



## **CITIZEN'S CHARTER FOR MOBILE TELECOM SUBSCRIBERS**

The purpose of this Charter is to raise awareness among the subscribers about service provider's efforts/ steps undertaken to further enhance customer satisfaction. The objective is to share our values and the standards we have set to guide us in efficient and effective service delivery.

Through this Charter we intend to provide continuous improvement of our quality standards in order to simplify, strengthen and ensure more transparency in our relationship with Customers, working constantly to improve quality with respect to customer expectations and requirements.

The Charter is an attempt to broadly pinpoint our key areas of commitment to subscribers. It outlines our wish to strive towards continuous improvement in quality, improve our levels of interaction with subscribers and simplify and strengthen the presence of transparency in our relationship with Customers. We want to highlight and emphasize that we are working constantly to improve our standards and match up to the best that we can deliver and also at the same to meet the enhanced levels of customer expectation and needs.

We will constantly endeavor to inform subscribers of the range of services offered, individual plans, special tariffs available to them (both in prepaid and post paid plans) at any given point of time, the tariff rates applicable, validity, terms and conditions, payment policies, the billing processes and procedures and the consumer grievance redressal structure within the organization and the process by which customers can get information and clarifications as also for resolution of complaints and billing disputes - will be available with all their relevant contact numbers.

In order to constantly provide a quality service, we ensure that our 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.

- Service provider shall ensure, to the extent possible, that tariff offerings are transparent and easy to understand.
- Service providers shall ensure that the details pertaining to a chosen tariff package by the customer are made available to the subscribers through all possible modes, if the subscriber so requires.

- Service providers shall provide a comparative chart of the tariff plans on offer in the company stores or alternative channels like web, so as to enable customers to figure out which plan suits them best based on their need and usage.
- With a view to keep the prepaid customers updated about their usage, service providers will ensure that information on details of usage and balance be made available after every call either through a communication or by pulling details by dialing a star code.
- Service providers shall ensure that the complete details about various recharge vouchers/ coupons/bonus cards are also available on the multiple channels (IVR, SMS, Web, POS etc.) in a transparent manner.
- Service provider shall endeavor to help the subscribers in selecting the plan/ recharge voucher which benefits him the most, after the subscriber informs about his/her usage pattern to service provider.
- Service providers will ensure that the bills are simple and easy to understand and provide all relevant information.
- Detailed/ itemized bill shall be provided to the post paid subscriber so that the subscriber is aware of his/ her usage of Voice, SMS & VAS, as per directions/ regulations of TRAI.

### **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 and the charter of Services itself.

In this regard, the mobile industry would also regularly meet the consumer organizations to understand the concerns and update them about the latest initiatives taken by the industry.

### **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.

- Service providers will ensure that a unique reference number/ docket number is issued when a complaint is booked by a subscriber so that the same can be used as a reference for future correspondence.
- Once a complaint is resolved, an appropriate communication shall be sent to the subscribers confirming the same. In case the customer is not satisfied, the complaint can always be escalated.
- VAS services shall be activated only after compliance and following of the laid down guidelines by TRAI on this and any shortcomings highlighted by customers would be rectified/streamlined. Adequate care will be taken and processes would be made more robust.

- Prior to activating the VAS service, the service provider shall ensure that complete information regarding tariff is made available to the subscriber.

### **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.

- Adequate publicity will be given with regard to the contact details of the nodal officers of the service providers through several means like-
  - The service providers shall make efforts to further improve the accessibility to nodal officers.
  - The information regarding Nodal Officers shall be prominently displayed at sales offices and service outlets of the service providers. The information shall also be made available at the website of service providers. Information about Nodal & Appellate officer shall be made available to pre-paid subscribers through the start up kit.
  - Besides the above, so as to increase awareness, the mobile industry shall make available the contact details of the nodal officer periodically at the IVR/USSD.

### **QoS**

Our members constantly undertake verification and checking of their services, in order to ensure the continuous improvement of our quality standards.

Service providers will make all efforts to meet the benchmarks laid down by the Authority in its Regulations with respect to Quality of Service.

### **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.

Service Providers shall actively work towards training/ educating the call center executives so as to enable timely resolution of customer complaints.

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