

I refer to the above subject raised and published by IDA in the ST dated December 27, 2008(Sat). the above agenda was also posted in IDA website.

Well refert of the recommendations I would like to raise my views.

I have been with Singtel for over 30yrs and over the years I have never regretted using singtel services. I have also subscribed for Starhub and M1 over the past 5 yrs. 4 yrs with M1 and 1 yr with Starhub. These 2 operators has a very undesirable policy and not adaptable to customer needs. they raise prices be it mobile or cable tv or broadband. No announcement made prior to their launch. Starhub for example raises cable Tv charges everytime they sign Sports channel broadcast rights with the rights owner in U.k. Not sure aout the company.

However the services of Singtel is above all and they lead by example. Next. about the freebies for mobile phones.

Every mobile phone subscriber has different needs. The no of subscribers who switch operator is about 10% compared to those who remain with a single operator. I have been with singtel for many years as I mentioned earlier though I switched operator momentarily for a short period of time to analyse how the other operator performed. Customer service is very important to me. So singtel is exceptionally good. So as I was saying. The freebies is a must and should stay. We subscribers pay large sums of money for longterm contracts to operators to ensure we secure a contract to utilise the mobile phone without which no singapreans or any individual can work. Mobile phone has been part and parcel of a human needs. When subscribers pay for utilising the operators services they will expect some goodies in return because the operators survive on the income generated from these customers. To stay solven and afloat they need more customers. So they only way to attract customers is via freebies which is difficult to resist.

I strongly support the issue of freebies from operators because it creates value for money, provides somethin in return for loyalty to the operator. Every year or every renewal of contract I recommend that the operators should provide some goodies. I have been expecting some goodies from singtel for some time however I always miss the deadline because my contract is not due for renewal.

Cotract period should not be more than 24mths. That is acceptable. all three operators tie down customers to long term contracts. This point I cannot accept. Maximum contracts for Broadband,mobile fixed line or whatever plans should not exceed more than 24months. there are some who switch operator for no valid reason. so such person should be penalised but not across the board. Those who feel being unfairly treated are mostly young generation between the ages of 14 to 30 yrs old. However there are those 40yrs and above who stay with one operator. these group use mobile purely to stay in contact with loved ones,customer,office or whatever reason. Just like me. many young generation switch operator purely for goodies or for the plan and also chage hp regularly because of the features on new handphones. So we should rationalize facts before concluding or summarizing on situation.

To summarise my statement and views. IDA should segregate the views, opinions and feedback received from public according to the following.

Younger generation and older generation  
need , necessity,wants & purpose  
capacity, facility

in short why, what, when and where.

Why people change operator. when they change operator, hp e.t.c., who are these group. what was the necessity for changing the operator or equipment where did the people or the operator made a wrong judgement. what was the purpose of changing operator.

So if IDA categorize them accordingly the answer will be received.

Regards  
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