

Introduction to draft Recommendation ITU-T E.805: Strategies to establish quality regulatory framework

Abstract

The Draft Recommendation ITU-T E.805 provides basic guidelines for regulators when developing quality regulatory frameworks. The document presents different approaches for quality regulation, enforcement strategies and strategies to raise consumer's awareness.

Some aspects should be considered in the definition of quality regulatory approaches, such as the markets to be targeted, the relationship between quality regulation and competition, the set of key regulatory indicators that better suit convergent networks and services, the use of consumer's satisfaction and perceived quality, the adequate setting of targets, sampling plans and granularity of collected data.

Responsive approaches are recommended, by making possible to differentiate the enforcement strategies based on the behavior and compliance history of each operator, thus creating incentives to improve compliance.

Enforcement strategies are recommended to be organized in ascending steps, always considering the country's context in terms of economic aspects, legal certainty, culture, competition levels, consumer awareness, among others. Some possible enforcement measures are presented in the document.

Consumer's awareness is also a major concern. Regulators are recommended to undertake strategies such as effective publication of consumer-friendly information, inclusion of quality conditions in contracts and consumer's awareness campaigns, to reduce asymmetric information in consumer relations and provide consumers with service quality results.