

# IMPLEMENTATION OF NETWORK COLOUR CODES (NCC)

## *UNINTENDED ROAMING CHALLENGES AND REMEDIAL ACTIONS*

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## PRESENTATION OUTLINE

- Background
- NCC Implementation status
- New proposal
- Conclusion

## BACKGROUND

Consumers around the border areas suffer from unintended/accidental/forced roaming.

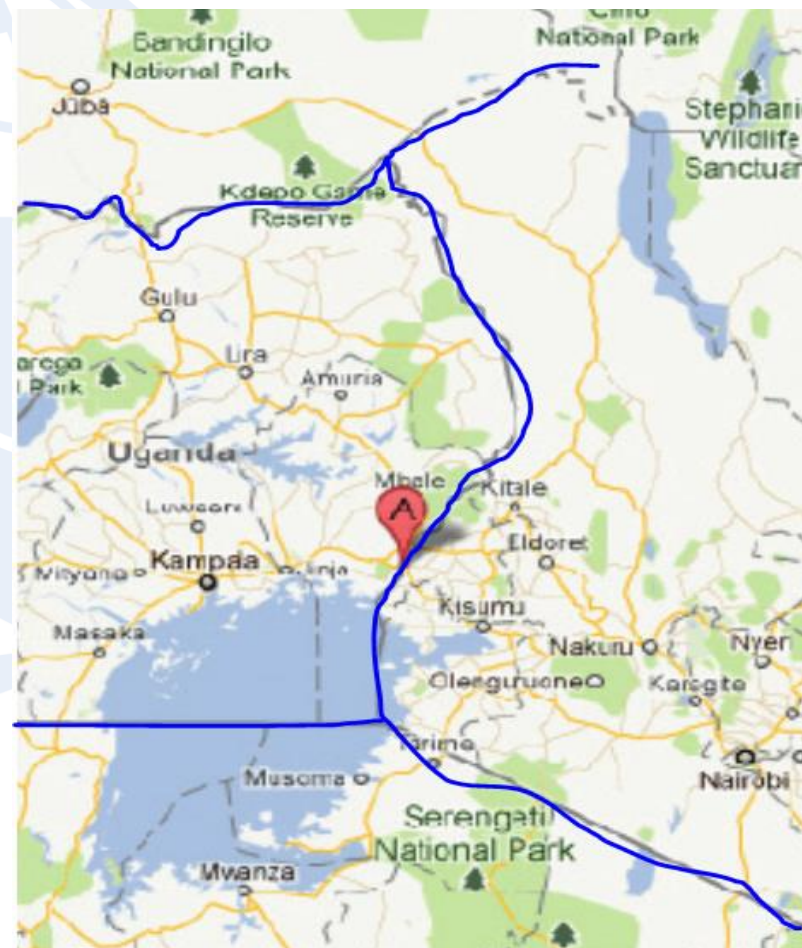
This kind of roaming comes at a higher cost and yet a consumer hasn't crossed the border.

East Africa states (Uganda, Kenya, Tanzania, Rwanda, South Sudan and Burundi) agreed to implement Network Colour Codes (NCC) (0, 1, 2, 3, 4, 5, 6, 7, 8) in border areas as a means of minimising the unintended/accidental/forced roaming.

## NCC IMPLEMENTATION STATUS

Verification exercises cross border issues identified included;

- *NCC implemented,*
- *Overshooting cells,*
- *Roaming retention,*
- *Failure of automatic home network cell reselection,*
- *Poor or limited or total absence of network coverage*



## NEW PROPOSALS

### 1. Consumer Awareness

- *Manual network selection which follows the steps below:*
  - » Go to the "Setting" menu;
  - » Choose "Manual Network" selection to select your designated network;
  - » Save the designated network selection in your mobile phone;
- *Alternatively, one can deactivate the roaming function of their mobile devices.*

## NEW PROPOSALS

### 2. Hold meetings with operators in order to discuss;

- a. The outcomes of the previous verification exercise,*
- b. Other technical options that will minimize unintended roaming, including;*

- » Accidental roaming solutions provided by vendors. There are nowadays effective platforms and services that can reduce problems of accidental roaming.
- » Diverse suppliers offer solutions at signaling level that allow identifying if a customer is in a situation of accidental roaming and act in consequence.

## NEW PROPOSALS

### ***c) Commercial measures***

- »usage of the SMS welcome service as a way to notify the customer who is in a network different from the HPMN,
- »The reduction of prices of the roaming service in the affected areas can also be a solution but the current costs of interconnection and taxes imposed make these planes unprofitable at a value similar to the one of a local plan.



## CONCLUSION

Uganda would like to;

1. Share our experience as regards forced/ unintended/ accidental roaming minimisation,
2. Share the new proposals we plan to explore in order to minimise forced/unintended/accidental roaming,
3. Invite member states to share their experience.
4. Propose that a best practice document on minimising and or eliminating forced/accidental/incidental roaming is developed based on member states experience



# REGIONAL STANDARDIZATION FORUM (RSF) FOR ASIA

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***THANK YOU***

