

**IMPLEMENTATION OF PUBLIC OPINION STUDIES AND ANALYSES ON  
TELECOMMUNICATION SERVICES**

The XIX Meeting of Permanent Consultative Committee I: Telecommunications/Information and Communication Technologies (PCC.I),

**TAKING INTO ACCOUNT:**

- a) That the need to work on strengthening consumer rights in the framework of international organizations has become increasingly important;
- b) That, alongside this, various regulators have focused their activities on safeguarding the quality of public services provided to their users;
- c) That, in this regard, procedures aimed at identifying demands, levels of satisfaction, unmet needs and parameters for assessing the behaviors and opinions of consumers and the customers and users of both public and private services, have been implemented in some Member States,

**CONSIDERING:**

- a) That the Telecommunication Standardization Bureau of the International Telecommunication Union has been working on service quality and user perception of quality and security;
- b) That the World Telecommunication Development Conference, by means of Resolution 64 (Hyderabad, 2010), instructed the Director of the Telecommunication Development Bureau to continue coordinating the ITU Standardization Sector with regard to service quality and perception of quality, among other issues;
- c) That the Opinion Studies make it possible to establish a direct channel of communication between users and regulators regarding their current expectations and demands;
- d) That this entails a more accurate assessment of the working needs of the Regulator, redirecting its efforts to those issues that are a priority for the public;
- e) That innovation in services and technologies lead to new demands and expectations from the public, which must be collected;
- f) That the experience gained from these studies by the Member Countries that, to date, have implemented public opinion surveys turn out to be contributions that are enriching for the other countries;
- g) That the implementation of opinion studies throughout the region would then make it possible to undertake joint and comparative analyses of the expectations and needs of users of the telecommunication services involved,

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<sup>1</sup> CCP.I-TIC/doc.2467/11

**RECOGNIZING:**

- a) That, to date, various regulators of the Member Countries of the Region do not have this working tool;
- b) That, because of this, it is recommended that the Member Countries assess the advisability of adopting these tools,

**RECOMMENDS:**

That the CITEL Member Countries examine the possibility of implementing Public Opinion Studies and Analyses as a useful tool to gauge the perception of users regarding the telecommunication services that are provided to them.

**INSTRUCTS THE CITEL SECRETARIAT**

To forward the present Recommendation to the Member Countries for dissemination and information.