



International Telecommunication Union (ITU)

Online Training Course on

INTRODUCTION TO SERVICE QUALITY REGULATION

6 September 2021 – 24 December 2021

TRAINING COURSE OUTLINE

COURSE DESCRIPTION

Title	Introduction to service quality regulation
Objectives	To develop an understanding of the fundamentals of service quality and establishing a service quality regulatory framework, by building knowledge on the role of standards, measurement methodologies and guidelines on consumer protection and competition issues.
Dates	6 September 2021 – 24 December 2021
Duration	Self-paced
Registration deadline	24 December 2021
Training fees	Free
Course code	21OS27716MUL-E

DESCRIPTION OF THE TRAINING COURSE

In the telecommunications industry, price is no longer the sole factor in purchasing decisions. Service quality plays a key role to all stakeholders and, particularly, in achieving consumer satisfaction. The measurement of Quality of Service (QoS) and Quality of Experience (QoE) is, however, becoming increasingly complex to obtain as quality can be compromised by various factors along the value chain such as with the network infrastructure, the devices and/or applications a consumer is using and other factors influencing a consumer's experience. As service quality is also closely linked to consumer protection, national regulatory authorities in many countries have introduced service quality regulation to provide transparency on the level of service quality in the telecommunications industry. There is a need to disseminate firm and solid understanding on service quality to all stakeholders in the ecosystem i.e., operators (service providers), network equipment and terminal device manufacturers, regulatory bodies and consumers.

This course will equip all participants with the tools to establish service quality regulatory frameworks to monitor and measure quality of service (QoS) and quality of experience (QoE).

LEARNING OUTCOMES

Upon completion of this course, participants will be able to:

- Understand the fundamentals of service quality and establish a service quality regulatory framework.
- Gain an understanding on the role of standards and the guidance available to regulators to establish quality regulatory frameworks and monitor service quality
- Build knowledge on measurement methodologies that could be applied to quality assessment of telecommunication services
- Understand the guidelines on consumer protection and competition issues and implement strategies to improve service quality and help consumers make informed choices

TARGET POPULATION

The target audience for this course is incoming and emerging ICT/Telecommunications regulators and policy makers.

ENTRY REQUIREMENTS

No prior knowledge or qualification in QoS is required.

TRAINING COURSE CONTENTS

The topics covered in this module are:

1. Introduction to service quality

- Define Quality of Service (QoS) and Quality of Experience (QoE)
- Explain the importance of Quality of Service (QoS) and Quality of Experience (QoE) and why they matter
- Define the objectives of service quality regulation
- Identify various approaches to service quality regulation with concrete examples

2. Quality of service regulatory framework

- Identify regulatory instruments
- Describe the necessary steps to establish a regulatory framework
- Apply strategies to establish regulatory frameworks

3. Activities in quality-of-service regulation

- Define parameters associated with QoS regulation
- Set targets to improve the QoS
- Make measurements
- Audit measurements
- Publish measurements
- Raising consumer awareness
- Ensure compliance

4. Standards and competition

- Explain the link between competition and QoS standards

5. Consumer protection

- Name the different aspects of consumer protection and associated best practices and roles
- Identify regulator responsibility in different countries

METHODOLOGY (Didactic approach)

This course will be delivered using self-paced online learning. The course is delivered using interactive modules posted on the course page and selected reference materials that the participants can study for further insights.

EVALUATION AND GRADING

Students performance in this course will be determined with:

- Final Exam will be assessed by % of correct answers from a set of 20 questions worth 2 points per question

The final quiz will account for 100% of the total course score. However, participants are required to go through all the materials to reach to the exams.

Total score higher than 70% is required to obtain ITU badge

TRAINING COURSE COORDINATION

Course coordinator on course content:

Email address: treg@itu.int

Course coordinator on technical issues:

Email address: hcbmail@itu.int

REGISTRATION

ITU Academy portal account

Registration should be made online at the ITU Academy portal.

To be able to register for the course you **MUST** first create an account in the ITU Academy portal at the following address: <https://academy.itu.int/user/register>

Training course registration

When you have an existing account or created a new account, you can register for the course online at the following link: <https://academy.itu.int/training-courses/full-catalogue/introduction-service-quality-regulation>

You can also register by finding your desired course in our training catalogue <https://academy.itu.int/training-courses/full-catalogue>