6. COMMUNICATION, IMAGE AND CUSTOMER SERVICE

6.1   External communication

The external communication policy of ICP-ANACOM is basically accomplished by publicising the institutional image, producing content and the respective publication and dissemination on diverse communication supports. Among these, the internet website, the monthly bulletin Spectru and public attendance are fundamental instruments.

6.1.1   Internet

This communication platform – www.anacom.pt - makes available in a timely manner the determinations with outside impact approved by the Board of Directors, as well as an important set of information of a generic or specialised nature (thematic sections), including legislation. Also provided is information addressed to consumers, and an online services area with the electronic forms associated to ICP-ANACOM's various services.

Regarding content available on the ICP-ANACOM website, new specialised areas on currently relevant topics were set up in 2003. Among them is the section on the regulatory framework for electronic communications (99 Review), with information on new community legislation and the corresponding national measures, and a section on network and information system security, which contains various measures and initiatives pursued by governments and sector organisations in this context.

Besides this, national and international events related to the communications sector have also been given a separate section. The same is true for public consultations organised by various entities (European Commission and other international organisations, national regulatory authorities from other countries, among others) on different theme topics with impact on the sector. A section was also launched on the assignment of temporary licences for the Euro 2004 final phase draw, which in 2004 grew into a section containing all information associated to the use of radiocommunications systems involved in that event, providing the forms needed to request the corresponding services. The directory of hyperlinks to various bodies (links section) was reworked as well, and information compiled on private land mobile service networks in the radiocommunications services section.

The website's publication of a dynamic questionnaire enabled study of how it is assessed by the respective users, both internal and external, with respect to various aspects related to the

available content and services and how it is organised, and to consider and follow up on tangible suggestions formulated in this context.

In 2003 ICP-ANACOM joined in commemorations of the European Year of People with Disabilities by launching a text channel of its website. According to international accessibility standards, specifically those defined by the Web Accessibility Initiative (WAI) of the World Wide Web Consortium (W3C), the text channel is meant to facilitate access by people with special needs to content of the Authority's internet website. ICP-ANACOM's online services, accessible via the website, were made available in text version. The corresponding forms, which thus became accessible to all citizens and to more internet access devices, have achieved a triple-A conformity rating and follow all WAI recommendations, meeting requirements for the first, second and third priorities.

The text channel also enables the publication of content on new technological platforms, with emphasis on third generation mobile services and digital terrestrial television. The ICP-ANACOM website, with respect to accessibility and mobility, is thus prepared to run on any kind of screen via the address http://www.anacom.pt/txt
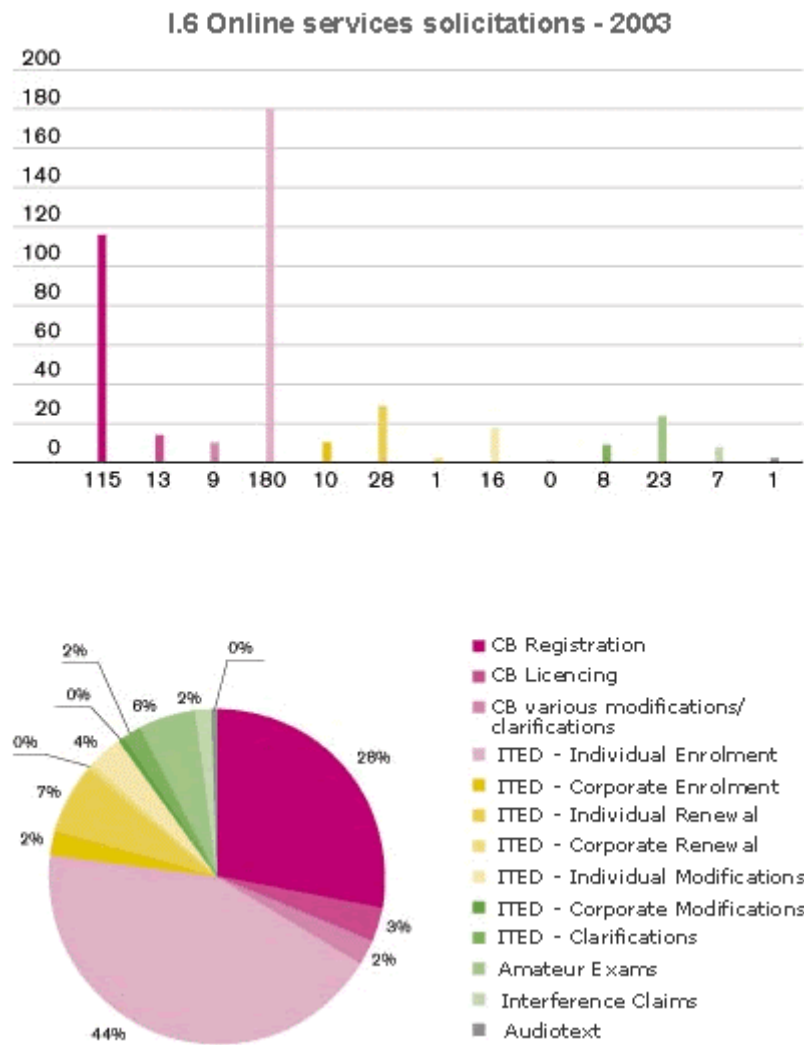
In technological terms, the ICP-ANACOM website allows the syndication of content and shared use of the resources of other public administration websites. The Authority's website also provides a catalogue with a classified list of existing content for consultation by the various servers who wish to have specific information on the sector.

The ICP-ANACOM website was among those which in 2003 were subject to analysis in the second external evaluation of the internet websites pertaining to direct state Administration bodies; some 370 websites were evaluated, out of total of 476 identified.

In this evaluation, the Authority's website was included in the group of the seven best practices among bodies involved in direct and indirect State administration, and was ranked second: content – very good; updating of content – excellent; navigability – excellent; convenience for citizens with special needs – excellent; online services – fair.

Compared to the first study, carried out in 2002, the ICP-ANACOM website registered progress in "content" and "updating of content" in 2003.

Regarding the number of hits in 2003 on the website in general, the online services and, more specifically, the forms published in the online services section, the following tables and graphs indicate the number of visits and the number of web pages visited.

I.6 Online services solicitations - 2003

115	13	9	180	10	28	1	16	0	8	23	7	1

- ■ CB Registration
- ■ CB Licencing
- ■ CB various modifications/ clarifications
- ■ ITED - Individual Enrolment
- ■ ITED - Corporate Enrolment
- ■ ITED - Individual Renewal
- ■ ITED - Corporate Renewal
- ■ ITED - Individual Modifications
- ■ ITED - Corporate Modifications
- ■ ITED - Clarifications
- ■ Amateur Exams
- Interference Claims
- ■ Audiotext

Hits and pages visited on the ANACOM website in 2003

Hits												
	February	March	April	May	June	July	August	September	October	November	December	Total
29,888	22,974	27,815	27,037	31,171	27,757	27,119	22,720	28,015	33,270	32,209	26,398	336,373

January	February	March	April	May	June	July	August	September	October	November	December	Total
678,659	965,500	853,067	894,262	993,681	867,575	836,462	989,329	887,879	939,817	902,887	895,992	10705,11

Website hits in 2003

I.7 Website hits in 2003

I.8 Website pages visited in 2003
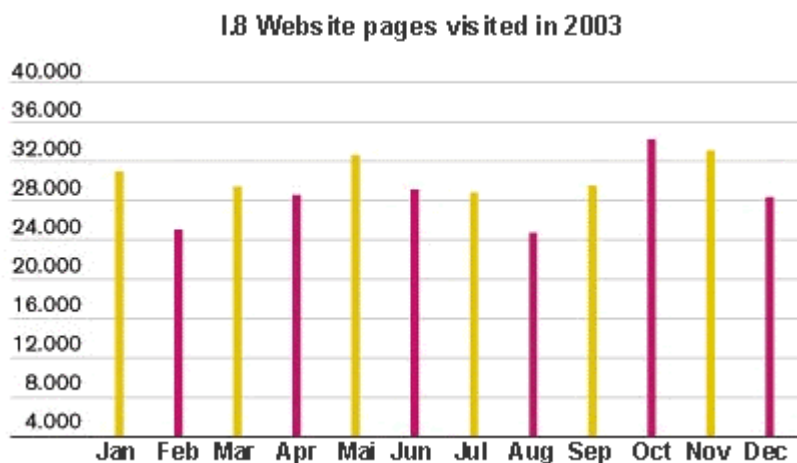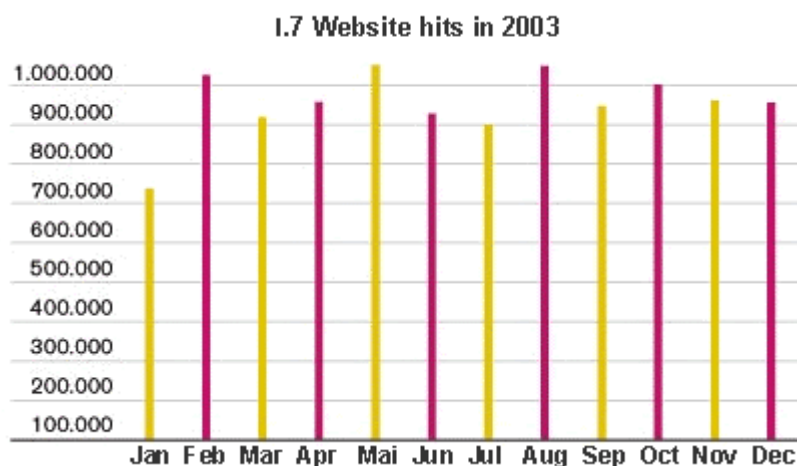
6.1.2 Spectru

The Spectru bulletin, another major platform for communication, provides monthly information on ICP-ANACOM's activity, and also includes the principal national and international regulatory-related events affecting the communications sector. It is based on internally available information and on research and the processing of outside data.

Spectru also includes a quarterly supplement with the main statistical data for the following services: fixed telephone service, land mobile service, paging service, trunking mobile service, data transmission service and internet access, cable distribution networks and audiotext services. From June 2003 on the supplement also began to include data on postal services operated in competition. Four supplements of this type were published in 2003.

Less regularly published are supplements containing relevant legislation and documents, national or European, as is the case of decisions by the Electronic Communications Committee (ECC) of the European Conference of Postal and Telecommunications Administrations (CEPT) adopted by Portugal. In 2003 four supplements on ECC Decisions were produced.

Once a year – as occurred in 2003 – a supplement is also published with an index of news items, listing the issues covered in the previous year. One supplement with the new ICP-ANACOM organisation chart was also published in 2003, following an internal reorganisation.

Published on paper in Portuguese, with a print run of 600 copies, Spectru is distributed to a broad range of entities, including representatives of different ministries, consumer defence associations, communications operators, industry, and counterpart national bodies and those from the Portuguese-speaking countries, among others.

The Portuguese and English language versions of Spectru are available on the ICP-ANACOM website, with the latter sent directly to officials from the counterpart regulatory authorities, particularly the European ones, as well as to sector officials from the European Commission and other international organisations.

The mode of free subscription to Spectru was launched in April 2003 from the ICP-ANACOM website; the number of online subscribers from April to December 2003 was about 500.

The year 2003 also saw the start of Spectru's graphic renewal process. It began with introduction of the ICP-ANACOM colour logo at the bottom of the page and the addition of images (informative graphs and tables). The format for presenting texts about meetings of international bodies in which the Authority participates was also reworked and they have henceforth been published in a reduced version, with indication of the internet address where a more thorough version of those meetings is posted. The graphic renewal only ended in 2004, with adaptation of the initial graphic renewal to four-colour production of the bulletin.

6.1.3   Public attendance

ICP-ANACOM's external relations with the public in general benefits from integrated processing and action on replies to specific requests of a generic and sector-related nature, in which the public attendance service located at the headquarters building in Lisbon and at the office in Barcarena and the regional offices (Oporto, Funchal and Ponta Delgada) plays a vital role.

The service is provided in various modes, including personal, telephone, postal and electronic attendance, and aims to ensure clarification and, when justified, internal or external routing of the numerous requests for information and claims that it receives.

The evolution and characteristics of the solicitations received in 2003 is characterised in the following tables.

Total number of solicitations received								
1995	1996	1997	1998	1999	2000	2001	2002	2003
24 459	27 572	29 357	29 440	29 730	27 088	24 530	26 265	36 663

Breakdown of solicitations received by mode of reception	2003	2002	2001	2000
Total solicitations	36 663	26 265	24 530	27 088
Solicitations by telephone	12 946	15 992	15 893	17 284
Solicitations in person	2 645	2 694	3 591	5 981
Solicitations by mail/fax	18 198	5 094	3 639	2 761
Solicitations by electronic means (including via online services)	2 873	2 485	1 407	1 012

Breakdown of solicitations received by matter in question	2003	2002	2001
Audiotext	345	533	2 408
Telecommunications infrastructures in buildings (ITED)	17 522	1 216	1 387
Private networks	1 466	2 041	3 391
Amateur radio	2.993	2.975	2.876

Personal radio/Citizen's Band - CB	2.372	3.097	4.524
Audio broadcasting	301	401	399
Television broadcasting	295		
Postal service	125	107	58
Land mobile service	680	1.026	733
Satellite services	36		
Cable television	182	120	148
Paging service	5		
Fixed telephone service	952	1.689	1.164
Trunking mobile service	13		

Breakdown of solicitations received by matter in question (Continuation)	2003	2002	2001
Digital television	19		
Short range devices (SRD)	43		
UMTS	16		
Public payphones	28		
Internet access	762	619	1 062
Fixed wireless access – FWA	7		
Numbering plan	1 269	2 188	132
R&TTE	5		
Interconnection	54	169	75
Universal telecommunications service	13		
T-DAB	6		
Telecommunications Price Convention	6		
Events	40		
ICP-ANACOM publications	64		

Other radiocommunications services	209	406	479
Other telecommunications services	6.177	8.956	1.018
Other	658	1 577	1 464

Of the solicitations received by electronic means (2,873), 411 were registered via the online services, concerning the matters listed in the table below.

Online services solicitations	2003	2002
Total	**411**	**372**
Radio reception interference	7	2
ITED – enrolment modifications – corporate	0	27
ITED – enrolment modifications – individual	16	27
ITED – clarifications	8	
ITED – enrolments – corporate	10	9
ITED – enrolments – individual	180	198
ITED – enrolment renewals – corporate	1	
ITED – enrolment renewals – individual	28	
CB – citizen's band – licences	13	20
CB – citizen's band – registrations	115	106
CB modifications – various and clarifications	9	
Audiotext	1	1
Amateur radio exams	23	7

The processing of the solicitations and requests addressed to ICP-ANACOM enables continual perception of the issues most relevant for the users of communications services and for this reason is an important regulation tool, besides promoting awareness of the respective information and clarifications.

ICP-ANACOM's public attendance service also assures direct provision of a set of customer services, particularly those related to enrolments and subsequent modifications for ITED (telecommunications infrastructure in buildings) technical personnel and companies, the registration of certifying entities, acquisition of registration certificate for personal radio service – citizen's band (CB) and award of amateur exam certificates. The following table depicts the main activities in this area in 2003.

Customer services – ITED, CB and amateur exam	2003
ITED – enrolment of designers and/or installers – individual	950
ITED – enrolment of designers and/or installers – corporate	82
ITED – renewal of designer and/or installers – individual	4.614
ITED – renewal of designer and/or installer – corporate	104
ITED – certifying entities – acquisition of registration	24
Personal radio service – citizen's band (CB) – acquisition of registration certificate	736
Amateur service – exams taken	540

6.1.4 Diverse actions

Other actions carried out in 2003 focused mainly on promoting the image of ICP-ANACOM and the sector, and on disseminating market-relevant information, particularly through institutional publications, some of them compulsory in statutory terms, such as the annual report and accounts and the regulation report, both for 2002. The statistical yearbook for the communications sector (2002) was also published, along with a brochure from the Eruopean Conference of Postal and Telecommunications Administrations (CEPT) in three versions (English, French and German), and the thematic pamphlet titled "What You Need to Know about the Antennas of Mobile Telephone Ground Stations" (reprint).

Two information campaigns were also launched in this context. One, a campaign on portability targeting the public in general, was launched in late May and continued into early June 2003. The aim was to publicise the possibility of switching operator without switching telephone number. To that end an information pamphlet "The Number Always Stays with Me" was

produced, along with an internet banner; the pamphlet was subject to nationwide mass distribution via mail drops and as an insert in various newspapers and magazines.

In December 2003 a campaign began targeting potential users of radio spectrum before and during Euro 2004, with the aim of informing them, among other aspects, about the procedures, standards and applicable legislation, to ensure effective, efficient and interference-free radio spectrum use during the event. To that end an information pamphlet titled "Football is On the Air – We're Ready" was prepared and distributed in strategic locations.

Also, and in collaboration with the CTT (Portuguese postal service), the process of choosing the best letter written on the theme topic of "I write to tell you how we can build a better future" was undertaken in 2003, targeting the field of children aged 9-12, as part of the 2003 Letter Writing Contest of the Universal Postal Union (UPU). On the occasion of World Postal Day – 9 October 2003 – the prizes for the 2003 national competition were awarded and the 2004 Letter Writing Contest was launched, with the theme topic of "I write to tell you how we young people can fight against poverty".

ICP-ANACOM also participated in a stand at the Business Forum organised by the Faculty of Economy at Lisbon's Universidade Nova, held on 12-13 November at the Campolide campus with the aim of encouraging contact and mutual knowledge between students and the business community.

The year 2003 also saw the holding of two "ANACOM Meetings" on Digital Terrestrial Television – dinners organised to stimulate discussion and reflection on this subject and involving entities with interest in the matter and respected experts.

Also with regard to external communication, ICP-ANACOM's Technical Information and Documentation Unit (NDIT), though essentially meant for the internal public, plays an important role. The NDIT assures accompaniment of research and information recovery needs, enabling the public in general to access the enormous available document store and also the databases and online services.

Last mentioned is the media relationship, co-ordinated by a press counsellor according to strategies set by the Board of Directors. During the year under review the media communication policy was continued, both in the daily management of solicitations from journalists and in the realisation of specific clarification actions, in person or not, whenever the material in question so justified, and by publicising the measures and initiatives promoted by the regulator.

6.2   Internal communication

The internal communication platform includes the aforementioned Technical Information and Documentation Unit (NDIT) of ICP-ANACOM, which organises, makes available and disseminates relevant documentation from an active and management perspective, mainly addressing the interests of internal users, and the intranet.

6.2.1   Technical Information and Documentation Unit (NDIT)

The NDIT has a documental store of more than 20,000 copies of books, studies and reports at its disposal, besides documentation from international bodies linked to the communications sector, although it covers other thematic areas such as management and economy, law, social sciences and information technologies. It also possesses a collection of about 200 periodicals, continually available for consultation and borrowing, and enables access to a set of 20 databases and online accesses, with particular incidence on the areas of information technologies, telecommunications, standardisation, legislation and case law.

A survey of existing information (books, periodicals, databases) and the procedures followed was carried out in 2003, and same was reorganised to better align with the guiding principles for internal communication. The aim was to ensure wide dissemination of the available knowledge, in a timely manner and adapted to the specific needs of internal users.

Development of the "virtual library" project as a gateway to information banks selected and structured according to ICP-ANACOM's interests and needs was given a significant boost. This project, whose materialisation passed on to 2004, specifically aims to make available in all work posts and on the intranet the catalogue of existing electronic documentation as well as access to online databases and services, and should likewise be a space to disseminate the most recent work received by the NDIT and publication highlights.

The following tables indicate the set of services provided by the NDIT and the number and typology of the solicitations received from its users:

	Technical Documentation (including legislation)		Periodicals	
	2002	**2003**	**2002**	**2003**
Acquisitions and subscriptions	301	355	232	172
Loans	491	476	73	112
On-site consultations	1066	1344	544	222
Information research	1573	2351	548	107
Dissemination by circulation	604	2132	5978	6894

Most Solicited Issues

Mobile communications – 3G /UMTS
Internet
Electronic commerce
Digital television
Interconnection
Fixed/mobile service replacement
Law
Postal services
Sector legislation

Solicitations received by the NDIT in 2002 and 2003:

	In person		By telephone		Written		E-mail		TOTAL
	2002	**2003**	**2002**	**2003**	**2002**	**2003**	**2002**	**2003**	
Internal users	108	223	574	555	291	305	118	201	2375
External users	104	103	61	95	4	5	3	3	378
TOTAL	**212**	**326**	**635**	**650**	**295**	**310**	**121**	**204**	**2753**

6.2.2 Intranet

The project to transform the intranet into a platform of internal communication excellence progressed in an unprecedented manner in 2003, via evaluation of the existing situation and preparation for a thorough renewal of both management tools and content, including definition of a new information framework adjusted to the content to provide, and development of the 'Q Space' dissemination area for relevant information on the Total Quality Management System.

6.3 Claims

In the context of activity undertaken in 2003, the management of claims submitted by the public in general (private individuals and companies) merited special attention from this Authority.

While some of the claims presented originated due to a lack of knowledge about the rules limiting the regulator's intervention in the sector, analysis and processing of the claims enables understanding of the issues that cause most dissatisfaction to users of communications services accessible to the pubic and which, as such, may justify intervention by ICP-ANACOM.

This activity particularly enables identification of behaviour which may constitute non-compliance with the obligations set in legislation and regulations applicable to telecommunications and the postal sector, and also the handling of a number of situations that require intervention to ensure effective competition in the market and adequate consumer protection.

In this regard, the year 2003 saw the identification of various cases of irregular behaviour whose indications justified the application of either sanction measures – administrative offences and contractual fines – or regulatory measures meant to correct deviations in the activity of service providers and operators that were incompatible with the development of a competitive market and respect for consumer rights

Also identified were possibly illegal situations whose consideration is in the scope of intervention of other entities, namely the criminal investigation bodies, the Consumer Institute, the Inspectorate General of Economic Activities, the Directorate General of Trade and Competition, and the National Data Protection Commission.

As an example, the following table depicts a representative sample[53] of the breakdown by activity area of claims identified over the course of 2003.

Distribution of claims by service/area

Services/area	2003	2002
Audiotext	40	207
Cable television distribution	108	79
Interference in broadcasting services	524	350
Interconnection	7	7
Internet	379	320
ITED	12	
Numbering	386	329
Public payphones	1	1
Publications	0	1
Non-ionising radiation	580	302
Postboxes and other equipment	2	3
Private networks	64	106
Amateur service	42	66
Paging service	1	3
Fixed telephone service/Universal service	360	672
Land mobile service	186	334
Personal radio service/Citizen's band – CB	7	5
Postal services	44	13
Other	17	94
TOTAL	**2.760**	**2.894**

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[53] It covers claims registered in the services of public attendance, inspection and investigation, spectrum management and control, and the postal area.