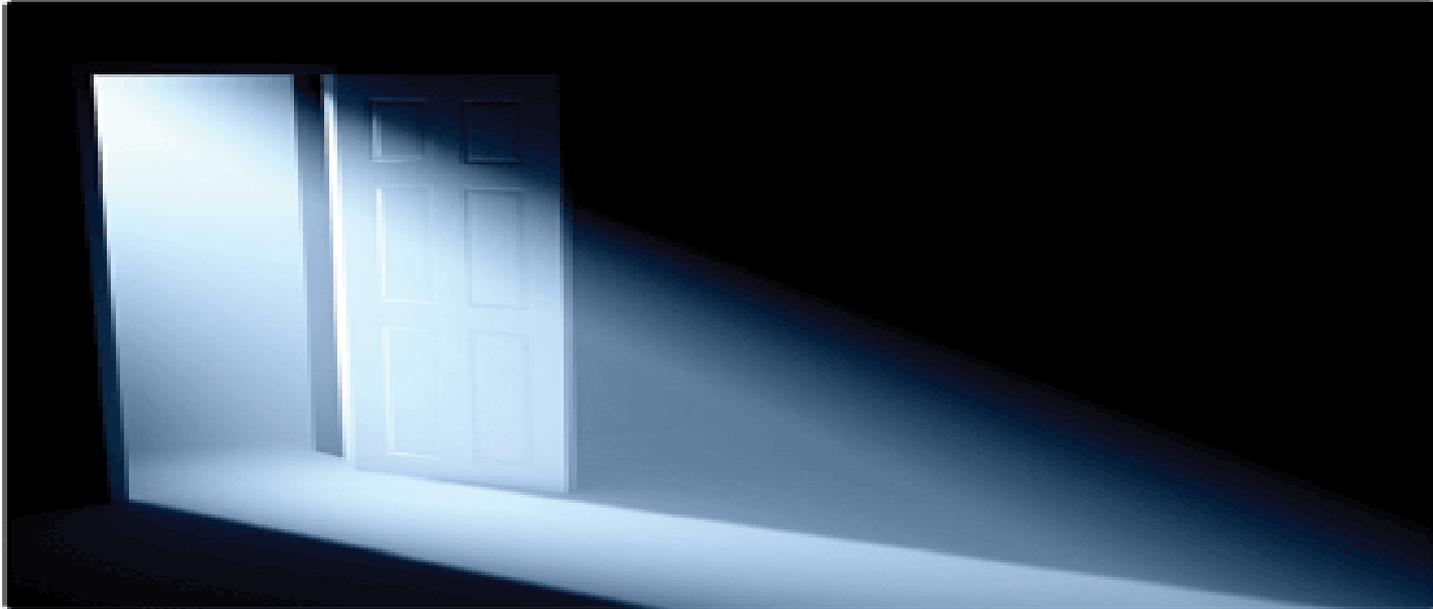


# Consumer Grievances in Telecom Sector- INITIATIVES BY MOBILE INDUSTRY



T.R. Dua, Deputy Director General  
@ TDSAT Seminar, 18<sup>th</sup> September, 2010

# ABOUT COAI

- ❖ Functional since 1995, the COAI started with all private sector companies engaged in provision of GSM based Cellular Mobile Services in India.
- ❖ Provide policy & licensing inputs to DoT.
- ❖ Provide inputs to & participate in consultation processes of the Regulator – TRAI, to assist in developing an enabling and competitive regulatory framework for provision of telecom services
- ❖ Commission /carry out research studies (e.g. Annual Benchmarking Study).
- ❖ Undertake Special Projects like MIM, Subscriber verification, Infrastructure sharing, etc.

## VISION

**To facilitate the establishment of a world class cellular infrastructure and deliver the benefits of affordable mobile telephony services to the people of India.**



# COAI MEMBERS



## Core Members

- ❖ AIRCEL LTD.
- ❖ BHARTI AIRTEL LTD.
- ❖ ETISALAT DB TELECOM INDIA PVT.LTD.
- ❖ IDEA CELLULAR
- ❖ LOOP TELECOM
- ❖ S TEL
- ❖ UNITECH WIRELESS
- ❖ VODAFONE ESSAR
- ❖ VIDEOCON TELECOMMUNICATIONS

## Associate Members

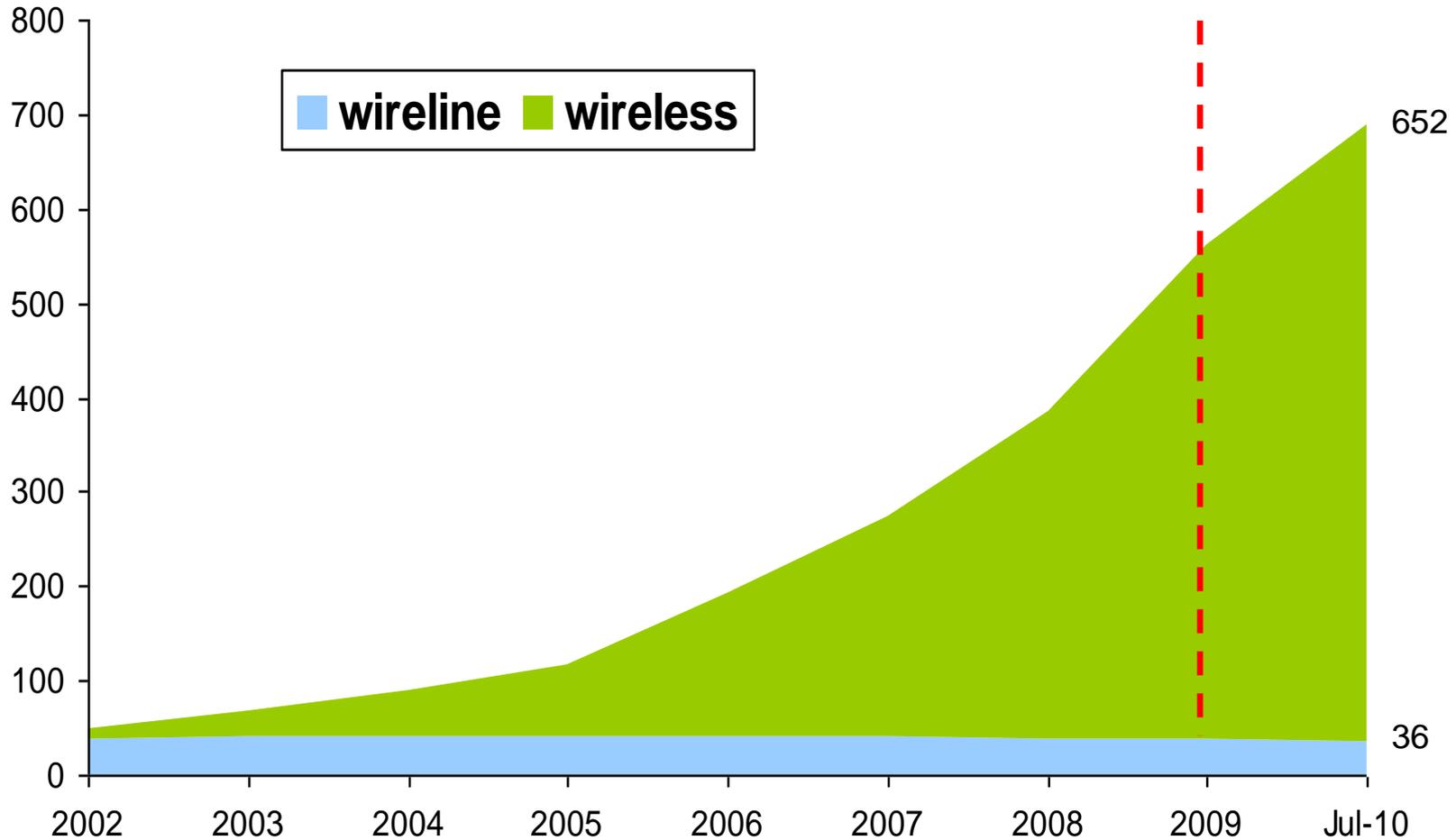
- ❖ ASTER INFRASTRUCTURE PVT.LTD.
- ❖ ATC TOWER COMPANY OF INDIA PVT. LTD.
- ❖ ERICSSON India Pvt. Ltd.
- ❖ ESSAR TELECOM INFRASTRUCTURE PVT. LTD.
- ❖ GTL INFRASTRUCTURE LTD.
- ❖ INDIA TELECOM INFRA LTD.
- ❖ MOTOROLA
- ❖ NOKIA SIEMENS NETWORK
- ❖ QUIPPPO TELECOM INFRASTRUCTURE LTD.
- ❖ SREI INFOCOMM LTD.
- ❖ TEXAS INSTRUMENTS
- ❖ TOWER VISION INDIA PVT. LTD.
- ❖ XCEL TELECOM PVT. LTD

---

# INDIAN MOBILE SECTOR CURRENT STATUS

- ❖ ~220 operational networks
- ❖ Investments over Rs. 150,000 crores
- ❖ Mobile subscriber base of ~ 652 million as of July 2010
  - Adding @ 12-15 million every month
- ❖ Rural subscriber base served by private GSM operators > 147 million by July 2010
  - Growing @ around 4-5 million every month, i.e. nearly 40% of the GSM subscriber adds are from the rural areas
- ❖ Lowest Mobile tariffs and one of the lowest ARPU (Average revenue Per User) in the world
  - GSM ARPU (Mar'10) of ~ Rs. 131/sub/month
- ❖ One of the highest GSM MoU (Minutes of Use) globally - ~410/sub/month (Mar'10)

# INDIA IS WORLD'S SECOND LARGEST WIRELESS MARKET



**India accounts for the highest mobile subscriber additions globally.**



# ABOUT CUSTOMERS

---

*Every company's greatest assets are its customers,  
because without customers there is no company.*

*Michael LeBoeuf*

*Quality in a service or product is not what you put into it. It is  
what the client or customer gets out of it.*

*Peter Drucker*

*Customers are an investment. Maximize your return*

*Unknown*

**In order to constantly provide a quality service, the operators ensure that the activities are inspired by the principles of transparency, participation, continuity, efficiency, equality, impartiality, courtesy and availability.**

**We will also endeavor to continuously benchmark ourselves with best in telecom and best in other service industry and actively try to adapt practices which can benefit our customers.**

---

## ❖ Transparency, clarity and promptness

The mobile industry shall ensure that all the necessary information is disseminated and that the procedures initiated are easy to understand for all.

## ❖ Participation

Our member operators are committed to constantly improving upon their processes and systems by incorporating feedback from subscribers, based on their requirements and also to be open to all suggestions and proposals from subscribers to further strengthen and improve services.

## ❖ Efficiency and effectiveness

The aim is to guarantee prompt, qualified and competent response to subscriber's requirements through the adoption of technological and organizational solutions.

## ❖ **Accessibility.**

To gain higher customer satisfaction, the industry has put in place a number of communication channels backed by a team of customer service professionals to enable customers to access the services and receive prompt assistance.

## ❖ **Equality and impartiality**

The operators do provide and shall continue the endeavor to provide services without distinction and discrimination to all customers throughout the service area.

## ❖ **Courtesy and availability**

Our operators and their personnel are continuously striving to meet all customer needs and requirements.

GSM industry has established a well structured and robust complaint redressal structure for resolution of Consumers' grievances within the company :

## ❖ Call Centre

- Consumers can contact the Call Centre of service provider on toll free number at the first instance for redressal of their grievances.
- Depending upon the nature of complaints, it is attended within a certain period of time, subject to time limits laid down in the Regulations.
- The Call Centre registers each complaint by allotting a unique identification number to be called the docket number and communicates the same to the consumer.
- The service provider then intimates the action taken on the complaint to the consumer.

**Many Complaints gets resolved at this stage-  
either through state of the art IVR  
or through customer care agent**

## ❖ Nodal Officer

- In case the consumer is not satisfied with the redressal of his grievance at the Call Centre level, he can approach the Nodal Officer for redressal of his grievance.
- All grievances received by the Nodal Officer is redressed within a certain period of time, depending upon nature of grievance. (as Regulated)
- Nodal officer then communicates, the unique complaint number to the consumer.
- The consumer is then intimated about the resolution or decision thereon within the time limit specified.

## ❖ Appellate Authority

- In case the consumer is still not satisfied with the redressal of his grievance by the Nodal Officer, he can appeal to the Appellate Authority of the service provider for redressal of his grievance.
- The Appellate Authority is a senior level officer, which could be a Head of customer services.

- Information about Nodal & Appellate officer is being communicated to customers through advertisements, start up kits, monthly bills, operators website etc.
- The information is also being displayed at sales offices and service outlets.
- The subscribers can also access operator's website for any information.
- The call centre officers have been trained on three tier grievance redressal system and they have been instructed to share nodal & appellate officers details in case the subscriber is not satisfied.

**Adequate Publicity is given with regard to contact details of the nodal officers**

## ❖ Australia

- The Australian Communications & Media Authority's "Customer Service Guarantee" standard does not apply to mobile phone services. This can be seen from Annexure 2 of the Authority's Consultation paper, wherein Australia is not specifying the QoS standards for wireless networks. Also, Singapore is just monitoring the QoS parameters.
- The Australian Communications and Media Authority (ACMA's) role in telecommunications consumer protection is focused on the administration of Industry codes. While a provider's compliance with an industry code is voluntary, the ACMA may direct a provider to comply with a code.

## ❖ Malaysia

- The Communications and Multimedia Consumer Forum of Malaysia, better known as the Consumer Forum, registered under the Registrar of Society, was established in February 2001 to encourage the development of industry **self-regulation**. It primarily develops and oversees Codes that serve the dual purpose of promoting high standards of service while protecting the interest of the Malaysian consumer.
- The Malaysian Communications and Multimedia Commission has also issued guidelines to set out the principles and procedures for the making, receipt, handling and resolution of complaints from consumers.

## ❖ OFTA (Hong Kong)

- OFTA rely on market forces and competition to enhance and safeguard consumer interests.
- OFTA does not have a statutory responsibility for consumer protection. But they investigate into a complaint, if laws & regulations under OFTA's jurisdiction are breached.
  - For other complaints, it is the responsibility of operators to settle with their customers
- OFTA has no power or role in the settlement of contractual disputes, like-
  - Refunds to customer
  - Commercial decision made by operators on whether to provide a product or service
  - Others

## OTHER COUNTRIES

### ❖ Canada

“While the CRTC regulates several areas of the Canadian telecommunications industry, the degree of the regulation varies depending on the services being offered and the degree of competition. ....**However, the CRTC does not regulate the rates, quality of service or business practices of cellular (wireless) service providers.**”

### ❖ Singapore

**Singapore is just monitoring the QoS parameters.**

We appreciate the efforts of Telecom Regulatory Authority of India (TRAI) which had issued a Consultation Paper relating to Telecom Consumers Protection and Redressal of Consumer Grievances.

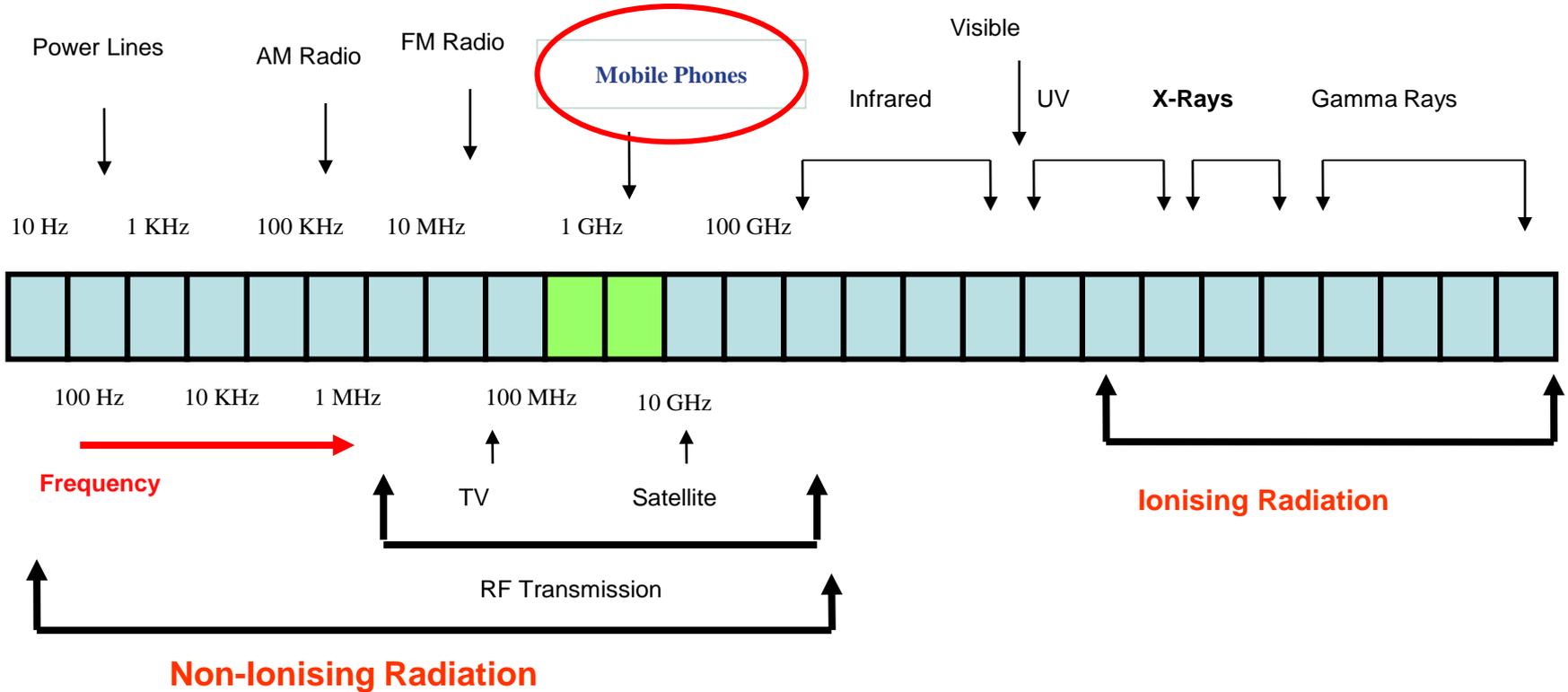
Industry is working constantly to improve the standards and match up to the best that the industry can deliver and also at the same to meet the enhanced levels of customer expectation and needs. Keeping this view, COAI have submitted its comments to the Authority on the Consultation paper.

# AWARENESS ABOUT EMF RADIATION



**Electromagnetic Fields (EMF) occur in nature and thus have always been present on earth. With the growth of Mobile Communications it is apprehended that the population is being exposed to EMF radiations that could constitute a health hazard. However, extremely low-level Electromagnetic Fields are produced by the base station antennas normally mounted on cellular mobile towers and by handheld mobile telephone sets/radio terminals.**

# CELLULAR TOWERS WORK IN THE NON-IONISING SPECTRUM



As you move towards the higher side of the spectrum, the electromagnetic energy & penetration power goes on increasing

---

## **ACCEPTANCE OF ICNIRP GUIDELINES BY GOVT. OF INDIA** *(Ministry of Communications & IT)*

**The standards set by ICNIRP for emission levels are considered to be the safest, and have been adopted by most of the countries across the globe to ensure compliance against all the safety limits from EMF. Indian Government has amended the UASL license and thereby has directed all the operators to comply with the ICNIRP Guidelines.**

- Adoption of ICNIRP guidelines by DoT / TEC in May'2008
- DoT amended UAS Licenses on 4<sup>th</sup> November 2008.
- TEC issued test procedure for measurement of EMF from base station antennas in September 2009.
- Test Procedure are based on ICNIRP norms.
- All operators required to provide self certification on EMF compliance within 6 months of Telecom Engineering Centre (TEC) issuing Test Procedures.
- DoT vide letter dt. 8<sup>th</sup> April 2010 issued instructions for implementing test procedure and has directed that all existing BTS's to be ICNIRP compliant by 15<sup>th</sup> Nov 2010.

**Industry welcomes adoption of ICNIRP guidelines bringing India at par with international standards.**

# FIELD TEST FOR ESTIMATION OF BASE STATION ANTENNA FIELD PARAMETERS



- Recently a field test was conducted in Delhi at 40 locations by Thiagarajar advanced Research Center, Thiagarajar College of Engineering, Madurai and Centre of Excellence in Wireless Technology, Chennai (CEWIT) for the estimation of Base Station Antenna Field Parameters i.e. Electric Field (E) , Magnetic Field (H)& Power Density (S) and to **check the compliance with the ICNIRP limit.**
- The measurement results show that all the places in and around New Delhi where the measurements were made between 14.07.10 to 17.07.10 are within the compliance limit of ICNIRP standards. Also, the measured values for E field, H field and power density are **Hundreds of times lower than the prescribed reference level by ICNIRP.**

# CONCLUSION



- RF radiations emitted by Mobile Communication Systems lie in the non-ionizing part of the electromagnetic spectrum. Hence, Hundreds of times lower than the levels at which the first health effects begin to be established.
- The various *studies conducted by researches of highest integrity, does not demonstrate any link between human health risks and the use of digital mobile phones or living near a base station.*
- All of the reviews over the last ten years by expert panels and government agencies looking into the health and safety of mobile communications have agreed that the scientific evidence **does not demonstrate any health risks from the use of mobile phones for children.**
- As per ICNIRP, “**there is no evidence of any health hazard whatsoever from the RF radiations from the Mobile Phones and Cellular Towers. In fact, there is no need to have any concern even with regard to exposure of children to RF radiation**”.

**All Service Providers assure that their subscribers interact with them, either personally or through their authorized representatives.**

**For information and education of subscribers, all Service Providers inform their subscribers of**

- the broad range of services offered,**
- the individual plans available to them at any given point of time,**
- the tariff rates applicable to each of these, their validity, terms and conditions,**
- payment policies, the billing processes and procedures**
- and the structure within the organization where information and clarification on redressal systems for customer complaints and billing disputes will be available with all their relevant contact details**

---

**THANK YOU !**

visit us at: [www.coai.in](http://www.coai.in)