



AUTORITÀ PER LE  
GARANZIE NELLE  
COMUNICAZIONI

# AGCOM's experience in the field of quality of e-comm services

*REGULATEL-BEREC Summit*

*Buenos Aires, 22 July 2014*

*Angelo Marcello Cardani*

*AGCOM Chairman*

# NRAs and QoS: an ever enhanced action

- Liberalisation of e-comm markets: competition held able to meet end-users' needs
- The EU sector legislation sets end-users' guarantees to make up for the failures of competition:
  - US regime
  - Horizontal end-users provisions (contracts, transparency and **QoS**)



- 2002: focus on transparency - a driver for switching, hence competition
- Consolidation of competitive dynamics but increasingly complex environment



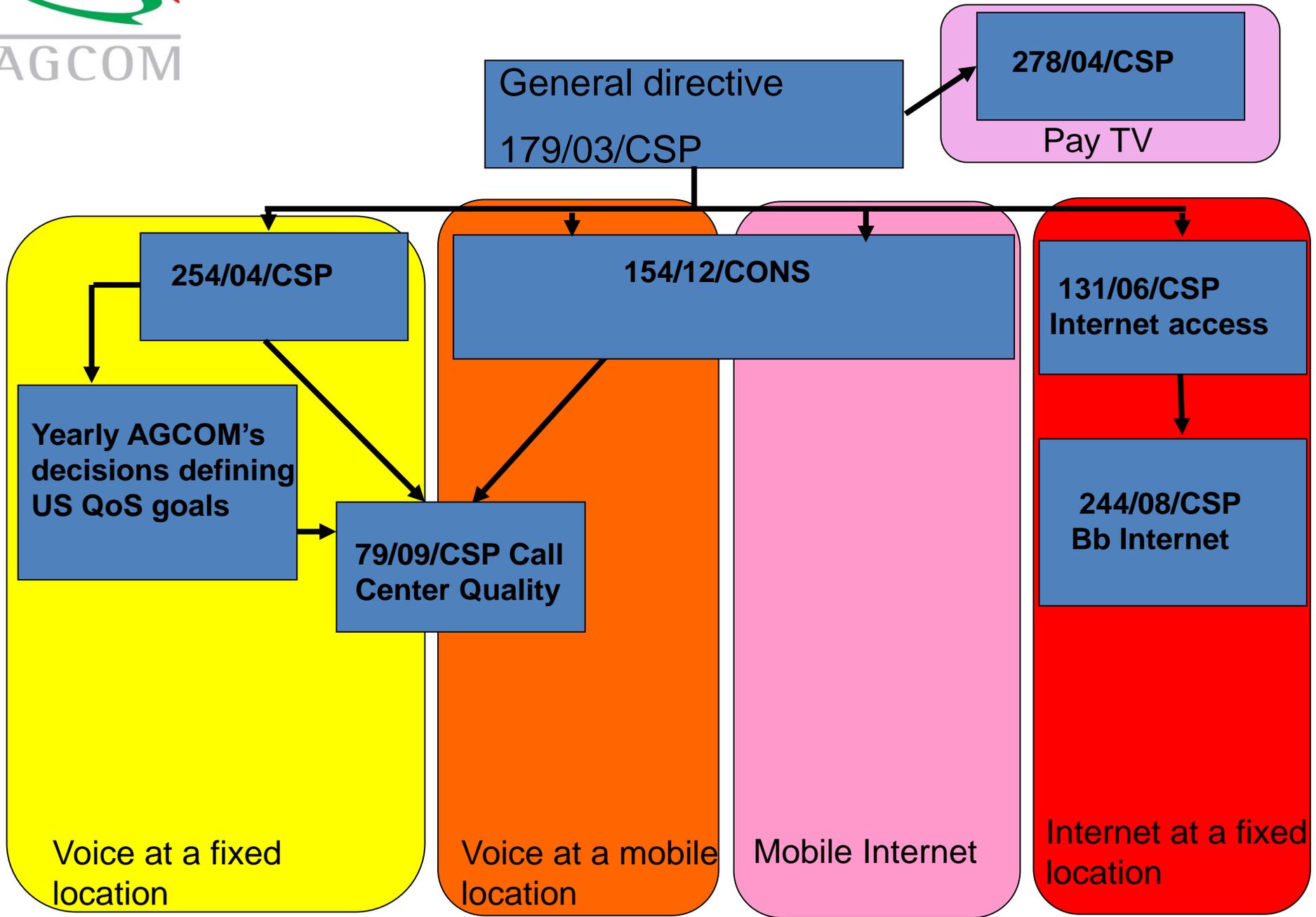
- 2009 reform: End-users' guarantees further strengthened, including additional QoS rules and relevant NRAs' powers

# AGCOM's Consumer Protection Directorate in a nutshell

The Consumer Protection Directorate is the “front office” of AGCOM and carries out all the activities related to the consumer market:

- Service Charters, Quality of service and Universal Service
- Transparency of tariff conditions
- Relations with consumer associations
- Analysis of complaints sent by end-users
- Alternative Dispute Resolution (consumer vs. companies)
- Sanctions & commitments

- Liberalisation entails key role of the contract as the act regulating the relationship user-provider
- **AGCOM supplemented the contract with Service Charters**
- AGCOM directives set out info that operators shall publish within Service Charters (including transparency on QoS levels)
  - 1) AGCOM general directive on e-comm services (covering QoS-related obligations)
  - 2) AGCOM specific directives on quality and Service Charters for each service area:
    - Fixed telephony
    - Mobile telephony
    - Pay TV
    - Internet at a fixed location



# AGCOM's action on QoS

## QoS standards for contact centers

### Issues detected:

- Difficult to talk to operator via call center
  - Complex IVR navigation
  - Lengthy waiting times to talk to an assistant
- Inconsistent/unsatisfactory answers
- Uncertainty about treatment of complaints/end users' remarks
- Insufficient care for disabled users
- Poor info on end-users' rights

# Directive on the Quality of call center services in the field of e-comm

- In 2009, AGCOM introduced general principles of conduct for managers and employees of contact centers for inbound and outbound services
- QoS indicators for inbound services
  - minimum values to be met (e.g. maximum waiting time)
  - 3-year long improvement plan
- Free access from any network to submit a complaint – specific measures for disabled users
- QoS indicators for contact centers to be progressively updated (e.g. digital contacts envisaged: e-mail, sms, social network apps, smartphone/tablet apps...).

# QoS in the provision of IAS Misura Internet - A Best Practice in the EU

AGCOM received end users' complaints about:

- Offers for IAS at a fixed location indicating only max speed and no minimum guaranteed speed
- Lack of transparency on actual quality of IAS, hence impossibility to compare different offers, difficulty to switch

**New AGCOM decision in 2008 on assessing QoS for broadband Internet  
at a fixed location**

Decision on "*Quality of services for Internet access at a fixed location*":

- ISP to publish the **minimum guaranteed speed of their IAS offers** (minimum band and not "up to...")
- **Misura Internet introduced**: a system of measurement servers in the main cities monitoring speed of users' connections and allowing users to check on their lines compliance with the minimum speeds
- QoS measurement and certification of the results: **legal value to terminate the contract**

- Network Measurement System: the first certified software in EU to measure the quality of Internet through speed tests
- It releases a pdf certificate on the measurements made which has legal value
- If the values of the measurements are below those advertised, the certificate constitutes evidence for:
  1. lodging a complaint and requesting the restoration of the guaranteed minimum standards
  2. In case minimum quality of IAS is still not ensured, requiring the termination of the contract without penalties

In 2012 AGCOM also launched measurements of the performance of mobile bb connections (the 4 Italian MNOs)

- **The objective** of the campaign was to make available to end-users data indicating the performance of the networks of mobile operators H3G, Telecom Italia, Vodafone and Wind (*starting from 2013*)
- **Subject of evaluation:** 2G and 3G (LTE *starting from 2015*)

- Wide range of NRAs' tools to intervene on QoS
- Increasing competition in mkts but complexity of offers + new digital services offered (see apps)
- New challenges fo NRAs:
  - Ensuring consumer awareness and empowerment in an ever evolving e-comm sector – key to intervene on QoS
  - Coping with new phenomena outside e-comm borders – what tools of intervention on OTT?
  - QoS tools in the framework; in the future?



TSM legislative process +  
Next comprehensive review



*Thank you!!!*