

## SMS SERVICES - KEY PERFORMANCE INDICATORS RESULTS

The performance of SMS services of CMOs has been checked by measuring SMS Success Rate and End-to-End SMS Delivery Time.

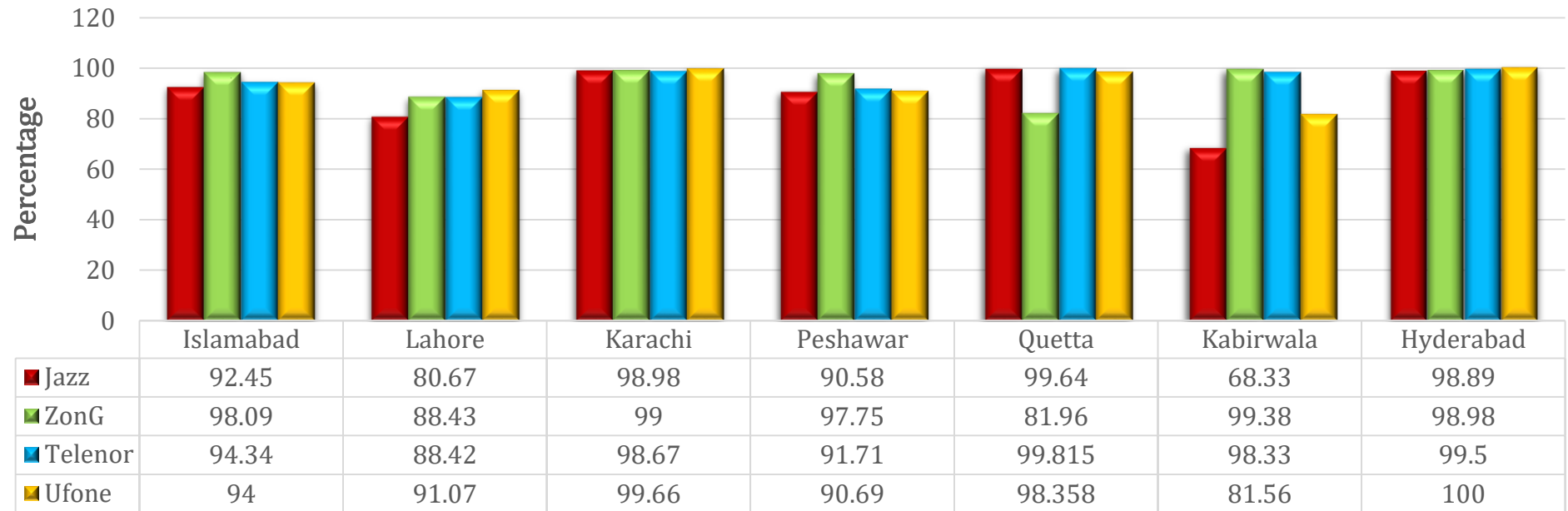
**SMS Success Rate.** SMS Success Rate is the probability that the short message is delivered successfully, end-to-end when requested and display of the relevant information on the mobile phone. It provides information about successful delivery of SMS.

**None of the CMOs** have achieved the threshold value of SMS Success Rate of 99% in all surveyed cities.

**End-to-End SMS Delivery Time.** End-to-End SMS Delivery Time is the time between sending a short message to a short message center and receiving the very same short message at intended mobile phone (receiver). It provides average time taken for delivery of short message from sender to recipient.

**Except Telenor at Islamabad, Lahore & Peshawar, CMOs have achieved** the threshold value of SMS End-to End Delivery Time of 12 Seconds in surveyed cities.

**SMS Success Rate  $\geq 99\%$**



**SMS End-to-End Delivery Time  $\leq 12$  Seconds**

