

**GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA**

UNSTARRED QUESTION NO:167
ANSWERED ON:08.08.2012
SURVEY ON CUSTOMER SATISFACTION
Singh Shri Ijyaraj ;Singh Shri Ratan

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) whether the Government has conducted/proposes to conduct a telecom customer/subscribers satisfaction survey quarterly through some agencies;
- (b) if so, the details and the outcome thereof; and
- (c) the reaction of the Government thereto?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI MILIND DEORA)

(a) TRAI has been undertaking regularly survey through Independent agencies to assess customer perception of service and effectiveness in implementation of the various consumer centric regulations, directions and orders.

(b) Survey is being conducted for Cellular mobile service, Basic Service (Wireline) and Broadband services for all service areas twice a year by way of obtaining subscribers feedback on quality of services provided by their respective operator. The survey has helped TRAI in assessing the customer perception on the quality of service parameters such as satisfaction with provision of service, billing performance, network performance, reliability and availability, maintainability, supplementary and value added services, help services including customer grievance redressal and overall satisfaction. The survey has also helped in assessing the effectiveness in implementation of various orders/ Directions / Regulations issued by TRAI to protect the interest of consumers, particularly issues relating to tariff, billing including information to be included in the telephone bills, termination of service, redressal of grievances and provision of value added service and premium rate services.

(c) Wherever deficiencies in achieving the quality of service benchmarks relating to customer perception of service have been noticed, TRAI has been following up with the service providers through meetings for addressing such deficiencies in a time bound manner. These meetings and follow-up action with the service providers have been pivotal in improving the quality of service.