

Consultation document on developing a harmonised methodology for classifying and reporting consumer complaints across the European Union

Meta Informations

Creation date

02-10-2008

Last update date

User name

null

Case Number

591193134511927608

Invitation Ref.

Status

N

Questionnaire

Do you collect consumer complaints?

Yes

Do you collect consumer enquiries?

Yes

Do you classify complaints and enquiries separately?

Yes

How do you define complaints?

Complaints are any customer/dealer issues regarding a vehicle or the related service. Normally the customer is going to his dealer with a complaint and the dealer will resolve the issue. Only if complaints cannot be handled between customer and dealer the Ford National Sales Organisations get involved.

How do you define enquiries?

Request for information, such as addresses of dealers, general questions regarding the vehicle range etc.

Other definitions. Please specify here.

Who is eligible to send you a complaint? Consumer
Business

For which sectors do you collect data?

Please send a copy of the classification structure you use (e.g. a table indicating the different sectors) to SANCO-consumercomplaints@ec.europa.eu

Ford of Europe only collects data for Ford vehicles sold in Europe. The coding structure used to capture customer issues is based on four levels, primary and secondary reason codes, customer concern and symptom codes. At a primary level the codes include goodwill allocation, dealer concerns, legal or governmental issues, new vehicle, publications and information, marketing, roadside assistance, used vehicle and warranty questions.

Which is your preferred policy option on the issue of harmonising consumer complaints classification systems? Take no action

Please explain.

Ford is using a very complex complaints classification system worldwide, that is unique and has been developed over many years.

Do you agree that only the classification of complaints addressed to third parties (e.g. public agencies, ministries, self-regulatory bodies, consumer NGOs, trade associations, ADR bodies, others) should be harmonised and not those made to sellers/retailers? Yes

Please give your view on whether a new classification system should include data on the following variables.

Number of complaints No

Number of enquiries No

Sectors No

Nature/type of complaint (e.g. faulty goods, late delivery, overcharging, incorrect labelling, etc.) No

Mediums of transaction (e.g. face to face, internet, telephone sales, etc.) No

Associated monetary value No

Type of infringement and relevant legislation (e.g. horizontal legislation such as Unfair Commercial Practices or sector specific legislation such as Package Travel)	No
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Should the system use COICOP?	No
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Should the system use an alternative sectorial classification?	No
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Please specify	
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How often should participating parties report aggregate collected complaints to the Commission?	Other
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Please specify	
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Would you be prepared to change your existing classification methodology to be in line with a voluntary harmonised methodology?	No
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Would the provision of an IT tool developed by the Commission persuade you to use a harmonised methodology?	No
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What would be the cost implications of changing your methodology?	Significant
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Please specify	
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Do you use an IT tool to classify complaints?	Yes
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Please provide more information on the system: is it a specialised software or a single spreadsheet, etc.	
specialised software: SIEBELeAUTOMOTIVE	

Comments	
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Personal data

Name of organisation	
Ford Motor Company	

Country of establishment of the Organisation	
Germany	
Address	
50725 Koeln Germany	
Website address (if available)	
www.ford.de	
Name contact person	
Hugo Clysters	
Telephone number contact person	
0032/27610612	
E-mail contact person	
hclyster@ford.com	
Stakeholder group	Industry
Please specify sector of operation	
Automotive OEM	
Size of the organisation	200+