



Guidelines on the quality of consumer experience with service providers

WATRA Working Group on Consumer
Access and Experience

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1 GENERAL CONDITIONS

1.1 Context

As part of a continuous improvement process, the NRA will establish a satisfaction survey form to measure its performance. This form will be distributed to regulatory stakeholders, namely complainants, telecom operators, service providers, consumer associations, and all other stakeholders in the sector.

Following the submission of this satisfaction survey form, various suggestions will be made regarding the quality of services and the Regulatory Authority's relationships with its partners.

1.2 Objective

The purpose of establishing the aforementioned form is to assess stakeholders' overall satisfaction with the regulation and to identify areas for improvement to enhance the RNA's performance.

1.3 Methodology

The ARN is implementing a link to the satisfaction survey form that can automatically generate feedback from target audiences for each proposed section. Contributions and suggestions are also welcome in this regard.

Other stakeholders, such as user associations, will also be able to make suggestions for improving services.

The National Regulatory Authority (NRA) then takes charge of contacting the various targets.

1.4 Provisions

National Regulatory Authorities (NRAs) are tasked with enforcing legislation and regulations in the field of electronic communications, while ensuring consumer protection and continuous improvement of services.

In this capacity, they are notably responsible for:

- to monitor and make available to government authorities and stakeholders in the electronic communications and postal sectors relevant information relating in particular to the performance of operators, the quality of services provided to users, and user satisfaction, measured against existing international standards.
- ensure the handling of all matters relating to the protection of users' interests, including the establishment of an appropriate system for receiving user complaints and related investigations and, where appropriate, submitting said complaints to the competent institutions.
- consult with companies in the electronic communications and postal sectors, user associations, and, where appropriate, the general public, before making reasoned proposals to the relevant sectoral ministries for any project concerning them.
- shall specify, by any appropriate means, the topics on which companies in the sector concerned, as well as user associations and, where applicable, the general public, are invited to submit an opinion, and the deadline for responding. The regulatory authority shall determine the consultation procedures by decision published in the official gazette. The regulatory authority shall establish a website containing all this information.
- etc.

2 Prospects for Continuous Consumer Experience

The Regulatory Authority remains committed to meeting the evolving needs of the electronic communications sector and to continuously implementing corrective actions to improve the consumer experience. User monitoring provides a **reliable barometer** for measuring the performance and stability of regulated sectors.

To achieve this objective, the Authority plans to implement innovative measures, including:

2.1 Establishment of the consumer forum

The Consumer Tribune is a mechanism dedicated to addressing consumer concerns and expectations. It will be one of the essential mechanisms for consumer representation at the national level. The Tribune will comprise many members, representing consumers across the country's regions and municipalities. These focal points will act as consumer ambassadors, ensuring that needs are heard and that users' interests are defended with the Regulatory Authority. This initiative aims to:

- to ensure a policy of proximity with consumers.
- encourage the raising of consumer complaints and expectations.
- promote consultation with local consumer representatives.
- to establish a monitoring framework for tracking services.
- to ensure the quality of services provided by operators.
- to ensure the right to representation for all users.
- to enable consumers to contribute to the development of regulated sectors actively.

2.2 Expectations

- monitoring and improvement of service quality (mobile, fixed, internet).

- formulating opinions and recommendations adapted to the realities of the sectors.
- better knowledge of the sector.

1. Establishment of a user training and awareness platform

The Regulatory Authority plans to create a continuous information and awareness platform for user associations and consumers of electronic and postal communications services. The main objective is to:

- to make users more autonomous in the use of products and services.
- strengthen their relationship with the Regulatory Authority.
- improve the relationship between consumers and operators.

The combination of digital monitoring and on-the-ground actions will strengthen stakeholders' accountability and ensure a balanced ecosystem among users, operators, and regulators.

2. Using data to guide regulation

This platform will provide essential information and analysis in the long term to inform strategic choices regarding regulatory policy and its implementation. Users, key players in this process, will be able to:

- participate in the evaluation and improvement of regulated services.

- access information about their rights and obligations.
- to contribute to building an informed and responsible community.

In addition, the Electronic Communications Code's recognition of users' rights (equal treatment, non-discrimination, transparency, protection of personal data, complaints, contracts, and user identification) requires continuous, sustained communication to strengthen community ownership and trust.

3 Conclusion

These initiatives not only enable measurement and improvement of the quality of services provided by operators but also promote constructive interaction among users, providers, and the regulator.

By strengthening its proximity to consumers, promoting their autonomy, and ensuring transparency and the protection of their rights, the Authority contributes to creating a balanced and dynamic ecosystem in the electronic communications sector.

Ultimately, these actions contribute to the continuous improvement of the quality of consumer experience by making users central players in regulation, capable of influencing and guiding public policies and operator practices.

4 Revision

These guidelines may be periodically revised by the Assembly of Telecommunications Regulators of West Africa (ARTAO/WATRA) to consider technological, economic, and regulatory developments in the sector.

5 Annexes

References

- WATRA/WG/CAE/2024/001
- Meeting: Conakry, Guinea, November 22, 2024
- 4 samples of satisfaction survey

Customer satisfaction survey targeting different services and different target groups of regulators:

Sample of 4 types of form

- I. TO ELECTRONIC COMMUNICATIONS AND POSTAL SERVICE OPERATORS, AND ARN USERS (2026)

Questionnaire on Web and Mobile Applications

By

Continuing, you agree that your data may be used in a customer satisfaction survey.

- ► Continue
- ► Exit

(If Continue)

Place of residence

- Lomé

- Outside of Lomé

Gender

- Male
- Female

Selecting surveys (one or more):

Select all the surveys you wish to complete before continuing:

- Customer satisfaction survey of Internet service providers (ISPs)
- Customer satisfaction survey of mobile operators
- Customer satisfaction survey of postal service providers
- ARCEP Customer/User Satisfaction Survey
- Exit

Customer satisfaction survey of Internet service providers (ISPs)

1. Who is your Internet service provider?

- ISP 1
- ISP 2
- ISP 3
- ISP 4

If your operator is Togo Telecom, answer the following three questions as well. Otherwise, skip to question 2.

a. Did you know that you can make and receive calls on your FTTH line?

- Yes
- No

b. If so, do you use this service?

- Yes
- No

c. If not, why?

- I don't need it
- I don't have a telephone handset.
- The service is not working properly

2. What is the activation timeframe after the request?

- 48 hours
- One week
- More than a week

3. How do you rate the quality of the internet connection?

- GOOD
- Fair
- Poor

4. How do you rate the quality of the Internet in 2025?

- Improved
- Deteriorated
- I don't know

5. How do you currently assess the availability of the service?

- Always available (no interruptions during the month)
- Often available (interruptions totaling approximately 2 days/month)
- Rarely available (interruptions $\geq$ 10 days/month)

6. How do you assess the current price of the service?

- Very expensive
- Dear
- Affordable

7. How has the price changed since 2025?

- Decreased

- Increase
 - Stable
 - I don't know
8. **Have you already contacted your supplier to complain about the following problems?**
- poor quality of service
 - Long repair times for breakdowns
 - Billing problems
 - Customer service unavailable
 - I never complained.
9. *(If applicable)* **How long does it take to resolve your claims?**
- The same day
 - Within 2 days
 - In one week
 - More than a week
 - Never resolved
10. **How do you rate access to customer service?**
- Easy
 - Difficult
11. **Overall, are you satisfied with your supplier?**
- Satisfied
 - Neutral
 - Unhappy
12. **Have you experienced an interruption or degradation of service due to a problem with your internet service provider?**
- Yes
 - No

a. If so, was your subscription extended to compensate for the unavailability of the service?

- Yes
- No

13. Have you encountered a problem that was reported but not resolved within 48 hours?

- Yes
- No

a. If so, did you request compensation?

- Yes
- No

b. If so, were you satisfied?

- Yes
- No

14. Have you experienced any installation/activation delays beyond the agreed deadlines?

- Yes
- No

a. Did you request a refund?

- Yes
- No

b. Did you request any penalties?

- Yes
- No

c. Were you satisfied?

- Yes

- No

15. Have you ever had appointments missed by the operator?

- Yes
- No

a. Did you request any penalties?

- Yes
- No

b. Were you satisfied?

- Yes
- No

Thank you for your cooperation.

II. CUSTOMER SATISFACTION SURVEY OF MOBILE OPERATORS

1. What is your mobile operator?

- Operator 1
- Operator 2

2. SIM card activation time:

- The same day
- 24 hours
- More than 24 hours
- I don't know

3. How do you assess the quality of the mobile service?

- GOOD
- Fair

- Poor

4. Service availability:

- Always available
- Often available
- Rarely available

5. Internet quality since 2025:

- Improved
- Deteriorated
- I don't know

6. Overall price rating:

- Very expensive
- Dear
- Affordable

7. Price trends since 2025:

- Decreased
- Increase
- Stable
- I don't know

8. Do you have a mobile payment account?

- Yes
- No

9. If so, what use is it to you?

- invoice payments
- Top-up credit/data
- Purchases/Payments
- Deposit/transfer/withdrawal

10. Obstacles to increased use of mobile payment services:

- High costs
- Lack of interoperability
- Minimum spending limits
- Trust and security issues
- Others

11. Have you reported the following problems?

- poor quality of service
- Unwanted promotional SMS messages
- Billing problems
- Long repair times
- Abnormal credit depletion
- Problems related to mobile money
- I never complained.

12. *(If applicable)* Complaint resolution timeframe:

- The same day
- Within 2 days
- In one week
- More than a week
- Never resolved

13. Access to customer service:

- Easy
- Difficult

14. Overall satisfaction:

- Satisfied
- Neutral

- Unhappy

15. Have you used number portability services?

- Yes
- No

16. If so, are you satisfied?

- Yes
- No

17. If not, why not?

Thank you for your cooperation.

III. ARN CUSTOMER/USER SATISFACTION SURVEY

1. Have you heard of ARCEP?

- Yes
- No

2. Are you familiar with ARCEP's mandate?

- Yes
- No

3. How do you assess ARCEP's performance in terms of coverage, quality of service, and price?

- Ineffective

- Slightly effective
 - Effective
 - Very effective
4. How do you rate ARCEP's performance in protecting consumer interests?
- Ineffective
 - Slightly effective
 - Effective
 - Very effective
5. Channels used to contact ARCEP:
- Phone call (short code)
 - E-mail
 - Website chat
 - WhatsApp
 - Facebook Messenger
 - Physical mail
6. Accessibility of these channels:
- Difficult
 - Easy
7. Channels used for ARCEP information:
- Website
 - Facebook
 - LinkedIn
 - Twitter
8. Usefulness of ARCEP publications:
- Useless
 - Quite useful

- Very useful

9. Usefulness of ARCEP applications for consumers:

- Useless
- Quite useful
- Very useful

10. Services accessible via ARCEP:

- Number allocation
- Equipment approval
- installer accreditation
- Service Declaration
- accreditation of the registrar
- Amateur radio services
- private networks
- Frequency allocation
- PSC Accreditation
- trust service qualification

11. Are you familiar with the application procedure for these services?

- Yes
- No

12. Processing time for your request:

- Long
- Acceptable
- Short

13. Overall satisfaction with the handling of requests:

- Unhappy
- Neutral

- Satisfied

Thank you for your cooperation.

IV. NRA TECHNICAL AND INSTITUTIONAL PARTNER/CLIENT SATISFACTION SURVEY

As part of a continuous improvement process, the ARN wishes to gather your opinion on the quality of its services and its relationships with its stakeholders.

The form contains 5 questions and will only take you a few minutes.

ARN thanks you for your availability.

Please identify your sector using the different boxes below:

HAS

Telecommunications

B

Job

C

State

D

SVA

E

Broadcasting

F

Users or User Associations

G

Other things to specify

To specify

**1. How do you assess the quality of interactions and communication?
between your structure/organism and RNA?**

HAS

Excellent

B

Satisfactory

C

Average

D

Unsatisfactory

E

Very unsatisfactory

2. To what extent do you feel that RNA takes into account the needs and expectations of your body?

HAS

Always

B

Often

C

Sometimes

D

Rarely

E

Never

3. How do you rate the clarity, transparency, and regularity of the information provided by ARTP (regulations, calls for contributions, decisions, etc.)?

HAS

Very satisfactory

B

Satisfactory

C

Average

D

Unsatisfactory

E

Very unsatisfactory

4. What is your level of satisfaction with the services or benefits?

Specifics provided by the ARN (e.g., Application for and granting of accreditation,

frequencies, licenses, numbering, site visits, support,

capacity building, etc.)?

HAS

Very satisfied

B

Satisfied

C

Moderately satisfied

D

Not very satisfied

E

Not at all satisfied

Your suggestions are welcome (Open Response)

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Thank you for your cooperation

6 Appendix

Meeting minutes: Accra, Ghana, July 21-24, 2025

Reference: WATRA/WG/CAE/2025/003

