

CONSUMERS SURVEYS AND THEIR REGULATORY USES IN BRAZIL

ITU Workshop on Telecommunications Service Quality

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Previous Surveys

- **Consumer Satisfaction**
 - 2002 and 2012
 - Specific resolutions
 - Survey contracted by Anatel
- **Perceived quality**
 - 2012 - 2014
 - Part of quality regulatory framework
 - Survey contracted by telcos
- **Main challenges**
 - Frequency
 - Use of different models
 - Samples sizes → regulatory cost



Satisfaction and Perceived Quality Survey

- **Resolution 654/2015**
 - Single survey
 - Uses previous survey experiences
 - Survey contracted by service provider
- **Goals**
 - To provide inputs to regulatory actions planning
 - To enable easy comparison by consumers
- **Main Characteristics**
 - Scores per service provider/service/region
 - Satisfaction and perceived quality indicators
 - Margin of error: 5%; confidence level: 95%



Strata and sample sizes

Service	Regions	Service Providers	Interviews	Strata
Fixed Broadband	26	9	24.080	86
Fixed voice	27	6	22.930	78
Post-paid Mobile	27	7	29.406	108
Pre-paid Mobile	27	6	29.802	112
Pay-TV	27	9	34.065	116
TOTAL	-	-	140.283	500



Indicators

- **Overall Satisfaction**
- **Overall customer service quality – contact center, website, office**
- **Contact center**
- **Offers/contracts**
- **Service performance**
- **Billing**
- **Installation/Repair**
- **Request handling**



How survey results are used?

- **Surveys are not the only input to Anatel**
 - Up to 4 million consumer complaints are registered per year
 - QoS indicators are periodically collected
 - Inspection reports
 - Other inputs: Media, class actions, courts
- **Surveys are important inputs to “consumer relations diagnostics”**
 - Diagnostics reports includes recommendations to other areas: enforcement, regulation planning, inspection
 - Further studies are conducted when necessary
- **Some examples of use**
 - Rules under discussion:
 - Contact center and customer service
 - Offers / Contracts
 - VAS



Challenge

- **Which model shall be used in the new service quality regulatory framework?**
 - Service provider and regulator: different needs
 - Regulatory costs
 - Easy comparison for consumers
 - Need to survey consumer behaviour
 - Need to provide inputs to planning different regulatory actions

