%	Count	%	Count	%	Count
Airtel	Urban	16	2.6%	51	8.4%	259	42.8%	279	46%	605
	Rural	0	0.0%	0	0.0%	0	0.0%	0	0%	0
	Total	16	2.6%	51	8.4%	259	42.8%	279	46%	605
BSNL	Urban	55	12.7%	113	26.2%	137	31.7%	127	29%	432
	Rural	28	15.1%	42	22.7%	49	26.5%	66	36%	185
	Total	83	13.5%	155	25.1%	186	30.1%	193	31%	617
HFCL	Urban	25	5.9%	213	50.1%	156	36.7%	31	7%	425
	Rural	3	1.6%	104	57.1%	66	36.3%	9	5%	182
	Total	28	4.6%	317	52.2%	222	36.6%	40	7%	607
Reliance	Urban	54	8.9%	202	33.4%	203	33.6%	145	24%	604
	Rural	0	0.0%	0	0.0%	0	0.0%	0	0%	0
	Total	54	8.9%	202	33.4%	203	33.6%	145	24%	604
Total	Urban	150	7.3%	579	28.0%	755	36.5%	582	28%	2066
	Rural	31	8.4%	146	39.8%	115	31.3%	75	20%	367
	Total	181	7.4%	725	29.8%	870	35.8%	657	27%	2433

- Majority belonged to the age group of more than 35-44 years (35.8%), followed by 25-34 years (29.8%).
- In rural area, however, two out of five (39.8%) were from the age group of 25-34 years.



3.3.3.3 Occupational Structure

Punjab Service Area: Broadband: Occupation structure														
Service Provider		Service		Business/Self Employed		Student		Housewife		Retired		Others		Total
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Airtel	Urban	112	18.5%	283	46.8%	7	1.2%	94	15.5%	109	18.0%	0	0.0%	605
	Rural	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Total	112	18.5%	283	46.8%	7	1.2%	94	15.5%	109	18.0%	0	0.0%	605
BSNL	Urban	118	27.3%	146	33.8%	37	8.6%	111	25.7%	20	4.6%	0	0.0%	432
	Rural	79	42.7%	97	52.4%	0	0.0%	9	4.9%	0	0.0%	0	0.0%	185
	Total	197	31.9%	243	39.4%	37	6.0%	120	19.4%	20	3.2%	0	0.0%	617
HFCL	Urban	172	40.5%	168	39.5%	11	2.6%	64	15.1%	10	2.4%	0	0.0%	425
	Rural	83	45.6%	68	37.4%	5	2.7%	25	13.7%	1	0.5%	0	0.0%	182
	Total	255	42.0%	236	38.9%	16	2.6%	89	14.7%	11	1.8%	0	0.0%	607
Reliance	Urban	163	27.0%	260	43.0%	74	12.3%	81	13.4%	25	4.1%	1	0.17%	604
	Rural	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Total	163	27.0%	260	43.0%	74	12.3%	81	13.4%	25	4.1%	1	0.2%	604
Total	Urban	565	27.3%	857	41.5%	129	6.2%	350	16.9%	164	7.9%	1	0.05%	2066
	Rural	162	44.1%	165	45.0%	5	1.4%	34	9.3%	1	0.3%	0	0.00%	367
	Total	727	29.9%	1022	42.0%	134	5.5%	384	15.8%	165	6.8%	1	0.00%	2433

Majority of the covered respondents were in business (42%) and service (29.9%). Around 16% were housewives.

3.3.3.4 Usage Type

Punjab Service Area: Broadband: Usage type						
Service Provider		Residential		Commercial		Total
		Count	Row N %	Count	Row N %	Count
Airtel	Urban	383	63.3%	222	36.7%	605
	Rural	0	0.0%	0	0.0%	0
	Total	383	63.3%	222	36.7%	605
BSNL	Urban	409	94.7%	23	5.3%	432
	Rural	181	97.8%	4	2.2%	185
	Total	590	95.6%	27	4.4%	617
HFCL	Urban	202	47.5%	223	52.5%	425
	Rural	128	70.3%	54	29.7%	182
	Total	330	54.4%	277	45.6%	607
Reliance	Urban	584	96.7%	20	3.3%	604
	Rural	0	0.0%	0	0.0%	0
	Total	584	96.7%	20	3.3%	604
Total	Urban	1578	76.4%	488	23.6%	2066
	Rural	309	84.2%	58	15.8%	367
	Total	1887	77.6%	546	22.4%	2433

Overall, 22.4% of the respondents were using their broadband service for commercial purpose, maximum in the case of HFCL in urban area (52.5%).

3.3.3.5 Monthly Household Income

Punjab Service Area: Broadband: Household income group												
		Less than Rs. 10,000		Rs.10,000- Rs.30,000		Rs.30,000- Rs.1 lakh		More than Rs. 1 lakh		Not provided		Total
		Count	%	Count	%	Count	%	Count	%	Count	%	Count
Airtel	Urban	2	0.3%	60	9.9%	144	23.8%	9	1.5%	390	64.5%	605
	Rural	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Total	2	0.3%	60	9.9%	144	23.8%	9	1.5%	390	64.5%	605
BSNL	Urban	36	8.3%	177	41.0%	161	37.3%	49	11.3%	9	2.1%	432
	Rural	70	37.8%	109	58.9%	0	0.0%	0	0.0%	6	3.2%	185
	Total	106	17.2%	286	46.4%	161	26.1%	49	7.9%	15	2.4%	617
HFCL	Urban	42	9.9%	163	38.4%	109	25.6%	5	1.2%	106	24.9%	425
	Rural	1	0.5%	51	28.0%	36	19.8%	1	0.5%	93	51.1%	182
	Total	43	7.1%	214	35.3%	145	23.9%	6	1.0%	199	32.8%	607
Reliance	Urban	147	24.3%	276	45.7%	50	8.3%	19	3.1%	112	18.5%	604
	Rural	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Total	147	24.3%	276	45.7%	50	8.3%	19	3.1%	112	18.5%	604
Total	Urban	227	11.0%	676	32.7%	464	22.5%	82	4.0%	617	29.9%	2066
	Rural	71	19.3%	160	43.6%	36	9.8%	1	0.3%	99	27.0%	367
	Total	298	12.2%	836	34.4%	500	20.6%	83	3.4%	716	29.4%	2433

Over one-third (34.4%) of the subscribers covered during the survey had household income in the bracket of Rs. 10,000-Rs. 30,000 followed by 30,000-100,000 (20.6%). In rural areas, the percentage of people falling in the household income bracket of Rs. 10,000-30,000 was found to be higher (43.6%) than in the urban areas (32.7%).

4

CUSTOMER PERCEPTION OF TELECOM SERVICE DETAIL REPORT



4.1 PERFORMANCE COMPLIANCE

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

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

CSS Wireline (SERVICE AREA -Punjab) - Parameter Based Performance Compliance									
Operator	Area	Sample Size	Customers Satisfied With Provision of service	Customers Satisfied With Billing performance	Customers Satisfied With Help Services	Customers Satisfied With Network performance reliability and availability	Customers Satisfied With Maintainability	Customers Satisfied With Supplementary services	Customers Satisfied With Overall services
				Post-paid					
		Benchmark	>90%	>95%	>90%	>95%	>95%	>90%	>90%
SERVICE AREA – Punjab									
Airtel	Urban	606	99.7%	99.7%	97.6%	98.5%	98.1%	83.2%	97.0%
BSNL	Urban	426	98.0%	97.4%	96.5%	95.4%	97.2%	80.6%	94.8%
	Rural	184	96.9%	96.0%	94.3%	95.3%	95.4%	80.0%#	92.9%
	Overall	610	97.7%	97.0%	95.9%	95.4%	96.6%	80.5%	94.3%
HFCL	Urban	426	94.8%	96.5%	95.1%	95.2%	94.2%	80.0%	93.4%
	Rural	183	93.8%	95.4%	94.3%	95.1%	92.1%	66.7%#	92.3%
	Overall	609	94.5%	96.2%	94.8%	95.2%	93.6%	79.4%	93.1%
Reliance	Urban	600	95.3%	96.9%	95.4%	95.7%	97.3%	76.5%	95.7%

#Note: The sample for BSNL (5) and HFCL (3) in rural area was too low therefore should not be qualitatively compared.

The Condition of basic telecom services, in terms of consumer perception is good in Punjab. Three operators (Airtel, BSNL and Reliance) were able to meet the TRAI prescribed benchmark on almost all of the parameters except supplementary service.

- The performance HFCL on Maintainability was below prescribed benchmark of >95% both in rural as well as urban areas



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

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

CSS Cellular (SERVICE AREA - Haryana) - Parameter Based Performance Compliance										
Customers Satisfied With...										
Operator	Area	Sample Size	Provision of service	Billing performance		Help Services	Network performance reliability and availability	Maintain ability	Supple- mentary services	Overall services
				Prepaid	Postpaid					
		Benchmark	>90%	>95%	>95%	>90%	>95%	>95%	>90%	>90%
SERVICE AREA – Punjab										
Aircel	Urban	426	94.4%	81.0%	83.3%	79.3%	85.2%	84.6%	77.2%	84.0%
	Rural	183	92.9%	79.4%	NA	77.2%	81.8%	80.6%	71.9%	80.9%
	Total	609	93.9%	80.4%	83.3%	78.7%	84.2%	83.4%	75.3%	83.1%
Airtel	Urban	428	96.0%	93.5%	92.5%	92.4%	95.7%	95.4%	94.7%	93.9%
	Rural	183	94.5%	92.3%	88.1%	91.4%	95.3%	92.1%	92.9%	92.9%
	Total	611	95.6%	93.1%	91.4%	92.1%	95.6%	94.4%	94.2%	93.6%
BSNL	Urban	428	96.7%	93.4%	88.9%	95.1%	96.2%	93.2%	94.1%	93.5%
	Rural	183	95.1%	91.7%	88.9%	91.7%	95.3%	91.0%	94.4%	92.9%
	Total	611	96.2%	92.9%	88.9%	94.1%	95.9%	92.6%	94.2%	93.3%
HFCL	Urban	429	92.0%	91.9%		91.8%	90.9%	90.4%	78.0%	89.5%
	Rural	185	91.0%	90.1%		90.4%	81.8%	87.8%	73.5%	85.9%
	Total	614	91.7%	91.4%		91.4%	88.2%	89.7%	76.7%	88.4%
Idea	Urban	430	95.2%	92.2%	86.9%	92.1%	92.5%	95.2%	91.5%	91.9%
	Rural	184	92.9%	91.4%	86.7%	91.3%	90.9%	92.7%	88.1%	91.3%
	Total	614	94.5%	91.9%	86.8%	91.9%	92.0%	94.5%	90.4%	91.7%
Reliance	Urban	423	94.0%	88.7%	86.2%	92.0%	92.7%	92.7%	91.2%	90.3%
	Rural	181	90.6%	87.5%	85.7%	91.3%	92.1%	90.3%	87.0%	89.5%
	Total	604	93.0%	88.4%	86.1%	91.8%	92.5%	92.0%	90.0%	90.1%
TTSL	Urban	428	93.6%	87.1%	82.9%	87.6%	89.9%	83.9%	90.2%	87.4%
	Rural	183	92.7%	86.8%	81.0%	86.7%	87.4%	80.1%	77.8%	86.3%
	Total	611	93.3%	87.0%	82.5%	87.3%	89.1%	82.7%	85.9%	87.1%
Vodafone	Urban	423	95.3%	93.2%	90.6%	92.0%	94.9%	94.0%	93.9%	92.4%
	Rural	181	94.1%	91.3%	83.3%	91.4%	93.7%	91.4%	92.3%	92.3%
	Total	604	94.9%	92.6%	89.5%	91.8%	94.5%	93.2%	93.5%	92.4%

*no postpaid Aircel subscribers were found in rural areas

HFCL does not provide post paid services.

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

- All operators met the benchmark on provision of services.
- On overall services, only four operators - Airtel, Vodafone, Idea and BSNL were able to meet the benchmark.
- Performance of Airtel is comparatively better than other providers as it met the benchmark on six out eight parameters in urban area and five in the rural area.
- Performance of BSNL was also found to be good as it was meeting the benchmark on five out of eight prescribed parameters in urban as well as rural areas.

The analysis reveals that performance of Airtel and BSNL are comparatively better than other operators in Punjab service area. Vodafone and Idea are also performing better. However, the other operators were not able to meet performance benchmark on most of the parameters set by the TRAI.



4.1.3 PERFORMANCE COMPLIANCE CSS – Broadband, Punjab Service Area

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

CSS Broadband (SERVICE AREA -Punjab) - Parameter Based Performance Compliance									
Operator	Area	Sample Size	Customers Satisfied With Provision of service	Customers satisfied with Billing performance	Customers satisfied with Help Services	Customers satisfied with Network performance reliability and availability	Customers satisfied with Maintainability	Customers Satisfied with Supplementary services	Customers satisfied with overall services
				Post-paid					
		Benchmark	>90%	>90%	>90%	>85%	>85%	>85%	>85%
SERVICE AREA – Punjab									
AIRTEL	Urban	605	94.9%	93.1%	94.0%	94.0%	94.0%	65.8%	91.6%
BSNL	Urban	432	93.4%	92.5%	88.5%	96.5%	90.2%	94.7%	91.0%
	Rural	185	92.3%	91.5%	87.4%	96.8%	89.5%	NA	89.2%
	Overall	617	93.0%	92.2%	88.2%	96.6%	90.0%	94.7%	90.4%
HFCL	Urban	425	86.7%	91.1%	77.4%	94.7%	83.8%	97.9%	90.1%
	Rural	182	93.6%	96.7%	88.9%	95.6%	89.8%	NA	89.0%
	Overall	607	88.7%	92.8%	80.8%	95.0%	85.6%	97.9%	89.8%
Reliance	Urban	604	91.4%	91.2%	92.8%	98.1%	96.3%	75.0%	92.1%

The Condition of Broadband services, in terms of consumer perception is good in Punjab. All the operators (Bharti Airtel, BSNL, HFCL and Reliance) were able to meet the TRAI prescribed benchmark on most of the parameters – in rural as well as urban areas.

- Airtel and Reliance met the benchmark on all the parameters except supplementary services. Their performance was critical.
- The performance of BSNL and HFCL on **Help Service**, both in **urban and rural area**, was below the benchmark level.
- HFCL performance on provision of service and to some extent on maintainability, in urban area, was also below the benchmark

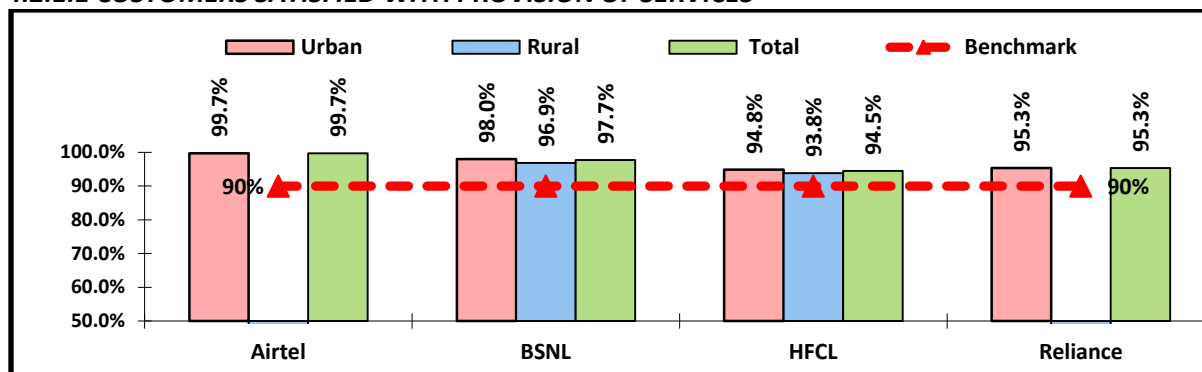
The analysis reveals that the satisfaction from the quality of service of all the operators is nearly same; however, performance of Airtel followed by Reliance was better than others in Punjab Service Area.

4.2 GRAPHICAL PRESENTATION



4.2.1 BASIC WIRE LINE – Punjab Service Area

4.2.1.1 CUSTOMERS SATISFIED WITH PROVISION OF SERVICES



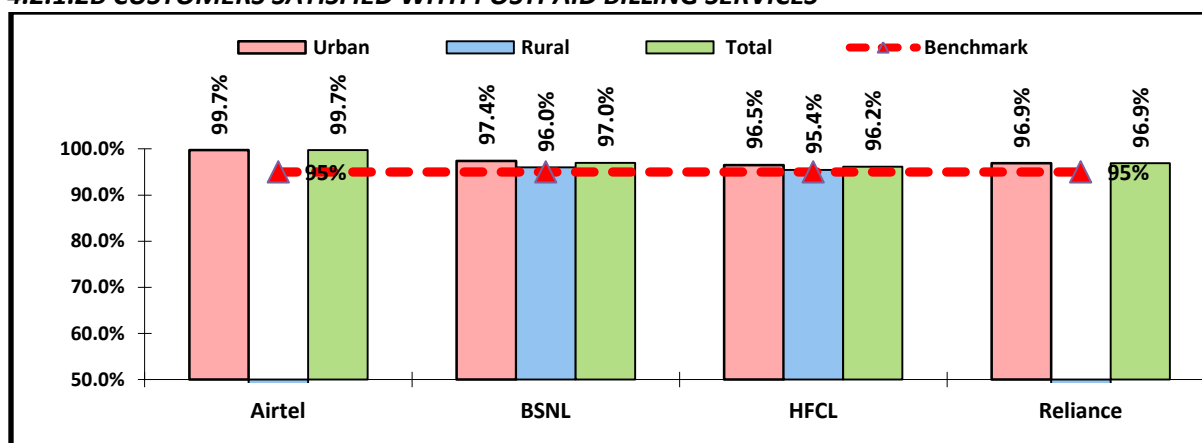
Source: Q1.1, Q1.2 and Q1.3 of the qnr

- Audit was conducted for four operators providing basic wire-line services in Punjab Service Area. Airtel and Reliance had no presence in the rural areas covered during the survey.
- All the four operators were found to be meeting the benchmark of >90%. BSNL and HFCL were also meeting benchmark in urban area.
- Percentage of consumers satisfied with the provision of services attained by operators ranged from 94.5% (HFCL) to 99.7% (Airtel). In rural area BSNL and HFCL had 96.9% and 93.8% satisfied customers respectively.

4.2.1.2A CUSTOMERS SATISFIED WITH PREPAID BILLING SERVICES

Out of the four service providers covered during the survey, none had prepaid customers for their basic wire-line service

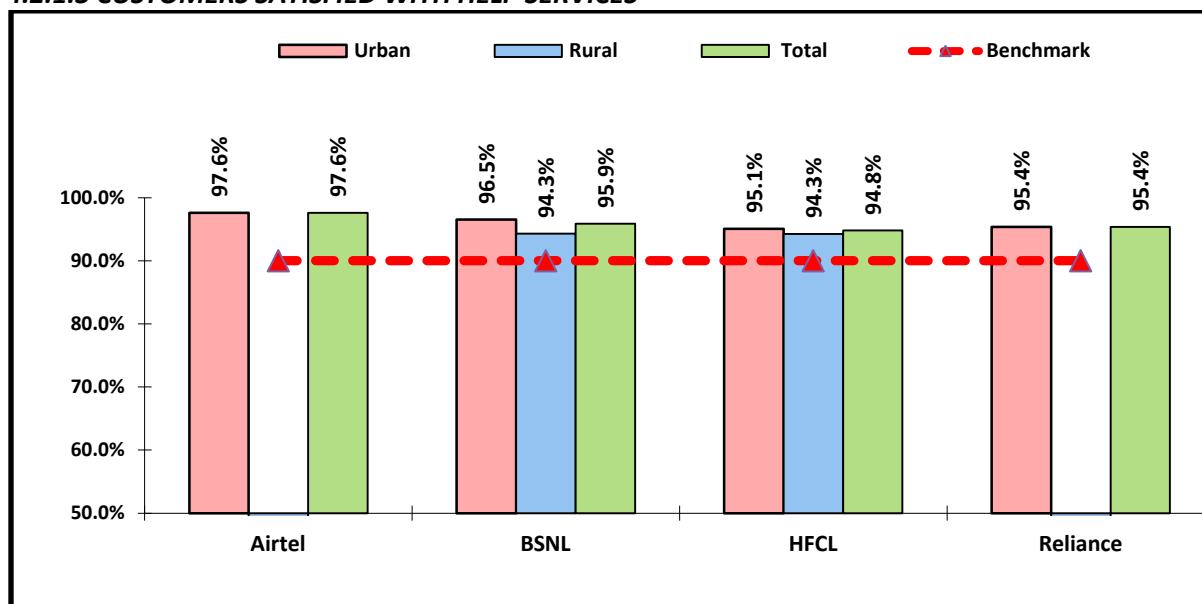
4.2.1.2B CUSTOMERS SATISFIED WITH POSTPAID BILLING SERVICES



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

- All the four operators were found to be meeting the benchmark of >95%
- Percentage of satisfied consumers by operators ranged from 96.2% (HFCL) to 99.7% (Airtel). In rural area BSNL and HFCL had 96% and 95.4% satisfied customers respectively.

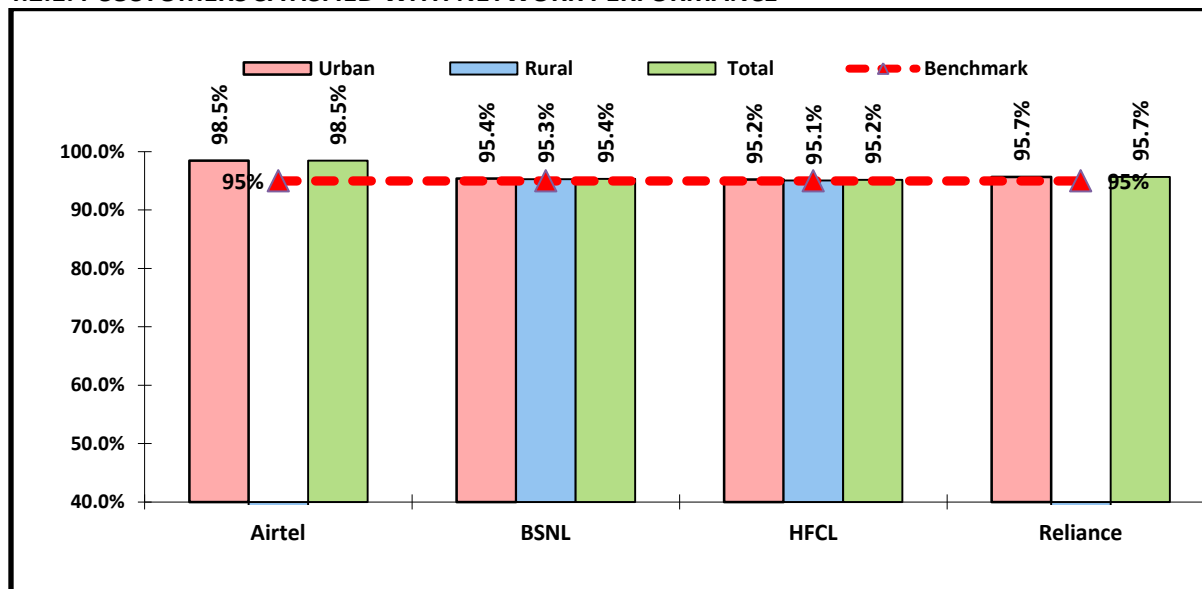
4.2.1.3 CUSTOMERS SATISFIED WITH HELP SERVICES



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

- All the four operators were meeting the benchmark of >90%.
- Percentage of consumer satisfied by operators ranged from 94.8% (HFCL) to 97.6% (Airtel). In rural area BSNL and HFCL had 94.3% each satisfied customers.

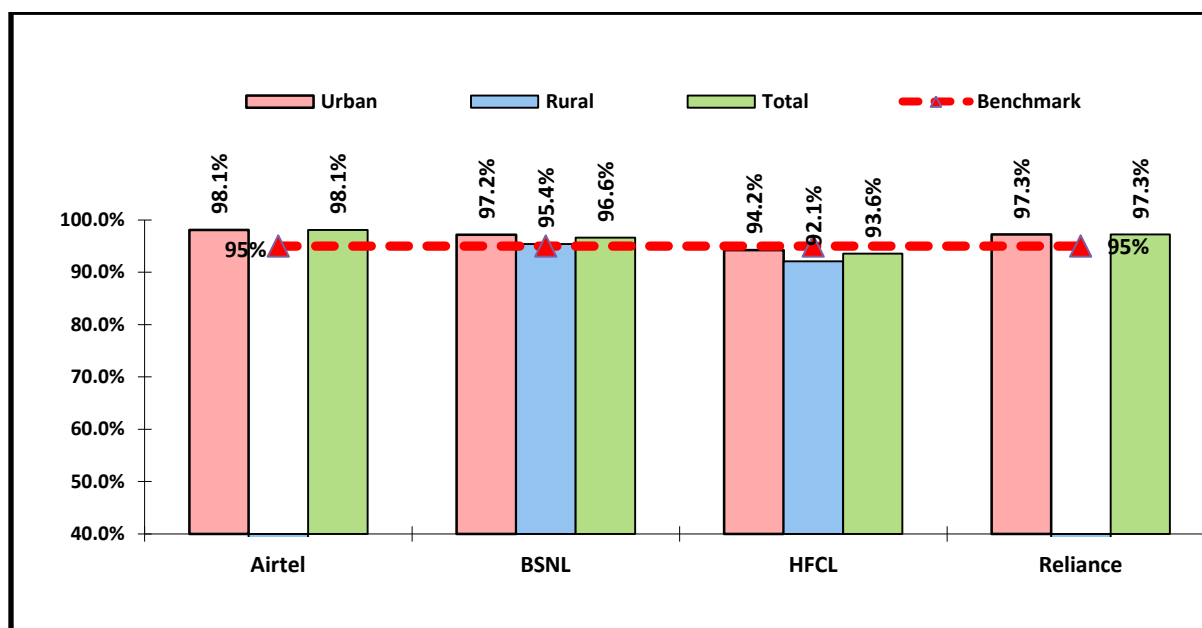
4.2.1.4 CUSTOMERS SATISFIED WITH NETWORK PERFORMANCE



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

- All the four operators were meeting benchmark of >95%. BSNL and HFCL were also able to meet benchmark in rural area.
- Percentages of customers satisfied by both the operators ranged from 95.2% (HFCL) to 98.5% (Airtel). In rural areas BSNL and HFCL had 95.3% and 95.1% satisfied customers respectively.

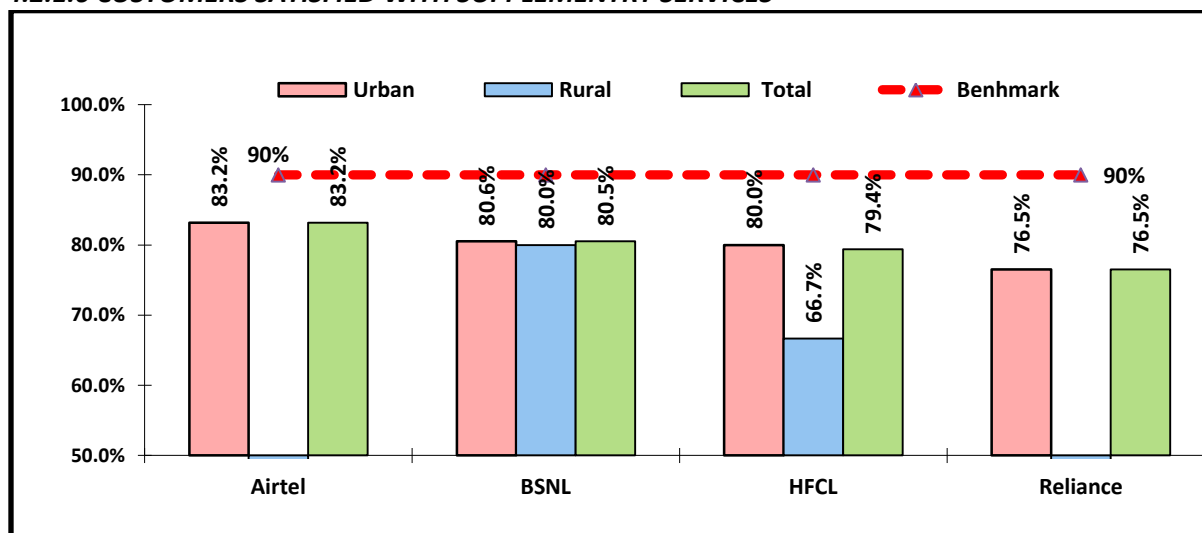
4.2.1.5 CUSTOMERS SATISFIED WITH MAINTAINABILITY



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

- Three operators were meeting the benchmark of >95%. HFCL performance was below the prescribed benchmark – both in rural and urban areas of Punjab.
- Percentage of satisfied consumers by both the operators ranged from 93.6% (HFCL) to 98.1% (Airtel). In rural area and BSNL and HFCL had 95.4% and 92.1% satisfied customers respectively.

4.2.1.6 CUSTOMERS SATISFIED WITH SUPPLEMENTRY SERVICES

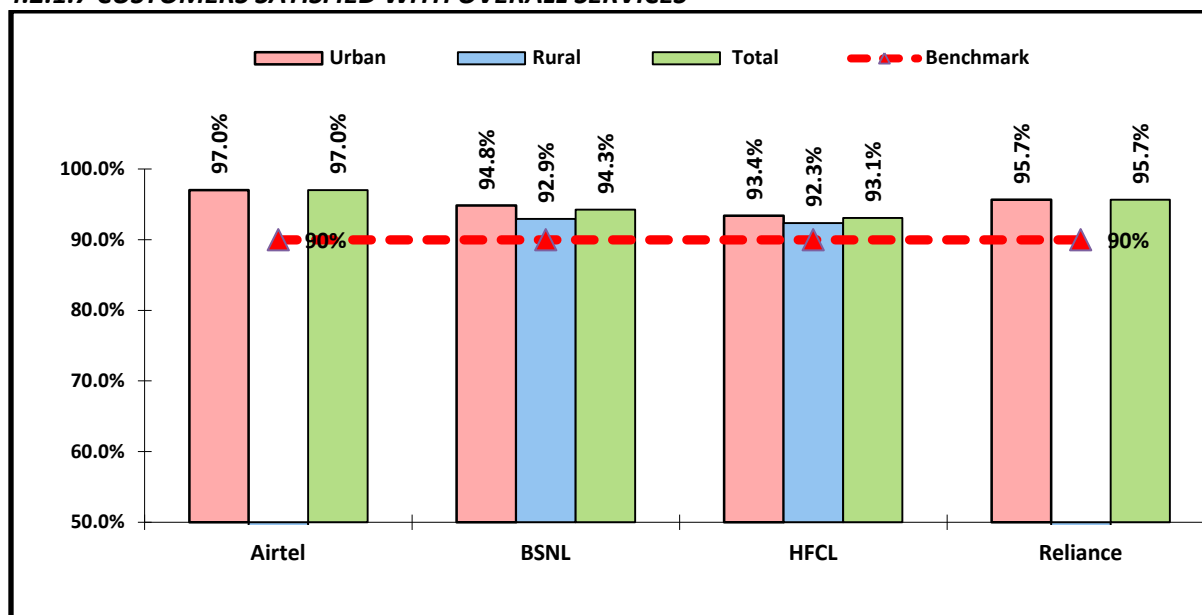


Note: The sample for BSNL (5) and HFCL (3) in rural area was too low therefore should not be qualitatively compared.

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

- **None** of the four operators had met the benchmark of >90%.
- Percentage of consumers satisfied by the operators ranged from 76.5% (Reliance) to 83.2% (Airtel).

4.2.1.7 CUSTOMERS SATISFIED WITH OVERALL SERVICES

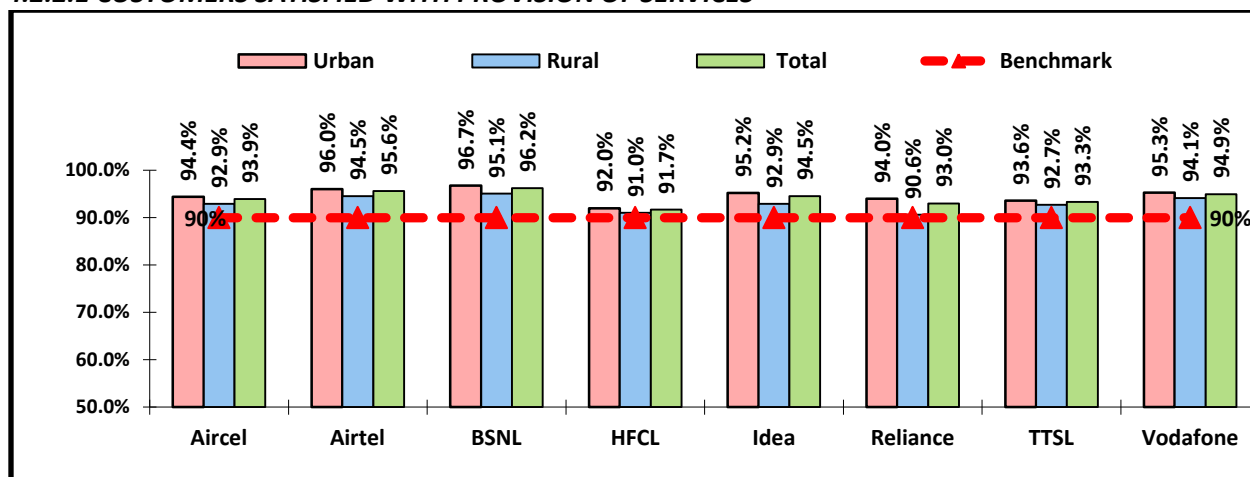


Source: Q7 of the qnr

- All the four operators are meeting the benchmark of >90%.
- Percentage of customers satisfied by all operators ranged from 93.1% (HFCL) to 97% (Airtel). In rural area. BSNL and HFCL had 92.9% and 92.3% satisfied customers respectively.

4.2.2 CELLULAR SERVICE – Service area (PUNJAB)

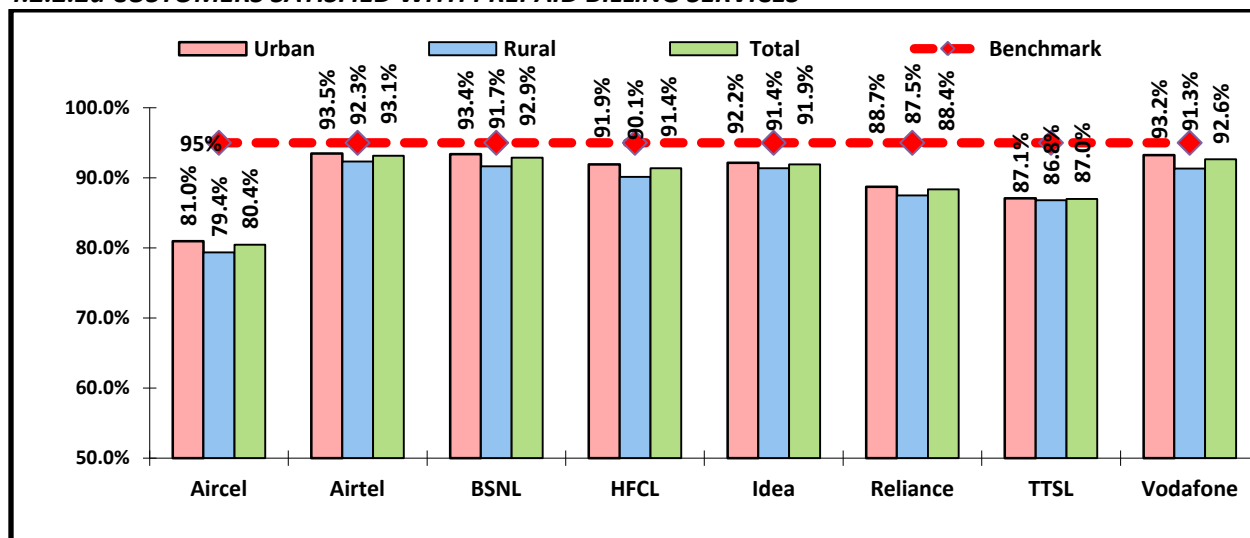
4.2.2.1 CUSTOMERS SATISFIED WITH PROVISION OF SERVICES



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

- Survey was conducted for eight operators providing cellular services in Punjab. All operators were found to be meeting the benchmark of >90%.
- Percentage of consumers satisfied with the provision of services attained by all the eight operators ranged from 93.6% (TTSL) to 96.7% (BSNL) in urban area and 91.0% (HFCL) to 95.1% (BSNL) in rural areas.

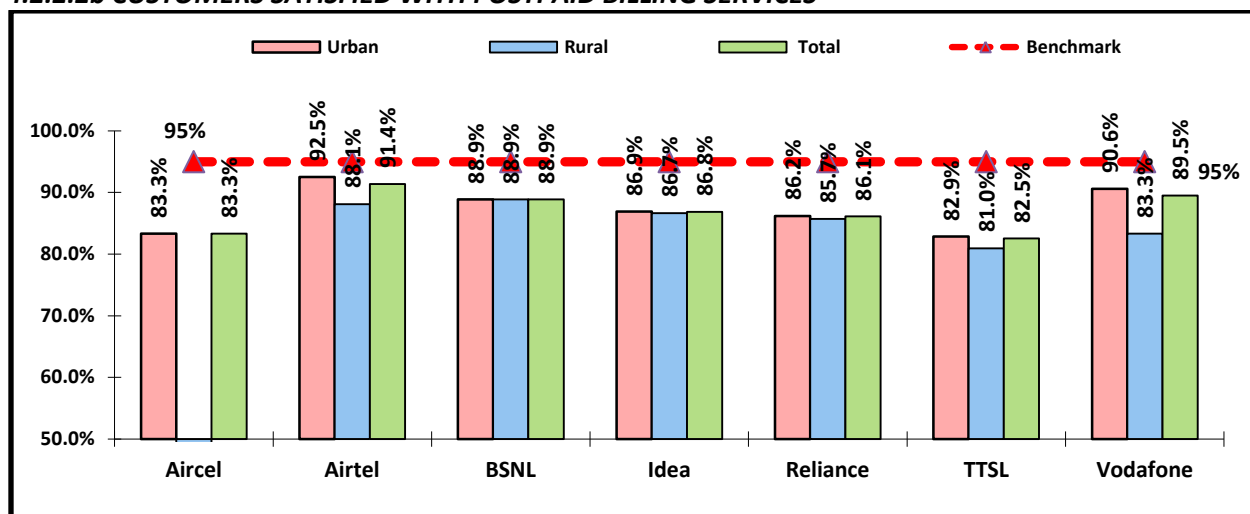
4.2.2.2a CUSTOMERS SATISFIED WITH PREPAID BILLING SERVICES



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

- None of the operators were found to be meeting the benchmark of >95% on prepaid billing service.
- Percentages of satisfied consumer by all the operators ranged from 81.0% (Aircel) to 93.5% (Airtel) in urban area and 79.4% (Aircel) to 92.3% (Airtel) in rural area.

4.2.2.2b CUSTOMERS SATISFIED WITH POSTPAID BILLING SERVICES



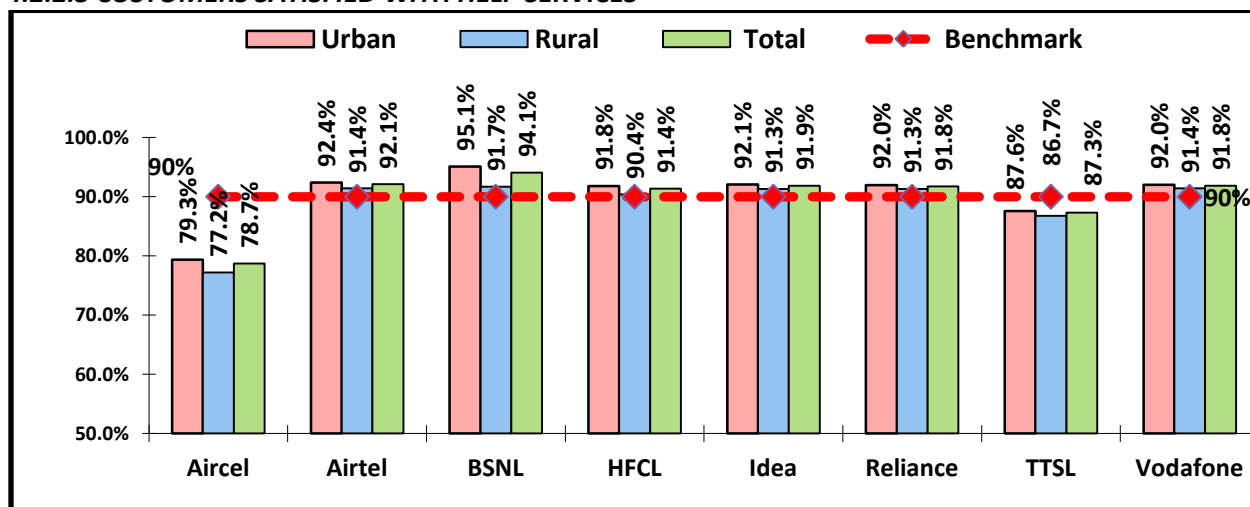
*HFCL does not provide postpaid cellular services

No postpaid subscribers of Aircel were found in rural areas

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

- None of the operators could meet the benchmark of >95% in postpaid billing services.
- Percentage of satisfied consumers by all the eight operators ranged from 82.9% (TTSL) to 92.5% (Airtel) in urban area and 81% (TTSL) to 88.9% (BSNL) in rural area.

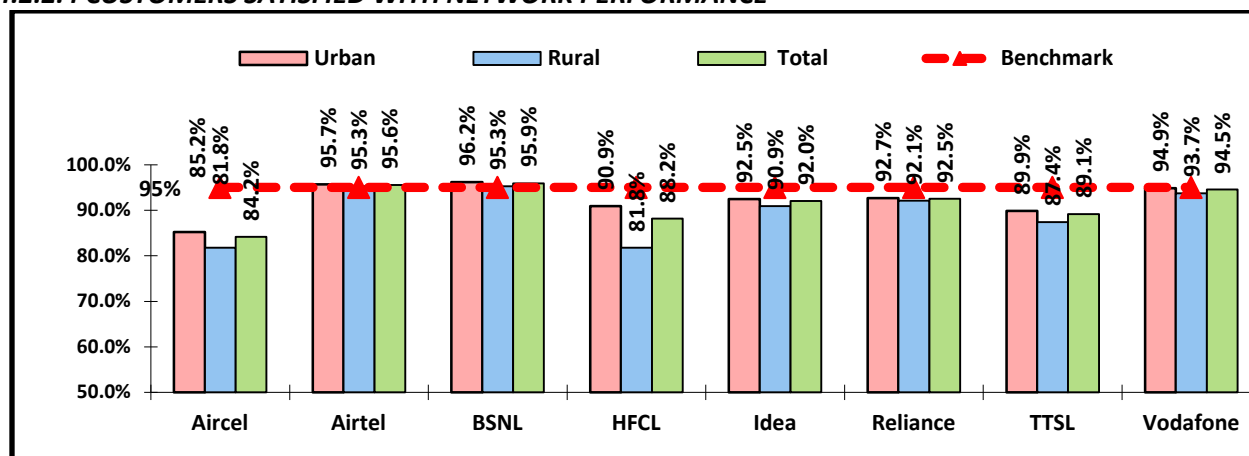
4.2.2.3 CUSTOMERS SATISFIED WITH HELP SERVICES



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

- All except Aircel and TTSL were able to meet the benchmark of >90% in help services in both urban and rural areas of Punjab.
- Percentage of consumers satisfied by all the eight operators ranged from 79.3% (Aircel) to 95.1% (BSNL) in urban area and 77.2% (Aircel) to 91.7% (BSNL) in rural area.

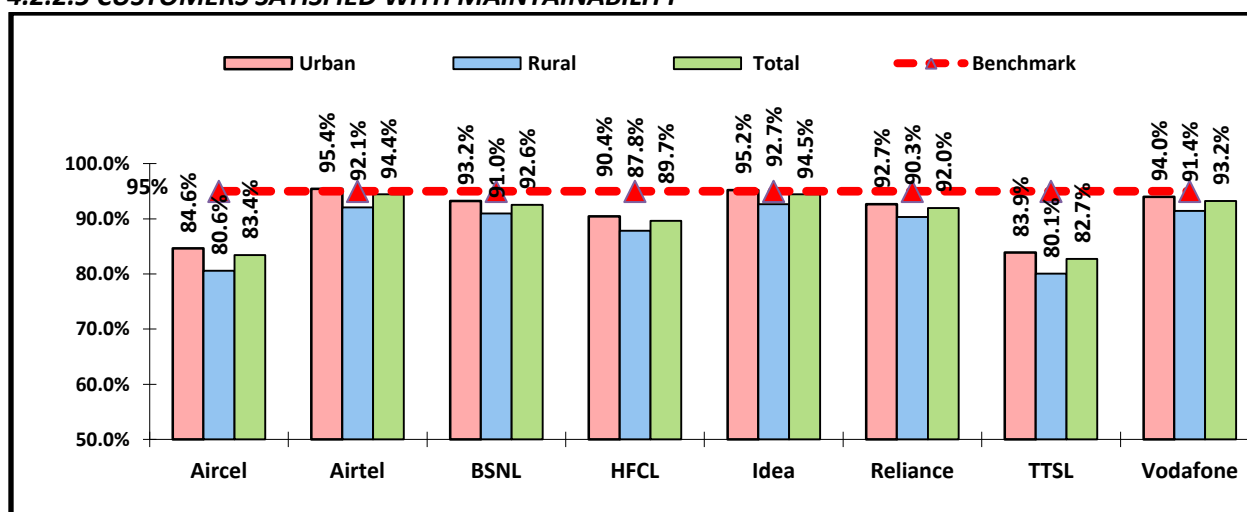
4.2.2.4 CUSTOMERS SATISFIED WITH NETWORK PERFORMANCE



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

- Airtel and BSNL were the only two operators, out of eight, to meet the benchmark of >95%, both in urban as well as rural areas.
- Percentages of customers satisfied by all the operators ranged from 85.2% (Aircel) to 96.2% (BSNL) in urban area and 81.8% (Airtel and HFCL) to 95.3% (Airtel and BSNL) in rural area.

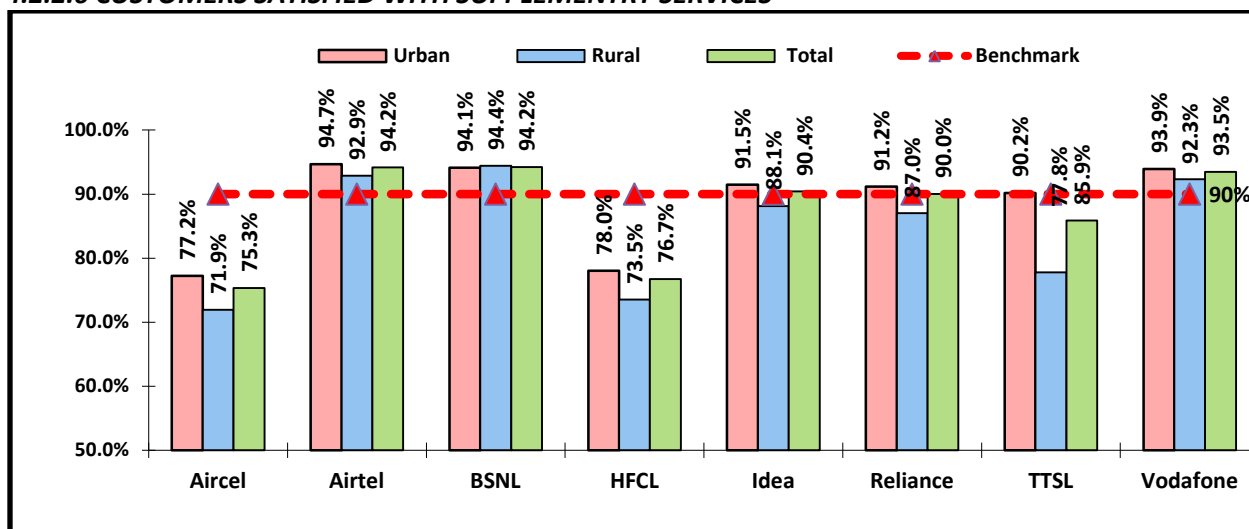
4.2.2.5 CUSTOMERS SATISFIED WITH MAINTAINABILITY



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

- Only Airtel and Idea in urban area and none in rural area were able to meet the benchmark of >95% on maintainability.
- Percentage of satisfied consumers by all the eight operators ranged from 83.9% (TTSL) to 95.4% (Airtel) in urban area and 80.1% (TTSL) to 92.7% (Idea) in rural area.

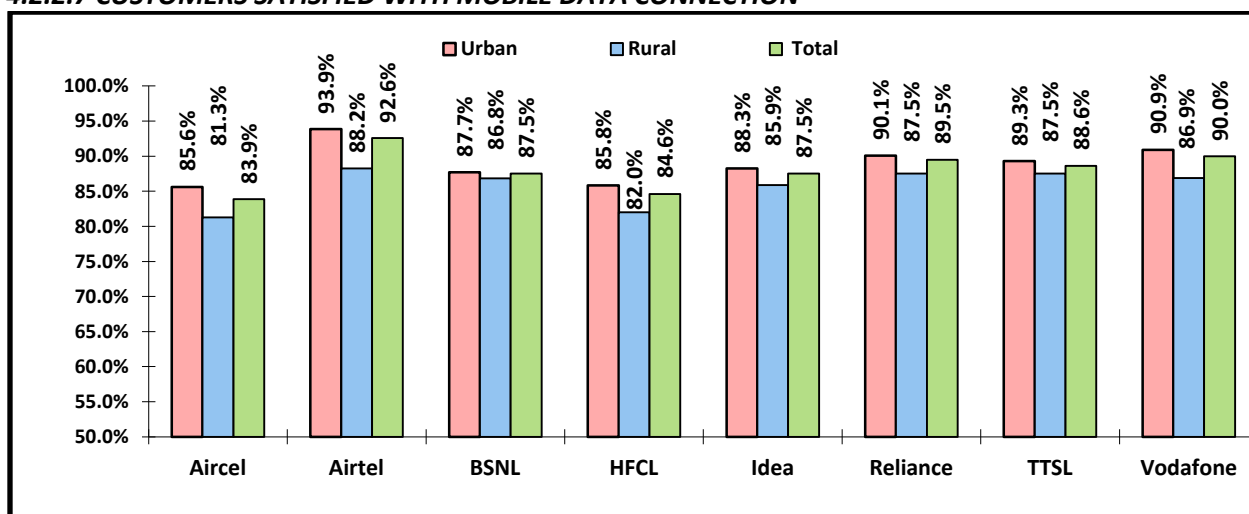
4.2.2.6 CUSTOMERS SATISFIED WITH SUPPLEMENTRY SERVICES



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

- All except Aircel and HFCL were meeting the benchmark of >90% in urban area but only three (Airtel, BSNL and Vodafone) were meeting the benchmark in rural areas.
- Percentage of consumers satisfied by all the eight operators ranged from 77.2% (Aircel) to 94.7% (Airtel) in urban area and 71.9% (Aircel) to 94.4% (BSNL) in rural area.

4.2.2.7 CUSTOMERS SATISFIED WITH MOBILE DATA CONNECTION²

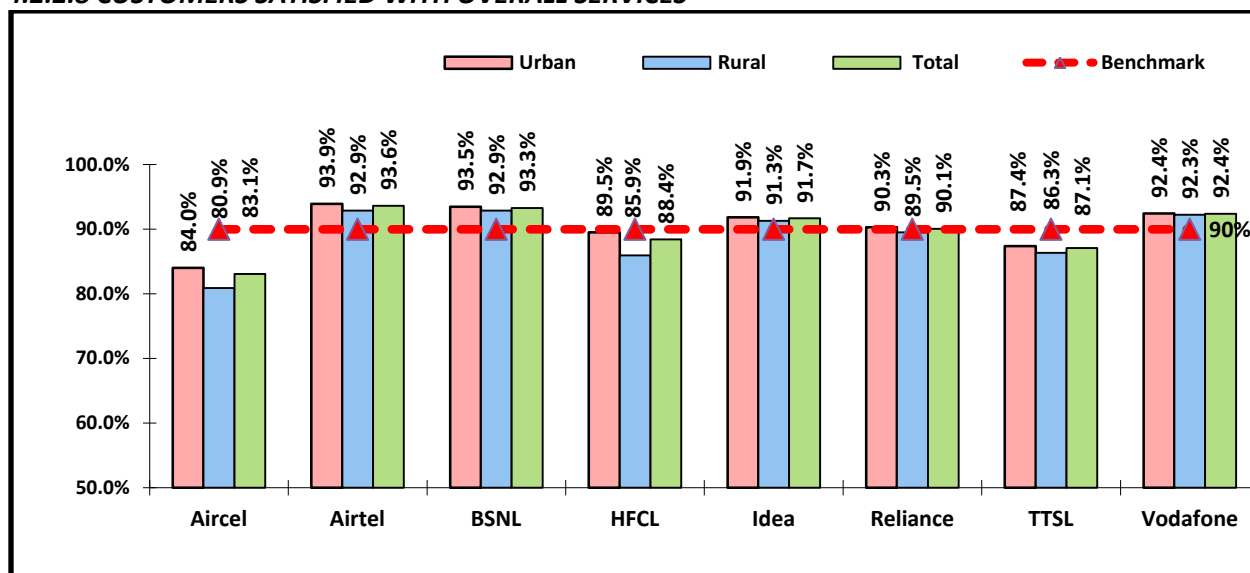


Source: Q7.1, Q7.2, 7.3, Q7.4 of the qnr

- One out of four (25.1%) respondents was found to be using the internet services on their mobile phones.
- 75% reported using 2G services and 25% were using 3G services
- Satisfaction with the mobile data connection was found to be highest in the case of Airtel in both urban (93.9%) and rural (88.2%) areas
- Lowest satisfaction was recorded in the case of Aircel in both urban (85.6%) and rural (81.3%) areas.

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

4.2.2.8 CUSTOMERS SATISFIED WITH OVERALL SERVICES

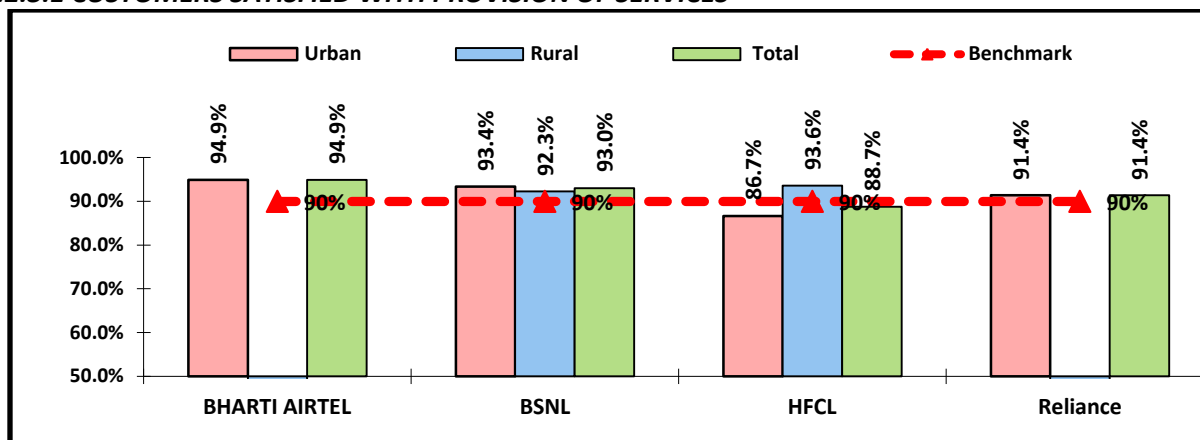


Source: Q8 of the qnrs

- All except Aircel, HFCL and TTSL were meeting the benchmark of >90% in both urban and rural areas.
- Percentage of customers satisfied by all the operators ranged from 84.0% (Aircel) to 93.9% (Airtel) in urban area and 80.9% (Aircel) to 92.9% (Airtel and BSNL) in rural areas.

4.2.3 BROADBAND – Punjab Service Area

4.2.3.1 CUSTOMERS SATISFIED WITH PROVISION OF SERVICES



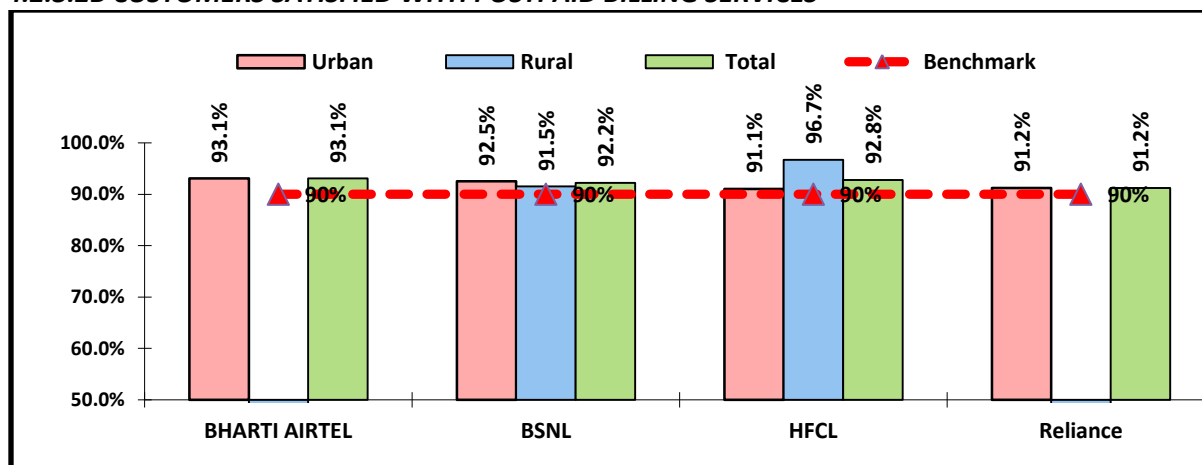
Source: Q1.1, Q1.2 and Q1.3 of the qnr

- Audit was conducted for four operators providing Broadband service in Punjab Service Area. Airtel and Reliance were not providing services in the rural areas covered during the survey.
- Three operators were found to be meeting the benchmark of >90%. In rural area BSNL and HFCL were meeting the benchmark. HFCL was not able to meet the benchmark in urban area.
- Percentage of consumers satisfied with the provision of services attained by four operators ranged from 86.7% (HFCL) to 94.9% (Bharti Airtel) in urban area and 92.3% (BSNL) to 93.6% (HFCL) in rural area.

4.2.3.2A CUSTOMERS SATISFIED WITH PREPAID BILLING SERVICES

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

4.2.3.2B CUSTOMERS SATISFIED WITH POSTPAID BILLING SERVICES

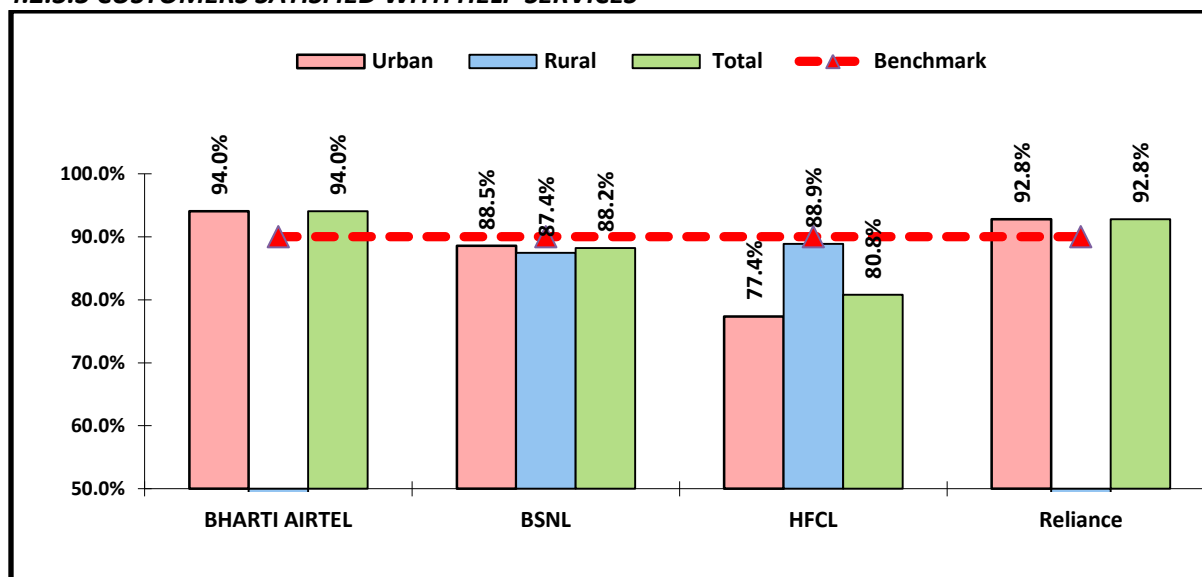


Source: Q2.5, Q2.6 and Q2.7 of the qnr

- All the four operators in rural and urban areas were found to be meeting the benchmark of >90%.
- Percentage of satisfied consumers by all operators ranged from 91.1% (HFCL) to 93.1% (Bharti Airtel) in urban area and 91.5% (BSNL) to 96.7% (HFCL) in rural area.

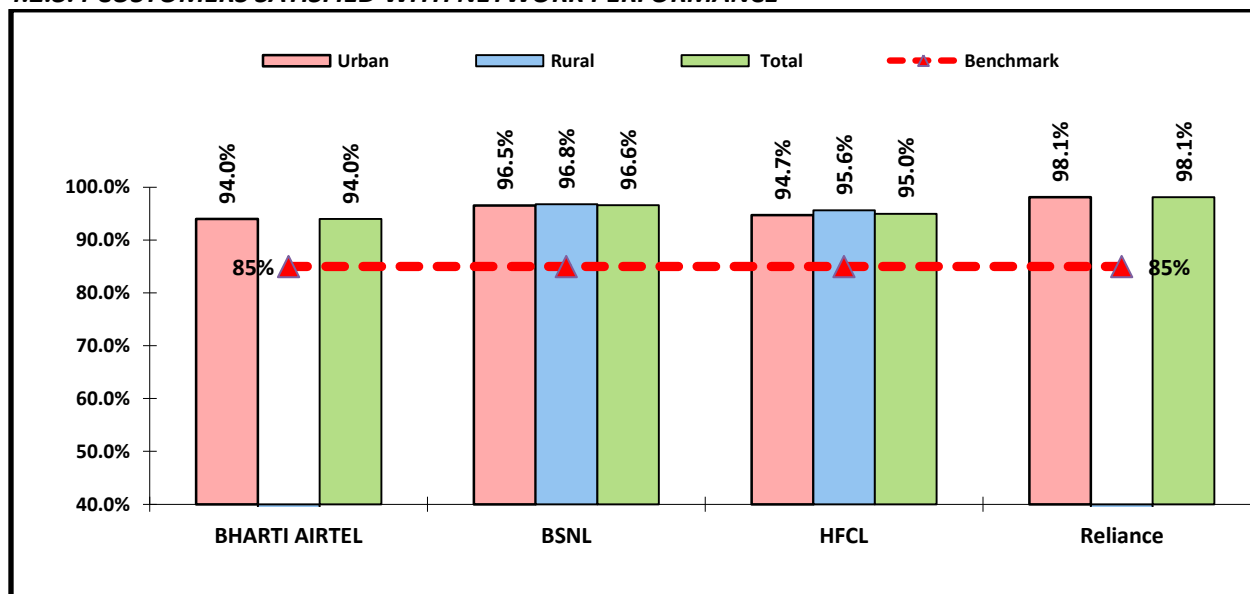


4.2.3.3 CUSTOMERS SATISFIED WITH HELP SERVICES



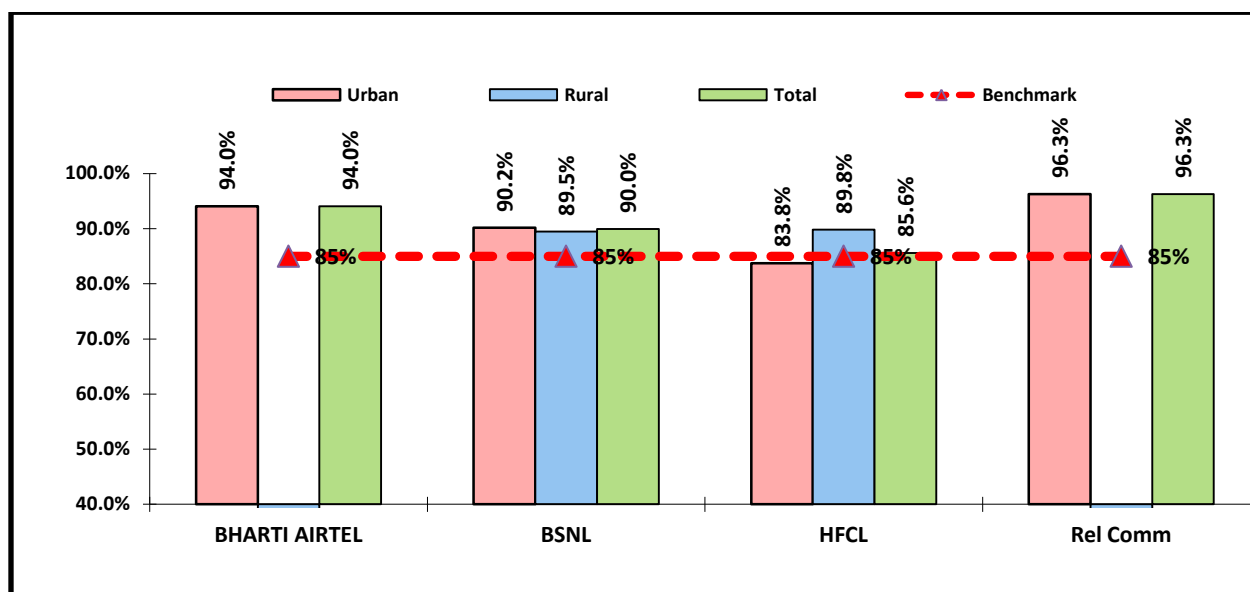
- Two (Bharti Airtel and Reliance) out of the four operators met the benchmark of >90%. BSNL and HFCL were not able to meet the benchmark, both in rural and urban areas.
- Percentage of consumer satisfied by operators ranged from 77.4% (HFCL) to 94% (Airtel) in urban area and 87.4% (BSNL) to 88.9% (HFCL) in rural area.

4.2.3.4 CUSTOMERS SATISFIED WITH NETWORK PERFORMANCE



- All the four operators were found to be meeting the benchmark of >85% in both rural and urban areas.
- Percentages of customers satisfied by operators ranged from 94% (Airtel) to 98.1% (Reliance) in urban area and 95.6% (HFCL) to 96.8% (BSNL) in rural area.

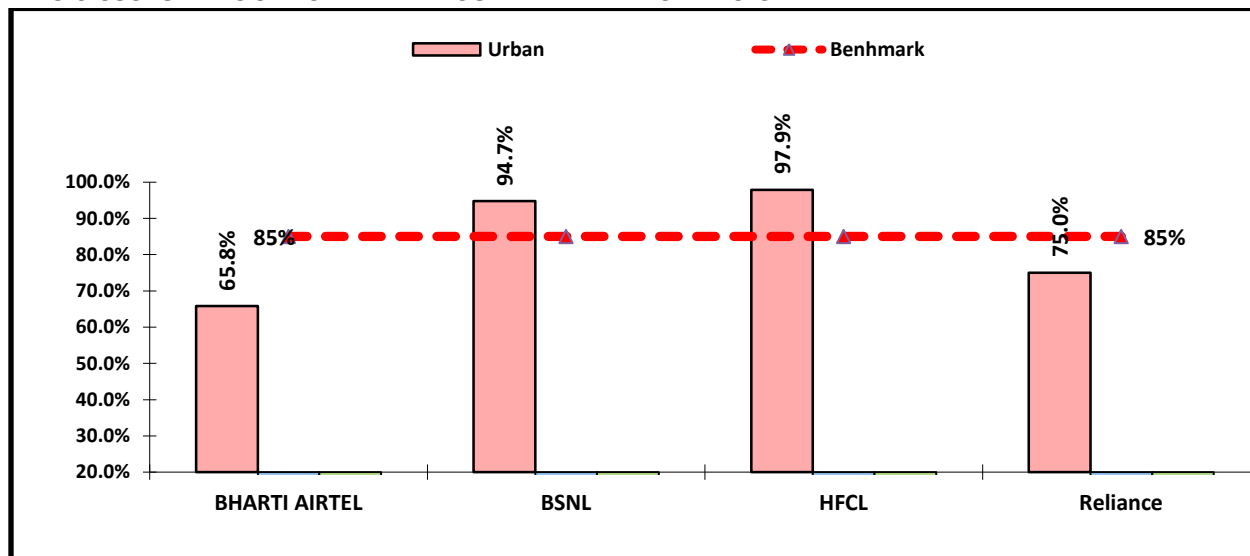
4.2.3.5 CUSTOMERS SATISFIED WITH MAINTAINABILITY



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

- Three operators were found to be meeting the benchmark of >85% in Urban area. In rural area both the operators were meeting the benchmark.
- Percentage of satisfied consumers by operators ranged from 83.8% (HFCL) to 96.3% (Reliance) in urban area and 89.5% (BSNL) to 89.8% (HFCL) in rural areas.

4.2.3.6 CUSTOMERS SATISFIED WITH SUPPLEMENTRY SERVICES

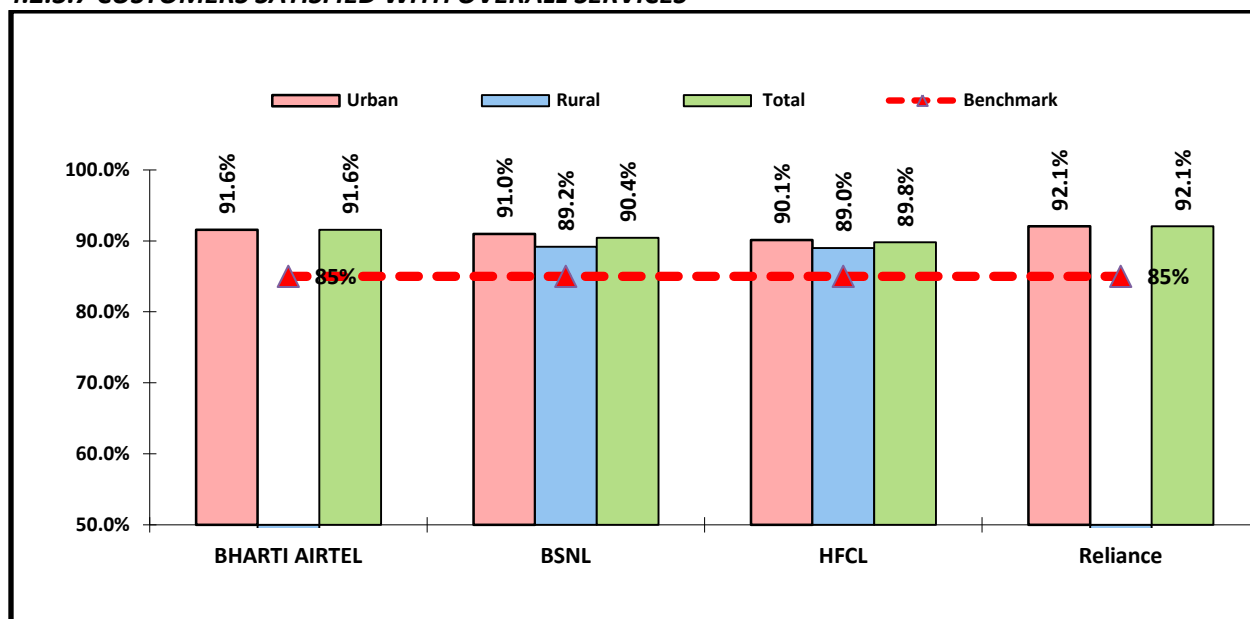


Source: Q6.1 and Q6.2 of the qnr

*Reliance sample size (4). None of the operator has sample in rural area.

- **BSNL and HFCL** of the four operators had **met the benchmark of >85%**.
- Percentage of consumers satisfied by operators ranged from 65.8% (Airtel) to 97.9% (HFCL).

4.2.3.7 CUSTOMERS SATISFIED WITH OVERALL SERVICES



Source: Q7 of the qnr

- All operators were found to be meeting the benchmark of >85% in both Rural area and Urban area.
- Percentage of customers satisfied by the operators ranged from 90.1% (HFCL) to 92.1% (Reliance) in urban area and 89.0% (HFCL) to 89.2% (BSNL) in rural area.

5. ASSESSMENT OF TRAI REGULATIONS & DIRECTIONS



5.1 BASIC (WIRELINE) SERVICE – PUNJAB SERVICE AREA

5.1.1: Registration for blocking unsolicited commercial calls/SMSs: Altogether 2425 wireline subscribers of four operators (Airtel, BSNL, HFCL and Reliance) in Punjab were targeted and of them only 156 (6.4%) had registered for not receiving or blocking unsolicited commercial calls/SMSs, 7.2% from urban area and only 1.9% from rural area. Maximum percentage of people who registered their number was from Reliance subscribers (13.5%).

1. Have you registered your number for not receiving/blocking unsolicited commercial calls / SMSs?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Airtel	Urban	37	6.1%	569	93.9%	606
	Rural	0	0.0%	0	0.0%	0
	Total	37	6.1%	569	93.9%	606
BSNL	Urban	6	1.4%	420	98.6%	426
	Rural	1	0.5%	183	99.5%	184
	Total	7	1.1%	603	98.9%	610
HFCL	Urban	25	5.9%	401	94.1%	426
	Rural	6	3.3%	177	96.7%	183
	Total	31	5.1%	578	94.9%	609
Reliance	Rural	81	13.5%	519	86.5%	600
	Urban	0	0.0%	0	0.0%	0
	Total	81	13.5%	519	86.5%	600
Total	Urban	149	7.2%	1909	92.8%	2058
	Rural	7	1.9%	360	98.1%	367
	Total	156	6.4%	2269	93.6%	2425

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

5.1.2: Satisfaction on effectiveness of blocking of unsolicited commercial calls on your number: The average satisfaction level attained by 156 subscribers who had **registered their number for not receiving or blocking unsolicited commercial calls / SMSs**, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 3.86 in rural area and 4.58 in urban area. It was Maximum in case of Airtel (4.73) in the urban area followed by Reliance (4.64).

2. Satisfaction with the effectiveness of blocking											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Σfx/N
Airtel	Urban	0	1	1	14	12	9	0	37	175	4.73
	Rural	0	0	0	0	0	0	0	0	0	NA
	Total	0	1	1	14	12	9	0	37	175	4.73
BSNL	Urban	0	0	1	2	2	1	0	6	27	4.50
	Rural	0	0	0	1	0	0	0	1	4	4.00
	Total	0	0	1	3	2	1	0	7	31	4.43
HFCL	Urban	0	0	5	10	10	0	0	25	105	4.20
	Rural	0	1	1	2	2	0	0	6	23	3.83
	Total	0	1	6	12	12	0	0	31	128	4.13
Reliance	Urban	0	0	10	19	42	10	0	81	376	4.64
	Rural	0	0	0	0	0	0	0	0	0	NA
	Total	0	0	10	19	42	10	0	81	376	4.64
Total	Urban	0	1	17	45	66	20	0	149	683	4.58
	Rural	0	1	1	3	2	0	0	7	27	3.86
	Total	0	2	18	48	68	20	0	156	710	4.55

Source: Q2 of the Implementation and Effectiveness part



5.1.3 Consumers' complaints for not stopping unsolicited calls/ SMSes: Of the 156 subscribers who had registered for not receiving or blocking the unsolicited commercial calls, 33 (21.2%) had made complaints as the unsolicited call/SMS had not stopped in spite of registration for the same. In the case of Reliance 19 out of 81 (23.5%) had made the complaint.

3. Have you ever registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Airtel	Urban	8	21.6%	29	78.4%	37
	Rural	0	0.0%	0	0.0%	0
	Total	8	21.6%	29	78.4%	37
BSNL	Urban	1	16.7%	5	83.3%	6
	Rural	1	100.0%	0	0.0%	1
	Total	2	28.6%	5	71.4%	7
HFCL	Urban	3	12.0%	22	88.0%	25
	Rural	1	16.7%	5	83.3%	6
	Total	4	12.9%	27	87.1%	31
Reliance	Urban	19	23.5%	62	76.5%	81
	Rural	0	0.0%	0	0.0%	0
	Total	19	23.5%	62	76.5%	81
Total	Urban	31	20.8%	118	79.2%	149
	Rural	2	28.6%	5	71.4%	7
	Total	33	21.2%	123	78.8%	156

Source: Q3 of the Implementation and Effectiveness

5.1.4 Satisfaction on ease of lodging the complaint and action thereupon: Since only 33 subscribers had lodged complaint, satisfaction level on ease of lodging complaint and with the action should not be qualitatively compared. The average satisfaction level was 4.91 – 5.00 in urban and 3.50 in rural areas.

4. Satisfaction on ease of lodging complaint												
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Σfx/N	
Airtel	Urban	0	0	1	2	2	2	1	8	40	5.00	
	Rural	0	0	0	0	0	0	0	0	0	NA	
	Total	0	0	1	2	2	2	1	8	40	5.00	
BSNL	Urban	0	0	0	0	1	0	0	1	5	5.00	
	Rural	0	0	0	1	0	0	0	1	4	4.00	
	Total	0	0	0	1	1	0	0	2	9	4.50	
HFCL	Urban	0	0	0	1	2	0	0	3	14	4.67	
	Rural	0	0	1	0	0	0	0	1	3	3.00	
	Total	0	0	1	1	2	0	0	4	17	4.25	
Rel com	Urban	0	0	0	9	0	10	0	19	96	5.05	
	Rural	0	0	0	0	0	0	0	0	0	NA	
	Total	0	0	0	9	0	10	0	19	96	5.05	
Total	Urban	0	0	1	12	5	12	1	31	155	5.00	
	Rural	0	0	1	1	0	0	0	2	7	3.50	
	Total	0	0	2	13	5	12	1	33	162	4.91	

Source: Q4 & 5 of the Implementation and Effectiveness part of the qnr



5.1.5 Satisfaction on action taken after lodging complaint: Since only 33 subscribers had lodged complaint, satisfaction level on action taken after lodging complaint should not be qualitatively compared. The average satisfaction level in this case was 5.18 –higher in the case of urban area (5.23) than the rural area (4.50).

5. Satisfaction on action taken after lodging complaint											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Σfx/N
Airtel	Urban	0	0	0	2	2	3	1	8	43	5.38
	Rural	0	0	0	0	0	0	0	0	0	NA
	Total	0	0	0	2	2	3	1	8	43	5.38
BSNL	Urban	0	0	0	0	1	0	0	1	5	5.00
	Rural	0	0	0	0	1	0	0	1	5	5.00
	Total	0	0	0	0	2	0	0	2	10	5.00
HFCL	Urban	0	0	0	0	2	1	0	3	16	5.33
	Rural	0	0	0	1	0	0	0	1	4	4.00
	Total	0	0	0	1	2	1	0	4	20	5.00
Rel com	Urban	0	0	0	8	0	11	0	19	98	5.16
	Rural	0	0	0	0	0	0	0	0	0	NA
	Total	0	0	0	8	0	11	0	19	98	5.16
Total	Urban	0	0	0	10	5	15	1	31	162	5.23
	Rural	0	0	0	1	1	0	0	2	9	4.50
	Total	0	0	0	11	6	15	1	33	171	5.18

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

5.1.6 Awareness about the grievance redressal mechanisms: Of the three different modes of grievance redressal mechanisms set up by different service providers, it was found that in Punjab almost all were aware of toll free consumer care number. But they were hardly aware of Appellate Authority (1.5%) and web based complaint monitoring system (0.7%). Altogether only 35 were aware about Appellate Authority and mostly from BSNL (25, 4.1%).

6. Which all grievance redressal mechanisms set up by your telecom service provider based on the TRAI regulations are you aware of?								
Service Provider		Toll Free Consumer Care Number		Appellate Authority		Web based complaint monitoring system		Total
		Count	%age	Count	%age	Count	%age	Count
Airtel	Urban	605	99.8%	3	0.5%	2	0.3%	606
	Rural	0	0.0%	0	0.0%	0	0.0%	NA
	Total	605	99.8%	3	0.5%	2	0.3%	606
BSNL	Urban	426	100.0%	21	4.9%	9	2.1%	426
	Rural	183	99.5%	2	1.1%	2	1.1%	184
	Total	609	99.8%	25	4.1%	11	1.8%	610
HFCL	Urban	424	99.5%	6	1.4%	4	0.9%	426
	Rural	181	98.9%	1	0.5%	0	0.0%	183
	Total	605	99.3%	7	1.1%	4	0.7%	609
Reliance	Urban	600	100.0%	2	0.3%	1	0.2%	600
	Rural	0	0.0%	0	0.0%	0	0.0%	NA
	Total	600	100.0%	2	0.3%	1	0.2%	600
Total	Urban	2055	99.9%	32	1.6%	16	0.8%	2058
	Rural	364	99.2%	3	0.8%	2	0.5%	367
	Total	2419	99.8%	35	1.5%	18	0.7%	2425

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

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



5.1.7 Consumers' complaints to toll free consumer care number: Around 17% had reported they had made complaint to toll free consumer care number – 16.6% by rural subscribers and 17% by urban subscribers. In rural area it was reported by over 20% of BSNL subscribers.

7. Have you made any complaint to the toll free Consumer Care Number?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Airtel	Urban	104	17.2%	502	82.8%	606
	Rural	0	0.0%	0	0.0%	0
	Total	104	17.2%	502	82.8%	606
BSNL	Urban	76	17.8%	350	82.2%	426
	Rural	37	20.1%	147	79.9%	184
	Total	113	18.5%	497	81.5%	610
HFCL	Urban	95	22.3%	331	77.7%	426
	Rural	24	13.1%	159	86.9%	183
	Total	119	19.5%	490	80.5%	609
Reliance	Urban	75	12.5%	525	87.5%	600
	Rural	0	0.0%	0	0.0%	0
	Total	75	12.5%	525	87.5%	600
Total	Urban	350	17.0%	1708	83.0%	2058
	Rural	61	16.6%	306	83.4%	367
	Total	411	16.9%	2014	83.1%	2425

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

5.1.8 Satisfaction with manner in which the complaint was handled in consumer care: 411 customers who had lodged their complaints at the toll free consumer care number, average satisfaction level on a scale of 1 to 7, where 1 is highly dissatisfied and 7 is highly satisfied, was 5.13 in the urban and 5.03 in the rural areas of Punjab. Therefore the difference in the satisfaction level was not much in rural and urban areas. It was recorded highest in the case of Airtel (5.26).

5.1.8: Satisfaction on the manner of addressing the complaint such as docket number, redressal etc											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Σfx/N
Airtel	Urban	1	0	0	11	50	42	0	104	547	5.26
	Rural	0	0	0	0	0	0	0	0	0	NA
	Total	1	0	0	11	50	42	0	104	547	5.26
BSNL	Urban	0	0	1	21	23	30	1	76	389	5.12
	Rural	0	0	0	14	8	15	0	37	186	5.03
	Total	0	0	1	35	31	45	1	113	575	5.09
HFCL	Urban	0	1	10	2	47	35	0	95	485	5.11
	Rural	0	0	3	0	14	7	0	24	121	5.04
	Total	0	1	13	2	61	42	0	119	606	5.09
Rel com	Urban	0	0	0	0	75	0	0	75	375	5.00
	Rural	0	0	0	0	0	0	0	0	0	NA
	Total	0	0	0	0	75	0	0	75	375	5.00
Total	Urban	1	1	11	34	195	107	1	350	1796	5.13
	Rural	0	0	3	14	22	22	0	61	307	5.03
	Total	1	1	14	48	217	129	1	411	2103	5.12

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



5.1.9 & 10: Consumers' appeal to Appellate Authority and Satisfaction with manner in which your appeal was addressed: None of the 35 complainants who were aware of the TRAI regulation on Appellate Authority had filed appeal at the time of the survey. Therefore satisfaction level on this aspect could not be ascertained.



5.2 CELLULAR – Punjab Service Area

5.2.1: Registration for blocking unsolicited commercial calls/SMSs: Altogether 4878 cellular consumers of 8 operators in Punjab were targeted and of them only 380 (7.8%) had registered for not receiving or blocking unsolicited commercial calls/SMSes. The highest percentages of registered subscribers were found in the case of Idea both in urban (21.2%) and rural (14.1%) areas..

1. Have you registered your number for not receiving/blocking unsolicited commercial calls / SMSs?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Aircel	Urban	24	5.6%	402	94.4%	426
	Rural	10	5.5%	173	94.5%	183
	Total	34	5.6%	575	94.4%	609
Airtel	Urban	24	5.6%	404	94.4%	428
	Rural	9	4.9%	174	95.1%	183
	Total	33	5.4%	578	94.6%	611
BSNL	Urban	16	3.7%	412	96.3%	428
	Rural	6	3.3%	177	96.7%	183
	Total	22	3.6%	589	96.4%	611
HFCL	Urban	49	11.4%	380	88.6%	429
	Rural	20	10.8%	165	89.2%	185
	Total	69	11.2%	545	88.8%	614
Idea	Urban	91	21.2%	339	78.8%	430
	Rural	26	14.1%	158	85.9%	184
	Total	117	19.1%	497	80.9%	614
Reliance	Urban	13	3.1%	410	96.9%	423
	Rural	5	2.8%	176	97.2%	181
	Total	18	3.0%	586	97.0%	604
TTSL	Urban	32	7.5%	396	92.5%	428
	Rural	11	6.0%	172	94.0%	183
	Total	43	7.0%	568	93.0%	611
Vodafone	Urban	32	7.6%	391	92.4%	423
	Rural	12	6.6%	169	93.4%	181
	Total	44	7.3%	560	92.7%	604
Total	Urban	281	8.2%	3134	91.8%	3415
	Rural	99	6.8%	1364	93.2%	1463
	Total	380	7.8%	4498	92.2%	4878

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



5.2.2: Satisfaction on effectiveness of blocking of unsolicited commercial calls on your number: The average satisfaction level attained by 380 subscribers, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.29 in urban areas and 3.93 in rural areas. It was highest in the case of Airtel in both urban (4.96) and rural (4.67) areas.

5.2.2. Satisfaction with the effectiveness of blocking of unsolicited commercial calls on your number.											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Σfx/N
Aircel	Urban	0	3	5	1	5	10	0	24	110	4.58
	Rural	0	0	1	4	4	1	0	10	45	4.50
	Total	0	3	6	5	9	11	0	34	155	4.56
Airtel	Urban	2	0	1	3	7	10	1	24	119	4.96
	Rural	2	0	0	2	0	3	2	9	42	4.67
	Total	4	0	1	5	7	13	3	33	161	4.88
BSNL	Urban	2	1	0	4	7	2	0	16	67	4.19
	Rural	2	0	0	2	2	0	0	6	20	3.33
	Total	4	1	0	6	9	2	0	22	87	3.95
HFCL	Urban	0	5	2	20	12	10	0	49	216	4.41
	Rural	0	1	1	11	6	1	0	20	85	4.25
	Total	0	6	3	31	18	11	0	69	301	4.36
Idea	Urban	21	5	4	10	43	8	0	91	346	3.80
	Rural	11	1	0	1	11	2	0	26	84	3.23
	Total	32	6	4	11	54	10	0	117	430	3.68
Reliance	Urban	3	0	0	4	4	2	0	13	51	3.92
	Rural	1	0	0	3	0	1	0	5	19	3.80
	Total	4	0	0	7	4	3	0	18	70	3.89
TTSL	Urban	4	0	0	9	11	8	0	32	143	4.47
	Rural	4	0	0	2	3	2	0	11	39	3.55
	Total	8	0	0	11	14	10	0	43	182	4.23
Vodafone	Urban	4	0	0	2	15	11	0	32	153	4.78
	Rural	1	0	2	1	4	4	0	12	55	4.58
	Total	5	0	2	3	19	15	0	44	208	4.73
Total	Urban	36	14	12	53	104	61	1	281	1205	4.29
	Rural	21	2	4	26	30	14	2	99	389	3.93
	Total	57	16	16	79	134	75	3	380	1594	4.19

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



5.2.3 Consumers' complaints for not stopping commercial calls/ SMSes: Of the 380 customers who had registered for not receiving or blocking the unsolicited commercial calls, around 43% had complained as the unsolicited call/SMS had not stopped in spite of registration for the same. In rural area it was about 29% whereas in urban area it was 48%. In urban area maximum complaints were reported by the subscribers of Idea (65.9%) and in rural area it was reported maximum by BSNL and Aircel (50% each).

3. Have you ever registered a complaint, in case the unsolicited call/SMS have not had not stopped in spite of registration for the same?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Aircel	Urban	14	58.3%	10	41.7%	24
	Rural	5	50.0%	5	50.0%	10
	Total	19	55.9%	15	44.1%	34
Airtel	Urban	3	12.5%	21	87.5%	24
	Rural	1	11.1%	8	88.9%	9
	Total	4	12.1%	29	87.9%	33
BSNL	Urban	9	56.2%	7	43.8%	16
	Rural	3	50.0%	3	50.0%	6
	Total	12	54.5%	10	45.5%	22
HFCL	Urban	30	61.2%	19	38.8%	49
	Rural	7	35.0%	13	65.0%	20
	Total	37	53.6%	32	46.4%	69
Idea	Urban	60	65.9%	31	34.1%	91
	Rural	8	30.8%	18	69.2%	26
	Total	68	58.1%	49	41.9%	117
Reliance	Urban	5	38.5%	8	61.5%	13
	Rural	1	20.0%	4	80.0%	5
	Total	6	33.3%	12	66.7%	18
TTSL	Urban	8	25.0%	24	75.0%	32
	Rural	2	18.2%	9	81.8%	11
	Total	10	23.3%	33	76.7%	43
Vodafone	Urban	7	21.9%	25	78.1%	32
	Rural	2	16.7%	10	83.3%	12
	Total	9	20.5%	35	79.5%	44
Total	Urban	136	48.4%	145	51.6%	281
	Rural	29	29.3%	70	70.7%	99
	Total	165	43.4%	215	56.6%	380

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



5.2.4 Satisfaction on ease of lodging the complaint: The average satisfaction level of 165 complainants on ease of lodging complaint for non stoppage of unsolicited calls/ SMSes, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.31 in urban areas and 3.90 in rural areas. It was recorded highest in the case of Airtel (5.67) in the urban area and Airtel and Reliance (5.00) in the rural area.

5.2.4: Satisfaction on ease of lodging complaint											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Σfx/N
Aircel	Urban	0	0	1	8	5	0	0	14	60	4.29
	Rural	1	0	0	1	3	0	0	5	20	4.00
	Total	1	0	1	9	8	0	0	19	80	4.21
Airtel	Urban	0	0	0	1	0	1	1	3	17	5.67
	Rural	0	0	0	0	1	0	0	1	5	5.00
	Total	0	0	0	1	1	1	1	4	22	5.50
BSNL	Urban	1	1	0	2	5	0	0	9	36	4.00
	Rural	1	0	0	1	1	0	0	3	10	3.33
	Total	2	1	0	3	6	0	0	12	46	3.83
HFCL	Urban	0	2	2	8	16	2	0	30	134	4.47
	Rural	0	2	0	0	5	0	0	7	29	4.14
	Total	0	4	2	8	21	2	0	37	163	4.41
Idea	Urban	7	3	5	13	27	5	0	60	245	4.08
	Rural	2	2	0	0	4	0	0	8	26	3.25
	Total	9	5	5	13	31	5	0	68	271	3.99
Reliance	Urban	0	0	2	1	2	0	0	5	20	4.00
	Rural	0	0	0	0	1	0	0	1	5	5.00
	Total	0	0	2	1	3	0	0	6	25	4.17
TTSL	Urban	0	0	0	2	6	0	0	8	38	4.75
	Rural	0	0	0	1	1	0	0	2	9	4.50
	Total	0	0	0	3	7	0	0	10	47	4.70
Vodafone	Urban	0	0	1	1	2	2	1	7	36	5.14
	Rural	0	0	0	1	1	0	0	2	9	4.50
	Total	0	0	1	2	3	2	1	9	45	5.00
Total	Urban	8	6	11	36	63	10	2	136	586	4.31
	Rural	4	4	0	4	17	0	0	29	113	3.90
	Total	12	10	11	40	80	10	2	165	699	4.24

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

5.2.5 Satisfaction on action taken on the complaints: The average satisfaction level of 165 complainants on action taken on their lodged complaints for non stoppage of unsolicited calls/ SMSes, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.19 in urban areas and 3.93 in rural areas. It was recorded highest in the case of Airtel (5.33) in the urban areas and Airtel and Reliance (5.00) in the rural areas.

5.2.5: Satisfaction on ease of action thereupon											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Σfx/N
Aircel	Urban	0	0	0	5	9	0	0	14	65	4.64
	Rural	0	0	0	3	2	0	0	5	22	4.40
	Total	0	0	0	8	11	0	0	19	87	4.58
Airtel	Urban	0	0	1	0	0	1	1	3	16	5.33
	Rural	0	0	0	0	1	0	0	1	5	5.00
	Total	0	0	1	0	1	1	1	4	21	5.25
BSNL	Urban	1	1	0	2	4	1	0	9	37	4.11
	Rural	1	0	0	1	1	0	0	3	10	3.33
	Total	2	1	0	3	5	1	0	12	47	3.92
HFCL	Urban	0	0	7	12	11	0	0	30	124	4.13
	Rural	0	1	2	0	3	1	0	7	29	4.14
	Total	0	1	9	12	14	1	0	37	153	4.14
Idea	Urban	2	9	11	9	26	3	0	60	237	3.95
	Rural	2	2	0	0	4	0	0	8	26	3.25
	Total	4	11	11	9	30	3	0	68	263	3.87
Reliance	Urban	0	1	1	2	1	0	0	5	18	3.60
	Rural	0	0	0	0	1	0	0	1	5	5.00
	Total	0	1	1	2	2	0	0	6	23	3.83
TTSL	Urban	0	0	0	3	4	1	0	8	38	4.75
	Rural	0	1	0	0	0	1	0	2	8	4.00
	Total	0	1	0	3	4	2	0	10	46	4.60
Vodafone	Urban	0	0	0	2	3	2	0	7	35	5.00
	Rural	0	0	0	1	1	0	0	2	9	4.50
	Total	0	0	0	3	4	2	0	9	44	4.89
Total	Urban	3	11	20	35	58	8	1	136	570	4.19
	Rural	3	4	2	5	13	2	0	29	114	3.93
	Total	6	15	22	40	71	10	1	165	684	4.15

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

5.2.6 Satisfaction with the information received at the time of activation of various vouchers: The average satisfaction level of 4558 prepaid subscribers with the information, received through SMS at the time of activation of various vouchers, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.73 in urban areas and in rural area it was 4.61 – not much difference in the satisfaction level of the rural and urban subscribers. It was recorded highest in the case of Airtel in both urban (5.92) and rural (5.86) areas.

5.2.6. How satisfied are you with the information, received through SMS at the time of activation of various vouchers, such as amount charged, processing fee, taxes deducted, title of the plan, validity etc?											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Σfx/N
Aircel	Urban	2	11	62	240	56	4	3	378	1495	3.96
	Rural	3	8	56	109	2	3	2	183	665	3.63
	Total	5	19	118	349	58	7	5	561	2160	3.85
Airtel	Urban	0	1	2	32	68	175	110	388	2296	5.92
	Rural	7	0	1	12	30	50	69	169	991	5.86
	Total	7	1	3	44	98	225	179	557	3287	5.90
BSNL	Urban	0	0	18	209	112	55	7	401	1829	4.56
	Rural	7	0	4	88	47	20	8	174	782	4.49
	Total	7	0	22	297	159	75	15	575	2611	4.54
HFCL	Urban	3	22	105	255	34	10	0	429	1612	3.76
	Rural	2	8	56	97	16	6	0	185	690	3.73
	Total	5	30	161	352	50	16	0	614	2302	3.75
Idea	Urban	0	0	18	32	223	85	44	402	2115	5.26
	Rural	0	0	6	18	94	53	3	174	899	5.17
	Total	0	0	24	50	317	138	47	576	3014	5.23
Reliance	Urban	0	0	6	147	190	38	1	382	1791	4.69
	Rural	0	0	0	94	64	15	1	174	793	4.56
	Total	0	0	6	241	254	53	2	556	2584	4.65
TTSL	Urban	0	1	14	153	177	36	12	393	1841	4.68
	Rural	0	0	3	79	77	13	4	176	816	4.64
	Total	0	1	17	232	254	49	16	569	2657	4.67
Vodafone	Urban	0	0	15	72	173	90	27	377	1927	5.11
	Rural	1	0	14	31	75	52	0	173	854	4.94
	Total	1	0	29	103	248	142	27	550	2781	5.06
Total	Urban	5	35	240	1140	1033	493	204	3150	14906	4.73
	Rural	20	16	140	528	405	212	87	1408	6490	4.61
	Total	25	51	380	1668	1438	705	291	4558	21396	4.69

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



5.2.7 Satisfaction with the information provided after every usage: Overall the prepaid subscribers' satisfaction with the information provided after every usage, such as duration of call, charges deducted, balance in account etc, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.60 in urban areas and 4.47 in rural areas. It was recorded highest in the case of Airtel in both urban (6.03) and rural (5.82) areas.

5.2.7. How satisfied are you with the information provided to you after every usage, such as duration of call, charges deducted, balance in account etc?											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Σfx/N
Aircel	Urban	1	9	159	116	86	6	1	378	1433	3.79
	Rural	2	9	105	61	2	4	0	183	613	3.35
	Total	3	18	264	177	88	10	1	561	2046	3.65
Airtel	Urban	11	7	0	21	49	114	186	388	2340	6.03
	Rural	5	1	9	11	32	31	80	169	984	5.82
	Total	16	8	9	32	81	145	266	557	3324	5.97
BSNL	Urban	0	1	104	67	161	47	21	401	1816	4.53
	Rural	0	1	60	23	47	31	12	174	779	4.48
	Total	0	2	164	90	208	78	33	575	2595	4.51
HFCL	Urban	3	12	240	143	23	0	8	429	1490	3.47
	Rural	0	15	92	67	11	0	0	185	629	3.40
	Total	3	27	332	210	34	0	8	614	2119	3.45
Idea	Urban	2	14	54	71	135	39	87	402	1994	4.96
	Rural	0	3	15	38	62	46	10	174	859	4.94
	Total	2	17	69	109	197	85	97	576	2853	4.95
Reliance	Urban	0	2	39	171	132	24	14	382	1707	4.47
	Rural	1	0	12	88	56	14	3	174	774	4.45
	Total	1	2	51	259	188	38	17	556	2481	4.46
TTSL	Urban	0	2	27	142	180	38	4	393	1809	4.60
	Rural	3	1	15	57	84	12	4	176	798	4.53
	Total	3	3	42	199	264	50	8	569	2607	4.58
Vodafone	Urban	3	7	39	50	137	105	36	377	1901	5.04
	Rural	4	2	26	12	52	71	6	173	862	4.98
	Total	7	9	65	62	189	176	42	550	2763	5.02
Total	Urban	20	54	662	781	903	373	357	3150	14490	4.60
	Rural	15	32	334	357	346	209	115	1408	6298	4.47
	Total	35	86	996	1138	1249	582	472	4558	20788	4.56

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



5.2.8: Request for item-wise usage bill: Out of 4558 pre paid subscribers of eight operators covered in Punjab, almost one out of ten (9.8%) had requested for item wise usage bill within 45 days – 10.8% by urban subscribers and 7.6% by rural subscribers. In urban areas the maximum request was by BSNL subscribers (14.2%) and in rural areas it was from Vodafone subscribers (11.6%)

8. A pre paid customer can get an item-wise usage bill within 45 days of making such request. Have you ever requested for it?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Aircel	Urban	26	6.9%	352	93.1%	378
	Rural	7	3.8%	176	96.2%	183
	Total	33	5.9%	528	94.1%	561
Airtel	Urban	50	12.9%	338	87.1%	388
	Rural	15	8.9%	154	91.1%	169
	Total	65	11.7%	492	88.3%	557
BSNL	Urban	57	14.2%	344	85.8%	401
	Rural	16	9.2%	158	90.8%	174
	Total	73	12.7%	502	87.3%	575
HFCL	Urban	28	6.5%	401	93.5%	429
	Rural	10	5.4%	175	94.6%	185
	Total	38	6.2%	576	93.8%	614
Idea	Urban	47	11.7%	355	88.3%	402
	Rural	15	8.6%	159	91.4%	174
	Total	62	10.8%	514	89.2%	576
Reliance	Urban	44	11.5%	338	88.5%	382
	Rural	13	7.5%	161	92.5%	174
	Total	57	10.3%	499	89.7%	556
TTSL	Urban	39	9.9%	354	90.1%	393
	Rural	11	6.2%	165	93.8%	176
	Total	50	8.8%	519	91.2%	569
Vodafone	Urban	50	13.3%	327	86.7%	377
	Rural	20	11.6%	153	88.4%	173
	Total	70	12.7%	480	87.3%	550
Total	Urban	341	10.8%	2809	89.2%	3150
	Rural	107	7.6%	1301	92.4%	1408
	Total	448	9.8%	4110	90.2%	4558

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

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

Overall 448 prepaid subscribers had requested for item-wise usage bill – 341 in the urban area and 107 in rural area. Overall the satisfaction on this aspect was 3.93 on a scale of 1 to 7, where 1 is highly dissatisfied and 7 is highly satisfied. In urban area the satisfaction level was 4.00 and in rural area it was 3.70.

5.2.9. If Yes how satisfied are you with the timely receipts and completeness of the item-wise usage bill on request?											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Σfx/N
Aircel	Urban	1	6	6	3	3	5	2	26	102	3.92
	Rural	0	2	1	3	1	0	0	7	24	3.43
	Total	1	8	7	6	4	5	2	33	126	3.82
Airtel	Urban	0	10	10	10	12	4	4	50	202	4.04
	Rural	0	5	2	4	2	0	2	15	56	3.73
	Total	0	15	12	14	14	4	6	65	258	3.97
BSNL	Urban	5	5	19	9	9	5	5	57	218	3.82
	Rural	3	1	1	6	3	1	1	16	60	3.75
	Total	8	6	20	15	12	6	6	73	278	3.81
HFCL	Urban	0	3	5	9	9	2	0	28	114	4.07
	Rural	3	1	1	3	2	0	0	10	30	3.00
	Total	3	4	6	12	11	2	0	38	144	3.79
Idea	Urban	0	9	6	7	16	6	3	47	201	4.28
	Rural	0	4	2	2	5	1	1	15	60	4.00
	Total	0	13	8	9	21	7	4	62	261	4.21
Reliance	Urban	0	9	9	6	15	3	2	44	176	4.00
	Rural	1	2	3	3	3	1	0	13	47	3.62
	Total	1	11	12	9	18	4	2	57	223	3.91
TTSL	Urban	0	6	12	7	8	6	0	39	152	3.90
	Rural	0	2	4	1	2	2	0	11	42	3.82
	Total	0	8	16	8	10	8	0	50	194	3.88
Vodafone	Urban	0	7	13	11	11	8	0	50	200	4.00
	Rural	0	5	2	5	7	1	0	20	77	3.85
	Total	0	12	15	16	18	9	0	70	277	3.96
Total	Urban	6	55	80	62	83	39	16	341	1365	4.00
	Rural	7	22	16	27	25	6	4	107	396	3.70
	Total	13	77	96	89	108	45	20	448	1761	3.93

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

5.2.10 Awareness about the grievance redressal mechanisms: Of the three different modes of grievance redressal mechanisms set up by different service providers, it was found that in Punjab all the 4878 surveyed consumers were aware of the toll free consumer care number. 2.3% were aware of Appellate Authority and only 0.4% of subscribers were aware of Web based complaint monitoring system. Awareness about Appellate Authority was found highest amongst Idea (4.4%) subscribers.

10. Which all grievance redressal mechanisms set up by your telecom service provider based on the TRAI regulations are you aware of?								
Service Provider		Toll Free Consumer Care Number		Appellate Authority		Web based complaint monitoring system		Total
		Count	%age	Count	%age	Count	%age	Count
Aircel	Urban	426	100.0%	3	0.7%	2	0.5%	426
	Rural	183	100.0%	0	0.0%	0	0.0%	183
	Total	609	100.0%	3	0.5%	2	0.3%	609
Airtel	Urban	428	100.0%	15	3.5%	5	1.2%	428
	Rural	183	100.0%	5	2.7%	1	0.5%	183
	Total	611	100.0%	20	3.3%	6	1.0%	611
BSNL	Urban	428	100.0%	10	2.3%	6	1.4%	428
	Rural	183	100.0%	1	0.5%	1	0.5%	183
	Total	611	100.0%	11	1.8%	7	1.1%	611
HFCL	Urban	429	100.0%	5	1.2%	0	0.0%	429
	Rural	185	100.0%	1	0.5%	0	0.0%	185
	Total	614	100.0%	6	1.0%	0	0.0%	614
Idea	Urban	430	100.0%	21	4.9%	1	0.2%	430
	Rural	184	100.0%	6	3.3%	0	0.0%	184
	Total	614	100.0%	27	4.4%	1	0.2%	614
Reliance	Urban	423	100.0%	3	0.7%	1	0.2%	423
	Rural	181	100.0%	0	0.0%	0	0.0%	181
	Total	604	100.0%	3	0.5%	1	0.2%	604
TTSL	Urban	428	100.0%	19	4.4%	3	0.7%	428
	Rural	183	100.0%	5	2.7%	0	0.0%	183
	Total	611	100.0%	24	3.9%	3	0.5%	611
Vodafone	Urban	423	100.0%	15	3.5%	1	0.2%	423
	Rural	181	100.0%	3	1.7%	0	0.0%	181
	Total	604	100.0%	18	3.0%	1	0.2%	604
Total	Urban	3415	100.0%	91	2.7%	19	0.6%	3415
	Rural	1463	100.0%	21	1.4%	2	0.1%	1463
	Total	4878	100.0%	112	2.3%	21	0.4%	4878

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

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



5.2.11 Consumers' complaints to toll free consumer care number: 48.3% consumers had complained to the toll free consumer care number of their operators. In urban areas it was reported by 49.8% and in rural areas it was reported by 44.6% respondents contacted during the survey – reported maximum in the case of Vodafone subscribers (75.9%) in urban areas and Reliance (64.6%) in rural areas.

11. Have you made any complaint to the toll free Consumer Care Number?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Aircel	Urban	67	15.7%	359	84.3%	426
	Rural	20	10.9%	163	89.1%	183
	Total	87	14.3%	522	85.7%	609
Airtel	Urban	273	63.8%	155	36.2%	428
	Rural	111	60.7%	72	39.3%	183
	Total	384	62.8%	227	37.2%	611
BSNL	Urban	174	40.7%	254	59.3%	428
	Rural	70	38.3%	113	61.7%	183
	Total	244	39.9%	367	60.1%	611
HFCL	Urban	238	55.5%	191	44.5%	429
	Rural	92	49.7%	93	50.3%	185
	Total	330	53.7%	284	46.3%	614
Idea	Urban	177	41.2%	253	58.8%	430
	Rural	68	37.0%	116	63.0%	184
	Total	245	39.9%	369	60.1%	614
Reliance	Urban	312	73.8%	111	26.2%	423
	Rural	117	64.6%	64	35.4%	181
	Total	429	71.0%	175	29.0%	604
TTSL	Urban	140	32.7%	288	67.3%	428
	Rural	59	32.2%	124	67.8%	183
	Total	199	32.6%	412	67.4%	611
Vodafone	Urban	321	75.9%	102	24.1%	423
	Rural	115	63.5%	66	36.5%	181
	Total	436	72.2%	168	27.8%	604
Total	Urban	1702	49.8%	1713	50.2%	3415
	Rural	652	44.6%	811	55.4%	1463
	Total	2354	48.3%	2524	51.7%	4878

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



5.2.12 Satisfaction with manner in which the complaint was handled in consumer care: 2354 customers who had lodged their complaints at the toll free consumer care number, average satisfaction level on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 5.11 in the urban and 4.81 in the rural areas of Punjab. It was recorded highest in the case of Airtel (6.34) in the urban areas and (5.75) in the rural areas.

5.2.12: Satisfaction on the manner of addressing the complaint such as docket number, redressal etc.											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Σfx/N
Aircel	Urban	0	5	10	19	22	10	1	67	293	4.37
	Rural	0	3	3	7	3	4	0	20	82	4.10
	Total	0	8	13	26	25	14	1	87	375	4.31
Airtel	Urban	0	0	1	2	27	116	127	273	1731	6.34
	Rural	0	0	1	6	30	57	17	111	638	5.75
	Total	0	0	2	8	57	173	144	384	2369	6.17
BSNL	Urban	0	0	8	25	60	77	4	174	914	5.25
	Rural	0	1	9	11	17	30	2	70	352	5.03
	Total	0	1	17	36	77	107	6	244	1266	5.19
HFCL	Urban	0	22	27	155	14	20	0	238	935	3.93
	Rural	0	14	12	60	6	0	0	92	334	3.63
	Total	0	36	39	215	20	20	0	330	1269	3.85
Idea	Urban	0	3	6	18	43	66	41	177	994	5.62
	Rural	0	0	0	3	33	29	3	68	372	5.47
	Total	0	3	6	21	76	95	44	245	1366	5.58
Reliance	Urban	0	1	6	86	171	48	0	312	1507	4.83
	Rural	0	9	10	52	34	12	0	117	498	4.26
	Total	0	10	16	138	205	60	0	429	2005	4.67
TTSL	Urban	0	1	3	20	64	52	0	140	723	5.16
	Rural	0	0	2	9	30	17	1	59	301	5.10
	Total	0	1	5	29	94	69	1	199	1024	5.15
Vodafone	Urban	0	0	14	79	131	91	6	321	1601	4.99
	Rural	0	1	0	33	63	16	2	115	559	4.86
	Total	0	1	14	112	194	107	8	436	2160	4.95
Total	Urban	0	32	75	404	532	480	179	1702	8698	5.11
	Rural	0	28	37	181	216	165	25	652	3136	4.81
	Total	0	60	112	585	748	645	204	2354	11834	5.03

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

5.2.13 & 14 Consumers' appeal to Appellate Authority and Satisfaction with manner in which your appeal was addressed: None of the complainant who was aware of the TRAI regulation on Appellate authority had filed the appeal at the time of the survey therefore satisfaction level on this aspect could not be ascertained.

5.2.15 Utilization of Mobile Number Portability service: Of the total 4878 consumers contacted during the survey in Punjab Service Area, altogether 110 (2.3%) had utilized the MNP service of their service providers – 2.5% in the urban areas and 1.6% in the rural areas. Usage of MNP was reported highest by the current subscribers of Airtel in both urban (4.0%) and rural (3.3%) areas.

15. Have you utilized the service of Mobile number portability for changing your operator?						
Operator		Yes		No		Total
		Count	Row N %	Count	Row N %	Count
Aircel	Urban	8	1.9%	418	98.1%	426
	Rural	2	1.1%	181	98.9%	183
	Total	10	1.6%	599	98.4%	609
Airtel	Urban	17	4.0%	411	96.0%	428
	Rural	6	3.3%	177	96.7%	183
	Total	23	3.8%	588	96.2%	611
BSNL	Urban	9	2.1%	419	97.9%	428
	Rural	3	1.6%	180	98.4%	183
	Total	12	2.0%	599	98.0%	611
HFCL	Urban	0	0.0%	429	100.0%	429
	Rural	0	0.0%	185	100.0%	185
	Total	0	0.0%	614	100.0%	614
Idea	Urban	8	1.9%	422	98.1%	430
	Rural	2	1.1%	182	98.9%	184
	Total	10	1.6%	604	98.4%	614
Reliance	Urban	15	3.5%	408	96.5%	423
	Rural	3	1.7%	178	98.3%	181
	Total	18	3.0%	586	97.0%	604
TTSL	Urban	16	3.7%	412	96.3%	428
	Rural	3	1.6%	180	98.4%	183
	Total	19	3.1%	592	96.9%	611
Vodafone	Urban	14	3.3%	409	96.7%	423
	Rural	4	2.2%	177	97.8%	181
	Total	18	3.0%	586	97.0%	604
Total	Urban	87	2.5%	3328	97.5%	3415
	Rural	23	1.6%	1440	98.4%	1463
	Total	110	2.3%	4768	97.7%	4878

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

5.2.16 Satisfaction with the process of porting to another operator: The average satisfaction level of the 110 subscribers who had used MNP, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 5.29 in the urban area and 5.17 in the rural area.

5.2.16: Satisfaction with process of porting to another number											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Σfx/N
Aircel	Urban		1	2	1	1	1	2	8	37	4.63
	Rural		0	1	0	0	1	0	2	9	4.50
	Total		1	3	1	1	2	2	10	46	4.60
Airtel	Urban		0	0	0	5	8	4	17	101	5.94
	Rural		0	0	1	2	1	2	6	34	5.67
	Total		0	0	1	7	9	6	23	135	5.87
BSNL	Urban		0	1	1	4	2	1	9	46	5.11
	Rural		1	0	0	0	1	1	3	15	5.00
	Total		1	1	1	4	3	2	12	61	5.08
HFCL	Urban		-	-	-	-	-	-	0	-	NA
	Rural		-	-	-	-	-	-	0	-	NA
	Total		-	-	-	-	-	-	0	-	NA
Idea	Urban		0	2	0	1	4	1	8	42	5.25
	Rural		0	1	0	0	0	1	2	10	5.00
	Total		0	3	0	1	4	2	10	52	5.20
Reliance	Urban		0	2	2	4	7	0	15	76	5.07
	Rural		0	1	0	1	0	1	3	15	5.00
	Total		0	3	2	5	7	1	18	91	5.06
TTSL	Urban		0	0	1	15	0	0	16	79	4.94
	Rural		0	1	0	1	1	0	3	14	4.67
	Total		0	1	1	16	1	0	19	93	4.89
Vodafone	Urban		0	0	1	6	4	3	14	79	5.64
	Rural		0	0	1	1	1	1	4	22	5.50
	Total		0	0	2	7	5	4	18	101	5.61
Total	Urban		1	7	6	36	26	11	87	460	5.29
	Rural		1	4	2	5	5	6	23	119	5.17
	Total		2	11	8	41	31	17	110	579	5.26

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

5.3 BROADBAND – Punjab Service Area

5.3.1 Awareness about the grievance redressal mechanisms: Of the three different modes of grievance redressal mechanisms set up by the service provider, it was found that almost 78% were aware of the toll free consumer care number. Of the other two modes, appellate authority was known by 12.7% of the customers and web based complaint monitoring mechanism was acknowledged by 13.4% subscribers. Amongst the customers of who knew about the appellate authority highest were the subscribers of Reliance (19.2%) in urban area and BSNL (13.5%) in rural area.

1. Which all grievance redressal mechanisms set up by your telecom service provider based on the TRAI regulations are you aware of?										
Service Provider		None		Toll Free Consumer Care Number		Appellate Authority		Web based complaint monitoring system		Total
		Count	%age	Count	%age	Count	%age	Count	%age	Count
Airtel	Urban	151	25.0%	454	75.0%	94	15.5%	104	17.2%	605
	Rural	0	0.0%	0	0.0%	0	0.0%	0	0.0%	NA
	Total	151	25.0%	454	75.0%	94	15.5%	104	17.2%	605
BSNL	Urban	55	12.7%	377	87.3%	56	13.0%	108	25.0%	432
	Rural	51	27.6%	134	72.4%	25	13.5%	14	7.6%	185
	Total	106	17.2%	511	82.8%	81	13.1%	122	19.8%	617
HFCL	Urban	93	21.9%	332	78.1%	12	2.8%	23	5.4%	425
	Rural	99	54.4%	83	45.6%	5	2.7%	16	8.8%	182
	Total	192	31.6%	415	68.4%	17	2.8%	39	6.4%	607
Reliance	Urban	89	14.7%	515	85.3%	116	19.2%	62	10.3%	604
	Rural	0	0.0%	0	0.0%	0	0.0%	0	0.0%	NA
	Total	89	14.7%	515	85.3%	116	19.2%	62	10.3%	604
Total	Urban	388	18.8%	1678	81.2%	278	13.5%	297	14.4%	2066
	Rural	150	40.9%	217	59.1%	30	8.2%	30	8.2%	367
	Total	538	22.1%	1895	77.9%	308	12.7%	327	13.4%	2433

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

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

5.3.2 Consumers' complaints to toll free consumer care number: Altogether 1265 (66.8%) consumers had made complaints to the toll free consumer care number of their operators. This was reported by nearly 90% consumers in the case of Airtel and Reliance.

2. Have you made any complaint to the toll free Consumer Care Number?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Airtel	Urban	408	89.9%	46	10.1%	454
	Rural	0	0.0%	0	0.0%	0
	Total	408	89.9%	46	10.1%	454
BSNL	Urban	187	49.6%	190	50.4%	377
	Rural	57	42.5%	77	57.5%	134
	Total	244	47.7%	267	52.3%	511
HFCL	Urban	129	38.9%	203	61.1%	332
	Rural	27	32.5%	56	67.5%	83
	Total	156	37.6%	259	62.4%	415
Reliance	Urban	457	88.7%	58	11.3%	515
	Rural	0	0.0%	0	0.0%	0
	Total	457	88.7%	58	11.3%	515
Total	Urban	1181	70.4%	497	29.6%	1678
	Rural	84	38.7%	133	61.3%	217
	Total	1265	66.8%	630	33.2%	1895

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



5.3.3 Satisfaction with manner in which the complaint was handled in consumer care: 1265 customers who had made/ lodged their complaints at the toll free consumer care no, average satisfaction level on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.30 in the rural and 4.62 in the urban areas of Punjab. It was recorded highest in the case of Airtel (4.78).

3: Satisfaction on on the manner of addressing the complaint such as docket number, redressal etc.											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
Airtel	Urban	0	0	26	110	199	73	0	408	1951	4.78
BSNL	Urban	0	11	35	72	60	9	0	187	769	4.11
	Rural	0	4	5	19	29	0	0	57	244	4.28
	Total	0	15	40	91	89	9	0	244	1013	4.15
HFCL	Urban	0	2	23	40	53	11	0	129	564	4.37
	Rural	0	3	0	9	15	0	0	27	117	4.33
	Total	0	5	23	49	68	11	0	156	681	4.37
Rel Comm	Urban	2	0	29	135	204	87	0	457	2171	4.75
Total	Urban	2	13	113	357	516	180	0	1181	5455	4.62
	Rural	0	7	5	28	44	0	0	84	361	4.30
	Total	2	20	118	385	560	180	0	1265	5816	4.60

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

5.3.4 Consumers' appeal to Appellate Authority: Of the 308 consumers who were aware of the appellate authority, 33 (10.7%) had appealed to the appellate authority set up by their operators. This was found highest in the case of BSNL (37%). In rural area this was reported by 6 (20%) of the complainants – 4 from BSNL and 2 from HFCL.

4. Have you made any appeal to Appellate Authority						
		Yes		No		Total
		Count	%age	Count	%age	Count
Airtel	Urban	0	0.0%	94	100.0%	94
	Rural	0	0.0%	0	0.0%	0
	Total	0	0.0%	94	100.0%	94
BSNL	Urban	26	46.4%	30	53.6%	56
	Rural	4	16.0%	21	84.0%	25
	Total	30	37.0%	51	63.0%	81
HFCL	Urban	0	0.0%	12	100.0%	12
	Rural	2	40.0%	3	60.0%	5
	Total	2	11.8%	15	88.2%	17
Reliance	Urban	1	0.9%	115	99.1%	116
	Rural	0	0.0%	0	0.0%	0
	Total	1	0.9%	115	99.1%	116
Total	Urban	27	9.7%	251	90.3%	278
	Rural	6	20.0%	24	80.0%	30
	Total	33	10.7%	275	89.3%	308

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



5.3.5 Satisfaction with manner in which your appeal was addressed: 33 customers who had made appeal at the Appellate Authority, average satisfaction level on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 3.33 in the rural and 3.89 in the urban areas of Punjab. BSNL in urban and HFCL in rural areas, both recorded a satisfaction score of 4.00.

5. If yes, how satisfied are you with the manner in which your appeal was addressed to such as acknowledgement of appeal, intimation of decision taken etc..?											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
BSNL	Urban	0	0	9	8	9	0	0	26	104	4.00
	Rural	0	0	4	0	0	0	0	4	12	3.00
	Total	0	0	13	8	9	0	0	30	116	3.87
HFCL	Rural	0	0	0	2	0	0	0	2	8	4.00
Rel Comm	urban	1	0	0	0	0	0	0	1	1	1.00
Total	Urban	1	0	9	8	9	0	0	27	105	3.89
	Rural	0	0	4	2	0	0	0	6	20	3.33
	Total	1	0	13	10	9	0	0	33	125	3.79

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

5.3.6 Satisfaction under Fair Usage Policy (FUP): Average satisfaction level, with the fair usage policy of the broadband operators, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was 4.43 in the rural and 4.59 in the urban areas of Punjab. Therefore the difference in the satisfaction level was not much in rural and urban areas.

6: Satisfaction with information provided under FUP											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
Airtel	Urban	1	0	0	236	316	52	0	605	2837	4.69
BSNL	Urban	0	25	34	93	258	22	0	432	1946	4.50
	Rural	0	12	17	42	110	4	0	185	817	4.42
	Total	0	37	51	135	368	26	0	617	2763	4.48
HFCL	Urban	0	20	36	158	166	42	3	425	1883	4.43
	Rural	0	10	16	42	110	4	0	182	810	4.45
	Total	0	30	52	200	276	46	3	607	2693	4.44
Reliance	Urban	3	1	3	229	316	52	0	604	2822	4.67
Total	Urban	4	46	73	716	1056	168	3	2066	9488	4.59
	Rural	0	22	33	84	220	8	0	367	1627	4.43
	Total	4	68	106	800	1276	176	3	2433	11115	4.57

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



5.3.7 Satisfaction with the facility to measure the broadband connection speed: Average satisfaction level, with the facility provided for measuring broadband speed by the operators in Punjab, on a scale of 1 to 7 where 1 is highly dissatisfied and 7 is highly satisfied, was recorded at 4.44 – not much difference in rural (4.24) and urban (4.47) areas. It was rated highest by the subscribers of Airtel (4.60) and lowest by the subscribers of BSNL (4.28).

7: Satisfaction with facility provided to measure broadband speed											
Service Provider		1	2	3	4	5	6	7	Total	Σfx	Mean = Σfx/N
Airtel	Urban	1	0	0	262	317	23	2	605	2786	4.60
HFCL	Urban	0	34	22	183	167	23	3	432	1860	4.31
	Rural	0	16	11	76	76	6	0	185	785	4.24
	Total	0	50	33	259	243	29	3	617	2645	4.29
BSNL	Urban	0	27	82	100	177	34	5	425	1824	4.29
	Rural	0	14	10	81	73	4	0	182	771	4.24
	Total	0	41	92	181	250	38	5	607	2595	4.28
Reliance	Urban	3	2	1	261	309	25	3	604	2770	4.59
Total	Urban	4	63	105	806	970	105	13	2066	9240	4.47
	Rural	0	30	21	157	149	10	0	367	1556	4.24
	Total	4	93	126	963	1119	115	13	2433	10796	4.44

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

6. CONCLUSION AND RECOMMENDATIONS



6. Conclusion and Recommendations

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

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

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

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

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

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

Where:

CS = % of satisfied consumers

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

N = Total sample size achieved



6.1 Key Takeout

6.1.1 Basic Service (Wireline):

- 1) The quality of Basic telecom service in Punjab is quite good. Airtel, BSNL and Reliance was able to meet the benchmark on all except supplementary services. However, performance of HFCL was slightly below the others as it was not able to meet the benchmark on Maintainability as well along with supplementary services.
- 2) **With regard to the implementation and effectiveness of grievance redressal**, most of the consumers are aware of only call centre. Awareness as well as the level of satisfaction on registration for blocking or not receiving unsolicited call/SMS was also found to be low.

6.1.2 Cellular Mobile

- 1) Overall, the performance of all the operators was quite low and none could meet the benchmark on all the parameters. Performance of Airtel was found to be comparatively better than others as it were able to achieve the benchmark on most of the parameters in urban as well as in rural areas.
- 2) Again in rural areas, all the operators need to improve as the performance level is critical in the case of billing and maintainability.
- 3) TTSL and HFCL were not able to achieve the benchmark on most of the parameter.
- 4) **With regard to the implementation and effectiveness of grievance redressal**, around one of the eight customers had requested for blocking or not receiving the unsolicited calls and SMSes. But consumer satisfaction level on this aspect was below average in rural area. Satisfaction of prepaid with the information provided after usage of service such as charges being deducted, balance in account etc. was above average. Since the awareness level of customers on Appellate Authority was found be low at 2.3% only therefore none of the respondents contacted during the survey were found who had filed any appeal.

6.1.3 Broadband

1. In the case of broadband, the performance of Reliance and Airtel was found to be slightly better than the other two operators – BSNL and HFCL in Punjab Service Area. The services of Airtel and Reliance with regard to supplementary services were found to be below the prescribed benchmark.
2. The performance of HFCL was found to be low on service provision, help services and maintainability.
4. **With regard to the implementation and effectiveness of grievance redressal mechanism**, more than half of subscribers had put their complaints on deficiency of some services. In urban area the problem was more serious.



6.2 Recommendations

6.2.1 Basic Service (Wireline):

- 1) All operators should further improve their services to keep their customers happy. No doubt that they are doing well on almost all the parameters but improvement especially in supplementary services is required for maintaining their performance.
- 2) ISO standards for maintaining the Quality of service such as ISO 10000 or others should be explored for desired result.
- 3) In order to spread the awareness level about the redressal mechanism, more drastic step should be adopted. Although the awareness of toll free consumer number is found to be high, all the service providers need to work for spreading the awareness about appellate authority. Consumers' awareness on web based mechanism for redressal of grievance should be propagated more vigorously and providers should adhere to the timeline for the same.
- 4) Do not Call facility should be regularly monitored keeping in mind the request of individual customers.

6.2.2 Cellular Mobile

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

6.2.3 Broadband

- 1) Although the operators are able to perform well but still they need to improve their services further especially on help and supplementary services.
- 2) ISO standards for maintaining the Quality of service such as ISO 10,000 or others should be explored for desired result.



ANNEXURES



ANNEXURE A. OUTPUT TABLES

A1. BASIC WIRELINE

1. Provision of Services

1.1 How satisfied are you with the ease of taking a connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban		1	1	10	239	245	110	606
	Rural		0	0	0	0	0	0	0
	Total		1	1	10	239	245	110	606
BSNL	Urban		0	0	45	286	92	3	426
	Rural		0	0	18	134	32	0	184
	Total		0	0	63	420	124	3	610
HFCL	Urban		0	15	79	254	71	7	426
	Rural		1	6	22	130	24	0	183
	Total		1	21	101	384	95	7	609
Reliance	Urban		0	0	181	390	29	0	600
	Rural		0	0	0	0	0	0	0
	Total		0	0	181	390	29	0	600
Total	Urban		1	16	315	1169	437	120	2058
	Rural		1	6	40	264	56	0	367
	Total		2	22	355	1433	493	120	2425

1.2 How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban		0	1	12	185	294	114	606
	Rural		0	0	0	0	0	0	0
	Total		0	1	12	185	294	114	606
BSNL	Urban		0	20	108	193	86	19	426
	Rural		0	12	52	87	32	1	184
	Total		0	32	160	280	118	20	610
HFCL	Urban		11	22	176	145	61	11	426
	Rural		4	13	73	68	25	0	183
	Total		15	35	249	213	86	11	609
Reliance	Urban		22	49	434	95	0	0	600
	Rural		0	0	0	0	0	0	0
	Total		22	49	434	95	0	0	600
Total	Urban		33	92	730	618	441	144	2058
	Rural		4	25	125	155	57	1	367
	Total		37	117	855	773	498	145	2425

1.3 How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban		1	1	10	262	221	111	606
	Rural		0	0	0	0	0	0	0
	Total		1	1	10	262	221	111	606
BSNL	Urban		0	5	75	218	123	5	426
	Rural		0	5	35	97	47	0	184
	Total		0	10	110	315	170	5	610
HFCL	Urban		1	17	88	245	71	4	426
	Rural		2	8	31	112	30	0	183
	Total		3	25	119	357	101	4	609
Reliance	Urban		0	13	169	408	10	0	600
	Rural		0	0	0	0	0	0	0
	Total		0	13	169	408	10	0	600
Total	Urban		2	36	342	1133	425	120	2058
	Rural		2	13	66	209	77	0	367
	Total		4	49	408	1342	502	120	2425



Provision of Services: Calculation of satisfaction Score											
Code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	0	2	3	32	686	760	335	1818	90%	99.7%
	Rural	0	0	0	0	0	0	0	0	90%	NA
	Total	0	2	3	32	686	760	335	1818	90%	99.7%
BSNL	Urban	0	0	25	228	697	301	27	1278	90%	98.0%
	Rural	0	0	17	105	318	111	1	552	90%	96.9%
	Total	0	0	42	333	1015	412	28	1830	90%	97.7%
HFCL	Urban	0	12	54	343	644	203	22	1278	90%	94.8%
	Rural	0	7	27	126	310	79	0	549	90%	93.8%
	Total	0	19	81	469	954	282	22	1827	90%	94.5%
Reliance	Urban	0	22	62	784	893	39	0	1800	90%	95.3%
	Rural	0	0	0	0	0	0	0	0	90%	NA
	Total	0	22	62	784	893	39	0	1800	90%	95.3%
Total	Urban	0	36	144	1387	2920	1303	384	6174	90%	97.1%
	Rural	0	7	44	231	628	190	1	1101	90%	95.4%
	Total	0	43	188	1618	3548	1493	385	7275	90%	96.8%

2. Billing Related (only for postpaid customers)

2.5 How satisfied are you with the charges levied per call?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	1	1	11	235	210	148	606
	Rural	0	0	0	0	0	0	0	0
	Total	0	1	1	11	235	210	148	606
BSNL	Urban	1	0	12	121	219	68	5	426
	Rural	0	0	6	61	98	19	0	184
	Total	1	0	18	182	317	87	5	610
HFCL	Urban	0	0	10	131	218	61	6	426
	Rural	0	3	4	58	105	13	0	183
	Total	0	3	14	189	323	74	6	609
Reliance	Urban	0	1	0	248	316	35	0	600
	Rural	0	0	0	0	0	0	0	0
	Total	0	1	0	248	316	35	0	600
Total	Urban	1	2	23	511	988	374	159	2058
	Rural	0	3	10	119	203	32	0	367
	Total	1	5	33	630	1191	406	159	2425

2.6 How satisfied are you with the overall accuracy & completeness of the bills?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	1	0	14	204	215	172	606
	Rural	0	0	0	0	0	0	0	0
	Total	0	1	0	14	204	215	172	606
BSNL	Urban	0	1	11	109	190	91	24	426
	Rural	1	2	7	47	89	35	3	184
	Total	1	3	18	156	279	126	27	610
HFCL	Urban	0	2	25	165	149	66	19	426
	Rural	0	3	7	64	78	29	2	183
	Total	0	5	32	229	227	95	21	609
Reliance	Urban	0	0	41	397	136	26	0	600
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	41	397	136	26	0	600
Total	Urban	0	4	77	685	679	398	215	2058
	Rural	1	5	14	111	167	64	5	367
	Total	1	9	91	796	846	462	220	2425



2.7 How satisfied are you with the clarity of the bills in terms of transparency and understandability?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	1	1	11	221	208	164	606
	Rural	0	0	0	0	0	0	0	0
	Total	0	1	1	11	221	208	164	606
BSNL	Urban	1	0	7	110	229	64	15	426
	Rural	0	3	3	49	110	16	3	184
	Total	1	3	10	159	339	80	18	610
HFCL	Urban	0	0	8	133	208	69	8	426
	Rural	0	3	5	54	108	11	2	183
	Total	0	3	13	187	316	80	10	609
Reliance	Urban	0	0	14	286	278	22	0	600
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	14	286	278	22	0	600
Total	Urban	1	1	30	540	936	363	187	2058
	Rural	0	6	8	103	218	27	5	367
	Total	1	7	38	643	1154	390	192	2425

Billibg service: Calculation of satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	0	3	2	36	660	633	484	1818	95%	99.7%
	Rural	0	0	0	0	0	0	0	0	95%	NA
	Total	0	3	2	36	660	633	484	1818	95%	99.7%
BSNL	Urban	2	1	30	340	638	223	44	1278	95%	97.4%
	Rural	1	5	16	157	297	70	6	552	95%	96.0%
	Total	3	6	46	497	935	293	50	1830	95%	97.0%
HFCL	Urban	0	2	43	429	575	196	33	1278	95%	96.5%
	Rural	0	9	16	176	291	53	4	549	95%	95.4%
	Total	0	11	59	605	866	249	37	1827	95%	96.2%
Reliance	Urban	0	1	55	931	730	83	0	1800	95%	96.9%
	Rural	0	0	0	0	0	0	0	0	95%	NA
	Total	0	1	55	931	730	83	0	1800	95%	96.9%
Total	Urban	2	7	130	1736	2603	1135	561	6174	95%	97.7%
	Rural	1	14	32	333	588	123	10	1101	95%	95.7%
	Total	3	21	162	2069	3191	1258	571	7275	95%	97.4%

3. Help Services

3.1 How satisfied are you with the availability of customer care services (consumer care number and general information number)?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban		6	8	12	220	181	179	606
	Rural		0	0	0	0	0	0	0
	Total		6	8	12	220	181	179	606
BSNL	Urban		1	14	97	228	86	0	426
	Rural		1	6	34	116	27	0	184
	Total		2	20	131	344	113	0	610
HFCL	Urban		0	4	134	224	59	5	426
	Rural		2	6	49	107	19	0	183
	Total		2	10	183	331	78	5	609
Reliance	Urban		0	0	263	325	12	0	600
	Rural		0	0	0	0	0	0	0
	Total		0	0	263	325	12	0	600
Total	Urban		7	26	506	997	338	184	2058
	Rural		3	12	83	223	46	0	367
	Total		10	38	589	1220	384	184	2425



3.2 How satisfied are you with the ease of access to a consumer care executive through the IVR menu?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban		5	10	8	183	212	188	606
	Rural		0	0	0	0	0	0	0
	Total		5	10	8	183	212	188	606
BSNL	Urban		1	12	123	193	96	1	426
	Rural		2	6	67	72	37	0	184
	Total		3	18	190	265	133	1	610
HFCL	Urban		0	44	163	162	55	2	426
	Rural		5	7	65	79	27	0	183
	Total		5	51	228	241	82	2	609
Reliance	Urban		0	85	276	225	14	0	600
	Rural		0	0	0	0	0	0	0
	Total		0	85	276	225	14	0	600
Total	Urban		6	151	570	763	377	191	2058
	Rural		7	13	132	151	64	0	367
	Total		13	164	702	914	441	191	2425

3.3 How satisfied are you with the customer friendly approach of the customer care executive?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	4	10	15	220	180	177	606
	Rural	0	0	0	0	0	0	0	0
	Total	0	4	10	15	220	180	177	606
BSNL	Urban	1	0	6	121	256	29	13	426
	Rural	0	1	11	45	120	7	0	184
	Total	1	1	17	166	376	36	13	610
HFCL	Urban	0	0	8	168	214	32	4	426
	Rural	0	3	7	62	106	5	0	183
	Total	0	3	15	230	320	37	4	609
Reliance	Urban	0	0	5	352	231	12	0	600
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	5	352	231	12	0	600
Total	Urban	1	4	29	656	921	253	194	2058
	Rural	0	4	18	107	226	12	0	367
	Total	1	8	47	763	1147	265	194	2425

3.4 How satisfied are you with the competency level/problem solving ability of the customer care executive?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban		2	13	9	166	209	207	606
	Rural		0	0	0	0	0	0	0
	Total		2	13	9	166	209	207	606
BSNL	Urban		1	23	127	202	69	4	426
	Rural		3	12	60	88	21	0	184
	Total		4	35	187	290	90	4	610
HFCL	Urban		0	28	175	176	43	4	426
	Rural		3	9	67	91	13	0	183
	Total		3	37	242	267	56	4	609
Reliance	Urban		0	21	308	255	16	0	600
	Rural		0	0	0	0	0	0	0
	Total		0	21	308	255	16	0	600
Total	Urban		3	85	619	799	337	215	2058
	Rural		6	21	127	179	34	0	367
	Total		9	106	746	978	371	215	2425



Help service: Calculation of satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	0	17	41	44	789	782	751	2424	90%	97.6%
	Rural	0	0	0	0	0	0	0	0	90%	-
	Total	0	17	41	44	789	782	751	2424	90%	97.6%
BSNL	Urban	1	3	55	468	879	280	18	1704	90%	96.5%
	Rural	0	7	35	206	396	92	0	736	90%	94.3%
	Total	1	10	90	674	1275	372	18	2440	90%	95.9%
HFCL	Urban	0	0	84	640	776	189	15	1704	90%	95.1%
	Rural	0	13	29	243	383	64	0	732	90%	94.3%
	Total	0	13	113	883	1159	253	15	2436	90%	94.8%
Reliance	Urban	0	0	111	1199	1036	54	0	2400	90%	95.4%
	Rural	0	0	0	0	0	0	0	0	90%	-
	Total	0	0	111	1199	1036	54	0	2400	90%	95.4%
Total	Urban	1	20	291	2351	3480	1305	784	8232	90%	96.2%
	Rural	0	20	64	449	779	156	0	1468	90%	94.3%
	Total	1	40	355	2800	4259	1461	784	9700	90%	95.9%

4. Network performance, Reliability and Availability

4.1 How satisfied are you with the dial tone availability on your phone?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	1	0	14	212	202	177	606
	Rural	0	0	0	0	0	0	0	0
	Total	0	1	0	14	212	202	177	606
BSNL	Urban	1	2	27	102	253	37	4	426
	Rural	0	1	17	45	121	0	0	184
	Total	1	3	44	147	374	37	4	610
HFCL	Urban	0	0	18	147	197	61	3	426
	Rural	0	3	7	64	109	0	0	183
	Total	0	3	25	211	306	61	3	609
Reliance	Urban	0	0	0	350	241	9	0	600
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	0	350	241	9	0	600
Total	Urban	1	3	45	613	903	309	184	2058
	Rural	0	4	24	109	230	0	0	367
	Total	1	7	69	722	1133	309	184	2425

4.2 How satisfied are you with the network of your service provider in terms of ability to make or receive calls easily?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	0	14	8	200	221	163	606
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	14	8	200	221	163	606
BSNL	Urban	1	1	3	118	270	20	13	426
	Rural	0	0	0	60	123	1	0	184
	Total	1	1	3	178	393	21	13	610
HFCL	Urban	0	6	20	148	197	43	12	426
	Rural	0	4	8	65	106	0	0	183
	Total	0	10	28	213	303	43	12	609
Reliance	Urban	3	0	72	271	229	25	0	600
	Rural	0	0	0	0	0	0	0	0
	Total	3	0	72	271	229	25	0	600
Total	Urban	4	7	109	545	896	309	188	2058
	Rural	0	4	8	125	229	1	0	367
	Total	4	11	117	670	1125	310	188	2425



4.3 How satisfied are you with the voice quality on your phone during calls?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban		13	0	3	250	199	141	606
	Rural		0	0	0	0	0	0	0
	Total		13	0	3	250	199	141	606
BSNL	Urban		3	21	57	303	36	6	426
	Rural		0	8	26	150	0	0	184
	Total		3	29	83	453	36	6	610
HFCL	Urban		2	15	132	231	44	2	426
	Rural		1	4	50	128	0	0	183
	Total		3	19	182	359	44	2	609
Reliance	Urban		3	0	329	254	14	0	600
	Rural		0	0	0	0	0	0	0
	Total		3	0	329	254	14	0	600
Total	Urban		21	36	521	1038	293	149	2058
	Rural		1	12	76	278	0	0	367
	Total		22	48	597	1316	293	149	2425

Network performance: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
Airtel	Urban	0	14	14	25	662	622	481	1818	95%	98.5%
	Rural	0	0	0	0	0	0	0	0	95%	NA!
	Total	0	14	14	25	662	622	481	1818	95%	98.5%
BSNL	Urban	2	6	51	277	826	93	23	1278	95%	95.4%
	Rural	0	1	25	131	394	1	0	552	95%	95.3%
	Total	2	7	76	408	1220	94	23	1830	95%	95.4%
HFCL	Urban	0	8	88	427	625	148	17	1278	95%	95.2%
	Rural	0	8	19	179	343	0	0	549	95%	95.1%
	Total	0	16	72	606	968	148	17	1827	95%	95.2%
Reliance	Urban	3	3	72	950	724	48	0	1800	95%	95.7%
	Rural	0	0	0	0	0	0	0	0	95%	NA
	Total	3	3	72	950	724	48	0	1800	95%	95.7%
Total	Urban	5	31	190	1679	2837	911	521	6174	95%	96.3%
	Rural	0	9	44	310	737	1	0	1101	95%	95.2%
	Total	5	40	234	1989	3574	912	521	7275	95%	96.2%

5. Maintainability

5.1 How satisfied are you with the overall availability of fault free connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	2	9	1	214	207	173	606
	Rural	0	0	0	0	0	0	0	0
	Total	0	2	9	1	214	207	173	606
BSNL	Urban	4	1	7	88	253	70	3	426
	Rural	0	1	6	33	125	19	0	184
	Total	4	2	13	121	378	89	3	610
HFCL	Urban	1	0	0	207	174	40	4	426
	Rural	0	5	8	51	108	11	0	183
	Total	1	5	8	258	282	51	4	609
Reliance	Urban	0	0	33	429	138	0	0	600
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	33	429	138	0	0	600
Total	Urban	5	3	49	725	779	317	180	2058
	Rural	0	6	14	84	233	30	0	367
	Total	5	9	63	809	1012	347	180	2425



5.2 How satisfied are you with the timely repair of faults of your phone connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	5	7	11	257	185	141	606
	Rural	0	0	0	0	0	0	0	0
	Total	0	5	7	11	257	185	141	606
BSNL	Urban	1	3	8	93	264	52	5	426
	Rural	0	2	8	47	117	10	0	184
	Total	1	5	16	140	381	62	5	610
HFCL	Urban	2	1	45	198	141	30	9	426
	Rural	1	5	10	51	109	6	1	183
	Total	3	6	55	249	250	36	10	609
Reliance	Urban	0	0	0	471	126	0	3	600
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	0	471	126	0	3	600
Total	Urban	3	9	60	773	788	267	158	2058
	Rural	1	7	18	98	226	16	1	367
	Total	4	16	78	871	1014	283	159	2425

Maintainability: Calculation of Satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
Airtel	Urban	0	7	16	12	471	392	314	1212	95%	98.1%
	Rural	0	0	0	0	0	0	0	0	95%	-
	Total	0	7	16	12	471	392	314	1212	95%	98.1%
BSNL	Urban	5	4	15	181	517	122	8	852	95%	97.2%
	Rural	0	3	14	80	242	29	0	368	95%	95.4%
	Total	5	7	29	261	759	151	8	1220	95%	96.6%
HFCL	Urban	3	1	45	405	315	70	13	852	95%	94.2%
	Rural	1	10	18	102	217	17	1	366	95%	92.1%
	Total	4	11	63	507	532	87	14	1218	95%	93.6%
Reliance	Urban	0	0	33	900	264	0	3	1200	95%	97.3%
	Rural	0	0	0	0	0	0	0	0	95%	-
	Total	0	0	33	900	264	0	3	1200	95%	97.3%
Total	Urban	8	12	109	1498	1567	584	338	4116	95%	96.9%
	Rural	1	13	32	182	459	46	1	734	95%	93.7%
	Total	9	25	141	1680	2026	630	339	4850	95%	96.4%

6. Supplementary services and Value Added services

6.1 Have you ever subscribed to any supplementary services like call waiting/forwarding, voice mail / Value added services?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Airtel	Urban	107	17.7%	499	82.3%	606
	Rural	0	0.0%	0	0.0%	0
	Total	107	17.7%	499	82.3%	606
BSNL	Urban	72	16.9%	354	83.1%	426
	Rural	5	2.7%	179	97.3%	184
	Total	77	12.6%	533	87.4%	610
HFCL	Urban	65	15.3%	361	84.7%	426
	Rural	3	1.6%	180	98.4%	183
	Total	68	11.2%	541	88.8%	609
Reliance	Urban	98	16.3%	502	83.7%	600
	Rural	0	0.0%	0	0.0%	0
	Total	98	16.3%	502	83.7%	600
Total	Urban	342	16.6%	1716	83.4%	2058
	Rural	8	2.2%	359	97.8%	367
	Total	350	14.4%	2075	85.6%	2425



6.2 How satisfied are you with the supplementary services / value added service provided including activation, deactivation, charges etc?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	0	18	18	53	18	0	107
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	18	18	53	18	0	107
BSNL	Urban	0	0	14	33	15	10	0	72
	Rural	0	0	1	1	2	1	0	5
	Total	0	0	15	34	17	11	0	77
HFCL	Urban	0	0	13	23	25	4	0	65
	Rural	0	0	1	0	1	1	0	3
	Total	0	0	14	23	26	5	0	68
Reliance	Urban	0	0	23	15	60	0	0	98
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	23	15	60	0	0	98
Total	Rural	0	0	68	89	153	32	0	342
	Urban	0	0	2	1	3	2	0	8
	Total	0	0	70	90	156	34	0	350

Supplementary Serices: Calculation of satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Airtel	Urban	0	0	18	18	53	18	0	107	90%	83.2%
	Rural	0	0	0	0	0	0	0	0	90%	NA
	Total	0	0	18	18	53	18	0	107	90%	83.2%
BSNL	Urban	0	0	14	33	15	10	0	72	90%	80.6%
	Rural	0	0	1	1	2	1	0	5	90%	80.0%
	Total	0	0	15	34	17	11	0	77	90%	80.5%
HFCL	Urban	0	0	13	23	25	4	0	65	90%	80.0%
	Rural	0	0	1	0	1	1	0	3	90%	66.7%
	Total	0	0	14	23	26	5	0	68	90%	79.4%
Reliance	Urban	0	0	23	15	60	0	0	98	90%	76.5%
	Rural	0	0	0	0	0	0	0	0	90%	NA
	Total	0	0	23	15	60	0	0	98	90%	76.5%
Total	Urban	0	0	68	89	153	32	0	342	90%	80.1%
	Rural	0	0	2	1	3	2	0	8	90%	75.0%
	Total	0	0	70	90	156	34	0	350	90%	80.0%



7. Overall Quality of Services

7. How satisfied are you with the overall Quality of the Basic Wire line Service									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	3	15	22	221	251	94	606
	Rural	0	0	0	0	0	0	0	0
	Total	0	3	15	22	221	251	94	606
BSNL	Urban	0	4	18	39	202	162	1	426
	Rural	0	2	11	12	100	59	0	184
	Total	0	6	29	51	302	221	1	610
HFCL	Urban	1	4	23	62	185	143	8	426
	Rural	0	3	11	17	95	57	0	183
	Total	1	7	34	79	280	200	8	609
Reliance	Urban	0	0	26	147	316	111	0	600
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	26	147	316	111	0	600
Total	Urban	1	11	82	270	924	667	103	2058
	Rural	0	5	22	29	195	116	0	367
	Total	1	16	104	299	1119	783	103	2425

Overall quality of service: Calculation of satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
Airtel	Urban	0	3	15	22	221	251	94	606	90%	97.0%
	Rural	0	0	0	0	0	0	0	0	90%	NA
	Total	0	3	15	22	221	251	94	606	90%	97.0%
BSNL	Urban	0	4	18	39	202	162	1	426	90%	94.8%
	Rural	0	2	11	12	100	59	0	184	90%	92.9%
	Total	0	6	29	51	302	221	1	610	90%	94.3%
HFCL	Urban	1	4	23	62	185	143	8	426	90%	93.4%
	Rural	0	3	11	17	95	57	0	183	90%	92.3%
	Total	1	7	34	79	280	200	8	609	90%	93.1%
Reliance	Urban	0	0	26	147	316	111	0	600	90%	95.7%
	Rural	0	0	0	0	0	0	0	0	90%	NA
	Total	0	0	26	147	316	111	0	600	90%	95.7%
Total	Urban	1	11	82	270	924	667	103	2058	90%	95.4%
	Rural	0	5	22	29	195	116	0	367	90%	92.6%
	Total	1	16	104	299	1119	783	103	2425	90%	95.0%



A2. CELLULAR SERVICES

1. Provision of Services

1.1 How satisfied are you with the ease of taking a connection?									
Service Provider		1	2	3	4	5	6	7	Total
Aircel	Urban	0	0	17	274	124	8	3	426
	Rural	0	0	5	172	0	6	0	183
	Total	0	0	22	446	124	14	3	609
Airtel	Urban	0	0	0	31	44	270	83	428
	Rural	0	0	0	16	15	108	44	183
	Total	0	0	0	47	59	378	127	611
BSNL	Urban	0	0	3	125	204	79	17	428
	Rural	0	0	0	54	75	42	12	183
	Total	0	0	3	179	279	121	29	611
HFCL	Urban	0	0	10	374	37	8	0	429
	Rural	0	0	10	152	19	4	0	185
	Total	0	0	20	526	56	12	0	614
Idea	Urban	0	0	25	68	219	100	18	430
	Rural	0	0	18	23	61	65	17	184
	Total	0	0	43	91	280	165	35	614
Reliance	Urban	0	3	28	253	71	51	17	423
	Rural	1	0	13	122	25	17	3	181
	Total	1	3	41	375	96	68	20	604
TTSL	Urban	0	5	27	207	115	62	12	428
	Rural	0	5	12	90	48	26	2	183
	Total	0	10	39	297	163	88	14	611
Vodafone	Urban	0	0	14	98	158	133	20	423
	Rural	0	0	12	34	28	95	12	181
	Total	0	0	26	132	186	228	32	604
Total	Urban	0	8	124	1430	972	711	170	3415
	Rural	1	5	70	663	271	363	90	1463
	Total	1	13	194	2093	1243	1074	260	4878

1.2 How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges?									
Service Provider		1	2	3	4	5	6	7	Total
Aircel	Urban	0	0	30	313	74	3	6	426
	Rural	0	0	16	159	4	0	4	183
	Total	0	0	46	472	78	3	10	609
Airtel	Urban	0	0	0	5	80	114	229	428
	Rural	0	0	0	4	50	58	71	183
	Total	0	0	0	9	130	172	300	611
BSNL	Urban	0	0	23	186	120	49	50	428
	Rural	0	0	17	70	50	20	26	183
	Total	0	0	40	256	170	69	76	611
HFCL	Urban	0	0	44	367	18	0	0	429
	Rural	0	0	17	156	12	0	0	185
	Total	0	0	61	523	30	0	0	614
Idea	Urban	0	0	22	161	161	59	27	430
	Rural	0	0	8	39	72	43	22	184
	Total	0	0	30	200	233	102	49	614
Reliance	Urban	1	1	27	230	117	26	21	423
	Rural	0	0	27	81	56	4	13	181
	Total	1	1	54	311	173	30	34	604
TTSL	Urban	0	3	20	125	219	37	24	428
	Rural	0	0	11	50	101	8	13	183
	Total	0	3	31	175	320	45	37	611
Vodafone	Urban	0	0	25	94	187	77	40	423
	Rural	0	0	10	2	89	48	32	181
	Total	0	0	35	96	276	125	72	604
Total	Urban	1	4	191	1481	976	365	397	3415
	Rural	0	0	106	561	434	181	181	1463
	Total	1	4	297	2042	1410	546	578	4878



1.3 How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	0	25	266	116	17	2	426
	Rural	0	0	18	159	0	6	0	183
	Total	0	0	43	425	116	23	2	609
Airtel	Urban	0	0	51	32	46	251	48	428
	Rural	0	0	30	17	25	82	29	183
	Total	0	0	81	49	71	333	77	611
BSNL	Urban	0	0	16	113	192	86	21	428
	Rural	0	0	10	64	54	44	11	183
	Total	0	0	26	177	246	130	32	611
HFCL	Urban	0	0	49	335	37	8	0	429
	Rural	0	0	23	137	21	4	0	185
	Total	0	0	72	472	58	12	0	614
Idea	Urban	0	0	15	72	227	102	14	430
	Rural	0	0	13	20	79	60	12	184
	Total	0	0	28	92	306	162	26	614
Reliance	Urban	0	4	12	240	104	50	13	423
	Rural	0	0	10	107	44	17	3	181
	Total	0	4	22	347	148	67	16	604
TTSL	Urban	0	3	24	163	167	61	10	428
	Rural	0	1	11	96	52	20	3	183
	Total	0	4	35	259	219	81	13	611
Vodafone	Urban	1	0	20	100	150	133	19	423
	Rural	0	0	10	34	43	85	9	181
	Total	1	0	30	134	193	218	28	604
Total	Urban	1	7	212	1321	1039	708	127	3415
	Rural	0	1	125	634	318	318	67	1463
	Total	1	8	337	1955	1357	1026	194	4878

Provision of Services: Calculation of satisfaction Score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Aircel	Urban	0	0	72	853	314	28	11	1278	90%	94.4%
	Rural	0	0	39	490	4	12	4	549	90%	92.9%
	Total	0	0	111	1343	318	40	15	1827	90%	93.9%
Airtel	Urban	0	0	51	68	170	635	360	1284	90%	96.0%
	Rural	0	0	30	37	90	248	144	549	90%	94.5%
	Total	0	0	81	105	260	883	504	1833	90%	95.6%
BSNL	Urban	0	0	42	424	516	214	88	1284	90%	96.7%
	Rural	0	0	27	188	179	106	49	549	90%	95.1%
	Total	0	0	69	612	695	320	137	1833	90%	96.2%
HFCL	Urban	0	0	103	1076	92	16	0	1287	90%	92.0%
	Rural	0	0	50	445	52	8	0	555	90%	91.0%
	Total	0	0	153	1521	144	24	0	1842	90%	91.7%
Idea	Urban	0	0	62	301	607	261	59	1290	90%	95.2%
	Rural	0	0	39	82	212	168	51	552	90%	92.9%
	Total	0	0	101	383	819	429	110	1842	90%	94.5%
Reliance	Urban	1	8	67	723	292	127	51	1269	90%	94.0%
	Rural	1	0	50	310	125	38	19	543	90%	90.6%
	Total	2	8	117	1033	417	165	70	1812	90%	93.0%
TTSL	Urban	0	11	71	495	501	160	46	1284	90%	93.6%
	Rural	0	6	34	236	201	54	18	549	90%	92.7%
	Total	0	17	105	731	702	214	64	1833	90%	93.3%
Vodafone	Urban	1	0	59	292	495	343	79	1269	90%	95.3%
	Rural	0	0	32	70	160	228	53	543	90%	94.1%
	Total	1	0	91	362	655	571	132	1812	90%	94.9%
Total	Urban	2	19	527	4232	2987	1784	694	10245	90%	94.7%
	Rural	1	6	301	1858	1023	862	338	4389	90%	93.0%
	Total	3	25	828	6090	4010	2646	1032	14634	90%	94.2%



Billing service -Prepaid

2.1 How satisfied are you with ease of activation of vouchers (recharging process)									
Service Provider		1	2	3	4	5	6	7	Total
Aircel	Urban	0	8	79	197	85	3	6	378
	Rural	0	8	56	113	2	1	3	183
	Total	0	16	135	310	87	4	9	561
Airtel	Urban	0	0	19	39	35	205	90	388
	Rural	0	0	10	21	18	76	44	169
	Total	0	0	29	60	53	281	134	557
BSNL	Urban	0	0	22	133	150	66	30	401
	Rural	0	0	11	57	59	34	13	174
	Total	0	0	33	190	209	100	43	575
HFCL	Urban	0	14	27	343	36	9	0	429
	Rural	0	8	22	134	15	6	0	185
	Total	0	22	49	477	51	15	0	614
Idea	Urban	0	0	34	75	190	80	23	402
	Rural	0	0	15	30	59	54	16	174
	Total	0	0	49	105	249	134	39	576
Reliance	Urban	0	4	48	163	112	45	10	382
	Rural	0	0	42	74	39	12	7	174
	Total	0	4	90	237	151	57	17	556
TTSL	Urban	0	9	43	180	94	59	8	393
	Rural	0	5	18	82	48	20	3	176
	Total	0	14	61	262	142	79	11	569
Vodafone	Urban	0	1	24	72	124	138	18	377
	Rural	0	0	15	29	50	69	10	173
	Total	0	1	39	101	174	207	28	550
Total	Urban	0	36	296	1202	826	605	185	3150
	Rural	0	21	189	540	290	272	96	1408
	Total	0	57	485	1742	1116	877	281	4558

2.2 How satisfied are you with the availability of vouchers (recharge coupons) of various denominations?									
Service Provider		1	2	3	4	5	6	7	Total
Aircel	Urban	0	7	73	251	38	5	4	378
	Rural	0	8	21	146	4	3	1	183
	Total	0	15	94	397	42	8	5	561
Airtel	Urban	0	0	19	12	76	135	146	388
	Rural	0	0	10	9	51	78	21	169
	Total	0	0	29	21	127	213	167	557
BSNL	Urban	0	0	27	194	86	57	37	401
	Rural	0	0	15	74	37	24	24	174
	Total	0	0	42	268	123	81	61	575
HFCL	Urban	0	15	23	369	21	1	0	429
	Rural	0	8	0	170	7	0	0	185
	Total	0	23	23	539	28	1	0	614
Idea	Urban	0	0	35	146	143	61	17	402
	Rural	0	0	16	34	61	43	20	174
	Total	0	0	51	180	204	104	37	576
Reliance	Urban	1	3	35	226	78	16	23	382
	Rural	0	0	17	110	30	6	11	174
	Total	1	3	52	336	108	22	34	556
TTSL	Urban	0	8	50	133	151	33	18	393
	Rural	0	6	20	53	74	12	11	176
	Total	0	14	70	186	225	45	29	569
Vodafone	Urban	1	0	25	51	182	87	31	377
	Rural	0	0	14	4	55	77	23	173
	Total	1	0	39	55	237	164	54	550
Total	Urban	2	33	287	1382	775	395	276	3150
	Rural	0	22	113	600	319	243	111	1408
	Total	2	55	400	1982	1094	638	387	4558



2.3 How satisfied are you with the transparency of information provided on vouchers i.e. talk time available on the vouchers and restrictions if any?

Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	3	62	219	87	5	2	378
	Rural	0	4	24	149	0	5	1	183
	Total	0	7	86	368	87	10	3	561
Airtel	Urban	0	0	18	41	43	200	86	388
	Rural	0	0	10	22	26	67	44	169
	Total	0	0	28	63	69	267	130	557
BSNL	Urban	0	0	20	138	151	71	21	401
	Rural	0	0	17	61	53	35	8	174
	Total	0	0	37	199	204	106	29	575
HFCL	Urban	0	6	48	331	33	11	0	429
	Rural	0	3	19	141	16	6	0	185
	Total	0	9	67	472	49	17	0	614
Idea	Urban	0	1	35	71	206	75	14	402
	Rural	0	0	15	23	73	55	8	174
	Total	0	1	50	94	279	130	22	576
Reliance	Urban	1	3	70	148	112	36	12	382
	Rural	0	0	28	96	32	13	5	174
	Total	1	3	98	244	144	49	17	556
TTSL	Urban	3	7	34	177	113	54	5	393
	Rural	0	3	20	85	47	15	6	176
	Total	3	10	54	262	160	69	11	569
Vodafone	Urban	0	2	23	68	129	144	11	377
	Rural	0	0	16	29	58	60	10	173
	Total	0	2	39	97	187	204	21	550
Total	Urban	4	22	310	1193	874	596	151	3150
	Rural	0	10	149	606	305	256	82	1408
	Total	4	32	459	1799	1179	852	233	4558

2.4 How satisfied are you with the charges deducted after every usage?

Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	3	53	233	80	5	4	378
	Rural	0	4	26	145	5	1	2	183
	Total	0	7	79	378	85	6	6	561
Airtel	Urban	0	0	45	11	60	195	77	388
	Rural	0	0	22	5	41	78	23	169
	Total	0	0	67	16	101	273	100	557
BSNL	Urban	0	0	37	117	165	57	25	401
	Rural	0	0	15	46	70	31	12	174
	Total	0	0	52	163	235	88	37	575
HFCL	Urban	0	6	0	379	35	9	0	429
	Rural	0	3	10	147	20	5	0	185
	Total	0	9	10	526	55	14	0	614
Idea	Urban	0	0	21	35	232	104	10	402
	Rural	0	1	13	11	83	46	20	174
	Total	0	1	34	46	315	150	30	576
Reliance	Urban	1	6	0	225	103	33	14	382
	Rural	0	0	0	105	56	6	7	174
	Total	1	6	0	330	159	39	21	556
TTSL	Urban	0	3	46	142	135	55	12	393
	Rural	0	2	19	57	74	18	6	176
	Total	0	5	65	199	209	73	18	569
Vodafone	Urban	0	0	26	42	167	135	7	377
	Rural	0	0	15	2	75	66	15	173
	Total	0	0	41	44	242	201	22	550
Total	Urban	1	18	228	1184	977	593	149	3150
	Rural	0	10	120	518	424	251	85	1408
	Total	1	28	348	1702	1401	844	234	4558



Billing services, prepaid customers: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Aircel	Urban	0	21	267	900	290	18	16	1512	95%	81.0%
	Rural	0	24	127	553	11	10	7	732	95%	79.4%
	Total	0	45	394	1453	301	28	23	2244	95%	80.4%
Airtel	Urban	0	0	101	103	214	735	399	1552	95%	93.5%
	Rural	0	0	52	57	136	299	132	676	95%	92.3%
	Total	0	0	153	160	350	1034	531	2228	95%	93.1%
BSNL	Urban	0	0	106	582	552	251	113	1604	95%	93.4%
	Rural	0	0	58	238	219	124	57	696	95%	91.7%
	Total	0	0	164	820	771	375	170	2300	95%	92.9%
HFCL	Urban	0	41	98	1422	125	30	0	1716	95%	91.9%
	Rural	0	22	51	592	58	17	0	740	95%	90.1%
	Total	0	63	149	2014	183	47	0	2456	95%	91.4%
Idea	Urban	0	1	125	327	771	320	64	1608	95%	92.2%
	Rural	0	1	59	98	276	198	64	696	95%	91.4%
	Total	0	2	184	425	1047	518	128	2304	95%	91.9%
Reliance	Urban	3	16	153	762	405	130	59	1528	95%	88.7%
	Rural	0	0	87	385	157	37	30	696	95%	87.5%
	Total	3	16	240	1147	562	167	89	2224	95%	88.4%
TTSL	Urban	3	27	173	632	493	201	43	1572	95%	87.1%
	Rural	0	16	77	277	243	65	26	704	95%	86.8%
	Total	3	43	250	909	736	266	69	2276	95%	87.0%
Vodafone	Urban	1	3	98	233	602	504	67	1508	95%	93.2%
	Rural	0	0	60	64	238	272	58	692	95%	91.3%
	Total	1	3	158	297	840	776	125	2200	95%	92.6%
Total	Urban	7	109	1121	4961	3452	2189	761	12600	95%	90.2%
	Rural	0	63	571	2264	1338	1022	374	5632	95%	88.7%
	Total	7	172	1692	7225	4790	3211	1135	18232	95%	89.7%

Post paid

2.5 How satisfied are you with the charges levied per call?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban		0	9	33	5	1	0	48
	Rural		0	0	0	0	0	0	0
	Total		0	9	33	5	1	0	48
Airtel	Urban		0	1	7	0	19	13	40
	Rural		0	3	0	0	8	3	14
	Total		0	4	7	0	27	16	54
BSNL	Urban		0	2	16	5	3	1	27
	Rural		0	1	5	2	1	0	9
	Total		0	3	21	7	4	1	36
Idea	Urban		2	1	6	5	11	3	28
	Rural		0	3	0	2	4	1	10
	Total		2	4	6	7	15	4	38
Reliance	Urban		0	0	23	6	9	3	41
	Rural		0	2	3	1	1	0	7
	Total		0	2	26	7	10	3	48
TTSL	Urban		0	5	13	12	4	1	35
	Rural		0	3	3	0	0	1	7
	Total		0	8	16	12	4	2	42
Vodafone	Urban		1	1	18	14	11	1	46
	Rural		0	3	2	1	2	0	8
	Total		1	4	20	15	13	1	54
Total	Urban		3	19	116	47	58	22	265
	Rural		0	15	13	6	16	5	55
	Total		3	34	129	53	74	27	320



2.6 How satisfied are you with the overall accuracy & completeness of the bills?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	0	9	24	14	1	0	48
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	9	24	14	1	0	48
Airtel	Urban	0	1	2	2	3	12	20	40
	Rural	0	0	1	1	0	2	10	14
	Total	0	1	3	3	3	14	30	54
BSNL	Urban	0	0	4	7	14	1	1	27
	Rural	0	0	1	6	1	0	1	9
	Total	0	0	5	13	15	1	2	36
Idea	Urban	1	1	1	3	6	7	9	28
	Rural	0	0	0	1	5	2	2	10
	Total	1	1	1	4	11	9	11	38
Reliance	Urban	0	0	11	9	9	6	6	41
	Rural	0	0	1	4	1	0	1	7
	Total	0	0	12	13	10	6	7	48
TTSL	Urban	0	0	6	16	7	4	2	35
	Rural	0	0	0	5	1	1	0	7
	Total	0	0	6	21	8	5	2	42
Vodafone	Urban	0	0	5	13	18	6	4	46
	Rural	0	0	0	2	3	2	1	8
	Total	0	0	5	15	21	8	5	54
Total	Urban	1	2	38	74	71	37	42	265
	Rural	0	0	3	19	11	7	15	55
	Total	1	2	41	93	82	44	57	320

2.7 How satisfied are you with the clarity of bills in terms of transparency and understandability?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	0	6	35	5	2	0	48
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	6	35	5	2	0	48
Airtel	Urban	0	0	5	3	0	19	13	40
	Rural	0	0	1	0	1	4	8	14
	Total	0	0	6	3	1	23	21	54
BSNL	Urban	0	0	3	11	9	3	1	27
	Rural	0	0	1	6	1	0	1	9
	Total	0	0	4	17	10	3	2	36
Idea	Urban	1	2	2	4	2	12	5	28
	Rural	0	0	1	2	1	4	2	10
	Total	1	2	3	6	3	16	7	38
Reliance	Urban	0	0	6	16	6	7	6	41
	Rural	0	0	0	6	1	0	0	7
	Total	0	0	6	22	7	7	6	48
TTSL	Urban	0	0	7	9	11	6	2	35
	Rural	0	0	1	4	1	1	0	7
	Total	0	0	8	13	12	7	2	42
Vodafone	Urban	1	0	5	10	17	11	2	46
	Rural	0	0	1	4	1	1	1	8
	Total	1	0	6	14	18	12	3	54
Total	Urban	2	2	34	88	50	60	29	265
	Rural	0	0	5	22	6	10	12	55
	Total	2	2	39	110	56	70	41	320



Billing services, postpaid customers: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Aircel	Urban	0	0	24	92	24	4	0	144	95%	83.3%
	Rural	0	0	0	0	0	0	0	0	95%	NA
	Total	0	0	24	92	24	4	0	144	95%	83.3%
Airtel	Urban	0	1	8	12	3	50	46	120	95%	92.5%
	Rural	0	0	5	1	1	14	21	42	95%	88.1%
	Total	0	1	13	13	4	64	67	162	95%	91.4%
BSNL	Urban	0	0	9	34	28	7	3	81	95%	88.9%
	Rural	0	0	3	17	4	1	2	27	95%	88.9%
	Total	0	0	12	51	32	8	5	108	95%	88.9%
Idea	Urban	2	5	4	13	13	30	17	84	95%	86.9%
	Rural	0	0	4	3	8	10	5	30	95%	86.7%
	Total	2	5	8	16	21	40	22	114	95%	86.8%
Reliance	Urban	0	0	17	48	21	22	15	123	95%	86.2%
	Rural	0	0	3	13	3	1	1	21	95%	85.7%
	Total	0	0	20	61	24	23	16	144	95%	86.1%
TTSL	Urban	0	0	18	38	30	14	5	105	95%	82.9%
	Rural	0	0	4	12	2	2	1	21	95%	81.0%
	Total	0	0	22	50	32	16	6	126	95%	82.5%
Vodafone	Urban	1	1	11	41	49	28	7	138	95%	90.6%
	Rural	0	0	4	8	5	5	2	24	95%	83.3%
	Total	1	1	15	49	54	33	9	162	95%	89.5%
Total	Urban	3	7	91	278	168	155	93	795	95%	87.3%
	Rural	0	0	23	54	23	33	32	165	95%	86.1%
	Total	3	7	114	332	191	188	125	960	95%	87.1%

3. Help Services

3.1 How satisfied are you with the availability of customer care services (consumer care number and general information number)?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	0	0	323	85	14	4	426
	Rural	0	0	8	170	0	3	2	183
	Total	0	0	8	493	85	17	6	609
Airtel	Urban	0	0	36	41	36	234	81	428
	Rural	0	0	19	15	15	102	32	183
	Total	0	0	55	56	51	336	113	611
BSNL	Urban	0	1	16	178	134	83	16	428
	Rural	0	0	12	84	40	35	12	183
	Total	0	1	28	262	174	118	28	611
HFCL	Urban	0	0	5	380	39	5	0	429
	Rural	0	0	5	155	21	4	0	185
	Total	0	0	10	535	60	9	0	614
Idea	Urban	0	0	33	86	212	96	3	430
	Rural	0	1	19	21	59	72	12	184
	Total	0	1	52	107	271	168	15	614
Reliance	Urban	0	11	7	220	129	46	10	423
	Rural	0	0	13	116	32	15	5	181
	Total	0	11	20	336	161	61	15	604
TTSL	Urban	0	4	50	156	155	58	5	428
	Rural	0	1	22	56	83	20	1	183
	Total	0	5	72	212	238	78	6	611
Vodafone	Urban	1	0	35	92	148	138	9	423
	Rural	0	0	22	25	32	96	6	181
	Total	1	0	57	117	180	234	15	604
Total	Urban	1	16	182	1476	938	674	128	3415
	Rural	0	2	120	642	282	347	70	1463
	Total	1	18	302	2118	1220	1021	198	4878



3.2 How satisfied are you with the ease of access to a customer care executive through the IVR menu?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	0	153	205	46	18	4	426
	Rural	0	0	77	99	4	1	2	183
	Total	0	0	230	304	50	19	6	609
Airtel	Urban	0	0	28	16	84	131	169	428
	Rural	0	0	13	10	34	87	39	183
	Total	0	0	41	26	118	218	208	611
BSNL	Urban	0	1	14	213	92	57	51	428
	Rural	0	0	17	80	34	31	21	183
	Total	0	1	31	293	126	88	72	611
HFCL	Urban	0	0	61	333	29	6	0	429
	Rural	0	0	26	143	13	2	1	185
	Total	0	0	87	476	42	8	1	614
Idea	Urban	0	1	35	86	205	76	27	430
	Rural	0	0	13	30	83	34	24	184
	Total	0	1	48	116	288	110	51	614
Reliance	Urban	2	4	16	263	88	26	24	423
	Rural	0	0	12	95	54	12	8	181
	Total	2	4	28	358	142	38	32	604
TTSL	Urban	3	9	40	140	186	28	22	428
	Rural	0	0	23	77	65	8	10	183
	Total	3	9	63	217	251	36	32	611
Vodafone	Urban	0	0	30	96	162	106	29	423
	Rural	0	0	9	16	68	61	27	181
	Total	0	0	39	112	230	167	56	604
Total	Urban	5	15	377	1352	892	448	326	3415
	Rural	0	0	190	550	355	236	132	1463
	Total	5	15	567	1902	1247	684	458	4878

3.3 How satisfied are you with the customer friendly approach of the customer care executive?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	0	63	249	82	27	5	426
	Rural	0	0	47	130	0	5	1	183
	Total	0	0	110	379	82	32	6	609
Airtel	Urban	0	1	36	38	41	210	102	428
	Rural	0	0	19	14	18	77	55	183
	Total	0	1	55	52	59	287	157	611
BSNL	Urban	1	0	21	147	138	99	22	428
	Rural	0	0	13	75	51	33	11	183
	Total	1	0	34	222	189	132	33	611
HFCL	Urban	0	0	41	344	36	8	0	429
	Rural	0	0	20	140	21	4	0	185
	Total	0	0	61	484	57	12	0	614
Idea	Urban	0	0	36	85	193	107	9	430
	Rural	0	0	20	25	53	72	14	184
	Total	0	0	56	110	246	179	23	614
Reliance	Urban	1	5	30	204	125	44	14	423
	Rural	0	0	10	116	35	16	4	181
	Total	1	5	40	320	160	60	18	604
TTSL	Urban	0	5	51	166	142	61	3	428
	Rural	0	2	22	77	64	16	2	183
	Total	0	7	73	243	206	77	5	611
Vodafone	Urban	0	0	39	83	167	119	15	423
	Rural	0	0	22	24	57	72	6	181
	Total	0	0	61	107	224	191	21	604
Total	Urban	2	11	317	1316	924	675	170	3415
	Rural	0	2	173	601	299	295	93	1463
	Total	2	13	490	1917	1223	970	263	4878



3.4 How satisfied are you with the competency level/problem solving ability of the customer care executive?									
Service Provider		1	2	3	4	5	6	7	Total
Aircel	Urban	0	0	136	187	72	27	4	426
	Rural	0	0	35	141	3	0	4	183
	Total	0	0	171	328	75	27	8	609
Airtel	Urban	0	1	28	12	73	207	107	428
	Rural	0	0	12	8	29	98	36	183
	Total	0	1	40	20	102	305	143	611
BSNL	Urban	0	1	29	154	120	103	21	428
	Rural	0	0	19	72	44	31	17	183
	Total	0	1	48	226	164	134	38	611
HFCL	Urban	0	0	34	349	41	5	0	429
	Rural	0	0	20	139	21	4	1	185
	Total	0	0	54	488	62	9	1	614
Idea	Urban	0	1	30	46	239	92	22	430
	Rural	0	0	11	19	80	59	15	184
	Total	0	1	41	65	319	151	37	614
Reliance	Urban	1	6	53	201	110	37	15	423
	Rural	0	0	28	82	53	8	10	181
	Total	1	6	81	283	163	45	25	604
TTSL	Urban	0	5	46	165	153	48	11	428
	Rural	0	2	25	79	55	15	7	183
	Total	0	7	71	244	208	63	18	611
Vodafone	Urban	0	0	30	84	153	135	21	423
	Rural	0	0	9	17	57	76	22	181
	Total	0	0	39	101	210	211	43	604
Total	Urban	1	14	386	1198	961	654	201	3415
	Rural	0	2	159	557	342	291	112	1463
	Total	1	16	545	1755	1303	945	313	4878

Help Services: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Aircel	Urban	0	0	352	964	285	86	17	1704	90%	79.3%
	Rural	0	0	167	540	7	9	9	732	90%	77.2%
	Total	0	0	519	1504	292	95	26	2436	90%	78.7%
Airtel	Urban	0	2	128	107	234	782	459	1712	90%	92.4%
	Rural	0	0	63	47	96	364	162	732	90%	91.4%
	Total	0	2	191	154	330	1146	621	2444	90%	92.1%
BSNL	Urban	1	3	80	692	484	342	110	1712	90%	95.1%
	Rural	0	0	61	311	169	130	61	732	90%	91.7%
	Total	1	3	141	1003	653	472	171	2444	90%	94.1%
HFCL	Urban	0	0	141	1406	145	24	0	1716	90%	91.8%
	Rural	0	0	71	577	76	14	2	740	90%	90.4%
	Total	0	0	212	1983	221	38	2	2456	90%	91.4%
Idea	Urban	0	2	134	303	849	371	61	1720	90%	92.1%
	Rural	0	1	63	95	275	237	65	736	90%	91.3%
	Total	0	3	197	398	1124	608	126	2456	90%	91.9%
Reliance	Urban	4	26	106	888	452	153	63	1692	90%	92.0%
	Rural	0	0	63	409	174	51	27	724	90%	91.3%
	Total	4	26	169	1297	626	204	90	2416	90%	91.8%
TTSL	Urban	3	23	187	627	636	195	41	1712	90%	87.6%
	Rural	0	5	92	289	267	59	20	732	90%	86.7%
	Total	3	28	279	916	903	254	61	2444	90%	87.3%
Vodafone	Urban	1	0	134	355	630	498	74	1692	90%	92.0%
	Rural	0	0	62	82	214	305	61	724	90%	91.4%
	Total	1	0	196	437	844	803	135	2416	90%	91.8%
Total	Urban	9	56	1262	5342	3715	2451	825	13660	90%	90.3%
	Rural	0	6	642	2350	1278	1169	407	5852	90%	88.9%
	Total	9	62	1904	7692	4993	3620	1232	19512	90%	89.9%



4. Network Performance

4.1 How satisfied are you with the availability of signal of your service provided?									
Service Provider		1	2	3	4	5	6	7	Total
Aircel	Urban	3	12	8	329	65	7	2	426
	Rural	1	2	0	174	3	3	0	183
	Total	4	14	8	503	68	10	2	609
Airtel	Urban	0	1	18	43	30	185	151	428
	Rural	0	1	11	15	15	102	39	183
	Total	0	2	29	58	45	287	190	611
BSNL	Urban	0	2	16	214	114	65	17	428
	Rural	0	6	6	97	29	37	8	183
	Total	0	8	22	311	143	102	25	611
HFCL	Urban	2	6	0	393	23	5	0	429
	Rural	3	1	5	161	12	3	0	185
	Total	5	7	5	554	35	8	0	614
Idea	Urban	2	0	24	148	145	93	18	430
	Rural	1	2	14	34	60	59	14	184
	Total	3	2	38	182	205	152	32	614
Reliance	Urban	1	3	0	276	93	39	11	423
	Rural	0	3	1	126	37	12	2	181
	Total	1	6	1	402	130	51	13	604
TTSL	Urban	3	0	45	217	113	44	6	428
	Rural	2	3	20	84	61	12	1	183
	Total	5	3	65	301	174	56	7	611
Vodafone	Urban	0	3	16	132	135	123	14	423
	Rural	0	5	11	29	51	76	9	181
	Total	0	8	27	161	186	199	23	604
Total	Urban	11	27	127	1752	718	561	219	3415
	Rural	7	23	68	720	268	304	73	1463
	Total	18	50	195	2472	986	865	292	4878

4.2 How satisfied are you with the network of your service provider in terms of ability to make or receive calls easily?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	0	1	110	244	57	8	6	426
	Rural	0	6	30	140	2	2	3	183
	Total	0	7	140	384	59	10	9	609
Airtel	Urban	2	2	7	19	53	198	147	428
	Rural	1	0	4	8	24	89	57	183
	Total	3	2	11	27	77	287	204	611
BSNL	Urban	2	1	19	206	100	68	32	428
	Rural	0	0	5	96	33	31	18	183
	Total	2	1	24	302	133	99	50	611
HFCL	Urban	6	0	34	358	25	6	0	429
	Rural	1	3	36	132	9	4	0	185
	Total	7	3	70	490	34	10	0	614
Idea	Urban	0	2	37	106	164	99	22	430
	Rural	1	0	10	30	59	65	19	184
	Total	1	2	47	136	223	164	41	614
Reliance	Urban	3	2	53	219	97	28	21	423
	Rural	0	0	21	93	51	9	7	181
	Total	3	2	74	312	148	37	28	604
TTSL	Urban	1	5	33	205	123	51	10	428
	Rural	3	2	11	86	61	17	3	183
	Total	4	7	44	291	184	68	13	611
Vodafone	Urban	1	1	14	84	179	116	28	423
	Rural	3	1	1	28	59	72	17	181
	Total	4	2	15	112	238	188	45	604
Total	Urban	15	14	307	1441	798	574	266	3415
	Rural	9	12	118	613	298	289	124	1463
	Total	24	26	425	2054	1096	863	390	4878



4.3 How satisfied are you with the voice quality on your phone during calls?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Aircel	Urban	2	2	51	306	54	11	0	426
	Rural	2	9	50	117	3	2	0	183
	Total	4	11	101	423	57	13	0	609
Airtel	Urban	0	0	25	31	43	224	105	428
	Rural	0	0	9	12	34	106	22	183
	Total	0	0	34	43	77	330	127	611
BSNL	Urban	1	2	6	236	114	66	3	428
	Rural	1	3	5	109	42	21	2	183
	Total	2	5	11	345	156	87	5	611
HFCL	Urban	4	20	45	330	26	4	0	429
	Rural	2	5	45	117	12	4	0	185
	Total	6	25	90	447	38	8	0	614
Idea	Urban	0	0	32	136	181	80	1	430
	Rural	1	2	19	29	76	52	5	184
	Total	1	2	51	165	257	132	6	614
Reliance	Urban	0	5	26	243	119	30	0	423
	Rural	0	2	16	105	50	5	3	181
	Total	0	7	42	348	169	35	3	604
TTSL	Urban	1	5	37	220	119	46	0	428
	Rural	2	3	23	85	58	12	0	183
	Total	3	8	60	305	177	58	0	611
Vodafone	Urban	0	1	29	101	176	115	1	423
	Rural	0	1	12	31	58	77	2	181
	Total	0	2	41	132	234	192	3	604
Total	Urban	8	35	251	1603	832	576	110	3415
	Rural	8	25	179	605	333	279	34	1463
	Total	16	60	430	2208	1165	855	144	4878

Network performance, Reliability and Availability: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Aircel	Urban	5	15	169	879	176	26	8	1278	95%	85.2%
	Rural	3	17	80	431	8	7	3	549	95%	81.8%
	Total	8	32	249	1310	184	33	11	1827	95%	84.2%
Airtel	Urban	2	3	50	93	126	607	403	1284	95%	95.7%
	Rural	1	1	24	35	73	297	118	549	95%	95.3%
	Total	3	4	74	128	199	904	521	1833	95%	95.6%
BSNL	Urban	3	5	41	656	328	199	52	1284	95%	96.2%
	Rural	1	9	16	302	104	89	28	549	95%	95.3%
	Total	4	14	57	958	432	288	80	1833	95%	95.9%
HFCL	Urban	12	26	79	1081	74	15	0	1287	95%	90.9%
	Rural	6	9	86	410	33	11	0	555	95%	81.8%
	Total	18	35	165	1491	107	26	0	1842	95%	88.2%
Idea	Urban	2	2	93	390	490	272	41	1290	95%	92.5%
	Rural	3	4	43	93	195	176	38	552	95%	90.9%
	Total	5	6	136	483	685	448	79	1842	95%	92.0%
Reliance	Urban	4	10	79	738	309	97	32	1269	95%	92.7%
	Rural	0	5	38	324	138	26	12	543	95%	92.1%
	Total	4	15	117	1062	447	123	44	1812	95%	92.5%
TTSL	Urban	5	10	115	642	355	141	16	1284	95%	89.9%
	Rural	7	8	54	255	180	41	4	549	95%	87.4%
	Total	12	18	169	897	535	182	20	1833	95%	89.1%
Vodafone	Urban	1	5	59	317	490	354	43	1269	95%	94.9%
	Rural	3	7	24	88	168	225	28	543	95%	93.7%
	Total	4	12	83	405	658	579	71	1812	95%	94.5%
Total	Urban	34	76	685	4796	2348	1711	595	10245	95%	92.2%
	Rural	24	60	365	1938	899	872	231	4389	95%	89.8%
	Total	58	136	1050	6734	3247	2583	826	14634	95%	91.5%



5. Maintainability

5.1 How satisfied are you with the availability of fault free connection?									
Service Provider		1	2	3	4	5	6	7	Total
Aircel	Urban	0	4	48	287	77	9	1	426
	Rural	0	3	32	141	3	4	0	183
	Total	0	7	80	428	80	13	1	609
Airtel	Urban	0	0	9	28	57	219	115	428
	Rural	0	1	9	8	40	99	26	183
	Total	0	1	18	36	97	318	141	611
BSNL	Urban	0	0	1	195	144	75	13	428
	Rural	0	0	15	73	49	43	3	183
	Total	0	0	16	268	193	118	16	611
HFCL	Urban	0	2	10	372	38	7	0	429
	Rural	0	3	5	151	22	3	1	185
	Total	0	5	15	523	60	10	1	614
Idea	Urban	0	0	5	81	240	93	11	430
	Rural	1	0	12	12	81	71	7	184
	Total	1	0	17	93	321	164	18	614
Reliance	Urban	1	6	0	257	115	40	4	423
	Rural	0	0	3	118	45	13	2	181
	Total	1	6	3	375	160	53	6	604
TTSL	Urban	1	9	51	193	119	52	3	428
	Rural	1	4	25	86	48	18	1	183
	Total	2	13	76	279	167	70	4	611
Vodafone	Urban	0	1	15	103	157	143	4	423
	Rural	0	0	7	25	64	79	6	181
	Total	0	1	22	128	221	222	10	604
Total	Urban	2	22	139	1516	947	638	151	3415
	Rural	2	11	108	614	352	330	46	1463
	Total	4	33	247	2130	1299	968	197	4878

5.2 How satisfied are you with the timely repair of faults of your phone connection?									
Service Provider		1	2	3	4	5	6	7	Total
Aircel	Urban	0	3	76	267	54	23	3	426
	Rural	0	3	33	141	3	2	1	183
	Total	0	6	109	408	57	25	4	609
Airtel	Urban	0	1	29	28	38	230	102	428
	Rural	0	0	19	13	17	89	45	183
	Total	0	1	48	41	55	319	147	611
BSNL	Urban	0	1	56	165	98	83	25	428
	Rural	0	2	16	84	42	34	5	183
	Total	0	3	72	249	140	117	30	611
HFCL	Urban	0	2	68	314	40	5	0	429
	Rural	0	3	34	123	22	3	0	185
	Total	0	5	102	437	62	8	0	614
Idea	Urban	1	2	33	69	245	69	11	430
	Rural	1	2	11	19	80	63	8	184
	Total	2	4	44	88	325	132	19	614
Reliance	Urban	1	1	53	209	111	42	6	423
	Rural	1	2	29	90	37	15	7	181
	Total	2	3	82	299	148	57	13	604
TTSL	Urban	0	14	63	190	107	49	5	428
	Rural	1	7	35	79	41	18	2	183
	Total	1	21	98	269	148	67	7	611
Vodafone	Urban	0	2	33	89	175	113	11	423
	Rural	0	5	19	23	50	78	6	181
	Total	0	7	52	112	225	191	17	604
Total	Urban	2	26	411	1331	868	614	163	3415
	Rural	3	24	196	572	292	302	74	1463
	Total	5	50	607	1903	1160	916	237	4878



Maintainability: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total	Benchmark	Overall Weighted Satisfaction
Aircel	Urban	0	7	124	554	131	32	4	852	95%	84.6%
	Rural	0	6	65	282	6	6	1	366	95%	80.6%
	Total	0	13	189	836	137	38	5	1218	95%	83.4%
Airtel	Urban	0	1	38	56	95	449	217	856	95%	95.4%
	Rural	0	1	28	21	57	188	71	366	95%	92.1%
	Total	0	2	66	77	152	637	288	1222	95%	94.4%
BSNL	Urban	0	1	57	360	242	158	38	856	95%	93.2%
	Rural	0	2	31	157	91	77	8	366	95%	91.0%
	Total	0	3	88	517	333	235	46	1222	95%	92.6%
HFCL	Urban	0	4	78	686	78	12	0	858	95%	90.4%
	Rural	0	6	39	274	44	6	1	370	95%	87.8%
	Total	0	10	117	960	122	18	1	1228	95%	89.7%
Idea	Urban	1	2	38	150	485	162	22	860	95%	95.2%
	Rural	2	2	23	31	161	134	15	368	95%	92.7%
	Total	3	4	61	181	646	296	37	1228	95%	94.5%
Reliance	Urban	2	7	53	466	226	82	10	846	95%	92.7%
	Rural	1	2	32	208	82	28	9	362	95%	90.3%
	Total	3	9	85	674	308	110	19	1208	95%	92.0%
TTSL	Urban	1	23	114	383	226	101	8	856	95%	83.9%
	Rural	2	11	60	165	89	36	3	366	95%	80.1%
	Total	3	34	174	548	315	137	11	1222	95%	82.7%
Vodafone	Urban	0	3	48	192	332	256	15	846	95%	94.0%
	Rural	0	5	26	48	114	157	12	362	95%	91.4%
	Total	0	8	74	240	446	413	27	1208	95%	93.2%
Total	Urban	4	48	550	2847	1815	1252	314	6830	95%	91.2%
	Rural	5	35	304	1186	644	632	120	2926	95%	88.2%
	Total	9	83	854	4033	2459	1884	434	9756	95%	90.3%

6. Supplementary Services and Value Added Services

6.1 Have you subscribed to any supplementary services like call forwarding, call diverting and value added services				
Service Provider		Yes	No	Total
		Count	Count	Count
Aircel	Urban	101	325	426
	Rural	57	126	183
	Total	158	451	609
Airtel	Urban	188	240	428
	Rural	70	113	183
	Total	258	353	611
BSNL	Urban	85	343	428
	Rural	36	147	183
	Total	121	490	611
HFCL	Urban	82	347	429
	Rural	34	151	185
	Total	116	498	614
Idea	Urban	129	301	430
	Rural	59	125	184
	Total	188	426	614
Reliance	Urban	204	219	423
	Rural	77	104	181
	Total	281	323	604
TTSL	Urban	102	326	428
	Rural	54	129	183
	Total	156	455	611
Vodafone	Urban	214	209	423
	Rural	78	103	181
	Total	292	312	604
Total	Urban	1105	2310	3415
	Rural	465	998	1463
	Total	1570	3308	4878



6.2 How satisfied are you with the supplementary services / value added service provided									
Service Provider		1	2	3	4	5	6	7	Total
Aircel	Urban	4	11	8	38	30	10	0	101
	Rural	2	11	3	20	15	6	0	57
	Total	6	22	11	58	45	16	0	158
Airtel	Urban	2	7	1	29	29	49	71	188
	Rural	0	0	5	5	22	9	29	70
	Total	2	7	6	34	51	58	100	258
BSNL	Urban	2	2	1	34	34	12	0	85
	Rural	0	0	2	12	18	4	0	36
	Total	2	2	3	46	52	16	0	121
HFCL	Urban	4	11	3	33	23	8	0	82
	Rural	2	5	2	7	15	3	0	34
	Total	6	16	5	40	38	11	0	116
Idea	Urban	2	3	6	30	75	13	0	129
	Rural	1	4	2	4	34	14	0	59
	Total	3	7	8	34	109	27	0	188
Reliance	Urban	0	18	0	73	94	19	0	204
	Rural	2	6	2	37	22	8	0	77
	Total	2	24	2	110	116	27	0	281
TTSL	Urban	0	6	4	21	58	12	1	102
	Rural	0	11	1	14	25	3	0	54
	Total	0	17	5	35	83	15	1	156
Vodafone	Urban	2	8	3	79	101	21	0	214
	Rural	0	1	5	19	32	21	0	78
	Total	2	9	8	98	133	42	0	292
Total	Urban	16	66	26	337	444	144	72	1105
	Rural	7	38	22	118	183	68	29	465
	Total	23	104	48	455	627	212	101	1570

Supplementary services and Value Added services: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
Aircel	Urban	4	11	8	38	30	10	0	101	90%	77.2%
	Rural	2	11	3	20	15	6	0	57	90%	71.9%
	Total	6	22	11	58	45	16	0	158	90%	75.3%
Airtel	Urban	2	7	1	29	29	49	71	188	90%	94.7%
	Rural	0	0	5	5	22	9	29	70	90%	92.9%
	Total	2	7	6	34	51	58	100	258	90%	94.2%
BSNL	Urban	2	2	1	34	34	12	0	85	90%	94.1%
	Rural	0	0	2	12	18	4	0	36	90%	94.4%
	Total	2	2	3	46	52	16	0	121	90%	94.2%
HFCL	Urban	4	11	3	33	23	8	0	82	90%	78.0%
	Rural	2	5	2	7	15	3	0	34	90%	73.5%
	Total	6	16	5	40	38	11	0	116	90%	76.7%
Idea	Urban	2	3	6	30	75	13	0	129	90%	91.5%
	Rural	1	4	2	4	34	14	0	59	90%	88.1%
	Total	3	7	8	34	109	27	0	188	90%	90.4%
Reliance	Urban	0	18	0	73	94	19	0	204	90%	91.2%
	Rural	2	6	2	37	22	8	0	77	90%	87.0%
	Total	2	24	2	110	116	27	0	281	90%	90.0%
TTSL	Urban	0	6	4	21	58	12	1	102	90%	90.2%
	Rural	0	11	1	14	25	3	0	54	90%	77.8%
	Total	0	17	5	35	83	15	1	156	90%	85.9%
Vodafone	Urban	2	8	3	79	101	21	0	214	90%	93.9%
	Rural	0	1	5	19	32	21	0	78	90%	92.3%
	Total	2	9	8	98	133	42	0	292	90%	93.5%
Total	Urban	16	66	26	337	444	144	72	1105	90%	90.2%
	Rural	7	38	22	118	183	68	29	465	90%	85.6%
	Total	23	104	48	455	627	212	101	1570	90%	88.9%



7. Mobile data connection

7.1 Do you use internet services offered by your operator on your mobile device?						
Service Provider		Yes		No		Total
		Count		Count		Count
Aircel	Urban	73	17.1%	353	82.9%	426
	Rural	48	26.2%	135	73.8%	183
	Total	121	19.9%	488	80.1%	609
Airtel	Urban	171	40.0%	257	60.0%	428
	Rural	51	27.9%	132	72.1%	183
	Total	222	36.3%	389	63.7%	611
BSNL	Urban	57	13.3%	371	86.7%	428
	Rural	19	10.4%	164	89.6%	183
	Total	76	12.4%	535	87.6%	611
HFCL	Urban	53	12.4%	376	87.6%	429
	Rural	25	13.5%	160	86.5%	185
	Total	78	12.7%	536	87.3%	614
Idea	Urban	98	22.8%	332	77.2%	430
	Rural	46	25.0%	138	75.0%	184
	Total	144	23.5%	470	76.5%	614
Reliance	Urban	166	39.2%	257	60.8%	423
	Rural	48	26.5%	133	73.5%	181
	Total	214	35.4%	390	64.6%	604
TTSL	Urban	70	16.4%	358	83.6%	428
	Rural	40	21.9%	143	78.1%	183
	Total	110	18.0%	501	82.0%	611
Vodafone	Urban	198	46.8%	225	53.2%	423
	Rural	61	33.7%	120	66.3%	181
	Total	259	42.9%	345	57.1%	604
Total	Urban	886	25.9%	2529	74.1%	3415
	Rural	338	23.1%	1125	76.9%	1463
	Total	1224	25.1%	3654	74.9%	4878

7.2 what is type of data plan/speed opted by you for using mobile internet services?						
Service Provider		2G		3G		Total
		Count	%age	Count	%age	Count
Aircel	Urban	66	90%	7	10%	73
	Rural	46	96%	2	4%	48
	Total	112	93%	9	7%	121
Airtel	Urban	151	88%	20	12%	171
	Rural	46	90%	5	10%	51
	Total	197	89%	25	11%	222
BSNL	Urban	26	46%	31	54%	57
	Rural	9	47%	10	53%	19
	Total	35	46%	41	54%	76
HFCL	Urban	51	96%	2	4%	53
	Rural	25	100%	0	0%	25
	Total	76	97%	2	3%	78
Idea	Urban	91	93%	7	7%	98
	Rural	40	87%	6	13%	46
	Total	131	91%	13	9%	144
Reliance	Urban	70	42%	96	58%	166
	Rural	35	73%	13	27%	48
	Total	105	49%	109	51%	214
TTSL	Urban	43	61%	27	39%	70
	Rural	31	78%	9	23%	40
	Total	74	67%	36	33%	110
Vodafone	Urban	138	70%	60	30%	198
	Rural	47	77%	14	23%	61
	Total	185	71%	74	29%	259
Total	Urban	636	72%	250	28%	886
	Rural	279	83%	59	17%	338
	Total	915	75%	309	25%	1224



7.3 How satisfied are you with speed of data connection?									
Service Provider		1	2	3	4	5	6	7	Total
Aircel	Urban	0	0	10	40	23	0	0	73
	Rural	0	0	9	15	24	0	0	48
	Total	0	0	19	55	47	0	0	121
Airtel	Urban	1	2	9	10	23	84	42	171
	Rural	1	1	3	9	16	6	15	51
	Total	2	3	12	19	39	90	57	222
BSNL	Urban	0	1	5	20	22	9	0	57
	Rural	0	0	2	7	9	1	0	19
	Total	0	1	7	27	31	10	0	76
HFCL	Urban	0	0	6	34	13	0	0	53
	Rural	0	0	6	12	7	0	0	25
	Total	0	0	12	46	20	0	0	78
Idea	Urban	0	3	7	32	45	11	0	98
	Rural	0	3	4	16	16	7	0	46
	Total	0	6	11	48	61	18	0	144
Reliance	Urban	0	4	6	54	86	16	0	166
	Rural	0	3	4	16	20	5	0	48
	Total	0	7	10	70	106	21	0	214
TTSL	Urban	0	5	3	14	32	16	0	70
	Rural	0	3	2	11	18	6	0	40
	Total	0	8	5	25	50	22	0	110
Vodafone	Urban	0	2	20	61	100	15	0	198
	Rural	0	2	7	28	20	4	0	61
	Total	0	4	27	89	120	19	0	259
Total	Urban	1	17	66	265	344	151	42	886
	Rural	1	12	37	114	130	29	15	338
	Total	2	29	103	379	474	180	57	1224

7.4 How satisfied are you with the coverage and availability of internet connection on your mobile?									
Service Provider		1	2	3	4	5	6	7	Total
Aircel	Urban	0	0	11	32	30	0	0	73
	Rural	0	0	9	18	21	0	0	48
	Total	0	0	20	50	51	0	0	121
Airtel	Urban	1	4	4	9	15	67	71	171
	Rural	0	2	5	5	12	9	18	51
	Total	1	6	9	14	27	76	89	222
BSNL	Urban	0	0	8	19	19	11	0	57
	Rural	0	0	3	1	9	6	0	19
	Total	0	0	11	20	28	17	0	76
HFCL	Urban	0	0	9	27	17	0	0	53
	Rural	0	0	3	16	6	0	0	25
	Total	0	0	12	43	23	0	0	78
Idea	Urban	1	1	11	45	33	7	0	98
	Rural	1	2	3	11	21	8	0	46
	Total	2	3	14	56	54	15	0	144
Reliance	Urban	0	2	21	72	54	15	2	166
	Rural	0	1	4	22	18	2	1	48
	Total	0	3	25	94	72	17	3	214
TTSL	Urban	1	0	6	12	36	14	1	70
	Rural	1	2	2	9	19	7	0	40
	Total	2	2	8	21	55	21	1	110
Vodafone	Urban	0	1	13	67	103	13	1	198
	Rural	2	0	5	27	19	8	0	61
	Total	2	1	18	94	122	21	1	259
Total	Urban	3	8	83	283	307	127	75	886
	Rural	4	7	34	109	125	40	19	338
	Total	7	15	117	392	432	167	94	1224



7. Mobile Data Connection										
Service Provider		1	2	3	4	5	6	7	Total, N	Overall Weighted Satisfaction
Aircel	Urban	0	0	21	72	53	0	0	146	85.6%
	Rural	0	0	18	33	45	0	0	96	81.3%
	Total	0	0	39	105	98	0	0	242	83.9%
Airtel	Urban	2	6	13	19	38	151	113	342	93.9%
	Rural	1	3	8	14	28	15	33	102	88.2%
	Total	3	9	21	33	66	166	146	444	92.6%
BSNL	Urban	0	1	13	39	41	20	0	114	87.7%
	Rural	0	0	5	8	18	7	0	38	86.8%
	Total	0	1	18	47	59	27	0	152	87.5%
HFCL	Urban	0	0	15	61	30	0	0	106	85.8%
	Rural	0	0	9	28	13	0	0	50	82.0%
	Total	0	0	24	89	43	0	0	156	84.6%
Idea	Urban	1	4	18	77	78	18	0	196	88.3%
	Rural	1	5	7	27	37	15	0	92	85.9%
	Total	2	9	25	104	115	33	0	288	87.5%
Reliance	Urban	0	6	27	126	140	31	2	332	90.1%
	Rural	0	4	8	38	38	7	1	96	87.5%
	Total	0	10	35	164	178	38	3	428	89.5%
TTSL	Urban	1	5	9	26	68	30	1	140	89.3%
	Rural	1	5	4	20	37	13	0	80	87.5%
	Total	2	10	13	46	105	43	1	220	88.6%
Vodafone	Urban	0	3	33	128	203	28	1	396	90.9%
	Rural	2	2	12	55	39	12	0	122	86.9%
	Total	2	5	45	183	242	40	1	518	90.0%
Total	Urban	4	25	149	548	651	278	117	1772	90.0%
	Rural	5	19	71	223	255	69	34	676	85.9%
	Total	9	44	220	771	906	347	151	2448	88.8%

8. Overall Services

8. How satisfied are you with the overall Quality of the Cellular Service?										
Service Provider		1	2	3	4	5	6	7	Total	
Aircel	Urban	1	1	66	175	133	46	4	426	
	Rural	10	0	25	108	34	6	0	183	
	Total	11	1	91	283	167	52	4	609	
Airtel	Urban	0	2	24	0	74	230	98	428	
	Rural	1	0	12	0	30	88	52	183	
	Total	1	2	36	0	104	318	150	611	
BSNL	Urban	0	2	26	167	153	74	6	428	
	Rural	0	0	13	60	68	35	7	183	
	Total	0	2	39	227	221	109	13	611	
HFCL	Urban	29	9	7	264	99	13	8	429	
	Rural	9	0	17	109	39	6	5	185	
	Total	38	9	24	373	138	19	13	614	
Idea	Urban	0	0	35	21	157	201	16	430	
	Rural	0	0	16	9	75	69	15	184	
	Total	0	0	51	30	232	270	31	614	
Reliance	Urban	0	1	40	63	265	50	4	423	
	Rural	0	1	18	26	84	48	4	181	
	Total	0	2	58	89	349	98	8	604	
TTSL	Urban	0	0	54	30	240	103	1	428	
	Rural	0	0	25	33	84	39	2	183	
	Total	0	0	79	63	324	142	3	611	
Vodafone	Urban	0	2	30	50	200	127	14	423	
	Rural	0	0	14	18	81	59	9	181	
	Total	0	2	44	68	281	186	23	604	
Total	Urban	30	17	282	770	1321	844	151	3415	
	Rural	20	1	140	363	495	350	94	1463	
	Total	50	18	422	1133	1816	1194	245	4878	



Overall Quality of Services: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
Aircel	Urban	1	1	66	175	133	46	4	426	90%	84.0%
	Rural	10	0	25	108	34	6	0	183	90%	80.9%
	Total	11	1	91	283	167	52	4	609	90%	83.1%
Airtel	Urban	0	2	24	0	74	230	98	428	90%	93.9%
	Rural	1	0	12	0	30	88	52	183	90%	92.9%
	Total	1	2	36	0	104	318	150	611	90%	93.6%
BSNL	Urban	0	2	26	167	153	74	6	428	90%	93.5%
	Rural	0	0	13	60	68	35	7	183	90%	92.9%
	Total	0	2	39	227	221	109	13	611	90%	93.3%
HFCL	Urban	29	9	7	264	99	13	8	429	90%	89.5%
	Rural	9	0	17	109	39	6	5	185	90%	85.9%
	Total	38	9	24	373	138	19	13	614	90%	88.4%
Idea	Urban	0	0	35	21	157	201	16	430	90%	91.9%
	Rural	0	0	16	9	75	69	15	184	90%	91.3%
	Total	0	0	51	30	232	270	31	614	90%	91.7%
Reliance	Urban	0	1	40	63	265	50	4	423	90%	90.3%
	Rural	0	1	18	26	84	48	4	181	90%	89.5%
	Total	0	2	58	89	349	98	8	604	90%	90.1%
TTSL	Urban	0	0	54	30	240	103	1	428	90%	87.4%
	Rural	0	0	25	33	84	39	2	183	90%	86.3%
	Total	0	0	79	63	324	142	3	611	90%	87.1%
Vodafone	Urban	0	2	30	50	200	127	14	423	90%	92.4%
	Rural	0	0	14	18	81	59	9	181	90%	92.3%
	Total	0	2	44	68	281	186	23	604	90%	92.4%
Total	Urban	30	17	282	770	1321	844	151	3415	90%	90.4%
	Rural	20	1	140	363	495	350	94	1463	90%	89.0%
	Total	50	18	422	1133	1816	1194	245	4878	90%	90.0%



A3. BROADBAND SERVICES

1. Provision of Service

1.1 How satisfied are you with the ease of taking a connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BHARTI AIRTEL	Urban	1	0	30	0	194	263	117	605
	Rural	0	0	0	0	0	0	0	0
	Total	1	0	30	0	194	263	117	605
BSNL	Urban	0	8	22	273	113	16	0	432
	Rural	0	4	11	116	53	1	0	185
	Total	0	12	33	389	166	17	0	617
HFCL	Urban	0	11	19	210	138	47	0	425
	Rural	0	3	9	118	52	0	0	182
	Total	0	14	28	328	190	47	0	607
Reliance	Urban	1	1	50	19	170	247	116	604
	Rural	0	0	0	0	0	0	0	0
	Total	1	1	50	19	170	247	116	604
Total	Urban	2	20	121	502	615	573	233	2066
	Rural	0	7	20	234	105	1	0	367
	Total	2	27	141	736	720	574	233	2433

1.2 How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BHARTI AIRTEL	Urban	1	2	29	0	191	288	94	605
	Rural	0	0	0	0	0	0	0	0
	Total	1	2	29	0	191	288	94	605
BSNL	Urban	0	13	17	121	274	6	1	432
	Rural	0	6	9	58	112	0	0	185
	Total	0	19	26	179	386	6	1	617
HFCL	Urban	1	11	94	143	164	5	7	425
	Rural	0	5	7	58	112	0	0	182
	Total	1	16	101	201	276	5	7	607
Reliance	Urban	0	2	49	1	181	272	99	604
	Rural	0	0	0	0	0	0	0	0
	Total	0	2	49	1	181	272	99	604
Total	Urban	2	28	189	265	810	571	201	2066
	Rural	0	11	16	116	224	0	0	367
	Total	2	39	205	381	1034	571	201	2433

1.3 How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BHARTI AIRTEL	Urban	4	1	25	1	218	267	89	605
	Rural	0	0	0	0	0	0	0	0
	Total	4	1	25	1	218	267	89	605
BSNL	Urban	0	8	18	301	92	12	1	432
	Rural	0	4	9	126	46	0	0	185
	Total	0	12	27	427	138	12	1	617
HFCL	Urban	0	8	26	224	126	40	1	425
	Rural	0	3	8	129	42	0	0	182
	Total	0	11	34	353	168	40	1	607
Reliance	Urban	0	1	52	18	191	252	90	604
	Rural	0	0	0	0	0	0	0	0
	Total	0	1	52	18	191	252	90	604
Total	Urban	4	18	121	544	627	571	181	2066
	Rural	0	7	17	255	88	0	0	367
	Total	4	25	138	799	715	571	181	2433



Provision of Services: Calculation of satisfaction Score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
BHARTI AIRTEL	Urban	6	3	84	1	603	818	300	1815	90%	94.9%
	Rural	0	0	0	0	0	0	0	0	90%	NA
	Total	6	3	84	1	603	818	300	1815	90%	94.9%
BSNL	Urban	0	29	57	695	479	34	2	1296	90%	93.4%
	Rural	0	14	29	300	211	1	0	555	90%	92.3%
	Total	0	43	86	995	690	35	2	1851	90%	93.0%
HFCL	Urban	1	30	139	577	428	92	8	1275	90%	86.7%
	Rural	0	11	24	305	206	0	0	546	90%	93.6%
	Total	1	41	163	882	634	92	8	1821	90%	88.7%
Reliance	Urban	1	4	151	38	542	771	305	1812	90%	91.4%
	Rural	0	0	0	0	0	0	0	0	90%	NA
	Total	1	4	151	38	542	771	305	1812	90%	91.4%
Total	Urban	8	66	431	1311	2052	1715	615	6198	90%	91.9%
	Rural	0	25	53	605	417	1	0	1101	90%	92.9%
	Total	8	91	484	1916	2469	1716	615	7299	90%	92.0%

2. Billing related: Post Paid Services

2.5 How satisfied are you with the charges levied for every internet usage?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BHARTI AIRTEL	Urban	3	2	37	0	213	197	153	605
	Rural	0	0	0	0	0	0	0	0
	Total	3	2	37	0	213	197	153	605
BSNL	Urban	0	0	31	167	193	30	11	432
	Rural	0	0	15	69	88	7	6	185
	Total	0	0	46	236	281	37	17	617
HFCL	Urban	0	0	40	170	137	63	15	425
	Rural	0	0	5	75	82	15	5	182
	Total	0	0	45	245	219	78	20	607
Reliance	Urban	0	7	45	16	224	192	120	604
	Rural	0	0	0	0	0	0	0	0
	Total	0	7	45	16	224	192	120	604
Total	Urban	3	9	153	353	767	482	299	2066
	Rural	0	0	20	144	170	22	11	367
	Total	3	9	173	497	937	504	310	2433

2.6 How satisfied are you with the overall accuracy & completeness of the bills?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BHARTI AIRTEL	Urban	2	2	38	0	217	193	153	605
	Rural	0	0	0	0	0	0	0	0
	Total	2	2	38	0	217	193	153	605
BSNL	Urban	0	0	35	201	163	15	18	432
	Rural	0	0	17	89	68	5	6	185
	Total	0	0	52	290	231	20	24	617
HFCL	Urban	0	2	33	208	112	30	40	425
	Rural	0	0	8	104	52	13	5	182
	Total	0	2	41	312	164	43	45	607
Reliance	Urban	0	9	46	14	228	184	123	604
	Rural	0	0	0	0	0	0	0	0
	Total	0	9	46	14	228	184	123	604
Total	Urban	2	13	152	423	720	422	334	2066
	Rural	0	0	25	193	120	18	11	367
	Total	2	13	177	616	840	440	345	2433



2.7 How satisfied are you with the clarity of the bills in terms of transparency and understandability?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BHARTI AIRTEL	Urban	2	2	38	0	217	221	125	605
	Rural	0	0	0	0	0	0	0	0
	Total	2	2	38	0	217	221	125	605
BSNL	Urban	0	4	27	170	190	27	14	432
	Rural	0	2	13	70	87	7	6	185
	Total	0	6	40	240	277	34	20	617
HFCL	Urban	0	5	34	157	149	61	19	425
	Rural	0	0	5	77	80	15	5	182
	Total	0	5	39	234	229	76	24	607
Reliance	Urban	0	7	45	15	227	213	97	604
	Rural	0	0	0	0	0	0	0	0
	Total	0	7	45	15	227	213	97	604
Total	Urban	2	18	144	342	783	522	255	2066
	Rural	0	2	18	147	167	22	11	367
	Total	2	20	162	489	950	544	266	2433

Billing service: Calculation of satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
BHARTI AIRTEL	Urban	7	6	113	0	647	611	431	1815	95%	93.1%
	Rural	0	0	0	0	0	0	0	0	95%	NA
	Total	7	6	113	0	647	611	431	1815	95%	93.1%
BSNL	Urban	0	4	93	538	546	72	43	1296	95%	92.5%
	Rural	0	2	45	228	243	19	18	555	95%	91.5%
	Total	0	6	138	766	789	91	61	1851	95%	92.2%
HFCL	Urban	0	7	107	535	398	154	74	1275	95%	91.1%
	Rural	0	0	18	256	214	43	15	546	95%	96.7%
	Total	0	7	125	791	612	197	89	1821	95%	92.8%
Reliance	Urban	0	23	136	45	679	589	340	1812	95%	91.2%
	Rural	0	0	0	0	0	0	0	0	95%	NA
	Total	0	23	136	45	679	589	340	1812	95%	91.2%
Total	Urban	7	40	449	1118	2270	1426	888	6198	95%	92.0%
	Rural	0	2	63	484	457	62	33	1101	95%	94.1%
	Total	7	42	512	1602	2727	1488	921	7299	95%	92.3%

3. Help Services

3.1 How satisfied are you with the availability of customer care services (consumer care number and general information number)?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BHARTI AIRTEL	Urban	0	0	36	0	263	220	86	605
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	36	0	263	220	86	605
BSNL	Urban	1	18	18	254	125	16	0	432
	Rural	0	8	9	116	52	0	0	185
	Total	1	26	27	370	177	16	0	617
HFCL	Urban	2	25	46	202	99	48	3	425
	Rural	0	7	7	111	57	0	0	182
	Total	2	32	53	313	156	48	3	607
Reliance	Urban	3	2	50	11	263	211	64	604
	Rural	0	0	0	0	0	0	0	0
	Total	3	2	50	11	263	211	64	604
Total	Urban	6	45	150	467	750	495	153	2066
	Rural	0	15	16	227	109	0	0	367
	Total	6	60	166	694	859	495	153	2433



3.2 How satisfied are you with the ease of access to a consumer care executive through the IVR menu?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BHARTI AIRTEL	Urban	0	0	36	0	362	51	156	605
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	36	0	362	51	156	605
BSNL	Urban	0	18	37	139	232	6	0	432
	Rural	0	9	17	54	105	0	0	185
	Total	0	27	54	193	337	6	0	617
HFCL	Urban	1	15	112	128	142	27	0	425
	Rural	0	7	16	63	96	0	0	182
	Total	1	22	128	191	238	27	0	607
Reliance	Urban	3	0	53	14	352	46	136	604
	Rural	0	0	0	0	0	0	0	0
	Total	3	0	53	14	352	46	136	604
Total	Urban	4	33	238	281	1088	130	292	2066
	Rural	0	16	33	117	201	0	0	367
	Total	4	49	271	398	1289	130	292	2433

3.3 How satisfied are you with the customer friendly approach of the customer care executive?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BHARTI AIRTEL	Urban	0	0	36	0	111	178	280	605
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	36	0	111	178	280	605
BSNL	Urban	0	28	31	213	150	8	2	432
	Rural	0	13	15	96	61	0	0	185
	Total	0	41	46	309	211	8	2	617
HFCL	Urban	0	26	54	184	119	42	0	425
	Rural	0	11	14	92	65	0	0	182
	Total	0	37	68	276	184	42	0	607
Reliance	Urban	3	2	52	10	108	171	258	604
	Rural	0	0	0	0	0	0	0	0
	Total	3	2	52	10	108	171	258	604
Total	Urban	3	56	173	407	488	399	540	2066
	Rural	0	24	29	188	126	0	0	367
	Total	3	80	202	595	614	399	540	2433

3.4 How satisfied are you with the competency level/problem solving ability of the customer care executive?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
BHARTI AIRTEL	Urban	0	0	36	0	286	194	89	605
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	36	0	286	194	89	605
BSNL	Urban	0	1	46	185	188	11	1	432
	Rural	0	0	22	77	86	0	0	185
	Total	0	1	68	262	274	11	1	617
HFCL	Urban	0	15	89	132	154	33	2	425
	Rural	0	0	19	81	82	0	0	182
	Total	0	15	108	213	236	33	2	607
Reliance	Urban	3	0	4	17	279	182	119	604
	Rural	0	0	0	0	0	0	0	0
	Total	3	0	4	17	279	182	119	604
Total	Urban	3	16	175	334	907	420	211	2066
	Rural	0	0	41	158	168	0	0	367
	Total	3	16	216	492	1075	420	211	2433



Help service: Calculation of satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Weighted Satisfaction
BHARTI AIRTEL	Urban	0	0	144	0	1022	643	611	2420	90%	94.0%
	Rural	0	0	0	0	0	0	0	0	90%	NA
	Total	0	0	144	0	1022	643	611	2420	90%	94.0%
BSNL	Urban	1	65	132	791	695	41	3	1728	90%	88.5%
	Rural	0	30	63	343	304	0	0	740	90%	87.4%
	Total	1	95	195	1134	999	41	3	2468	90%	88.2%
HFCL	Urban	3	81	301	646	514	150	5	1700	90%	77.4%
	Rural	0	25	56	347	300	0	0	728	90%	88.9%
	Total	3	106	357	993	814	150	5	2428	90%	80.8%
Reliance	Urban	12	4	159	52	1002	610	577	2416	90%	92.8%
	Rural	0	0	0	0	0	0	0	0	90%	NA
	Total	12	4	159	52	1002	610	577	2416	90%	92.8%
Total	Urban	16	150	736	1489	3233	1444	1196	8264	90%	89.1%
	Rural	0	55	119	690	604	0	0	1468	90%	88.1%
	Total	16	205	855	2179	3837	1444	1196	9732	90%	88.9%

4. Network Services

4.1 How satisfied are you with the availability of signal of your service provider?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	0	36	1	157	271	140	605
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	36	1	157	271	140	605
BSNL	Urban	0	0	3	168	165	57	39	432
	Rural	0	0	3	75	67	21	19	185
	Total	0	0	6	243	232	78	58	617
HFCL	Urban	0	0	22	153	154	84	12	425
	Rural	0	0	8	49	92	19	14	182
	Total	0	0	30	202	246	103	26	607
Reliance	Urban	2	2	7	9	170	260	154	604
	Rural	0	0	0	0	0	0	0	0
	Total	2	2	7	9	170	260	154	604
Total	Urban	2	2	68	331	646	672	345	2066
	Rural	0	0	11	124	159	40	33	367
	Total	2	2	79	455	805	712	378	2433

4.2 How satisfied are you with the network of your service provider in terms of speed of broadband connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	0	37	0	195	289	84	605
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	37	0	195	289	84	605
BSNL	Urban	0	0	27	174	133	58	40	432
	Rural	0	0	9	76	60	21	19	185
	Total	0	0	36	250	193	79	59	617
HFCL	Urban	0	0	23	160	145	79	18	425
	Rural	0	0	8	64	77	19	14	182
	Total	0	0	31	224	222	98	32	607
Reliance	Urban	2	1	9	13	214	276	89	604
	Rural	0	0	0	0	0	0	0	0
	Total	2	1	9	13	214	276	89	604
Total	Urban	2	1	96	347	687	702	231	2066
	Rural	0	0	17	140	137	40	33	367
	Total	2	1	113	487	824	742	264	2433



Network performance: Calculation of satisfaction score											
Service Provider		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
Airtel	Urban	0	0	73	1	352	560	224	1210	85%	94.0%
	Rural	0	0	0	0	0	0	0	0	85%	NA
	Total	0	0	73	1	352	560	224	1210	85%	94.0%
BSNL	Urban	0	0	30	342	298	115	79	864	85%	96.5%
	Rural	0	0	12	151	127	42	38	370	85%	96.8%
	Total	0	0	42	493	425	157	117	1234	85%	96.6%
HFCL	Urban	0	0	45	313	299	163	30	850	85%	94.7%
	Rural	0	0	16	113	169	38	28	364	85%	95.6%
	Total	0	0	61	426	468	201	58	1214	85%	95.0%
Reliance	Urban	4	3	16	22	384	536	243	1208	85%	98.1%
	Rural	0	0	0	0	0	0	0	0	85%	NA
	Total	4	3	16	22	384	536	243	1208	85%	98.1%
Total	Urban	4	3	164	678	1333	1374	576	4132	85%	95.9%
	Rural	0	0	28	264	296	80	66	734	85%	96.2%
	Total	4	3	192	942	1629	1454	642	4866	85%	95.9%

5. Maintainability

5.1 How satisfied are you with the time for which service is up and working?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	0	36	0	267	174	128	605
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	36	0	267	174	128	605
BSNL	Urban	0	5	22	160	187	58	0	432
	Rural	0	2	11	73	78	21	0	185
	Total	0	7	33	233	265	79	0	617
HFCL	Urban	0	31	9	112	221	51	1	425
	Rural	0	7	10	54	111	0	0	182
	Total	0	38	19	166	332	51	1	607
Reliance	Urban	3	2	17	10	298	161	113	604
	Rural	0	0	0	0	0	0	0	0
	Total	3	2	17	10	298	161	113	604
Total	Urban	3	38	84	282	973	444	242	2066
	Rural	0	9	21	127	189	21	0	367
	Total	3	47	105	409	1162	465	242	2433

5.2 How satisfied are you with the timely repair of faults of your phone connection?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	0	36	0	334	54	181	605
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	36	0	334	54	181	605
BSNL	Urban	0	15	43	188	174	10	2	432
	Rural	0	7	19	81	78	0	0	185
	Total	0	22	62	269	252	10	2	617
HFCL	Urban	0	15	83	147	142	33	5	425
	Rural	0	6	14	87	75	0	0	182
	Total	0	21	97	234	217	33	5	607
Rel Comm	Urban	3	0	20	13	315	52	201	604
	Rural	0	0	0	0	0	0	0	0
	Total	3	0	20	13	315	52	201	604
Total	Urban	3	30	182	348	965	149	389	2066
	Rural	0	13	33	168	153	0	0	367
	Total	3	43	215	516	1118	149	389	2433



Maintainability: Calculation of Satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
Airtel	Urban	0	0	72	0	601	228	309	1210	85%	94.0%
	Rural	0	0	0	0	0	0	0	0	85%	NA
	Total	0	0	72	0	601	228	309	1210	85%	94.0%
BSNL	Urban	0	20	65	348	361	68	2	864	85%	90.2%
	Rural	0	9	30	154	156	21	0	370	85%	89.5%
	Total	0	29	95	502	517	89	2	1234	85%	90.0%
HFCL	Urban	0	46	92	259	363	84	6	850	85%	83.8%
	Rural	0	13	24	141	186	0	0	364	85%	89.8%
	Total	0	59	116	400	549	84	6	1214	85%	85.6%
Rel Comm	Urban	6	2	37	23	613	213	314	1208	85%	96.3%
	Rural	0	0	0	0	0	0	0	0	85%	NA
	Total	6	2	37	23	613	213	314	1208	85%	96.3%
Total	Urban	6	68	266	630	1938	593	631	4132	85%	91.8%
	Rural	0	22	54	295	342	21	0	734	85%	89.6%
	Total	6	90	320	925	2280	614	631	4866	85%	91.5%

6. Supplementary services

6.1 Have you ever subscribed to any supplementary services such as static/ fixed IP addresses, email id's etc.?						
Service Provider		Yes		No		Total
		Count	%age	Count	%age	Count
Airtel	Urban	38	6.3%	567	93.7%	605
	Rural	0	0.0%	0	0.0%	0
	Total	38	6.3%	567	93.7%	605
BSNL	Urban	19	4.4%	413	95.6%	432
	Rural	0	0.0%	185	100.0%	185
	Total	19	3.1%	598	96.9%	617
HFCL	Urban	47	11.1%	378	88.9%	425
	Rural	0	0.0%	182	100.0%	182
	Total	47	7.7%	560	92.3%	607
Reliance	Urban	4	0.7%	600	99.3%	604
	Rural	0	0.0%	0	0.0%	0
	Total	4	0.7%	600	99.3%	604
Total	Urban	108	5.2%	1958	94.8%	2066
	Rural	0	0.0%	367	100.0%	367
	Total	108	4.4%	2325	95.6%	2433

6.2 If yes, How satisfied are you with the quality of these supplementary services including activation, deactivation, charges etc?									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	0	13	6	12	5	2	38
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	13	6	12	5	2	38
BSNL	Urban	1	0	0	0	6	12	0	19
	Rural	0	0	0	0	0	0	0	0
	Total	1	0	0	0	6	12	0	19
HFCL	Urban	0	1	0	4	12	29	1	47
	Rural	0	0	0	0	0	0	0	0
	Total	0	1	0	4	12	29	1	47
Reliance	Urban	1	0	0	0	0	0	3	4
	Rural	0	0	0	0	0	0	0	0
	Total	1	0	0	0	0	0	3	4
Total	Rural	2	1	13	10	30	46	6	108
	Urban	0	0	0	0	0	0	0	0
	Total	2	1	13	10	30	46	6	108



Supplementary Services: Calculation of satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
Airtel	Urban	0	0	13	6	12	5	2	38	85%	65.8%
	Rural	0	0	0	0	0	0	0	0	85%	NA
	Total	0	0	13	6	12	5	2	38	85%	65.8%
BSNL	Urban	1	0	0	0	6	12	0	19	85%	94.7%
	Rural	0	0	0	0	0	0	0	0	85%	NA
	Total	1	0	0	0	6	12	0	19	85%	94.7%
HFCL	Urban	0	1	0	4	12	29	1	47	85%	97.9%
	Rural	0	0	0	0	0	0	0	0	85%	NA
	Total	0	1	0	4	12	29	1	47	85%	97.9%
Reliance	Urban	1	0	0	0	0	0	3	4	85%	75.0%
	Rural	0	0	0	0	0	0	0	0	85%	NA
	Total	1	0	0	0	0	0	3	4	85%	75.0%
Total	Urban	2	1	13	10	30	46	6	108	85%	85.2%
	Rural	0	0	0	0	0	0	0	0	85%	NA
	Total	2	1	13	10	30	46	6	108	85%	85.2%

7. Overall services



7. How satisfied are you with the overall Quality of the Basic Wire line Service									
Service Provider		1	2	3	4	5	6	7	Total
		Count	Count	Count	Count	Count	Count	Count	Count
Airtel	Urban	0	0	51	20	336	153	45	605
	Rural	0	0	0	0	0	0	0	0
	Total	0	0	51	20	336	153	45	605
BSNL	Urban	0	0	39	362	5	1	25	432
	Rural	0	0	20	137	6	0	22	185
	Total	0	0	59	499	11	1	47	617
HFCL	Urban	0	0	42	310	36	19	18	425
	Rural	0	0	20	154	3	0	5	182
	Total	0	0	62	464	39	19	23	607
Reliance	Urban	0	3	45	35	370	138	13	604
	Rural	0	0	0	0	0	0	0	0
	Total	0	3	45	35	370	138	13	604
Total	Urban	0	3	177	727	747	311	101	2066
	Rural	0	0	40	291	9	0	27	367
	Total	0	3	217	1018	756	311	128	2433

Overall quality of service: Calculation of satisfaction score											
code		1	2	3	4	5	6	7	Total, N	Benchmark	Overall Satisfaction
Airtel	Urban	0	0	51	20	336	153	45	605	85%	91.6%
	Rural	0	0	0	0	0	0	0	0	85%	NA
	Total	0	0	51	20	336	153	45	605	85%	91.6%
BSNL	Urban	0	0	39	362	5	1	25	432	85%	91.0%
	Rural	0	0	20	137	6	0	22	185	85%	89.2%
	Total	0	0	59	499	11	1	47	617	85%	90.4%
HFCL	Urban	0	0	42	310	36	19	18	425	85%	90.1%
	Rural	0	0	20	154	3	0	5	182	85%	89.0%
	Total	0	0	62	464	39	19	23	607	85%	89.8%
Reliance	Urban	0	3	45	35	370	138	13	604	85%	92.1%
	Rural	0	0	0	0	0	0	0	0	85%	NA
	Total	0	3	45	35	370	138	13	604	85%	92.1%
Total	Urban	0	3	177	727	747	311	101	2066	85%	91.3%
	Rural	0	0	40	291	9	0	27	367	85%	89.1%
	Total	0	3	217	1018	756	311	128	2433	85%	91.0%



Annexure B: Questionnaires



		TELECOM REGULATORY AUTHORITY OF INDIA CUSTOMER PERCEPTION STUDY (North Zone) (Basic Wire line Service)					
REF No.	CC	S. 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 Basic wire line users. This survey is being carried out on behalf of Telecom Regulatory Authority Of India (TRAI), a body set up by the government so that customers like you get better services in future. We would appreciate if you could spare some of your valuable time to answer a few questions. Thank you.							

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

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

1. Provision of Service																		
1.1 How satisfied are you with the ease of taking a connection? (EM 3)												1	2	3	4	5	6	7
1.2 How satisfied are you with the provision and understanding of all relevant information related to tariff plans & charges? (EM 1)												1	2	3	4	5	6	7



1.3 How satisfied are you with the availability of suitable plans/recharge vouchers as per your requirement? (TA 1)	1	2	3	4	5	6	7
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2. Billing Related (Only for Prepaid Customers)

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

Billing Related (Only for Postpaid Customers)

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

3. Help Services

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

4. NETWORK PERFORMANCE, RELIABILITY AND AVAILABILITY

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

5. Maintainability

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

6. SUPPLEMENTARY SERVICES AND VALUE ADDED SERVICES

6.1 Have you ever subscribed to any supplementary services like call waiting/forwarding, voice mail / Value added services?	1	Yes	2	No			
6.2 How satisfied are you with the supplementary services / value added service provided including activation, deactivation, charges etc? (CV 2)	1	2	3	4	5	6	7



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

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

Name of the interviewer: _____ Date: _____



Name of the scrutinizer: _____ Date: _____

Back-check done by: _____ Date of back-check: _____

Name of Operation Manager: _____

Sign of the Respondent: _____



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

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

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

2.Billing Related (Only for Prepaid Customers)							
2.1 How satisfied are you with ease of activation of vouchers (recharging process)? (EM 4)	1	2	3	4	5	6	7
2.2 How satisfied are you with the availability of vouchers (recharge coupons) of various denominations? (EC 1)	1	2	3	4	5	6	7
2.3 How satisfied are you with the transparency of information provided on vouchers i.e. talk time available on the vouchers and restrictions if any? (RL 2)	1	2	3	4	5	6	7



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

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

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

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

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

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

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



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

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

Name of the interviewer: _____ Date: _____



Name of the scrutinizer: _____ Date: _____

Back-check done by: _____ Date of back-check: _____

Name of Operation Manager: _____

Sign of the Respondent: _____



		TELECOM REGULATORY AUTHORITY OF INDIA CUSTOMER PERCEPTION STUDY (North 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
<p><i>Good morning/ afternoon/ evening. We are currently doing a survey on satisfaction among broadband users. This survey is being carried out on behalf of Telecom Regulatory Authority Of India (TRAI), a body set up by the government so that customers like you get better services in future. We would appreciate if you could spare some of your valuable time to answer a few questions. Thank you.</i></p>											

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

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

1.Provision of Service																
1.1 How satisfied are you with the ease of taking a connection? (EM 3)										1	2	3	4	5	6	7



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

2. Billing Related (Only for Prepaid Customers)

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

Billing Related (Only for Postpaid Customers)

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

3. Help Services

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

4. NETWORK PERFORMANCE, RELIABILITY AND AVAILABILITY

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

5. Maintainability

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

6. SUPPLEMENTARY SERVICES AND VALUE ADDED SERVICES

6.1 Have you ever subscribed to any supplementary services such as Static/fixed IP addresses, e-mail id's etc.?	1	Ye s		2	No		
6.2 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



7. How satisfied are you with the overall Quality of the Broadband Service?	1	2	3	4	5	6	7
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IMPLEMENTATION AND EFFECTIVENESS OF VARIOUS REGULATIONS AND DIRECTIONS ISSUED BY TRAI

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

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

Name of the interviewer: _____ Date: _____

Name of the scrutinizer: _____ Date: _____

Back-check done by: _____ Date of back-check: _____

Name of Operation Manager: _____

Sign of the Respondent: _____

