

**Legislative Council Panel on Information Technology and
Broadcasting**

Special Meeting on Wednesday 18 July 2007

**Provision of Consumer Information in relation to Residential
Broadband Use in Hong Kong**



1. PCCW welcomes the release of the results of OFTA's survey on residential broadband use in Hong Kong.

Broadband User Considerations

2. The survey provides insight into the requirements and expectations of residential broadband users in Hong Kong. The results of the survey show that a typical consumer's first priority is network reliability. Customer service and hotline support, as well as pricing are also important, as is the download speed.

3. It is also useful to note that the broadband services being provided in Hong Kong by PCCW and the other service providers are amongst the best in the world in terms of affordability, reliability, and network coverage. PCCW is also leading the world in the IPTV market and other emerging IP technologies that will make use of its broadband network in Hong Kong.

4. Separately, Hong Kong has now been named by publisher CommsDay as the best place in Asia to obtain broadband Internet services. Market forces, investment and innovation are the key.

Customer Complaints

5. The number of customer complaints handled by OFTA and the Consumer Council relating to broadband services has increased over the years. At the same time 87% of users are generally satisfied. This is an unprecedented level of consumer satisfaction.

The survey does point out that users may not have the technical knowledge to be able to distinguish between problems attributable to the broadband service and problems associated with:

- his/her PC configuration;
- problems at a website; or
- other issues beyond the control of the broadband service provider.

6. This illustrates the need for better customer education by the industry and perhaps others. OFTA and the Consumer Council. It also shows the importance of service providers having good customer service and hotline support. PCCW believes that the combination of on-going customer education and maintaining good customer service are the key to reducing customer complaints on broadband services. PCCW also supports the Customer Disputes and Advocacy Scheme proposed by OFTA as an effective means to resolve some of customer complaints.

PCCW would note that this is an industry with millions of transactions a day, unlike any other industry in Hong Kong. The bottom line is that the broadband market is working very well. PCCW is proud to be the industry leader.

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