

MAC Migrations Process										
Ref	Required Principles (from Consumer event – 5 th Oct'09 hosted by Ofcom)	CP - weakness Scores		Major Weaknesses	Actions for Improvement					
		Total	With evidence		Ref	Description	Owner (s)	OR costs	Per CP costs	Timescales <6mths <12mths <18mths
1	Consumer Friendly & hassle-free	27x	5x	<u>W9– Front end experience is not hassle-free and is a disincentive to switching</u> CF9/1-Need to contact existing SP CF9/2 – Retention activity by existing SP CF9/3 – Consumer can wait up to 5 days for MAC to be given CF9/4 – Open to SP mis-use	1	MAC keys should be easier to request and receive without the current 5 day wait -Ofcom requirement for customer to be provided on-demand with the MAC without long wait times and lengthy wrangling with a retention agent. Could be IVR based solution? -CPs to develop MAC generation capability to comply	Ofcom SPs			<12mths
2	the need for a simple, convenient process;				2	MAC keys should be easier to request and receive without the current 5 day wait -Available to request by email or website as well as by phone or by letter	SPs			<12mths
3	that there should be minimal effort on the part of the consumer in order to switch;				3	MAC keys should be easier to request and receive without the current 5 day wait -Ability for customer to re-check MAC validity at a later date via email / website / IVR	OR SPs			<12mths
4	Protects the Consumer	5x	0x	<u>W10- Erroneous/invalid MACs</u> CF10/1 – Corrupted MACs CF10/2 – Erroneous Rejections	4	Eliminate MAC corruption -CP obligation that MAC keys must be provided by at least one of SMS, email, letter as well as verbally to avoid inaccuracy	SPs			<6mths
5	the need to minimise instances of mis-selling/slamming and other unfair practices;				5	Eliminate MAC corruption - shorter codes should be provided to reduce the opportunity for error -Eliminate use of 'ambiguous' characters e.g. letter 'O' & number '0' -The code should be provided phonetically to the customer (FIVE ALPHA SEVEN BETA etc) as per banking passwords - This would address a significant portion of customer dissatisfaction resulting from incorrectly transcribed codes by the customer, losing provider or gaining provider	OR SPs			<12mths
6	that consumer should be fully informed throughout the switching process;				6	Eliminate "erroneous" MACs -Known OR Data Integrity issue - Tim Dadd ORD team dealing	OR			<12mths
7	where problems occur, the need for consumers to be quickly restored to where they want to be;	2x	Fact	<u>W11 – No Emergency Restoration Process</u> CF11/1 – No ER process	7	Emergency Restoration -Develop & establish new 'Emergency Restoration' process - Potential to create virtual network of back-office expert teams so CPs can collaborate in the event of requiring rapid service restoration (this action is underway as part of the 'erroneous transfers' project)	OR SPs			<18mths
8	the need for a quick and reliable process;									
9	continuity of service;									
10	that the process should be able to map across different sales channels; (e.g. Telesales, Web-site,etc)	1x	Fact	<u>W12-Barrier to Sale</u>		Barrier to Sale -Requires Policy decision – Strategic Migrations Review	Ofcom			
11	• the ability for consumers to be able to transfer more than one service at a time;	3x	Fact	<u>W13– Consumer confusion</u>		Consumer confusion -Requires Policy decision – Strategic Migrations Review	Ofcom			
12	the need for a cost-efficient solution.									