



Press Release

TELECOMMUNICATIONS COMPANIES PLEDGE TO RAISE THE BAR IN PROVIDING SUPERIOR CONSUMER EXPERIENCE

- **Malaysia's major telecommunications companies - Celcom Axiata Berhad, Digi Telecommunications Sdn Bhd, Maxis Berhad, Telekom Malaysia Berhad, TIME dotcom Berhad, U Mobile Sdn Bhd and YTL Communications Sdn Bhd sign the Consumer First Pledge**
- **The pledge marks a significant milestone for the industry as telecommunications companies announce their resounding commitment to better serve the consumers**
- **Consumer protection will be enhanced through improvements to the General Consumer Code (GCC), which is expected to be in effect by the final quarter of 2019**

CYBERJAYA, 14 June 2019 --- Consumers can be assured that complaints brought forward to telecommunications companies will be comprehensively looked into with the signing of the Consumer First Pledge today.

Currently, all telecommunications companies have to comply with provisions stipulated in the General Consumer Code (GCC) which states that 90% of complaints received must be resolved within 15 working days and 95% of complaints received must be resolved within 30 working days. Thus, the pledge aims to strengthen the mandate given to the telecommunications companies to comply with the provisions in the General Consumer Code. The guidelines in the code will also be enhanced where all complaints received must be resolved within three working days for less complex complaints, while complex complaints must be resolved within 15 working days. This improvement is expected to be in effect by the final quarter of 2019.

Apart from that, the GCC will tighten consumer protection in the area of advertising to avoid confusion among consumers. The code stipulates that

terms, conditions and contracts are to be refined and communicated clearly to ensure that consumer rights are fully protected. At the same time, priority will also be afforded to the differently-abled so that they would be able to receive proper attention based on their circumstances.

The pledge signing ceremony is attended by Chief Executive Officers and representatives of telecommunications companies, namely Idham Nawawi (Celcom Axiata Berhad), Gokhan Ogut (Maxis Berhad), Datuk Noor Kamarul Anuar Nuruddin (Telekom Malaysia Berhad), Wong Heang Tuck (U Mobile Sdn Bhd), Wing K. Lee (YTL Communications Sdn Bhd), Joachim Rajaram (Digi Telecommunications Sdn Bhd) and Julian Ding (TIME dotCom Berhad), and witnessed by Chairman of the Malaysian Communications and Multimedia Commission (MCMC), Al-Ishsal Ishak.

“This inaugural pledge reflects our commitment to ensure that we keep on raising the bar on consumer experience. In a market that serves 41.5 million broadband subscribers and 42.9 million mobile cellular subscribers, MCMC along with the telecommunication service providers must ensure that the network quality remains top notch and our responses or engagements with the consumers are addressed in quick fashion. Ultimately we want to provide the best telecommunication experience to all Malaysians,” said Al-Ishsal.

Under the Consumer First Pledge, all telecommunications company Chief Executive Officers promise to deliver various improvements such as; to provide consumer experience that is efficient and courteous across all channels, to provide transparent mechanisms for consumers to check their complaint status, to promote a more accessible complaint handling process, and to enable fair and reasonable complaint resolution.

MCMC also targets an increase in consumer satisfaction once the improvement have been fully implemented. The Customer Satisfaction Index in 2018 is 4.00 and the score is expected to increase to 4.30 (out of 5). The index is measured through customer satisfaction survey done annually by MCMC which encompasses customer satisfaction aspects in service quality such as network, product, billing, and customer service quality.

About Malaysian Communications and Multimedia Commission (MCMC)

The Malaysian Communications and Multimedia Commission (MCMC) is a statutory body established under the Malaysian Communications and Multimedia Commission Act 1998 (MCMCA) which implements and promotes the Government's national policy objectives for the communications and multimedia sector. MCMC regulates and promotes the development of the communications and multimedia industry which includes telecommunications, broadcasting, and online activities, postal services and digital certification. The Communication and Multimedia Act provides that MCMC undertakes a policy implementation role, while policy decision-making is vested with the Minister.

For more information, go to www.mcmc.gov.my and for further information, please contact:

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