

QoS for Broadband Services, Consumer Perspective and Regulatory Challenges

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QoS Definition

- The collective effect of service performances, which determine the degree of satisfaction of a user of the service
- ITU-T Recommendation E.800 has four (4) QoS view points namely:
 - Customer's QoS requirements;
 - Service Provider's offerings of QoS (or planned/targeted QoS);
 - QoS achieved or delivered;
 - Customer Survey ratings of received QoS.
- The closer the 4 view points are in a given service, the better the QoS delivered.

Regulatory Issues

- Monitoring and Reporting
- Consumer Protection /Consumer Education
- Service performance
- Convergence User Experience

Broadband Service: KPIs

- Packet Loss < 1%
- Network Latency (120msec-800msec)
- Bandwidth Utilization/ Throughput:
- Service Availability/uptime:-
 - Benchmark => 98%
- Provision/Activation Time:-
 - Benchmark: 100% within 15days
- Fault Repair/Restoration Time:-
 - Benchmark-Next day: > 90% & within 3 days: 99%

Broadband Service: KPIs

- Billing Performance
 - Billing complaints per 100 bills
 - %age of Billing Complaints resolved
 - Time taken for refund of deposits
- Response time to the customer for assistance

Consumer Protection/Perspective

- Increasing and Diversified Complaints against Telecom and Broadband Internet Services
- Broadband Internet service generally ranks top in consumer complaints.
 - Unfair charges
 - Unfair subscription
 - Provisioning of chargeable Value added services without explicit consent
 - Broadband Speed not provided as per plan(speeds are usually maximums or based on ‘best endeavors’, rather than guarantees.

Consumers awareness

- Problems in discovering which technologies are available in particular geographic locations.
- Potential for hidden costs, eg in relation to megabyte limits, installation costs or charges for uploading which can occur with certain applications.
- Uncertainty about bills, especially where services are sold as part of a bundle.
- Issues relating to equipment or network compatibility, especially for small business users.

Service performance

- Reliability – loss of service and service degradation.
- Availability of bandwidth to support required speeds.
- Authentication – log in difficulties.
- Security of data and personal information.

Convergence User Experience

- Similar functions; e.g. TV over Internet,
- Internet on smart phones
- All able to connect to each other, wirelessly
- Exchanging and sharing multimedia content

Thank You