

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

Meta Informations

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User name

null

Case Number

648261141521627608

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?

Expression of discontent received by an EASA SRO member about an advertisement from consumers (whether individual or collective), competitors or any other organization

How do you define enquiries?

Information request about rules or applicable codes of advertising practice from consumers (whether individual or collective), competitors or any other organisation

Other definitions. Please specify here.

Who is eligible to send you a complaint?	Consumer Business Other
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Please specify other

NGOs, public authorities and other organisations.

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

All sectors to the extent that they relate to marketing communications, and the complaints are within remit of the self-regulatory code. Furthermore complaints are categorised by media on which they ad appeared, as well as nature of the complaint.

Which is your preferred policy option on the issue of harmonising consumer complaints classification systems?	Introduce a voluntary system
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Please explain.

An obligatory system may not be suited to the special requirements and needs of the advertising SROs. The likelihood of participation will depend on the eventual design and reporting methodology of the proposed system.

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?	No
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Please explain.

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

Number of complaints	Yes
Number of enquiries	No
Sectors	Yes
Nature/type of complaint (e.g. faulty goods, late delivery, overcharging, incorrect labelling, etc.)	Yes
Mediums of transaction (e.g. face to face, internet, telephone sales, etc.)	Yes
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?	Yes
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Please specify
We would encourage the implementation of a classification system which takes into account the specific requirements of advertising self-regulation.

How often should participating parties report aggregate collected complaints to the Commission?	Yearly
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Would you be prepared to change your existing classification methodology to be in line with a voluntary harmonised methodology?	Do not know
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What would be the cost implications of changing your methodology?	Significant
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Please specify

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.
The EASA secretariat uses a specialised software package to register complaints. The national SROs also use tailor made solutions.

Comments
We support a voluntary collection system rather than an obligatory one which the latter would be unacceptable to SROs and companies. As to the classification we would obviously endeavour to provide information on the key product and issue areas but could not vouch that we would change our system entirely to match an EU classification if the latter was found to not correspond to our main activity areas.

Personal data

Name of organisation
European Advertising Standards Alliance

Country of establishment of the Organisation
Belgium

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Stakeholder group	NGO
Size of the organisation	1 - 49