



Suruhanjaya Komunikasi dan Multimedia Malaysia

Malaysian Communications and Multimedia Commission

PROCEDURES ON HANDLING MOBILE CONTENT SERVICES

MCMC (T)/09/MCD(C)/110/01/Jld.1 2016 (12)

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PART A

PROCEDURES ON HANDLING MOBILE CONTENT SERVICES

1) Objective:

The objectives of this document are:

- (a) As a guidance to the relevant stakeholders in monitoring and managing mobile content related services. The procedures involve:
 - i. Information Gathering;
 - ii. Suspension Process by MCMC;
 - iii. Suspension Process by PCSP; and
 - iv. Refund Process.
- (b) Facilitate further actions to be taken on the non-compliance with the Mandatory Standards for the Provision of Mobile Content Services.
- (c) To ensure customers of mobile content services are duly protected.

2) Scope:

The scope of this procedure applies to MCMC, Public Cellular Service Provider and Mobile Content Service Provider.

3) Reference:

Mandatory Standards for the Provision of Mobile Content Services.

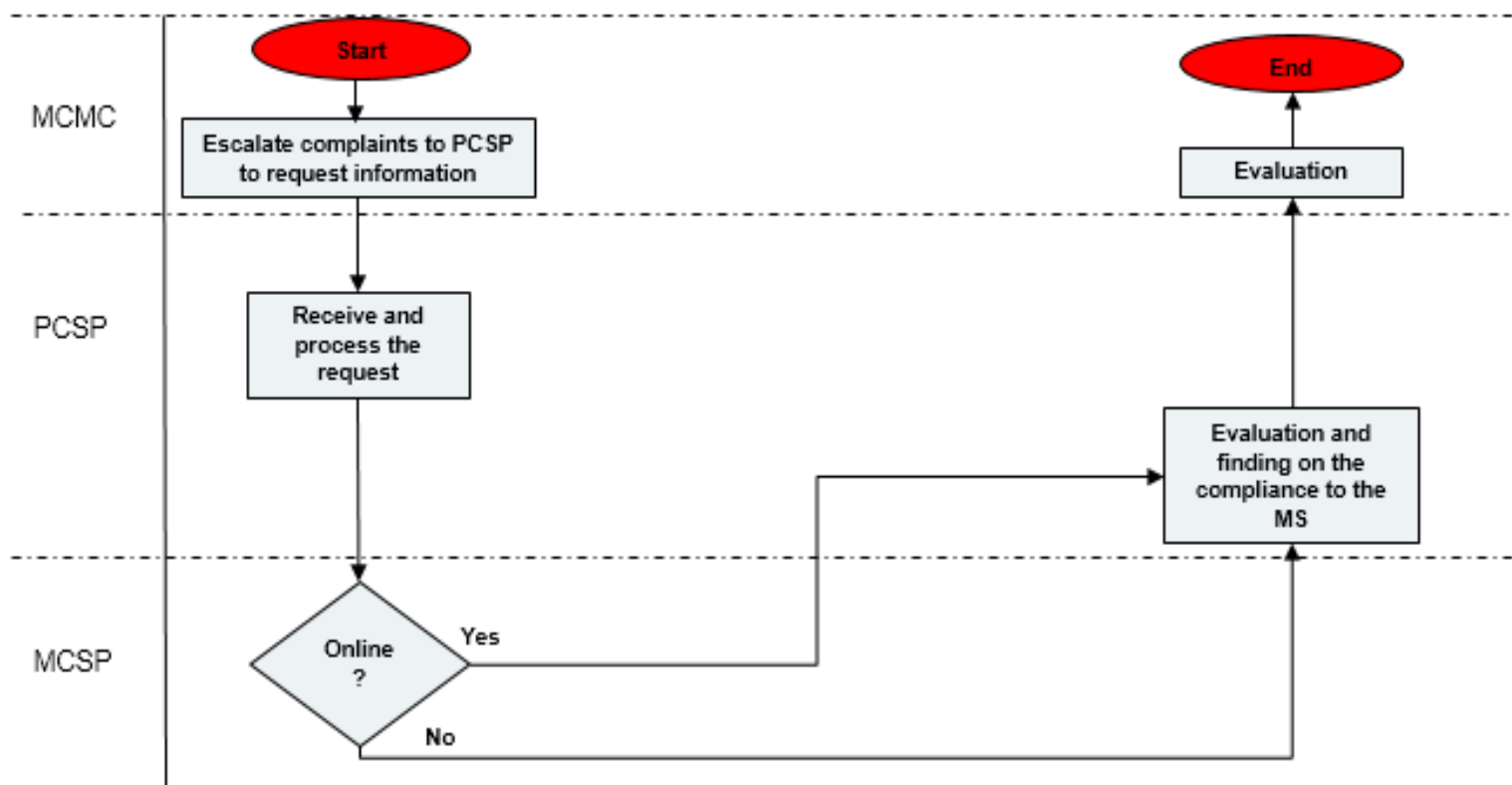
4) Definition and Abbreviations:

MCMC	Malaysian Communications and Multimedia Commission
MCSP	Mobile Content Service Provider
MS	Mandatory Standard for the Provision of Mobile Content Services
PCSP	Public Cellular Service Provider

PART B -i

5) BUSINESS PROCESS ID: MCD/MCCD/DC-XX
 BUSINESS PROCESS NAME: INFORMATION GATHERING

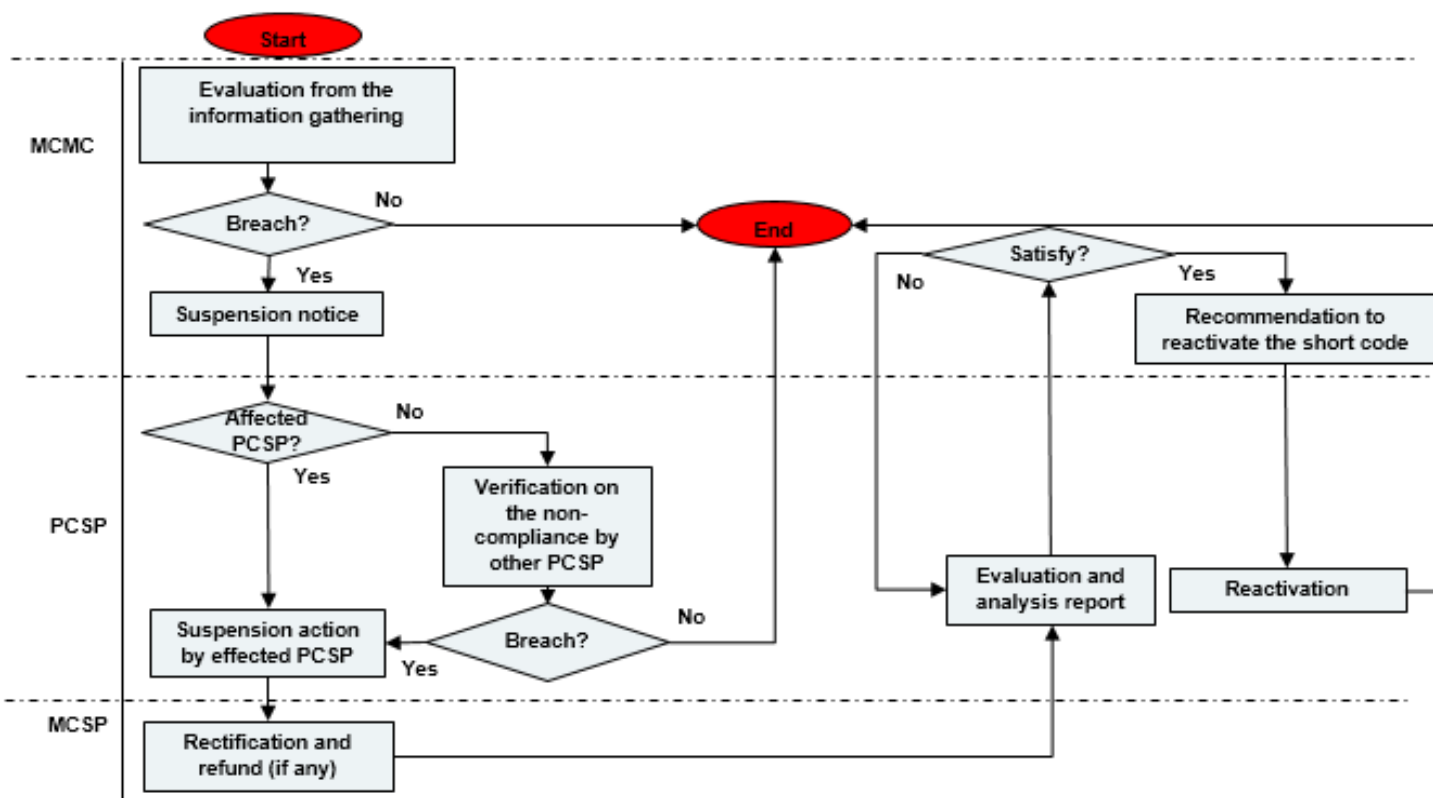
INFORMATION GATHERING



PART B -ii

6) BUSINESS PROCESS ID: MCD/MCCD/DC-XX
 BUSINESS PROCESS NAME: SUSPENSION PROCESS BY MCMC

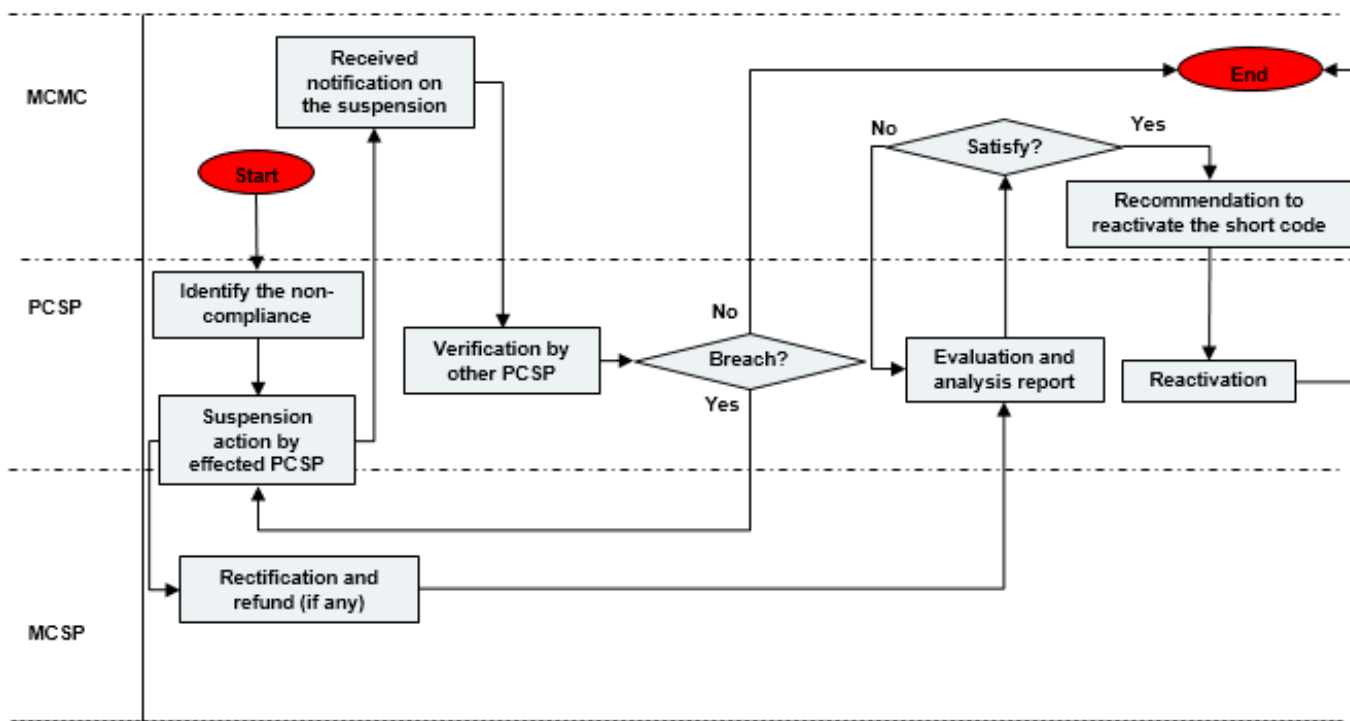
SUSPENSION PROCESS BY MCMC



PART B- iii

7) BUSINESS PROCESS ID: MCD/MCCD/DC-XX
 BUSINESS PROCESS NAME: SUSPENSION PROCESS BY PCSP

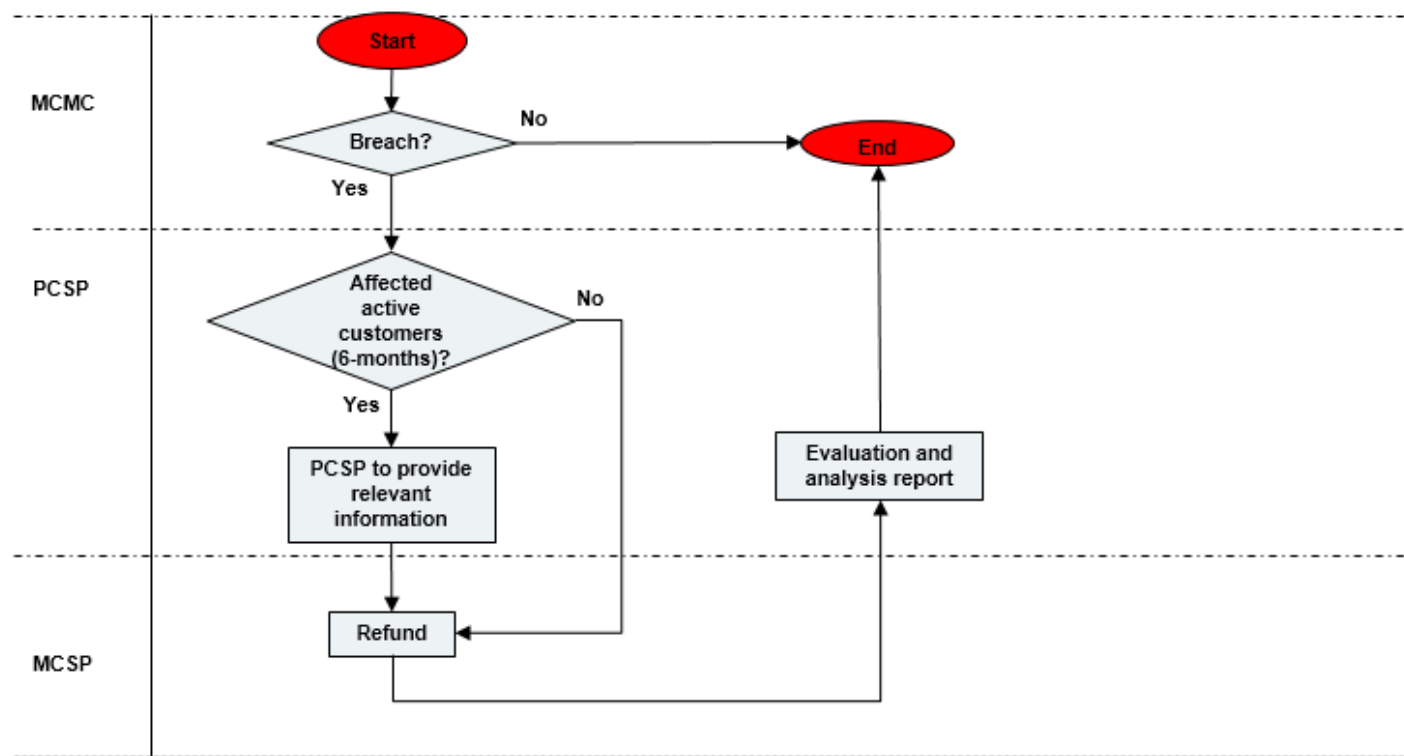
SUSPENSION PROCESS BY PCSP



PART B -iv

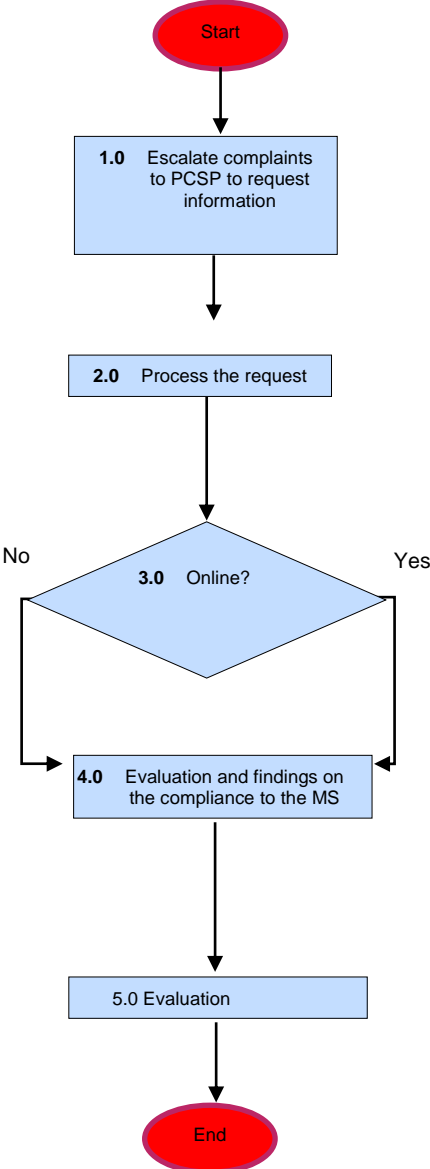
8) BUSINESS PROCESS ID: MCD/MCCD/DC-XX
 BUSINESS PROCESS NAME: REFUND

REFUND

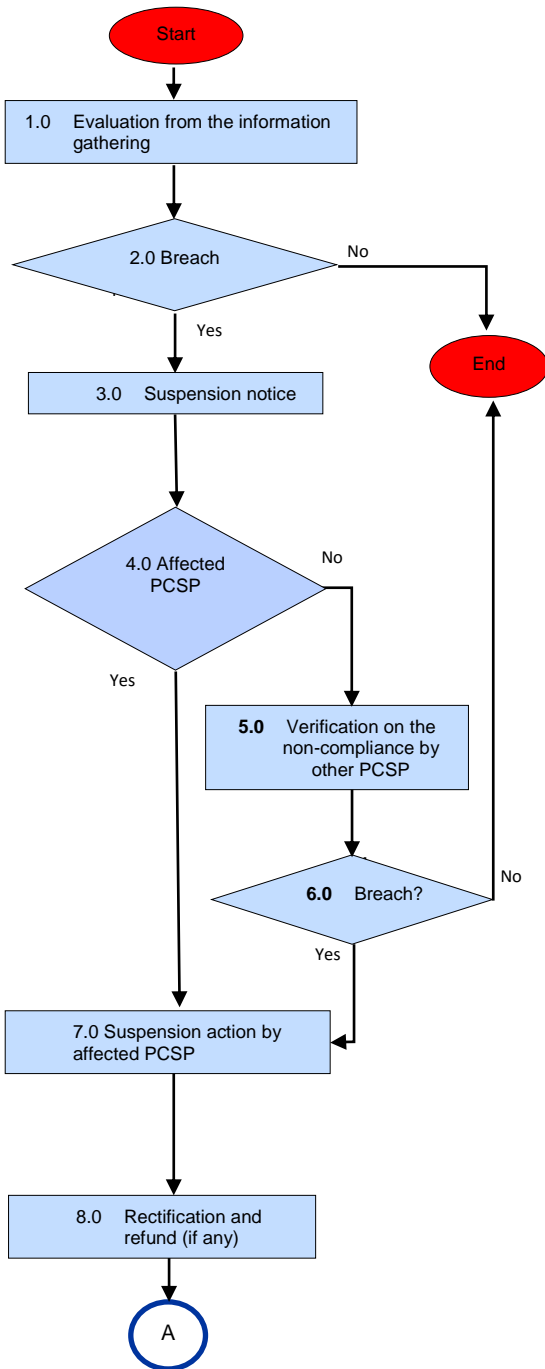


MCD/MCCD/DC-XX

PROCEDURES ON HANDLING MOBILE CONTENT SERVICES

Process Flow	Procedure	Forms/ Documents/ References	Responsibility	
			In charge	Check/ Approval
INFORMATION GATHERING				
 <pre> graph TD Start([Start]) --> 1.0[1.0 Escalate complaints to PCSP to request information] 1.0 --> 2.0[2.0 Process the request] 2.0 --> 3.0{3.0 Online?} 3.0 -- No --> 4.0[4.0 Evaluation and findings on the compliance to the MS] 3.0 -- Yes --> 4.0 4.0 --> 5.0[5.0 Evaluation] 5.0 --> End([End]) </pre>	<p>1.0 MCMC to escalate the complaints to the affected PCSP to obtain information such as transaction logs, service mechanic, promotional material and findings of the evaluation made.</p> <p>2.0 PCSP to process the requested information and at the same time to forward the complaint to MCSP.</p> <p>3.0 MCSP to furnish the information as per Checklist Form 001 to PCSP (a) For online - within 3 days (b) For offline - within 50 days</p> <p>4.0 PCSP to evaluate the internal information and information as per Checklist Form 001 and submit the findings as per the Checklist Form 002 to MCMC within 5 days.</p> <p>5.0 MCMC to evaluate based on the Checklist Form 002 and make recommendation on further action to be taken.</p>	<p>Checklist Form 001</p> <p>Checklist Form 002</p>		

SUSPENSION PROCESS BY MCMC



1.0 MCMC to evaluate the information as per the Checklist Form 002 provided by the PCSP.

2.0 MCMC to determine the compliance status within 12 days. If yes, proceed to step 3. If no, case close.

3.0 MCMC to issue Suspension Notice to the affected PCSP within 2 days. At the same time, MCMC to notify other PCSP.

4.0 For affected PCSP, go to step 7. For other PCSP, go to step 5.

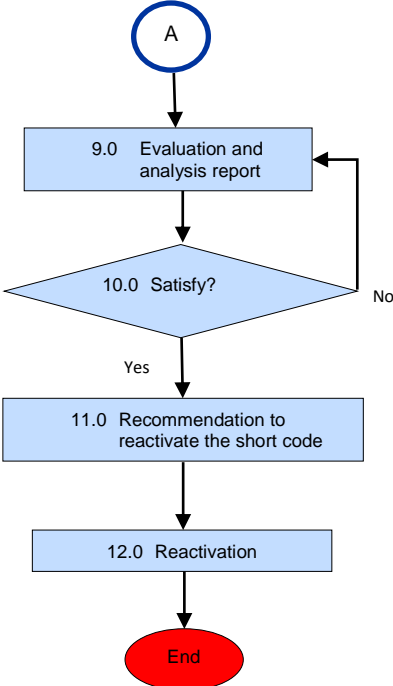
5.0 Other PCSP to verify the non-compliance and to revert to MCMC within 3 days.

6.0 If in breach, other PCSP go to step 7. If no, case close.

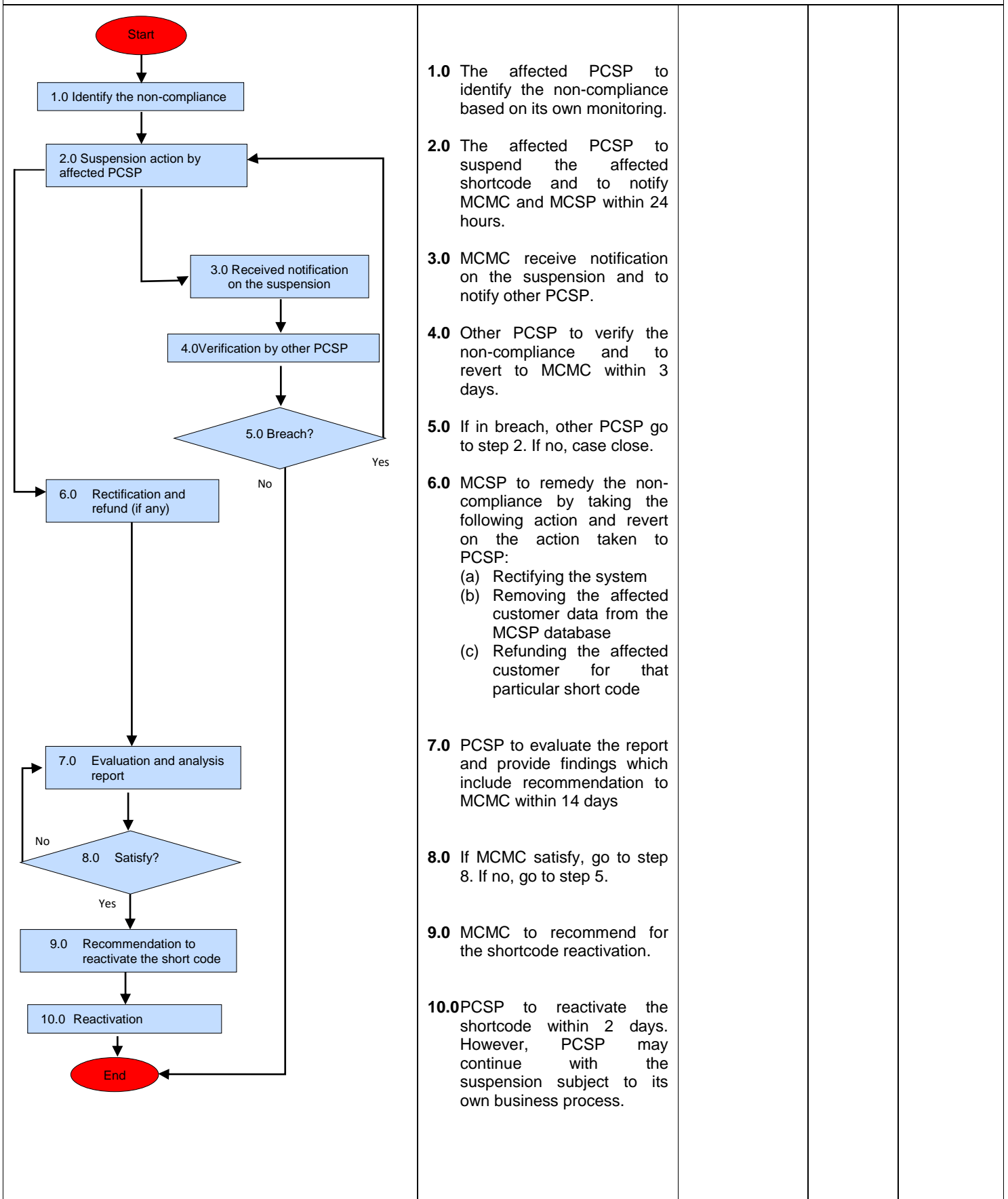
7.0 PCSP to suspend the affected shortcode and to notify MCSP on the action taken and nature of non-compliance.

8.0 MCSP to remedy the non-compliance by taking the following action and revert on the action taken to PCSP:

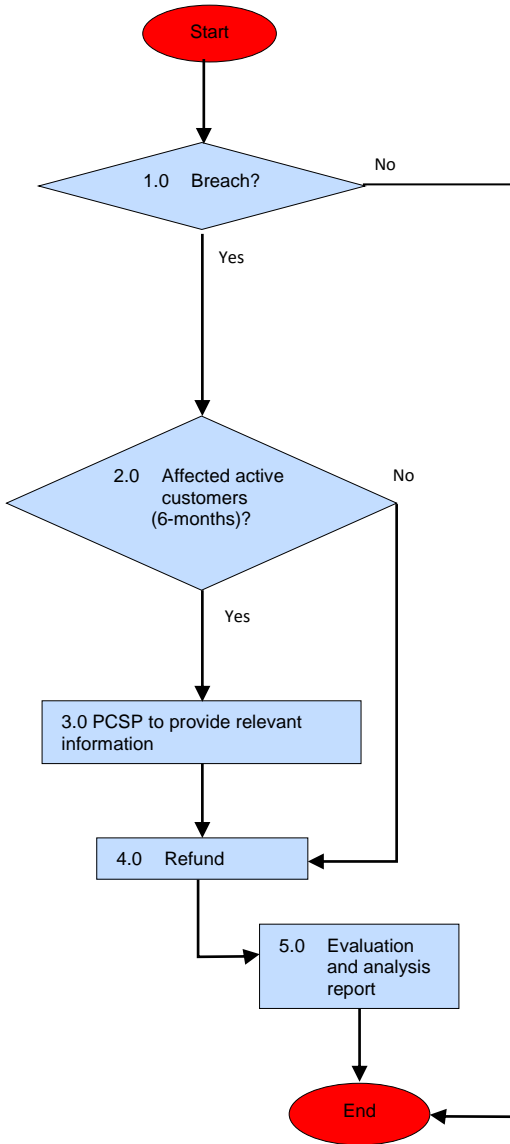
- (a) Rectifying the system
- (b) Removing the affected customer data from the MCSP database
- (c) Refunding the affected customer for that particular short code

 <pre> graph TD A((A)) --> B[9.0 Evaluation and analysis report] B --> C{10.0 Satisfy?} C -- No --> B C -- Yes --> D[11.0 Recommendation to reactivate the short code] D --> E[12.0 Reactivation] E --> F((End)) </pre>	<p>9.0 PCSP to evaluate the report and provide findings which include recommendation to MCMC within 14 days.</p> <p>10.0 If MCMC satisfy, go to step 11. If not, go to step 9.</p> <p>11.0 MCMC to recommend for the shortcode reactivation.</p> <p>12.0 PCSP to reactivate the shortcode within 2 days. However, PCSP may continue with the suspension subject to its own business process.</p>			
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SUSPENSION PROCESS BY PCSP



REFUND



- 1.0** If in breach, PCSP to identify affected customers.
- 2.0** For affected active customer (within 6 months), go to step 3. For affected customer beyond 6 months, go to step 4
- 3.0** PCSP to provide relevant information to MCSP i.e transaction log.
- 4.0** MCSP to refund to the affected customers and to provide report to PCSP.
- 5.0** PCSP to evaluate the report and provide findings which include recommendation to MCMC within 14 days