



CFM

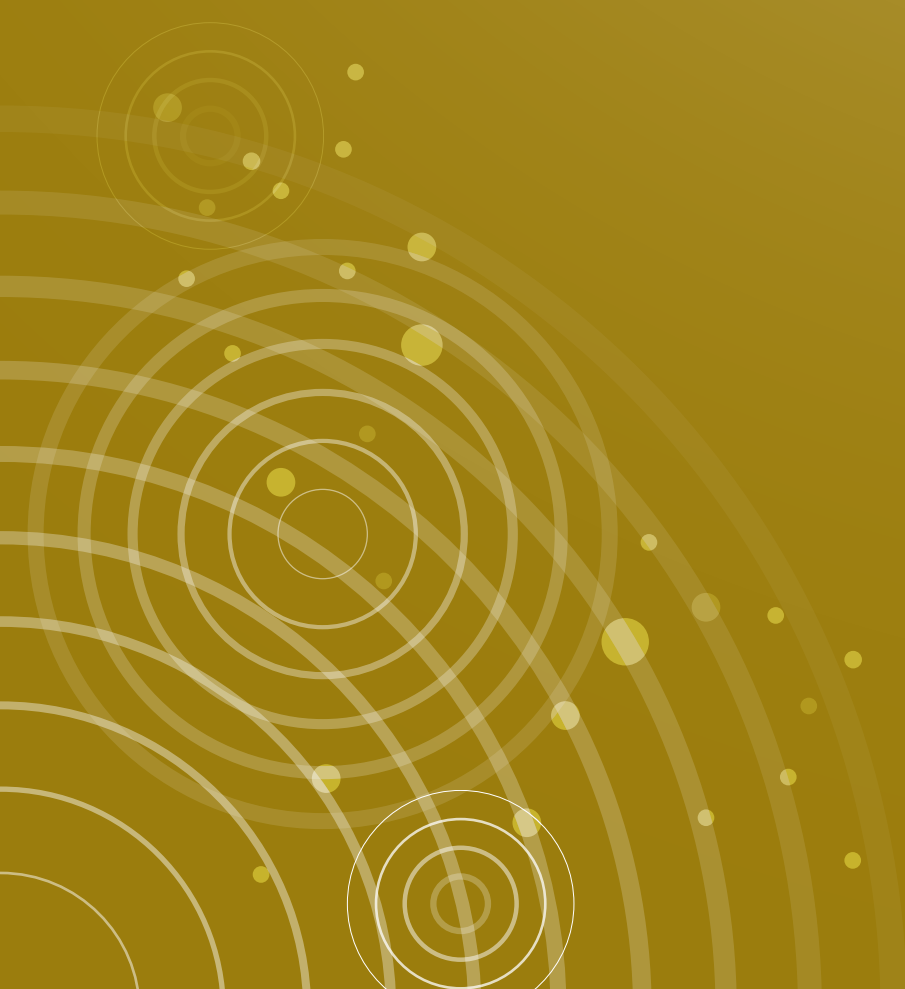
Communications and Multimedia
Consumer Forum of Malaysia

Annual Report
2010



Reaching out, connecting and benefiting people

The handling of consumer complaints and disputes have surpassed volatile times and hitting near benchmark expectations with the steady decrease of processing lead time. The protection of consumer was further bolstered with the completion of public consultation and the revisiting of the General Consumer Code.



CONNECTING (Our Organisation)

- 06 Message from the Chairman
- 07 Council Members 2009 - 2011
- 09 Board of Councilors
- 10 Organisation Structure
- 11 Corporate Information
- 12 ED's Review of Operations
- 13 The Secretariat

DRIVING EXCELLENCE (Performance)

- 15 A Snapshot - Complaints Received
- 16 Our Scorecard - Rebuilding, Reinforce, Relevance
- 18 CFM's 10th Anniversary Milestones

a. Providing Solutions

Complaints & Compliance Committee

- 21 A Snapshot - Summary of Complaints
- 22 Level Chart & Graphical Performance
- 24 Member Complaint Statistics
- 25 Committee Report

5 Major Complaint categories

- 28 Top 5 Complaints Category
- 29 Poor Service
- 30 Billing And Charging
- 31 SMS
- 32 Unfair Practice
- 33 Misleading Promotion

b. Promoting Self-Regulation

Codes Drafting Committee

- 35 Overview
- 36 Committee Report
- 37 The Codes Review Process

c. Reaching Out

Education & Awareness Committee

- 39 Committee Report
 - 40 Communication Collaterals
 - 41 Campaign Collaterals
 - 42 ConsumerInfo Educational Collaterals
 - 43 Corporate Collaterals
 - 43 CFM Official Uniform
 - 44 CFM Annual Report 2009
 - 45 CFM Awareness Video
 - 46 Shout Newsletter
 - 47 Overview of Ground Activities
 - 48 Our Year - Type of Events
 - 52 Our Survey
 - 54 Our Year - Publicity Activities

d. Connecting People

Management & Membership Committee

- 58 Committee Report
- 59 Membership Activities
- 60 Membership Movement

AUDITED FINANCIAL REPORT

- 62 Council Members' Report
- 65 Report of the Auditors
- 66 Statement of Assets and Liabilities
- 67 Statement of Income and Expenditure
- 69 Statement of Receipts and Payments
- 71 Notes to the Financial Statements
- 75 Statement by Council Members
- 76 Statutory Declaration

APPENDIX

- 78 Calendar of Events and Activities
- 80 Table And Figure Index
- 81 Complaint Form
 - Contact Details - Inside Back Cover



用上等藥方
恭和堂

恭和堂 恭和堂

和恭



“ The way we communicate
with others and with ourselves
ultimately determines the quality
of our lives ”



MESSAGE FROM THE CHAIRMAN



Ravinder Singh s/o Mall Singh
Chairman

The Communications and Multimedia Consumer Forum of Malaysia (CFM) as the name implies is a body set up under the Communications and Multimedia Act 1998 with the objective of providing an avenue for Consumers of Multimedia Service Providers to voice out their grievances and suggestions concerning the quality of those services and, more importantly, any unfair practices, and the resolution of complaints. The CFM is also charged with the responsibility of drawing up codes for the Service Providers, compliance with which becomes mandatory when they are approved and registered by the Malaysian Communications and Multimedia Commission (SKMM). Thus CFM complements the role of the SKMM.

The General Consumer Code (GCC) laying down the do's and don'ts for the Service Providers was first registered on 17 October 2003. It needs to be reviewed every 3 years or earlier if new issues or practices arise which requires regulation so that consumers are not exploited nor shortchanged.

Due to certain constraints, the review could not be carried out according to schedule. Work to review the GCC started in the later part of 2009 and public consultations on it were carried out from February to April, culminating with a GCC Review Workshop on 6th May 2010. Further delay in finalising the review occurred as key persons in charge left their positions and replacement had to be replaced. The final draft will be ready for submission to the SKMM for its approval and registration in the very near future. With the CFM now better organized, we should be able to review the GCC according to schedule in the future.

The GCC provides for an Alternate Dispute Resolution (ADR) mechanism to assist consumers resolve disputes with Service Providers without resorting to the court process. Towards realizing this, the CFM has studied a few models and feels that the Mediation-Arbitration model should be adopted. Some ground work has been done in preparing the Rules for ADR process for discussion with the parties concerned before adoption and registration by the SKMM. Consumer complaints have been a valuable source of feedback on the level of service provided and areas of concern.

An important function of the CFM is Code Compliance Monitoring. In the past CFM has only assisted consumers resolve their complaints with Service Providers and no compliance monitoring was done. This function needs to be given its due importance and a system for compliance monitoring on an on-going basis put in place. On the Service Providers' part they should strive to ensure customer satisfaction and compliance with all Rules, Regulations and good ethical practices. If 'customer is king', then customers' interests and rights should have priority.

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'Ravinder Singh'.

Ravinder Singh s/o Mall Singh
CFM Chairman

COUNCIL MEMBERS 2009 - 2011



Ravinder Singh s/o Mall Singh
Chairman

Mr. Ravinder Singh heads the Complaints Department for the Consumers Association of Penang. The association has a track record for assisting consumers in various consumer concerns and it has been established since 1969. This 41-year old association handles complaints from all over Malaysia on a multitude of consumer issues, e.g product safety and standards, environmental matters, consumer legislation, as well as consumer education. He was a teacher and previously lectured at the Maktab Perguruan Sultan Abdul Halim, Sungai Petani, Kedah.

Muhammad Adnan Abdullah
Deputy Chairman



Encik Adnan is presently the Senior Manager for Regulatory Management in Celcom Axiata Bhd. He is a chartered accountant with wide industry and regional expertise in oil & gas and construction before joining the telecommunications industry in 1994. His much sought after expertise has had him headhunted by DiGi, TM and Celcom. He is an Associate Member of Chartered Institute of Management Accountants and a Member of the Malaysian Institute of Accountants.



Agnest Chan Wai Fong
Treasurer

Nominated Best Manager of the Year 2010 in MIM, Ms. Agnest Chan is the driving force behind Mexcomm, one of the region's leading mobile messaging service providers with business operations in Malaysia, Singapore, Thailand, Indonesia, Vietnam, Taiwan, Bangladesh and Australia. A leader by nature, it is her brilliant foresight and entrepreneurship skills that enable Mexcomm to reign supreme after all these years. She holds a Bachelor's Degree (BSc Degree) in Computer Science from University of Lincolnshire & Humberside, UK., and a Masters Degree in Business Administration of University of Southern Queensland, Australia (MBA). She is currently the Vice President of the Malaysian Mobile Content Providers Association.

Normazalila Abu Bakar @ Harun
Secretary



Puan Normazalila currently serves as a Senior Lecturer and Head of Department at the Marketing Unit, Faculty of Management, Multimedia University, Cyberjaya. She champions consumerism causes throughout her 16 years of career. A Member in the Malaysian Consumer and Family Economics Association (MACFEA). She strongly believes that universities can play major roles in supporting the Malaysian government to formulate policies for a powerful consumer generation. She is also the Chairperson for the Centre of Consumer Research and Education (CECORE), Multimedia University. She reckons that consumers should empower themselves with the ability to make informed decisions and protect themselves against unethical producers. On the other end, producers should innovate and provide value co-creations for the consumer.



Mahfuzah Azahari
Councilor

Puan Mahfuzah is currently the Manager for Regulatory Department in Maxis. She started her earlier career with KPMG and later PricewaterhouseCoopers as a Consultant and well versed with various industries such as stock exchange related company, banks, shipping, railway transportation and Hajj fund management board. By end of 2002, she joined TM Net in the newly set up Regulatory and Secretariat Unit. She later joined JARING Communications Sdn Bhd to offer her expertise in all regulatory matters especially the licensing, compliance and policy intervention before deciding to join Maxis. Having stayed in the Telecommunications for many years, she brings with her a wealth of experience in the fixed/wireless broadband and voice services environment. She graduated from the University of Arkansas at Little Rock with a degree in Computer Information System and obtained a Master of Business Administration from the Ohio University.

Laili Hanim Mahmood
Councilor



Cik Laili Hanim holds an eMBA, ICSA, BBA and DPA. She joined Sistem Televisyen Malaysia Berhad or "TV3" in August 1988. Currently, she is the Group General Manager, Regulatory Affairs of Media Prima Berhad (MPB), the parent company of TV and radio networks namely TV3, 8TV, ntv7, TV9, HotFM and OneFM. Miss Laili has vast experience in regulatory related functions and she has also established huge networking, especially among the industry players of the broadcasting industry in Malaysia.

COUNCIL MEMBERS 2009 - 2011



Tuan Hj. Ahmad Ramli currently heads the Administration Division for a broad range of functions including Administration, Finance, ICT, Marketing, Publication and Learning Resource Centre and Information & Documentation at Southeast Asian Ministers of Education Organisation - Regional Centre for Education in Science and Mathematics or better known as SEAMEO RECSAM. It is a Regional Centre that conducts training for in-service teachers throughout Southeast Asia in the subject of Science and Mathematics Education. It is also an active research centre that conducts research for the development of science and mathematics education in the southeast region.

Tuan Hj. Ahmad Ramli
Councillor

Hamidah Mahmud
Councillor



Puan Hamidah, graduated from the University of Birmingham, United Kingdom with a Bachelor of Science in Electrical & Electronic Engineering in 1980. She later obtained an MBA from the Multimedia University, Cyberjaya in 2000.

She has more than 20 years experience in managerial positions in TM where she began her career as an Assistant Manager of Marketing Unit Central Region in 1989. In 1999, she was appointed as the General Manager of Corporate Sales. Subsequent to that, she was the General Manager for 2 states namely MSC & Kuala Lumpur from 2005 until 2008. She was later appointed as the Vice President of Consumer Sales in 2009. In 2010, she was a recipient of GCEO Merit Award as recognition of her contributions to TM as a whole.

She was appointed to her current position as Vice President of Customer Service Management effectively on 15th July 2010.



Dr. Doris is the Vice President of Malaysian Consumer and Family Economics Association (MACFEA). MACFEA plays an active role in researching and providing insightful opinions that add value and drive improvement to the economy of the family and the consumer. Dr. Doris is also a senior lecturer at the Faculty of Economics and Business for Universiti Kebangsaan Malaysia. She is also an Advisor to the Red Crescent Society Malaysia, member of Yayasan Sultan Yusuf and member of the Gerontological Association of Malaysia.

Dr. Doris Padmini d/o Selvaratnam
Councillor

Mediha Mahmood
Councillor



Graduated with an LLB (Honours) from the International Islamic University Malaysia, Puan Mediha chartered her career path at the renowned firm of Messrs. Shearn Delamore & Co., where she practiced law in the Corporate & Commercial Department for two years. She then made the transition to the corporate world in 2004 by securing a position as in-house legal counsel with PricewaterhouseCoopers. She is currently an Assistant Vice President in the Regulatory and Government Relations' Department of Astro Malaysia Holdings Sdn Bhd where she heads the Content Regulation and Strategic Engagement.



Tuan Hj. Khairuddin is the Yang Di Pertua Persatuan Pengguna Negeri Sembilan and also co-chairs the Gerakan Pengguna Negeri Sembilan under Kementerian Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan. He is also the Chairman of the Association of Negeri Sembilan Auctioneers. Formerly a Police Officer and Human Resource Manager, his extensive experience in managing people has made him a tireless consumer right advocate. Hj. Khairuddin himself is very passionate and active in consumers' rights protection and an acute thinker in mobilising operational strategies.

Tuan Hj. Khairuddin Yunus
Councillor

Joachim Rajaram
Councillor



Mr. Joachim is the Head of Communications at DiGi Telecommunications Sdn Bhd, joining the company in 2008. In his current role he leads the Communications team in supporting both the corporate and market support communications. Prior to his current role, he was with the Corporate Responsibility Department, focusing on developing external partnerships and community engagement programmes. Prior to joining DiGi, Joachim spent more than 10 years in Public Relations consulting, with both local and multinational agencies. In that time he has managed communication programmes for a number of corporations, including Microsoft, MasterCard, Celcom, Carlsberg and KFC Holdings. He has an honours degree in Law from the University of London.

Mohd Mustaffa Hamzah
Councillor

Encik Mohd Mustaffa is currently the Executive Officer at Persatuan Pengguna Islam of Malaysia.



BOARD OF COUNCILORS

OFFICE BEARERS		
Ravinder Singh s/o Mall Singh (replacing Tuan Hj. Khairuddin Yunus as the Chairman effective 16 December 2010)	Chairman	Consumer Association of Penang (Demand Side)
Muhammad Adnan Abdullah (replacing Nor Esah Mohd Said as the Deputy Chairman effective 16 December 2010)	Deputy Chairman	Celcom Mobile Sdn Bhd (Supply Side)
Agnest Chan Wai Fong (replacing Lim Kim Seng as the Councilor and Treasurer effective 16 December 2010)	Treasurer	Malaysian Mobile Content Providers Association (Demand Side)
Normazaila Abu Bakar @ Harun (replacing Saffura Chinniah as the Secretary effective 10 March 2010)	Secretary	Multimedia University (Demand Side)
COUNCILORS		
Mahfuzah Azahari (replacing Nor Esah Mohd Said as Councilor effective 3 March 2011)	Councilor	Maxis Mobile Services Sdn Bhd (Supply Side)
Mohd Mustaffa Hamzah (replacing Noor Nirwandy Mat Nordin as Councilor effective 19 April 2010)	Councilor	Persatuan Pengguna Islam Malaysia (Demand Side)
Laili Hanim Mahmood	Councilor	Sistem Televisyen (M) Bhd (Supply Side)
Mediha Mahmood (replacing Sharmitha Visvalingam as Councilor effective 22 November 2010)	Councilor	Measat Broadcast Network Systems Sdn Bhd (Supply Side)
Hamidah Mahmud (replacing Tuan Hj. Ahmad Ismail as Councilor effective 27 January 2011)	Councilor	Telekom Malaysia Berhad (Supply Side)
Dr. Doris Padmini d/o Selvaratnam	Councilor	Persatuan Ekonomi Pengguna & Keluarga Malaysia (Demand Side)
Tuan Hj. Ahmad Ramli	Councilor	Southeast Asian Ministers of Education Organization Regional Centre for Science and Mathematics (SEAMEO RECSAM) (Demand Side)
Joachim Rajaram (replacing Saffura Chinniah as Councilor effective 10 March 2010)	Councilor	DiGi Telecommunications Sdn Bhd (Supply Side)
Tuan Hj. Khairuddin Yunus (relinquished position as Chairman and Councilor on November 2010)	Councilor	Persatuan Pengguna Negeri Sembilan (Demand Side)

Table 1: List of Council Members 2009 - 2011



ORGANISATION STRUCTURE

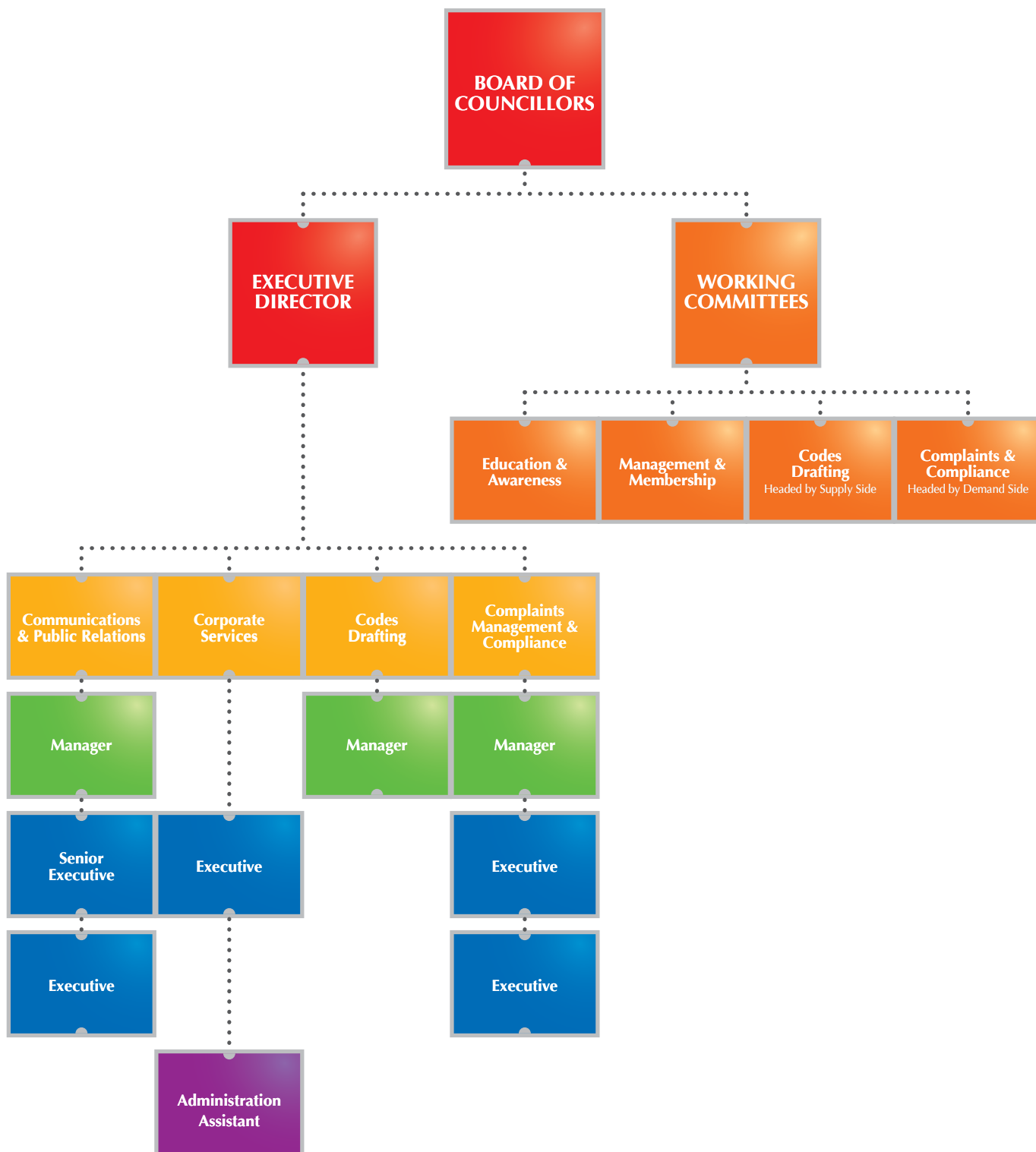


Chart 1: Organisation Chart

CORPORATE INFORMATION

OFFICE BEARERS

Ravinder Singh s/o Mall Singh
Chairman

Muhammad Adnan Abdullah
Deputy Chairman

Agnest Chan Wai Fong
Treasurer

Normazalila Abu Bakar @ Harun
Secretary

Azizan Mohamad Afandi
Executive Director

COMPLAINTS & COMPLIANCE COMMITTEE

Headed by Agnest Chan Wai Fong
(replacing Lim Kim Seng)
Azizan Mohd Afandi
Nor Asfazilah Abdullah
Hizam Hamzi Alias

CODES DRAFTING COMMITTEE

Headed by Hairunnisa Mohd Nasir
(replacing Nor Esah Mohd Said)
Azizan Mohd Afandi
Rosdiana Mazlan

EDUCATION & AWARENESS COMMITTEE

Headed by Hamidah Mahmud (2011)
Azizan Mohd Afandi
Athirah Tan Abdullah
Nur Khalidah Khalid

MANAGEMENT & MEMBERSHIP COMMITTEE

Headed by Ravinder Singh s/o Mall Singh
(replacing Tuan Hj. Khairuddin Yunus)
Azizan Mohd Afandi
Fatimah Hassan

SECRETARIAT

Headed by Azizan Mohd Afandi
(replacing Muhamad Tahir Muhamad Noor)
Rosdiana Mazlan
Athirah Tan Abdullah
Nor Asfazilah Abdullah
Hizam Hamzi Alias
Nur Khalidah Khalid
Fatimah Hassan

AUDITORS

Shanker & Co Chartered Accountants (AF1881)
Unit K-1-3, Block K
Dataran Ara Damansara
47300 Petaling Jaya
Tel : 603-7845 9418
Fax : 603-7845 8418

REGISTRAR

Pendaftar Pertubuhan Malaysia
Registered on 13 February 2001
Registration No : 170

REGISTERED OFFICE

Forum Pengguna Komunikasi Dan Multimedia Malaysia
(Communications & Multimedia Consumer Forum of Malaysia)
6-02, 6th Floor, Straits Trading Building
No.2 Lebuhr Pasar Besar
50050 Kuala Lumpur
Malaysia

BANKERS

Bank Muamalat Malaysia Berhad

ED'S REVIEW OF OPERATIONS



Azizan Mohd Afandi
Executive Director

It is the mission of CFM to be the communications and multimedia advocator of consumerism and reference point for information in fostering highest standards of services and growth of the industries. For the year 2010, cfm continued its key focus to strengthen and enforce its foundation for relevance within the industries and growth.

The vehicles to achieve the above are through:

1. Comprehensive public relations campaign via print and electronic media;
2. Consumer engagement via Regional Consumer Seminars and events participation;
3. Campaigns to promote CFM Complaints Portal and Consumer Education Initiative;
4. Awareness and Compliance Monitoring of the General Consumer Codes
5. Improvement of Complaints Management process.

The Office

As of 1 January 2010, the secretariat was staffed with a total of six (6) full time personnel. It was headed by an Executive Director and supported by:

1. Codes and Compliance Manager
2. Complaints Management Manager
3. Education and Awareness Senior Executive
4. Complaints Management Executive; and
5. Management Support Executive.

It has to be highlighted that CFM needs to strengthen its manpower and for the whole year of 2010, two new recruitments were made, Executive on Complaints Management Department and Communications and Public Relations Department.

There were four staff that left CFM for various reasons and two of the vacant positions were filled, the Code Drafting Manager and Communications and Public Relations Executive. A temporary clerk was also hired to assist in administrative functions.

There was also a change at the Executive Director's office, where I was appointed as the 2nd ED effective 15 October 2010, replacing Encik Muhamad Tahir.

As of end of December 2010, the staff strength of the secretariat was 7:

1. Executive Director;
2. Codes Drafting Manager;
3. Two(2) Complaints Management Executives;
4. Communications and Public Relations Senior Executive;
5. Communications and Public Relations Executive; and
6. Temporary Clerk.

On behalf of CFM, I wish to thank all the staff that has served CFM with diligence and dedication.

Financial

CFM started the year with a fund of RM429,138.11, a surplus from the year 2009. A total of RM1.073 millions was injected during the year, RM1 million from SKMM and RM68,290 received from membership subscription fees.

For the year 2010, CFM has spent a total of RM704,898 which 21% was for marketing and promotions, 39% for human resources expenses and 34% was for office and administration expenses. At the closing year, CFM has available funds of RM796,952.

THE SECRETARIAT

ATHIRAH TAN - Senior Executive, Communications & PR

AZIZAN - Executive Director

HIZAM HAMZI - Executive, Complaints Management

JAFRI - Manager, Codes Drafting (*Until June 2010*)

MUHAMAD TAHIR - Executive Director (*Until Oct 2010*)

NUR ASFAZILAH - Executive, Complaints Management

NUR KHALIDAH - Executive, Communications & Public Relations (*Joined October 2010*)

ROSDIANA - Manager, Codes Drafting (*Joined October 2010*)

SHEILA - Executive, Management Support, HR & Admin (*Until Dec 2010*)

WAN NAZREENMAN SHAH - Manager, Complaints Management (*Until April 2010*)



From left to right: Wan Nazreenman Shah, Muhamad Tahir, Jafri, Hizam Hamzi, Athirah Tan, Nur Asfazilah, Sheila



Azizan Mohd Afandi was appointed as the Executive Director of CFM on 15 October 2010.

He spearheads the operational and strategic networking, and objective implementation of the CFM.

The appointment marks a major milestone to a continuous piloting of CFM's momentum to further expand its complaints management capabilities, drive industry compliance, form

strategic alliances between stakeholders and industry players as well as enhance public's knowledge through advocacy of consumer's rights in community outreach programs.

Under his exceptional guidance and leadership, he shares a wealth of experience in compliance and industry knowledge, benefiting from his vast exposure as a compliance officer. He has served as the Deputy Director of Compliance Department of SKMM for 7 years having active involvement in areas of improving quality of service, compliance monitoring and addressing consumer issues. His previous experiences contribute greatly towards remaining relevant with today's industry business needs.



NUR KHALIDAH

Executive
Communications & Public Relations
(*Joined October 2010*)



ROSDIANA

Manager
Codes Drafting
(*Joined October 2010*)

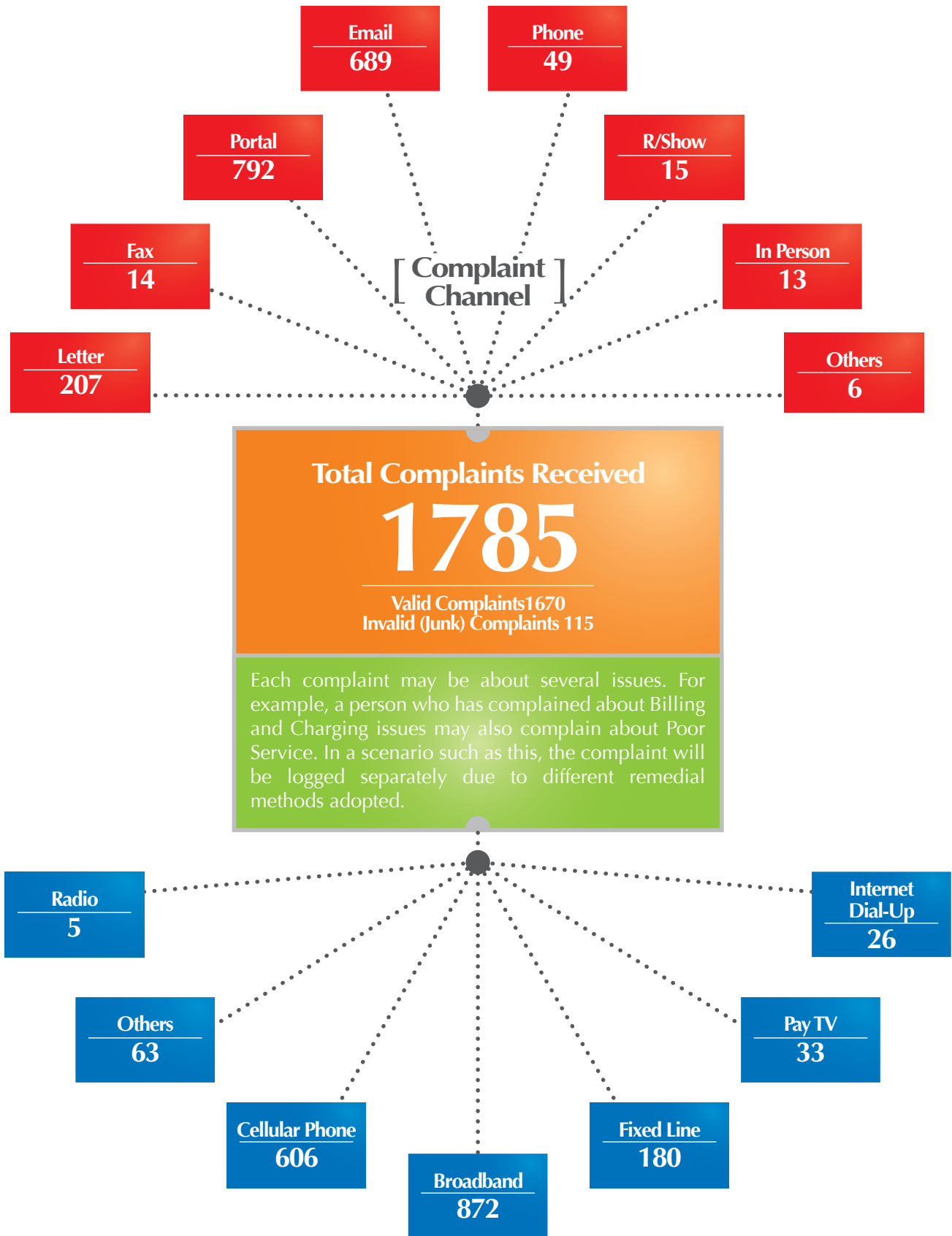
“ Excellence is the unlimited
ability to improve the quality
of what you have to offer. ”



DRIVING EXCELLENCE
(PERFORMANCE)



A SNAPSHOT - COMPLAINTS RECEIVED



Snapshot 1: Snapshot of Complaints Received

OUR SCORECARD

REBUILDING, REINFORCE, RELEVANCE

Connecting People

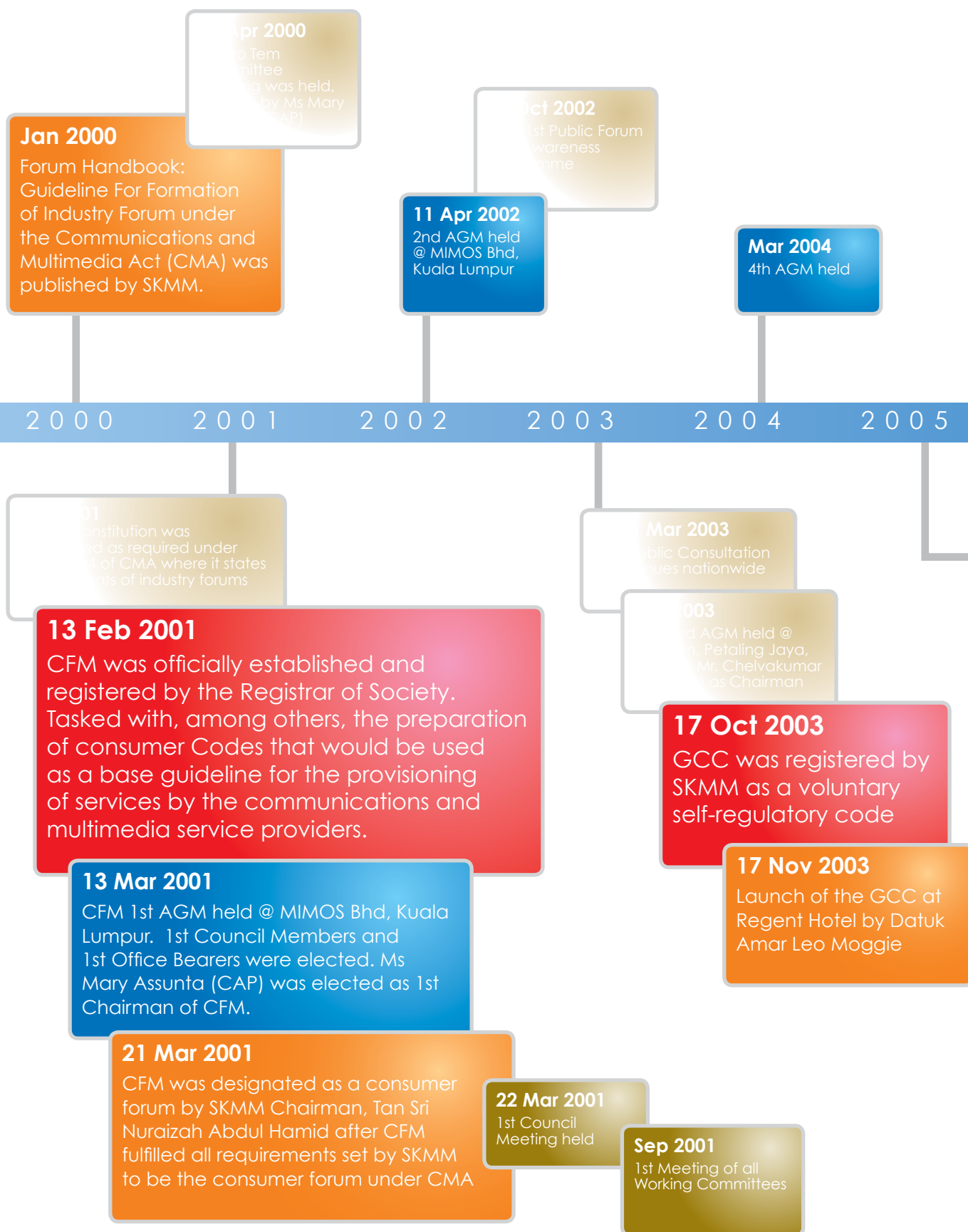
COMMITTEE	STRATEGIES 2009/2010
Management	Reviewed and rationalised manpower, matched job skills (this was started in November 2009 and completed with recruitments in February 2010. Further review is in the pipeline).
	Continue to seek opportunity to automate key internal activities and processes
	Bringing back account management and tracking in-house and implementing the MYOB further training in the pipeline to expose staff to the operations of the system in order to create and enhance capabilities.
Membership	Getting greater participation in CFM's activities - membership drive, codes drafting focus groups
Complaints Management	Reviewing and implementing upgrades to the Complaints portal to ensure a more comprehensive analysis and report can be generated.
	To reduce processing time per complaint
Compliance	Compliance SOP in place by Q2 2010
Education & Awareness	Getting greater participation in CFM's activities - membership drive, regional / rural seminars, codes drafting and complaints resolution focus groups and other joint activities such as publications and capacity building workshops.
	Upkeep of social media presence, constant social media activity, social media audience engagements, production of impressive collaterals to increase visual and online presence
	Stakeholders engagement through repositioning of image, joint activities, transparent and consistent messaging to Consumers, Demand and Supply Side, SKMM, KPKK, KPDNKK
Codes Drafting	Translate and publish the revised GCC
	GCC Awareness, codes drafting focus groups

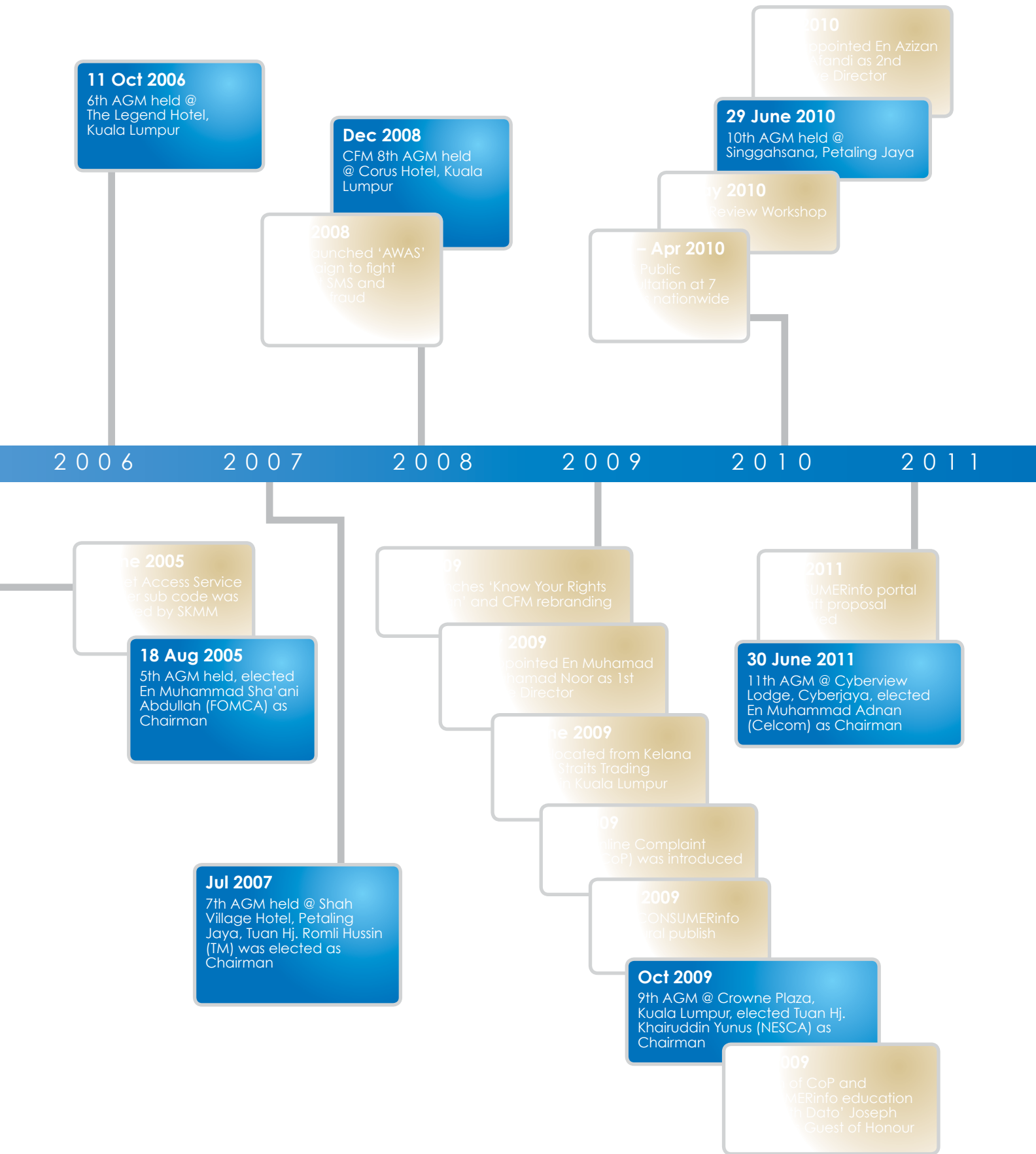
Reaching Out & Benefitting People

ACHIEVED 2010	STRATEGIES 2010/2011
√	2 vacant positions of secretariat has been filled and completed fundamental manpower required with at least 1 secretariat staff for every committee.
Ongoing	Further development of internal SOP required for standard procedures
√	MYOB implemented. On the job training is ongoing to develop working knowledge and maximise usability of the MYOB.
Ongoing	7 new members recruited in 2010. Need to further develop members' engagement activities. Based on feedback from members, there has been high interests for partnership collaborations, share of expertise, discussion of issues and need for more information about membership.
Ongoing	Upgrade requirement identified and detailed proposal developed based on analysis and report requirement.
√	Average closing day reduced from 3.92 days to 1.09 days and is 73% compliant to the benchmark stipulated by the GCC.
√	Draft SOP completed, to be finalised after completion of revised GCC.
√	Extensive awareness and publicity measures has been carried out for education and awareness. Please refer to Committee Report for details of performance. Our activities however, focused on ground activities for 2010. We need to focus on development of information to increase understanding of consumer issues and assist the consumer to manage their needs. Based on feedback gathered throughout the year, consumers are very positive and always keen on learning especially about issues which can be made as a self-help tool.
Ongoing	Further research needed to develop content required for online, social media and offline presence. Issues need to be identified and advocated in a concerted manner and to work closely with members and SKMM for editorial or advocacy collaborations.
√	Consistent engagement and activities are currently ongoing. Committee needs to further focus into target audience activity breakdown to increase understanding of issues and audience engagement. Various methods needs, channels and media needs to be strategised to maximise efficiency.
X	Pending completion of revised GCC.
Ongoing	GCC Awareness Seminar conducted during CFM Consumer Seminar to increase awareness of the GCC's role. Further development required both online and offline for simplified information relating the role of GCC, its protection of consumer rights, promoter of consumer confidence and driver of industry performance.

Table 2: CFM Scorecard

CFM'S 10TH ANNIVERSARY MILESTONES





Snapshot 2: CFM 10th Anniversary Milestones

“ Impossible only means
that you haven't found the
solution yet. ”



COMPLAINTS AND COMPLIANCE COMMITTEE -
PROVIDING SOLUTION



A SNAPSHOT - SUMMARY OF COMPLAINTS 2010

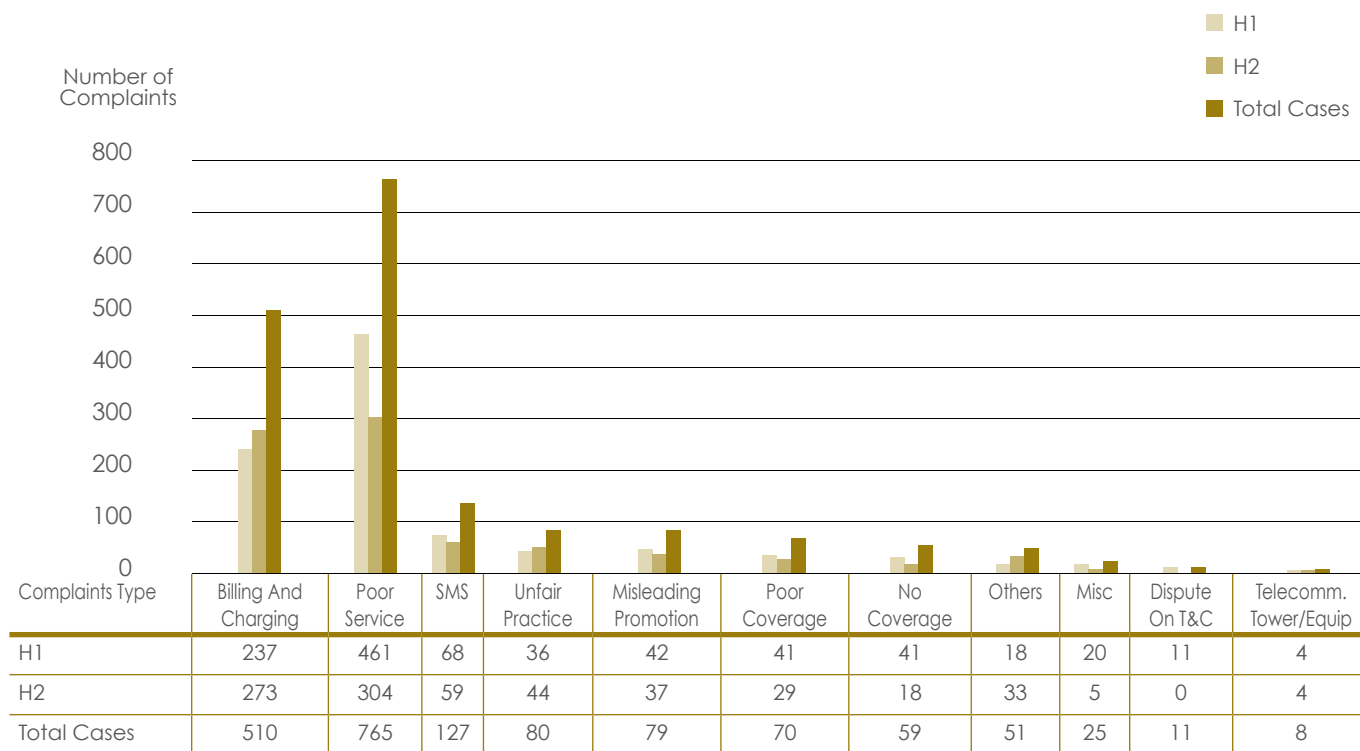


Chart 2: Snapshot Summary of Complaints 2010

The Complaint Management Secretariat has a productive year of handling and mediating resolution for complaints related to telecommunications and multimedia service. For 2010, the Complaint Management Secretariat received an increased of 34% to 1785 complaints from year 2009 regarding telecommunication and multimedia services.

792 complaints were received via our CFM Online Complaint Portal (CoP), representing 44% from the total complaint received. This indicates that more public awareness about CFM Online Complaint Portal (CoP) existence as a feedback resulted from CFM awareness activities and consumer educational program held.

The highest numbers of complaints were received in April (202), followed by May (199) with a variance between 44 and 87 complaints for the remaining 10 months. The majority of complaints were on poor services. The main area of concern is internet connection/speed (319) followed by installation and activation (131) and then service downtime (100).

Most complaints were made directly to CFM through the Online Complaints Portal (CoP). A number of complaints were also referred from SKMM, KPDNKK and consumer associations.

Along with GCC requirements on complaint management, the secretariat and service providers had strived at the best effort to ensure adherence to the stipulated requirements.

LEVEL CHART & GRAPHICAL PERFORMANCE

We launched our Online Complaints Portal (CoP) in 2009 and have continuously undertaken action to improve it for more efficient complaints handling and management and reporting capabilities. The aim is always to increase the accessibility and usability of data and information. As a significant impact of improvement and changed adopted in 2010, CFM is able to generate more detailed report automatically, resulting in more in-depth analysis of complaints resolution performance and pattern.

A complaint received by CFM goes through 4 steps during the mediation process, which is as follows:

OPEN

CFM opens a case upon receiving complaint from Consumer.

PENDING

CFM mediates a complaint case between the Consumer and Service Provider.

RESOLVED

Service Provider has recommended solution to Consumer through CoP and tagged as Resolved.

CLOSED

CFM confirmed with consumer's acceptance of solution recommended by the Service Provider.

Month / Business Days	≤ 15	≤ 30	> 30
Jan	72	105	50
Feb	57	102	26
Mar	100	119	33
Apr	120	155	47
May	97	149	50
Jun	89	110	33
Jul	72	89	59
Aug	73	85	58
Sep	58	101	26
Oct	73	83	29
Nov	78	107	37
Dec	72	102	28
Grand Total	961	1307	476

Table 3: Resolution Cycle Time by Month for 2010

Month	Business Days	Complaints Received	Average Business Day Taken
Jan	268	155	1.7
Feb	261	128	2.0
Mar	244	152	1.6
Apr	218	202	1.1
May	185	199	0.9
Jun	177	143	1.2
Jul	157	148	1.1
Aug	137	145	0.9
Sep	116	127	0.9
Oct	94	112	0.8
Nov	41	144	0.3
Dec	55	130	0.4
Grand Total	1953	1785	1.09

Table 4: Average No. of Business Days Taken to Resolve Complaints for 2010

LEVEL CHART & GRAPHICAL PERFORMANCE

Month	2010	2009
Jan	1.7	2
Feb	2.0	4
Mar	1.6	8
Apr	1.1	8
May	0.9	2
Jun	1.2	9
Jul	1.1	5
Aug	0.9	4
Sep	0.9	2
Oct	0.8	1
Nov	0.3	1
Dec	0.4	1
Grand Total	13.1	47.0
Average Year Closing Day	1.09	3.92

Table 5: Average Closing Days Performance 2010 vs 2009

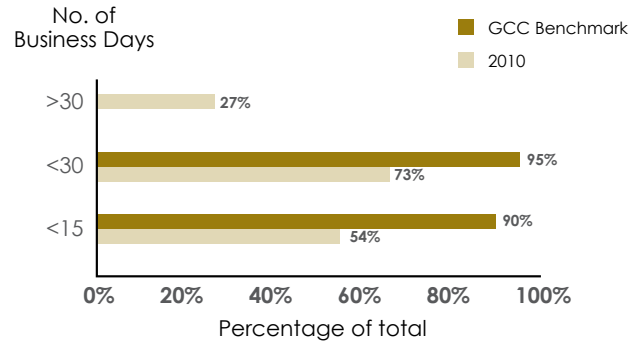


Chart 3: Resolution Cycle Time Performance against GCC Compliance

No. of Business Days	< 15	< 30	> 30
2010	54%	73%	27%
GCC Benchmark	90%	95%	N/A

Table 6: No. of Complaints Resolved

RESOLUTION TIME CYCLE PERFORMANCE

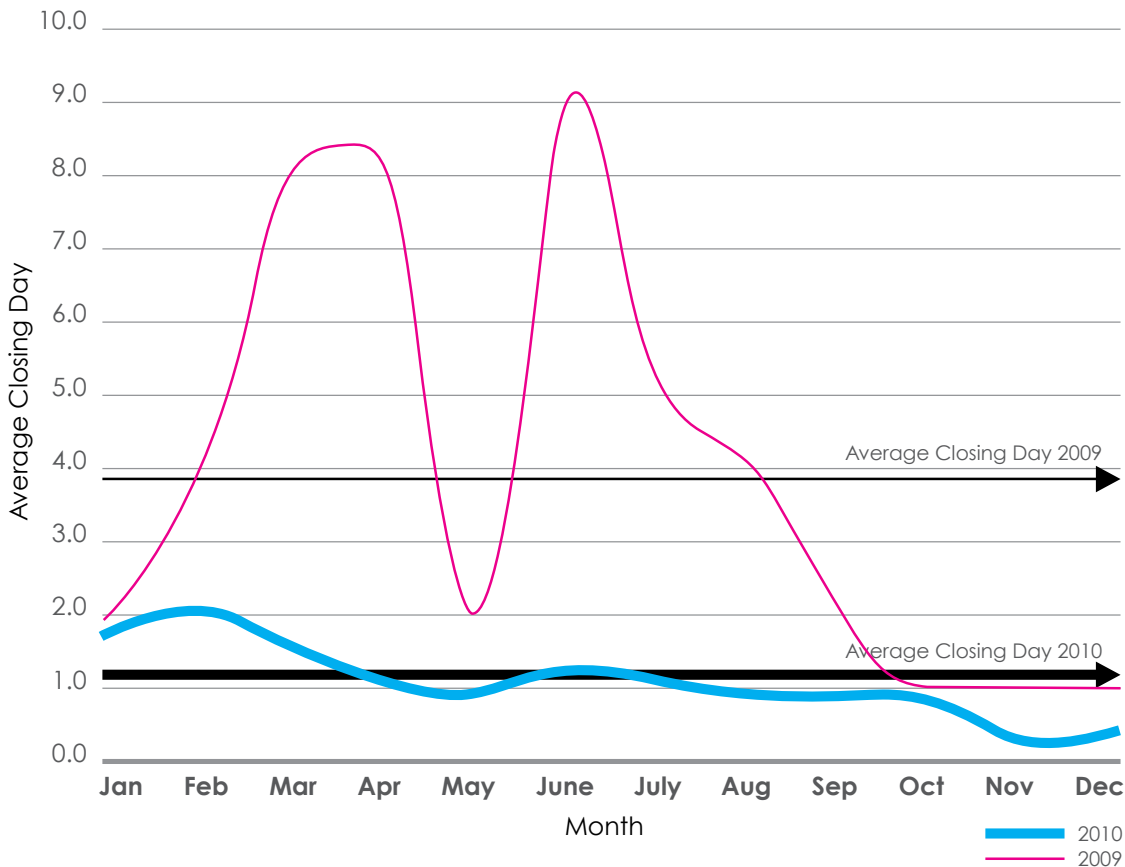


Chart 4: Average Closing Day Performance 2010 vs 2009

SERVICE PROVIDER COMPLAINT STATISTICS

Service Providers	Billing And Charging	Dispute On T&C	Miscellaneous	Misleading Promotion	No Coverage	Others	Poor Coverage	Poor Service	SMS	Telecommunication Tower/Equip	Unfair Practice	Grand Total
Celcom	97	2	5	32	4	4	8	48	50	4	11	265
DiGi	95	1	3	11	5	2	7	33	11		12	180
InfoAge Technology	1											1
iZZinet	2		1		1		1	4				9
Jaring					1		1	5				7
Malaysian Mobile Content Providers Association	1								36			37
Maxis	113	2	3	11	4	2	15	42	26	1	13	232
ASTRO	7	1		1			2	16		1	4	32
Media Prima					1							1
MyKRIS								1				1
Optical Communication Engineering	1											1
Others	10	1	7	1	1	31		9	4	1	8	73
P1	20			4	2		19	49			1	95
REDtone						1		1				2
TM	69		2	6	16	2	2	104			4	205
TIME	1							2				3
TMNet	75	3	3	2	23	9	11	442		1	25	594
UMobile	18		1	11	1		4	8			2	45
XOX.Com		1						1				2
Grand Total	510	11	25	79	59	51	70	765	127	8	80	1,785

Table 7: Service Provider Complaint Statistics

COMMITTEE REPORT

1.0 EXECUTIVE SUMMARY

- 1.1 The report is prepared to produce annual statistical data for complaints received and resolved for the period from January 2010 until December 2010.
- 1.2 The vital objective of forum's complaint management working committee remains as stipulated in the gcc requirement. Our focus for year 2010 is to strengthen the stakeholder relationship and to improve timeliness in complaint handling and resolution.

2.0 FACT AND FIGURES (STATISTICAL ANALYSIS)

- 2.1 The complaints received in year 2010 had increased by 34% from year 2009 to a total of 1785.
- 2.2 The complaint management working committee through its complaint management secretariat had attended all the complaints received and managed to close up to 73% of complaint received within 30 business days.
- 2.3 Consistent periodic review and proactive measures were taken by the complaint management secretariat had resulted in positive response from the service provider in ensuring complaints were responded according to the required timelines.
- 2.4 The number of complaints received by quarter over last year are indicated in the table below:

Quarter	Total complaints per quarter
Quarter 1 (Jan – Mar)	435
Quarter 2 (Apr-Jun)	544
Quarter 3 (Jul-Sep)	293
Quarter 4 (Oct-Dec)	513
Total	1785

Table 8: Complaints Received by Quarter

- 2.5 The Forum received its complaints through several identified channels which can be broken down as follows:

Source of Complaint	Total complaint received
Portal	792
KPDNKK	358
SKMM	311
Email	199
Phone	49
Consumer Group	15
R/Show	15
Fax	14
In Person	13
Letter	13
Others	6
Total	1785

Table 9: Complaints Received by Channel

Complaint Category	Total complaints
Billing And Charging	510
Dispute On T&C	11
Miscellaneous	25
Misleading Promotion	79
No Coverage	59
Others	51
Poor Coverage	70
Poor Service	765
SMS	127
Telecommunication Tower/Equip	8
Unfair Practice	80
Total	1785

Table 10: Breakdown of Complaints by Complaint Category

Service Provider	Total
Celcom	265
DiGi	180
InfoAge Technology	1
iZZinet	9
Jaring	7
Malaysian Mobile Content Providers Association	37
Maxis	232
ASTRO	32
Media Prima	1
MyKRIS	1
Optical Communication Engineering Sdn Bhd	1
Others	73
P1	95
REDtone	2
TM	799
TIME	3
UMobile	45
XOX.Com	2
Grand Total	1785

Table 11: Breakdown of Complaints by Service Provider

COMMITTEE REPORT

STRATEGY AND DIRECTION FOR 2011

Factor	Strategy	2011 Target
Internal process	Improve internal operational standard and procedure to ensure adherence to the GCC requirement.	<ul style="list-style-type: none"> • Implement compliance review on complaint handling responsiveness timeliness. • To initiate on CoP enhancement / upgrade to ensure effectiveness and efficiency of complaint management
Learning and growth	Periodic review on manpower skill and knowledge to ensure continuous staff development	Continue to attend training or participate in seminar related to complaint management once a year
Stakeholder	<ul style="list-style-type: none"> • Proactively involved in awareness programs. • Proactively inform and educate the stakeholder. 	<ul style="list-style-type: none"> • To initiate meeting with direct stakeholders for refresher / discussion on GCC and CoP • To strengthen alliance with direct stakeholder in complaint management
Financial	Align the allocated budget to operational priorities.	Manage financial consumption within approved operational budget.

Table 12: CMD Strategy and Direction for 2011

COMPLAINT MANAGEMENT SECRETARIAT ACTIVITIES REPORT

Month	Date	Details
Feb	4	CFM Visit to Digi (GCC Seminar)
	18	Meeting with Maxis (Pending Complaints)
Mar	9	Meeting with P1 on Complaints Handling
Apr	6	Mesyuarat Jawatankuasa Antara Agensi Bagi Penyelarasan Isu-Isu Bil 1 Pengguna (KPDNKK)
Jul	2	Meeting with TM (Pending / Late Resolution Update)
	6	Mesyuarat Jawatankuasa Antara Agensi Bagi Penyelarasan Isu-Isu Bil 2 Pengguna (KPDNKK)
	20	Mesyuarat Pasukan Petugas Pusat Seheni Aduan (KPDNKK)
	27	Mesyuarat Untuk Membincangkan Cadangan Penubuhan Pusat Pengurusan Aduan Nasional (KPDNKK)
Sep	2	Meeting with SKMM Compliance Department (SKMM/Pn.Sharizan (KPI)
Oct	25	Mesyuarat Jawatankuasa Antara Agensi Bagi Penyelarasan Isu-Isu Bil 3 Pengguna (KPDNKK)
Nov	4	Feedback on Review of QoS Mandatory Std on Broadband Access Service and New QoS Mandatory Standard on BB Wireless access service
	19	Meeting with Astro (SKMM/Astro issues)
	25	MS Mobile Content Service Discussion on Tech & Operational Challenge

Table 13: Complaint Management Secretariat Activities Report

“ Good news is no news
No news is bad news
Bad news is good news ”



5 MAJOR COMPLAINT
CATEGORIES



TOP 5 COMPLAINTS CATEGORY

Overview

As compared with 2009, 4 types of complaints ("Poor Service", "Billing and Charging", "SMS" and "Unfair Practice") remain among our Top 5 of Complaints Category. However, due to increase in complaints received from 22 to 79 in 2010, "Misleading Promotion" has become among the Top 5 Complaints Category received by CFM.

As noted on the same category year on year comparison, "Misleading Promotion" has the highest increase of 259% in cases received. "Billing and Charging" was reported as having the highest case volume increase year-on-year from 2009-2010.

Top 5 Complaints Category																
Year	Complaints Type / Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Vol YOY	% YOY
2010	Poor Service	70	52	77	100	88	74	64	51	52	32	51	54	765	114	17.51
2009		3	8	10	15	11	14	9	12	27	203	155	184	651		
2010	Billing And Charging	31	30	36	59	42	39	40	44	48	54	52	35	510	170	50.00
2009		1	1	6	3	23	25	25	10	42	89	50	65	340		
2010	SMS	17	15	9	11	9	7	15	15	6	4	6	13	127	33	35.11
2009		4	1	2	1	4		7	1	1	12	30	31	94		
2010	Unfair Practice	10	5	7	4	7	3	6	12	5	3	11	7	80	17	26.98
2009		-	-	-	-	-	-	4	4	1	5	19	30	63		
2010	Misleading Promotion	8	6	8	10	5	5	7	5	3	6	8	8	79	57	259.09
2009		1	1	-	-	-	-	2	-	-	6	6	6	22		

Table 14: Top 5 Complaints Category

MAJOR COMPLAINT CATEGORY: POOR SERVICE

Complaint on Poor Service 2010 vs 2009

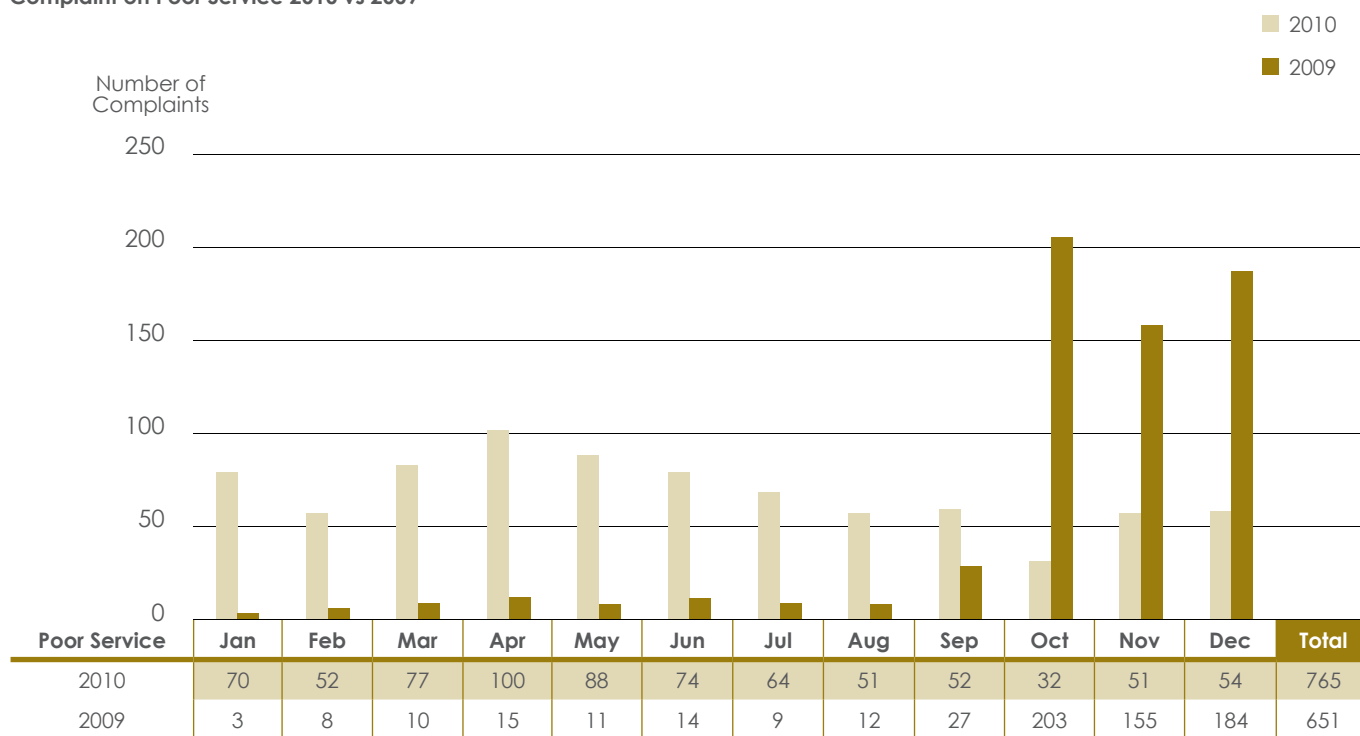


Chart 5: Complaint on Poor Service 2010 vs 2009

Poor service focuses on the complaint for quality of service provided. Under this complaint category, 61.1% of the complaints received came from internet connection/speed issues.

- **Internet Connection/Speed**

Complaint about unsatisfactory speed or intermittent broadband connection.

- **Service Downtime**

For example, the internet service or telephony was fully out of service due to equipment or technical failure.

- **Installation/Activation**

Late service activation or installation beyond the promised service agreement.

- **Service Termination Failed**

Request for service termination was not entertained/late.

- **Poor Customer Service**

Is a factor arising after experiencing dissatisfaction over customer handling.

Poor Service	Total
False Registration	20
Installation/Activation	131
Internet Connection/Speed	319
Mobile Number Portability	20
Others	30
Poor Customer Service	45
Service Downtime	100
Service Restoration	6
Service Termination Failed	42
Speed Capping	52
Grand Total	765

Table 15: Subcategory of Poor Service Complaint

MAJOR COMPLAINT CATEGORY: BILLING AND CHARGING

Complaint on Billing and Charging 2010 vs 2009

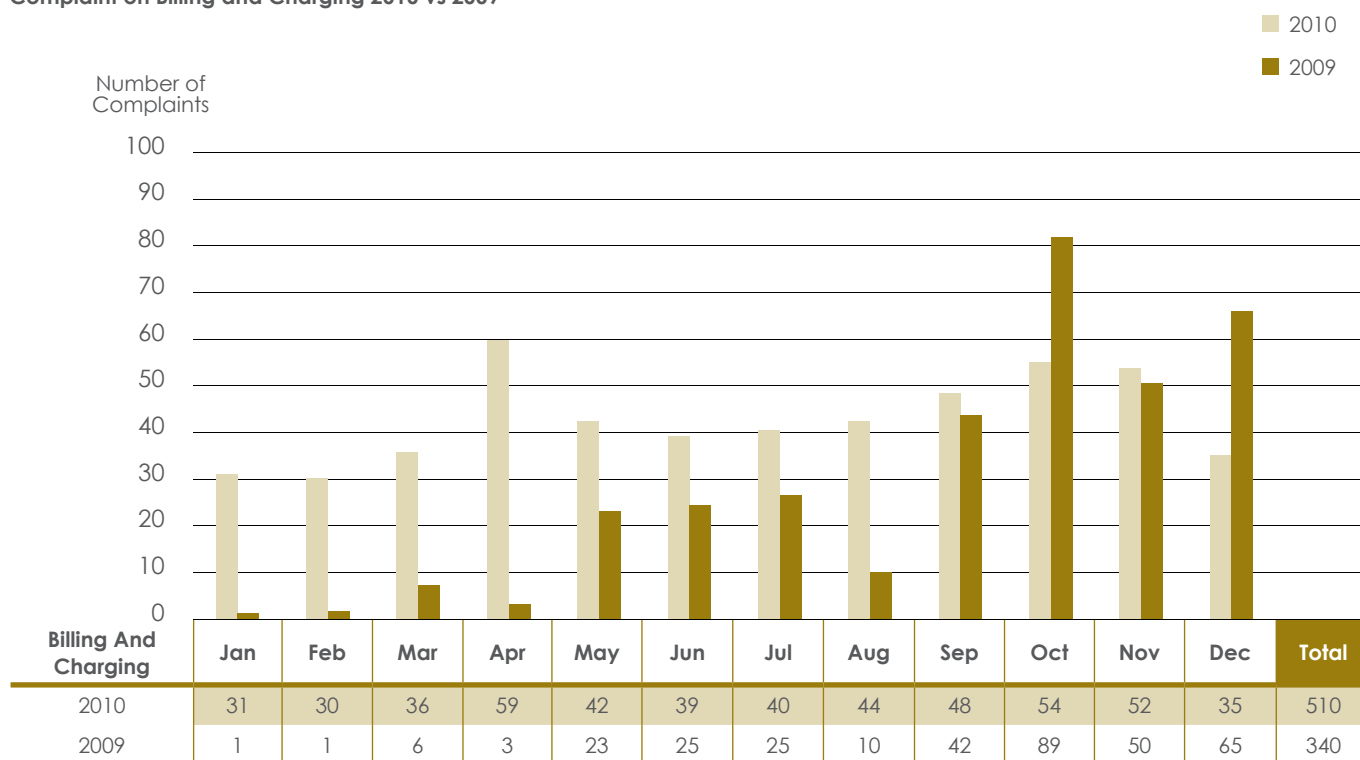


Chart 6: Complaint on Billing and Charging 2010 vs 2009

This category includes disputes about rates, charges and bill discrepancies. It also includes any enquiries and request for rebates and refunds due to unsatisfactory services provided by the service providers.

• Billing Problem/Dispute

Overcharged call, SMS and/or broadband rates which were wrongly charged or were charged where the complainant was not able to access the service.

It also includes dispute on promotional call tariff on IDD and/or roaming services.

• Unreasonable Charges

Charges are invalid or exorbitant. The rates or tariffs were not clearly informed directly to the customer. It includes dispute on promotional tariff or rates on IDD and/or international roaming services.

• Rebate/Refund

A request for bill waiver or deposit refund after subscription terminated.

• Poor Billing System

Customers had not or late receiving bill statement after subscription despite several requests made. Customer being billed late and payment arrangement was not updated according to customer request.

Billing And Charging	Total
Billing Problem/Dispute	191
Credit Limit	17
Fraud Registration	34
Late Payment Charges/ Reconnection Fee	3
No/Late Delivery Of Bill	4
Others	15
Poor Billing System	24
Rebate/Refund	63
Unreasonable Charges	159
Grand Total	510

Table 16: Subcategory of Billing and Charging Complaint

MAJOR COMPLAINT CATEGORY: SMS COMPLAINT CATEGORIES

Complaint on SMS 2010 vs 2009

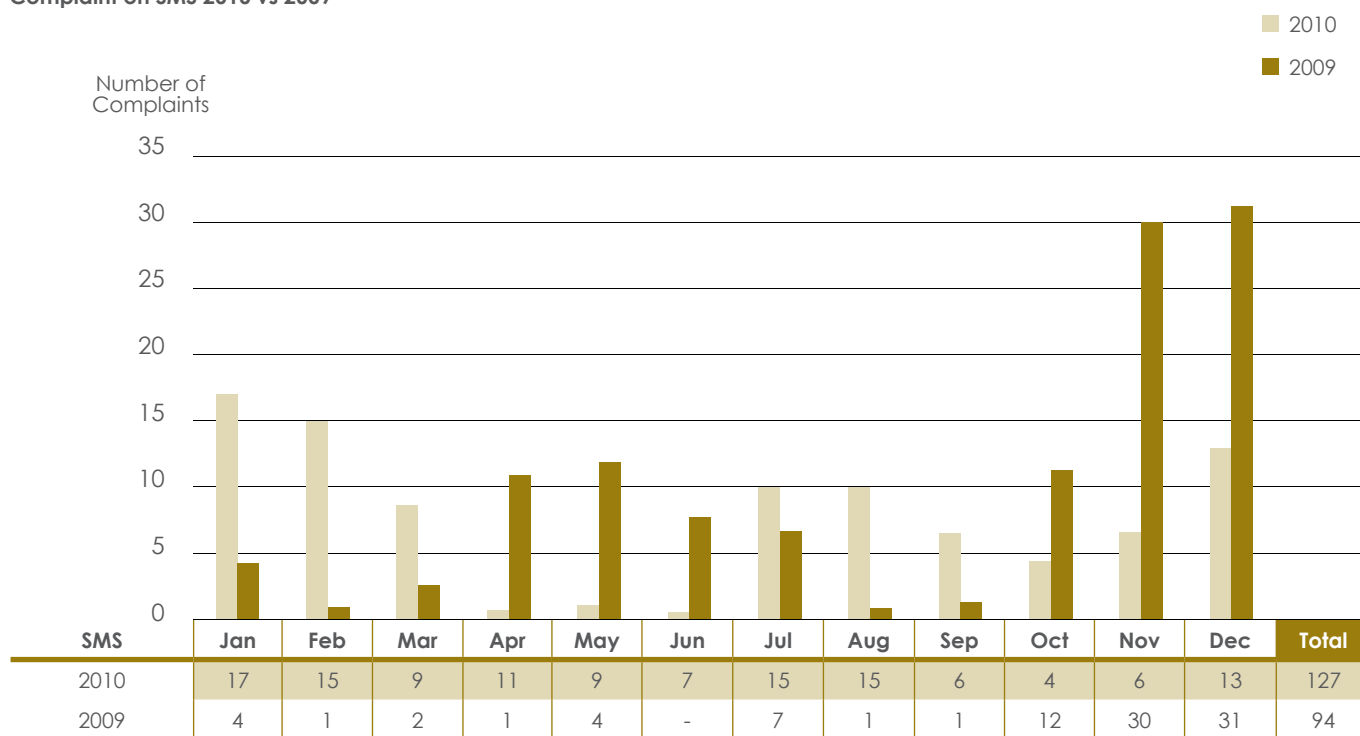


Chart 7: Complaint on SMS 2010 vs 2009

As SMS is concerned, the issues circulated about receiving SMS from unsubscribed short code and receiving promotional SMS at improper time.

- Unsolicited/Unsubscribed SMS**

It refers to complaints about receiving and being charged for unsubscribed SMS from third party service providers such as online games, ringtones or 4D results.

- Scam**

Although this category is beyond the Forum's purview but we do record this category as part of our complaints. The complaints were about receiving fraud or scam messages about contest winnings or requests for personal particulars from unidentified sources.

SMS	Total
Others	8
Promotional SMS	19
Scam	24
Unsolicited/Unsubscribed SMS	76
Grand Total	127

Table 17: Subcategory of SMS Complaint

MAJOR COMPLAINT CATEGORY: UNFAIR PRACTICE

Complaint on Unfair Practice 2010 vs 2009

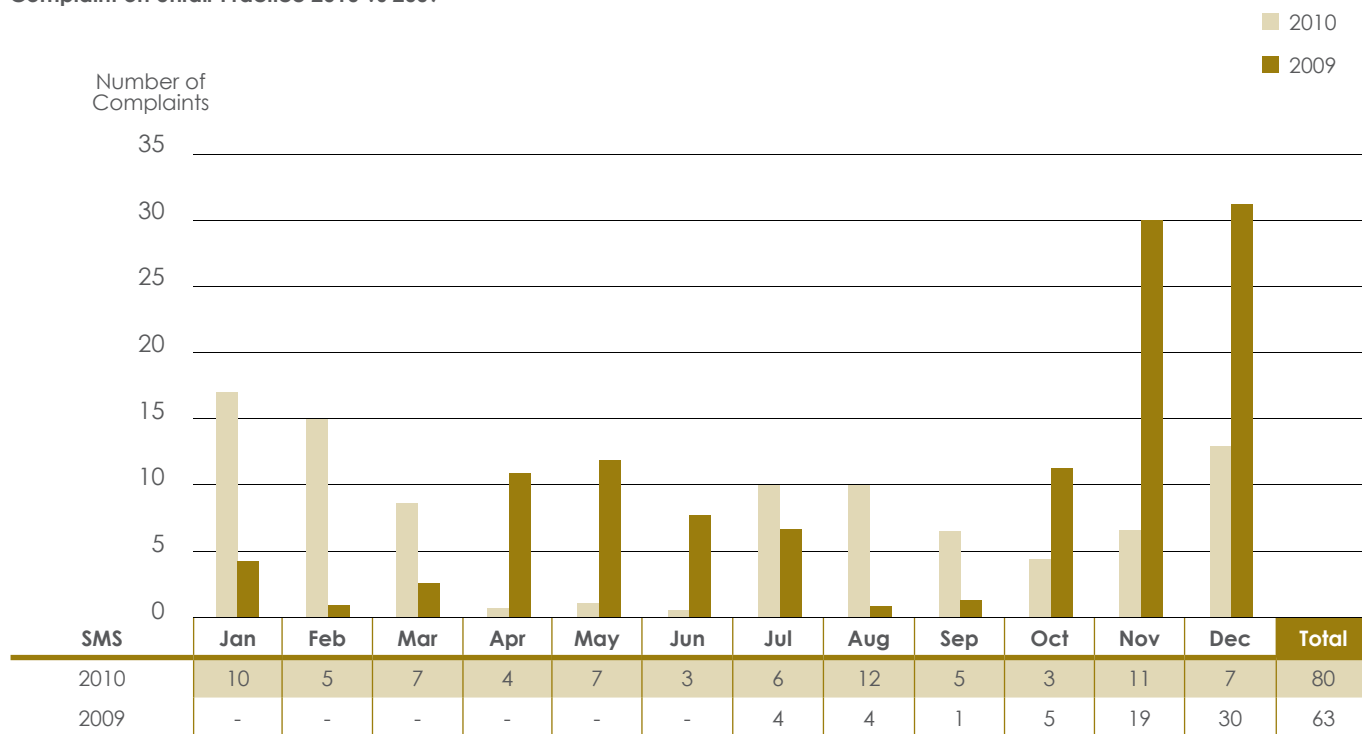


Chart 8: Complaint on Unfair Practice 2010 vs 2009

Unfair practices refer to complaints about dissatisfaction and unfair treatment towards the complainant's request or the complaint.

• **Unfair Practices**

For example, a new promotion on a new subscription plan with more offering would cause old and existing customers to feel unfairly treated.

Customers were not provided with enough information about the subscription or related charges involved during registration.

Customers were not aware of the contract terms that bind them from early termination or penalty.

Unfair Practice	Total
Unfair Practice	80
Grand Total	80

Table 18: Subcategory of Unfair Practice Complaint

MAJOR COMPLAINT CATEGORY: MISLEADING PROMOTION

Complaint on Misleading Promotion 2010 vs 2009

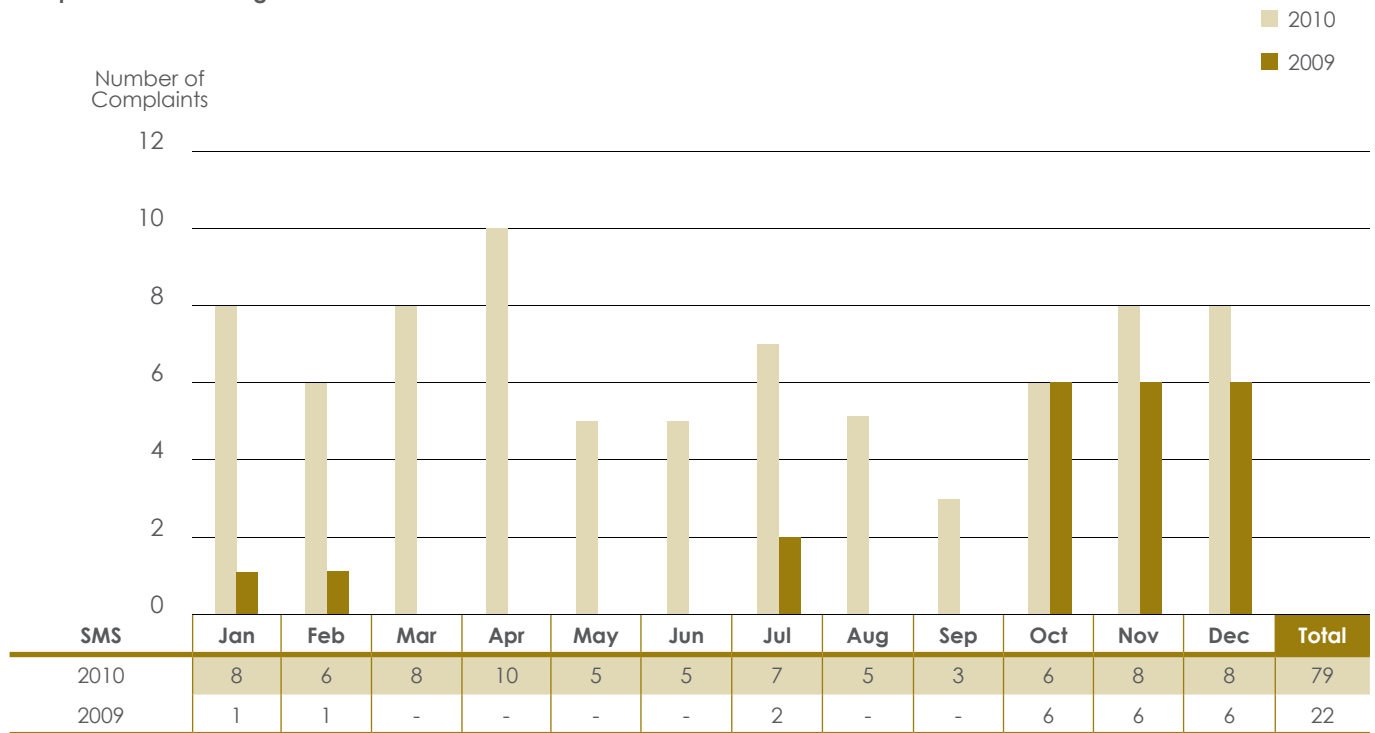


Chart 9: Complaint on Misleading Promotion 2010 vs 2009

Misleading Promotion

- Misleading Promotion/Advertisement**

Complaints about promotion or advertisement statement either deceives or has the potential to deceive and likely to affect the subscribing decision of the consumer. It also leads consumer to less-than accurate conclusion.

- Misrepresentation by dealer**

It refers to the false, incorrect or incomplete statement or explanation provided by the dealer in soliciting new customer. The motives are to secure new registration without explaining the full details on subscription plan, bill charges or contractual agreement to the consumer upfront.

Misleading Promotion	Total
Misleading Promotion/Advertisement	37
Misrepresentation by dealer	42
Grand Total	79

Table 19: Subcategory of Misleading Promotion Complaint

“ Self-regulation will always be a challenge, but if somebody’s going to be in charge, it might as well be me. ”



**CODES DRAFTING COMMITTEE -
PROMOTING SELF-REGULATION**



OVERVIEW

Codes Drafting Committee Overview

Activities of the Codes Drafting Committee in 2010 stays aligned with its mission and objectives as constituted in the Constitution to support the achievement of and also in unification with the vision and mission of CFM.

The committee throughout the year continues its effort in planning, developing and co-coordinating Codes Drafting activities which focused on the GCC review including six (6) Public Consultations in Penang, Johor Bharu, Sabah, Sarawak, Kuantan and CyberJaya which started off in Penang on 24 February 2010 to 29 April 2010 in Cyberjaya. A two-days GCC review seminar in SKMM, Cyberjaya were also successfully held on 6th and 7th May 2010 with participations from 71 attendees which represent various organizations from the Supply and demand side, as well as researchers, experts, regulators, government agencies, personal interest groups and non-government organizations. The compilation of views obtained from the series of Public Consultations and inputs gathered from the GCC Review Seminar becomes the basis of the revised GCC.

For 2011, the Committee will strive for the re-publication of the GCC as well as continue to perform continuous communication and education program including GCC briefing series besides producing materials in the simplest form to increase the understanding and awareness of the Service Providers' obligations and the Consumers' rights under the GCC.

COMMITTEE REPORT

EXECUTIVE SUMMARY

The Codes Drafting Committee which was previously known as Codes Drafting, Compliance & ADR Working Committee have been restructured and renamed in January 2010. The Committee, chaired by Puan Nor Esah Mohd Said from Maxis Mobile Services Sdn Bhd have held regular meetings throughout the year to plan, develop, co-ordinate and discuss on activities in order to achieve its objective of establishment as provided under the Constitution which is to draft, develop, prepare, amend, modify, review and update the Codes. With the resignation of Puan Nor Esah Mohd Said from Maxis Mobile Services Sdn Bhd on 29 November 2010, Puan Hairunnisa Mohd Nasir from Celcom (M) Sdn Bhd was elected by the Council at its 4th Council Meeting on 16 December 2010 to replace the former as the Head of the Committee.

Codes Drafting Activities

In view of issues faced and the complaints received in relation to communications and multimedia services, the Committee has decided to review the General Consumer Code of Practice for the Communications and Multimedia Industry Malaysia (GCC) to further enhance the GCC to provide higher level of consumer confidence through better consumer protections and further strengthen and streamline the quality of service delivery. Hence, Codes Drafting activities for year 2010 concentrated more on activities to achieve the objective of reviewing and updating the GCC:

a) Public Consultation

The following Public Consultation on GCC Review were held:

Date	Venue
24 February 2010	Penang
11 March 2010	Johor Bahru
19 March 2010	Sarawak
22 March 2010	Sabah
22 April 2010	Kuantan
29 April 2010	Cyberview

Table 20: List of Public Consultation on GCC Review

The Public Consultation had successfully acquired views from Consumers on the following areas of the GCC that have been detected as requiring attention for review:

- a) Terms and Termination (Part 2, Section E)
- b) After Sales Support (Part 2, Section I)
- c) Advertising and Representation of Services (Part 2, Section L)
- d) Customer Billing, Charging, Collection and Credit Practices (Part 2, Section M)
- e) Complaint Handling Visibility and Accessibility (Part 3, Section 2)
- f) Adoption Of Good Consumer Practice; including:
 - i) Cooling off period for services sold.
 - ii) Adoption of policy on customer satisfaction or money back guarantee.
 - iii) Compensating customers for services not delivered as promised; such as poor services and disruption.
 - iv) Product kit to be provided to consumers.
 - v) Preparation of Codes and Conduct to agents.
 - vi) Option to be given to opt-in for new services instead of automatic or mandatory migration.

b) GCC Review Workshop



COMMITTEE REPORT

A GCC Review Workshop have been held on 6 & 7 May 2010 at Malaysian Communications and Multimedia Commission (SKMM), Cyberjaya to bring together the researchers and experts from the consumer and legal fraternity in reviewing the contents of GCC; besides providing a platform for the ministry, industry regulators, service providers and consumers to share their views, clarify and deliberate on the issues in relation to the GCC that are affecting the industry.

The GCC Review Workshop launched by Chairman of SKMM, Tan Sri Khalid bin Ramli, which consists of a forum entitled "GCC: The Way Forward for Best Practices in C&M Industry" moderated by Mr. Amarjit Singh, Senior Director, Licensing, Economic Regulation & Compliance Division on SKMM and six (6) Group Discussions divided based on each part of the GCC was a successful event with 71 attendees as follows:

Participants	No of participants
Supply Side	5
Demand Side	34
Researchers & Experts	20
Regulators, Government Agencies, Public Interest Groups, NGOs	12

Besides the views acquired during the Public Consultations, a number of items of the GCC that requires amendments and new items to be incorporated to the GCC have been identified and compiled. Apart from amendments and addition of the identified new clauses, the following amendments are required to be done to the entire content of GCC:

- Grammatical amendments and rephrasing of clauses for clarity and accuracy
- Addition of clauses for clarity, enhance consumer protection and to reflect its latest policies
- Deletion of redundant clauses

The compilation have been reviewed and deliberated by the Committee and became the main input for the revised GCC.

c) GCC talk/awareness

i) GCC Training in Astro

CFM had been invited to give a training to Astro's Customer Service Call Centre staff on 22 December 2010 with the objective of creating awareness to the staff concentrating more on Part 2(1) of the GCC on Provision of Information, Part 2(2) on Protection of Personal Information and Part 3 of the GCC on Complaints Handling. A number of 30 staff had participated in the training.

Alternate Dispute Resolution (ADR) Working Group

The ADR Working Group was established under the Codes Drafting Committee as an adhoc working group that has been tasked with the formulation of an inexpensive and practical alternate dispute resolution mechanism for consumers.

Several activities have been held in order to understand the process of complaints handling and alternative dispute resolution mechanism. These activities include a visit to Telekom Malaysia (TM) on 21 January 2010 to have an overview of the complaint management and sharing of their process flow on complaint handling, and a visit to the Tuntutan Tribunal Pengguna Malaysia (TTPM) for a study tour held on 9th February 2010. The purpose of this visit to TTPM is to understand the role of TTPM in catering for dispute resolution and its mechanism.

CFM had also collaborated with Centre For Consumer Research and Education (CeCORE) of Multimedia University, for the formulation and operationalization of CFM's Alternate Dispute Resolution Project which involves drafting of appropriate documentation, policies and procedures manual to facilitate the operations.

CeCORE, with its expertise in the area of consumer management, have reviewed and recommended that a Mediation-Arbitration method which has the facilitative characteristics of mediation and the determinative characteristic of arbitration is best to be adopted by CFM. CeCORE had presented the Mediation-Arbitration proposal to the Council at its Special Council Meeting on 29 June 2010 and the Council had unanimously approved to consider to adopt the Mediation-Arbitration method. CeCORE had also prepared and submitted to CFM the Standard Operation Procedures, Forms, Policies and Procedures and Cost for adoption of the Mediation-Arbitration method which is currently still under review.

Plans For 2011

Codes Drafting

For 2011, we will be focusing in completing the re-publication of the General Consumer Code (GCC) upon approval by SKMM. As it is important to ensure understanding of the obligation cited in the GCC as well as awareness as to the consumers' rights, we also see the necessity in performing continuous communication and education program including producing leaflet on key substances of GCC and the sub-codes for distribution to Service Providers and Consumers and to hold GCC briefing series.

Alternate Dispute Resolution (ADR)

We plan to continue our collaboration with CeCORE to work on the implementation and operationalisation of the ADR in CFM. A site visit to Singapore Mediation Centre and Singapore International Arbitration Centre which provides mediation-arbitration services is deemed necessary for the purpose of learning and understanding more of the mechanics and operations of the mediation-arbitration method that is implemented in Singapore.

THE CODES REVIEW PROCESS



Snapshot 3: Snapshot of The Codes Review Process

“ The ultimate value of life depends upon awareness and the power of contemplation rather than upon mere survival. ”



EDUCATION & AWARENESS COMMITTEE -
REACHING OUT



COMMITTEE REPORT

Executive Summary

The Communications and PR Committee (CPRD) executed strategy lined up for year 2010-2011 and activities reached a mass audience of 100,000 including core rural areas. The mission strategy is an ambitious move by CFM to increase its visibility to the consumer. For 2010, CPRD focused mainly on ground activities at rural and urban areas. We were able to come into contact with various governmental departments, government agencies, public interest groups and rural consumers.

On mainstream media, our publicity efforts have inked 33 articles in 3 languages with an Advertising Value Equivalency (AVE) of more than RM150,000. CPRD note that most news is covered by mainstream media with most take-up by *bernama* news. We also note that other states out of the Klang Valley area have better take up of stories related to CFM.

On the online front, a total of 20,000 visitors have clicked onto our www.cfm.org.my website that generated a total of 39,000 pageviews from 6 continents ranking Malaysia, Singapore and Indonesia notching from top consecutively. In Malaysia, most visitors are logging on from the Klang Valley followed by Johor, Penang, Kuching, Kota Kinabalu and Ipoh. Traffic to our website was referred from Google, followed by direct CFM url access, www.skmm.gov.my, Yahoo and forum.lowyat.net. Facebook ranked as the 6th referring sites and currently holds 767 members from a 120 member in 2009.

On ground awareness activities, CFM participated in 42 events among which, 14 events were organized or co-organized by CFM in collaboration with SKMM/KPDNKK. A total of 3,397 participants attended seminars conducted by us and more than 1,200 visitors responded to our survey from 12 states we have visited nationwide. Our ground activities have garnered an estimated 36,000 visitor exposure throughout 2010.

Feedback

Interaction with the mass consumer shows little or minimal understanding of basic function of the Forum, where to get help and their rights as a consumer. Communications and multimedia service issues are discussed with high interest and high relevance among consumers. At the same time consumers lacks knowledge of immediate remedial actions and pro-active preventive measures that can be taken. Thus, consumers were unable to take self-help actions or take a long term step to avoid occurrences of service adversity. The CPRD Secretariat also finds that consumers are segmented in their receptive level for awareness depending on age, knowledge level, communication channel, issue relevance and interests. Generally, consumers respond better to high engagement activity and 'push' messages to increase level of awareness. Hence, consumers' interests are high but not in-depth enough to tackle issues due to technical complexity of services provided.

Various feedbacks are obtained from being in contact with mass audience including :

- Positive encouragement to repeat programs
- Revelation of various local issues
- Invitations as speaker in other agencies programs
- Self initiation of awareness programs within own government department
- Interest to join as CFM member
- High interest from media for more details especially on statistical data

Moving Forward

CPRD needs to expand network engagement to both sides of the spectrum of stakeholders. Our educational efforts are still in preliminary stages. CPRD needs to develop, establish and maintain series of educational and awareness materials in various mediums and focus on making it easily accessible by the consumer and mass public. Importance should also be placed on easy consumer understanding by eliminating 'jargons' and increasing vernaculars. Among basic strategies that can be taken are:

- To make high accessibility for information to basic staple of content to basic issues such as sms, mobile services, mobile devices, telecommunication infrastructure, mobile internet, mobile banking etc
- To improve Distribution Channels including print, online, digital distribution and network outlet distribution for every new publication
- To establish network of distribution outlets i.e. SP Customer Service Lobby, Libraries, TTPM offices, Schools, Consumer Association offices, Members organisations, Universities, Community Broadband Centres (CBC) etc.
- To develop multimedia communication materials to demonstrate messages better and increase the level of understanding with consumers.
- To produce all content in 3 basic languages i.e. English, Bahasa Malaysia & Chinese

For the coming years, the CPRD Committee aspires to provide more 'in-depth' awareness rather than general introduction of the roles and responsibilities of the organization. This is in realization with feedbacks acquired from the public that carries a high 'demand' and need for in-depth knowledge. More importantly, the CPRD committee should develop and progress in tandem with the industry's growth. As the industry produces and offers more and more intelligent devices and services, the society needs to be kept informed with smart strategies to continuously reap the benefits of technological evolution.

COMMUNICATION COLLATERALS

Need to REDRESS ?

Log on to
www.complaint.cfm.org.my
if you need to redress your communications
& multimedia service complaint.

CFM Communications and Multimedia Consumer Forum of Malaysia | 1 800 18 2222 | aduan@cfm.org.my

Online Complaints Portal (CoP) Poster

TIADA PENYELESAIAN

Masalah berkaitan perkhidmatan komunikasi & multimedia anda?

CFM

Unresolved Complaints (CoP) Brochure

note pad

CFM Communications and Multimedia Consumer Forum of Malaysia

www.cfm.org.my

Corporate Notepad

CFM Communications and Multimedia Consumer Forum of Malaysia

Your rights. Our priority

CFM is a forum designated by the Malaysian Communication and Multimedia Commission (MCMC) and was established in line with the requirement of Communications and Multimedia Act 1998.

Consumer Hotline:
1 800 88 2222

Complaint Portal:
www.cfm.org.my

1402, Level 6, Straits Trading Building, No. 3, Leboh Pasar Besar, 50000 Kuala Lumpur
Tel: +603 2602 3000 / Fax: +603 2603 2296

Corporate Bunting

CFM Communications and Multimedia Consumer Forum of Malaysia

Your rights. Our priority

www.cfm.org.my

Corporate Folder

CAMPAIGN COLLATERALS



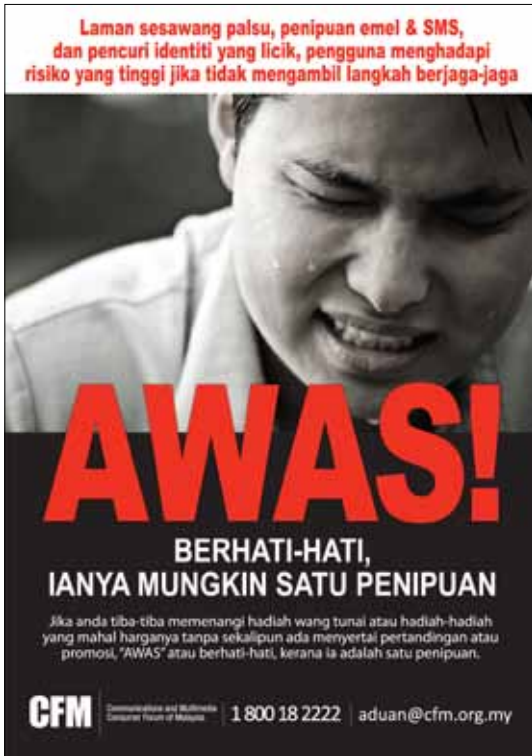
"Safeguard Your Mobile Number" Campaign Poster



"Internet Speed" Campaign Poster



"Overcharged" Campaign Poster



"AWAS" Campaign Poster



"AWAS" Campaign Brochure



CONSUMERINFO EDUCATIONAL COLLATERALS



CONSUMERInfo Factsheets



CONSUMERInfo Booklet on Mobile Services 1st Edition



CONSUMERInfo Booklet on Internet Services 1st Edition



CONSUMERInfo Booklet on Mobile Services 2nd Edition

CORPORATE COLLATERALS

In 2010, CPRD Secretariat focused on developing structured communications and targeting awareness communications to segmented audiences both internally and externally. The need for segmentation was based on feedbacks gathered from various channels, interaction with consumers and ground activities. It was evident that CPRD needs to separate organizational general communications from awareness on issues faced by consumers. The separation will enable dealing with awareness needed for underlying issues facing each complaint category.

CFM Official Uniform

An official CFM uniform has been designed and produced in March of 2010 for the Secretariat and Councilors. The uniform functions as a visual communication to enhance CFM's corporate image to portray as a relevant body to the consumers and regulators in all awareness events and official matters.



Stakeholder	Issues related to this stakeholder	Communication Objectives	Activities	When	Who
Internal: Strategic Partners & Government Departments	<ul style="list-style-type: none"> No proper representation attire for official matters No differentiation between CFM officials and event managers 	<ul style="list-style-type: none"> Increase organisation visibility through enhancement of officials official attire Improve corporate image 	<ul style="list-style-type: none"> Develop corporate uniform and include all relevant messaging Branding of organisationals' individual roles through iconic (logo) representation 	<ul style="list-style-type: none"> To be worn on official matters To be worn during awareness activities 	<ul style="list-style-type: none"> To be worn by secretariat and councilors on official matters and during ground activities
External: Mass Consumers	<ul style="list-style-type: none"> Poor visibility of CFM at ground events 				

Table 21: Communication Brief for CFM Official Uniform

CORPORATE COLLATERALS

CFM ANNUAL REPORT 2009

The Communications and PR Department embarked upon to publish the first Annual Report in a proper binded book format for year reporting 2009. The Annual Report took 2 months to complete and involved a full publishing process. The publishing of the Annual Report is also an effort to increase transparency of the organisation's operational processes. The Annual Report initiative was also an initiative to increase accessibility, extend informative publications and increase the level of engagement with the organisations' network of stakeholders.



Stakeholder	Issues related to this stakeholder	Communication Objectives	Activities	When	Who
<p>Internal :</p> <p>CFM Members, SKMM, Industry Licensee</p> <p>External :</p> <p>Strategic Partners, Government Departments, NGO, Consumer Associations, Enforcers</p>	<ul style="list-style-type: none"> No proper publication of Annual Report available to the public Difficulty in obtaining information on CFM activities No engagement with external stakeholders Absence of statistical report 	<ul style="list-style-type: none"> Increase organisation transparency Improve corporate image Improve accessibility Increase engagement level and relevance with stakeholders Report organisation activities 	<ul style="list-style-type: none"> Develop and publish formal annual report Distribute to all channels of stakeholders 	<ul style="list-style-type: none"> Annually on closing of financial year and AGM 	<ul style="list-style-type: none"> All working committee contribution and guided by the ED and Chairman

Table 22: Communication Brief for Annual Report 2009

CORPORATE COLLATERALS

CFM Awareness Video

In 2010, CFM actively participated in ground events and needed various communication materials to interact and engage consumers for better understanding in managing their communications and multimedia services. Thus, the CPRD secretariat has decided to focus on development of an awareness video as opposed to a corporate video that was originally planned. The video was intended for display at consumer exhibitions and roadshows for a simple and quick reminder of their rights.



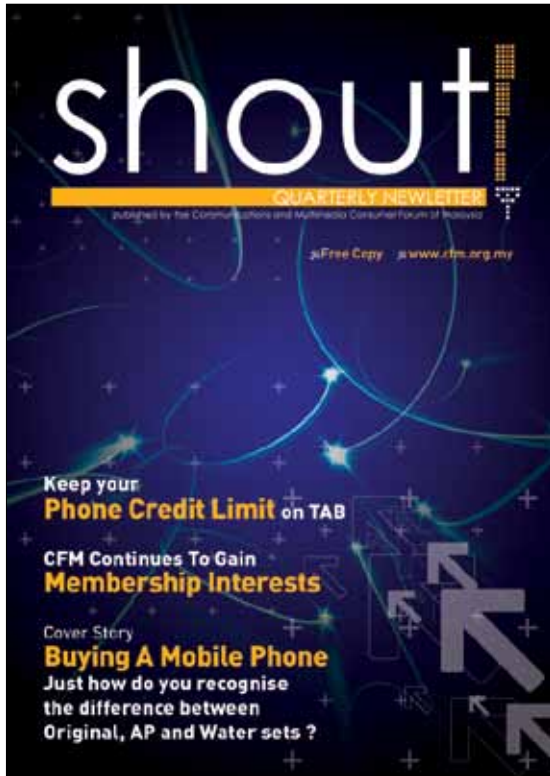
Stakeholder	Issues related to this stakeholder	Communication Objectives	Activities	When	Who
External : Consumers, Visitors to CFM booth and seminars	<ul style="list-style-type: none"> • Difficulty in understanding roles and function of CFM • Time consuming manual methods of engagements • No auto mechanism / media of awareness • No media sharing capabilities 	<ul style="list-style-type: none"> • Improve awareness • Increase consumer engagement level • Communicate consumer issues • Communicate roles and functionality of CFM 	<ul style="list-style-type: none"> • Develop and distribute awareness video • Campaign issues 	<ul style="list-style-type: none"> • By 2010 	<ul style="list-style-type: none"> • CPRD Secretariat with production house

Table 23: Communication Brief for CFM Awareness Video

CORPORATE COLLATERALS

SHOUT NEWSLETTER

The SHOUT Newsletter was first initiated by members during the 10th AGM as an update media for members. SHOUT is developed to provide activity update of CFM's current developments. CPRD hopes that members will be able to contribute and share their expertise through articles in the newsletter. The newsletter is distributed free.



Stakeholder	Issues related to this stakeholder	Communication Objectives	Activities	When	Who
<p>Internal : CFM Members, SKMM, KPKK</p> <p>External : Consumers, Potential Members, Partner Agencies and Relevant Government Dept</p>	<ul style="list-style-type: none"> Common complaint on no status update regarding CFM activities No common platform/media for sharing of opinions and expertise 	<ul style="list-style-type: none"> To update stakeholder on CFM quarterly activities To seek sharing of expertise and experience through editorial collaborations To enhance CFM visibility with stake holders 	<ul style="list-style-type: none"> To develop and produce Newsletter To seek editorial contribution or collaboration from members on specific issues Mirror articles on consumerinfo portal Mirror articles on consumerinfo booklets Upload E-Newsletter on corporate website under Members section 	<ul style="list-style-type: none"> By 2010 	<ul style="list-style-type: none"> CPRD Secretariat with production house and editorial contributors

Table 24: Communication Brief for Shout Newsletter

OVERVIEW OF GROUND ACTIVITIES

Overview of Ground Activities

CFM has positioned itself as reference point in consumer protection in communication and multimedia industry in year 2010, which was made clear through 12 consumer seminars conducted nationwide, and 30 other various activities. CFM has also established stronger ties with SKMM and its regional offices through 17 activities, as co-organizers and other collaborative efforts in reaching out to the general public. CFM members' interest in collaborative engagement can be seen in 2010, with further plans already in discussion for 2011.

Activities in year 2010 focused more on educating the general public on CFM's objectives and functions, and drive consumers usage of CFM CoP.

CFM's main awareness activity, the consumer seminars, is conducted to enhance the knowledge of the consumer/ public interest groups on how communications and multimedia services are being delivered to consumers and the factors leading to service degradations in Malaysia. The seminars provides a platform to provide proper expectations for communications and multimedia services, whilst reviewing the main issues faced by consumers in a specific region/ area. It is also a means to introduce and increase awareness on CFM's roles and objectives to the local communities, public interest groups and service providers. All consumer seminars held includes a panel discussion consisting of representatives from the service providers, SKMM and relevant agencies, to provide clarification and possible solutions to issues brought up by the participants.

Surveys were also conducted during CFM's on-ground activities throughout the second half of 2010. The survey is based on a random sampling method, distributed to the general public during awareness events.

Among the comments received were:

- To increase promotion of CFM functions to the Malaysian citizen through mass media especially television
- CFM should double-up efforts to educate and help consumers in issues that they may face
- CFM should provide information on current and latest communications & multimedia products available in the market for consumers' education and information
- Specific awareness programs should be extended to school children

Further details on the survey can be viewed in the next page(s).

Moving forward, in year 2011, CFM plans to conduct more consumer seminars with selected target audiences - tertiary students, secondary school students, primary school students, women associations, etc. CFM also plans to increase collaborate efforts with SKMM and other government agencies to increase visibility and reach out to a wider group of consumers with aims for a well-educated and protected consumer society in Malaysia.



OUR YEAR - TYPE OF EVENTS

CFM EVENTS LISTING

Event Type	No. Of Participation
CFM Events	14
SKMM HQ Events	5
SKMM Regional Offices Events	12
Members Engagement Events	3
Other Events (Other agencies/visits etc)	8
Total	42

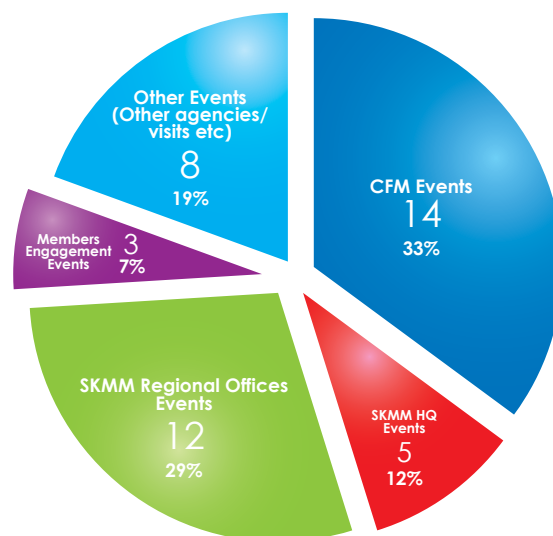


Chart 10: Type of Event Participation



Digital Pagoh, Johor



Traffic Police at CFM Booth in Digital Pagoh



Explaining to DPM at Digital Pagoh, Johor



YB Minister visits booth



Digital Jempol



Broadband Carnival, Terengganu

No	Date of Event	Name of Event	Location of Event
1	30-Jan	SKMM Launch of Digital Pekan	Pekan, Pahang
2	6-Jun	Launch of Digital Pagoh	Muar, Johor
3	26 - 29-Jul	Karnival Anti Jenayah	UKM, Sri Kembangan, Selangor
4	13- 14 Dec	Digital Jempol	Jempol, Negeri Sembilan
5	21-Dec	SKMM Regulatory Compliance Corporate Brief	SKMM, Cyberjaya, Selangor

Table 25: Events Participated upon invitation from SKMM Headquarters

OUR YEAR - TYPE OF EVENTS



Pulau Pinang bersama SEAMEO RECSAM



CFM presenting memento to Datuk Yusoff Mahal at Labuan 21.07.2010



University Students audience at Labuan 21.07.10



Setup at Mt Kinabalu Heritage, Kundasang



Panel at Kundasang



Local Leaders eager to pose questions at Kundasang



Deputy Information & Communications Minister giving his officiating speech



Miri



Labuan 02.11.2010

No	Date of Event	Name of Event	Location of Event
Consumer Seminars			
1	24-Feb	Penang Consumer Seminar	Gelugor, Penang
2	11-Mar	Johor Consumer Seminar	Johor Bahru, Johor
3	17-Apr	Kedah Consumer Seminar	Pendang, Kedah
4	22-Apr	Cyberjaya Consumer Seminar	Cyberjaya, Selangor
5	27-Apr	Felda Tersang Consumer Seminar	Felda Tersang, Raub, Pahang
6	29-Apr	Kuantan Consumer Seminar	Kuantan, Pahang
7	30-Apr	Terengganu Consumer Seminar	Pusat Dagangan, Terengganu
8	21-Jul	CFM Program Pengguna Bijak	Labuan, Sabah
9	26-Jul	Seminar Sempena Bulan Kepenggunaan	Labuan, Sabah
10	7-Aug	Program Memperkasakan Pengguna Komunikasi & Multimedia	Kundasang, Sabah
11	27-Sep	Program Memperkasakan Pengguna Komunikasi	Miri, Sarawak
12	2-Nov	Program Kesedaran Kepenggunaan	Labuan, Sabah
Other Events			
1	6-May	GCC Review Workshop	Cyberjaya, Selangor
2	29-Jun	10th Annual General Meeting	Petaling Jaya, Selangor

Table 26: Events organised by CFM in collaboration with SKMM and/or KPDNKK

OUR YEAR - TYPE OF EVENTS



Visitors at WTISD, Ipoh



Some collaterals at Ipoh



Visitors filling up survey at Ipoh



Visitors at Sabak Bernam



CFM in discussions with visitors



Engaging with SKMM and visitors

No	Date of Event	Name of Event	Location of Event
1	22-Jan	SKMM Seminar on ICT & Broadband	Tawau, Sabah
2	23-Jan	SKMM Program Juara Rakyat	Tawau, Sabah
3	27 -28 Jan	SKMM MMYIX & CBC Launch	Lundu, Sarawak
4	19-Mar	SKMM Sarawak Consumer Seminar	Kuching, Sarawak
5	22-Mar	SKMM Sabah Consumer Seminar	Tawau, Sabah
6	1 - 4 Apr	ICT Exhibition & Consumer Seminar	Johor Bahru, Johor
7	29-Apr	SKMM CRO Consumer Seminar & Exhibition	Rantau, Negeri Sembilan
8	17 -19 May	World Telecommunication and Information Society Day	Ipoh, Perak
9	23-Jun	Forum Kepenggunaan Rantau	Rantau, Negeri Sembilan
10	29 - 31-Oct	SKMM CRO Karnival ICT Peringkat Daerah Sabak Bernam	Sabak Bernam, Selangor
11	9 - 11-Dec	Karnival Jalurlebar 1Malaysia & Temasya Budaya Pantai Timur	Pulau Warisan, Terengganu
12	29 Dec - 1 Jan 2011	Karnival Usahawan & ICT	Yan, Kedah

Table 27: Events Participated upon invitation from SKMM Regional Offices

OUR YEAR - TYPE OF EVENTS



YB Minister at Rembau



Visitors to CFM Booth at Rembau



Rembau

No	Date of Event	Name of Event	Location of Event
1	1 - 2 Jan	Gegar Generasiku	Dataran Merdeka, Kuala Lumpur
2	9-Feb	Study Tour to Consumer Tribunal	Kuala Lumpur
3	22-Feb	Program Kepenggunaan Kuala Pilah	Kuala.Pilah, Negeri Sembilan
4	31- May - 1 Jun	National Consumer Convention	PICC, Cyberjaya, Selangor
5	15-Jul	Forum Pendidikan Kuala Pilah	Kuala Pilah, Negeri Sembilan
6	24 - 25-Jul	Majlis Kemuncak Bulan Kepenggunaan Kebangsaan	Dataran Pahlawan, Melaka
7	29-Jul	Visit by Suruhanjaya Pengangkutan Awam Darat	CFM, Kuala Lumpur
8	23 - 24 Sep	ASEAN-US Federal Trade Commission Conference	Kuala Lumpur

Table 28: Events Participated/conducted through direct invitations from various agencies and institutions



MMU Students



CFM Booth at MMU



MMU Intellectual Course

No	Date of Event	Name of Event	Location of Event
1	2-Feb	CFM @ DIGI	Kuala Lumpur, WP
2	14-Jun	MMU Intellectual Course on Consumerism	MMU, Cyberjaya, Selangor
3	13-Jul	MACFEA	Bangi, Selangor

Table 29: Events Participated through CFM members' engagement

OUR SURVEY

CONSUMER SURVEYS

Surveys were conducted throughout the 2nd half of year 2010, with the main objective to obtain primary information on the local communities attending the CFM awareness events. The information obtained would be useful in learning more about communications and multimedia consumers in various states across Malaysia. The information gathered were collected from these events:

- i. World Telecommunications and Information Society Day, Ipoh, Perak, 17 -19 May 2010
- ii. Launch of Digital Pagoh, Muar, Johor, 6 June 2010
- iii. Majlis Kemuncak Bulan Kepenggunaan Kebangsaan, Dataran Pahlawan, Melaka, 24 – 25 July 2010
- iv. Seminar Sempena Bulan Kepenggunaan, Labuan, Sabah, 26 July 2010

- v. Karnival ICT Peringkat Daerah Sabak Bernam, Sabak Bernam, Selangor, 29 – 31 October 2010
- vi. Karnival Jalurlebar 1Malaysia & Temasya Budaya Pantai Timur, Pulau Warisan, Terengganu 9 – 11 December 2010
- vii. Digital Jempol, Jempol, Negeri Sembilan, 13– 14 December 2010
- viii. Karnival Usahawan & ICT, Yan, Kedah, 29 December 2010 – 1 January 2011

4 main questions were asked in the survey.

1. Do you know where to lodge a complaint if you have troubles with your telecommunications, broadband or broadcast services?
2. Please select 1 service that has excellent service delivery
3. Have you ever received a SPAM SMS?
4. Would you like to receive future updates from CFM?

Results were as follows:

Event Name	Q1		Q2			Q3		Q4	
	Yes	No	Telco	B/band	B/cast	Yes	No	Yes	No
IPOH, PERAK	70	46	67	30	16	105	14	104	13
PAGOHO, JOHOR	85	113	112	43	33	169	36	166	38
MELAKA	75	143	120	51	52	197	21	196	22
LABUAN	107	51	93	21	39	142	18	143	17
SABAK BERNAM, SELANGOR	56	57	64	35	13	99	15	96	18
TERENGGANU	137	129	226	9	34	231	36	226	40
JEMPOL, N.SEMBILAN	0	0	0	0	0	0	0	0	0
YAN, KEDAH	13	46	33	8	18	55	4	56	3
TOTAL	543	585	715	197	205	998	144	987	151

Chart 11: CFM Survey Overall Results 2010

SURVEY QUESTION 1

Do you know where to lodge a complaint if you have troubles with your telecommunications, broadband or broadcast services?

A majority of 52% of respondents replied that they did NOT know where to lodge a complaint should they be faced with troubles, while the rest of 48% respondents said they DO know where to lodge a complaint.

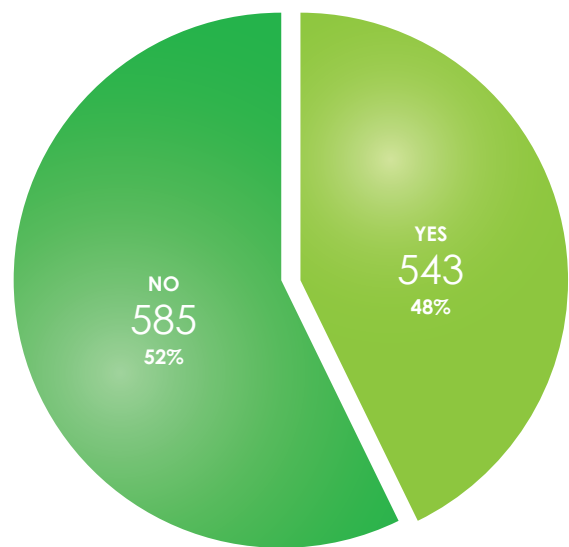


Chart 12: Results of Survey Question 1

OUR SURVEY

SURVEY QUESTION 2

Please select 1 service that has excellent service delivery

71% of respondents replied that they are most satisfied with telecommunications service delivery, followed by 20% responding to broadcast services as most satisfactory, leaving 19% to choose broadband services as most satisfactory. Considering that most of the survey was conducted in rural areas, most broadband service/options are not made available to them as compared to the vast choices in services available to the urban communities, thus resulting broadband as the lowest percentage of response.

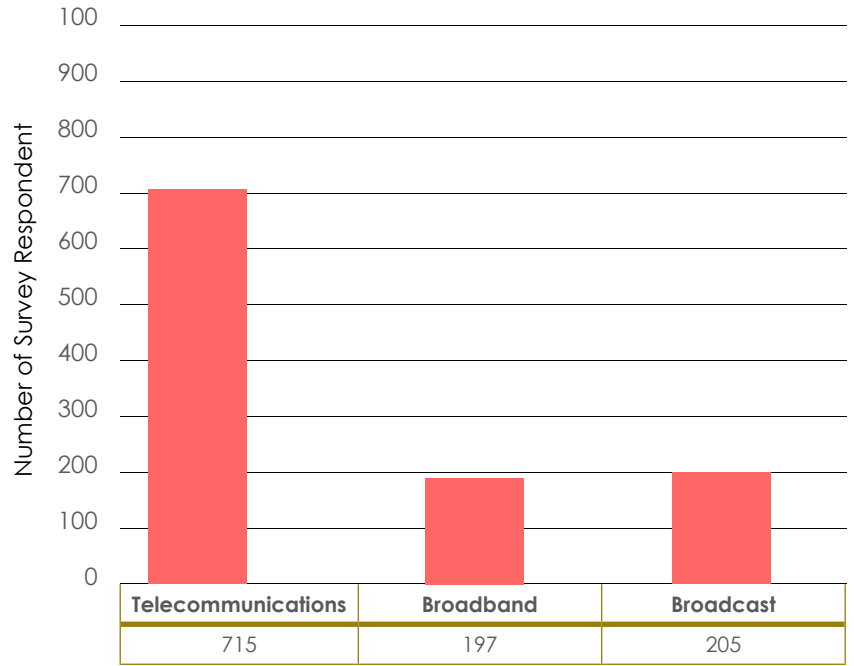


Chart 13: Results of Survey Question 2

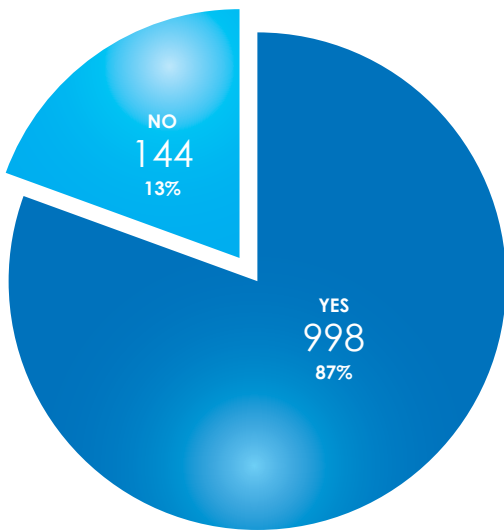


Chart 14: Results of Survey Question 3

SURVEY QUESTION 3

Have you ever received a SPAM SMS?

A majority of 87% of the respondents said that they have received a spam sms before, while 13% said that they have not received a spam sms before. This explains that spam smses hits all Malaysians alike, without targeting the any specific communities whether urban or rural.

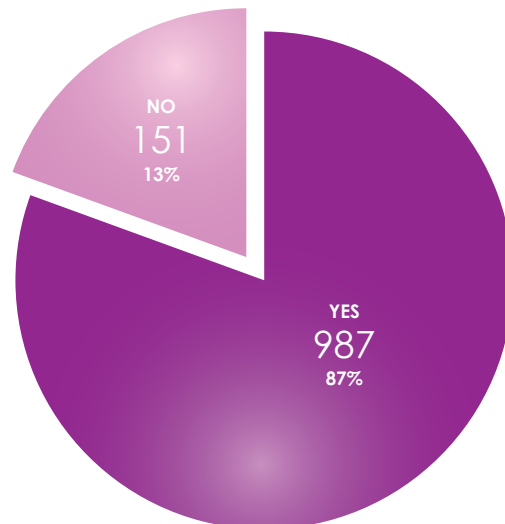


Chart 15: Results of Survey Question 4

SURVEY QUESTION 4

Would you like to receive future updates from CFM?

A majority of 86% of the respondents said that they would like to receive future updates from CFM (via email), whilst 14% would not like to receive updates.

OUR YEAR - PUBLICITY ACTIVITIES

PRINT NEWS COVERAGE

Month	Media	Title
MARCH		
1/3	The Sun	Increase in SMS Scams
2/3	Berita Harian	Seminar Dedah Hak Pengguna
18/3	Utusan Melayu	SKMM ambil tindakan terhadap penyedia perkhidmatan dan kandungan yang degil
19/3	Borneo Post	Very Few SMS Telco Consumer Aware of Rights
19/3	Borneo Post	20 Complaints Received from Sarawak last year
19/3	Borneo Post	Multimedia Commission to take action against errant services providers
19/3	Borneo Post	Your phone company giving you the runaround ?
20/3	Harian Metro	Penyedia aplikasi SMS tidak terlepas hukuman
20/3	The Star	Telco Services Warned
20/3	New Straits Times	Action Against SMS Spam, Promotions
22/3	Borneo Post	Mobile Coverage & Content top complaints
23/3	Borneo Post	Well Defined Coverage Maps for Broadband Consumers Important
23/3	Daily Express	New Rules July to Reinforce Telco Services
23/3	Sabah Times	Service Providers to Blame for Slow Internet Speed
23/3	Daily Express	SKMM receives 47 complaints on SMS Abuse
23/3	Sabah Times	ASTRO services among issues raised
23/3	Borneo Post	Mobile Coverage & Content top complaints
23/3	Borneo Post	Well Defined Coverage Maps for Broadband Consumers Important
23/3	Daily Express	New Rules July to Reinforce Telco Services
24/3	Harian Metro	Guna nama syarikat telekomunikasi
APRIL		
19/4	The Edge	Got a complain call the CoP
MAY		
7/5	Kosmo	SKMM Jangka terima lebih 6,000 aduan
SEPTEMBER		
28/9	Utusan Borneo	Dekoder diberi percuma
28/9	Utusan Borneo	Komputer riba 1Malaysia layak dimiliki semua
28/9	The Borneo Post	Some Schools Abuse 1Malaysia free netbooks
28/9	The Borneo Post	2,400 rural longhouses to benefit from TV Coverage project soon
28/9	The Borneo Post	Call for effort to resolve consumer problems, curb cyber crimes
28/9	The Borneo Post	Salang: Rural villages to get "box" for TV reception
28/9	See Hua Daily	"Title not translated"
28/9	Sin Chew Miri	"Title not translated"
NOVEMBER		
3/11	The Borneo Post	Criminal offences highlighted at consumer seminar
3/11	See Hua Daily News	"Title not translated"

Table 30: List of Print News Coverage

OUR YEAR - PUBLICITY ACTIVITIES

ONLINE NEWS COVERAGE

Month	Media	Title
FEBRUARY		
24/2	BERNAMA ONLINE	PENGGUNA PERLU TAHU HAK PERLINDUNGAN KOMUNIKASI
MARCH		
19/3	Borneo Post Online	20 Complaints Received from Sarawak last year
20/3	Harian Metro Online	Penyedia aplikasi SMS tidak terlepas hukuman
20/3	The Star Online	Telco Services Warned
20/3	NST Online	Action Against SMS Spam, Promotions
23/3	Bernama Online	SKMM Received 47 Complaints Over Telecommunication Problems in Sabah Last Year
23/3	My Sin Chew Online	SKMM to take action against errant service, content providers
23/3	My Yahoo News	SKMM Received 47 Complaints Over Telecommunication Problems in Sabah Last Year
23/3	Buletin Labuan	SKMM Received 47 Complaints Over Telecommunication Problems in Sabah Last Year
23/3	KPDN Website	SKMM Received 47 Complaints Over Telecommunication Problems in Sabah Last Year
23/3	Malaysian Mirror	SKMM Received 47 Complaints Over Telecommunication Problems in Sabah Last Year
23/3	Google News	SKMM Received 47 Complaints Over Telecommunication Problems in Sabah Last Year
23/3	Friend Feed	SKMM Received 47 Complaints Over Telecommunication Problems in Sabah Last Year
23/3	SMS Chronicles	SKMM Received 47 Complaints Over Telecommunication Problems in Sabah Last Year
23/3	Jasaku Blog	SKMM Received 47 Complaints Over Telecommunication Problems in Sabah Last Year
23/3	Twitter	SKMM Received 47 Complaints Over Telecommunication Problems in Sabah Last Year
23/3	Find Articles.com	SKMM Received 47 Complaints Over Telecommunication Problems in Sabah Last Year
SEPTEMBER		
27/9	Bernama Online	Salang sad some Sarawak teachers exploiting 1Malaysia computer programme

Table 31: List of Online News Coverage

RADIO & TELEVISION APPEARANCES

Month	Media	Title
6/3	NTV7	Interview for EDISI 7
20/3	VFM Radio	VFM Radio Interview on Sabah Consumer Seminar
11/5	VFM Radio	Smart Consumer slot – SMS/Poor Service
26/7	BFM 89.9	Tech Talk Slot - Got a complaint, call the CoP

Table 32: List of Radio & Television Appearances

OUR YEAR - PUBLICITY ACTIVITIES

PUBLICITY ACTIVITIES

Month	Type Of Release	Title	Media Channel
January			
	Tv Interview	Rtm 1 Interview	Tv Media
February			
24/2	Press Release	Cfm Empowers Consumers & Champions Consumer Rights In Communications & Multimedia Services	Print Media
25/2	Commentary	Protect Yourself Against Sms Spam / Scam	Print Media
March			
10/3	Press Advisory	City Highlight : Cfm Public Consumer Seminar At Johor Bahru	Print Media
11/3	Press Release	Cfm Empowers Consumers & Champions Consumer Rights In Communications & Multimedia Services	Print Media
11/3	Cfm Statistics	Cfm Update : Sms	Print Media
18/3	Press Advisory	City Highlight : Cfm Public Consumer Seminar At Kuching	Print Media
19/3	Press Release	Cfm Empowers Consumers & Champions Consumer Rights In Communications & Multimedia Services	Print Media
19/3	Cfm Statistics	Cfm Updater : Sms	Print Media
21/3	Radio Interview	Radio Sabah Interview On Sms And Online Scam	Radio
20/3	Press Advisory	City Highlight : Cfm Public Consumer Seminar At Sabah	Print Media
22/3	Press Release	Cfm Empowers Consumers & Champions Consumer Rights In Communications & Multimedia Services	Print Media
22/3	Cfm Statistics	Cfm Update : Sms	Print Media
22/3	Radio Interview	Vfm Sabah Interview On Consumer Seminar	Radio
April			
1/4	Press Release	Cfm Perkasakan Pengguna Dan Utamakan Hak Penggunaan Dalam Perkhidmatan Komunikasi Dan Multimedia	Print Media
1/4	Cfm Statistics	Cfm Update : Sms	Print Media
1/4	Cfm Statistics	Cfm Update : Poor Service Is Top Category Of Complaint	Print Media
14/4	Press Release	Users To Know Better Of Their Rights To Communication Services Through Cfm	Print Media
17/4	Cfm Statistics	Cfm Update : Poor Service Is Top Category Of Complaint	Print Media
22/4	Press Release	Users To Know Better Of Their Rights To Communication Services Through Cfm	Print Media
22/4	Cfm Statistics	Cfm Update : Poor Service Is Top Category Of Complaint	Print Media
29/4	Press Release	Users To Know Better Of Their Rights To Communication Services Through Cfm	Print Media
May			
6/5	Press Release	Review Of The General Consumer Codes By Communications & Multimedia Consumer Forum Of Malaysia	Print Media
6/5	Chairman Speech	Cfm Chairman's Opening Speech	Guest Audience
July			
21/7	Guest Of Honour Speech	Speech By Dato' Yusof Mahal, Ahli Parlimen Labuan	Guest Audience
21/7	Welcoming Notes	Welcoming Address By Ed Of Cfm	Guest Audience
August			
7/8	Guest Of Honour Opening Speech	Opening Speech By Adun Kundasang Yb Joachim Kundasang	Guest Audience
September			
27/9	Guest Of Honour Opening Speech	Opening Speech By Deputy Minister Of Information, Culture And Communications, Dato' Joseph Salang	Guest Audience Print Media
November			
2/11	Guest Of Honour Opening Speech	Speech By Representative Of Dato' Yusof Mahal, Ahli Parlimen Labuan	Guest Audience Print Media

Table 33: List of Publicity Activities

“ Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don't quit. ”



MANAGEMENT AND
MEMBERSHIP COMMITTEE -
CONNECTING PEOPLE



COMMITTEE REPORT

EXECUTIVE SUMMARY

One of the functions of CFM is to invite, collect and collate public opinions and views on consumer matters, as well as to promote and create public and industry awareness of the Codes and the requirement for licensees and CFM members to comply with them. CFM is also to provide avenues for dissemination of information to the public as well as education regarding consumer rights, regulations and technologies for the Consumer. Hence, CFM acts as a mediator among our members, between the Demand and Supply side.

Council Meeting Dates 2010

1st Council Meeting	10 March 2010
2nd Council Meeting	12 May 2010
3rd Council Meeting	22 November 2010
4th Council Meeting	16 December 2010

Table 34: List of Council Meeting Dates 2010

Special Council Meeting Dates 2010

Special Council Meeting	29 June 2010
Special Council Meeting	19 July 2010
Special Council Meeting	13 August 2010

Table 35: List of Special Council Meeting Dates 2010

Annual General Meeting

10th Annual General Meeting	29 June 2010
-----------------------------	--------------

Table 36: List of Annual General Meeting Date 2010

MEMBERSHIP

A Service Provider is encouraged to be a member of the "Supply" side as soon as they obtain a license to operate any Network Service. The public can become a member of CFM through consumer association representations in CFM from the "Demand" side.

As a member of CFM, an organization is obliged to abide by the rules contained in the CONSTITUTION OF "FORUM PENGGUNA KOMUNIKASI DAN MULTIMEDIA MALAYSIA".

The benefits of CFM membership

CFM membership is mandatory for eligible License holders. There are several benefits that can be gained from being a member of CFM:

- CFM is interested in considering both sides of the dispute, not just the complainant's, and where necessary, assisting the parties to find a fair resolution.
- CFM Membership can increase consumer confidence in a provider as potential and existing customers know that they can contact CFM if they have a problem that cannot be resolved directly with their provider.
- By being a CFM member also positively impacts a provider's corporate philanthropy by being in the participative position in providing solutions for a better quality of service and delivering to the consumer's needs.
- CFM is aiming to begin practicing Alternative Dispute Resolution (ADR), which in seeking to resolve consumer complaints outside the traditional legal process, is a less costly and more time-effective means of dealing with a customer complaint that may otherwise have gone to court.
- By being a member, it allows the member access to participate in the drafting, developing and preparing of codes that protect the rights of consumer pursuant to the provision of Communication and Multimedia Act 1998.
- CFM aims to foster cooperative relationships with its members, and where possible, to help its members to implement strategies to better understand the root cause of complaints. For example, CFM can read through the terms and conditions of a contract and give informal feedback on areas that could be considered confusing or misleading to the consumer.
- CFM can provide statistics to members on the number and nature of complaints received about them. This data can be useful in helping members to identify internal customer service issues.

BECOMING A MEMBER

Membership forms can be obtained from <http://cfm.org.my/membership-form.html> or CFM's secretariat at the address and contact details provided below. There are two categories of members:

- 1) Ordinary membership - open to commercial organizations, public interest groups, non-governmental organizations and institutions of higher learning.
- 2) Associate Membership - open to Non-SKMM licensed commercial organizations and individuals.

MEMBERSHIP & SUBSCRIPTION FEES

MEMBER TYPE ITEMS	ORDINARY SUPPLY MEMBER	ORDINARY DEMAND MEMBER	ASSOCIATE MEMBER (ORGANISATION)	ASSOCIATE MEMBER (INDIVIDUAL)
Entrance Fee	RM1,000	RM10	RM100	RM10
Annual Subscription Fee	RM 3,000	RM 30	RM 200	RM 20
Note:	The abovementioned entrance fee and annual subscription is applicable to all Ordinary Members save and except Ordinary Members who are classified by the Council as within the definition of a Non-Government Organisation, Public Interest Group or Institutions of Higher Learning	Ordinary Members who are classified by the Council as within the definition of a Non-Government Organisation, Public Interest Group or Institutions of Higher Learning	The abovementioned entrance fee and annual subscription is applicable to all Associate Members who are non-individuals.	The abovementioned entrance fee and annual subscription is applicable to all Associate Members who are individuals.

Table 37: List of Membership and Subscription Fees

MEMBERSHIP ACTIVITIES

Throughout the year 2010, we have participated in numerous events held by Suruhanjaya Komunikasi & Multimedia Malaysia (SKMM) as well as other independent bodies. At these events, we have approached and also being approached by parties interested to be our members. Listed below are the events we have participated in with regards to membership:

Bil	Event	Date	Location
1.	Penang Communications and Multimedia Consumer Seminar	24 February 2010	Penang
2.	ICT Terengganu Exhibition & Consumer Seminar	1-4 April 2010	Terengganu
3.	Seminar "Perlindungan Pengguna Komunikasi dan Multimedia"	17 April 2010	Pendang, Kedah
4.	SKMM Cyberjaya Consumer Seminar	22 April 2010	Cyberjaya
5.	SKMM Consumer Seminar	29 April 2010	Kuantan, Pahang
6.	SKMM CRO Consumer Seminar & Exhibition	29 April 2010	Rantau, Negeri Sembilan
7.	World Telecommunication & Information Society Day	17-19 May 2010	Ipoh, Perak
8.	Launch of Digital Pagoh – 6 June 2010		Pagoh, Johor
9.	Seminar Kepenggunaan Sempena Sambutan Bulan Pengguna Kebangsaan 2010	24-25 July 2010	Melaka
10.	Program Memperkasakan Pengguna Komunikasi & Multimedia	7 August 2010	Kundasang, Sabah
11.	Seminar Memperkasakan Pengguna Miri	27 September 2010	Miri, Sarawak
12.	SKMM CRO Karnival ICT Peringkat Daerah	29-31 October 2010	Sabak Bernam, Selangor
13.	CFM Program Kesedaran Kepenggunaan	2 November 2010	Labuan, Sabah
14.	Karnival Jalurlebar 1Malaysia & Temasya Budaya Pantai Timur	9-11 December 2010	Pulau Warisan, Terengganu
15.	SKMM CRO Digital Jempol	13-14 December 2010	Jempol, Negeri Sembilan
16.	SKMM Regulatory Compliance Corporate Brief	21 December 2010	Cyberjaya

Table 38: List of Membership Recruitment Drive

Apart from the events listed above, CFM also has organized a few events and discussions/meeting sessions among our members.

Members Meetings

Bil	Event	Date	Location
1.	GCC Briefing to DiGi	4 February 2010	Shah Alam
2.	GCC Review Workshop - Ad-Hoc Working Group	22 March 2010	Kuala Lumpur
3.	ADR Working Group	29 March 2010	Kuala Lumpur
4.	GCC Review Workshop meeting	29 March 2010	Kuala Lumpur
5.	GCC Review Workshop progress meeting	30 March 2010	Cyberjaya
6.	GCC Review Workshop progress meeting	13 April 2010	Cyberjaya
7.	10th Annual General Meeting (AGM)	29 June 2010	Petaling Jaya


Table 39: List of Members Meeting

MEMBERSHIP MOVEMENT

Listed below is the list of CFM's members as of 31 December 2010. For the year 2010, we have seven (7) new members on-board; two (2) Associate Members; four (4) new members from the Demand side; one (1) new member from the Supply side. On top of having new members, we also saw the exiting of two (2) members.

Bil	Organisation	Type of membership	Date joined	Status
1.	Abdul Manaf Bohari	Associate	21 April 2010	New member
2.	Mr. Gunasegaran s/o Thamby	Associate	9 April 2010	New member
3.	Irwan Dahnil	Associate	Member since 2009	Member
4.	Messrs. Raja, Darryl, & Loh	Associate	9 August 2004	Member
5.	Muhammad Arifin Abdul Ghani	Associate	14 September 2009	Member
6.	Persatuan Pengguna Daerah Kuala Terengganu	Demand	25 February 2010	New member
7.	Persatuan Pengguna Kedah	Demand	24 February 2010	New member
8.	Persatuan Pengguna Melaka Tengah, Melaka	Demand	1 March 2010	New member
9.	Consumer Association of Miri (CAM)	Demand	13 July 2004	Member
10.	Persatuan Kebajikan Pengguna Johor (JCWA)	Demand	2 March 2010	New member
11.	Kesatuan Perkhidmatan Perguruan Kebangsaan (NUTP)	Demand	9 March 2001	Member
12.	Malaysian Mobile Content Providers Association (MMCP)	Demand	10 April 2008	Member
13.	Multimedia Development Corporation Sdn Bhd (MDeC)	Demand	4 April 2002	Member
14.	Multimedia University (MMU)	Demand	9 March 2001	Member
15.	National Council Women's Organization Malaysia (NCWO)	Demand	3 March 2001	Member
16.	Persatuan Ekonomi Pengguna & Keluarga Malaysia (MACFEA)	Demand	14 November 2007	Member
17.	Persatuan Pengguna Islam Malaysia (PPIM)	Demand	30 June 2004	Member
18.	Persatuan Pengguna Negeri Sembilan (NESCA)	Demand	31 August 2006	Member
19.	Persatuan Pengguna Pulau Pinang (CAP)	Demand	2 March 2001	Member
20.	Southeast Asian Ministers of Education Organization Regional Centre for Science and Mathematics (SEAMEO RECSAM)	Demand	28 April 2005	Member
21.	Cahayasuara Communications Sdn Bhd	Demand	7 March 2001	Council request to exit
22.	SACOFA Sdn Bhd	Supply	13 February 2004	Opt to exit
23.	Tunetalk Sdn Bhd	Supply	15 April 2010	New member
24.	Airtime Management & Programming Sdn Bhd	Supply	8 March 2001	Member
25.	Celcom Axiata Bhd	Supply	29 March 2002	Member
26.	Celcom Mobile Sdn Bhd	Supply	18 February 2004	Member
27.	DiGi Telecommunications Sdn Bhd	Supply	9 March 2001	Member
28.	Fiberail Sdn Bhd	Supply	2 April 2001	Member
29.	Jaring Communications Sdn Bhd	Supply	2 April 2002	Member
30.	Maxis Broadband Sdn Bhd	Supply	7 March 2001	Member
31.	Maxis Mobile Services Sdn Bhd	Supply	7 March 2001	Member
32.	Measat Broadcast Network Systems Sdn Bhd (ASTRO)	Supply	30 December 2003	Member
33.	Nextnation Network Sdn Bhd	Supply	2 November 2007	Member
34.	Packet One Networks (M) Sdn Bhd	Supply	24 July 2007	Member
35.	Pernec Paypoint Sdn Bhd	Supply	1 December 2009	Member
36.	Sistem Televisyen (M) Bhd (TV3)	Supply	2 March 2001	Member
37.	Telekom Malaysia Berhad	Supply	11 March 2002	Member
38.	TM Net Sdn Bhd	Supply	23 October 2002	Member
39.	TT Dotcom Sdn Bhd	Supply	7 March 2001	Member
40.	U Mobile Sdn Bhd	Supply	21 December 2009	Member

Table 40: List of Members Movement



“ From now on, I’ll connect
the dots my own way. ”



COUNCIL MEMBERS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2010

The council members present their report and the audited financial statements of the Society for the year ended 31 December, 2010.

PRINCIPAL ACTIVITY

The principal activity of the Society is to promote the national policy objectives for the communication and multimedia industry as enshrined in the Communications and Multimedia Act 1998. There has been no significant change in the nature of this activity during the year.

RESULTS

	RM
Surplus of income over expenditure, after taxation	309,674

BAD AND DOUBTFUL DEBTS

Before the financial statements of the Society were made out, the council members took reasonable steps to ascertain that action had been taken in relation to the writing off of bad debts and the making of provision for doubtful debts and are satisfied that there were no bad and doubtful debts.

At the date of this report, the council members are not aware of any circumstances that would render it necessary to write off bad debts or to provide for doubtful debts in the financial statements of the Society.

CURRENT ASSETS

Before the financial statements of the Society were made out, the council members took reasonable steps to ascertain whether any current assets, other than debts, which were unlikely to realise in the ordinary course of business their value as shown in the accounting records of the Society and to the extent so ascertained were written down to an amount that they might be expected so to realise.

At the date of this report, the council members are not aware of any circumstances that would render the values attributed to current assets in the financial statements of the Society misleading.

VALUATION METHODS

At the date of this report, the council members are not aware of any circumstances which have arisen which render adherence to the existing method of valuation of assets or liabilities in the financial statements of the Society misleading or inappropriate.

CONTINGENT AND OTHER LIABILITIES

At the date of this report there does not exist:-

- (i) any charge on the assets of the Society that has arisen since the end of the financial year which secures the liabilities of any other person; or
- (ii) any contingent liability in respect of the Society that has arisen since the end of the financial year.

No contingent liability or other liability of the Society has become enforceable, or is likely to become enforceable within the period of twelve months after the end of the financial year which, in the opinion of the council members, will or may substantially affect the ability of the Society to meet its obligations as and when they fall due.

COUNCIL MEMBERS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2010

CHANGE OF CIRCUMSTANCES

At the date of this report, the council members are not aware of any circumstances, not otherwise dealt with in this report or the financial statements of the Society, that would render any amount stated in the financial statements misleading.

ITEMS OF AN UNUSUAL NATURE

The results of the operations of the Society for the financial year were not, in the opinion of the council members substantially affected by any item, transaction or event of a material and unusual nature.

There has not arisen in the interval between the end of the financial year and the date of this report any item, transaction or event of a material and unusual nature likely, in the opinion of the council members, to affect substantially the results of the operations of the Society for the financial year in which this report is made.

COUNCIL MEMBERS

The Council Members who served since the date of the last report are:-

1. HJ. KHAIRUDDIN YUNUS	Chairman (until 16.12.2010, replaced by RAVINDER SINGH S/O MALL SINGH)
2. RAVINDER SINGH S/O MALL SINGH	Chairman (effective 16.12.2010, replacing HJ. KHAIRUDDIN YUNUS)
3. NOR ESAH MOHD SAID	Deputy Chairman (until 16.12.2010, replaced by MUHAMMAD ADNAN BIN ABDULLAH)
4. MUHAMMAD ADNAN BIN ABDULLAH	Deputy Chairman (effective 16.12.2010, replacing NOR ESAH MOHD SAID)
5. LIM KIM SENG	Treasurer (until 16.12.2010 replaced by AGNEST CHAN WAI FONG)
6. AGNEST CHAN WAI FONG	Treasurer (effective 16.12.2010, replacing LIM KIM SENG)
7. NORMAZALILA BINTI ABU BAKAR @ HARUN	Secretary
8. HAIRUNNISA NASIR @MOHD NASIR	Alternate
9. MAHFUZAH AZAHARI	Councillor (effective 3.3.2011, replacing NOR ESAH MOHD SAID)
10. NOOR NIRWANDY MAT NORDIN	Councillor (until 19.4.2010, replaced by MOHD MUSTAFFA BIN HAMZAH)
11. MOHD MUSTAFFA BIN HAMZAH	Councillor (effective 19.4.2010, replacing NOOR NIRWANDY MAT NORDIN)
12. LAILI HANIM MAHMOOD ZULKIFLI HJ. MOHD SALLEH	Councillor Alternate
13. SHARMITHA VISVALINGAM	Councillor (until 22.11.2010, replaced by MEDIHA MAHMOOD
14. MEDIHA MAHMOOD	Councillor (effective 22.11.2010, replacing SHARMITHA VISVALINGAM)
15. HJ. AHMAD BIN ISMAIL MOHD RUZLAN BIN CHE YUSOF	Councillor (until 27.1.2011, replaced by HAMIDAH MAHMUD) Alternate
16. HAMIDAH MAHMUD	Councillor (effective 27.1.2011, replacing HJ. AHMAD BIN ISMAIL)
17. DR DORIS PADMINI D/O S SELVARATNAM	Councillor
18. JOSEPH RAJ S/O ANTHONY	Alternate
19. HJ. AHMAD BIN RAMLI	Councillor
20. JOACHIM RAJARAM	Councillor

COUNCIL MEMBERS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2010

COUNCIL MEMBERS' BENEFITS

Since the end of the previous financial year, no council member has received or become entitled to receive any benefit by reason of a contract made by the Society with the council member or with a firm of which the council member is a member, or with a company in which the council member has a substantial financial interest.

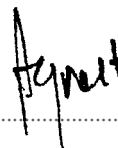
AUDITORS

The auditors, Messrs Shanker & Co., have indicated their willingness to continue in office.

On behalf of the Council Members



.....
RAVINDER SINGH S/O MALL SINGH
(Chairman)



.....
AGNEST CHAN WAI FONG
(Treasurer)

Kuala Lumpur

Dated: **03 May 2011**

REPORT OF THE AUDITORS TO THE MEMBERS

We have audited the financial statements of Forum Pengguna Komunikasi dan Multimedia Malaysia as set out on pages 6 to 15. These financial statements are the responsibility of the council members. It is our responsibility to form an independent opinion, based on our audit, on those financial statements and to report our opinion to you and for no other purpose. We do not assume responsibility towards any other person for the content of this report.

We conducted our audit in accordance with approved standards on auditing in Malaysia. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by the council members, as well as evaluating the overall financial statements presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion:-

- a) the financial statements have been properly drawn up in accordance with applicable approved accounting standards in Malaysia so as to give a true and fair view of the state of affairs of the Society as at 31 December 2010 and of the income and expenditure account and statement of receipts and payments of the Society for the year then ended; and
- b) the accounting and other records have been properly kept in accordance with the rules and regulations of the Society.



.....
SHANKER & CO
AF: 1881
Chartered Accountants



.....
JAYASHANKER S/O RAJAGOPAL (MIA 18769)
No: 2778/12/12 (J)
Partner

Dated: **03 May 2011**

STATEMENT OF ASSETS AND LIABILITIES AS AT 31 DECEMBER 2010

	Note	2010 RM	2009 RM
PROPERTY, PLANT AND EQUIPMENT	6	61,329	65,243
CURRENT ASSETS			
Other receivables, deposits and prepayments		4,455	522
Cash and bank balances		880,270	522,385
		884,725	522,907
Less :			
CURRENT LIABILITIES			
Sundry payables and accruals		54,079	5,868
Provision for taxation		19	-
		54,098	5,868
NET CURRENT ASSETS		830,627	517,039
		891,956	582,282
FINANCED BY:-			
ACCUMULATED FUNDS		582,282	299,522
SURPLUS ON INCOME - CURRENT YEAR		309,674	282,760
		891,956	582,282

The accompanying notes form an integral part of the financial statements.

STATEMENT OF INCOME AND EXPENDITURE FOR THE YEAR ENDED 31 DECEMBER 2010

	Note	2010 RM	2009 RM
INCOME			
Grant from Suruhanjaya Komunikasi dan Multimedia Malaysia		1,000,000	1,000,000
Annual subscription fees		65,290	36,330
Hibah received		4,422	965
		1,069,712	1,037,295
EXPENDITURE			
Accounting fees		2,000	4,200
Advertisement and promotion expenses		256,228	280,817
Allowances - Councilors		6,600	3,510
- Staff		8,008	5,684
Auditors' remuneration		3,000	3,000
Bank charges		91	120
Cleaning service charges		3,000	2,030
Courier and postage charges		5,072	1,440
Depreciation of property, plant and equipment		18,006	16,418
Electricity and water charges		-	3,281
EPF contributions		27,094	22,705
Gifts and donations		788	1,164
Insurance premiums		1,136	-
Medical expenses		7,603	3,602
Meeting expenses and office refreshments		9,324	5,952
Newsletters		11,800	-
Newspapers and periodicals		1,743	2,578
Penalties		-	25
Property, plant and equipment written off		-	9,482
Printing and stationery		21,666	23,558
Professional fees		33,428	28,740
Balance carried forward		416,587	418,306

STATEMENT OF INCOME AND EXPENDITURE FOR THE YEAR ENDED 31 DECEMBER 2010

	Note	2010 RM	2009 RM
Balance brought forward		416,587	418,306
Registration and license fees		1,339	1,660
Relocation expenses		-	4,780
Rental of office equipment		5,598	2,466
Rental of premises		-	14,200
Salaries		217,051	191,598
Seminar expenses and staff training		18,454	7,300
Service tax charges		2,932	8,195
SOCSO contributions		2,790	2,525
Staff welfare expenses		1,012	1,421
Telephone and fax charges		15,017	22,324
Translation Expenses		-	3,520
Travelling expenses			
- Staff petrol, parking and toll		15,142	19,005
- Staff travelling and accommodation		41,233	32,233
- Councilors petrol, parking and toll		4,635	2,103
- Councilors travelling and accommodation		15,373	18,185
Upkeep of office		2,856	4,714
		760,019	754,535
SURPLUS OF INCOME OVER EXPENDITURE		309,693	282,760
LESS: TAXATION	7	(19)	-
SURPLUS OF INCOME OVER EXPENDITURE AFTER TAXATION		309,674	282,760

The accompanying notes form an integral part of the financial statements.

STATEMENT OF RECEIPTS AND PAYMENTS FOR THE YEAR ENDED 31 DECEMBER 2010

	Note	2010 RM	2009 RM
INCOME			
Grant from Suruhanjaya Komunikasi dan Multimedia Malaysia		1,000,000	1,000,000
Annual subscription fees		65,290	36,330
Proceeds from sale of property, plant and equipment		-	2,800
Miscellaneous income		-	1,050
Hibah received		4,422	965
		1,069,712	1,041,145
EXPENDITURE			
Accounting fees		700	4,900
Advance to staff - purchase of notebook		1,660	-
Advertisement and promotion expenses		221,378	280,817
Allowances - Councilors		6,600	3,510
- Staff		7,808	5,684
Auditors' remuneration		3,000	2,400
Bank charges	91	120	
Cleaning service charges		3,000	2,030
Courier and postage charges		5,072	1,440
Deposit - photocopier		-	522
Electricity and water charges		-	3,281
EPF contributions		27,989	24,421
Gifts and donations		788	1,164
Insurance premiums paid		1,136	-
Insurance premiums prepaid		2,273	-
Medical expenses		7,603	3,602
Meeting expenses and office refreshment		9,324	5,952
Newspapers and periodicals		1,743	2,578
Balance carried forward		300,165	342,421

STATEMENT OF RECEIPTS AND PAYMENTS FOR THE YEAR ENDED 31 DECEMBER 2010

	Note	2010 RM	2009 RM
Balance brought forward		300,165	342,421
Penalties		-	25
Printing and stationery		21,666	22,758
Professional fees		33,428	28,740
Purchase of property, plant and equipment		14,092	59,141
Registration and license fees		1,339	1,660
Relocation expenses		-	4,780
Rental of office equipment		5,598	2,466
Rental of premises		-	12,000
Repayment of staff's advance		1,000	-
Salaries		216,982	192,492
Seminar expenses and staff training		18,454	7,300
Service tax charges		2,932	8,195
SOCSO contributions		3,064	2,751
Staff welfare expenses		1,012	1,421
Telephone and fax charges		13,662	20,894
Translation expenses		-	3,520
Travelling expenses		76,383	71,526
Upkeep of office		2,050	4,714
		711,827	786,804
Surplus of receipts over payments		357,885	254,341
Cash and bank balances brought forward		522,385	268,044
Cash and bank balances carried forward		880,270	522,385
Note :			
Cash and cash equivalents			
Cash at bank		878,986	520,720
Cash in hand		1,284	1,665
		880,270	522,385

NOTES TO THE FINANCIAL STATEMENTS

31 DECEMBER 2010

1. GENERAL INFORMATION

The Society is registered under the Societies Act, 1966.

The Society's principal place of activity is at 6-02, 6th Floor, Straits Trading Building, No. 2 Lebuhr Pasar Besar, 50050 Kuala Lumpur.

The financial statements are presented in Ringgit Malaysia.

2. FINANCIAL RISK MANAGEMENT OBJECTIVES AND POLICIES

The Society's financial risk management policy seeks to ensure that adequate financial resources are available for the operation of the Society whilst managing its interest rate, foreign currency, liquidity and credit risks which are in the normal course of the Society's business.

The Society's overall strategies, tolerance of risks and general management philosophy are determined by the management and it operates within clearly defined guidelines that are approved by the Council in accordance with prevailing economic and operating conditions.

2.1 Foreign Currency Risk

The Society does not have any significant exposure to foreign currency risk as its transactions and balances are substantially denominated in Ringgit Malaysia.

The Society does not engage in derivative financial instruments.

2.2 Liquidity Risk

The liquidity risk of the Society is minimal as it maintains adequate working capital to meet its obligations as and when they fall due.

2.3 Interest Rate Risk

The interest rate risk of the Society is minimal as it does not have any interest bearing liabilities and maintains limited cash balance.

2.4 Credit Risk

The Society has no significant concentration of credit risk.

3. BASIS OF PREPARATION OF THE FINANCIAL STATEMENTS

The financial statements of the Society have been approved by the council members for issuance on 03 May 2011.

The financial statements of the Society have been prepared in accordance with applicable approved accounting standards in Malaysia and the provisions of the Societies Act, 1966. This requires the council members to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates.

4. SIGNIFICANT ACCOUNTING POLICIES

4.1 Accounting Convention

The financial statements of the Society have been prepared under the historical cost convention and other measurement basis otherwise indicated in the respective accounting policies as set out below.

4.2 Property, Plant and Equipment

Property, plant and equipment are stated at cost less accumulated depreciation and impairment losses, if any. Depreciation is calculated to write off the cost of the property, plant and equipment on a straight line basis over the estimated useful lives of the assets concerned. The principal annual rates used for this purpose are as follows :-

	%
Furniture and fittings	10
Computer and software	20
Office equipment	10
Renovation	15
Signage	10
Air conditioner	10
Website	20

NOTES TO THE FINANCIAL STATEMENTS

31 DECEMBER 2010

Fully depreciated property, plant and equipment are retained in the financial statements until they are no longer in use.

4.3 Income Recognition

Income of the Society is recognised on the following basis :-

- a) Grant from Suruhanjaya Komunikasi dan Multimedia Malaysia is recognised on a receipts basis.
- b) Membership subscriptions are recognised on a receipts basis.
- c) Interest income is recognised on a receipts basis.

4.4 Cash and Cash Equivalents

Cash and cash equivalents comprise cash and bank balances and highly liquid investments that are readily convertible to known amounts of cash and that are subject to an insignificant risk of change in value.

4.5 Impairment of Assets

The carrying amounts of the Society's assets other than financial assets are reviewed for impairment where there is an indication that the assets might be impaired. Impairment is measured by comparing the carrying values of the assets with their recoverable amounts and the impairment loss is recognised whenever the recoverable amount is less than the carrying amount of the asset.

The impairment loss is charged to the income statement immediately except for the impairment on a revalued asset where the impairment loss is recognised directly against the revaluation surplus account to the extent of the surplus credited from the previous revaluation for the same assets with the excess of the impairment loss charged to the income statement. Subsequent increase in the recoverable amount of an asset is treated as reversal of the previous impairment loss and is recognised to the extent of the carrying amount of the assets that would have been determined had no impairment loss been recognised. The reversal is recognised in the income statement immediately except for the reversal of an impairment loss on a revalued asset where the reversal of the impairment loss is treated as a revaluation increase and credited to the revaluation surplus account of the same asset.

4.6 Provision for Liabilities

Provision for liabilities are recognised when the Society has present obligations as a result of a past event and it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate of the amount can be made. Provisions are reviewed at each balance sheet date and adjusted to reflect the current best estimate. Where the effect of the time value of money is material, the amount of a provision is the present value of the expenditure expected to be required to settle the obligation.

4.7 Financial Instruments

4.7.1 Financial instruments recognised on the balance sheet

Financial instruments are recognised in the balance sheet when the Society has become a party to the contractual provisions of the instrument.

The particular recognition method adopted for financial instruments recognised on the balance sheet is disclosed in the individual policy statements associated with each item.

4.7.2 Disclosure of fair values

The Society's financial instruments are accounted for under the historical cost convention. Fair value represents the amount at which an asset could be exchanged, or a liability settled, between willing parties in an arm's length transaction.

Methodologies

The methodologies and assumptions used in ascertaining fair values depend on the terms and risk characteristics of the instruments and are briefly set out below.

Financial assets and liabilities

The fair values of financial assets and liabilities maturing within 12 months are stated at approximate their carrying values as at the balance sheet date.

5. PRINCIPAL ACTIVITY

The principal activity of the Society is to promote the national policy objectives for the Communication and Multimedia industry as enshrined in the Communications and Multimedia Act 1998.

NOTES TO THE FINANCIAL STATEMENTS

31 DECEMBER 2010

6. PROPERTY, PLANT AND EQUIPMENT

	Balance as at 1.1.10 RM	Additions RM	Balance as at 31.12.10 RM
Cost			
Furniture and fittings	10,238	770	11,008
Office equipments	25,049	8,523	33,572
Computer and software	50,370	4,799	55,169
Renovation	-	-	-
Signage	2,748	-	2,748
Air conditioner	-	-	-
Website	19,500	-	19,500
	107,905	14,092	121,997

	Balance as at 1.1.10 RM	Charge for the year RM	Balance as at 31.12.10 RM
Accumulated Depreciation			
Furniture and fittings	1,121	1,100	2,221
Office equipments	11,149	3,357	14,506
Computer and software	17,994	9,374	27,368
Renovation	-	-	-
Signage	2,198	275	2,473
Air conditioner	-	-	-
Website	10,200	3,900	14,100
	42,662	18,006	60,668

	Net Book Value		Depreciation Charge	
	2010 RM	2009 RM	2010 RM	2009 RM
Furniture and fittings	8,787	9,117	1,100	1,024
Office equipments	19,066	13,900	3,357	2,505
Computer and software	27,801	32,376	9,374	8,414
Renovation	-	-	-	232
Signage	275	550	275	275
Air conditioner	-	-	-	68
Website	5,400	9,300	3,900	3,900
	61,329	65,243	18,006	16,418

NOTES TO THE FINANCIAL STATEMENTS

31 DECEMBER 2010

7. TAXATION

a) Income that is exempt from income tax are as follows :-

- i) Grant from Suruhanjaya Komunikasi dan Multimedia Malaysia is exempted from income tax based on the Income Tax Order (Exemption) (No 22) 2006.
- ii) Statutory income derived from members' subscriptions are exempted from the payment of income tax based on the Income tax (Exemption) (No.19) Order 2005.

b) Hibah income received from funds deposited with financial institutions are subject to income tax as follows:-

	2010 RM	2009 RM
First 2,500	-	-
Next 1,922	19	-
Total income tax	19	19

8. FINANCIAL INSTRUMENTS

Credit Risk

As at 31 December 2010, the Society has no significant concentration of credit risk and places its cash with creditworthy financial institutions.

STATEMENT BY COUNCIL MEMBERS

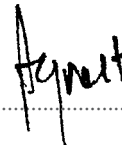
We, RAVINDER SINGH S/O MALL SINGH and AGNEST CHAN WAI FONG, being two of the council members of FORUM PENGGUNA KOMUNIKASI DAN MULTIMEDIA MALAYSIA, do hereby state on behalf of the council members that, in our opinion the financial statements set out on pages 6 to 15 are drawn up in accordance with applicable approved accounting standards in Malaysia so as to give a true and fair view of the state of affairs of the Society as at 31ST DECEMBER 2010 and of the income and expenditure account and statement of receipts and payments of the Society for the year ended on that date.

Signed at Kuala Lumpur this
day **03 May 2011**

On behalf of the Council



.....
RAVINDER SINGH S/O MALL SINGH
(Chairman)



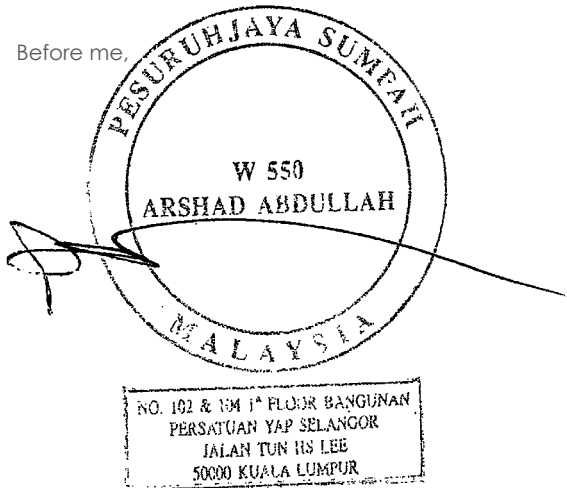
.....
AGNEST CHAN WAI FONG
(Treasurer)

STATUTORY DECLARATION

I, AGNEST CHAN WAI FONG, being the council member primarily responsible for the accounting records and financial management of FORUM PENGGUNA KOMUNIKASI DAN MULTIMEDIA MALAYSIA, do solemnly and sincerely declare that the financial statements set out on pages 6 to 15 are to the best of my knowledge and belief, correct and I make this solemn declaration conscientiously believing the same to be true, and by virtue of the provisions of the Statutory Declarations Act, 1960.

Subscribed and solemnly
declared at Kuala Lumpur
this **03 May 2011**

Before me,



A handwritten signature in black ink, appearing to read 'Agnest', positioned above a horizontal dotted line.

AGNEST CHAN WAI FONG
(Treasurer)



“ Creativity is the power to connect the seemingly unconnected. ”



APPENDIX



CALENDAR OF EVENTS AND ACTIVITIES

Month	Description of Event	Role	Location
JANUARY			
1/1 – 2/1	Gempar Generasiku	Exhibitor	Kuala Lumpur, WP
22/1	SKMM Seminar on ICT & Broadband	Exhibitor	Tawau, SBH
23/1	SKMM Program Juara Rakyat	Exhibitor	Tawau, SBH
27/1-28/1	SKMM MMYIX & CBC Launch	Exhibitor	Lundu, SWK
30/1	SKMM Launch of Digital Pekan	Exhibitor	Pekan, PHG
FEBRUARY			
4/2	CFM @ DIGI	Exhibitor	Kuala Lumpur, WP
4/2	CFM Visit to Digi (GCC Seminar)	CMD	Kuala Lumpur, WP
9/2	Study Tour to Consumer Tribunal	Networking	Kuala Lumpur, WP
18/2	Meeting with Maxis (Pending Complaints)	CMD	Maxis, Kuala Lumpur
22/2	Program Kepenggunaan Kuala Pilah	Speaker	Kuala.Pilah, NS
24/2	Penang Consumer Seminar	Organiser	Gelugor, PNG
24/2	Membership Recruitment	Membership	Gelugor, PNG
24/2	GCC Public Consultation	Codes	Gelugor, PNG
MARCH			
Mar 09	Meeting with P1 on Complaints Handling	CMD	P1, Petaling Jaya
Mar 11	SKMM Johor Consumer Seminar	Speaker	Johor Bahru, JHR
Mar 11	GCC Public Consultation	Codes	Johor Bahru, JHR
19/3	SKMM Sarawak Consumer Seminar	Speaker	Kuching, SWK
19/3	GCC Public Consultation	Codes	Kuching, SWK
22/3	SKMM Sabah Consumer Seminar	Speaker	Tawau, SBH
22/3	GCC Public Consultation	Codes	Tawau, SBH
APRIL			
1/4-4/4	ICT Terengganu Exhibition & Consumer Seminar	Participant/ Exhibitor	Johor Bahru, JHR
1/4-4/4	Membership Recruitment	Membership	Johor Bahru, JHR
Apr 06	Mesyuarat Jawatankuasa Antara Agensi Bagi Penyelarasan Isu-isu Bil 1 Pengguna (KPDNKK)	CMD	n/a
17/4	CFM Consumer Seminar	Organiser	Pendang, KD
22/4	SKMM Cyberjaya Consumer Seminar	Speaker	Cyberjaya, SGR
22/4	Membership Recruitment	Membership	Cyberjaya, SGR
22/4	GCC Public Consultation	Codes	Cyberjaya, SGR
27/4	SKMM ERO Consumer Seminar	Speaker	Felda Tersang, Raub, PHG
29/4	SKMM Consumer Seminar	Speaker	Kuantan, PHG
29/4	Membership Recruitment	Membership	Kuantan, PHG
29/4	SKMM CRO Consumer Seminar & Exhibition	Speaker/Exhibitor	Rantau, NS
29/4	Membership Recruitment	Membership	Rantau, NS
29/4	GCC Public Consultation	Codes	Cyberview
MAY			
Jun 05	GCC Review Workshop	Organiser	Cyberjaya, SGR
17/5-19/5	World Telecommunication & Information Society Day	Exhibitor	Ipoh, PRK
17/5-19/5	Membership Recruitment	Membership	Ipoh, PRK
31/5-1/6	National Consumer Convention	Speaker	PICC, Cyberjaya, SGR
JUNE			
Jun 06	Launch of Digital Pagoh	Exhibitor	Muar, JHR
Jun 06	Membership Recruitment	Membership	Muar, JHR
14/6	MMU Intellectual Course on Consumerism	Speaker/Exhibitor	MMU, Cyberjaya,SGR
23/6	Forum Kepenggunaan Rantau	Speaker	Rantau, NS
29/6	10th Annual General Meeting	Membership	Petaling Jaya, SGR

Table 41: Calendar of Events and Activities

Month	Description of Event	Role	Location
JULY			
Jul 02	Meeting with TM (Pending / Late Resolution Update)	CMD	TM, Kuala Lumpur
Jul 06	Mesyuarat Jawatankuasa Antara Agensi Bagi Penyelarasan Isu-Isu Bil 2 Pengguna (KPDNKK)	CMD	n/a
13/7	MACFEA Seminar	Speaker/Exhibitor	Bangi, SGR
15/7	Forum Pendidikan Kuala Pilah	Speaker	Kuala Pilah, NS
20/7	Mesyuarat Pasukan Petugas Pusat Seheni Aduan (KPDNKK)	CMD	n/a
21/7	CFM Program Pengguna Bijak	Organiser	Labuan, SBH
24/7-25/7	Majlis Kemuncak Bulan Kepenggunaan Kebangsaan Seminar Sempena Bulan Kepenggunaan	Exhibitor	Dataran Pahlawan, MLK
	Membership Recruitment	Membership	Dataran Pahlawan, MLK
26/7	Karnival Anti Jenayah	Exhibitor	UKM, Sri Kembangan, SGR
26/7-29/7	Visit by Suruhanjaya Pengangkutan Awam Darat	Networking	CFM, Kuala Lumpur, WP
27/7	Mesyuarat Untuk Membincangkan Cadangan Penubuhan Pusat Pengurusan Aduan Nasional (KPDNKK)	CMD	n/a
AUGUST			
Jul 08	Program Memperkasakan Pengguna Komunikasi & Multimedia	Organiser	Kundasang, SBH
Jul 08	Membership Recruitment	Membership	Kundasang, SBH
SEPTEMBER			
Sep 02	Meeting with SKMM Complainece Department (SKMM/Pn.Sharizan (KPI)	CMD	SKMM, Cyberjaya
23/9 – 24/9	ASEAN-US Federal Trade Commission Conference	Guest Participant	Kuala Lumpur, WP
27/9	CFM Program Memperkasakan Pengguna Komunikasi	Organiser	Miri, SWK
27/9	Membership Recruitment	Membership	Miri, SWK
OCTOBER			
25/10	Mesyuarat Jawatankuasa Antara Agensi Bagi Penyelarasan Isu-Isu Bil 3 Pengguna (KPDNKK)	CMD	n/a
29/10 – 31/10	SKMM CRO Karnival ICT Peringkat Daerah	Exhibitor	Sabak Bernam, SGR
NOVEMBER			
Nov 02	CFM Program Kesedaran Kepenggunaan	Organiser	Tiara Labuan, Labuan, SBH
Nov 02	Membership Recruitment	Membership	Tiara Labuan, Labuan, SBH
4	Feedback on Review of QoS Mandatory Std on Broadband Access Service and New QoS Mandatory Standard on BB Wireless access service	CMD	n/a
19	Meeting with Astro (SKMM/Astro issues)	CMD	n/a
25	MS Mobile Content Service Discussion on Tech & Operational Challenge	CMD	n/a
DECEMBER			
9/12 – 11/12	Karnival Jalurlebar 1Malaysia & Temasya Budaya Pantai Timur	Exhibitor	Pulau Warisan, TGN
9/12 – 11/12	Membership Recruitment	Membership	Pulau Warisan, TGN
13/12 – 14/12	SKMM CRO Digital Jempol	Exhibitor	Jempol, NS
21/12	SKMM Regulatory Compliance Corporate Brief	Speaker	SKMM, Cyberjaya, SGR
22/12	GCC Training in Astro	Codes	ASTRO
29/12 – 1/1	Karnival Usahawan & ICT	Exhibitor	Yan, KDH
29/12 – 1/1	Membership Recruitment	Membership	Yan, KDH

Table 41: Calendar of Events and Activities

TABLE AND CHART INDEX

Table	Name	Page
1	List of Council Members 2009 - 2011	9
2	CFM Scorecard	16-17
3	Resolution Cycle Time by Month for 2010	22
4	Average No. of Business Days Taken to Resolve Complaints for 2010	22
5	Average Closing Days Performance 2010 vs 2009	23
6	No. of Complaints Resolved	23
7	Service Provider Complaint Statistics	24
8	Complaints Received by Quarter	25
9	Complaints Received by Channel	25
10	Breakdown of Complaints by Complaint Category	25
11	Breakdown of Complaints by Service Provider	25
12	CMD Strategy and Direction for 2011	26
13	Complaint Management Secretariat Activities Report	26
14	Top 5 Complaints Category	28
15	Subcategory of Poor Service Complaint	29
16	Subcategory of Billing and Charging Complaint	30
17	Subcategory of SMS Complaint	31
18	Subcategory of Unfair Practice Complaint	32
19	Subcategory of Misleading Promotion Complaint	33
20	List of Public Consultation on GCC Review	35
21	Communication Brief for CFM Official Uniform	43
22	Communication Brief for Annual Report 2009	44
23	Communication Brief for CFM Awareness Video	45
24	Communication Brief for Shout Newsletter	46
25	Events Participated upon invitation from SKMM Headquarters	48
26	Events Organised by CFM in collaboration with SKMM and/or KPDNKK	49
27	Events Participated upon invitation from SKMM Regional Offices	50
28	Events Participated/conducted through direct invitations from various agencies and institutions	51
29	Events Participated through CFM members' engagement	51
30	List of Print News Coverage	54
31	List of Online News Coverage	55
32	List of Radio & Television Appearances	55
33	List of Publicity Activities	56
34	List of Council Meeting Dates 2010	58
35	List of Special Council Meeting Dates 2010	58
36	List of Annual General Meeting Date 2010	58
37	List of Membership and Subscription Fees	58
38	List of Membership Recruitment Drive	59
39	List of Members Meeting	59
40	List of Members Movement	60
41	Calendar of Events and Activities	78 - 79
42	Table and Chart Index	80

Chart	Name	Page
1	Organisation Chart	10
2	Snapshot Summary of Complaints 2010	21
3	Resolution Cycle Time Performance against GCC Compliance	23
4	Average Closing Day Performance Performance 2010 vs 2009	23
5	Complaint on Poor Service 2010 vs 2009	29
6	Complaint on Billing and Charging 2010 vs 2009	30
7	Complaint on SMS 2010 vs 2009	31
8	Complaint on Unfair Practice 2010 vs 2009	32
9	Complaint on Misleading Promotion 2010 vs 2009	33
10	Type of Event Participation	48
11	CFM Survey Overall Results 2010	52
12	Results of Survey Question 1	52
13	Results of Survey Question 2	53
14	Results of Survey Question 3	53
15	Results of Survey Question 4	53

Snapshot	Name	Page
1	Snapshot of Complaints Received	15
2	CFM 10th Anniversary Milestones	18 - 19
3	Snapshot of The Codes Review Process	37

Table 42: Table and Chart Index

BORANG ADUAN / COMPLAINT FORM**Maklumat Peribadi / Personal Information**

Nama / Name			
No Kad Pengenalan Baru / Passport No		Tarikh/ Date	
No Telefon / Contact Information	Rumah / House	Pejabat / Office	Telefon Bimbit / Mobile
Emel / Email			
Alamat Surat Menyurat / Correspondence Address			

Aduan / Complaint

Penyedia Perkhidmatan / Service Provider		No Akaun / Account No	
---	--	--------------------------	--

Jenis Perkhidmatan / Service Type

Telefon Tetap / Fixed Line		Perkhidmatan VOIP / VOIP Service	
Telefon Bimbit / Mobile		TV	Radio
Jalur Lebar / Broadband		Capaian Internet / Internet Access	
Maklumat Aduan / Complaint Details			

Telah membuat aduan kepada penyedia perkhidmatan / Made complaint to the service provider	Ya / Yes
	Tidak / No

Jika "Ya" nyatakan tindakan atau penyelesaian yang diberikan / If "Yes" please provide the action or resolution provided:

Saya mengesahkan maklumat yang dinyatakan di atas adalah benar dan tepat.
I hereby confirm that the above information is true and accurate.

Tandatangan / Signature	Tarikh / Date
-------------------------	---------------

Kegunaan CFM / CFM Use Only

Received by		Date	
Location / Event			

Complaints Management Record

Received By	
Received Date	
CoP Reference No	
Remarks	

Please fold here

Please fold here

STAMP

Communications & Multimedia Consumer Forum of Malaysia
6-02, 6th Floor, Wisma Straits Trading
No. 2 Lebuhr Pasar Besar
50050 Kuala Lumpur
Malaysia

Please fold here

Communications & Multimedia Consumer Forum of Malaysia
6-02, 6th Floor, Wisma Straits Trading
No. 2 Lebuhr Pasar Besar
50050 Kuala Lumpur
Malaysia

Tel: +603 2692 3800
Fax: +603 2693 2288
Consumer Hotline: 1800 18 2222
Email: enquiries@cfm.my
Web: www.cfm.org.my

CFM

Communications and Multimedia
Consumer Forum of Malaysia

6-02, 6th Floor, Straits Trading Building
No. 2 Lebuhr Pasar Besar
50050 Kuala Lumpur, Malaysia

Tel: +603 2692 3800

Fax: +603 2693 2288

Email: enquiries@cfm.my

Consumer Hotline **1800 18 2222**

Website www.cfm.org.my



CFM is a self-regulatory body under the Communications and Multimedia Act 1998 and under the purview of Malaysian Communications and Multimedia Commission (SKMM)

If you have any feedback on the performance of the mobile, internet, tv and radio services, please contact CFM.