

PR & COMMUNICATIONS DEPARTMENT

CHAIRMAN SPEECH

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Distinguished guests, members of the media, ladies and gentlemen,

Assalamu'alaikum w.b.t. and Salam Sejahtera,

A very good morning to you.

Firstly, I would like to thank you for taking time off to join us on this eventful morning, especially to our outstation members of the council and participants who have travelled far to be a part of this GCC review workshop.

I am proud to be here, on this significant event for us today, to assemble both the industry and consumer voice together in the same room and work on a common goal towards the betterment of the communications and multimedia services.

On behalf of the Communications and Multimedia Consumer Forum of Malaysia Board of Councillors, I am pleased to welcome you to our inaugural review of the General Consumer Codes.

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The General Consumer Code was first published in 2003 as a vehicle to drive industry self regulation for the service providers in the communications and multimedia industry. In the beginning, our focus was very much on developing the GCC to span on a wide range of issues hovering over the industry. The GCC was written with the objective to arrest various issues and recommend good remedial actions.

As a consumer focussed forum, our role is to safeguard the rights of the consumer and at the same time develop a competitive edge for services in the communications and multimedia industry through lessons learned from resolutions made and good remedial actions taken.

Changes in technology today have changed the precise nature of complaints but the essentials of them remains familiar. Consumers' expectations have risen alongside increased and intense market competition. We see an urgent need to meet those expectations which has been at the heart of complaints. Hence, in our quest to review the GCC today, we must ensure that the GCC is developed with a foresight in tandem with the latest market demand.

Ladies and gentleman,

The GCC needs to be developed into a greater role for various forms of self-regulation to take on a greater reliance. The self-regulatory model needs to command wider acceptance and respect. It has to have a real-measure of independence from the sector being regulated.

This means adopting measures such as :

- maximum transparency in the decision making process
- it has to be consumer friendly and fairly easy for the consumer to access and obtain a response quickly and cheaply
- flexible range of processes for resolutions

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- effective and proven remedies
- increased consumer involvement in self-regulation
- increased visibility or better understood remedy processes
- underpinning legal back-stops
- periodical monitoring and reassessment

I believe that the series of developments in CFM in the past year has well prepared us to take on another step further for a long-term view in the protection of consumer rights.

With a proper complaint management system in place, I am very pleased to share that we are on course to better report consumers' standing and provide insights on the level of service in the Communications and Multimedia Industry.

Among the most commonly reported complaints we have received are on package purchased, raised expectations on service and what can be provided, internet accessibility issues and the popular SMS issues but most of all we see many examples of poor communications with customers.

Ladies and Gentlemen:

Having positioned the consumer as the centric of our focus, all our activities are carefully planned to cater to the consumers' ever increasing needs and expectations. The Communications and Multimedia Consumer Forum will strive to create greater value for the consumer and deeper insights for the industry.

I would like to take this opportunity to extend my sincere appreciation to the codes drafting committee and the secretariat who have been working tirelessly and giving their best in the planning of this workshop.

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My appreciation also goes to participants, experts and researchers, forum panelist who is here to share their expertise and views.

A special note of thanks to Yang Berbahagia Tan Sri Khalid bin Ramli, Chairman of the Malaysian Communications and Multimedia Commission for his gracious presence here today and the team in MCMC for their unwavering support, advice and assistance in all related matters.

Thank You.