



Overview

After analysing telecommunications market and enforcement environment, regulators may decide to establish a regulatory framework aiming to foster investments in raising service provision quality

(motivations introduced by ITU-T G.1000 and E.800 Series Supplements 9 and 10)

✓ Decision-making process

Does quality of service need specific regulation?

Unilateral or Multi-stakeholder decision?

✓ Quality Regulation

Which approaches better fit national realities?

What aspects should be considered, regarding technical and economic issues?

Which are the strategies to empower end-users with useful service quality information?





Approaches for service quality regulation

- √ Markets targeted by quality regulation
- ✓ Relationship with competition
- ✓ Responsive regulation
- ✓ QoS assessment: KRIs, measurement tools and sampling plans
- ✓ Consumer's satisfation and perceived quality informations

Service quality regulation better fits retail markets

Retail

- Severe information asymmetry
- Strong power unbalance

√ Regulatory Action

Transparency (KRI and coverage figures)

Compliance with quality advertised

Wholesale

- Usually balanced contracts
- More technical knowledge among parts
- SLAs

✓ Regulatory Action

Autoregulation

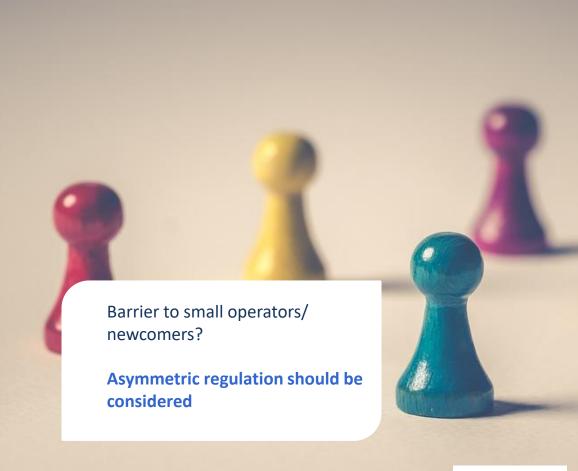
Contract enforcements



Regulation may impact competition

Imposing quality regulation implies raising costs to service providers:

- **✓** Compliance
- ✓ Data Collection
- √ Consolidation
- ✓ Publication





Responsive regulation raises enforcement effectiveness

- Regulated service providers are not treated in a uniform way;
- Enforcement strategies based on Service Provider's behaviour and compliance history;
- Companies with good compliance history should be gradually less often inspected;

- Operators which commit repeated and systematic violations should be treated with no leniency when significant violations are encountered.
- The enforcement can escalate to sanctions, like suspension of sales and fines, among other administrative proceedings;



3.32 Pages Visit Sources Overview Map Overtex ■ Direct Traffic 3,097.00 (40.49%) Search Engines 2,910.00 (38.04%) Referring Sites 1,642.00 (21.47%) 2,958 **Assessment tools and Sampling Plan** Regulators should hear all stakeholders for the definition of QoS assessment (service providers, providers of measuring solutions, etc.)

QoS assessment

Convergent networks decrease the number of KRIs to be monitored. Indicators should be agnostic to technology.

Previous assessment - before implementing KRI, regulators are recommended to identify the network capacity and status of infrastructure, to determine feasible targets.

Granularity and accuracy - Smaller granularity shows QoS closer to the costumer. Trade-offs like (i) granularity and operational costs and (ii) smaller granularity and statistical validation.



Consumer's satisfaction and perceived service quality complemente QoS assessment

Consumer's satisfaction surveys

Opinion polls help regulators to better understand end users' experience. Questions should be elaborated to cover technical and non-technical aspects of service. Results of different operators should be published to wider audiences.





Enforcement strategies

- ✓ Dialogue focused on solving problems
- ✓ Monitor more closely regions with less competition
- Failures to comply with KRI do not trigger sanctions automatically
- ✓ Other enforcement measures should be employed before stronger penalties

Enforcement strategies depend on the context of the country (economic aspects, legal certainty, culture, level of competition, consumer awareness, etc).

Examples of enforcement measures

- Action Plans
- Inform Consumers: make results available, e.g., using rankings
- Monetary Compensation
- Breaking Loyalty Contracts
- Suspension of Sales
- Fines



Raising consumer's awareness

EFFECTIVE PUBLICATION - consumer-friendly reports on QoS, emphasizing differences between operators. General and specialized media can help spreading results, also through social media.

QoS IN RETAIL CONTRACTS - Stating the minimum QoS levels in retail contracts empowers consumers and helps regulation to become more effective.

AWARENESS CAMPAIGNS - Aiming to improve knowledge on consumer's right among general population (e.g. how to asses QoS, where results can be checked, what to do if targets are not met).



