

MARKET PULSE

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A MARKET PULSE RESEARCH ON UP(E) Circle
January - March, 2011



Telecom Regulatory Authority of India

Assessment of (i) Implementation and Effectiveness of
Telecom Consumers Protection and Redressal of
Grievances Regulations, 2007 and (ii) Customer
Perception of Service through Survey .

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The Market
Intelligence
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PREFACE

The Telecom Regulatory Authority of India (TRAI) has been receiving a substantial number of complaints from consumers relating to the telecom services being provided by various service providers. With a view to further improve telecom services, TRAI has passed regulations on Quality of Service of Basic & Cellular Mobile Telephone (revised on 20th March, 2009), Quality of Service of Broadband Service (2006) and on the Telecom Consumers & Redressal of Grievances (2007). These regulations are applicable to all service providers of basic wire-line, cellular mobile and broadband service.

To determine the effectiveness of implementation of the regulations, TRAI has initiated the following survey:

- (i) Assessment of Implementation and Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2007 and**
- (ii) Customer Perception of Service through a Survey**

For this survey, customers of Basic Wire-line Service, Cellular Mobile Telephone Service and Broadband Service are interviewed to obtain their feedback on various QoS parameters.

The survey has been divided into four geographic zones covering the following Telecom Circle/ Metro Service Areas:

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

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

West Zone: Mumbai, UP(East) (including Goa and excluding Mumbai), Gujarat (including and Madhya Pradesh (Including Chattisgarh).

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, Mizorum, Nagaland, Manipur and Tripura.

With regard to the afore-mentioned survey, Market Pulse 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 (including FWP) and Broadband Service customers, in **North Zone**.

1. EXECUTIVE SUMMARY

In the period 1st January to 31st March of 2012, Market Pulse has carried out the customer satisfaction survey in UP (East) circle.

Two basic wire-line service providers present in the circle as of March 2012 have been covered. Across 17 cities of UP (East) circle, a sample of 1,217 basic wire-line customers has been covered.

Nine cellular mobile telephone service providers present in the circle as of March 2012 have been covered. A sample of 5,636 cellular mobile phone customers was covered.

Three broadband service providers present in the circle as of March 2012 have been covered. Across various points of presence in UP (East), a sample of 2,406 broadband customers was covered.

The following feedback was obtained from the sample of customers:

- Satisfaction on the Quality of Service parameters as laid down by TRAI, namely...
 - Provision of service (activation/ reactivation)
 - Billing performance
 - Help services including customer grievance redressal
 - Network performance, reliability and availability
 - Maintainability
 - Supplementary and value added service
 - Overall service quality
- Awareness of the grievance redressal mechanism set up by service providers, based on the regulations laid down by TRAI

The key findings of this survey in UP(East) are presented subsequently.

1.1 Basic Wire-line Service

Service Quality & Compliance

- 98% of the basic wire-line service customers in UP(East) circle were satisfied with overall service quality of their service providers.
- BSNL did not meet the benchmark for any parameter except for provision of service. It had very low satisfaction with respect to help services including customer grievance redressal and maintainability.
- Airtel did not meet the benchmark with respect to satisfaction with postpaid billing performance.
- 88% of all customers reported that the fault was repaired within 3 days. A significantly lower proportion of BSNL customers reported that the fault was repaired within 3 days.
- 77% of all customers reported that their complaints were resolved within 4 weeks after they lodged their complaints.

Grievance Redressal Mechanism

- 92% of Airtel's wire-line customers were satisfied with the time taken by call centre/customer care/helpline to resolve the complaint.
- 89% of the customers were aware about the call centre number of their service provider for the purpose of making a complaint/ query. Awareness among BSNL customers were less as compared to Airtel.
- Only 12% of the customers claimed to have made a complaint on the call centre number of their service provider in the last 6 months. 82% all the basic telephone service customers who had complained said that they were informed about the action taken on their complaint by call centre. This was significantly lower for BSNL (46%).

1.2 Cellular Mobile Telephone Service

Service Quality & Compliance

- 92% of all cellular mobile customers were satisfied with overall service quality. All the service providers met the benchmark for overall service quality except for Reliance & MTS. However, the performance in rural areas was weaker for Reliance, Idea & Uninor.
- All the service providers met the benchmark set for provision of service.
- All the service providers met the benchmark set for prepaid billing performance except for MTS.
- BSNL, Reliance, MTS & Airtel did not meet the benchmark set for network performance, reliability & availability.
- Only Airtel, Idea & Vodafone met the benchmark set for Maintainability.
- Only Airtel, BSNL, Reliance & Vodafone have met the benchmark set for Value added services.
- Only 4% of the cellular mobile customer who made billing complaints to the call centre reported that their complaints were resolved within 4 weeks of lodging.

Grievance Redressal Mechanism

- 53% of all cellular mobile customers were aware of the call centre number of their service providers for the purpose of making a complaint/ query. Awareness was higher among BSNL and Airtel customers.
- 18% of the aware cellular mobile customers claimed that they had complained in the last 6 months to the toll free Call Centre/ Customer Care/ help-line telephone number.
- Only 3% of the cellular mobile customers were aware of the contact details of the nodal officer.

1.3 Broadband Service

Service Quality & Compliance

- 89% of all broadband customers were satisfied with overall service quality. Tikona did not meet the benchmark for overall service quality.
- None of the service providers met the benchmark for maintainability and Help Services.
- Only Airtel met the benchmark for Network performance.
- BSNL met the benchmark only for provision of service & supplementary & value added services. Both Reliance and BSNL did not meet the benchmark for postpaid billing.
- 87% of the customers got their working connection within 7 working days. However, this proportion was higher for Airtel.
- Only 37% of customers reported that their billing complaints were resolved within 4 weeks after they lodged their complaints. 68% of Reliance customers reported that their complaints were not resolved within 4 weeks.

Grievance Redressal Mechanism

- 46% of broadband customers belonging to different service providers said that they were aware about the call centre number of their service provider for making a complaint/ query. The awareness was higher among Reliance customers.
- 29% of broadband customers who were aware of the call centre number claimed to have complained in the last 6 months.
- 70% of all broadband customers who had complained said that they were informed about the action taken on their complaint by the call centre.
- Only 8% of the broadband customers said that they were aware of the contact details of the Nodal Officer.

2 SCOPE OF THE PROJECT

2.1 Background

TRAI has passed regulations on Quality of Service of Basic & Cellular Mobile Telephone (revised on 20th March, 2009), Quality of Service of Broadband Service (2006) and on the Telecom Consumers & Redressal of Grievances (2007). To determine the effectiveness of implementation of the regulations, TRAI has initiated the following survey:

- (i) **Assessment of Implementation and Effectiveness of Telecom Consumers Protection and Redressal of Grievances Regulations, 2007**
- (ii) **Customer Perception of Service through Survey**

With regard to the above mentioned study, Market Pulse has been commissioned by Telecom Regulatory Authority of India (TRAI) to conduct a Customer Satisfaction Survey (CSS) among Basic Wire-line, Cellular Mobile Telephone (including FWP) and Broadband customers, in the Northern zone of India, comprising the metro circle of Delhi and the circles of UP(East), UP East, UP West, Rajasthan, Punjab, Himachal Pradesh and J&K.

The current report presents the findings of the survey for UP(East) circle. This survey was conducted in the period January – March, 2012.

2.2 Survey Objectives

The objectives of this customer satisfaction survey are as follows:

1. To measure the level of satisfaction among customers with respect to:
 - Provision of service
 - Billing performance
 - Help services including customer grievance redressal
 - Network performance, reliability and availability
 - Maintainability
 - Supplementary and value added service
 - Overall service quality
2. To measure the awareness among customers with respect to the grievance redressal mechanism set up by service providers based on the regulations laid down by TRAI.

2.3 Survey Methodology

- The survey was conducted through personal, telephonic and Internet based interviews.
- In the survey of basic telephone service and cellular mobile service customers, 50% of the sample was covered with the help of personal interviews while the balance interviews were done on telephone.
- The identity of respondents was recorded in the questionnaires and the signatures of the customers who were surveyed through personal interviews were taken on the survey questionnaires. The questionnaires were filled up using a ballpoint pen.
- In the broadband service survey, 50% of the sample was covered through face-to-face interviews and 50% through a CATI/web-based survey.

2.4 Coverage of the Survey

In the period 1st January to 31st March of 2012, we conducted the Customer Satisfaction Survey (CSS) in UP(East) circle. The following service providers have been covered in the UP(East) circle.

2.4.1 Basic Telephone (Wire-line) Service

1. Bharti Airtel Limited (Referred as Airtel in the report)
2. Bharat Sanchar Nigam Limited (Referred as BSNL in the report)

2.4.2 Cellular Mobile Telephone Service (including FWP)

1. Bharti Airtel Limited (Referred as Airtel in the report)
2. Bharat Sanchar Nigam Limited (Referred as BSNL in the report)
3. Reliance Communications (Referred as Reliance in the report)
4. Tata Teleservices UP(East) Limited (Referred as TTSL in the report)
5. Idea Cellular Limited (Referred as Idea in the report)
6. Vodafone Essar Mobile Services Limited (Referred as Vodafone in the report)
7. Sistema Shyam (Referred as MTS in the report)
8. Aircel Limited (Referred as Aircel in the report)
9. Uninor (Referred as Uninor in the report)

2.4.3 Broadband Service

1. Bharti Airtel Limited (Referred as Airtel in the report)
2. Bharat Sanchar Nigam Limited (Referred as BSNL in the report)
3. Reliance Communication (Referred as Reliance in the report)
4. Tikona Broadband (Referred as Tikona in the report)

2.5 Geographical Coverage

Geographical Coverage	Cities Covered
UP(East)	AZAMGARH,BAHRAICH,BALLIA,BANDA,BARABANKI,DEORIA,FAIZABAD,FARRUKHABAD,FATEHPUR SITAPUR,HAMIRPUR,HARDOI,LAKHIMPUR,MAU,ORAI,PRATAPGARH,SHAHJAHANPUR,LUCKNOW

2.6 Respondent Profile

The random sample included both prepaid & postpaid customers in household and commercial segments.

2.6.1 Individual/ Household users

Only those above the age of 18 years were interviewed. Actual users of basic telephone service, mobile or broadband services were interviewed

2.6.2 Commercial users

In case of the basic telephone service survey, the administration or accounts executive/ manager or whoever takes care of basic telephone service related issues was interviewed. In case of the broadband survey, the head/manager of the IT/MIS Department or the administration or accounts executive/ manager was interviewed. In case, there was no such person, then the CEO/ MD/ owner of the firm was interviewed.

2.7 Sampling Methodology & Coverage

A set of residential and commercial areas were identified in both urban and rural areas of UP(East) for this survey. Random sampling was done in the selected areas to select the respondents.

2.7.1 Basic Telephone (Wire-line) Service: Database obtained from the service providers was used in case of private operators, while for BSNL, door to door (in residential areas) and office-to-office (in commercial areas) survey was carried out.

The sample for basic service customers was evenly spread across 5% of the exchanges of each BSO in the circle. These exchanges were covered in urban and rural areas. The stated 5% exchanges were evenly spread over 10% of SDCAs for each BSO.

BSNL: In the UP(East) circle, there are 2224 exchanges and 164 SDCAs. 5% of these exchanges can be approximated to 111 exchanges and 10% of these SDCAs are 17 SDCAs. We have covered 111 exchanges and 17 SDCAs across UP(East) circle.

Airtel: Airtel reported presence only in Lucknow. For basic wire-line service survey, both residential and commercial areas were covered. In case of private operators, the sample was covered only in the urban areas.

Service Provider	Sample Size			Cities Covered
	Urban	Rural	Overall	
Airtel	613	--	613	1
BSNL	410	194	604	17
Overall	1023	194	1217	

Geographical Coverage	Cities Covered
UP(East)	AZAMGARH,BAHRAICH,BALLIA,BANDA,BARABANKI,DEORIA,FAIZABAD,FARRUKHABAD,FATEHPUR SITAPUR,HAMIRPUR,HARDOI,LAKHIMPUR,MAU,ORAI,PRATAPGARH,SHAHJAHANPUR,LUCKNOW

2.7.2 Cellular Mobile Telephone Service : For post-paid users, a database obtained from the service providers was used to boost the sample. The survey was carried out in both residential areas and commercial areas.

For prepaid users, only a door-to-door (in residential areas) and office-to-office (in commercial areas) survey was carried out. The sample for cellular mobile telephony service customers was evenly spread across 10% of district headquarters of a service area where the services were commissioned.

In all, there are 12 district headquarters in UP(East) circle. We have selected 4 district headquarters on the basis of their geographical spread namely Jhansi, Lucknow, Varanasi and Gorakhpur. Rural areas falling within 20 km radius of the district headquarters were also covered.

Service Provider	Sample Size			Cities Covered
	Urban	Rural	Overall	
Airtel	249	460	709	4
BSNL	330	316	646	4
Reliance Comm	409	202	611	4
TTSL	322	286	608	4
Idea	424	195	619	4
Vodafone	178	501	679	4
Aircel	292	308	600	4
MTS	329	277	606	4
Uninor	415	143	558	4
Overall	2948	2688	5636	4

Geographical Coverage	Cities Covered
UP(East)	Azamgarh, Faizabad, Pratapgarh, Barabanki

2.7.3 Broadband Service: In residential areas, the customer database obtained from the service providers was used. In commercial areas, an office-to-office survey was carried out since penetration of broadband was high in these areas.

The sample for broadband service customers was evenly spread in the areas served by 10% of the Points of Presence (POPs) for each service provider in each service area.

BSNL: There are 164 SDCAs (where their broadband service is available) thus, we covered more than 10% of these i.e. 17 SDCAs .

Airtel: Bharti Airtel reported presence in Lucknow only.

Reliance: Reliance Comm reported presence in Kanpur only.

Tikona: Tikona reported presence in Lucknow, Kanpur,Allahabad & Varanasi.

Service Provider	Sample Size			Cities Covered
	Urban	Rural	Overall	
Airtel	606	0	606	1
BSNL	356	242	598	17
Reliance	602	0	602	1
Tikona	600	0	600	4
Overall	2164	242	2406	

Geographical Coverage	Cities Covered
UP(East)	AZAMGARH,BAHRAICH,BALLIA,BANDA,BARABANKI,DEORIA,FAIZABAD,FARRUKHABAD,FATEHPUR,GAZIPUR,HAMIRPUR,HARDOI,LAKHIMPUR,MAU,ORAI,PRATAPGARH,SHAHJAHANPUR,Lucknow

2.8 Mode of Interview & Sample Size Covered

2.8.1 Basic Wire-line Service

For customer satisfaction survey of Basic Telephone Service customers, approx. 50% of the sample was covered with the help of face-to-face interviews while the balance interviews were done on the telephone. For rural customers, face-to-face interviews were done.

Service Provider	Face to Face			Telephonic	Sample Size Covered
	Urban	Rural	Overall		
Airtel	308	--	308	305	613
BSNL	181	194	375	229	604
Overall	489	194	683	534	1217

2.8.2 Cellular Mobile Telephone Service

For the survey of Cellular Mobile Telephone Service customers, approx. 50% of the sample was covered with the help of face-to-face interviews while the balance interviews were done on the telephone.

Service Provider	Face to Face			Telephonic	Sample Size Covered
	Urban	Rural	Overall		
Airtel	124	460	584	125	709
BSNL	140	316	456	190	646
TTSL	131	286	417	191	608
Reliance	271	202	473	138	611
Idea	114	195	309	310	619
Vodafone	128	501	629	50	679
MTS	14	277	291	315	606
Aircel	107	308	415	185	600
Uninor	118	143	261	297	558
Overall	1147	2688	3835	1801	5636

2.8.3 Broadband Service

For customer satisfaction survey of Broadband Service customer, approx. 50% of the sample were covered through face-to-face interviews and 50% through a CATI/ web-based survey. For web-based survey we used our proprietary web-based survey editor to host the survey on the Internet. After sending the survey invitations, follow up phone calls were made to drive respondents to the survey.

	Face to Face		Telephonic		Sample Size Covered
	Urban	Rural	Urban	Rural	
Airtel	409	--	197	--	606
BSNL	279	242	77	--	598
Reliance	167	--	435	--	602
Tikona	244	--	356	--	600
Overall	1099	242	1065	--	2406

2.9 Respondents Profile by Payment Mode Used

2.9.1 Basic Wire-line Service

A total of 2 basic wire-line service providers present in the circle have been covered. Most of them were postpaid connections.

Service Provider	Prepaid			Postpaid			Sample Covered
	Urban	Rural	Overall	Urban	Rural	Overall	
Airtel	--	--	--	613	0	613	613
BSNL	--	--	--	410	194	604	604
Overall	--	--	--	1023	194	1217	1217

2.9.2 Cellular Mobile Telephone Service

A total of 9 cellular mobile telephone service providers present in the circle as of date have been covered. Of the total sample, prepaid users were 5443 with the balance being postpaid customers. 2688 of the respondents were from rural areas.

Service Provider	Prepaid			Postpaid			Sample Covered
	Urban	Rural	Overall	Urban	Rural	Overall	
Airtel	198	452	650	51	8	59	709
BSNL	276	305	581	54	11	65	646
Reliance Comm	403	202	605	6	0	6	611
TTSL	278	283	561	44	3	47	608
Idea	423	192	615	1	3	4	619
Vodafone	177	497	674	1	4	5	679
Aircel	291	307	598	1	1	2	600
MTS	327	274	601	2	3	5	606
Uninor	415	143	558				558
Overall	2788	2655	5443	160	33	193	5636

2.9.3 Broadband Service

A total of three broadband service providers present in the circle as of date have been covered. Across various Points of Presence of the UP(East) circle, 2406 broadband service customers were covered.

Service Provider	Prepaid			Postpaid			Sample Covered
	Urban	Rural	Overall	Urban	Rural	Overall	
Airtel	--	--	--	606	0	606	606
BSNL	--	--	--	356	242	598	598
Reliance	--	--	--	602	0	602	602
Tikona	--	--	--	600	0	600	600
Overall	--	--	--	2164	242	2406	2406

2.10 Respondents Demographic Profile

2.10.1 Basic Wire-line Service

2.10.1.1 Gender Profile

Gender	% Customers		Base
	Male	Female	
Urban	63	37	1023
Rural	72	28	194
Overall	64	36	1217

- 1217 basic telephone service (Wire-line) customers were covered. Of this sample, 64% were male and the balance 36% were female respondents.

2.10.1.2 Age Profile

Age Group	% Customers				Base
	Less than 25 years	25-34 years	35-44 years	More than 45 years	
Urban	21	29	21	30	1,023
Rural	22	26	23	30	194
Overall	21	29	21	30	1217

- 50% of the customers were in the age group of 25 – 44 years while 21% were less than 25 years and the 30% were more than 45 years old.

2.10.1.2 Occupation Profile

Occupation	% Customers						Base
	Service	Business- man/ Self Employe d/Farmer s	Farme r	Stude nt	Housewif e	Retired	
Urban	33	22	14	25	6	0	1023
Rural	30	28	17	18	7	0	194
Overall	33	23	14	24	6	0	1217

2.11.2 Cellular Mobile Telephone Service

2.11.2.1 Gender Profile

Gender	% Customers		Base
	Male	Female	
Urban	91	10	2948
Rural	92	8	2688
Overall	91	9	5636

- 5636 cellular mobile telephone service customers were covered. Of this sample, 91% were male and 9% were female respondents.

2.11.2.2 Age Profile

Age Group	% Customers				Base
	Less than 25 years	25-34 years	35-44 years	More than 45 years	
Urban	38	37	15	10	2948
Rural	39	37	14	10	2688
Overall	38	37	15	10	5636

- 52% of the customers were in the age group of 25 – 44 years while 38% were less than 25 years and the 10% were more than 45 years old.

2.11.2.3 Occupation Profile

Occupation	% Customers						Base
	Service	Business man/ Self Employed / Farmers	Farmer	Student	Housewife	Retired	
Urban	29	44	10	15	3	0.2	2948
Rural	26	42	14	16	1	0.2	2688
Overall	28	43	12	15	2	0.2	5636

- Out of 5636 cellular mobile telephone service customers, 43% of the customers were businessmen/ self-employed and 28% of them were salaried while 15% were students.

2.12.3 Broadband Service

2.12.3.1 Gender Profile

Gender	% Customers		Base
	Male	Female	
Urban	79	21	2164
Rural	90	10	242
Overall	81	19	2406

- 2406 broadband service customers were covered. Of this sample, 19% were female respondents.

2.12.3.2 Age Profile

Age Group	% Customers				Base
	Less than 25 years	25-34 years	35-44 Years	More than 45 years	
Urban	19	33	21	27	2164
Rural	22	27	23	28	242
Overall	19	32	21	27	2406

- 53% of the customers were in the age group of 25 –44 years while 19% were less than 25 years and the 27% were more than 45 years old.

2.13 Questionnaire Development Process

Three separate questionnaires were developed for the customer satisfaction survey in consultation with TRAI. These questionnaires included questions on parameters of Customer Perception of Service and Implementation and Effectiveness of Telecom Consumer Protection and Redressal of Grievances Regulations, 2007.

The questionnaires developed were for:

- Basic Wire-line Service
- Cellular Mobile Telephone Service
- Broadband Service

2.14 Methodology for Calculating Percentage of Satisfied Customers

Satisfaction of subscribers has been obtained on a 4-point scale.

To measure the percentage of satisfied customers, the total percentage of satisfied customers i.e. very satisfied and satisfied customers on various sub-parameters of customer perception of service, has been computed.

For a parameter, the weighted average of scores on various sub-parameters has been computed.

2.15 Explanation of Benchmarks

TRAI has laid down benchmarks on Customer Perception of Service for the service providers of Basic Wire-line, Cellular Mobile Telephone and Broadband service. The purpose of laying down these benchmarks was to protect the interest of consumers of telecommunication services and to create conditions for maximizing consumer satisfaction by making known the quality of service that the service providers are required to provide and that the user has a right to expect. All service providers have to follow these benchmarks, as laid down by TRAI.

2.15.1 Basic Wire-line Service

Customer Perception of Service	Benchmarks
% Satisfied with Provision of Service	>90%
% Satisfied with Billing Performance	>95%
% % Satisfied with Network Performance, Reliability and Availability	>95%
% Satisfied with Maintainability	>95%
% Satisfaction with Supplementary and Value Added Services	>90%
% % Satisfied with Help Services including customer grievance redressal	>90%
% Satisfied with Overall Service Quality	>90%

2.15.2 Cellular Mobile Telephone Service

Customer Perception of Service	Benchmarks
% Satisfied with Provision of Service	>90%
% Satisfied with Billing Performance	>95%
% Satisfied with Network Performance, Reliability and Availability	>95%
% Satisfied with Maintainability	>95%
% Satisfaction with Supplementary and Value Added Services	>90%
% Satisfied with Help Services including customer grievance redressal	>90%
% Satisfied with Overall Service Quality	>90%

2.15.3 Broadband Service

Customer Perception of Service	Benchmarks
% Satisfied with Provision of Service	>90%
% Satisfied with Billing Performance	>90%
% satisfied with help services	>90%
% Satisfied with Network Performance, Reliability and Availability	>85%
% Satisfied with Maintainability	>85%
% satisfied with Customer satisfaction with offered supplementary services such as allocation of static/fixed IP addresses, email Ids etc.	>85%
% Satisfied with Overall Service Quality	>85%

The parameters of customer perception of service have taken into account the following sub-parameters:

A. Basic Wire-line Service

Provision of Service

- Time taken to provide a customer with working telephone connection
- Ease of understanding or with provision of all relevant information related to tariff plans & charges

Billing Performance (Postpaid)

- Timely delivery of bills
- Quality, accuracy & completeness of the bills
- Process of resolution of billing complaints
- Clarity of the bills sent by the service provider in terms of transparency and understandability

Billing Performance (Prepaid)

- Accuracy of amount deducted on every usage
- resolution of billing complaints and the resulting refund/credit/waiver of excess charges on account of such resolution of complaints
- Ease of recharging process and the transparency of recharge offer

Help Services including customer grievance redressal

- Ease of access of call centre/customer care or helpline
- Ease of getting an option for "talking to a customer care executive"
- Response time taken to answer your call by a customer care executive
- Problem solving ability of the customer care executive(s)
- Time taken by call centre/customer care /helpline to resolve customer complaint

Network Performance, Reliability and Availability

- Availability of working telephone (dial tone)
- Ability to make or receive calls easily
- Voice quality

Maintainability

- Fault repair service

Supplementary and Value Added Services

- Quality of the supplementary services provided
- Process of activating value added services or the process of unsubscribing
- Resolution of your complaint for deactivation of VAS

Overall Service Quality

B. Cellular Mobile Telephone Service

Provision of Service

- Time taken to activate cellular mobile connection after customer applied and completed all formalities
- Ease of understanding or with provision of all relevant information related to tariff plans & charges

Billing Performance (Postpaid)

- Timely delivery of bills
- Clarity of the bills sent by the service provider in terms of transparency and understandability
- Accuracy & Completeness of bills
- Process of resolution of billing complaints

Billing Performance (Prepaid)

- Accuracy of amount deducted on every usage
- Resolution of the complaints and the resulting refund/ credit/ waiver of excess charges on account of resolution of complaints
- Ease of recharging process and the transparency of recharge offer

Help Services including customer grievance redressal

- Ease of access of call centre/customer care or helpline
- Ease of getting an option for "talking to a customer care executive"
- Response time taken to answer your call by a customer care executive
- Problem solving ability of the customer care executive(s)
- Time taken by call centre/customer care /helpline to resolve customer complaint

Network Performance, Reliability and Availability

- Availability of signal in customer locality
- Ability to make or receive calls easily
- Voice quality

Maintainability

- Availability of network (signal)
- Restoration of network (signal) problems

Supplementary and Value Added Services

- Quality of the supplementary services provided
- Process of activating value added services or the process of unsubscribing
- Resolution of your complaint for deactivation of VAS & refund of charges levied

Overall Service Quality

C. Broadband Service

Provision of Service

- Time taken to provide customer with broadband connection after registration and payment of initial deposit by customer

Billing performance (Postpaid)

- Timely delivery of bills
- Clarity of the bills issued by your service provider in terms of transparency and understandability
- Accuracy/Completeness of Bills
- Process of resolution of complaints and refund/credit/waiver of excess charges on account of such resolution of complaints

Billing Performance (Prepaid)

- Accuracy of amount deducted on every usage
- Process of resolution of complaints and refund/credit/waiver of excess charges on account of such resolution of complaints

Help Services

- Ease of access of call centre/customer care or helpline
- Ease of getting an option for “talking to a customer care executive
- Response time taken to answer your call by a customer care executive
- Problem solving ability of the customer care executive(s)
- Time taken by call centre/customer care /helpline to resolve customer complaint

Network Performance, Reliability and Availability

- Speed of broadband connection
- Amount of time for which service is up and working

Maintainability

- Restoration of broadband connection

Supplementary Services

- Process of activating value added services or the process of unsubscribing
- Resolution of your complaint for deactivation of VAS & refund of charges levied

Overall Customer Satisfaction

2.16 Definition of Key Terms Used

Appellate Authority: It means one or more persons appointed as appellate authority under regulation 10, by a service provider, falling in the clause (a) or clause (b) of sub-regulation (3) of regulation.

Basic Wire-line Service: It covers collection, carriage, transmission and delivery of voice or non-voice messages over licensee's Public Switched Telephone Network in the licensed service area and includes provision of all types of services except those requiring a separate license.

Broadband Service: It means data connection....

(1) which is always on and is able to support interactive services including Internet access.

(2) which has the capability of the minimum download speed of 256 kilo bits per second (kbps) or such minimum download speed, as may be specified by the licensor, from time to time, to an individual subscriber from the point of presence of the service provider intending to provide Broadband service where a multiple of such individual Broadband connections are aggregated and the subscriber is able to access these interactive services including the internet through the said point of presence.

(3) in which the interactive services shall exclude and services for which a separate license is specifically required (such as real-time voice transmission) except to the extent permitted, or, as may be permitted, under internet service provider's license with internet telephony.

(4) which shall include such service or download speed or features, as may be specified from time to time, by the licensor.

Call Centre: means a department or a section or a facility established under regulation 3 by the service provider, falling in clause (a) or clause (b) of the sub-regulation 3 of regulation 1 for redressal of grievances of its consumer by telephone or electronic means or by any other means.

Cellular Mobile Telephone Service: Means....

(1) telecommunication service provided by mean of a telecommunication system for the conveyance of the message through the agency of wireless telegraphy where every message that is conveyed thereby has been, or is to be, conveyed by means of a telecommunication systems which is designed or adapted to be capable of being used while in motion.

(2) refers to transmission of voice or non-voice message over Licensee's Network in real time but service does not cover broadcasting of any messages, voice or non-voice; however, Cell Broadcast is permitted only to the customers of the service.

(3) in respect of which the subscriber (all types, pre-paid as well as post-paid) has to be registered and authenticated at the network point of registration and approved numbering plan shall be applicable.

Consumer: means a consumer of a service provider falling in clause (a) or clause (b) of sub-regulation (3) of regulation 1 and includes its customer and subscriber.

Manual: means the Manual of Practice for handling consumer complaints referred to in regulation 20.

Nodal Officer: means the officer appointed or designated under regulation 6 by a service provider falling in clause (a) or clause (b) of sub-regulation (3) of regulation 1.

3. COMPLIANCE REPORT ON CUSTOMER PERCEPTION OF SERVICE

The compliance report has been presented, by using the following method:

The percentage of customers satisfied on various QoS parameters was derived by using the methodology explained in section 2.14 (Page 25). According to this methodology, the total percentage of satisfied customers i.e. very satisfied and satisfied customers on various QoS parameters has been taken into account. This methodology has been used to derive the percentage of customers satisfied with QoS parameters for all the three services i.e. Basic Telephone, Cellular Mobile and Broadband.

3.1 Basic Wire-line Service

3.1.1 The following table shows the percentage of customers satisfied on QoS parameters.

Sub Parameters	Type	Benchmarks	% Customers		
			Airtel	BSNL	Overall
% Satisfied with Provision of Service	Urban	≥90%	0	95	95
	Rural	≥90%	99	95	97
	Overall	≥90%	99	95	97
% Satisfied with Billing Performance Postpaid	Urban	≥95%	0	89	89
	Rural	≥95%	93	92	93
	Overall	≥95%	93	91	92
% Satisfied with Billing Performance Prepaid*	Urban	≥95%	--	--	--
	Rural	≥95%	--	--	--
	Overall	≥95%	--	--	--
% Satisfied with Help Services including customer grievance redressal	Urban	≥90%	0	64	64
	Rural	≥90%	92	59	88
	Overall	≥90%	92	61	86
% Satisfied with Network Performance, Reliability and Availability	Urban	≥95%	0	87	87
	Rural	≥95%	98	84	92
	Overall	≥95%	98	85	92
% Satisfied with Maintainability	Urban	≥95%	97	79	88
	Rural	≥95%	0	71	71
	Overall	≥95%	97	77	86
% Supplementary and Value Added Services*	Urban	≥90%	0	50	50
	Rural	≥90%	100	93	96
	Overall	≥90%	100	88	93
% Satisfied with Overall Service Quality	Urban	≥90%	99	96	98
	Rural	≥90%	--	94	94
	Overall	≥90%	99	95	98
<i>Base</i>			613	604	1217

* Denotes small sample and thus, statistically invalid data.

- 98% of the basic wire-line service customers in UP(East) circle were satisfied with their service providers with overall service quality. Both the operators met the benchmark.
- BSNL did not meet the benchmark for any parameter except for provision of service. It had very low satisfaction with respect to help services including customer grievance redressal and maintainability.
- Airtel did not meet the benchmark with respect to satisfaction with billing performance (postpaid).

3.1.3 % of customers who reported that their telephone fault was repaired within 3 days.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	95	83	89
Rural	0	81	81
Overall	95	82	88
<i>Base</i>	115	147	262

- 88% of all customers reported that the fault was repaired within 3 days.
- A significantly lower proportion of BSNL customers reported that the fault was repaired within 3 days.

3.1.4 % of customers who reported that their telephone service was terminated within 7 days of request.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	100	100	100
Rural	0	78	78
Overall	100	97	97
<i>Base</i>	1	60	61

Note: Airtel sample is too small for any statistical inference

3.1.6 % of customers who reported that their billing complaints were resolved by call centre within 4 weeks.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	87	44	82
Rural	0	20	20
Overall	87	35	77
<i>Base</i>	103	26	129

- 77% of all customers reported that their complaints were resolved within 4 weeks after they lodged their complaints.

3.2 Cellular Mobile Telephone Service

3.2.1 The following table shows the percentage of customers satisfied on QoS parameters.

Sub Parameters	Type	Benchmarks	% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
% Satisfied with Provision of Service	Urban	≥90%	99	99	98	97	99	99	96	99	98	98
	Rural	≥90%	98	100	99	95	97	98	98	98	98	98
	Overall	≥90%	99	99	99	97	99	98	97	99	98	98
% Satisfied with Billing Performance Prepaid	Urban	≥95%	95	97	96	97	99	96	84	99	97	95
	Rural	≥95%	95	95	98	97	95	92	85	99	97	95
	Overall	≥95%	95	96	97	97	97	93	85	99	97	95
% Satisfied with Billing Performance Postpaid	Urban	≥95%	91	92	96	100	100	100	100	100	--	93
	Rural	≥95%	100	92	100	0	100	100	100	100	--	97
	Overall	≥95%	92	92	96	100	100	100	100	100	--	94
% Satisfied with Help Services including customer grievance redressal	Urban	≥90%	76	64	72	75	74	67	68	83	81	73
	Rural	≥90%	76	76	74	64	76	78	76	85	77	76
	Overall	≥90%	76	71	73	70	75	75	72	84	80	75
% Satisfied with Network Performance, Reliability and Availability	Urban	≥90%	95	88	92	89	97	96	86	85	91	91
	Rural	≥90%	94	88	92	85	95	93	86	87	90	90
	Overall	≥90%	94	88	92	88	96	94	86	86	91	91
% Satisfied with Maintainability	Urban	≥90%	94	83	87	84	94	93	87	85	88	88
	Rural	≥90%	91	82	85	79	88	89	91	83	76	86
	Overall	≥90%	92	83	86	83	92	90	89	84	85	87
% Supplementary and Value Added Services	Urban	≥90%	90	92	84	92	88	94	89	84	76	88
	Rural	≥90%	90	90	94	96	88	98	89	87	93	92
	Overall	≥90%	90	91	88	93	88	96	89	85	82	90
% Satisfied with Overall Service Quality	Urban	≥90%	95	91	94	89	91	93	87	95	91	92
	Rural	≥90%	95	90	94	89	86	91	92	95	89	92
	Overall	≥90%	95	91	94	89	90	91	89	95	91	92

- 92% of all cellular mobile customers were satisfied with overall service quality. All the service providers met the benchmark for overall service quality except for Reliance & MTS.
- All the service providers met the benchmark set for Provision of service.
- All the service providers met the benchmark set for prepaid billing performance except for MTS & Vodafone.
- BSNL, Reliance, MTS & Aircel did not meet the benchmark set for Network performance, reliability & availability.
- Only Airtel, Idea & Vodafone have met the benchmark set for Maintainability.
- Only Airtel, BSNL, Reliance & Vodafone have met the benchmark set for Value added service.

3.2.2 % customers who reported billing complaint resolution by call centre within 4 weeks.

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	5	2	6	3	1	6	6	5	9	5
Rural	4	0	2	0	1	4	5	2	1	3
Overall	5	1	4	2	1	5	5	3	7	4
<i>Base</i>	709	646	608	611	619	679	606	600	558	5636

- Only 4% of the cellular mobile customers who made billing complaints to the call centre reported that their complaints were resolved within 4 weeks of lodging.

3.3 Broadband Service

3.3.1 Percentage of customers satisfied on QoS parameters

Sub Parameters	Type	Bench marks	% Customers				
			Airtel	BSNL	Reliance	Tikona	Overall
% Satisfied with Provision of Service	Urban	≥90%	98	88	92	98	95
	Rural	≥90%	--	92	--	--	---
	Overall	≥90%	98	90	92	98	95
% Satisfied with Billing Performance Prepaid	Urban	≥90%	--	--	--	--	---
	Rural	≥90%	--	--	--	--	---
	Overall	≥90%	--	--	--	--	---
% Satisfied with Billing Performance Postpaid	Urban	≥90%	90	89	86	90	89
	Rural	≥90%	--	87	--	--	87
	Overall	≥90%	90	88	86	90	88
% Satisfied with Help Services including customer grievance redressal	Urban	≥90%	83	84	81	78	81
	Rural	≥90%	--	85	--	--	85
	Overall	≥90%	83	84	81	78	81
% Satisfied with Network Performance, Reliability and Availability	Urban	≥85%	91	77	80	77	82
	Rural	≥85%	--	71	--	--	71
	Overall	≥85%	91	75	80	77	81
% Satisfied with Maintainability	Urban	≥85%	68	64	57	66	63
	Rural	≥85%	--	50	--	--	50
	Overall	≥85%	68	58	57	66	62
% Supplementary and Value Added Services	Urban	≥85%	75	100	88	100	93
	Rural	≥85%	--	100	--	--	100
	Overall	≥85%	75	100	88	100	94
% Satisfied with Overall Service Quality	Urban	≥85%	97	88	88	84	90
	Rural	≥85%	--	89	--	--	89
	Overall	≥85%	97	88	88	84	89
<i>Base</i>			606	598	602	600	2406

- 89% of all broadband customers were satisfied with overall service quality. Tikona did not meet the benchmark for overall service quality.
- None of the service providers met the benchmark for maintainability and Help Services.
- Only Airtel met the benchmark for Network performance.
- BSNL met the benchmark only for provision of service & supplementary & value added services. Both Reliance and BSNL did not meet the benchmark for postpaid billing.

3.3.2 % of customers who reported getting a working connection with 7 days.

Type	% Customers				
	Airtel	BSNL	Reliance	Tikona	Overall
Urban	94	88	92	74	87
Rural	0	92	0	0	92
Overall	94	90	92	74	87
<i>Base</i>	606	598	602	600	2406

- 87% of the customers got their working connection within 7 working days. However, this proportion was lower for Tikona.

3.3.3 % of customers who reported that their billing complaints were resolved by call centre within 4 weeks.

Type	% Customers				
	Airtel	BSNL	Reliance	Tikona	Overall
Urban	54	0	32	39	38
Rural	0	100	0	0	100
Overall	54	0	32	39	37
<i>Base</i>	76	14	172	59	321

- Only 37% of customers reported that their billing complaints were resolved within 4 weeks after they lodged their complaints. 68% of Reliance customers reported that their complaints were not resolved within 4 weeks.

4. DETAILED SURVEY FINDINGS

4.1 Basic Wire-line Service – UP(East) Circle

Customer Satisfaction Survey in the UP(East) circle was done among customers of 2 Basic Wire-line Service providers i.e. Airtel and BSNL.

4.1.1 Customer Satisfaction with Provision of Service

4.1.1. The following table shows the percentage of customers satisfied with different sub-parameters of Provision of Service

Sub Parameters	Type	% Customers		
		Airtel	BSNL	Overall
Time taken to provide working connection	Urban	100	99	99
	Rural	0	97	97
	Overall	100	98	99
Ease of understanding	Urban	99	91	95
	Rural	0	93	93
	Overall	99	92	95
Overall Provision of Service	Urban	99	95	97
	Rural	0	95	95
	Overall	99	95	97
<i>Base</i>		355	518	873

- 97% of the customers were satisfied with the time taken to provide a working telephone ease of understanding/ provision of all relevant information related to tariff plans & charges.
- The satisfaction was comparatively lower on ease of understanding for BSNL customers.

4.1.2a Customer Satisfaction with Billing Performance among Postpaid Customers

4.1.2. The following table shows the percentage of postpaid customers satisfied with different sub-parameters of billing performance.

Sub Parameters	Type	% Postpaid Customers		
		Airtel	BSNL	Overall
Timely delivery of bills	Urban	90	84	88
	Rural	0	82	82
	Overall	90	83	87
Quality, Accuracy & Completeness of the bills	Urban	92	96	94
	Rural	0	94	94
	Overall	92	95	94
Process of resolution of billing complaints	Urban	50	32	40
	Rural	0	40	40
	Overall	50	35	40
Clarity of the bills in terms of transparency & understandability	Urban	0	95	95
	Rural	90	84	88
	Overall	90	82	82
Overall Billing performance postpaid	Urban	93	92	93
	Rural	0	89	89
	Overall	93	91	92
<i>Base</i>		613	604	1217

- A lower proportion of BSNL customers were satisfied on account of process of resolution of billing complaints as well as clarity of the bills in terms of transparency & understandability. This dragged down their scores with respect to postpaid billing performance.
- Airtel's performance was lower than the benchmark mainly on process of resolution of billing complaints.

4.1.3 Customer Satisfaction with Help Services including customer grievance redressal

4.1.3.1 The following table shows the percentage of customers satisfied with sub-parameters of help services including customer grievance redressal.

Sub Parameters	Type	% Customers		
		Airtel	BSNL	Overall
Ease of access of call centre/customer care or help-line	Urban	93	65	89
	Rural	0	67	67
	Overall	93	66	87
Ease of getting an option for “ talking to a customer care executive”	Urban	95	65	91
	Rural	0	67	67
	Overall	95	66	89
Response time taken to answer the call	Urban	93	58	88
	Rural	0	67	67
	Overall	93	61	86
Problem solving ability of customer care executive	Urban	92	69	89
	Rural	0	56	56
	Overall	92	64	86
Time taken by call centre/customer care /helpline to resolve complaint	Urban	88	39	81
	Rural	0	67	67
	Overall	88	50	80
Overall Help services including customer grievance redressal	Urban	92	59	88
	Rural	0	64	64
	Overall	92	61	86
<i>Base</i>		157	44	201

- BSNL customers in both urban and rural areas were less satisfied with all aspects of help services. The satisfaction was lower in urban areas except for problem solving ability of customer care executive.
- 92% of Airtel’s wire-line customers were satisfied on time taken by call centre/customer care/helpline to resolve the complaint.

4.1.4 Customer Satisfaction with Network Performance, Reliability & Availability

4.1.4.1 The following table shows the percentage of customers satisfied with sub-parameters of network performance, reliability & availability.

Sub Parameters	Type	% Customers		
		Airtel	BSNL	Overall
Availability of working telephone (dial tone)	Urban	99	83	93
	Rural	0	91	91
	Overall	99	85	92
Ability to make or receive calls easily	Urban	99	87	94
	Rural	0	91	91
	Overall	99	88	94
Voice Quality	Urban	96	82	90
	Rural	0	79	79
	Overall	96	81	89
Overall Network performance, Reliability & availability	Urban	98	84	92
	Rural	0	87	87
	Overall	98	85	92
Base		613	604	1217

- A higher percentage of Airtel’s customers were satisfied with the availability of working telephone (dial tone), ability to make or receive calls easily voice quality and network performance.
- BSNL registered a low percentage of customers satisfied with the voice quality.

4.1.5 Customer Satisfaction with Maintainability

4.1.5.1 The following table shows the percentage of customers satisfied with maintainability.

Sub Parameters	Type	% Customers		
		Airtel	BSNL	Overall
Overall Maintainability (Fault repair service)	Urban	97	79	88
	Rural	0	71	71
	Overall	97	77	86
<i>Base</i>		115	147	262

- A higher percentage of Airtel customers were satisfied with the fault repair service as compared to BSNL customers.

4.1.6 Customer Satisfaction with Supplementary and Value Added Services

4.1.6.1 The following table shows the percentage of customers satisfied with supplementary and value added services.

Sub Parameters	Type	% Customers		
		Airtel	BSNL	Overall
Quality of the supplementary services / value added service provided)	Urban	100	100	100
	Rural	0	0	0
	Overall	100	100	100
Process of activating value added services or the process of unsubscribing	Urban	100	100	100
	Rural	0	0	0
	Overall	100	100	100
Overall Value added services	Urban	100	93	96
	Rural	0	50	50
	Overall	100	88	93
<i>Base</i>		10	11	21

Note: The sample of wire-line customers was very low to draw any statistically valid inference for value added services.

4.1.7 Customer Satisfaction with Overall Service Quality

4.1.7.1 The following table shows the % of customers satisfied with overall service quality.

Sub Parameters	Type	% Customers		
		Airtel	BSNL	Overall
Overall quality of Telephone service	Urban	99	96	98
	Rural	--	94	94
	Overall	99	95	98
<i>Base</i>		613	604	1217

4.2 Awareness of Grievance Redressal Mechanism & Experience among Basic Telephone Service subscribers

4.2.1 Awareness and experience of Call Centre

Table 4.2.1.1 The following table shows the percentage of customers aware about the call centre number of their service provider for making a complaint/ query

Type	% Customers		
	Airtel	BSNL	Overall
Urban	97	86	93
Rural	0	67	67
Overall	97	80	89
<i>Base</i>	613	604	1217

- 89% of the customers were aware about the call centre number of their service provider for the purpose of making a complaint/ query.
- Awareness among BSNL customers were less as compared to Airtel.

Table 4.2.1.2 The following table shows the percentage of customers who made a complaint on the call centre number of their service provider in the last 6 months

Type	% Customers		
	Airtel	BSNL	Overall
Urban	17	5	13
Rural	0	8	8
Overall	17	5	12
<i>Base</i>	597	484	1081

- Only 12% of the customers claimed to have made a complaint on the call centre number of their service provider in the last 6 months. The proportion was higher for Airtel customers.

4.2.1.3 The following table shows the percentage of customers who received or did not receive docket numbers for their complaints.

Sub Parameters	Type	% Customers		
		Airtel	BSNL	Overall
Docket number received for most of the complaints	Urban	96	63	92
	Rural	0	80	80
	Overall	96	69	91
No docket number received for most of the complaints	Urban	1	0	1
	Rural	0	0	0
	Overall	1	0	1
It was received on request	Urban	1	19	3
	Rural	0	20	20
	Overall	1	19	5
No docket number received even on request	Urban	2	19	4
	Rural	0	0	0
	Overall	2	12	4
<i>Base</i>		103	26	129

- 91% of the customers who had complained said that they had received a docket number for most of their complaints. This was significantly higher for Airtel customers as compared to BSNL customers.
- 1% of all customers who had complained said that they did not receive docket number for most of their complaints. 4% of all customers who had complained said that they did not receive a docket number for their complaints even on request.

4.2.1.4 The following table shows the percentage of customers who were informed about the action taken on their complaint by call centre.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	91	25	82
Rural	0	80	80
Overall	91	46	82
<i>Base</i>	103	26	129

- 82% all the basic telephone service customers who had complained said that they were informed about the action taken on their complaint by call centre.
- A significantly lower proportion (46%) of BSNL customers were informed about the action taken on their complaint by the call centre as compared to Airtel (91%).

4.2.1.8 The following table shows the percentage of customers who got their billing complaints resolved satisfactorily by call centre/customer care within four weeks.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	87	44	82
Rural	0	20	20
Overall	87	35	77
<i>Base</i>	103	26	129

- 77% of the customers who had made billing complaints said that their complaints were resolved satisfactorily by the call centre/ customer care within four weeks of lodging their complaints.

4.2.2 Awareness and experience of Nodal Officer

Table 4.2.2.1 The following table shows the percentage of customers who were aware about contact details of nodal officer.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	2	1	2
Rural	0	10	10
Overall	2	4	3
<i>Base</i>	613	604	1217

- Only 3% of all basic telephone service customers said that they were aware about the contact details of the nodal officer.

Table 4.2.2.2 The percentage of customers who have made complaints to the Nodal Officer

Type	% Customers		
	Airtel	BSNL	Overall
Urban	8	0	7
Rural	0	0	0
Overall	8	0	3
<i>Base</i>	13	22	35

- Of those who were aware of the Nodal Officer's contact details, 3% claimed to have complained to the nodal officer.

Table 4.2.2.2 The percentage of customers who were able to contact the Nodal Officer without difficulty.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	100	--	100
Rural	--	--	--
Overall	100	--	100
<i>Base</i>	<i>1</i>	<i>--</i>	<i>1</i>

Note: The above sample size is too small for any statistical inference.

Table 4.2.2.3 The percentage of customers who were intimated about the decision taken on their complaints by the Nodal Officer

Type	% Customers		
	Airtel	BSNL	Overall
Urban	100	--	100
Rural	--	--	--
Overall	100	--	100
<i>Base</i>	<i>1</i>	<i>--</i>	<i>1</i>

Note: The above sample size is too small for any statistical inference.

Table 4.2.2.4 % of customers satisfied with redressal of complaint by the Nodal Officer

Type	% Customers		
	Airtel	BSNL	Overall
Urban	100	--	100
Rural	--	--	--
Overall	100	--	100
<i>Base</i>	<i>1</i>	<i>--</i>	<i>1</i>

Note: The above sample size is too small for any statistical inference.

4.2.4 Awareness and experience of Appellate Authority

Table 4.2.4.1 The following table shows the percentage of customers who were aware about the contact details of the appellate authority.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	1	0	1
Rural	0	10	10
Overall	1	3	2
<i>Base</i>	<i>613</i>	<i>604</i>	<i>1217</i>

- Only 2% of all the basic wire-line service customers said that they were aware of the contact details of the Appellate Authority.

4.2.4.2 Incidence of Appeal being filed in the prescribed form in the last 6 months

Type	% Customers		
	Airtel	BSNL	Overall
Urban	--	--	--
Rural	--	--	--
Overall	--	--	--
<i>Base</i>	--	--	--

Note: The above sample size is too small for any statistical inference.

- None of all the basic wire-line service customers who were aware of the contact details of Appellate Authority claimed to have filed an appeal in last the 6 months.

4.2.4.3 Percentage of Customers who filed an appeal with the Appellate & Received an Acknowledgement

Not Applicable

4.2.4.4 Percentage of Customers who filed an appeal with the Appellate & for Whom a Decision was taken within 3 months

Not Applicable

4.2.5 General Information

Table 4.2.5.1 The following table shows the percentage of the new customers who got the Manual of Practice containing the terms and conditions of service, toll free number of call centre and contact details of Nodal Officer & Appellate Authority for complaint redressal etc., while subscribing to the new basic telephone connection.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	80	49	68
Rural	0	53	53
Overall	80	50	65
<i>Base</i>	613	604	1217

- 65% of the new basic telephone service customers said that they got the Manual of Practice while subscribing to the new basic telephone connection.

Table 4.2.5.2 The following table shows the percentage of prepaid customers who were aware that a prepaid customer can get item-wise usage charge details, on request.

Not Applicable

4.2.5.3 The following table shows the percentage of customers who were denied item-wise usage charge details for their pre-paid connection.

Not Applicable

Table 4.2.5.4 The following table shows the percentage of customers who cited different reason(s) for their request for item-wise details being denied.

Not Applicable

Table 4.4.4.5 The following table shows the percentage of customers who terminated a telephone connection in the last 6 months.

Type	% Customer		
	Airtel	BSNL	Overall
Urban	0	12	5
Rural	0	5	5
Overall	0	10	5
<i>Base</i>	613	604	1217

- Only 5% of the prepaid customers claimed to have terminated a wire-line telephone connection in the last 6 months.

4.4.4.6 The following table shows the percentage of customers who are aware about getting rent rebate in case fault is not repaired within 3 days

Type	% Customers		
	Airtel	BSNL	Overall
Urban	26	10	20
Rural	0	8	8
Overall	26	9	18
<i>Base</i>	613	604	1217

- 18% of the customers were aware about the rent rebate entitlement, in case fault is not repaired within 3 days.

4.4.4.5 The following table shows the percentage of customers who were aware about the facility for registering telephone number with the service provider for not receiving unwanted tele marketing calls/SMS.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	82	20	57
Rural	0	18	18
Overall	82	19	51
<i>Base</i>	613	604	1217

- 51% of the customers were aware about the facility for registering telephone number with the service provider for not receiving unwanted tele-marketing calls/SMS.
- Awareness was comparatively lower (19%) among BSNL customers.

4.4.4.6 The following table shows the percentage of customers who registered with service provider for not receiving any unwanted tele-marketing calls/SMS

Type	% Customers		
	Airtel	BSNL	Overall
Urban	2	9	3
Rural	0	20	20
Overall	2	12	4

Note: The above sample size is too small for any statistical inference.

4.4.4.6 The following table shows the percentage of customers who reported varying degrees of reduction in number of unwanted tele marketing calls/SMS received after registering.

Sub Parameters	Type	% Customers		
		Airtel	BSNL	Overall
No change	Urban	18	0	11
	Rural	0	0	0
	Overall	18	0	11
Slight decrease	Urban	27	0	17
	Rural	0	0	0
	Overall	27	0	17
Considerable decrease	Urban	55	0	33
	Rural	0	0	0
	Overall	55	0	33
Stopped receiving	Urban	0	100	39
	Rural	0	100	100
	Overall	0	100	56
<i>Base</i>		11	14	25

Note: The above sample size is too small for any statistical inference.

4.4.4.6 The following table shows the percentage of customers who made a complaint to service provider on getting such unwanted tele marketing calls/ SMS even after registering telephone number.

Type	% Customers		
	Airtel	BSNL	Overall
Urban	--	--	--
Rural	--	--	--
Overall	--	--	--
<i>Base</i>	--	--	--

Note: The above sample size is too small for any statistical inference.

4.4.4.10 Service provider rating on a scale of 1 – 10 where 10 is very good and 1 is very poor.

Sub Parameters	Type	Customer Ranking		
		Airtel	BSNL	Overall
Mean Score	Urban	8.2	7.9	8.1
	Rural	--	7.9	7.9
	Overall	8.2	7.9	8.1
Base		613	604	1217

- Airtel received a higher rating than BSNL (8.2 VS. 7.9).

4.3 Cellular Mobile Telephone Service – UP(East) Circle

Customer Satisfaction Survey in the UP (East) circle was done among customers of 9 Cellular Mobile Telephone service providers i.e. Airtel, BSNL, Reliance, TTSL, Idea, Vodafone, MTS, Uninor and Aircel.

4.3.1 Customer Satisfaction with Provision of Service

4.3.1.1 The following table shows the % of customers satisfied with sub parameters of provision of service.

Sub Parameters	Type	% Customers									
		Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Process & time taken to activate connection	Urban	100	99	98	97	99	99	95	99	98	98
	Rural	99	100	99	95	97	97	98	100	97	98
	Overall	99	99	99	96	98	98	96	100	98	98
Ease of understanding	Urban	99	99	99	98	99	99	97	98	99	98
	Rural	98	100	100	96	97	98	99	97	99	98
	Overall	98	99	99	97	99	98	98	97	99	98
Overall Provision of service	Urban	99	99	98	97	99	99	96	99	98	98
	Rural	98	100	99	95	97	98	98	98	98	98
	Overall	99	99	99	97	99	98	97	99	98	98
<i>Base</i>		709	646	608	611	619	679	606	600	558	5636

- Most customers were satisfied with the process and time taken to activate the mobile connection as well as ease of understanding of plans conveyed. All the operators met the quality benchmark.

4.3.2a Customer Satisfaction with Billing Performance among Postpaid Customers

4.3.2.1a The following table shows the percentage of postpaid customers satisfied with sub-parameters of billing performance.

Sub Parameters	Type	% Postpaid Customers									
		Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Timely delivery of bills	Urban	86	85	91	100	100	100	100	100	--	88
	Rural	100	83	100	0	100	100	100	100	--	94
	Overall	88	85	92	100	100	100	100	100	100	--
Clarity of the bills in terms of transparency and understandability	Urban	96	98	100	100	100	100	100	100	--	98
	Rural	100	100	100	0	100	100	100	100	--	100
	Overall	97	99	100	100	100	100	100	100	--	99
Accuracy & completeness of the bills	Urban	96	96	100	100	100	100	100	100	--	98
	Rural	100	100	100	0	100	100	100	100	--	100
	Overall	97	97	100	100	100	100	100	100	--	98
Process of resolution of billing complaints	Urban	0	25	0	100	100	--	--	--	--	43
	Rural	0	0	0	0	0	--	--	--	--	0
	Overall	0	25	0	100	100	--	--	--	--	43
Overall Billing performance postpaid	Urban	91	92	96	100	100	100	100	100	--	93
	Rural	100	92	100	0	100	100	100	100	--	97
	Overall	92	92	96	100	100	100	100	100	--	94
Base		59	66	47	6	4	5	5	2	--	194

*Note: Sample is too small for any statistical inference

- Process of billing complaint resolution and timely delivery of bills registered the lowest satisfaction levels on an aggregate level.

4.3.2b Customer Satisfaction with Billing Performance - Prepaid

4.3.2.1b The following table shows the percentage of prepaid customers satisfied with sub-parameters of billing performance.

Sub Parameters	Type	% Prepaid Customers									
		Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Accuracy of charges	Urban	96	96	96	98	99	94	86	99	97	96
	Rural	94	94	98	96	95	88	92	99	98	94
	Overall	95	95	97	97	98	90	89	99	97	95
Refund/Credit/Waiver of excess charges	Urban	87	91	76	79	79	90	44	96	76	74
	Rural	89	92	100	93	90	88	48	93	100	86
	Overall	88	92	87	86	85	89	46	94	83	80
Ease of recharging process & the transparency of recharge offer	Urban	97	99	98	98	99	98	93	99	100	98
	Rural	98	98	99	98	96	96	86	100	97	97
	Overall	97	98	99	98	98	97	90	100	99	97
Overall billing performance prepaid	Urban	95	97	96	97	99	96	84	99	97	95
	Rural	95	95	98	97	95	92	85	99	97	95
	Overall	95	96	97	97	97	93	85	99	97	95
<i>Base</i>		650	581	561	605	615	674	601	598	558	5443

- MTS & Vodafone had lower % of prepaid customers satisfied on account of accuracy of charges.
- Customers had much lower satisfaction on account of refund/ credit/ waiver of excess charges across all the service providers and particularly for MTS.
- Ease of recharging was not an issue for any service provider.

4.3.3 Customer Satisfaction with Help Services including customer grievance redressal

4.3.3.1 The following table shows the percentage of customers satisfied with sub-parameters of Help Services including customer grievance redressal.

Sub Parameters	Type	% Customers									
		Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Ease of access of call centre/customer care or help-line	Urban	76	67	73	73	75	59	59	91	83	73
	Rural	82	81	80	82	78	77	79	87	91	81
	Overall	80	74	76	77	77	72	70	89	86	78
Ease of getting an option for “ talking to a customer care executive”	Urban	86	62	74	78	75	79	73	82	82	77
	Rural	78	79	80	70	80	83	79	92	79	80
	Overall	81	71	77	75	78	82	76	87	81	79
Response time taken	Urban	71	66	69	71	71	58	66	79	84	71
	Rural	71	73	70	60	73	72	67	80	73	71
	Overall	71	70	70	66	72	68	66	80	80	71
Problem solving ability	Urban	82	66	74	79	75	77	72	83	80	77
	Rural	77	72	73	50	79	81	82	84	71	75
	Overall	79	69	74	67	77	80	77	83	77	76
Time taken to resolve complaint	Urban	66	61	70	72	73	59	69	80	76	70
	Rural	73	75	69	55	71	77	72	81	70	72
	Overall	70	69	70	65	72	72	70	80	74	71
Overall Help service	Urban	76	64	72	75	74	67	68	83	81	73
	Rural	76	76	74	64	76	78	76	85	77	76
	Overall	76	71	73	70	75	75	72	84	80	75
Base		315	241	200	316	201	321	269	245	210	2318

- Aircel had the highest of customers satisfied on all the sub parameters of help service.
- BSNL, Reliance and MTS had very low satisfaction on account of time taken to resolve complaint and response time taken by the customer care executive to answer the call.
- Response time taken and time taken to resolve the complaints registered lower satisfaction scores for most service providers.

4.3.4 Customer Satisfaction with Network Performance, Reliability & Availability

4.3.4.2 The following table shows the percentage of customers satisfied with sub-parameters of network performance, reliability & availability.

Sub Parameters	Type	% Customers									
		Airtel	BSNL	TSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Availability of signal of your service provider in your locality	Urban	97	89	91	91	98	99	89	83	91	92
	Rural	97	88	91	90	96	94	88	85	87	91
	Overall	97	88	91	91	97	95	89	84	90	92
Ability to make or receive calls easily	Urban	94	86	91	89	96	96	88	86	88	90
	Rural	93	89	92	72	93	93	89	83	87	89
	Overall	93	88	92	83	95	94	89	84	88	90
Voice quality	Urban	92	90	93	88	97	94	82	88	94	91
	Rural	92	86	94	93	95	92	81	91	97	91
	Overall	92	88	93	90	97	93	81	90	95	91
Overall Network performance, reliability & availability	Urban	95	88	92	89	97	96	86	85	91	91
	Rural	94	88	92	85	95	93	86	87	90	90
	Overall	94	88	92	88	96	94	86	86	91	91
Base		709	646	608	611	619	679	606	600	558	5636

- Availability of signal as well as the ability to make/ receive calls registered lower satisfaction scores among Airtel & BSNL customers. Ability to make and receive calls was lower for Airtel.
- A higher % of Idea customers was satisfied with all the aspects of network performance.

4.3.5 Customer Satisfaction with Maintainability

4.3.5.2 The following table shows the % of customers satisfied with sub-parameters of maintainability.

Sub Parameters	Type	% Customers									
		Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Availability of network (signal)	Urban	94	82	87	85	96	94	90	85	88	89
	Rural	92	82	86	82	90	91	90	82	78	87
	Overall	93	82	86	84	94	92	90	84	86	88
Restoration of network (signal) problems	Urban	94	83	86	84	92	92	84	85	88	87
	Rural	90	83	85	77	86	87	93	83	73	86
	Overall	91	83	86	82	90	89	88	84	84	87
Overall Maintainability	Urban	94	83	87	84	94	93	87	85	88	88
	Rural	91	82	85	79	88	89	91	83	76	86
	Overall	92	83	86	83	92	90	89	84	85	87
<i>Base</i>		709	646	608	611	619	679	606	600	558	5636

- BSNL & Reliance registered much lower satisfaction scores on both aspects of maintainability.
- Higher proportion of Airtel (91%) customers was satisfied with restoration of network (signal) problems.

4.3.6 Customer Satisfaction with Supplementary and Value Added Services

4.3.6.1 The following graph shows the percentage of customers satisfied with supplementary and value added services.

Sub Parameters	Type	% Customers									
		Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Quality of supplementary service	Urban	93	91	92	100	92	96	87	88	88	92
	Rural	93	97	92	100	95	98	94	92	85	94
	Overall	93	93	92	100	93	98	90	89	87	93
Process of activating VAS	Urban	88	93	76	84	84	92	91	80	64	83
	Rural	87	83	96	92	81	97	84	83	100	89
	Overall	87	89	85	86	82	95	88	81	77	86
Overall Supplementary and value added services	Urban	90	92	84	92	88	94	89	84	76	88
	Rural	90	90	94	96	88	98	89	87	93	92
	Overall	90	91	88	93	88	96	89	85	82	90
<i>Base</i>		100	72	65	69	74	86	42	75	53	636

- Uninor had the lowest percentage of satisfied customers on quality of supplementary service as well as on the process of activating VAS.
- Other service providers registered very high satisfaction scores on quality of supplementary service.

4.4 Awareness of Grievance Redressal Mechanism & Experience among Cellular Mobile Service subscribers

4.4.1 Awareness and experience of Call Centre

Table 4.4.1.1 The following table shows the percentage of customers aware about the call centre number of their service provider for making a complaint/ query.

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	72	73	44	54	32	71	25	57	64	53
Rural	74	78	30	44	69	46	22	54	58	53
Overall	73	76	37	51	43	52	23	55	63	53
<i>Base</i>	709	646	608	611	619	679	606	600	558	5636

- 53% of all cellular mobile customers were aware of the call centre number of their service provider for the purpose of making a complaint/ query. Awareness was higher among BSNL and Airtel customers.

4.4.1.2 The following table shows the percentage of customers who had complained in last 6 months to the toll free Call Centre/ Customer Care/ Help-line telephone number.

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	20	11	25	22	29	16	40	19	23	21
Rural	14	7	18	12	19	18	37	12	19	15
Overall	16	9	23	19	24	17	38	16	22	18
<i>Base</i>	521	490	227	316	281	355	141	334	350	3015

- 18% of the aware cellular mobile customers claimed that they had complained in the last 6 months to the toll free Call Centre/ Customer Care/ help-line telephone number. This was highest among MTS customers.

4.4.1.3 The following table shows the percentage of customers who received or did not receive docket number for their complaints.

Sub Parameters	Type	% Customers									
		Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Complaint was registered and Docket number received	Urban	40	59	54	39	16	60	38	41	43	41
	Rural	28	24	56	9	4	58	14	30	13	29
	Overall	33	46	55	33	12	58	28	37	36	37
Complaint was registered and Docket number not received	Urban	20	22	31	45	58	25	47	34	41	38
	Rural	26	53	44	82	60	20	14	30	56	36
	Overall	23	34	35	52	59	22	33	33	44	37
Complaint was registered and docket number provided on request	Urban	23	19	11	16	19	15	0	19	13	15
	Rural	40	24	0	0	36	10	46	25	31	26
	Overall	33	21	8	13	25	12	19	21	17	19
Complaint was registered and docket number not provided even on request	Urban	11	0	3	0	5	0	13	3	2	4
	Rural	6	0	0	9	0	5	23	0	0	5
	Overall	9	0	2	2	3	3	17	2	1	4
Refused to register the complaint	Urban	6	0	0	0	2	0	3	3	2	2
	Rural	0	0	0	0	0	8	5	15	0	3
	Overall	2	0	0	0	2	5	4	8	1	2
<i>Base</i>		82	44	51	60	68	60	54	52	77	548

- Only 37% of the customers reported complaint registration and receiving the docket numbers for most of their complaints.
- 37% of all the cellular mobile customers belonging to different service providers said that they had not received a docket number for most of their complaints. 19% received the docket number on request.

4.4.1.4 The following table shows the percentage of customers who were informed about the action taken on their complaint by call centre.

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	7	6	7	5	3	7	8	7	11	7
Rural	7	3	4	1	7	7	7	2	5	5
Overall	7	5	6	3	4	7	7	4	9	6
<i>Base</i>	709	646	608	611	619	679	606	600	558	5636

- Only 6% all the cellular mobile customers who had complained said that they were informed about the action taken on their complaint by the call centre.

4.4.1.7 The following table shows the percentage of customers who got their billing complaints resolved satisfactorily by call centre/customer care within four weeks.

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	5	2	6	3	1	6	6	5	9	5
Rural	4	0	2	0	1	4	5	2	1	3
Overall	5	1	4	2	1	5	5	3	7	4
<i>Base</i>	709	646	608	611	619	679	606	600	558	5636

- Only 4% of the cellular mobile customers who had made billing complaints said that their billing complaint was satisfactorily resolved by the call centre/customer care within four weeks after they lodged their complaint.

4.4.2 Awareness and experience of Nodal Officer

4.4.2.1 The following table shows the percentage of customers who were aware about contact details of the nodal officer.

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	4	5	5	3	2	2	3	4	2	3
Rural	3	0	1	1	4	2	2	1	1	2
Overall	4	3	3	3	3	2	3	3	2	3
<i>Base</i>	709	646	608	611	619	679	606	600	558	5636

- Only 3% of the cellular mobile customers were aware of the contact details of the nodal officer.

4.4.2.2 The following table shows the % of aware customers who complained to the nodal officer regarding their complaints not being resolved satisfactorily by customer care.

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	9	13	40	54	30	50	9	36	50	31
Rural	29	0	33	0	29	25	17	25	50	26
Overall	20	12	39	47	29	31	12	33	50	29
<i>Base</i>	25	17	18	15	17	16	17	15	12	152

- Only 29% of the cellular mobile customers who were aware of the nodal officer had complained to the nodal officer regarding their complaints not being resolved satisfactorily.

MARKET PULSE

Mindware: Mindshare Delivered.

4.4.2.1 The following table shows the percentage of customers who were aware able to connect to the nodal officer without any difficulty.

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	0	0	100	100	67	100	100	100	100	87
Rural	100	0	0	0	100	100	100	100	0	85
Overall	80	0	86	100	80	100	100	100	83	86
<i>Base</i>	5	2	7	7	5	5	2	5	6	44

4.4.2.3 Incidence of Customer Intimation Regarding Decision taken on Complaint

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	0	0	100	86	67	100	100	100	100	84
*Rural	50	0	0	0	100	100	100	100	0	69
Overall	40	0	86	86	80	100	100	100	83	80
<i>Base</i>	5	2	7	7	5	5	2	5	6	44

4.4.2.4 Satisfaction with Nodal Officer

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	100	100	83	71	67	100	0	75	100	83
Rural	75	0	100	0	100	50	100	100	100	83
Overall	80	100	86	71	80	75	100	80	100	83
<i>Base</i>	5	2	7	7	5	4	1	5	6	42

- 83% customers among all those who had complained to the Nodal Officer were satisfied with the action taken/ response.

4.4.3 Awareness and experiences with Appellate Authority

4.4.3.1 The following table shows the percentage of customers who were aware about the contact details of the appellate authority.

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	13	7	8	9	7	12	3	6	6	8
Rural	12	9	4	9	21	11	1	6	11	9
Overall	12	8	6	9	12	12	2	6	7	8
<i>Base</i>	709	646	608	611	619	679	606	600	558	5636

- Only 8% of the mobile phone customers were aware of the contact details of appellate authority.

4.4.3.2 Incidence of Appeal being filed in the prescribed form in last 6 months

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	3	4	15	27	26	0	0	28	21	15
Rural	9	7	0	11	10	7	0	18	0	8
Overall	7	6	11	22	17	5	0	23	13	12
<i>Base</i>	85	52	36	55	71	79	13	35	40	466

- Only 12% of those who were aware, had filed an appeal with the Appellate Authority.

4.4.3.2 Received any acknowledgement

Type	% Customers									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	100	0	100	70	38	0	--	80	100	71
Rural	20	0	0	0	50	50	--	0	0	25
Overall	33	0	100	58	42	50	--	50	100	54
<i>Base</i>	6	3	4	12	12	4	--	8	5	54

4.3.2 Reported Decisions by the Appellate Authority

Type	Service Provider									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	0	0	100	44	25	0	--	80	80	55
Rural	20	0	0	50	25	0	--	0	0	15
Overall	17	0	100	46	25	0	--	50	80	40
<i>Base</i>	6	3	4	11	12	4	--	8	5	53

4.4.4 General Information

4.4.4.1 The following table shows the percentage of prepaid customers who were aware that a prepaid customer can get item-wise usage charge details, on request.

Type	Service Provider									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	20	17	17	22	9	26	5	11	9	14
Rural	21	19	9	16	28	19	7	17	22	17
Overall	20	18	13	20	15	21	6	14	13	16
<i>Base</i>	650	581	561	605	615	674	601	598	558	5443

- Only 16% of the prepaid cellular mobile customers said that they were aware of the fact that they can get item-wise usage charge details on request.

4.4.4.2 The following table shows the percentage of customers who were denied item-wise usage charge details for their pre-paid connection.

Type	Service Provider									Overall
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	
Urban	6	4	8	6	3	7	1	4	3	4
Rural	7	5	2	5	5	6	0	2	8	5
Overall	7	5	5	6	4	6	1	3	4	4
<i>Base</i>	650	581	561	605	615	674	601	598	558	5443

- Only 4% of the prepaid cellular mobile customers were denied item-wise usage charge details on request.

4.4.4.4 The following table shows the percentage of customers who claimed to have got the Manual of Practice containing the terms & conditions of service, toll free number of the call centre and contact detail of Nodal Officer & Appellate Authority for complaint redressal while subscribing the new mobile telephone connection.

Type	% Service Provider									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	63	51	54	73	87	58	56	77	57	65
Rural	63	62	62	49	69	55	57	67	71	61
Overall	63	57	58	65	81	56	56	72	61	63
Base	709	646	608	611	619	679	606	600	558	5636

- Only 63% of the new customers claimed to have received the Manual of Practice.

4.4.4.4 Service providers rating on scale of 1 to 10

Type	% Service Provider									
	Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Urban	7.85	7.61	6.85	7.53	7.74	7.30	7.77	7.36	7.59	7.50
Rural	7.71	7.55	6.50	7.99	7.25	7.47	7.59	7.69	6.73	7.48
Overall	7.76	7.58	6.74	7.75	7.59	7.43	7.68	7.51	7.37	7.49
Base	709	646	611	608	619	679	600	606	558	5636

4.5 Broadband Service – UP(East) circle

The survey of customer perception of Satisfaction was done in UP (East) circle among customers of 3 Broadband service providers i.e. Airtel, BSNL, & Reliance.

4.5.1 Customer Satisfaction with Provision of Service

4.5.1.1 The following table shows the % of customers satisfied with provision of service.

Sub Parameters	Type	Customers				
		Airtel	BSNL	Reliance	Tikona	Overall
Time taken	Urban	98	88	92	98	95
	Rural	--	92	--	--	---
	Overall	98	90	92	98	95
<i>Base</i>	606	598	602	600	2406	606

- 95% the customers were satisfied with the provision of service.

4.5.2a Postpaid Customer Satisfaction with Billing Performance

4.5.2.a The following table shows the percentage of postpaid customers satisfied with sub-parameters of billing performance.

Sub Parameters	Type	Postpaid Customers				
		Airtel	BSNL	Reliance	Tikona	Overall
Timely delivery of bills	Urban	88	81	84	87	85
	Rural	0	81	0	0	81
	Overall	88	81	84	87	85
Clarity of the bills in terms of transparency and understandability	Urban	93	99	92	92	93
	Rural	0	97	0	0	97
	Overall	93	98	92	92	94
Accuracy of the bills	Urban	94	95	91	96	94
	Rural	0	92	0	0	92
	Overall	94	94	91	96	94
Process of resolution of billing complaints	Urban	64	39	46	32	47
	Rural	0	26	0	0	26
	Overall	64	34	46	32	45
Overall Billing Performance postpaid	Urban	90	89	86	90	89
	Rural	--	87	--	--	87
	Overall	90	88	86	90	88
<i>Base</i>		606	598	602	600	2406

- All the service providers registered high satisfaction levels on clarity of bills in terms of transparency & understandability and accuracy.
- However, all of them had a low % of satisfied customers on account of resolution of billing complaints; it was especially low for Tikona (32%).
- Timely delivery of bills was an issue with Reliance and BSNL customers.

4.5.3 Customer Satisfaction with Help Services

4.5.3.1 The following table shows the percentage of customers satisfied with sub-parameters of help services.

Sub Parameters	Type	% Customers				
		Airtel	BSNL	Reliance	Tikona	Overall
Ease of access of call centre/ customer care or helpline	Urban	94	79	81	79	83
	Rural	0	80	0	0	80
	Overall	94	79	81	79	83
Ease of getting an option for “ talking to customer care executive”	Urban	90	79	85	85	86
	Rural	0	80	0	0	80
	Overall	90	79	85	85	86
Response time taken by customer executive to answer customer call	Urban	82	79	82	83	82
	Rural	0	93	0	0	93
	Overall	82	86	82	83	82
Problem solving ability of customer care executive(s)	Urban	75	91	83	70	77
	Rural	0	80	0	0	80
	Overall	75	86	83	70	77
Time taken by call centre/ customer care / help-line to resolve your complaint	Urban	76	91	74	75	75
	Rural	0	93	0	0	93
	Overall	76	92	74	75	76
Overall Help service	Urban	83	84	81	78	81
	Rural	--	85	--	--	85
	Overall	83	84	81	78	81
<i>Base</i>		229	63	371	282	945

- Lower proportion of BSNL customers were satisfied with ease of getting an option for talking to customer care executive.
- Airtel had the highest % of customers satisfied with ease of access of call centre/ customer care or helpline & ease of getting an option for talking to customer care executive.

4.5.4 Customer Satisfaction with Network Performance, Reliability & Availability

4.5.4.1 The following table shows the percentage of customers satisfied with sub-parameters of network performance, reliability & availability.

Sub Parameters	Type	% Customers				
		Airtel	BSNL	Reliance	Tikona	Overall
Speed of broadband connection	Urban	87	78	78	73	79
	Rural	0	69	0	0	69
	Overall	87	74	78	73	78
Amount of time for which service is up and working	Urban	95	77	82	81	85
	Rural	0	72	0	0	72
	Overall	95	75	82	81	83
Overall Network performance, reliability & availability	Urban	91	77	80	77	82
	Rural	--	71	--	--	71
	Overall	91	75	80	77	81
<i>Base</i>		606	598	602	600	2406

- Airtel had the highest % of satisfied customers with respect to the speed of broadband connection and the amount of time for which service is up & working.
- Both BSNL and Tikona registered lower satisfaction scores on all aspects of Network performance.

4.5.5 Customer Satisfaction with Maintainability

4.5.5.1 The following table shows the percentage of customers satisfied with maintainability

Sub Parameters	Type	%Customers				
		Airtel	BSNL	Reliance	Tikona	Overall
Time taken for restoration of broadband connection	Urban	68	64	57	66	63
	Rural	--	50	--	--	50
	Overall	68	58	57	66	62
<i>Base</i>		50	102	153	187	492

- 62% of the customers were satisfied with the time taken for restoration of broadband connection.

4.5.6 Customer Satisfaction with Supplementary Services

4.5.6.1 The following table shows the percentage of customers satisfied with supplementary services.

Sub Parameters	Type	% Customers				
		Airtel	BSNL	Reliance	Tikona	Overall
Overall Process of activating VAS or process of unsubscribing	Urban	75	100	88	100	93
	Rural	--	100	--	--	100
	Overall	75	100	88	100	94
<i>Base</i>		8	80	38	17	143

- 94% of customers satisfied with process of activating VAS or process of unsubscribing.

4.5.7 Customer Satisfaction with Overall Service Quality

4.5.7.1 The following graph shows the % of customers satisfied with overall service.

Sub Parameters	Type	% Customers				
		Airtel	BSNL	Reliance	Tikona	Overall
Overall service quality	Urban	97	88	88	84	90
	Rural	--	89	--	--	89
	Overall	97	88	88	84	89
<i>Base</i>		606	598	602	600	2406

- 89% of the customers were satisfied with the quality of overall service. Airtel (97%) had the highest percentage of satisfied customers on this parameter.

4.6 Awareness of Grievance Redressal Mechanism & Experience among Broadband Service Subscribers

4.6.1 Awareness and experience of Call Centre

4.6.1.1 % of customers aware about the call centre number for making a complaint/ query.

Type	% Customers				
	Airtel	BSNL	Reliance	Tikona	Overall
Urban	36	31	61	57	48
Rural	0	26	0	0	26
Overall	36	29	61	57	46
<i>Base</i>	606	598	602	600	2406

- 46% of broadband customers belonging to different service providers said that they were aware about the call centre number of their service provider for making a complaint/ query. The awareness was higher among Reliance customers.

4.6.1.2 The following table shows the percentage of customers who had complained in last 6 months to the toll free call centre/ customer care/ help-line telephone number.

Type	% Customers				
	Airtel	BSNL	Reliance	Tikona	Overall
Urban	35	9	47	17	30
Rural	0	6	0	0	6
Overall	35	8	47	17	29
<i>Base</i>	606	598	602	600	2406

- 29% of broadband customers who were of the call centre number claimed to have complained in the last 6 months.

4.6.1.3 The following table shows the percentage of customers who received or did not receive the docket number for their complaints.

	Type of Users	% Customers				Overall
		Airtel	BSNL	Reliance	Tikona	
Docket number received for most of the complaints	Urban	88	100	87	78	86
	Rural	0	100	0	0	100
	Overall	88	100	87	78	86
No Docket number received for most of the complaints	Urban	1	0	12	7	8
	Rural	0	0	0	0	0
	Overall	1	0	12	7	8
It was received on request	Urban	11	0	1	10	5
	Rural	0	0	0	0	0
	Overall	11	0	1	10	5
No Docket number received even on request	Urban	0	0	0	5	1
	Rural	0	0	0	0	0
	Overall	0	0	0	5	1
<i>Base</i>		76	14	172	59	321

- 86% of all broadband customers who had complained claimed that they received a docket number for most of their complaints. Another 5% received it on request.
- 8% of all broadband customers who had complained said that they did not receive docket numbers for most of their complaints.
- 5% of all broadband customers who had complained said that they received docket numbers on request.

4.6.1.4 The following table shows the percentage of customers who were informed about the action taken on their complaint by the call centre.

Type	% Customers				
	Airtel	BSNL	Reliance	Tikona	Overall
Urban	71	60	76	48	69
Rural	0	100	0	0	100
Overall	71	71	76	48	70
<i>Base</i>	76	14	172	59	321

- 70% of all broadband customers who had complained said that they were informed about the action taken on their complaint by the call centre.

4.6.1.5 The following table shows the % of customers satisfied with complaint resolution.

Type	% Customers				
	Airtel	BSNL	Reliance	Tikona	Overall
Urban	86	60	81	81	82
Rural	0	100	0	0	100
Overall	86	71	81	81	82
<i>Base</i>	76	14	172	59	321

- 82% all broadband customers who had lodged complaints said that they were satisfied with the system of resolution of complaints by call centre/ customer care/ helpline.

4.6.1.7 of customers who got their billing complaint resolved satisfactorily by call centre/ customer care within 4 weeks of lodging their complaints.

Type	% Customers				
	Airtel	BSNL	Reliance	Tikona	Overall
Urban	54	0	32	39	38
Rural	0	0	0	0	0
Overall	54	0	32	39	37
<i>Base</i>	76	14	172	59	321

- Only 37% of the billing complaints were satisfactorily resolved.

4.6.2 Awareness and experience of Nodal Officer

4.6.2.1 % of customers who were aware about the contact details of the nodal officer.

Type	% Customers				
	Airtel	BSNL	Reliance	Tikona	Overall
Urban	4	5	14	5	8
Rural	0	8	0	0	8
Overall	4	6	14	5	8
<i>Base</i>	606	598	602	600	2406

- Only 8% of the broadband customers said that they were aware of the contact details of the Nodal Officer.

4.6.2.2 The following table shows the percentage of customers who had complained to the nodal officer regarding their complaints not being resolved or being unsatisfactorily resolved by the call center/customer care.

Type	% Customers				
	Airtel	BSNL	Reliance	Tikona	Overall
Urban	39	67	28	28	34
Rural	0	63	0	0	63
Overall	39	65	28	28	37
<i>Base</i>	26	37	86	32	181

- 37% of the customers who were aware of the nodal officer had complained to the nodal officer.

4.6.2.3 The following table shows the percentage of customers who were able to connect to the Nodal Officer without any difficulty.

Type	% Customers				
	Airtel	BSNL	Reliance	Tikona	Overall
Urban	40	100	67	11	60
Rural	0	58	0	0	58
Overall	40	79	67	11	60
<i>Base</i>	10	24	24	9	67

- 60% of the customers who had complained to the nodal officer were able to connect to the Nodal Officer without any difficulty.

4.6.2.3 The following table shows the percentage of customers who were intimidated by the Nodal Officer about the decision taken on their complaint.

Type	% Customers				
	Airtel	BSNL	Reliance	Tikona	Overall
Urban	60	75	88	56	75
Rural	0	50	0	0	50
Overall	60	63	88	56	70
<i>Base</i>	10	24	24	9	67

- 70% of the customers who had complained to the nodal officer were intimidated by the Nodal Officer about the decision taken on their complaint.

4.6.2.4 The following table shows the percentage of customers satisfied with the redressal of the complaint by the Nodal Officer.

Type	% Customers				
	Airtel	BSNL	Reliance	Tikona	Overall
Urban	80	75	75	100	80
Rural	0	83	0	0	83
Overall	80	79	75	100	81
<i>Base</i>	10	24	24	9	67

- 81% of them were satisfied with the redressal of the complaint by the Nodal Officer.

4.6.4 Awareness and experience of Appellate Authority

4.6.4.1 % of customers who were aware about Appellate Authority's contact details

Type	% Customers				
	Airtel	BSNL	Reliance	Tikona	Overall
Urban	1	2	6	1	2
Rural	0	1	0	0	1
Overall	1	2	6	1	2
<i>Base</i>	606	598	602	600	2406

- Only 2% of the customers were aware of the Appellate Authority's contact details.

4.6.4.2 Incidence of Appeal being filed in the prescribed form in last 6 months

Type	% Customers				
	Airtel	BSNL	Reliance	Tikona	Overall
Urban	50	0	15	0	14
Rural	0	100	0	0	100
Overall	50	0	15	0	14
<i>Base</i>	4	9	55	6	74

- Of those who were aware, only 14% had filed an appeal to the Appellate Authority.

4.6.4.3 Incidence of Acknowledgement Receipt

Type	% Customers				
	Airtel	BSNL	Reliance	Tikoina	Overall
Urban	0	0	71	0	56
Rural	0	0	0	0	0
Overall	0	0	71	0	56
<i>Base</i>	2		7		9

4.6.4.4 Reported Incidence of Decision by the Appellate Authority

Type	% Customers				
	Airtel	BSNL	Reliance	Tikona	Overall
Urban	0		71		56
Rural	0		0		0
Overall	0		71		56
<i>Base</i>	2		7		9

4.6.5 General Information

4.6.5.1 The following table shows the percentage of new customers who got the Manual of Practice containing the terms and conditions of service, grievance redressal mechanism etc. while taking the connection.

Type	% Customers				
	Airtel	BSNL	Reliance	Tikona	Overall
Urban	13	34	21	35	25
Rural	0	24	0	0	24
Overall	13	30	21	35	25
<i>Base</i>	606	598	602	600	2406

- 25% of the customers claimed to have got the Manual of Practice while taking the connection; the proportion was higher among Tikona (35%) customers.

4.6.5.1 Service provider rating on a scale of 1 to 10.

Type	% Customers				
	Airtel	BSNL	Reliance	Tikona	Overall
Urban	7.47	7.17	7.16	6.62	7.10
Rural	--	6.80	--	--	6.80
Overall	7.47	7.02	7.16	6.62	7.07
<i>Base</i>	606	598	602	600	2406

5. SUMMARY OF CRITICAL FINDINGS

5.1 Basic Wire-line Service

Service Quality Compliance

- 92% of the basic wire-line service customers in UP(East) circle were satisfied with their service providers with overall service quality.
- BSNL did not meet the benchmark for any parameter. In fact, it had very low satisfaction with respect to maintainability and help services including customer grievance redressal.
- Airtel did not meet the benchmark with respect to maintainability and help services including customer grievance redressal..
- 86% of all customers reported that the fault was repaired within 3 days.

Grievance Redressal Gaps

- Only 5% of all basic telephone service customers said that they were aware about the contact details of the nodal officer. Only 2% of all the basic wire-line service customers said that they were aware of the contact details of the Appellate Authority.
- Only 39% of the new basic telephone service customers said that they got the Manual of Practice while subscribing to the new basic telephone connection.
- Only 6% of the customers were aware about the rent rebate entitlement, in case fault is not repaired within 3 days.
- 29% of the customers were aware about the facility for registering telephone number with the service provider for not receiving unwanted tele-marketing calls/SMS.
- Only 2% of the aware customers were registered with the service provider for not receiving unwanted tele marketing calls/SMS.

5.2 Cellular Mobile Service

Service Quality Compliance

- 92% of all cellular mobile customers were satisfied with overall service quality. All the service providers met the benchmark for overall service quality except for Reliance & MTS. However, the performance in rural areas was weaker for Reliance, Idea & Uninor.
- All the service providers met the benchmark set for provision of service.
- All the service providers met the benchmark set for prepaid billing performance except for MTS.
- All the service providers except BSNL, Reliance, MTS & Airtel met the benchmark set for network performance, reliability & availability.
- Only Airtel, Idea & Vodafone have met the benchmark set for Maintainability.
- Only Airtel, BSNL, Reliance & Vodafone have met the benchmark set for Value added service.
- Only 4% of the cellular mobile customer who made billing complaints to the call centre reported that their complaints were resolved within 4 weeks of lodging.

Grievance Redressal Gaps

- 53% of all cellular mobile customers were aware of the call centre number of their service provider for the purpose of making a complaint/ query. Awareness was higher among BSNL and Airtel customers.
- 18% of the aware cellular mobile customers claimed that they had complained in the last 6 months to the toll free Call Centre/ Customer Care/ help-line telephone number.
- Only 3% of the cellular mobile customers were aware of the contact details of the nodal officer.

5.3 Broadband Service

Service Quality Compliance

- 89% of all broadband customers were satisfied with overall service quality. Tikona did not meet the benchmark for overall service quality.
- None of the service providers met the benchmark for maintainability and Help Services.
- Only Airtel met the benchmark for Network performance.
- BSNL met the benchmark only for provision of service & supplementary & value added services. Both Reliance and BSNL did not meet the benchmark for postpaid billing.
- 87% of the customers got their working connection within 7 working days. However, this proportion was higher for Airtel.
- Only 37% of customers reported that their billing complaints were resolved within 4 weeks after they lodged their complaints. 68% of Reliance customers reported that their complaints were not resolved within 4 weeks.

Grievance Redressal Gaps

- 46% of broadband customers belonging to different service providers said that they were aware about the call centre number of their service provider for making a complaint/ query. The awareness was higher among Reliance customers.
- 70% of all broadband customers who had complained said that they were informed about the action taken on their complaint by the call centre.
- Only 8% of the broadband customers said that they were aware of the contact details of the Nodal Officer.

6. RECOMMENDATIONS

6.1 Quality of Service

6.1.1 Basic Wireline

- BSNL needs to improve mainly on help services including customer grievance redressal and maintainability.
- Both Airtel & BSNL need to improve on postpaid billing services.
- Process of resolution of billing complaints need to be addressed for BSNL as well as Airtel.
- Time taken by call centre/customer care /helpline to resolve complaint & voice quality need to be improved for BSNL.

6.1.2 Cellular Mobile

- BSNL needs to improve time taken to deliver bills as well as the process of resolution of billing complaints.
- MTS & Vodafone need to enhance the accuracy of charges.
- All the service providers need to improve their process for refund/ credit/ waiver of excess charges.
- BSNL & Reliance should look into the process of time taken to resolve complaints and response time of the customer care executive.
- BSNL, Reliance, MTS & Aircel need to improve Network performance, reliability & availability.

6.1.3 Broadband

- BSNL & Reliance need to improve their help services including customer grievance redressal & Network Performance, Reliability and Availability.
- All the service providers need to improve the process of restoration of broadband connection.
- BSNL & Reliance needs to improve the process of resolution of billing complaints.

6.2 Grievance Redressal Mechanism.

- Service providers should make their customers aware about the contact details of their Customer care, Nodal officer and Appellate Authority.
- The effectiveness of the Nodal Officer needs to be enhanced so that complaints are speedily addressed to the satisfaction of the customers.
- All the customers should be informed about the facility whereby they can get item-wise usage charges on request.
- Delivery of the manual practice should be strengthened.

Annexure 1: Detailed Tables (Basic Telephone Service - Customers Survey)

A. Service Provision

Qus (1(a). Have you taken a telephone connection, shifted your connection or had your connection temporarily suspended in the last 6 months?

	Type		Airtel	BSNL	Overall
Yes	Urban	Count	355	374	729
		%	58	91	71
	Rural	Count	--	144	144
		%	0	74	74
	Overall	Count	355	518	873
		%	58	86	72
No	Urban	Count	258	36	294
		%	42	9	29
	Rural	Count	--	50	50
		%	0	26	26
	Overall	Count	258	86	344
		%	42	14	28

Qus(2). Have you been informed in writing, at the time of subscription of service or within a week of activation of service the complete details of your tariff plan?

	Type		Airtel	BSNL	Overall
Yes	Urban	Count	330	192	522
		%	93	51	72
	Rural	Count	--	50	50
		%	0	35	35
	Overall	Count	330	242	572
		%	93	47	66
No	Urban	Count	25	182	207
		%	7	49	28
	Rural	Count	--	94	94
		%	0	65	65
	Overall	Count	25	276	301
		%	7	53	35

Qus.. 5 (b) Please specify the reason(s) for your dissatisfaction with the quality, accuracy & completeness of the bills?

	Type		Airtel	BSNL	Overall
Charges not as per tariff plan	Urban	Count	0	2	2
		%	0	12	--
	Rural	Count	--	2	2
		%	--	17	--
	Overall	Count	0	4	4
		%	0	14	--
Tariff plan changed without information	Urban	Count	6	5	11
		%	12	29	--
	Rural	Count	--	--	--
		%	--	--	--
	Overall	Count	6	5	11
		%	12	17	--
Charged for value added services not subscribed	Urban	Count	0	4	4
		%	0	24	--
	Rural	Count	--	--	--
		%	--	--	--
	Overall	Count	0	4	4
		%	0	14	--
Charged for calls/services not made	Urban	Count	43	10	53
		%	88	59	--
	Rural	Count	--	4	4
		%	--	33	--
	Overall	Count	43	14	57
		%	88	48	--
Details like item wise charges are not provided	Urban	Count	--	--	--
		%	--	--	--
	Rural	Count	--	4	4
		%	--	33	--
	Overall	Count	0	4	4
		%	0	14	--
Others	Urban	Count	1	0	1
		%	2	0	--
	Rural	Count	--	4	4
		%	--	33	--
	Overall	Count	1	4	5
		%	2	14	--

Qus.6 Have you made any billing related complaints in the last 6 months?

	Type		Airtel	BSNL	Overall
Yes	Urban	Count	26	31	57
		%	4	8	6
	Rural	Count	--	20	20
		%	0	10	10
	Overall	Count	26	51	77
		%	4	8	6
No	Urban	Count	587	379	966
		%	96	92	94
	Rural	Count	--	174	174
		%	0	90	90
	Overall	Count	587	553	1140
		%	96	92	94

Qus.9 Please specify the reason(s) for your dissatisfaction with the clarity of the bills sent by your service provider in terms of transparency and understandability?

	Type		Airtel	BSNL	Overall
Difficult to read the bill	Urban	Count	--	--	--
		%	--	--	--
	Rural	Count	--	--	--
		%	--	--	--
	Overall	Count	--	--	--
		%	--	--	--
Calculations not clear	Urban	Count	--	--	--
		%	--	--	--
	Rural	Count	--	--	--
		%	--	--	--
	Overall	Count	--	--	--
		%	--	--	--
Item-wise charges not given	Urban	Count	4	2	6
		%	80	100	--
	Rural	Count	--	5	5
		%	--	56	--
	Overall	Count	4	7	11
		%	80	64	--
Others	Urban	Count	1	0	1
		%	20	0	--
	Rural	Count	--	4	4
		%	--	44	--
	Overall	Count	1	4	5
		%	20	36	--

Qus.11 In the last 6 months, have you contacted customer care/ helpline/ call centre of your service provider?

	Type		Airtel	BSNL	Overall
Yes	Urban	Count	157	26	183
		%	26	6	18
	Rural	Count	--	18	18
		%	0	9	9
	Overall	Count	157	44	201
		%	26	7	17
No	Urban	Count	456	384	840
		%	74	94	82
	Rural	Count	--	176	176
		%	0	91	91
	Overall	Count	456	560	1016
		%	74	93	84

Qus 19. How many times has your telephone connection required repair in the last 6 months?

	Type		Airtel	BSNL	Overall
Nil	Urban	Count	498	305	803
		%	81	74	79
	Rural	Count	--	152	152
		%	0	78	78
	Overall	Count	498	457	955
		%	81	76	79
Once	Urban	Count	64	46	110
		%	10	11	11
	Rural	Count	--	27	27
		%	0	14	14
	Overall	Count	64	73	137
		%	10	12	11
2-3 times	Urban	Count	35	38	73
		%	6	9	7
	Rural	Count	--	5	5
		%	0	3	3
	Overall	Count	35	43	78
		%	6	7	6
More than 3 times	Urban	Count	16	21	37
		%	3	5	4
	Rural	Count	--	10	10
		%	0	5	5
	Overall	Count	16	31	47
		%	3	5	4

Qus.22 Do you use services like call waiting, call forwarding, voice mail or any other supplementary services / value added services?

Service Providers	Type		Airtel	BSNL	Overall
Yes	Urban	Count	10	11	21
		%	2	3	2
	Rural	Count	--	--	--
		%	--	--	--
	Overall	Count	10	11	21
		%	2	2	2
No	Urban	Count	603	399	1002
		%	98	97	98
	Rural	Count	--	194	194
		%	0	100	100
	Overall	Count	603	593	1196
		%	98	98	98

Qus.24(b). Please tell me the reason for dissatisfaction with the process of activating value added services or the process of unsubscribing?

	Type		Airtel	BSNL	Overall
Not informed of charges	Urban	Count			
		%			
	Rural	Count			
		%			
	Overall	Count			
		%			
Activated without consent	Urban	Count			
		%			
	Rural	Count			
		%			
	Overall	Count			
		%			
Not informed about toll free number for unsubscribing	Urban	Count			
		%			
	Rural	Count			
		%			
	Overall	Count			
		%			
other	Urban	Count			
		%			
	Rural	Count			
		%			
	Overall	Count			
		%			

Qus.25 . In the last 6 months have you faced the problem of unauthorized activation of VAS by your service provider?

Service Providers	Type		Airtel	BSNL	Overall
Yes	Urban	Count	3	8	11
		%	1	2	1
	Rural	Count	--	4	4
		%	0	2	2
	Overall	Count	3	12	15
		%	1	2	1
No	Urban	Count	610	402	1012
		%	100	98	99
	Rural	Count	--	190	190
		%	0	98	98
	Overall	Count	610	592	1202
		%	100	98	99

Qus.25(a) how satisfied are you with the overall quality of your telephone services

Service Providers	Type		Airtel	BSNL	Overall
Total satisfaction	Urban	Count	3	6	9
		%	100	75	82
	Rural	Count		2	2
		%	0	50	50
	Overall	Count	3	8	11
		%	100	67	73

Qus.27 What kind of others services are you also taking from this service provider

	Type		Airtel	BSNL	Overall
Broadband	Urban	Count	183	513	696
		%	45	84	--
	Rural	Count	76	--	76
		%	39	0	--
	Overall	Count	259	513	772
		%	43	84	--
Mobile	Urban	Count	36	57	93
		%	9	9	--
	Rural	Count	23	--	23
		%	12	0	--
	Overall	Count	59	57	116
		%	10	9	--
Others	Urban	Count	3	0	3
		%	1	0	--
	Rural	Count	--	--	--
		%	--	--	--
	Overall	Count	3	0	3
		%	1	0	--
None	Urban	Count	196	62	258
		%	48	10	--
	Rural	Count	95	--	95
		%	49	0	--
	Overall	Count	291	62	353
		%	48	10	--

Annexure 2: Detailed Tables (Cellular Mobile Telephone Customers Survey)

Qus. (2) Have you been informed in writing, at the time of subscription of service or within a week of activation of service the complete details of your tariff plan?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Yes	Urban	Count	157	202	164	215	78	87	125	234	80	1342
		%	63	61	51	53	18	49	38	80	19	46
	Rural	Count	328	218	106	88	136	217	153	206	92	1544
		%	71	69	37	44	70	43	55	67	64	57
	Overall	Count	485	420	270	303	214	304	278	440	172	2886
		%	68	65	44	50	35	45	46	73	31	51
No	Urban	Count	92	128	158	194	346	91	204	58	335	1606
		%	37	39	49	47	82	51	62	20	81	54
	Rural	Count	132	98	180	114	59	284	124	102	51	1144
		%	29	31	63	56	30	57	45	33	36	43
	Overall	Count	224	226	338	308	405	375	328	160	386	2750
		%	32	35	56	50	65	55	54	27	69	49

B. Billing Process - Prepaid Customers

Qus. 4b Please specify the reason(s) for your dissatisfaction with the accuracy of charges for the services used such as call, SMS, GPRS etc.?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Charges not as per tariff plan subscribed	Urban	Count	0	2	7	1	0	3	39	0	0	52
		%	0	17	64	13	0	30	83	0	0	
	Rural	Count	1	1	5	0	0	22	16	0	0	45
		%	4	5	71	0	0	38	73	0	0	
	Overall	Count	1	3	12	1	0	25	55	0	0	97
		%	3	9	67	6	0	37	80	0	0	
Tariff plan changed without information	Urban	Count	0	1	2	4	1	3	6	0	2	19
		%	0	8	18	50	33	30	13	0	14	
	Rural	Count	3	1	1	3	1	9	6	0	0	24
		%	11	5	14	33	11	16	27	0	0	
	Overall	Count	3	2	3	7	2	12	12	0	2	43
		%	9	6	17	41	17	18	17	0	12	
Charged for value added services not requested	Urban	Count	3	5	3	4	1	2	0	2	9	29
		%	43	42	27	50	33	20	0	67	64	
	Rural	Count	4	5	1	2	4	6	1	2	1	26
		%	15	25	14	22	44	10	5	67	33	
	Overall	Count	7	10	4	6	5	8	1	4	10	55
		%	21	31	22	35	42	12	1	67	59	

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Charged for call/services not made	Urban	Count	2	3	2	1	1	4	3	1	3	20
		%	29	25	18	13	33	40	6	33	21	
	Rural	Count	13	4	0	2	1	11	0	0	0	31
		%	48	20	0	22	11	19	0	0	0	
	Overall	Count	15	7	2	3	2	15	3	1	3	51
		%	44	22	11	18	17	22	4	17	18	
Others	Urban	Count	2	1	2	0	0	1	0	0	1	7
		%	29	8	18	0	0	10	0	0	7	
	Rural	Count	7	9	1	2	4	10	0	1	2	36
		%	26	45	14	22	44	17	0	33	67	
	Overall	Count	9	10	3	2	4	11	0	1	3	43
		%	26	31	17	12	33	16	0	17	18	

MARKET PULSE

Mindware: Mindshare Delivered.

Qus 5a Have you made any complaint related to charging/credit/ waiver/ validity/ adjustments in the last 6 months?

Sub Parameters	Type	% Customers										
		Airtel	BSNL	TSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall	
Yes	Urban	Count	47	21	33	34	33	40	91	23	42	364
		%	24	8	12	8	8	23	28	8	10	13
	Rural	Count	70	51	30	28	40	110	56	30	17	432
		%	15	17	11	14	21	22	20	10	12	16
	Overall	Count	117	72	63	62	73	150	147	53	59	796
		%	18	12	11	10	12	22	24	9	11	15
No	Urban	Count	151	255	245	369	390	137	236	268	373	2424
		%	76	92	88	92	92	77	72	92	90	87
	Rural	Count	382	254	253	174	152	387	218	277	126	2223
		%	85	83	89	86	79	78	80	90	88	84
	Overall	Count	533	509	498	543	542	524	454	545	499	4647
		%	82	88	89	90	88	78	76	91	89	85

Qus 5d Please specify the reason(s) for your dissatisfaction with the ease of recharging process and the transparency of recharge offer

		% Customers										
Sub Parameters	Type		Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Lack of complete information about the offer	Urban	Count	2	1	1	2	0	1	1	0	0	8
		%	29	25	20	22	0	33	5	0	0	
	Rural	Count	1	1	1	1	0	6	5	0	0	15
		%	9	17	33	25	0	32	13	0	0	
	Overall	Count	3	2	2	3	0	7	6	0	0	23
		%	17	20	25	23	0	32	10	0	0	
Charges/ Services not as per the offer	Urban	Count	0	1	1	4	1	1	5	0	0	13
		%	0	25	20	44	33	33	23	0	0	
	Rural	Count	0	0	0	1	2	0	5	0	0	8
		%	0	0	0	25	25	0	13	0	0	
	Overall	Count	0	1	1	5	3	1	10	0	0	21
		%	0	10	13	38	27	5	16	0	0	
Delay in activation of recharge	Urban	Count	0	0	1	3	0	2	3	0	0	9
		%	0	0	20	33	0	67	14	0	0	
	Rural	Count	1	0	0	0	1	0	18	0	0	20
		%	9	0	0	0	13	0	46	0	0	
	Overall	Count	1	0	1	3	1	2	21	0	0	29
		%	6	0	13	23	9	9	34	0	0	

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Non availability of all denominations on recharge coupons	Urban	Count	1	0	0	0	2	1	14	0	2	20
		%	14	0	0	0	67	33	64	0	10	0
	Rural	Count	1	0	0	0	0	0	14	0	0	15
		%	9	0	0	0	0	0	36	0	0	
	Overall	Count	2	0	0	0	2	1	28	0	2	35
		%	11	0	0	0	18	5	46	0	29	
Others	Urban	Count	4	2	2	3	0	1	0	2	0	14
		%	57	50	40	33	0	33	0	100	0	
	Rural	Count	8	5	2	2	5	13	0	1	5	41
		%	73	83	67	50	63	68	0	100	10	0
	Overall	Count	12	7	4	5	5	14	0	3	5	55
		%	67	70	50	38	45	64	0	100	71	

Qus 5e Did you get information regarding call duration, amount deducted for call and balance in the account after every call?

Sub Parameters	Type	% Customers										
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Yes	Urban	Count	188	252	216	350	412	165	159	276	384	2402
		%	95	91	78	87	97	93	49	95	93	86
	Rural	Count	414	281	158	178	172	426	159	264	128	2180
		%	92	92	56	88	90	86	58	86	90	82
	Overall	Count	602	533	374	528	584	591	318	540	512	4582
		%	93	92	67	87	95	88	53	90	92	84
No	Urban	Count	10	24	62	53	11	12	168	15	31	386
		%	5	9	22	13	3	7	51	5	7	14
	Rural	Count	38	24	125	24	20	71	115	43	15	475
		%	8	8	44	12	10	14	42	14	10	18
	Overall	Count	48	48	187	77	31	83	283	58	46	861
		%	7	8	33	13	5	12	47	10	8	16

Qus 8b Please specify the reason(s) for your dissatisfaction with the accuracy & completeness of the bills?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Charges not as per tariff plan subscribed	Urban	Count	0	1	--	--	--	--	--	--	--	1
		%	0	50	--	--	--	--	--	--	--	--
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Overall	Count	0	1	--	--	--	--	--	--	--	1
		%	0	50	--	--	--	--	--	--	--	--
Tariff plan changed without information	Urban	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Overall	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
Charged for value added services not subscribed	Urban	Count	0	1	--	--	--	--	--	--	--	1
		%	0	50	--	--	--	--	--	--	--	--
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Overall	Count	0	1	--	--	--	--	--	--	--	1
		%	0	50	--	--	--	--	--	--	--	--

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Charged for calls/services not made/used	Urban	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Overall	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
Calculations are not clear	Urban	Count	2	0	--	--	--	--	--	--	--	2
		%	100	0	--	--	--	--	--	--	--	--
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Overall	Count	2	0	--	--	--	--	--	--	--	2
		%	100	0	--	--	--	--	--	--	--	--

Qus 9a Have you made any billing related complaints in the last 6 months?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Yes	Urban	Count	3	4	2	4	1	0	0	0		14
		%	6	7	5	67	10	0	0	0		9
	Rural	Count	0	1	0		0	0	0	0		1
		%	0	8	0		0	0	0	0		3
	Overall	Count	3	5	2	4	1	0	0	0		15
		%	5	8	4	67	25	0	0	0		8
No	Urban	Count	48	50	42	2	0	1	2	1		146
		%	94	93	95	33	0	100	100	100		91
	Rural	Count	8	11	3		3	4	3	1		33
		%	100	92	100		100	100	100	100		97
	Overall	Count	56	61	45	2	3	5	5	2		179
		%	95	92	96	33	75	100	100	100		92

Qus 10 In the last 6 months, have you contacted customer care/ helpline/ call centre of your service provider?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Yes	Urban	Count	122	112	114	188	79	91	128	104	133	10
		%	49	34	35	46	19	51	39	36	32	36
	Rural	Count	193	129	86	128	122	230	141	141	77	12
		%	42	41	30	63	63	46	51	46	54	46
	Overall	Count	315	241	200	316	201	321	269	245	210	23
		%	44	37	33	52	32	47	44	41	38	41
No	Urban	Count	127	218	208	221	345	87	201	188	282	18
		%	51	66	65	54	81	49	61	64	68	64
	Rural	Count	267	187	200	74	73	271	136	167	66	14
		%	58	59	70	37	37	54	49	54	46	54
	Overall	Count	394	405	408	295	418	358	337	355	348	33
		%	56	63	67	48	68	53	56	59	62	59

Qus 18 How often does your call drops during conversation?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Very Frequently	Urban	Count	88	93	112	51	211	33	161	110	117	976
		%	35	28	35	12	50	19	49	38	28	33
	Rural	Count	155	96	122	5	6	198	171	100	0	853
		%	34	30	43	2	3	40	62	32	0	32
	Overall	Count	243	189	234	56	217	231	332	210	117	1829
		%	34	29	38	9	35	34	55	35	21	32
Frequently	Urban	Count	144	201	175	281	180	119	157	145	208	1610
		%	58	61	54	69	42	67	48	50	50	55
	Rural	Count	269	192	96	150	167	275	93	157	121	1520
		%	58	61	34	74	86	55	34	51	85	57
	Overall	Count	413	393	271	431	347	394	250	302	329	3130
		%	58	61	45	71	56	58	41	50	59	56
Occasionally	Urban	Count	11	15	20	39	7	5	9	23	62	191
		%	4	5	6	10	2	3	3	8	15	6
	Rural	Count	6	16	57	21	5	9	11	32	9	166
		%	1	5	20	10	3	2	4	10	6	6
	Overall	Count	17	31	77	60	12	14	20	55	71	357
		%	2	5	13	10	2	2	3	9	13	6
Never	Urban	Count	6	21	15	38	26	21	2	14	28	171
		%	2	6	5	9	6	12	1	5	7	6
	Rural	Count	30	12	11	26	17	19	2	19	13	149
		%	7	4	4	13	9	4	1	6	9	6
	Overall	Count	36	33	26	64	43	40	4	33	41	320
		%										

		%	5	5	4	10	7	6	1	6	7	6
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Qus Q 20 How often do you face signal problems?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Very Frequently	Urban	Count	1	0	1	0	0	2	0	2	0	6
		%	0	0	0	0	0	1	0	1	0	0
	Rural	Count	0	2	0	0	0	0	0	0	1	3
		%	0	1	0	0	0	0	0	0	1	0
	Overall	Count	1	2	1	0	0	2	0	2	1	9
		%	0	0	0	0	0	0	0	0	0	0
Frequently	Urban	Count	6	30	15	36	13	6	19	33	33	191
		%	2	9	5	9	3	3	6	11	8	6
	Rural	Count	13	20	20	58	9	18	8	30	14	190
		%	3	6	7	29	5	4	3	10	10	7
	Overall	Count	19	50	35	94	22	24	27	63	47	381
		%	3	8	6	15	4	4	4	11	8	7
Occasionally	Urban	Count	143	202	193	285	170	126	150	98	320	1687
		%	57	61	60	70	40	71	46	34	77	57
	Rural	Count	245	180	148	112	158	320	112	167	111	1553
		%	53	57	52	55	81	64	40	54	78	58
	Overall	Count	388	382	341	397	328	446	262	265	431	3240
		%	55	59	56	65	53	66	43	44	77	57
Never	Urban	Count	99	98	113	88	241	44	160	159	62	1064
		%	40	30	35	22	57	25	49	54	15	36
	Rural	Count	202	114	118	32	28	163	157	111	17	942
		%	44	36	41	16	14	33	57	36	12	35
	Overall	Count	301	212	231	120	269	207	317	270	79	2006
		%	42	33	38	20	43	30	52	45	14	36

Qus 23 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?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Yes	Urban	Count	40	43	38	57	37	24	23	40	33	335
		%	16	13	12	14	9	13	7	14	8	11
	Rural	Count	60	29	25	12	37	61	18	35	20	297
		%	13	9	9	6	19	12	6	11	14	11
	Overall	Count	100	72	63	69	74	85	41	75	53	632
		%	14	11	10	11	12	13	7	13	9	11
No	Urban	Count	209	287	284	352	387	154	306	252	382	2613
		%	84	87	88	86	91	87	93	86	92	89
	Rural	Count	400	287	261	190	158	440	259	273	123	2391
		%	87	91	91	94	81	88	94	89	86	89
	Overall	Count	609	574	545	542	545	594	565	525	505	5004
		%	86	89	90	89	88	87	93	88	91	89

Qus 25(b) Please tell me the reasons for your dissatisfaction with the process of activating value added services or the process of unsubscribing?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Not informed of charges	Urban	Count	2	2	2	3	2	1	0	1	2	15
		%	40	67	22	33	33	50	0	13	17	
	Rural	Count	2	0	0	0	3	0	1	1		7
		%	25	0	0	0	43	0	33	17		
	Overall	Count	4	2	2	3	5	1	1	2	2	22
		%										

MARKET PULSE

Mindware: Mindshare Delivered.

		%	31	25	20	30	38	25	20	14	17	
Activated without consent	Urban	Count	3	1	2	4	4	1	2	4	7	28
		%	60	33	22	44	67	50	100	50	58	
	Rural	Count	4	4	0	1	3	0	3	3		18
		%	50	80	0	100	43	0	100	50		
	Overall	Count	7	5	2	5	7	1	5	7	7	46
		%	54	63	20	50	54	25	100	50	58	
Not informed about toll free number for unsubscribing	Urban	Count	0	0	5	2	0	0	0	3	2	12
		%	0	0	56	22	0	0	0	38	17	
	Rural	Count	1	1	1	0	1	2	0	2		8
		%	13	20	100	0	14	100	0	33		
	Overall	Count	1	1	6	2	1	2	0	5	2	20
		%	8	13	60	20	8	50	0	36	17	
Others	Urban	Count	0	0	2	0	0	0	0	0	1	3
		%	0	0	22	0	0	0	0	0	8	
	Rural	Count	1	0	0	0	0	0	0	0		1
		%	13	0	0	0	0	0	0	0		
	Overall	Count	1	0	2	0	0	0	0	0	1	4
		%	8	0	20	0	0	0	0	0	8	

Qus 26 In last 6 months have you faced the problem of unauthorized activation of VAS by your service provider?

Sub Parameters	Type		% Customers									Overall
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	
Yes	Urban	Count	67	72	65	106	125	56	142	36	84	753
		%	27	22	20	26	29	31	43	12	20	26
	Rural	Count	114	59	39	35	64	144	89	49	37	630
		%	25	19	14	17	33	29	32	16	26	23
	Overall	Count	181	131	104	141	189	200	231	85	121	1383
		%										

MARKET PULSE

Mindware: Mindshare Delivered.

		%	26	20	17	23	31	29	38	14	22	25
No	Urban	Count	182	258	257	303	299	122	187	256	331	2195
		%	73	78	80	74	71	69	57	88	80	74
	Rural	Count	346	257	247	167	131	357	188	259	106	2058
		%	75	81	86	83	67	71	68	84	74	77
	Overall	Count	528	515	504	470	430	479	375	515	437	4253
		%	74	80	83	77	69	71	62	86	78	75

Qus 27 Have you complained to your service provider for deactivation of such services and refund of charges levied?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Yes	Urban	Count	33	35	30	60	82	20	126	20	60	466
		%	49	49	46	57	66	36	89	56	71	62
	Rural	Count	50	36	25	15	29	72	81	14	20	342
		%	44	61	64	43	45	50	91	29	54	54
	Overall	Count	83	71	55	75	111	92	207	34	80	808
%		46	54	53	53	59	46	90	40	66	58	
No	Urban	Count	34	37	35	46	43	36	16	16	24	287
		%	51	51	54	43	34	64	11	44	29	38
	Rural	Count	64	23	14	20	35	72	8	35	17	288
		%	56	39	36	57	55	50	9	71	46	46
	Overall	Count	98	60	49	66	78	108	24	51	41	575
%		54	46	47	47	41	54	10	60	34	42	

Qus 28(b) How satisfied are you with the resolution of your complaint for deactivation of VAS & refund of charges levied?

	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Total satisfaction	Urban	Count										
		%										
	Rural	Count										
		%										
	Overall	Count										
		%										

Qus 30 What kind of other services are you also taking from this service provider?

	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Broadband	Urban	Count	105	157	186	45	6	43	250	166	140	1098
		%	42	48	58	11	1	24	76	57	34	
	Rural	Count	206	133	197	3	0	255	185	135	1	1115
		%	45	42	69	1	0	51	67	44	1	
	Overall	Count	311	290	383	48	6	298	435	301	141	2213
		%	44	45	63	8	1	44	72	50	25	
Wireline	Urban	Count	0	10	2	1	1	0	2	2	5	23
		%	0	3	1	0	0	0	1	1	1	
	Rural	Count	1	2	1	2	0	0	3	1	0	10
		%	0	1	0	1	0	0	1	0	0	
	Overall	Count	1	12	3	3	1	0	5	3	5	33
		%	0	2	0	0	0	0	1	1	1	
Others	Urban	Count	3	3	3	23	13	2	14	5	101	167
		%	1	1	1	6	3	1	4	2	24	
	Rural	Count	1	1	0	0	1	9	20	4	0	36
		%	0	0	0	0	1	2	7	1	0	
	Overall	Count	4	4	3	23	14	11	34	9	101	203
		%	1	1	0	4	2	2	6	2	18	
None	Urban	Count	141	163	131	341	404	133	63	119	172	1667
		%	57	49	41	83	95	75	19	41	41	
	Rural	Count	252	181	88	199	194	237	72	168	142	1533
		%	55	57	31	99	99	47	26	55	99	
	Overall	Count	393	344	219	540	598	370	135	287	314	3200
		%	55	53	36	88	97	54	22	48	56	

Qus 42b Were you able to connect to the Nodal officer without any difficulty?

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Yes	Urban	Count										
		%										
	Rural	Count										
		%										
	Overall	Count										
		%										
No	Urban	Count										
		%										
	Rural	Count										
		%										
	Overall	Count										
		%										

Qus 31 The following table shows the percentage of customers who aware about the facility for registering your mobile number with the service provider for not receiving unwanted tele marketing calls/SMS.

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Yes	Urban	Count	90	125	89	172	75	68	93	136	127	975
		%	36	38	28	42	18	38	28	47	31	33
	Rural	Count	122	108	35	51	75	127	67	92	44	721
		%	27	34	12	25	38	25	24	30	31	27
	Overall	Count	212	233	124	223	150	195	160	228	171	1696
		%	30	36	20	36	24	29	26	38	31	30
No	Urban	Count	159	205	233	237	349	110	236	156	288	1973
		%	64	62	72	58	82	62	72	53	69	67
	Rural	Count	338	208	251	151	120	374	210	216	99	1967
		%	73	66	88	75	62	75	76	70	69	73
	Overall	Count	497	413	484	388	469	484	446	372	387	3940
		%	70	64	80	64	76	71	74	62	69	70

Q32 The following table shows the percentage of customers who registered with service provider for not receiving any unwanted tele marketing calls/SMS

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TISL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Yes	Urban	Count	18	21	27	71	21	14	35	14	19	240
		%	20	17	30	41	28	21	38	10	15	25
	Rural	Count	27	19	7	12	20	31	20	8	6	150
		%	22	18	20	24	27	24	30	9	14	21
	Overall	Count	45	40	34	83	41	45	55	22	25	390
		%	21	17	27	37	27	23	34	10	15	23
No	Urban	Count	72	104	62	101	54	54	58	122	108	735
		%	80	83	70	59	72	79	62	90	85	75
	Rural	Count	95	89	28	39	55	96	47	84	38	571
		%	78	82	80	76	73	76	70	91	86	79
	Overall	Count	167	193	90	140	109	150	105	206	146	1306
		%	79	83	73	63	73	77	66	90	85	77

MARKET PULSE

Mindware: Mindshare Delivered.

Qus 33A The following table shows the percentage of customers who significant reduction in number of unwanted tele marketing calls/SMS received even after registering

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
No change	Urban	Count	1	2	1	1	1	0	6	1	1	14
		%	6	10	4	1	5	0	17	7	5	
	Rural	Count	2	1	3	1	4	2	0	0	0	13
		%	7	5	43	8	20	6	0	0	0	
	Overall	Count	3	3	4	2	5	2	6	1	1	27
		%	7	8	12	2	12	4	11	5	4	
Slight decrease	Urban	Count	0	4	1	4	1	1	4	3	1	19
		%	0	19	4	6	5	7	11	21	5	
	Rural	Count	1	1	0	0	0	2	0	1	0	5
		%	4	5	0	0	0	6	0	13	0	
	Overall	Count	1	5	1	4	1	3	4	4	1	24
		%	2	13	3	5	2	7	7	18	4	
Considerable decrease	Urban	Count	6	6	7	8	10	5	1	1	7	51
		%	33	29	26	11	48	36	3	7	37	
	Rural	Count	17	8	1	4	9	14	0	2	4	59
		%	63	42	14	33	45	45	0	25	67	
	Overall	Count	23	14	8	12	19	19	1	3	11	110
		%	51	35	24	14	46	42	2	14	44	
Stopped receiving	Urban	Count	11	9	18	58	9	8	24	9	10	156
		%	61	43	67	82	43	57	69	64	53	
	Rural	Count	7	9	3	7	7	13	20	5	2	73
		%	26	47	43	58	35	42	100	63	33	
	Overall	Count	18	18	21	65	16	21	44	14	12	229
		%	40	45	62	78	39	47	80	64	48	

MARKET PULSE

Mindware: Mindshare Delivered.

Qus 33b The following table shows the percentage of customers who made any complaint to your service provider on getting such unwanted tele marketing calls/ SMS even after registering your mobile number.

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Unitech	Overall
Yes	Urban	Count										
		%										
	Rural	Count										
		%										
	Overall	Count										
		%										
No	Urban	Count										
		%										
	Rural	Count										
		%										
	Overall	Count										
		%										

MARKET PULSE

Mindware: Mindshare Delivered.

Qus 33c The following table shows the percentage of customers who made any complaint to service provider on getting such unwanted tele marketing calls/ SMS even after registering mobile number and...

Sub Parameters	Type	% Customers										
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Complaint was registered by the service provider and informed about the action taken	Urban	Count	3	6	5	4	6	4	8	2	2	40
		%	75	75	71	50	86	100	73	40	67	--
	Rural	Count	6	0	--	--	2	3	--	1	0	12
		%	60	0	--	--	40	60	--	100	0	--
	Overall	Count	9	6	5	4	8	7	8	3	2	52
		%	64	55	71	50	67	78	73	50	50	--
Complaint was registered by the service provider and did not inform about the action taken	Urban	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Rural	Count	--	--	--	--	--	--	--	--	--	--
		%	--	--	--	--	--	--	--	--	--	--
	Overall	Count	--	--	--	--	--	--	--	--	--	--
		%										
Service Provider refused to register the complaint	Urban	Count	1	1	1	1	0	0	0	1	0	5
		%	25	13	14	13	0	0	0	20	0	--
	Rural	Count	2	1	--	--	1	1	--	0	0	5
		%	20	33	--	--	20	20	--	0	0	--
	Overall	Count	3	2	1	1	1	1	0	1	0	10
		%	21	18	14	13	8	11	0	17	0	--
Difficult to lodge the complaint	Urban	Count	0	1	0	1	0	0	0	0	0	2
		%	0	13	0	13	0	0	0	0	0	--
	Rural	Count	2	1	--	--	1	1	--	0	0	5
		%	20	33	--	--	20	20	--	0	0	--
	Overall	Count	2	2	0	1	1	1	0	0	0	7
		%	14	18	0	13	8	11	0	0	0	--

Q34a The following table shows the percentage of customers who aware of facility by which you can change your service provider without changing your mobile number

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Yes	Urban	Count	98	114	104	207	75	67	85	170	136	1056
		%	39	35	32	51	18	38	26	58	33	36
	Rural	Count	133	102	45	87	75	97	56	98	62	755
		%	29	32	16	43	38	19	20	32	43	28
	Overall	Count	231	216	149	294	150	164	141	268	198	1811
		%	33	33	25	48	24	24	23	45	35	32
No	Urban	Count	151	216	218	202	349	111	244	122	279	1892
		%	61	65	68	49	82	62	74	42	67	64
	Rural	Count	327	214	241	115	120	404	221	210	81	1933
		%	71	68	84	57	62	81	80	68	57	72
	Overall	Count	478	430	459	317	469	515	465	332	360	3825
		%	67	67	75	52	76	76	77	55	65	68

Qus 34b The following table shows the percentage of customers who Have you utilized SMS based Mechanism for getting 'Unique Porting Code' from your existing service provider

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TISL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Yes	Urban	Count	13	3	16	14	6	8	5	15	25	105
		%	14	4	17	8	9	13	9	9	19	11
	Rural	Count	16	2	7	2	11	10	2	9	4	63
		%	12	2	15	2	15	11	7	10	6	9
	Overall	Count	29	5	23	16	17	18	7	24	29	168
		%	13	3	16	6	12	12	8	9	15	10
No	Urban	Count	83	80	78	169	63	54	49	160	108	844
		%	86	96	83	92	91	87	91	91	81	89
	Rural	Count	116	83	41	84	64	81	28	84	58	639
		%	88	98	85	98	85	89	93	90	94	91
	Overall	Count	199	163	119	253	127	135	77	244	166	1483
		%	87	97	84	94	88	88	92	91	85	90

Qus 34d The following table shows the percentage of customers If they have utilized the service of MNP, you satisfied with its entire process

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Very dissatisfied	Urban	Count	0	0	1	1	0	0	0	0	0	2
		%	0	0	6	7	0	0	0	0	0	2
	Rural	Count	0	0	0	0	0	0	0	0	1	1
		%	0	0	0	0	0	0	0	0	25	2
	Overall	Count	0	0	1	1	0	0	0	0	1	3
%		0	0	4	6	0	0	0	0	3	2	
Dissatisfied	Urban	Count	3	0	3	6	2	1	0	0	2	17
		%	23	0	19	43	33	13	0	0	8	16
	Rural	Count	6	1	0	1	4	8	0	0	2	22
		%	38	50	0	50	36	80	0	0	50	35
	Overall	Count	9	1	3	7	6	9	0	0	4	39
%		31	20	13	44	35	50	0	0	14	23	
Satisfied	Urban	Count	9	3	11	5	3	7	5	12	22	77
		%	69	100	69	36	50	88	100	80	88	73
	Rural	Count	10	1	7	1	7	2	2	8	1	39
		%	63	50	100	50	64	20	100	89	25	62
	Overall	Count	19	4	18	6	10	9	7	20	23	116
%		66	80	78	38	59	50	100	83	79	69	
Very satisfied	Urban	Count	1	0	1	2	1	0	0	3	1	9
		%	8	0	6	14	17	0	0	20	4	9
	Rural	Count	0	0	0	0	0	0	0	1	0	1
		%	0	0	0	0	0	0	0	11	0	2
	Overall	Count	1	0	1	2	1	0	0	4	1	10
%		3	0	4	13	6	0	0	17	3	6	

Qus 34 (C) When did you get 'Unique Porting Code' from your existing service provider

Sub Parameters	Type		% Customers									
			Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall
Within 5 minutes	Urban	Count	4	1	13	6	1	2	3	2	16	48
		%	31	33	81	43	17	25	60	13	64	46
	Rural	Count	1	0	4	0	3	1	0	1	0	10
		%	6	0	57	0	27	10	0	11	0	16
	Overall	Count	5	1	17	6	4	3	3	3	16	58
		%	17	20	74	38	24	17	43	13	55	35
After 5 to 10 minutes	Urban	Count	2	0	2	1	2	0	0	12	2	21
		%	15	0	13	7	33	0	0	80	8	20
	Rural	Count	2	0	3	0	0	0	0	2	1	8
		%	13	0	43	0	0	0	0	22	25	13
	Overall	Count	4	0	5	1	2	0	0	14	3	29
		%	14	0	22	6	12	0	0	58	10	17
After 10 minutes	Urban	Count	5	2	0	4	3	6	2	1	7	30
		%	38	67	0	29	50	75	40	7	28	29
	Rural	Count	13	2	0	2	7	9	2	5	3	43
		%	81	100	0	100	64	90	100	56	75	68
	Overall	Count	18	4	0	6	10	15	4	6	10	73
		%	62	80	0	38	59	83	57	25	34	43
Never	Urban	Count	2	0	1	3	0	0	0	0	0	6
		%	15	0	6	21	0	0	0	0	0	6
	Rural	Count	0	0	0	0	1	0	0	1	0	2
		%	0	0	0	0	9	0	0	11	0	3
	Overall	Count	2	0	1	3	1	0	0	1	0	8
		%	7	0	4	19	6	0	0	4	0	5

MARKET PULSE

Mindware: Mindshare Delivered.

Qus 35 On a scale of 1 – 10 where 10 is very good and 1 is very poor, how do you rate your service provider

Sub Parameters	Type	% Customers										
		Airtel	BSNL	TTSL	Reliance	Idea	Vodafone	MTS	Aircel	Uninor	Overall	
Average score	Urban	Count	7.8	7.6	7.5	6.8	7.7	7.3	7.4	7.8	7.6	7.5
		%	249	330	322	409	424	178	329	292	415	2948
	Rural	Count	7.7	7.6	8.0	6.5	7.3	7.5	7.7	7.6	6.7	7.5
		%	460	316	286	202	195	501	277	308	143	2688
	Overall	Count	7.8	7.6	7.7	6.7	7.6	7.4	7.5	7.7	7.4	7.5
		%	709	646	608	611	619	679	606	600	558	5636

Annexure 3: Detailed Tables (Broadband Customers Survey)

Qus (1a) When did you last apply for a broadband connection?

Service Providers	Type		Airtel	BSNL	Reliance	Tikona	Overall
More than 7to 15 days ago	Urban	Count	23	0	1	4	28
		%	4	0	0	1	1
	Rural	Count	--	--	--	--	--
		%	--	--	--	--	--
	Overall	Count	23	0	1	4	28
		%	4	0	0	1	1
More than 15 day to 30 days ago	Urban	Count	8	7	7	62	84
		%	1	2	1	10	4
	Rural	Count	--	2	--	--	2
		%	--	1	--	--	1
	Overall	Count	8	9	7	62	86
		%	1	2	1	10	4
More than 30 days ago	Urban	Count	575	349	594	534	2052
		%	95	98	99	89	95
	Rural	Count	--	240	--	--	240
		%	--	99	--	--	99
	Overall	Count	575	589	594	534	2292
		%	95	98	99	89	95

Qus.3 . In case your connection was temporarily suspended due to non-payment of bills, how much time was taken by the service provider to reactivate service after you made the payment?

Service Providers	Type		Airtel	BSNL	Reliance	Tikona	Overall
Within 24 hrs	Urban	Count	20	10	18	32	80
			3	3	3	5	4
	Rural	Count	--	3	--	--	3
			--	1	--	--	1
	Overall	Count	20	13	18	32	83
			3	2	3	5	3
2-3 days	Urban	Count	10	14	29	10	63
			2	4	5	2	3
	Rural	Count	--	4	--	--	4
			--	2	--	--	2
	Overall	Count	10	18	29	10	67
			2	3	5	2	3
4-7 days	Urban	Count	36	31	65	10	142
			6	9	11	2	7
	Rural	Count	--	38	--	--	38
			--	16	--	--	16
	Overall	Count	36	69	65	10	180
			6	12	11	2	7
More than 7 days	Urban	Count	52	99	76	10	237
			9	28	13	2	11
	Rural	Count	--	95	--	--	95
			--	39	--	--	39
	Overall	Count	52	194	76	10	332
			9	32	13	2	14
Not applicable	Urban	Count	488	202	414	538	1642
			81	57	69	90	76
	Rural	Count	--	102	--	--	102
			--	42	--	--	42
	Overall	Count	488	304	414	538	1744
			81	51	69	90	72

Qus.5(b) Please specify the reason(s) for your dissatisfaction with the clarity of the bills issued by your service provider in terms of transparency and understandability?

Service Providers	Type		Airtel	BSNL	Reliance	Tikona	Overall
Difficult to read the bill	Urban	Count	0	--	4	23	27
		%	0	--	10	46	--
	Rural	Count	--	--	--	--	--
		%	--	--	--	--	--
	Overall	Count	0	0	4	23	27
		%	0	0	10	46	--
Difficult to understand the language	Urban	Count	0	--	8	17	25
		%	0	--	21	34	--
	Rural	Count	--	--	--	--	--
		%	--	--	--	--	--
	Overall	Count	0	0	8	17	25
		%	0	0	21	34	--
Calculation-on not clear	Urban	Count	7	--	21	12	40
		%	18	--	54	24	--
	Rural	Count	--	--	--	--	--
		%	--	--	--	--	--
	Overall	Count	7	0	21	12	40
		%	18	0	54	24	--
Item-wise charges not given	Urban	Count	17	--	5	18	40
		%	44	--	13	36	--
	Rural	Count	--	5	--	--	5
		%	--	100	--	--	--
	Overall	Count	17	5	5	18	45
		%	44	100	13	36	--
others	Urban	Count	20	--	5	12	37
		%	51	--	13	24	--
	Rural	Count	20	0	5	12	37
		%	51	0	13	24	--
	Overall	Count	0	--	4	23	27
		%	0	--	10	46	--

MARKET PULSE

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Qus.6(b) Please specify the reason(s) for your dissatisfaction with the accuracy/completeness of the bills?

Service Providers	Type		Airtel	BSNL	Reliance	Tikona	Overall
Charges not as per tariff plan subscribed	Urban	Count	3	17	12	11	43
		%	9	100	21	48	--
	Rural	Count	--	5	--	--	5
		%	--	25	--	--	--
	Overall	Count	3	22	12	11	48
		%	9	59	21	48	--
Tariff plan changed without information	Urban	Count	2	0	5	2	9
		%	6	0	9	9	--
	Rural	Count	--	--	--	--	--
		%	--	--	--	--	--
	Overall	Count	2	0	5	2	9
		%	6	0	9	9	--
Charged for value added services not requested	Urban	Count	9	0	24	2	35
		%	26	0	41	9	--
	Rural	Count	--	15	--	--	15
		%	--	75	--	--	--
	Overall	Count	9	15	24	2	50
		%	26	41	41	9	--
Charged for calls not made	Urban	Count	26	0	20	11	57
		%	76	0	34	48	--
	Rural	Count	--	--	--	--	--
		%	--	--	--	--	--
	Overall	Count	26	0	20	11	57
		%	76	0	34	48	--
others	Urban	Count	--	--	--	--	--
		%	--	--	--	--	--
	Rural	Count	--	--	--	--	--
		%	--	--	--	--	--
	Overall	Count	--	--	--	--	--
		%	--	--	--	--	--

Qus.7 Have you made any billing related complaints in last 6 months?

Service Providers	Type		Airtel	BSNL	Reliance	Tikona	Overall
Yes	Urban	Count	89	54	135	57	335
		%	15	15	22	10	15
	Rural		--	38	--	--	38
			--	16	--	--	16
	Overall	Count	89	92	135	57	373
		%	15	15	22	10	16
No	Urban	Count	517	302	467	543	1829
		%	85	85	78	91	85
	Rural	Count	--	204	--	--	204
		%	--	84	--	--	84
	Overall	Count	517	506	467	543	2033
		%	85	85	78	91	84

Qus.10 In the last 6 months, have you contacted customer care/helpline/call centre of your service provider?

Service Providers	Type		Airtel	BSNL	Reliance	Tikona	Overall
Yes	Urban	Count	229	33	371	282	915
		%	38	9	62	47	42
	Rural	Count	--	30	--	--	30
		%	--	12	--	--	12
	Overall	Count	229	63	371	282	945
		%	38	11	62	47	39
No	Urban	Count	377	323	231	318	1249
		%	62	91	38	53	58
	Rural	Count	--	212	--	--	212
		%	--	88	--	--	88
	Overall	Count	377	535	231	318	1461
		%	62	89	38	53	61

Qus.17 . How often do you face a problem with your Broadband connection?

Service Providers	Type		Airtel	BSNL	Reliance	Tikona	Overall
Very frequently	Urban	Count	0	3	1	14	18
		%	0	1	0	2	1
	Rural	Count	--	2	--	--	2
		%	--	1	--	--	1
	Overall	Count	0	5	1	14	20
		%	0	1	0	2	1
Frequently	Urban	Count	50	53	152	173	428
		%	8	15	25	29	20
	Rural	Count	--	44	--	--	44
		%	--	18	--	--	18
	Overall	Count	50	97	152	173	472
		%	8	16	25	29	20
Occasionally	Urban	Count	486	283	425	409	1603
		%	80	79	71	68	74
	Rural	Count	--	169	--	--	169
		%	--	70	--	--	70
	Overall	Count	486	452	425	409	1772
		%	80	76	71	68	74
Never	Urban	Count	70	17	24	4	115
		%	12	5	4	1	5
	Rural	Count	--	27	--	--	27
		%	--	11	--	--	11
	Overall	Count	70	44	24	4	142
		%	12	7	4	1	6

Qus.18 What was the broadband connection problem faced by you in last 6 months related to, please specify?

Service Providers	Type		Airtel	BSNL	Reliance	Tikona	Overall
Problem was related to my computer Hardware/software	Urban	Count	6	4	10	0	20
		%	12	4	7	0	4
	Rural	Count	44	52	143	187	426
		%	88	93	93	100	96
	Overall	Count	--	46	--	--	46
		%	--	100	--	--	100
Problem was related to broadband and modem provided by the service operator	Urban	Count	44	98	143	187	472
		%	88	96	93	100	96
	Rural	Count	50	56	153	187	446
		%	100	100	100	100	100
	Overall	Count	--	46	--	--	46
		%	--	100	--	--	100

Qus20(a) Do you use any value added services or supplementary services such as static/ fixed IP addresses, e-mail IDs etc.

Service Providers	Type		Airtel	BSNL	Reliance	Tikona	Overall
Yes	Urban	Count	4	22	43	6	75
		%	1	6	7	1	3
	Rural	Count	--	3	--	--	3
		%	--	1	--	--	1
	Overall	Count	4	25	43	6	78
		%	1	4	7	1	3
No	Urban	Count	602	334	559	594	2089
		%	99	94	93	99	97
	Rural	Count	--	239	--	--	239
		%	--	99	--	--	99
	Overall	Count	602	573	559	594	2328
		%	99	96	93	99	97

Qus.20(c) Please tell me the reasons for your dissatisfaction with the process of activating value added services or the process of unsubscribing?.

Service Providers	Type		Airtel	BSNL	Reliance	Tikona	Overall
Not informed of charges	Urban	Count	--	--	2	--	2
		%	--	--	100	--	--
	Rural	Count	--	--	--	--	--
		%	--	--	--	--	--
	Overall	Count	--	--	2	--	2
		%	--	--	100	--	--
Activated without consent	Rural	Count	--	--	2	--	2
		%	--	--	100	--	--
	Urban	Count	--	--	--	--	--
		%	--	--	--	--	--
	Overall	Count	--	--	2	--	2
		%	--	--	100	--	--
Not informed about toll free no. for unsubscribing	Urban	Count	--	--	--	--	--
		%	--	--	--	--	--
	Rural	Count	--	--	--	--	--
		%	--	--	--	--	--
	Overall	Count	--	--	--	--	--
		%	--	--	--	--	--
others	Urban	Count	--	--	--	--	--
		%	--	--	--	--	--
	Rural	Count	--	--	--	--	--
		%	--	--	--	--	--
	Overall	Count	--	--	--	--	--
		%	--	--	--	--	--

Qus23 (b) Please specify the reason(s) for your dissatisfaction with the overall quality of your Broadband service?

Service Providers	Type		Airtel	BSNL	Reliance		Overall
No Reason Given	Urban	Count					
		%					
	Rural	Count					
		%					
	Overall	Count					
		%					
bad customer care	Urban	Count					
		%					
	Rural	Count					
		%					
	Overall	Count					
		%					
bill is not clear	Urban	Count					
		%					
	Rural	Count					
		%					
	Overall	Count					
		%					
customer care services are bad	Urban	Count					
		%					
	Rural	Count					
		%					
	Overall	Count					
		%					
Speed is very slow	Urban	Count					
		%					
	Rural	Count					
		%					
	Overall	Count					
		%					
Others	Urban	Count					
		%					
	Rural	Count					
		%					
	Overall	Count					
		%					

Qus.24 How many persons in your house are using this Broadband connection?

Service Providers	Type		Airtel	BSNL	Reliance	Tikona	Overall
Average score	Urban	Count	2.7	3.0	2.5	2.4	2.6
		%	606	356	602	600	2164
	Rural	Count	--	3.1	--	--	3.1
		%	--	242	--	--	242
	Overall	Count	2.7	3.0	2.5	2.4	2.6
		%	606	598	602	600	2406

Qus.24(a) What kind of other telecom services are you also taking from your service provider?

Service Providers	Type		Airtel	BSNL	Reliance	Tikona	Overall
Mobile	Urban	Count	97	79	231	6	413
		%	16	22	38	1	--
	Rural	Count	--	87	--	--	87
		%	--	36	--	--	--
	Overall	Count	97	166	231	6	500
		%	16	28	38	1	--
Wireline	Urban	Count	113	144	164	150	571
		%	19	40	27	25	--
	Rural	Count	--	55	--	--	55
		%	--	23	--	--	--
	Overall	Count	113	199	164	150	626
		%	19	33	27	25	--
Others	Urban	Count	27	0	17	1	45
		%	4	0	3	0	--
	Rural	Count	--	4	--	--	4
		%	--	2	--	--	--
	Overall	Count	27	4	17	1	49
		%	4	1	3	0	--
None	Urban	Count	391	163	291	443	1288
		%	65	46	48	74	--
	Rural	Count	--	103	--	--	103
		%	--	43	--	--	--
	Overall	Count	391	266	291	443	1391
		%	--	--	--	--	--

Qus 25 Are you aware of the facility for measuring the broadband connection speed provided by your service provider?

Service Providers	Type		Airtel	BSNL	Reliance	Tikona	Overall
Yes	Urban	Count	140	115	225	338	818
			23	32	37	56	38
	Rural	Count	--	59	--	--	59
			--	24	--	--	24
	Overall	Count	140	174	225	338	877
			23	29	37	56	36
No	Urban	Count	466	241	377	262	1346
			77	68	63	44	62
	Rural	Count	--	183	--	--	183
			--	76	--	--	76
	Overall	Count	466	424	377	262	1529
			77	71	63	44	64

Qus.36(b) Please specify the reason(s) for your dissatisfaction with the redressal of the complaint by the Nodal Officer?

Service Providers	Type		Airtel	BSNL	Reliance	Tikona	Overall
Difficult to connect to the nodal officer	Urban	Count	0	3	0	--	3
		%	0	100	0	--	--
	Rural	Count	--	2	--	--	2
		%	--	100	--	--	--
	Overall	Count	0	5	0	--	5
		%	0	100	0	--	--
Nodal officer not polite	Urban	Count	2	0	2	--	4
		%	100	0	33	--	--
	Rural	Count	--	--	--	--	--
		%	--	--	--	--	--
	Overall	Count	2	0	2	--	4
		%	100	0	33	--	--
officer not equipped with adequate information	Urban	Count	0	0	2	--	2
		%	0	0	33	--	--
	Rural	Count	--	--	--	--	--
		%	--	--	--	--	--
	Overall	Count	0	0	2	--	2
		%	0	0	33	--	--
Time taken by Nodal officer for redresser of complaint is too	Urban	Count	0	0	5	--	5
		%	0	0	83	--	--
	Rural	Count	--	--	--	--	--
		%	--	--	--	--	--
	Overall	Count	0	0	5	--	5
		%	0	0	83	--	--
Nodal officer was unable to understand the problem	Urban	Count	0	0	3	--	3
		%	0	0	50	--	--
	Rural	Count	--	--	--	--	--
		%	--	--	--	--	--
	Overall	Count	0	0	3	--	3
		%	0	0	50	--	--
Others	Urban	Count	0	0	1	--	1
		%	0	0	17	--	--
	Rural	Count	--	--	--	--	--
		%	--	--	--	--	--
	Overall	Count	0	0	1	--	1
		%	0	0	17	--	--

SURVEY A: Basic Service (WireLine)

Serial No.		
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Good morning/ afternoon/ evening. I am _____ from Market Pulse, a reputed market research and consulting company. We are currently doing a survey on satisfaction amongst phone and broadband users. This survey is being carried out on behalf of **TRAI – Telecom Regulatory Authority of India** a body set up by the government, so that customers like you get better service in future. We would appreciate if you could spare 15 minutes of your valuable time to answer a few questions. Thank you.

**THE QUESTIONNAIRE SHALL BE FILLED USING ONLY BALL POINT PEN.
ALL QUESTIONS ARE SINGLE CODE UNLESS MULTICODE IS SPECIFIED.**

S1.1. Which landline service provider are you using currently? **READ OUT & TICK**

[1] Airtel [2] BSNL [3] Reliance [4] Tata Indicom [5] MTS/ Sistema Shyam [6] HFCL [7] MTNL

<IF ANY OPTION IS TICKED ABOVE, THEN CONTINUE ELSE TERMINATE>

S1.2. Name: _____ **S1.3. RECORD Gender:** Male Female

Could you please sign here. We are taking your signature to establish that someone has actually taken **your** feedback and not some one else's: _____ **(QUESTIONNAIRE WITHOUT SIGNATURE WILL BE CONSIDERED INVALID)**

S1.4 Tel: _____ **S1.5. Age (in years):** Less than 25 25-34 35-44 More than 45

STD Code	Telephone Number

S1.6 Please tell us your Occupation: Service Business/self employed
 Student Housewife Retired

S1.7. RECORD Usage Type: Residential Commercial

S1.8. RECORD Area: Rural Urban

S1.9. User Type: Postpaid Prepaid

S1.10. RECORD State: [1] Jammu & Kashmir [2] Himachal Pradesh [3] Rajasthan [4] Punjab
[5] Haryana [6] Delhi [7] Uttar Pradesh(East) [8] Uttar Pradesh(West)

S1.11. RECORD District _____ **Address:** _____

S1.12. RECORD Name of SDCA: _____

S1.13. RECORD Name of Exchange: _____

MARKET PULSE

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S1.14. RECORD Mode of Interview: Telephonic In-person

QUESTIONNAIRE FOR CUSTOMER SATISFACTION SURVEY

A. SERVICE PROVISION

1(a) . Have you taken a telephone connection, shifted your connection or had your connection temporarily suspended in the last 6 months?	<input type="checkbox"/> [1] Yes ADMINISTER Q.NOS. 1 - 3 <input type="checkbox"/> [2] No SKIP TO SECTION B
1(b). In case you have taken a telephone connection in the last 6 months, how satisfied are you with time taken to provide working phone connection?	<input type="checkbox"/> [4] Very Satisfied <input type="checkbox"/> [3] Satisfied <input type="checkbox"/> [2] Dissatisfied <input type="checkbox"/> [1] Very Dissatisfied
2. Have you been informed in writing, at the time of subscription of service or within a week of activation of service the complete details of your tariff plan?	<input type="checkbox"/> [1] Yes <input type="checkbox"/> [2] No
3. How satisfied are you with the ease of understanding or with provision of all relevant information related to tariff plans & charges?	<input type="checkbox"/> [4] Very Satisfied <input type="checkbox"/> [3] Satisfied <input type="checkbox"/> [2] Dissatisfied <input type="checkbox"/> [1] Very Dissatisfied

B. BILLING RELATED (Only for Postpaid Customers) (For Pre-Paid customers go to Q 10)

4. How satisfied are you with the time taken to deliver your bills?	<input type="checkbox"/> [4] Very Satisfied <input type="checkbox"/> [3] Satisfied <input type="checkbox"/> [2] Dissatisfied <input type="checkbox"/> [1] Very Dissatisfied
5(a). How satisfied are you with the quality of your bills? accuracy & completeness of the bills?	<input type="checkbox"/> [4] Very Satisfied <input type="checkbox"/> [3] Satisfied <input type="checkbox"/> [2] Dissatisfied <input type="checkbox"/> [1] Very Dissatisfied (Ask Q 5(b) only if 1 OR 2 is coded)
(Ask this question only if 1 OR 2 is coded in Q5(a)) 5(b). Please specify the reason(s) for your dissatisfaction. (Multiple Code)	<input type="checkbox"/> [1] Charges not as per tariff plan subscribed <input type="checkbox"/> [2] Tariff plan changed without information <input type="checkbox"/> [3] Charged for value added services not subscribed <input type="checkbox"/> [4] Charged for calls/services not made/used <input type="checkbox"/> [5] Details like item-wise charges are not provided <input type="checkbox"/> [6] Calculations are not clear <input type="checkbox"/> [7] Others (please specify) _____
6. Have you made any billing related complaints in the last 6 months?	<input type="checkbox"/> [1] Yes <input type="checkbox"/> [2] No → (If No, go to Q 8)
7. How satisfied are you with the process of resolution of billing complaints?	<input type="checkbox"/> [4] Very Satisfied <input type="checkbox"/> [3] Satisfied <input type="checkbox"/> [2] Dissatisfied <input type="checkbox"/> [1] Very Dissatisfied

<p>8. How satisfied are you with the clarity of the bills sent by your service provider in terms of transparency and understandability?</p>	<p> <input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied (Ask Q 9 only if 1 OR 2 is coded) </p>
<p>(Ask this question only if 1 OR 2 is coded in Q 9(a))</p> <p>9. Please specify the reason(s) for your dissatisfaction. (Multiple Code)</p>	<p> <input type="checkbox"/> 1 Difficult to read the bill <input type="checkbox"/> 2 Difficult to understand the language <input type="checkbox"/> 3 Calculations not clear <input type="checkbox"/> 4 Item-wise charges like total minutes of usage of local, STD, ISD calls and charges thereon not given <input type="checkbox"/> 5 Others (please specify) _____ </p>

For Prepaid Customers only

<p>10(a) How satisfied are you with the charges deducted for every call i.e. amount deducted on every usage?</p>	<p> <input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied </p>
<p>(Ask this question only if 1 OR 2 is coded in Q10(a))</p> <p>10(b). Please specify the reason(s) for your dissatisfaction. (Multiple Code)</p>	<p> <input type="checkbox"/> 1 Charges not as per tariff plan subscribed <input type="checkbox"/> 2 Tariff plan changed without information <input type="checkbox"/> 3 Charged for value added services not subscribed <input type="checkbox"/> 4 Charged for calls/services not made/used <input type="checkbox"/> 5 Others (please specify) _____ </p>
<p>10(c). Have you made any complaint related to charging/credit/waiver/validity/adjustments in the last 6 months?</p>	<p> <input type="checkbox"/> 1 Yes (If Yes, go to Q 10(d)) <input type="checkbox"/> 2 No </p>
<p>10(d).How satisfied are you with the resolution of such billing complaints and the resulting refund/credit/waiver of excess charges on account of such resolution of complaints?</p>	<p> <input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied </p>
<p>10(e). How satisfied are you with the ease of recharging process and the transparency of recharge offer?</p>	<p> <input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied (Ask Q 10(f) only if 1 OR 2 is coded) </p>

10(f) Please specify the reason(s) for your dissatisfaction. (Multiple Code)	<input type="checkbox"/> 1 Lack of complete information about the offer <input type="checkbox"/> 2 Charges/Services not as per the offer <input type="checkbox"/> 3 Delay in activation of recharge <input type="checkbox"/> 4 Non availability of all denomination recharge coupons <input type="checkbox"/> 5 Others (please specify) _____
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C. HELP SERVICES/CUSTOMER CARE INCLUDING CUSTOMER GRIEVANCE REDRESSAL

11. In the last 6 months, have you contacted customer care/ helpline/ call centre of your service provider?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 16)
12(a). How satisfied are you with the ease of access of call centre/customer care or helpline?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
12(b). How satisfied are you with the ease of getting an option for "talking to a customer care executive"?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
13. How satisfied are you with the response time taken to answer your call by a customer care executive?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
14. How satisfied are you with the problem solving ability of the customer care executive(s)?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
15. How satisfied are you with the time taken by call centre/customer care /helpline to resolve your complaint?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied

D. NETWORK PERFORMANCE, RELIABILITY AND AVAILABILITY

16. How satisfied are you with the availability of working telephone (dial tone)?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
17. How satisfied are you with the ability to make or receive calls easily?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
18. How satisfied are you with the voice quality?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied

E. MAINTAINABILITY (FAULT REPAIR)

19. How many times has your telephone connection required repair in the last 6 months?	<input type="checkbox"/> 1 Nil <input type="checkbox"/> 2 One time <input type="checkbox"/> 3 2-3 times <input type="checkbox"/> 4 More than 3 times
--	---

MARKET PULSE

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20. How long did it take generally for repairing the fault after lodging a complaint?	<input type="checkbox"/> 1 1 day	<input type="checkbox"/> 2 2-3 days
	<input type="checkbox"/> 3 4 - 7 days	<input type="checkbox"/> 4 more than 7 days
21. How satisfied are you with the fault repair service?	<input type="checkbox"/> 4 Very Satisfied	<input type="checkbox"/> 3 Satisfied
	<input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 1 Very Dissatisfied

F. SUPPLEMENTARY SERVICES AND VALUE ADDED SERVICES

22. Do you use services like call waiting, call forwarding, voice mail or any other supplementary services / value added services?	<input type="checkbox"/> 1 Yes	<input type="checkbox"/> 2 No	→ (If No, go to Q 26(a))
23. How satisfied are you with the quality of the supplementary services / value added service provided?	<input type="checkbox"/> 4 Very Satisfied	<input type="checkbox"/> 3 Satisfied	
	<input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 1 Very Dissatisfied	
24(a) How satisfied are you with the process of activating value added services or the process of unsubscribing?	<input type="checkbox"/> 4 Very Satisfied	<input type="checkbox"/> 3 Satisfied	
	<input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 1 Very Dissatisfied	
24(b) Please tell me the reasons for your dissatisfaction.	<input type="checkbox"/> 1 Not informed of charges <input type="checkbox"/> 2 Activated without consent <input type="checkbox"/> 3 Not informed about toll free number for unsubscribing <input type="checkbox"/> 4 If any other reasons, please specify		
25. In the last 6 months have you faced the problem of unauthorized activation of VAS by your service provider?	<input type="checkbox"/> 1 Yes	<input type="checkbox"/> 2 No	→ (If No, go to Q 26(a))
(Ask only If Yes in Q25)			
25(a).How satisfied are you with the resolution of your complaint for deactivation of VAS?	<input type="checkbox"/> 4 Very Satisfied	<input type="checkbox"/> 3 Satisfied	
	<input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 1 Very Dissatisfied	

G. OVERALL CUSTOMER SATISFACTION

26(a). How satisfied are you with the overall quality of your telephone service?	<input type="checkbox"/> 4 Very Satisfied	<input type="checkbox"/> 3 Satisfied
	<input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 1 Very Dissatisfied
	(Ask Q 26(b) only if 1 OR 2 is coded)	

(Ask this question only if 1 OR 2 is coded in Q25(a))	1. _____
26(b) Please specify the reason(s) for your dissatisfaction	_____
	2. _____

	3. _____

H. GENERAL INFORMATION

27. What kind of other services are you also taking from this service provider?	<input type="checkbox"/> Broadband <input type="checkbox"/> Mobile <input type="checkbox"/> Others <input type="checkbox"/> None
28(a) Have you terminated a telephone connection that you had in the last 6 months?	<input type="checkbox"/> Yes <input type="checkbox"/> No
28(b) If Yes, Please name your service provider?	<input type="checkbox"/> Airtel <input type="checkbox"/> BSNL <input type="checkbox"/> TATA Indicom <input type="checkbox"/> Rel Com <input type="checkbox"/> MTNL <input type="checkbox"/> HFCL <input type="checkbox"/> Shyam/MTS <input type="checkbox"/> MTNL
29. How many days were taken for termination of your telephone connection?	<input type="checkbox"/> 1 day <input type="checkbox"/> 2-3 days <input type="checkbox"/> 3-4 days <input type="checkbox"/> more than 7 days
30. Are you aware that in case your fault was not repaired within 3 days you are entitled for rent rebate?	<input type="checkbox"/> Yes <input type="checkbox"/> No
31. Are you aware about the facility for registering your telephone number with the service provider for not receiving unwanted tele marketing calls/SMS?	<input type="checkbox"/> Yes <input type="checkbox"/> No
32(a). Have you registered with your service provider for not receiving any unwanted tele marketing calls/SMS?	<input type="checkbox"/> Yes —————> (If Yes, go to Q 32(b)) <input type="checkbox"/> No
(Ask only if Yes in Q 32(a)) 32(b). Is there a significant reduction in number of unwanted tele marketing calls/SMS received even after registering?	<input type="checkbox"/> 4 Stopped receiving <input type="checkbox"/> 3 Considerable decrease <input type="checkbox"/> 2 Slight decrease <input type="checkbox"/> 1 No change (Ask Q 32(b) only if 3 OR 2 OR 1 is coded)
(Ask only if 3 OR 2 OR 1 coded in Q 32 (b)) 32.(c) Have you made any complaint to your service provider on getting such unwanted tele marketing calls/ SMS even after registering your telephone number?	<input type="checkbox"/> Yes —————> (If Yes, go to Q 32(c)) <input type="checkbox"/> No

<p>(Ask only if Yes in Q32 (c)) 32.(d) If Yes then ask Please indicate whether -</p>	<p><input type="checkbox"/> 1 Complaint was registered by the service provider and informed about the action taken</p> <p><input type="checkbox"/> 2 Complaint was registered by the service provider and did not inform about the action taken</p> <p><input type="checkbox"/> 3 Service Provider refused to register the complaint</p> <p><input type="checkbox"/> 4 Difficult to lodge the complaint</p>
<p>33. On a scale of 1 – 10 where 10 is very good and 1 is very poor, how do you rate your service provider?</p>	

QUESTIONNAIRE FOR ASSESSMENT OF IMPLEMENTATION AND EFFECTIVENESS OF TELECOM CONSUMERS PROTECTION AND REDRESSAL OF GRIEVANCES REGULATIONS, 2007

<p>34(a). Are you aware of the call centre telephone number of your telecom service provider for making complaints/ query?</p>	<p><input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No</p>
<p>34(b). Have you made any complaint within last 6 months to the toll free Call Centre/customer care/ Helpline telephone number?</p>	<p><input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 40)</p>
<p>35. With respect to complaint made by you to the call centre, please specify which of these was most applicable to you? (Single Code)</p>	<p><input type="checkbox"/> 1 Docket number received for most of the complaints</p> <p><input type="checkbox"/> 2 No Docket number received for most of the complaints</p> <p><input type="checkbox"/> 3 It was received on request</p> <p><input type="checkbox"/> 4 No docket number received even on request</p>
<p>36. Did the Call Centre inform you about the action taken on your complaint?</p>	<p><input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No</p>
<p>37. Was your complaint resolved satisfactorily by call centre/customer care within four weeks after lodging of the complaint?</p>	<p><input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No</p> <p><input type="checkbox"/> 3 Not applicable</p>
<p>38. In case the complaint has not been resolved by the call centre, you can contact the next level called as Nodal Officer. Are you aware of the contact details of the Nodal Officer?</p>	<p><input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 43)</p>

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39(a). Have you ever made a complaint to the Nodal Officer regarding your complaints not resolved or unsatisfactorily resolved by the call center/customer care?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 43)
39(b). Were you able to contact to the Nodal officer without difficulty?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
40. Did the Nodal Officer intimate you about the decision taken on your complaint?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
41. How satisfied are you with the redressal of the complaint by the Nodal Officer?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied (Ask Q 42 only if 1 OR 2 is coded)
(Ask this question only if 1 OR 2 is coded in Q41) 42. Please specify the reason(s) for your dissatisfaction. (Multiple Code)	<input type="checkbox"/> 1 Difficult to connect to the Nodal Officer <input type="checkbox"/> 2 Nodal Officer not polite/courteous <input type="checkbox"/> 3 Nodal Officer not equipped with adequate information <input type="checkbox"/> 4 Time taken by Nodal Officer for redressal of complaint is too long <input type="checkbox"/> 5 Nodal Officer was unable to understand the problem <input type="checkbox"/> 6 Others (please specify) _____
43. In case the complaint has not been resolved by the Nodal Officer or you are not satisfied with the decision taken by the Nodal Officer, you can file an appeal to the appellate authority of the service provider. Are you aware of the contact details of the appellate authority for filing of appeals?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 47)
44. Have you filed any appeal in last 6 months?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 47)
45. Did you receive any acknowledgement?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
46. Did the appellate authority take a decision upon your appeal within 3 months of filing the appeal?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No <input type="checkbox"/> 3 Appeal filed only recently

(Q47 to Q49 are for Prepaid Customers only)	
47. Are you aware that a prepaid customer can get item-wise usage charge details, on request?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
48. Have you been denied of your request for item-wise usage charge details for your pre-paid connection?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 50)
49. What were the reason(s) for denying your request?	<input type="checkbox"/> 1 No reason given <input type="checkbox"/> 2 Technical problem <input type="checkbox"/> 3 Others (please specify) _____
50. Have you been provided the Manual of Practice, containing the terms and conditions of service, toll free number of call centre and contact detail of Nodal Officer and appellate authority for complaint redressal etc., while subscribing the new telephone connection?"	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No

SURVEY B: CELLULAR MOBILE TELEPHONE SERVICE

Serial No.		
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Good morning/ afternoon/ evening. I am _____ from Market Pulse, a reputed market research and consulting company. We are currently doing a survey on satisfaction amongst phone and broadband users. This survey is being carried out on behalf of **TRAI – Telecom Regulatory Authority of India** a body set up by the government, so that customers like you get better service in future. We would appreciate if you could spare 15 minutes of your valuable time to answer a few questions. Thank you.

**THE QUESTIONNAIRE SHALL BE FILLED USING ONLY BALL POINT PEN.
ALL QUESTIONS ARE SINGLE CODE UNLESS MULTICODE IS SPECIFIED.**

S1.1 Which mobile phone or fixed wireless phone (FWP) service provider are you using currently? **READ OUT & TICK**

- [1] Airtel [2] BSNL [3] Reliance Communications [4] Tata Indicom
 [5] Reliance Telecom [6] Idea [7] Vodafone [8] Dishnet [9] S Tel
 [10] Sistema Shyam [11] Spice Comm [12] MTNL [13] Aircel [13] Unitech

<IF ANY OPTION IS TICKED ABOVE, THEN CONTINUE ELSE TERMINATE>

S1.2Name: _____ **S1.3 RECORD Gender:** 1 Male 2 Female

Could you please sign here. We are taking your signature to establish that someone has actually taken **your** feedback and not some one else's : _____ **(QUESTIONNAIRE WITHOUT SIGNATURE WILL BE CONSIDERED INVALID)**

S1.4 Please tell us your Mobile/ fixed wireless No. STD Code: _____ Telephone Number: _____

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- S1.5. Age (in years): 1 Less than 25 2 25-34 3 35-44 4 More than 45
- S1.6 Please tell us your Occupation: 1 Service 2 Business/self employed
 3 Student 4 Housewife 5 Retired
- S1.7. RECORD Usage Type: 1 Residential 2 Commercial
- S1.8. RECORD Area: 1 Rural 2 Urban
- S1.9. User Type: 1 Postpaid 2 Prepaid
- S1.10. RECORD State: [1] Jammu & Kashmir [2] Himachal Pradesh [3] Rajasthan [4] Punjab
[5] Haryana [6] Delhi [7] Uttar Pradesh (East) [8] Uttar Pradesh(West)
- S1.11. RECORD District: _____ Address: _____
- S1.12. RECORD Name of SDCA: _____
- S1.13. RECORD Name of Exchange: _____
- S1.14. RECORD Mode of Interview: 1 Telephonic 2 In-person

QUESTIONNAIRE FOR CUSTOMER SATISFACTION SURVEY

A. SERVICE PROVISION

1. How satisfied are you with the process and time taken to activate the mobile connection, after you applied and completed all formalities?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
2. Have you been informed in writing, at the time of subscription of service or within a week of activation of service the complete details of your tariff plan?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
3. How satisfied are you with the ease of understanding or with provision of all relevant information related to tariff plans & charges?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied

B. BILLING RELATED – PREPAID CUSTOMER

4(a) How satisfied are you with the accuracy of charges for the services used such as call, SMS, GPRS etc.?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
4(b). Please specify the reason(s) for your dissatisfaction. (Multiple Code)	<input type="checkbox"/> 1 Charges not as per tariff plan subscribed <input type="checkbox"/> 2 Tariff plan changed without information <input type="checkbox"/> 3 Charged for value added services not subscribed <input type="checkbox"/> 4 Charged for calls/services not made/used <input type="checkbox"/> 5 Others (please specify) _____

5(a). Have you made any complaint related to charging/credit/waiver/ validity/ adjustments in the last 6 months?	<input type="checkbox"/> Yes <input type="checkbox"/> No (If Yes go to 5(b))
5(b).ASK IF YES IN Q.5a. How satisfied are you with the resolution of the complaints and the resulting refund/ credit/ waiver of excess charges on account of such resolution of complaints?	<input type="checkbox"/> Very Satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very Dissatisfied
5(c). How satisfied are you with the ease of recharging process and the transparency of recharge offer?	<input type="checkbox"/> Very Satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very Dissatisfied (Ask Q 5(d) only if 1 OR 2 is coded)
5(d) Please specify the reason(s) for your dissatisfaction. (Multiple Code)	<input type="checkbox"/> Lack of complete information about the offer <input type="checkbox"/> Charges/Services not as per the offer <input type="checkbox"/> Delay in activation of recharge <input type="checkbox"/> Non availability of all denomination recharge coupons <input type="checkbox"/> Others (please specify) _____
5(e) Did you get information regarding call duration, amount deducted for call and balance in the account after every call?	<input type="checkbox"/> Yes <input type="checkbox"/> No

C. BILLING RELATED – POSTPAID CUSTOMER

6. How satisfied are you with the time taken to deliver your bills?	<input type="checkbox"/> Very Satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very Dissatisfied
7(a). How satisfied are you with the clarity of the bills issued by your service provider in terms of transparency and understandability?	<input type="checkbox"/> Very Satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very Dissatisfied
(Ask this question only if 1 OR 2 is coded in Q7(a)) 7(b) Please specify the reason(s) for your dissatisfaction. (Multiple Code)	<input type="checkbox"/> Difficult to read the bill <input type="checkbox"/> Difficult to understand the language <input type="checkbox"/> Calculations not clear <input type="checkbox"/> Item-wise charges like total minutes of usage of local, STD, ISD calls and charges thereon not given <input type="checkbox"/> Others (please specify) _____

8(a). How satisfied are you with the accuracy & completeness of the bills?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
(Ask this question only if 1 OR 2 is coded in Q8(a)) 8(b). Please specify the reason(s) for your dissatisfaction. (Multiple Code)	<input type="checkbox"/> 1 Charges not as per tariff plan subscribed <input type="checkbox"/> 2 Tariff plan changed without information <input type="checkbox"/> 3 Charged for value added services not subscribed <input type="checkbox"/> 4 Charged for calls/services not made/used <input type="checkbox"/> 5 Calculations are not clear <input type="checkbox"/> 6 Others (please specify) _____
9(a). Have you made any billing related complaints in the last 6 months?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 10)
9(b). How satisfied are you with the process of resolution of billing complaints?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied

D. HELP SERVICES/CUSTOMER CARE INCLUDING CUSTOMER GRIEVANCE REDRESSAL

10. In the last 6 months, have you contacted customer care/ helpline/ call centre of your service provider?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 16)
11. How satisfied are you with the ease of access of call centre/customer care or helpline?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
12. How satisfied are you with the ease of getting an option for "talking to a customer care executive"?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
13. How satisfied are you with the response time taken to answer your call by a customer care executive?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
14. How satisfied are you with the problem solving ability of the customer care executive(s)?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
15. How satisfied are you with the time taken by call centre/customer care /helpline to resolve your complaint?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied

E. NETWORK PERFORMANCE, RELIABILITY AND AVAILABILITY

16. How satisfied are you with the availability of signal of your service provider in your locality?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
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17. How satisfied are you with the ability to make or receive calls easily?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied
18. How often does your call drops during conversation?	<input type="checkbox"/> 1 Never <input type="checkbox"/> 2 Frequently	<input type="checkbox"/> 3 Occasionally <input type="checkbox"/> 1 Very Frequently
19. How satisfied are you with the voice quality?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied

F. MAINTAINABILITY

20. How often do you face signal problems?	<input type="checkbox"/> 4 Never <input type="checkbox"/> 2 Frequently	<input type="checkbox"/> 3 Occasionally <input type="checkbox"/> 1 Very Frequently
21. How satisfied are you with the availability of signal in your area?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied
22. How satisfied are you with the restoration of network (signal) problems?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied

G. SUPPLEMENTARY SERVICES AND VALUE ADDED SERVICES

23. 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?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 24)	
24. How satisfied are you with the quality of the supplementary / value added services provided?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied
25(a) How satisfied are you with the process of activating value added services or the process of unsubscribing?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied
25(b) Please tell me the reasons for your dissatisfaction.	<input type="checkbox"/> 1 Not informed of charges <input type="checkbox"/> 2 Activated without consent <input type="checkbox"/> 3 Not informed about toll free number for unsubscribing <input type="checkbox"/> 4 If any other reasons, please specify	

MARKET PULSE
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26. In last 6 months have you faced the problem of unauthorized activation of VAS by your service provider?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
27. ASK IF YES IN Q26. Have you complained to your service provider for deactivation of such services and refund of charges levied?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
28(a). What difficulties have you faced while deactivating of such services and refund of charges levied?	<input type="checkbox"/> 1 None <input type="checkbox"/> 2 Delay in deactivation resulting in repeat complaints <input type="checkbox"/> 3 Customer care refused to register the complaint <input type="checkbox"/> 4 Not aware of whom to contact <input type="checkbox"/> 5 Others please specify _____
28(b). How satisfied are you with the resolution of your complaint for deactivation of VAS & refund of charges levied?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied

G. OVERALL CUSTOMER SATISFACTION

29(a). How satisfied are you with the overall quality of your mobile service?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
(Ask this question only if 1 OR 2 is coded in Q29(a)) 29(b) Please specify the reason(s) for your dissatisfaction	1. _____ _____ 2. _____ _____ 3. _____ _____

H. GENERAL INFORMATION

30. What kind of other telecom services are you using?	<input type="checkbox"/> 1 Broadband <input type="checkbox"/> 2 Wire line <input type="checkbox"/> 3 Others <input type="checkbox"/> 4 None
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MARKET PULSE

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31. Are you aware about the facility for registering your mobile number with the service provider for not receiving unwanted tele marketing calls/SMS?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
32. Have you registered with your service provider for not receiving any unwanted tele marketing calls/SMS?	<input type="checkbox"/> 1 Yes —————▶ (If Yes, go to Q 33(a)) <input type="checkbox"/> 2 No
(Ask only if Yes in Q 32) 33(a). Is there a significant reduction in number of unwanted tele marketing calls/SMS received even after registering?	<input type="checkbox"/> 4 Stopped receiving decrease <input type="checkbox"/> 3 Considerable decrease <input type="checkbox"/> 2 Slight decrease <input type="checkbox"/> 1 No change (Ask Q 33(b) only if 3 OR 2 OR 1 is coded)
(Ask only if 3 OR 2 OR 1 coded in Q 33 (a)) 33.(b) Have you made any complaint to your service provider on getting such unwanted tele marketing calls/ SMS even after registering your mobile number?	<input type="checkbox"/> 1 Yes —————▶ (If Yes, go to Q 33(c)) <input type="checkbox"/> 2 No
(Ask only if Yes in Q33 (b)) 33.(c) If Yes, please indicate the following -	<input type="checkbox"/> 1 Complaint was registered by the service provider and informed about the action taken <input type="checkbox"/> 2 Complaint was registered by the service provider and did not inform about the action taken <input type="checkbox"/> 3 Service Provider refused to register the complaint <input type="checkbox"/> 4 Difficult to lodge the complaint
34(a). Are you aware of facility by which you can change your service provider without changing your mobile number?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No —————▶ (If No, go to Q35)
34(b). Have you utilized SMS based mechanism for getting unique porting code?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
34(c) If yes, when did you get 'Unique Porting Code' from your existing service provider?	<input type="checkbox"/> 1 Within 5 minutes <input type="checkbox"/> 2 After 5 to 10 minutes <input type="checkbox"/> 3 After 10 minutes <input type="checkbox"/> 4 Never
34 (d) If you have utilized the service of MNP, are you satisfied with its entire process?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied

35. On a scale of 1 – 10 where 10 is very good and 1 is very poor, how do you rate your service provider?	
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QUESTIONNAIRE FOR ASSESSMENT OF IMPLEMENTATION AND EFFECTIVENESS OF TELECOM CONSUMERS PROTECTION AND REDRESSAL OF GRIEVANCES REGULATIONS, 2007

36. Are you aware of the call centre telephone number of your telecom service provider for making complaints?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
37. Have you made any complaint within last 6 months to the toll free Call Centre/customer care/ Helpline telephone number?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 41)
38. With respect to complaint made by you to the call centre, please specify which of these was most applicable to you? (Single Code)	<input type="checkbox"/> 1 Complaint was registered and Docket number received <input type="checkbox"/> 2 Complaint was registered and Docket number not received <input type="checkbox"/> 3 Complaint was registered and docket number provided on request <input type="checkbox"/> 4 Complaint was registered and docket number not provided even on request <input type="checkbox"/> 5 Refused to register the complaint
39. Did the Call Centre inform you about the action taken on your complaint?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
40. Was your billing/charging complaint resolved satisfactorily by call centre/customer care within four weeks after lodging of the complaint?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No <input type="checkbox"/> 3 Not applicable
41. In case the complaint has not been resolved by the call centre, you can contact the next level called as Nodal Officer. Are you aware of the contact detail of the Nodal Officer?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 46)
42(a). Have you ever made a complaint to the Nodal Officer regarding your complaints not resolved or unsatisfactorily resolved by the call center/customer care?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 46)
42(b). Were you able to connect to the Nodal officer without any difficulty?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
43. Did the Nodal Officer intimate you about the decision taken on your complaint?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No

<p>44. How satisfied are you with the redressal of the complaint by the Nodal Officer?</p>	<p><input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied (Ask Q 45 only if 1 OR 2 is coded)</p>
<p>(Ask this question only if 1 OR 2 is coded in Q44) 45. Please specify the reason(s) for your dissatisfaction. (Multiple Code)</p>	<p><input type="checkbox"/> 1 Difficult to connect to the Nodal Officer <input type="checkbox"/> 2 Nodal Officer not polite/courteous <input type="checkbox"/> 3 Nodal Officer not equipped with adequate information <input type="checkbox"/> 4 Time taken by Nodal Officer for redressal of complaint is too long <input type="checkbox"/> 5 Nodal Officer was unable to understand the problem <input type="checkbox"/> 6 Others (please specify) _____</p>
<p>46. In case the complaint has not been resolved by the Nodal Officer or you are not satisfied with the decision taken by the Nodal Officer, you can file an appeal to the appellate authority of the service provider. Are you aware of the contact details of the appellate authority for filing of appeals?</p>	<p><input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 50)</p>
<p>47. Have you filed any appeal in last 6 months?</p>	<p><input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 50)</p>
<p>48. Did you receive any acknowledgement?</p>	<p><input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No</p>
<p>49. Did the appellate authority take a decision upon your appeal within 3 months of filing the appeal?</p>	<p><input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No <input type="checkbox"/> 3 Appeal filed only recently</p>
<p>(Q50 to Q52 are for prepaid customers only)</p>	
<p>50. Are you aware that a prepaid customer can get item-wise usage charge details, on request?</p>	<p><input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No</p>
<p>51. Have you been denied of your request for item-wise usage charge details for your pre-paid connection?</p>	<p><input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 53)</p>
<p>52. What were the reason(s) for denying your request?</p>	<p><input type="checkbox"/> 1 No reason given <input type="checkbox"/> 2 Technical problem <input type="checkbox"/> 3 Others (please specify)</p>
<p>53. Have you been provided the Manual of Practice, containing the terms and conditions of service, toll free number of call centre and contact detail of Nodal Officer and</p>	

appellate authority for complaint redressal etc., while subscribing the new mobile telephone connection?"	<input type="checkbox"/> Yes	<input type="checkbox"/> No
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SURVEY C: BROADBAND SERVICE

Serial No.		
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Good morning/ afternoon/ evening. I am _____ from Market Pulse, a reputed market research and consulting company. We are currently doing a survey on satisfaction amongst phone and broadband users. This survey is being carried out on behalf of TRAI – Telecom Regulatory Authority of India a body set up by the government, so that customers like you get better service in future. We would appreciate if you could spare 15 minutes of your valuable time to answer a few questions. Thank you.

**THE QUESTIONNAIRE SHALL BE FILLED USING ONLY BALL POINT PEN.
ALL QUESTIONS ARE SINGLE CODE UNLESS MULTICODE IS SPECIFIED.**

S1.1 Which broadband service provider are you using currently? **READ OUT & TICK**

- [1] BSNL [2] Tata Comm/VSNL [3] Airtel [4] Reliance [5] Sify
[6] Hathway [7] Shyam Telelink [8] You Telecom [9] Spectranet [10] HFCL

<IF ANY OPTION IS TICKED ABOVE, THEN CONTINUE ELSE TERMINATE>

S1.2 Name: _____ **S1.3 RECORD Gender:** Male Female

Could you please sign here. We are taking your signature to establish that someone has actually taken your feedback and not some one else's : _____ **(QUESTIONNAIRE WITHOUT SIGNATURE WILL BE CONSIDERED INVALID)**

S1.4 Tel: _____ **Age S1.5. Age (in years):** Less than 25 25-60 More than 60

STD Code	Telephone Number

S1.6. RECORD Usage Type: Residential Commercial
S1.7.

RECORD Area: Rural Urban
S1.8. User Type: Postpaid Prepaid
S1.9 E-mail

S1.10 User Type: Prepaid Postpaid

S1.11. RECORD State: [1] Jammu & Kashmir [2] Himachal Pradesh [3] Rajasthan [4] Punjab
[5] Haryana [6] Delhi [7] Uttar Pradesh (East) [8] Uttar Pradesh(West)

S1.12. RECORD District _____

S1.13. RECORD Name of SDCA: _____ **S1.14. RECORD Name of Exchange:** _____

S1.15 RECORD Name of POP: _____

S1.16 RECORD Mode of interview: Telephonic In-person E-mail Web/Online

Address: _____

QUESTIONNAIRE FOR CUSTOMER SATISFACTION SURVEY

A. SERVICE PROVISION

1(a). When did you last apply for a broadband connection?	<input type="checkbox"/> 1 less than half month <input type="checkbox"/> 2 half month-1 month <input type="checkbox"/> 3 more than 1
1(b). After registration and payment of initial deposit by you within how many working days did the broadband connection get activated?	<input type="checkbox"/> 1 Within 7 working days <input type="checkbox"/> 2 More than 7 working Days
2. How satisfied are you with the time taken in the provision of the Broadband connection after registration and payment of initial deposit by you?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
3. In case your connection was temporarily suspended due to non-payment of bills, how much time was taken by the service provider to reactivate service after you made the payment?	<input type="checkbox"/> 1 Within 24 hrs. <input type="checkbox"/> 2 2-3 days <input type="checkbox"/> 3 4-7 days <input type="checkbox"/> 4 More than 7 days <input type="checkbox"/> 5 Not Applicable

B. BILLING RELATED - POSTPAID CUSTOMER

4. How satisfied are you with the timely delivery of bills?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied
5(a). How satisfied are you with the clarity of the bills issued by your service provider in terms of transparency and understandability?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied (Ask Q 5(b) only if 1 OR 2 is coded)
(Ask this question only if 1 OR 2 is coded in Q8(a)) 5(b). Please specify the reason(s) for your dissatisfaction. (Multiple Code)	<input type="checkbox"/> 1 Difficult to read the bill <input type="checkbox"/> 2 Difficult to understand the language <input type="checkbox"/> 3 Calculations not clear <input type="checkbox"/> 4 Item-wise charges like total minutes of usage of local, STD, ISD calls and charges thereon not given <input type="checkbox"/> 5 Others (please specify) _____
6(a). How satisfied are you with the accuracy/completeness of the bills?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied (Ask Q 6(b) only if 1 OR 2 is coded)
(Ask this question only if 1 OR 2 is coded in Q6(a))	<input type="checkbox"/> 1 Charges not as per tariff plan subscribed

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6(b) Please specify the reason(s) for your dissatisfaction. (Multiple Code)	<input type="checkbox"/> 2 Tariff plan changed without information <input type="checkbox"/> 3 Charged for value added services not requested <input type="checkbox"/> 4 Charged for calls/services not made/used <input type="checkbox"/> 5 Others (please specify) _____
7. Have you made any billing related complaints in last 6 months?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 9(a))
8. How satisfied are you with the process of resolution of complaints and refund/credit/waiver of excess charges on account of such resolution of complaints?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied

C. BILLING RELATED - FOR PREPAID CUSTOMER ONLY

9(a). How satisfied are you with the accuracy of charges i.e. amount deducted on every usage?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied (Ask Q 9(b) only if 1 OR 2 is coded)
(Ask this question only if 1 OR 2 is coded in Q9(a)) 9(b) Please specify the reason(s) for your dissatisfaction	<input type="checkbox"/> 1 charges not as per tariff plan subscribed <input type="checkbox"/> 2 tariff plan changed without information <input type="checkbox"/> 3 charged for value added services not requested <input type="checkbox"/> 4 charged for calls/services not made/used <input type="checkbox"/> 5 Others (please specify) _____
9(c). Have you made any complaints related to charging/credit/waiver/validity/adjustments in last 6 months?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
9 (d). How satisfied are you with the process of resolution of complaints and refund/credit/waiver of excess charges on account of such resolution of complaints?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied

D. HELP SERVICE

10. In the last 6 months, have you contacted customer care/helpline/call centre of your service provider?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 15)
11(a). How satisfied are you with the ease of access of customer care or helpline?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied

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11(b). How satisfied are you with the ease of getting an option for “talking to a customer care executive”?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied
12. How satisfied are you with the response time taken to answer your call by a customer care executive?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied
13. How satisfied are you with the problem solving ability of the customer care executive(s)?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied
14. How satisfied are you with the time taken by call centre/customer care /helpdesk to resolve your complaint?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied

E. NETWORK PERFORMANCE, RELIABILITY AND AVAILABILITY

15. How satisfied are you with the speed of Broadband connection?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied
16. How satisfied are you with the amount of time for which service is up and working?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied

F. MAINTAINABILITY

17. How often do you face a problem with your Broadband connection?	<input type="checkbox"/> 1 Never <input type="checkbox"/> 3 Frequently	<input type="checkbox"/> 2 Occasionally <input type="checkbox"/> 4 Very Frequently
(Ask if response to Q17 is Frequently/Very Frequently)		
18. What was the broadband connection problem faced by you in last 6 months related to, please specify?	<input type="checkbox"/> 1 Problem was related to my computer hardware/ software <input type="checkbox"/> 2 Problem was related to the broadband connection and modem provided by the service provider.	
19. How satisfied are you with the time taken for restoration of Broadband connection?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied

G. SUPPLEMENTARY SERVICES

20(a) .Do you use any value added services or supplementary services such as static/ fixed IP addresses, e-mail IDs etc.	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 23(a))	
20(b) How satisfied are you with the process of activating value added services or the process of unsubscribing?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 2 Dissatisfied	<input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 1 Very Dissatisfied
20(c) Please tell me the reasons for your dissatisfaction.	<input type="checkbox"/> 1 Not informed of charges	

	<input type="checkbox"/> Activated without consent <input type="checkbox"/> Not informed about toll free number for unsubscribing <input type="checkbox"/> If any other reasons, please specify
21(a). In last 6 months have you faced the problem of unauthorized activation of VAS by your service provider?(such as static/fixed IP addresses, email-ids, antivirus packages, etc)	<input type="checkbox"/> Yes <input type="checkbox"/> No → (If No, go to Q 23(a))
21(b). ASK IF YES IN Q26. Have you complained to your service provider for deactivation of such services and refund of charges levied?	<input type="checkbox"/> Yes <input type="checkbox"/> No → (If No, go to Q 23(a))
21(c). What difficulties you have faced while deactivating of such services and refund of charges levied?	<input type="checkbox"/> None <input type="checkbox"/> Delay in deactivation resulting in repeat complaints <input type="checkbox"/> Customer care refused to register the complaint <input type="checkbox"/> Not aware of whom to be contacted <input type="checkbox"/> Others please specify _____
22.How satisfied are you with the resolution of your complaint for deactivation of VAS & refund of charges levied?	<input type="checkbox"/> Very Satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very Dissatisfied

G. OVERALL CUSTOMER SATISFACTION

23(a). How satisfied are you with the overall quality of your Broadband service?	<input type="checkbox"/> Very Satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very Dissatisfied
(Ask this question only if 1 OR 2 is coded in Q22(a)) 23(b) Please specify the reason(s) for your dissatisfaction	1. _____ _____ 2. _____ _____ 3. _____ _____

H. GENERAL

24. How many persons in your house are using this Broadband connection?	-----
24(a). What kind of other telecom services are you also taking from your service provider?	<input type="checkbox"/> Mobile <input type="checkbox"/> Wireline <input type="checkbox"/> Others

	<input type="checkbox"/> 4 None
25. Are you aware of the facility for measuring the broadband connection speed provided by your service provider?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
26. On a scale of 1-10 where 10 is very good and 1 is very poor, how do you rate your service provider?	-----

QUESTIONNAIRE FOR ASSESSMENT OF IMPLEMENTATION AND EFFECTIVENESS OF TELECOM CONSUMERS PROTECTION AND REDRESSAL OF GRIEVANCES REGULATIONS, 2007.

27. Are you aware of the call centre telephone number of your telecom service provider for making complaints/query?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 31)
28. Have you made any complaint within last 6 months to the toll free Call Centre/customer care/ Helpline telephone number?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No → (If No, go to Q 34(a))
29. With respect to complaint made by you to the call centre, please specify which of these was most applicable to you? (Single Code)	<input type="checkbox"/> 1 Docket number received for most of the complaints <input type="checkbox"/> 2 No Docket number received for most of the complaints <input type="checkbox"/> 3 It was received on request <input type="checkbox"/> 4 No docket number received even on request
30. Did the Call Centre inform you about the action taken on your complaint?	<input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No
31. How satisfied are you with the system of resolving of your complaints by call centre/customer care/ helpline?	<input type="checkbox"/> 4 Very Satisfied <input type="checkbox"/> 3 Satisfied <input type="checkbox"/> 2 Dissatisfied <input type="checkbox"/> 1 Very Dissatisfied (Ask Q 32 only if 1 OR 2 is coded)
(Ask this question only if 1 OR 2 is coded in Q 28) 32. Please specify the reason(s) for your dissatisfaction. (multiple code)	<input type="checkbox"/> 1 Difficult to connect to the call centre executive <input type="checkbox"/> 2 Customer care executive not polite/courteous <input type="checkbox"/> 3 Customer care executive not equipped with adequate information <input type="checkbox"/> 4 Time taken by call centre for redressal of complaint is too long <input type="checkbox"/> 5 Customer care executive was unable to

	<p>understand the problem</p> <p><input type="checkbox"/> Others (please specify)</p> <p>_____</p>
33. Was your billing/charging complaint resolved satisfactorily by call centre/customer care within four weeks after lodging of the complaint?	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p><input type="checkbox"/> Not applicable</p>
34(a). In case the complaint has not been resolved by the call centre, you can contact the next level called as Nodal Officer. Are you aware of the contact detail of the Nodal Officer?	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No → (If No, go to Q37)</p>
34(b). Have you ever made a complaint to the Nodal Officer regarding your complaints not resolved or unsatisfactorily resolved by the call center/customer care?	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No → (If No, go to Q 37)</p>
34(c). Were you able to connect to the nodal officer without any difficulty?	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>
35. Did the Nodal Officer intimate you about the decision taken on your complaint?	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
36(a). How satisfied are you with the redressal of the complaint by the Nodal Officer?	<p><input type="checkbox"/> Very Satisfied <input type="checkbox"/> Satisfied</p> <p><input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very Dissatisfied</p> <p>(Ask Q 36(b) only if 1 OR 2 is coded)</p>
<p>(Ask this question only if 1 OR 2 is coded in Q36(a))</p> <p>36(b). Please specify the reason(s) for your dissatisfaction. (Multiple Code)</p>	<p><input type="checkbox"/> Difficult to connect to the Nodal Officer</p> <p><input type="checkbox"/> Nodal Officer not polite/courteous</p> <p><input type="checkbox"/> Nodal Officer not equipped with adequate information</p> <p><input type="checkbox"/> time taken by Nodal Officer for redressal of complaint is too long</p> <p><input type="checkbox"/> Nodal Officer was unable to understand the problem</p> <p><input type="checkbox"/> Others (please specify)</p> <p>_____</p>
37. In case the complaint has not been resolved by the Nodal Officer or you are not satisfied with the decision taken by the Nodal Officer, you can file an appeal to the appellate authority of the service provider. Are you aware of the contact details of the appellate authority for filing of appeals?	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No → (if no go to Q 41)</p>
38. Have you filed any appeal in last 6 month?	<p><input type="checkbox"/> Yes</p>

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	<input type="checkbox"/> No → (if no go to Q 41)
39. Did you receive any acknowledgement?	<input type="checkbox"/> Yes <input type="checkbox"/> No
40. Did the appellate authority take a decision upon your appeal within 3 months of filing the appeal?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Appeal filed only recently
(Q41 to Q43 are for prepaid customers only)	
41. Are you aware that a prepaid customer can get item-wise usage charge details, on request?	<input type="checkbox"/> Yes <input type="checkbox"/> No
42. Have you been denied of your request for item-wise usage charge details for your pre-paid connection?	<input type="checkbox"/> Yes <input type="checkbox"/> No → (if no go to Q 44)
43. What were the reason(s) for denying your request?	<input type="checkbox"/> No reason given <input type="checkbox"/> technical problem <input type="checkbox"/> Others (please specify) _____
44. Have you been provided the Manual of Practice, containing the terms and conditions of service, toll free number of call centre and contact detail of Nodal Officer and appellate authority for complaint redressal etc., while subscribing the new Broadband connection?"	<input type="checkbox"/> Yes <input type="checkbox"/> No

THANKS

Name of the interviewer: _____ Date: _____
 Name of the scrutinizer: _____ Date: _____
 Back-check done by: _____ Date of back-check: _____
 Name of field officer: _____