

Information Note to the Press (Press Release No. 12/2016)

For immediate release

TELECOM REGULATORY AUTHORITY OF INDIA

TRAI issues Advisory to Distribution Platform Operators (DPOs) for use of “Electronic Customer Application Form (e-CAF)”

New Delhi, 5th February, 2016- The Telecom Regulatory Authority of India (TRAI) has today issued an advisory for use of “Electronic Customer Application Form” (e-CAF) by the Distribution Platform Operators (DPOs) providing TV broadcast services namely DTH/MSOs/HITs/IPTV operators.

2. This Advisory is a proactive measure taken by TRAI for enabling use of digital technologies towards bringing efficiencies in providing and managing services to the subscribers.
3. The CAF is required to be filled up by customers before subscribing TV services. The information captured in the CAF is then transferred to the Subscriber Management System (SMS) of the DPO for managing the services availed by the subscriber.
4. Presently use of CAF in paper format is prevalent and manual process is followed for updating information in the SMS. The processing of millions of physical CAFs and their storage creates operational difficulties.
5. The e-CAF can be easily accessed and integrated with the SMS of the DPO eliminating the manual feeding of information. It will also provide customers a



simpler method for subscribing to services; improve customer relationship, and management of their subscription and services. The e-CAF will bring efficiencies in the process of providing and managing services to the subscribers. It will also make easier storage of millions of CAFs resulting in lesser operational costs.

7. The adoption of e-CAF is an environment friendly measure and it is likely to benefit all stakeholders.

8. This advisory relates to the Direct to Home Broadcasting Services (Standards of Quality of Service and Redressal of Grievances) Regulations, 2007 and Standards of Quality of Service (Digital Addressable Cable TV Systems) Regulations 2012. For any clarification/ information Prof. M.Kasim, Advisor (B&CS) may be contacted Tel. No.: +91-11-23220020, Fax: +91-11-23220442, e-mail: advbcs@traigov.in.

9. The full text of the Advisory is available on TRAI's website www.traigov.in.



(Sudhir Gupta)
Secretary

No.4-420/2015-B&CS
Telecom Regulatory Authority of India
Mahanagar Doorsanchar Bhawan
Jawaharlal Nehru Marg
New Delhi-11002

Dated: 05.02.2016


Advisory to Distribution Platform Operators
(DTH/MSOs/LCOs/HITS/IPTV) for use of Electronic Customer
Application Form (e-CAF)

It is mandatory for all Distribution Platform Operators (DPOs) to have Customer Application Form (CAF) filled up before providing services to the subscribers. Presently, the customers fill up the CAF manually in paper format. There are millions of subscribers whose CAF are being stored by the DPOs in physical format which is increasingly becoming unmanageable.

2. Concerns have been raised by DPOs as to whether e-CAF can be used in place of physical CAF as there is no specific mention about format of CAF in the present QoS Regulations viz. The Direct to Home Broadcasting Services (Standards of Quality of Service and Redressal of Grievances) Regulations, 2007 and The Standards of Quality of Service (Digital Addressable Cable TV Systems) Regulations, 2012.

3. The use of e-CAF will bring efficiencies in the process of providing and managing services to the subscribers. It will also make easier storage of millions of CAFs. The adoption of e-CAF is environment friendly and also likely to result in savings to the stakeholders. Use of digital technologies by customers is increasing day by day.

4. In view of above, the Authority is of the view that the DPOs may make use of e-CAF as an alternative to the physical CAF. A Guidelines for implementing e-CAF by DPOs is Annexed herewith.


05/02/2016

(V. K. Agarwal)
Joint Advisor (B&CS)

**Guidelines for implementation of
Electronic Customer Application Form (e-CAF) for
Addressable Television Systems (DTH/HITS/Cable TV/IPTV)**

1. The Customer Application Form (CAF) is used by Distribution Platform Operators (DPOs) for providing services to the customers. The Direct to Home Broadcasting Services (Standards of Quality of Service and Redressal of Grievances) Regulations, 2007 and Standards of Quality of Service (Digital Addressable Cable TV Systems) Regulations 2012 prescribes information/details that are to be included in the CAF which, *inter-alia*, include name, address and telephone number of the customer; details of subscription package, details of schemes for provision of Customer Premises Equipments (CPE), terms and conditions of payment; and documents to be furnished by the consumer.

2. Presently, the customers fill up the CAF manually in paper format for seeking connection, disconnection or shifting of TV services. The information relating to customer's details, packages etc. from the CAF is fed in to the Subscriber Management System (SMS) of DPOs before activation of services. The accuracy of information captured in the CAF is, therefore, critical for maintaining subscriber relationship and Quality of Service (QoS).

3. There are millions of subscribers whose CAF are being stored by the DPOs in physical form which is increasingly becoming unmanageable. Further, storing of millions of CAF in paper format is not a secure and efficient method. It also involves additional costs to DPOs. Electronic CAF (e-CAF) will bring efficiencies in the process of providing and managing services to the consumers. The applicable QoS regulations do not specify any specific format of CAF (electronic or physical). It is hereby clarified that DPOs may also use e-CAF as an alternative to the physical CAF. The following guidelines are prescribed for implementing e-CAF by DPOs:-

- (i) The e-CAF shall be created in an user friendly format;
- (ii) The e-CAF should have a provision to verify the authenticity of the consumer through his registered mobile number or e-mail or both by using provisions such as One Time Password (OTP) or verification e-mail, or both;

