

## **CUSTOMER CARE AND COMPLAINT REDRESSAL**

### **Customer Care Centre**

1. Distributor shall before providing services to its subscribers, establish a Customer Care Centre, for addressing their service requests and redressal of complaints and the distributor shall ensure that such Centre: (a) has a toll free customer care number having sufficient number of lines or connections and human resources to efficiently service the subscriber base of the distributor, (b) is accessible, at least, between 08:00 hrs and 22:00 hrs on all days of the week, (c) provides the services in the regional language of the service area in addition to Hindi and English, (d) has an Interactive Voice Response System (IVRS) with provision for complaint registration and (e) has a web based complaint management system.
2. It is permissible for distributor to engage any agency for establishing and operating Customer Care Centre.
3. The responsibility for compliance of the provisions of these regulations shall rest with distributor.
4. Distributor shall ensure that the Interactive Voice Response System is operated in the following manner,- (a) the first level of the Interactive Voice Response System provides for language selection; (b) the second level of the Interactive Voice Response System provides for options relating to the broad categories of complaints and service requests; (c) the third level of the Interactive Voice Response System provides for a sub-menu under service and complaint requests, separately; Provided that the sub-menu in the third level shall also contain an option enabling the customer to speak to a customer care executive.
5. Distributor shall ensure that: (i) response time for calls made on toll free customer care number by the subscriber, answered voice to voice, meets the following performance criteria- (a) 80% of calls to be answered (voice to voice) by a customer care executive (other than by electronic means) within 60 seconds; (b) 90% of calls to be answered (voice to voice) by a customer care executive (other than by electronic means) within 90 seconds. (ii) response time to the subscriber for calls made on customer care number by the subscriber, answered electronically meets the following performance criteria; (a) 80% of calls to be answered within 20 seconds electronically; (b) 90% of calls to be answered within 40 seconds electronically.
6. For the purpose of calculating percentage of calls, the total number of calls made during a month shall be taken into account.
7. Distributor shall publicize the toll free number and the address of the web based complaint management system to its subscribers through customer care programming service and website.
8. Additionally, it is permissible for the distributor to use other means of publicity such as Short Message Service (SMS), television scrolls, and printing the information on the bills and receipts.

### **Complaints handling by Customer Care Centre**

1. Distributor shall ensure that the Customer Care Centre, immediately upon receipt of a complaint from a subscriber, registers such complaint each time and allots a unique number to be called the docket number.
2. TRAI may, if deemed necessary, specify a format for such docket number.
3. Distributor shall ensure that the Customer Care Centre- (a) at the time of registering of the complaint, communicates to the subscriber the docket number, date and time of registration

of the complaint and the time within which the complaint is likely to be resolved; and (b) on resolution of the complaint, communicates to the subscriber, the details of the action taken on the complaint and also the name and contact number of the nodal officer for further redressal of complaint, if the subscriber is not satisfied.

#### **Time limit for redressal of Complaints**

1. Distributor shall adhere to the following time limits for redressal of complaints of the subscribers-
2. (a) all complaints shall be responded to within 8 hours of receipt of the complaint: provided that complaints received after the office working hours shall be responded by the next working day; (b) at least 90% of all 'no signal' complaints received shall be redressed and signal restored within 24 hours of receipt of such complaint; (c) all complaints relating to billing shall be redressed within 7 days of receipt of the complaint from the subscriber and refunds, if any, shall be made to such subscriber within 30 days of receipt of the complaint; (d) at least 90% of all other complaints not covered under clause (b) and clause (c) shall be redressed within 48 hours of receipt of such complaints; (e) no complaint, except billing related complaints referred to in clause (c), shall remain unresolved beyond 72 hours.

#### **Complaints referred to the Distributor by the Authority**

1. The Authority may forward the following types of complaints received from consumers, to the distributor for the purpose of redressal of- a) complaints alleging violation of the Act or the regulations made or directions issued or orders made by the Authority under the Act; (b) complaints of the subscribers which are generic in nature; (c) complaints alleging that the practices adopted by the distributor adversely affects the interest of consumers; (d) any complaint of such nature that, in the opinion of the Authority, is required to be resolved expeditiously by the distributor.
2. Distributor shall investigate and find out the root cause of all complaints referred by the Authority under clauses (a), (b) and (c) of sub-regulation (1) and redress such complaints, within 30 days from the date of reference of the complaint and result of such complaints shall be informed to the consumer as well as the Authority within one week from redressal of complaint.
3. Distributor shall resolve every complaint referred to under clause (d) above and inform to the Authority within 15 days of the resolution of the complaint.
4. If the root cause of the complaints reveal general deficiency or systemic inadequacy in practice or operation adopted by or on the part of the distributor, the distributor shall take immediate remedial measures in respect of all similarly placed subscribers and intimate the same to the Authority within one month of reference of the complaint.

### **Maintenance of Records of Complaints**

1. Distributor shall maintain records of all complaints filed by the subscriber and such records shall include docket number, name and address of complainant, date and time of filing complaint, type of complaint and redressal date and time and confirmation from the subscriber that the complaint has been redressed.
2. The records shall be kept for a minimum period of 3 months from the date of resolution of a complaint and the distributor shall produce the records whenever called upon by the Authority.