

**ITU-T E.805**  
**“STRATEGIES TO ESTABLISH QUALITY  
REGULATORY FRAMEWORKS”**

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# PRESENTATION OUTLINE

- ❑ Background and Objective of ITU-T E.805
- ❑ Scope and Structure of Recommendation
- ❑ Key Thematic Areas (for discussion)
- ❑ Conclusion & Way Forward

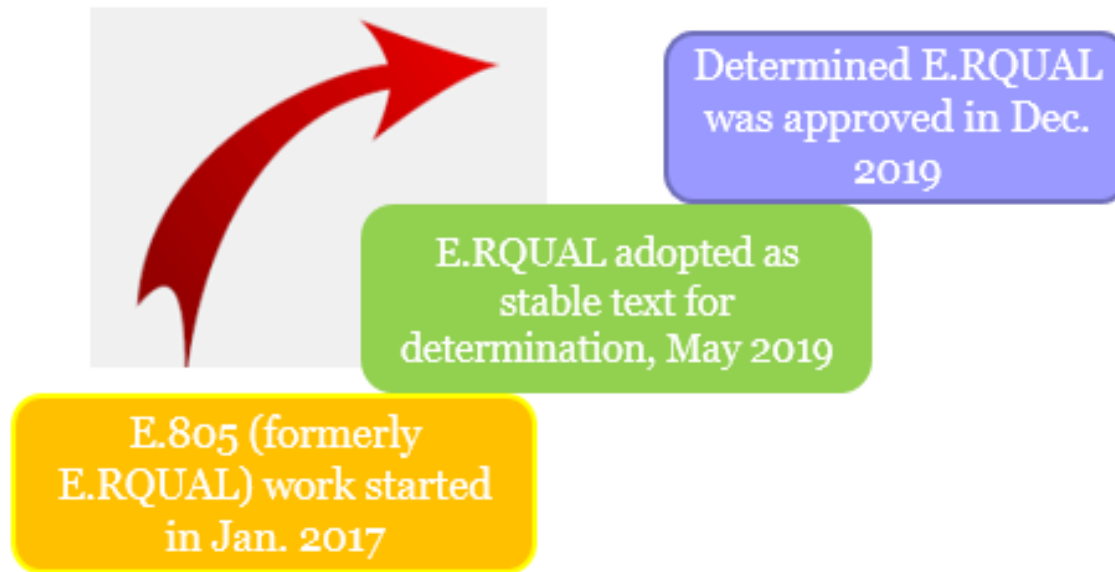


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# BACKGROUND & OBJECTIVE (ITU-T E.805)

- E.805, “*Strategies to Establish Quality Regulatory Frameworks*” was developed in response to **Resolution 95 of WTSA-16** on “ITU Telecommunication Standardization Sector initiatives to raise awareness on **best practices and policies related to service quality**” [b-WTSA-Res95].



# BACKGROUND & OBJECTIVE (ITU-T E.805)

- E.805 (formerly E.RQUAL) seeks to **provide guidance to regulators aiming to establish national or regional regulatory frameworks** to monitor and measure quality of service (QoS) and quality of experience (QoE).
- E.RQUAL, given its regulatory implications went through ITU's **Traditional Approval Process (TAP)** before it was approved at the last ITU-T SG 12 meeting held, 26 Nov - 5 Dec 2019.
- The Editor was Tiago Sousa Prado of Anatel Brazil. The work received support from Ghana, Rwanda, Cameroun, Benin, Niger, AT&T, Opticom GmbH, to mention a few.



# SCOPE OF WORK: ITU-T E.805

E.805 Recommendation was structured to address the following:

- Provide **references for regulators on service quality regulatory frameworks** suitable to assess, compare and give transparency on:
  - *subscription voice, video and/or IP-based communication quality achieved by operators;*
  - *quality as perceived by end-users; and*
  - *user satisfaction for different operators*
  
- Establish guidance on **high-level quality regulatory approaches** and enforcement strategies for informed consumer choices;
  
- Provide **strategies to empower end-users** with useful information based on results of the service quality measurements.



# THEMATIC AREAS (FOR DISCUSSION)



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# Approaches to Service Quality Regulation

- Assessing impact of Service quality regulation on Competition
- Adopting a more responsive strategy to regulation.
- Selection of Key Regulatory Indicators (KRIs) that better inform consumers.
- Understanding the relationship between Customer's Satisfaction or Perceived Quality and QoS assessment
- Implementation of a QoS measurement regime that reflect the contributions of relevant stakeholders



# Enforcement Strategies



- Request for action plans to cure poor QoS
- Inform consumers on service quality results
- Monetary compensations
- Breaking of loyalty contracts
- Suspension of sales







# Strategies to raise consumer's awareness

1. Effective publication of service quality results, taking into consideration:

- Consumer's context of use
- Information formats that makes for easier understanding by consumers
- Communication channels

2. Inclusion of service quality conditions in Service Provider's retail contracts or SLAs with consumers

3. Embarking on consumer's awareness campaigns tailored to ensuring that consumers understand their rights and responsibilities.





# CONCLUSION & WAY FORWARD

- ITU-T E.805 contains all relevant ingredients needed to provide guidance on the establishment of quality regulatory frameworks that reflect best practices (per Resolution 95 of WTSA-16).
- By this, Regulators are encouraged to, where applicable, adopt an action plan to formulate new or revised regulatory frameworks on QoS using E.805 as guide.
- E.805 further recommends the setting up of a Working Group (national or regional-level) which mandate would be to define detailed operational guidelines, measurement tools, sampling plans and criteria, as well as data collection requirements and procedures.

***Thank You for your time &  
attention***

