It would be in the best interest of everyone if users can customise and decide the call ring time according to their own situations and preferences, in range of 1 minute atleast.

Since reduction of call ring duration by one of the operator, I noticed myself with people of different categories that most of them are struggling due to it as they are unable to pick calls on time and trying second time to connect calls successfully and on the other hand few millennials preferring calls rings getting disconnected early and calling back later whenever they get time.

If not customisable, get this increased to 30-45 seconds atleast and same for all operators if possible.

And detection of useless commercial calls through some technique and curbing their call durations would be very helpful in optimal utilising of network and spectrum resources.