



## Consumer Protection and complaint Handling

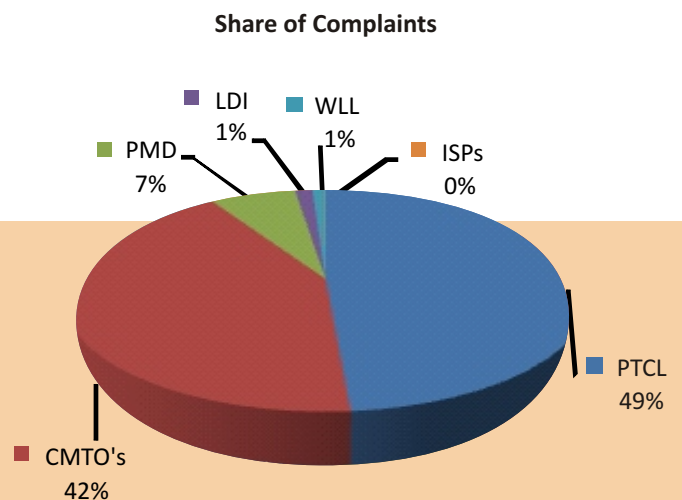
### Overview

The telecom sector of Pakistan has been an exemplary model of success in the regional and international perspective. But, such a phenomenal growth is also often accompanied with errors/complaints and QoS issues of relatively more popular services. PTA has been making utmost efforts to provide a reliable platform to consumers for quick and efficient resolution of their complaints via establishment of a dedicated Consumer Protection Department at Headquarters and Zonal Offices at all provincial capitals. The purpose of establishing the department had not only been resolution of individual customer complaints but also the formation of effective complaint handling and analysis mechanisms. The constitution of 'Consumer Protection Regulations, 2009' and SPAM Regulations (2009) on 'Measures against SPAM, unsolicited, obnoxious and fraudulent Communications 2009' have been a major achievement of PTA in this regard.

The analysis of complaints and feedback from the general masses revealed a need for better awareness of the consumers regarding their rights and modes of recording complaints to the Authority. In this regard, PTA held a joint press conference with mobile operators at the launch of complaint handling mechanism in July, 2009 in Lahore. Apart from this, PTA also held consumer forums at Karachi and again in Lahore for launch of 'SIM Information System 668 service' to better educate the general public about complaints resolution procedures.

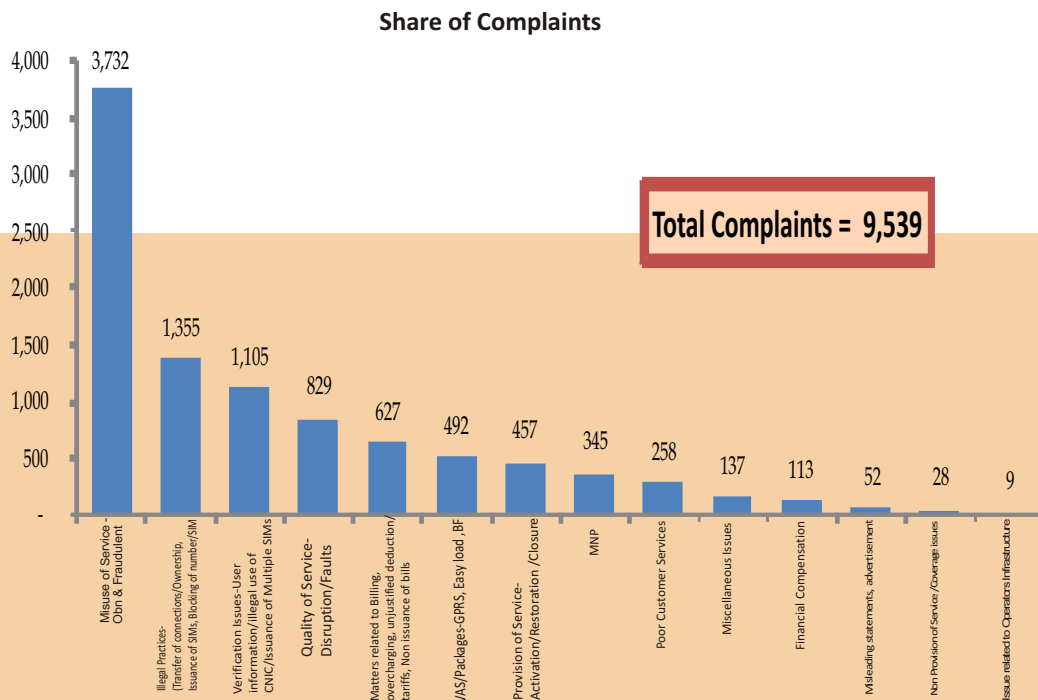
### Complaint Analysis

During the last two quarters (July-Dec 09), a total of 11,816 complaints had been received out of which 6,155 belonged to PTCL while 4,726 were made against (Cellular Mobile Telephone Operators) CMTO's. Pakistan Mobile Database (PMD), WLL, LDI and ISPs combine to form the rest of complaints. Although Mobile cellular services have almost 94% stake



in the total telecom teledensity of Pakistan, almost half of the complaints pertain to incumbent PTCL. Mobile industry consists of a total of around 96 million subscribers and it has a 42% share in total complaints while PTCL has only 3.5 million subscribers and yet 49% of total complaints are against its services and network. It is an alarming situation for this giant of Pakistan's telecom industry which requires immediate attention from the right quarters. Of all the complaints received PTA claims to resolve almost 89% the percentage thus depicts PTA's total commitment to protect consumer interest.

In terms of nature of complaints during Jan-Dec 09, almost 75% of CMTO complaints were related to misuse of Service - Obnoxious & Fraudulent calls/SMSs, illegal practices-transfer of connections, blocking of number/SIM without notification etc, quality of Service and Billing Issues. PTA has been in continuous liaison with the operators for speedy resolution of complaints; this consistent effort of the Authority has produced a remarkable 94% complaint redressal rate for the calendar year 2009.



Mobilink, being the SMP, had the highest number of complaints lodged against it during Jan-Dec 09. Out of 2,254 complaints, Mobilink managed to resolve 2,407 of them achieving a remarkable 94% redressal rate. Ufone had the second largest share in the total complaints with 2,378 out of which 2,315 complaints had been successfully resolved by the operator with the highest redressal rate of 97%. Telenor and Zong were complained 1951 and 1447 times respectively in the last year and they resolved 97% and 95% of the total complaints. Warid had the lowest number of complaints with 1209 of which it managed to resolve 1149 of them.

PTCL's network again came under fire from the consumers as Quality of Service- Disruption/Faults in service remained the biggest worry among the masses. All other complaints like billing issues, activation of

**Summary Of Consumer Complaints (CMTOs)  
Operator Wise Redressal  
January - December 2009**

Mobile Operators	Received Complaints	Resolved Complaints
Ufone	2,378	2,315
Mobilink	2,554	2,407
Telenor	1,951	1,899
Zong	1,447	1,373
Warid	1,209	1,149
<b>Total</b>	<b>9,539</b>	<b>9,143</b>

numbers etc collectively form only 30% of the total complaints. Out of total 8,847 complaints received by PTA, 7509 have been resolved which accounts to 85% redressal rate. Compared with 6,407 during 2007-08, a net increase of 2,440 complaints has been observed in this year. With wireless services rapidly growing all around Pakistan, PTCL must elevate its QoS standards and satisfy consumers in order to keep the interest of consumers in the local loop services.

**Analysis Of Consumer Complaints (M/s PTCL)  
January - December 2009**

