



*Press Release*

### **TRA Co-Hosts Consumer Awareness With Radio Bahrain**

Thursday 13 September 2007

The Telecommunication Regulatory Authority's General Director Mr. Alan Horne was interviewed on the Morning Show on Radio Bahrain with Krazy Kevin aiming to raise awareness and assist consumers of the telecommunication choices available to them and encourage them to use their rights.

A number of telephone calls were received from consumers during the show which raised different issues, such as the need for special mobile packages for children to use to call parents in emergency situations. TRA believes that the market should be segmented according to usage, therefore it will take this need up with the mobile operators to see the probability of designing such package to satisfy consumers' needs.

Another issue discussed on show was the possibility to keep the fixed line or mobile number when a consumer moves to another operator, and the delay in providing the fixed line connection when moving. TRA's General Director said: " we are in the process of investigating the introduction of consumers keeping their numbers when changing operators. This will not only lower the barrier to change but will provide a further stimulus to suppliers to improve customer service with a view to keeping customers".

With regard to the delay in providing the fixed line connection while moving, TRA advises consumers to notify their providers of their move at least three months before, so the operators can undertake the necessary arrangements for transferring the service from one area to another.

Another consumer raised the issue of not getting the internet speed that they subscribed for. TRA's General Director advised the consumer to take up his concern directly with the service provider and to keep records of all correspondence related to the investigation. If the complaint is not resolved by the telecom service provider within 60 days, the consumer can then approach TRA to investigate their case. Mr. Horne also said that the speed of the internet may be affected by the international

capacity and that TRA is currently encouraging service providers to increase their own international highways.

Alan Horne concluded by saying " A big thank you to Krazy Kevin and Radio Bahrain for providing us with the opportunity to interact with listeners and answer their questions. TRA remains committed to ensuring that consumers in Bahrain get the best services from all telecommunication operators in the Kingdom, therefore we will continue to have open dialog with the consumers. We encourage consumers to raise their issues and concerns not only with their services providers, but also with the TRA".

### **About TRA**

The Telecommunications Regulatory Authority (TRA) was established by Legislative Decree No. 48 of 2002 promulgating the Telecommunications Law. TRA is an independent body and its duties and powers include, among other things, protecting the interests of subscribers and users and promoting effective and fair competition among existing and new licensed operators. More information regarding TRA can be viewed at [www.tra.org.bh](http://www.tra.org.bh)