

**GOVERNMENT OF INDIA  
MINISTRY OF COMMUNICATIONS  
DEPARTMENT OF TELECOMMUNICATIONS**

**RAJYA SABHA  
UNSTARRED QUESTION NO. 864  
TO BE ANSWERED ON 22<sup>ND</sup> DECEMBER, 2017**

**FEEDBACK FOR IMPROVING QUALITY OF SERVICE**

864. DR. VINAY P. SAHASRABUDDHE:

Will the Minister of COMMUNICATIONS be pleased to state:

- (a) whether the Ministry has any established mechanism of seeking feedback from MTNL, BSNL, and Department of Posts customers and other stakeholders and analysing it from time to time, if so, the details thereof;
- (b) whether the Ministry has undertaken any special efforts to improve upon the quality of service through enhancing the level of work culture in MTNL, BSNL and Department of Posts during the last three years, if so, the details thereof; and
- (c) whether there has been any impact assessment of such efforts, if so, the conclusions of the same?

ANSWER

**THE MINISTER OF STATE (IC) OF THE MINISTRY OF COMMUNICATIONS &  
MINISTER OF STATE IN THE MINISTRY OF RAILWAYS  
(SHRI MANOJ SINHA)**

- (a) Details of mechanism adopted by Department of Telecommunications (DoT), Telecom Regulatory Authority of India (TRAI) and Department of Posts (DoP) towards seeking feedback from customers of Mahanagar Telephone Nigam Limited (MTNL), Bharat Sanchar Nigam Limited (BSNL), Department of Posts and other stakeholders are at **Annexure-I, Annexure-II** and **Annexure-III** respectively.
- (b) Details of special efforts undertaken by DoP, BSNL and MTNL to improve the quality of service through enhancing the level of work culture are at **Annexure-IV**.
- (c) These initiatives have improved customer's satisfaction and made customers aware of new services and tariff plans.

**Mechanism adopted by Department of Telecommunications (DoT):**

Department of Telecommunications (DoT) has an established mechanism of seeking feedback from customers of BSNL and MTNL and other stakeholders as detailed below :

- The Public Grievance (PG) Wing of DoT receives grievances from customers of all Telecom Service Providers (TSPs) including BSNL and MTNL through Centralized Public Grievance Redress and Monitoring System (CPGRAMS) portal (at [www.pgportal.gov.in](http://www.pgportal.gov.in)). The CPGRAMS portal has a provision to register feedback by the customer after resolution of his complaints/grievance. The feedback so obtained is analysed by the PG Wing of DoT to effectively improve the quality of grievance redressal at the end of TSP from time to time.
- Twitter Seva was started on 02.08.2016 for handling of Grievances/feedback related to various Telecom Service Providers (TSPs).
- Department of Telecommunications (DoT) launched an Interactive Voice Response System (IVRS) on 23.12.2016 to obtain direct feedback from subscribers. Through this System, a subscriber receives a telephone call with short code 1955 and is requested to respond to a few questions on problem of frequent call drops faced during last one month. Upto 31.10.2017, 95.23 lakh calls were made to subscribers of all TSPs across the country. 7.78 lakh subscribers have reported experiencing frequent call drops. Since launch of IVRS, TSPs have resolved 50,770 cases related to call drop problem.
- Telecom Advisory Committees (TACs) in all District/SSAs (Secondary Switching Areas) have been constituted to get feedback on the telecom services. Accordingly, Committees give recommendations towards improvement in services.

**Annexure-II****Mechanism adopted by Telecom Regulatory Authority of India (TRAI):**

TRAI has been periodically assessing customer perception of service provided by service providers, including BSNL and MTNL through surveys under taken by independent agencies engaged by TRAI. The results of these surveys are also published on TRAI website for information of all stakeholders and action by service providers.

“MySpeed” Portal of TRAI allows the users to explore the mobile data experience of consumers across India. The “Myspeed” App, which could be downloaded from the mobile sewa app store, allows users to measure their data speed experience and send the results to this Portal. The application also sends coverage, data speed and network information along with device and location of the test to TRAI servers. The customers can view the data experience of all TSPs from the TRAI MySpeed Portal.

The recently launched TRAI My Call App is an Android application for Crowd sourced Voice Call Quality Monitoring. The Application will help Mobile phone users rate their experience about voice call quality in real time and help TRAI gather consumer experience data along with Network data. The App is downloaded through Google Play store and is intuitive and user friendly. Caller simply selects their rating in the form of stars and indicates if the calls were made in indoor, outdoor or while travelling.

**Annexure-III****Mechanism adopted by Department of Posts (DoP):**

Department of Posts (DoP) obtains feedback from customers and other stakeholders of DoP through the following channels:-

- (i) Quarterly Dak Adalat, periodic customer meets and Post Forum meetings are organized by the Department to obtain the feedback of the customers and other stakeholders on the quality and efficiency of postal services.
- (ii) Centralized Public Grievance Redress and Monitoring System (CPGRAMS) with a well laid out procedure for handling feedback on the redressal of public grievances.
- (iii) The social media platform with twitter and facebook accounts for handling the feedback and grievances of the customers and other stakeholders.
- (iv) The India Post Help Centre where feedback of customers on the postal services is obtained.

The feedback obtained through the above channels is analysed at different levels i.e. at Division, Region, Circle and Directorate. Feedback from customers is analysed by the Chief Postmaster Generals, Postmaster Generals and Directors of Postal Services. Dedicated public grievance teams have been identified in all the 23 Postal Circle Headquarters. Nodal Officers have been nominated in all Circles to respond to the feedback of customers received on Twitter, Facebook, India Post Help Center and CPGRAMS. Analysis of the feedback at Directorate level is shared with the Chief Postmasters General of 23 Postal Circles every month through a Video Conference by Secretary (Posts).

**Annexure-IV****A. Efforts undertaken by DoP to improve the quality of service through enhancing the level of work culture**

DoP has undertaken special efforts to improve upon the quality of service by enhancing the level of work culture by adopting twin strategy of staff training and induction of technology during the last three years in the following manner:-

- (i) To train all categories of staff for enhancing their skills and imparting knowledge during the last three years. Detail of staff trained during last three years is as shown under:-

<b>Year</b>	2014-15	2015-16	2016-17
<b>No. of Employees trained</b>	91787	80572	101428

- (ii) Training employees in soft skills relevant to their workplace.
- (iii) Large scale induction of Technology through flagship projects like Core System Integration, Core Banking Solution, deployment of ATMs and Rural Information Communication Technology Project.
- (iv) Improvement of mail processing through online track & trace system, Mail Network Optimization Project, mechanized delivery of mails, dedicated parcel hubs for e-commerce, nodal delivery centers, establishment of Automated Mail Processing Centres in Delhi and Kolkata, infrastructure upgradation of mail sorting offices, dedicated point to point road transport network and introduction of Global Positioning System in Departmental mail vehicles.

**B. Efforts undertaken by BSNL to improve the quality of service through enhancing the level of work culture**

BSNL has provided 4190 Customer Service Centres (CSCs) under Project SMILE across India except Delhi and Mumbai, where following initiatives have been implemented to improve the BSNL services:

- (i) Extension of Payment Counters at all CSCs across India.
- (ii) Customer Care Nodes (CCN) to deliver all BSNL services and product as well as information related to them online at a single point without any delay and harassment.
- (iii) Redressal of Process and adoption of new BSNL Services to reduce administrative delays and make the sale process easier.
- (iv) Lead Capturing and Adoption of IT Tools viz. Centralized Billing (CDR), Online Billing and Payment system.
- (v) Updation of Tariff Book to deliver latest information about BSNL services and products.

**C. Efforts undertaken by MTNL to improve the quality of service through enhancing the level of work culture**

MTNL has two well established training centres at Delhi and Mumbai. To improve work culture and quality of service these training centres impart training to MTNL employee on motivation, behaviours, customer relationship management, maintenance and operations and new technology. In financial year 2017-18 (till October, 2017) MTNL has given soft skill and technical training to 2576 employees.

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