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ALLIANCE LTD



INDUSTRY GUIDELINE
MOBILE NUMBER PORTABILITY-
CUSTOMER INFORMATION
G574:2009

G574:2009 Mobile Number Portability – Customer Information

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INTRODUCTION

Suppliers in the telecommunications industry recognise that the introduction of Mobile Number Portability (MNP) from September 2001 significantly altered the processes which customers would be asked to follow when changing their mobile phone supplier. These processes were designed to allow customers to keep their number when changing their supplier of mobile phone services.

The introduction of MNP was expected to be of significant benefit to customers. They needed to be able to understand how to obtain the benefits of MNP and avoid some of the complications that may arise. Many customers buy their mobile phone services on different payment terms (varying contract terms and payment arrangements) or on alternative digital mobile technologies (GSM or CDMA services). Because of the special nature of each of these options, different requirements and obligations may apply to customers wishing to change suppliers or move between these alternatives while retaining their mobile number.

Suppliers of mobile services have recognised that they have an obligation to ensure customers are informed of the processes they will need to follow and the potential costs and obligations they may incur when changing their mobile service supplier. This will benefit both customers and suppliers. A well informed market place will ensure that customers can make informed decisions in selecting from the full range of services and opportunities available to them, while appreciating their obligations to their current supplier. It will also benefit the industry, allowing suppliers to properly compete on services and prices without inefficient costs due to increased consumer debt.

BACKGROUND

In October 1999 and November 2000, the Australian Competition and Consumer Commission (ACCC) directed the Australian Communications Authority (ACA) to amend rules in the Telecommunications Numbering Plan 1997 to provide for MNP. The ACCC directions also required the ACA to specify the Implementation Date by which each carriage service provider must provide MNP in relation to the customers of each other carriage service provider. In May 2000 the ACA announced that 25 September 2001 would be the Implementation Date.

In response to the ACCC decision, ACIF established a project management group (PMG) to address the requirements for industry to successfully introduce MNP. Several Working Groups were set up by the PMG to address specific issues raised by the introduction of MNP. The results of the Working Groups or Committees include the following:

- ***MNP Network Plan for Voice, Data and Fax Services*** Industry Specification (G561:2009)
- ***MNP Network Plan for SMS*** Industry Specification (G565:2009); and
- ***Mobile Number Portability*** Industry Code (C570:2009).

The PMG identified customer information as a very important issue that must be addressed as part of the industry's implementation of MNP. Specifically, the PMG agreed that the following customer information activities by suppliers should be in place before the commencement of MNP:

- Gaining Carriage Service Providers (CSPs) inform customers that they may have costs and obligations with their current CSP arising from porting;
- CSPs provide information to their customers regarding their costs and obligations under their current contracts; and
- A customer information program.

Following agreement on those issues, the PMG formally requested the ACIF Consumer Codes Reference Panel (CCRP) to develop a Guideline on ongoing customer information provision in general, including information provision on mobile phone contracts

MNP DESCRIPTION AND AGREED INDUSTRY ARRANGEMENTS

The telecommunications industry has developed a number of Codes and Specifications that outline the implementation arrangements for MNP. These documents cover both network configurations and technical arrangements to ensure that calls are successfully routed to ported numbers, as well as the operational procedures and processes that must be supported by the various parties involved in porting a number. These include design features for automated systems and the requirements for initiating, authorising and implementing a customer request to port a number.

Mobile technologies covered by MNP

The porting requirements extend to all digital mobile service numbers, irrespective of the technology used to provide the mobile service, with the exception of satellite only mobile services. That is, MNP will be available between GSM services, between CDMA services and between GSM and CDMA services. It is a regulatory requirement that porting arrangements also extend to include other mobile technologies if and when they are introduced into the Australian marketplace.

Network and call routing arrangements

The network arrangements to enable correct routing of calls to ported numbers will be triggered automatically by suppliers. The expectation is that the network and call routing elements will work efficiently and effectively once the appropriate operational procedures to implement a port are completed. No special or additional information is required to inform customers about these aspects of MNP.

Operational arrangements

The *Mobile Number Portability* Industry Code (C570:2009) assigns roles and responsibilities to the various parties involved in implementing a porting request. The arrangements also provide that MNP must be implemented using automated systems that interface together according to agreed protocols and using standard message formats.

A customer is the only party that can initiate a port affecting their service. In the normal course of events, a customer will enter into a new mobile contract with their new CSP. In the course of that transaction, a customer is able to request that the service be made available using their existing mobile number. That is, the customer may request the gaining CSP to port their existing mobile number and use it with their new service.

Customers can only port their mobile number. Associated services, contracts, pricing plans and other features such as voicemail are not portable between providers. Customers must make arrangements with the gaining CSP for all of these features.

Once a customer requests to port their number, the gaining CSP manages the subsequent steps needed to fulfill the request. Before starting these processes, the gaining CSP must ensure that it has all the required information to allow the specified porting notifications and customer authorisations to be completed. The details include information:

- to allow verification that the person requesting the port is the authorised customer;
- to allow validation that the requested mobile service number is actually issued to that customer;
- identifying the customer's account number or date of birth relating to a post-paid mobile service or the customer's reference number or date of birth relating to a pre-paid service; and
- that the customer has acknowledged that they may have contractual obligations with their existing mobile CSP and that a decision to port may involve termination or other costs and liabilities with that CSP.

Armed with this information and a valid customer authorisation, the gaining CSP can send a porting notification to the gaining mobile carrier (i.e. the network provider). Subsequently, a number of steps involving notification, validation and confirmation by the losing mobile carrier and losing CSP must be undertaken. If these steps are successfully completed, the gaining CSP can issue a port cut over notification. When this is validated and confirmed, the gaining mobile carrier will inform relevant players that the ported number is now available on its network and that calls should be routed accordingly. The gaining CSP can then settle the final details and notify the customer that service is available on their ported number.

Customers can negotiate with their gaining CSPs about when they want their port to occur. The porting process is designed to provide for fast and efficient porting. In some instances, porting may occur within hours, in other instances it may take longer. The factors influencing when a port can occur include the time taken to provide all the necessary information, and the time taken to complete requests, validations and authorisations. Some further time may be taken up if a new GSM SIM card must be issued to the customer or if there is a need for re-programming of CDMA handsets. Also, in some cases mobile handsets are 'locked' to a particular network and this locking may need to be undone.

The losing CSP has an obligation to ensure that information is available to customers about the level and nature of any costs or other contractual obligations that may flow from a customer's decision to port. The gaining CSP has an obligation to ensure that they inform customers that existing contractual obligations may be in force and there may be costs associated with leaving their current CSP.

The customer authorisation for porting must include an acknowledgement by the customer that they have been advised by the gaining CSP that, although they have the right to port their mobile number, there may be costs and obligations associated with their existing mobile service, including the possibility of an early termination payment to their current mobile service provider.

The porting process allows for fast remedial action if unauthorised and/or illegal customer acquisition occurs.

The regulatory framework provides safety net provisions to ensure that customers are not disadvantaged by their decision to port their number. These provisions set out that there should be no discrimination between the quality and range of services provided to customers with ported numbers and non-porting numbers that are active on the same network.

The onus is on the gaining CSP to facilitate a customer's request to port their number. The gaining CSP is the pivotal player in the process because they now have the direct relationship with the customer and are responsible for key elements of service delivery. Other parties, including the losing CSP, must also cooperate so that the porting process is simple and easily available for the customer.

Because MNP is being implemented in a market that commonly sells subsidised handsets and services bundled in term contracts with penalties for early termination, there is a need to inform customers that while they have rights to port their number there may also be costs attached to such a decision. In addition, MNP and the processes used to implement it are new to the Australian telecommunications market. For these reasons, providing customers with ready access to key information about MNP will be necessary to help ensure a smooth take-up of MNP.

Issues addressed in the Guideline

The Working Group used the *Mobile Number Portability* Industry Code (C570:2009) as the primary basis for its work and believes this Guideline is consistent with that Code. While that Code covers the inter-supplier operations necessary for the implementation of MNP, it also identifies a number of areas where customer information should be provided, and makes a number of underlying assumptions about MNP which should be spelled out to customers. This Guideline addresses those customer information needs identified by the *Mobile Number Portability* Industry Code and the assumptions about an understanding of MNP which should be addressed by this Guideline.

This Guideline includes a description of the porting process and what is meant by porting in this Guideline and other related ACIF documents. It covers the information which suppliers should provide to customers including:

- what is MNP;
- who can authorise the port;
- how Customers can port their number;
- other issues including obligations a customer may have to the Losing CSP; and
- technology issues which concern customers wanting to port their number.

This Guideline includes the circumstances in which information should be provided to customers (including those with pre paid and post paid services) and the various avenues available to suppliers for information provision. Customers to whom information should be provided include:

- existing customers
- potential new mobile customers;

- potential customers with existing mobile services

Benefits to industry and customers

Implementation of this Guideline by CSPs will benefit customers by ensuring the industry makes information available that will facilitate customers making well informed choices about porting their mobile number, while understanding their obligations under their current arrangements.

The risks to industry from uninformed customers are that there may be increased consumer debt, an increasing number of customers with multiple service contracts, increased port reversals that can lead to stress on supplier systems, and increased levels of complaints to the TIO.

By informing consumers under this Guideline, Suppliers can work towards more informed customers who are more aware of their current obligations and more likely to make an informed decision when choosing to port their mobile number.

2009 Revision

In 2009, the Mobile Number Portability Code was revised. At that time all associated Mobile Number Portability documents were republished as Communications Alliance documents to reflect the change of organisational name from ACIF. Where relevant any references to other documents have also been updated.

Robyn Ziino
Chair

CCRP/WG2: Mobile Number Portability – Customer Information Working Group

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1 GENERAL

1.1 Objectives

Objectives of the Guideline are to:

- 1.1.1 Promote good practice and consistency in the provision of relevant information to Customers in relation to MNP.
- 1.1.2 Promote an environment of open communication between Customers and Suppliers of services by:
 - (a) encouraging provision of relevant and useful information by Suppliers to Customers in relation to each step of the MNP process;
 - (b) enabling Customers to make informed decisions based on full knowledge of their options; and
 - (c) ensuring that Customers are made aware of their costs and obligations associated with a decision to Port.
- 1.1.3 Ensure that both the Gaining CSP and the Losing CSP provide or make available to the Customer relevant information relating to the Porting of Mobile Service Numbers.
- 1.1.4 Ensure that the provision of information and the actual information provided is aligned with the requirements of the **Mobile Number Portability** Industry Code (C570: 2009) and related technical requirements.

1.2 Scope

- 1.2.1 This Guideline applies to CSPs providing Public Mobile Telecommunications Services to Customers.
- 1.2.2 The focus of this Guideline is on MNP with emphasis on the Porting of a number, not a service.
- 1.2.3 This Guideline covers Porting of Mobile Service Numbers; including:
 - (a) within technologies (such as GSM to GSM); and
 - (b) between pre and post paid services.
- 1.2.4 Portability requirements do not apply to numbers used in relation to satellite only mobile services.
- 1.2.5 Associated Services (such as voice mail or SMS), contracts, and pricing plans are not portable between CSPs.
- 1.2.6 The Guideline contains key messages that should, where applicable, be covered in Suppliers' information provided to Customers.

2 ACRONYMS, DEFINITIONS AND INTERPRETATION

2.1 Acronyms

CSP

means Carriage Service Provider.

MNP

means Mobile Number Portability.

SIM

means Subscriber Identity Module

2.2 Definitions

Act

means the *Telecommunications Act 1997 (Cth)*.

Associated Service

means a service provided by an individual CSP in conjunction with the primary Mobile Service Number. For example, barring and roaming.

Authorised Customer

means a person who:

- (a) has a contract with a Supplier for the supply of a Public Mobile Telecommunications Service; and
- (b) has the authority through that contract to Transfer all or part of that Service to another Supplier.

Wherever the term Authorised Customer is used in the Guideline, the term Authorised Representative can also be read.

Authorised Representative

means the person who is legally authorised by the Authorised Customer to act on behalf of the Authorised Customer on a bona fide matter concerning the Porting of the Authorised Customer's Mobile Service Number.

Carriage Service Provider

has the same meaning as defined in section 87 of the Act.

Customer

means a person who is an actual or potential customer but does not include another Supplier.

Customer Authorisation

means an authorisation by the Customer to Port a Mobile Service Number containing the minimum requirements specified in Clause 7.1 of ***Mobile Number Portability*** Industry Code (C570:2009).

Gaining CSP

means the CSP to which a Mobile Service Number has been or is to be Ported.

Losing CSP

means the CSP from which a Mobile Service Number has been or is to be Ported.

Mobile Number Portability

means the Porting of a Mobile Service Number from a Losing CSP to a Gaining CSP as defined in Section 4 of this Guideline.

Mobile Service Number

means a number that has been allocated under the Numbering Plan to a CSP for the provision of a Public Mobile Telecommunications Service. Although all allocated Mobile Service Numbers used for a Public Mobile Telecommunications Service are portable, only those numbers issued to the Customer are able to be Ported by the Customer.

Numbering Plan

means the *Telecommunications Numbering Plan 1997*.

Pre-paid Mobile Service

means a Public Mobile Telecommunications Service with the following characteristics:

- (a) it can only be supplied to a Customer if the Customer is issued with a Mobile Service Number to be used in connection with the supply of the service;
- (b) the Customer must pay for the service before using it; and
- (c) no service provider or other person issues the Customer an account for the service after the customer has used it.

Port

means the transfer of Mobile Service Numbers between CSPs using MNP processes. The words Porting and Ported have corresponding meanings.

Port Notification has the meaning given by Section 2.3 of ***Mobile Number Portability*** Industry Code (C570:2009).

Public Mobile Telecommunications Service

has the meaning given by section 32 of the Act.

Related Services

means services which are associated with the primary Mobile Service Number, but use another number which has been issued to the Customer (for example, fax and data services).

Reversal

means a Port back to the previous CSP to rectify an unauthorised Port.

Supplier

means a CSP which supplies a Public Mobile Telecommunications Service to Customers.

2.3 Interpretation

In this Industry Guideline unless the contrary intention appears:

- (a) a reference to a statute, ordinance, code or other law includes regulations and other instruments under it and consolidations, amendments, re-enactments or replacements of any of them;
- (b) words in the singular include the plural and vice versa;
- (c) a reference to a person includes a body whether corporate, politic or otherwise.

3 KEY MESSAGES

The introduction of Mobile Number Portability is likely to have a broad impact on both the industry and its mobile Customers. The impact will differ across the mobile telephone Customer base.

Different aspects of the Guideline will apply to, for example, residential single service Customers and business Customers but the industry recognises that consistent and clear messages need to be communicated.

The use of different media to communicate these messages means that not all of these messages will be communicated in all circumstances (e.g. radio advertisements versus face to face contact at the point of sale). This Guideline is designed to provide industry with clear direction as to the areas of particular importance and the types of information that need to be communicated to Customers to enhance their understanding of the Porting process.

To facilitate industry acceptance and implementation, this Guideline provides a range of Key Messages that industry should focus on as priority requirements.

The Key Messages page is a condensed version of the relevant sections of this *Mobile Number Portability - Customer Information* Industry Guideline and should not be read in isolation but in conjunction with the body of the Guideline. It is imperative that all of the various sections be read in order to ensure that the intent of the Key Messages are properly communicated to Customers.

Key Message 1:

It is a Mobile Service Number and not a mobile service, or Associated Services (such as voice mail and SMS) or Related Services (such as fax and data), that can be Ported.

Key Message 2:

Outstanding contractual obligations and costs relating to an existing mobile service will have to be settled by the Customer but their existence will not restrict or prevent a decision to Port their Mobile Service Number to another CSP.

Key Message 3:

A Customer can only Port a Mobile Service Number for which they are the Authorised Customer.

Key Message 4:

Technical issues such as handset/network incompatibility restrictions, change of SIM card, handset locking and SMS capability may need to be considered by a Customer before making a decision to Port.

Key Message 5:

Customers should not cancel their existing service contract before Porting because that will prevent the Porting of their Mobile Service Number.

4 WHAT IS MOBILE NUMBER PORTABILITY

MNP is the ability for a Customer to change from one CSP to another and retain the same Mobile Service Number.

If a Supplier starts the procedures to Port a Mobile Service Number, it must be on the basis that the Customer has entered into a commercial arrangement with that new Supplier for the delivery of a new Public Mobile Telecommunications Service. MNP means that the Customer can elect to receive that new service using the Mobile Service Number on which they had received service from their previous Supplier.

MNP is simply the Porting of a Mobile Service Number.

The new commercial arrangement the Customer enters into with their new Supplier will cover all other key aspects of the service, including terms and conditions of supply, the service supplied, the service supplier, and Associated Services (such as voice mail and SMS), and Related Services (such as fax and data).

Under certain circumstances, Short Message Service (SMS) messages sent to a Customer who has Ported their Mobile Service Number may not have successfully terminated, a situation which will affect all CSPs. Accordingly, Suppliers should ensure that Customers are made aware of this possibility when deciding to Port their Mobile Service Number.

4.1 Number Portability not Service Portability

Suppliers should provide or make available information to Customers that it is the Mobile Service Number and not the service, Associated Services (including SMS), Related Services, commercial arrangements, contract or debt that may be Ported, or taken to the new Supplier.

Key Message 1:

It is a Mobile Service Number and not a mobile service, or Associated Services (such as voice mail and SMS) or Related Services (such as fax and data), that can be Ported.

5 AVAILABILITY OF PORTING

5.1 Contracts

Customers often purchase mobile phone services under term contracts for direct network access, or alternatively, use pre-paid accounts.

The terms and conditions of these contractual arrangements set out the respective rights and obligations of both the Customer and the CSP. They may have significant implications when a Customer decides to Port their Mobile Service Number to a new Supplier of mobile phone services.

To ensure that these contractual implications are properly managed so that Customer hardship and industry costs are reduced, the industry believes that Customers should, at a minimum, have access to a range of basic information details so that they exercise their choice to select mobile service Suppliers on an informed basis.

- 5.1.1 CSPs should ensure that their Customers are provided with, or can readily have access to, information confirming whether a decision to Port automatically terminates the existing contract.
- 5.1.2 If the CSP automatically terminates their contract with the Customer upon a Customer's decision to port, the CSP should provide information specifying the level of any outstanding debt and charges arising from the termination of the contract.
- 5.1.3 If the CSP does not automatically terminate their contract with the Customer upon a Customer's decision to Port, the CSP should inform the Customer that the contract will be ongoing and that they will have continuing obligations, including charges, under that contract. This may include, for example, if the CSP provides the Customer with both a local and Mobile Service Number on their CDMA service.
- 5.1.4 CSPs should ensure their Customers are provided with, or can readily have access to, information specifying the level of any outstanding debt and charges, should a Customer who decides to Port a Mobile Service Number also choose to cancel his/her existing contract.

5.2 Debts, Credits and Fees

- 5.2.1 Industry believes that Customers should be fully informed as to any contractual implications of Porting their Mobile Service Number from one CSP to another. The fact that a Customer has an outstanding debt with a CSP should not, of itself, be a restriction on that Customer Porting their Mobile Service Number.
- 5.2.2 Suppliers should inform Customers that:
 - (a) an outstanding debt with the Losing CSP is not transferable from the Losing CSP to the Gaining CSP;

- (b) the Porting of a Mobile Service Number will not affect the status of the debt owed to the Losing CSP and the Losing CSP may, if the debt remains unpaid, take action to recover any unpaid monies;
- (c) Porting a pre-paid mobile service may result in the loss of any outstanding credits still available on their pre-paid account with the Losing CSP;
- (d) in addition to outstanding call charges, they may be subject to Porting fees, potential additional access fees and disconnection fees; and
- (e) they are responsible for the payment of the SIM unlock fee , where applicable

Key Message 2:

Outstanding contractual obligations and costs relating to an existing mobile service will have to be settled by the Customer but their existence will not restrict or prevent a decision to Port their Mobile Service Number to another CSP.

6 AUTHORISED CUSTOMER

The following rules apply for Customer Authorisations:

1. Mobile CSPs should ensure that Customer Authorisation is obtained before porting;
2. The Gaining CSP should make it clear to the Customer that the person who has the right to Port a Mobile Service Number is the person who is the Authorised Customer in relation to that Number; and
3. The Gaining CSP should ensure that a Customer is made aware of the information requirements for completing a Customer Authorisation before initiating a Port. The requirements for information include but are not limited to:
 - (a) the Customer's account or reference number for the service; or
 - (b) the Customer's date of birth.

Key Message 3:

A Customer can only Port a Mobile Service Number for which they are the Authorised Customer.

7 TECHNICAL INFORMATION

7.1 Change of SIM Card

7.1.1 A Supplier should inform a Customer if a change or acquisition of a SIM will be necessary at the time of Porting. The following table shows when the acquisition or change of SIM is required.

TABLE 1
SIM Acquisition and Change Scenarios

Losing Service	Gaining Services	SIM Card
GSM	GSM	Change SIM Card
GSM	CDMA	SIM not required
CDMA	CDMA	SIM not required
CDMA	GSM	Acquisition of SIM Card

7.1.2 Suppliers should inform their Customers that they may need to either destroy their old SIM card or alternatively return their SIM card to their previous Supplier in accordance with any relevant contract to guard against unsolicited calls being made.

7.2 Handset Issues

A Customer's existing handset may not operate on the Gaining CSP's network because of network differences or because their handset is locked for use on a particular network only.

7.2.1 **Technological differences between the Losing CSP's and Gaining CSP's networks:** This relates to the differences between the two digital technologies in use in Australia: GSM and CDMA. Handsets designed for each service are not compatible with each other. Consequently, Customers wishing to Port across technologies require a new handset. In addition, in relation to GSM networks, certain handsets may not be compatible on all GSM networks.

7.2.2 **Handset locking:** Some handsets are locked for use on a particular network only. Only the Losing CSP or its dealers can deactivate the handset lock. Deactivation may not be possible over the phone and the handset may need to be taken or sent to the Losing CSP or dealer for this to occur.

7.2.3 The Losing CSP should explain to the Customer the process to be followed to unlock the Customer's handset.

7.2.4 A Gaining CSP should remind Customers that, if they have applied a personal SIM lock to their handset, they will need to deactivate it in order to maintain use of their handset after porting.

Example: Handsets can be 'SIM locked' by the Customer as a security precaution. This involves setting a special code in the phone that must be dialled before the phone can be used.

- 7.2.5 A Supplier should inform a Customer if reprogramming of a CDMA handset will be necessary at the time of Porting or if there are any other technological issues to be considered.

7.3 Short Message Services

- 7.3.1 The Gaining CSP may have a different SMS connectivity to that of the Losing CSP for reasons including the following:
- commercial arrangements between CSPs;
 - different technologies used by CSPs (for example GSM and CDMA); and
 - international agreements (the Gaining CSP may not have the same roaming partners as the Losing CSP).
- 7.3.2 The Gaining CSP should ensure that Customers are made aware, when deciding to port their Mobile Service Number, that their SMS capability may be different.

Key Message 4:

Technical issues such as handset/network incompatibility restrictions, change of SIM card, handset locking and SMS capability may need to be considered by a Customer before making a decision to Port.

8 SERVICE AND TIMING

8.1 Service

- 8.1.1 A Gaining CSP should inform their Customers that they should not terminate their current mobile service prior to Porting because that will prevent the Porting of their Mobile Service Number.
- 8.1.2 Gaining CSPs should inform their Customers that, by changing their CSP, Associated Services provided by their current CSP may be affected.

8.2 Timing

The Porting process is designed to be as rapid as possible. When the Customer can use the new service can be impacted by, for example:

- the supply of a new handset;
- the supply of a new SIM card;
- the Supplier unlocking their handset; and
- the time and day the Customer makes the request to Port.

A Gaining CSP should tell a Customer that they might negotiate with the Gaining CSP on when the new service is available to the Customer.

Key Message 5:

Customers should not cancel their existing service before Porting because that will prevent the Porting of their Mobile Service Number.

9 VARIATIONS

9.1 Withdrawals

A withdrawal is when a Customer withdraws their request to take their Mobile Service Number to another CSP. This can only occur before the port cutover notification is sent by the Gaining CSP (i.e.: the point at which the Losing CSP is requested to surrender the Mobile Service Number and/or decommission the service).

- 9.1.1 The Gaining CSP should inform the Customer before processing a request to withdraw that any contract entered into may be binding and termination fees may apply.
- 9.1.2 A Supplier should inform Customers that they can have only one Port active at any one time in relation to any particular Mobile Service Number.

9.2 Reversals

A reversal is the process for returning a Mobile Service Number to the previous CSP where a Mobile Service Number has been Ported by the current CSP without proper authorisation by the current CSP. If a Mobile Service Number is found to be Ported in error or fraudulently, the previous CSP will require information from the Customer to reverse the Port.

- 9.2.1 Suppliers should inform Customers that they will need to authorise the previous CSP to reverse the Port. Suppliers should also inform Customers that the reversal of a Port does not impact on the rights, costs and contractual obligations they may have to the current Mobile CSP if the alleged unauthorised Port can be demonstrated to have been correctly authorised.
- 9.2.2 In the case of a reversal, Suppliers should inform Customers that Associated Services such as voice mail may need to be re-recorded and other similar services may have been affected as a result of disconnection.

10 AVENUES FOR INFORMATION PROVISION TO CUSTOMERS

10.1 Written/Electronic Information

Mobile CSPs should ensure that Customers have access to or are provided with information on all of the requirements of MNP. These avenues for information can include:

- contract documentation;
- Standard Forms of Agreement;
- CSP websites;
- information obtained via a 1800 number;
- leaflets/brochures included with bill or with new phone;
- posters for display at dealers and other points of sale;
- advertising via television, radio and in newspapers and magazines;
- media relations, ie articles and letters to the editor;
- direct Mail;
- direct sales – door-to-door; and
- conferences, seminars, expos and public information stands.

10.2 Information in Alternative Formats

Suppliers should be aware of the need to provide information in alternative formats, as required under the *Disability Discrimination Act 1992* and other related legislation.

11 REFERENCES

Publication	Title
Industry Codes	
C570:2009	Mobile Number Portability
Industry Guidelines	
Industry Documents	
	<i>Telecommunications Act 1997(Cth)</i>
	<i>Telecommunications Numbering Plan 1997</i>

12 PARTICIPANTS

The Working Committee responsible for the revisions made to this Guideline consisted of the following organisations and their representatives:

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This Working Committee was chaired by Alexander R. Osborne. Visu Thangavelu of Communications Alliance provided project management support.

Communications Alliance was formed in 2006 to provide a unified voice for the Australian communications industry and to lead it into the next generation of converging networks, technologies and services.

In pursuing its goals, Communications Alliance offers a forum for the industry to make coherent and constructive contributions to policy development and debate.

Communications Alliance seeks to facilitate open, effective and ethical competition between service providers while ensuring efficient, safe operation of networks, the provision of innovative services and the enhancement of consumer outcomes.

It is committed to the achievement of the policy objective of the *Telecommunications Act 1997* - the greatest practicable use of industry self-regulation without imposing undue financial and administrative burdens on industry.



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