

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

125695137181427608

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?

every expressed non-anonymous resentment or displeasure over an specific advertising subject brought to the German advertising self regulation organisation, the German advertising council ("Deutscher Werberat") is treated as a complaint.

How do you define enquiries?

every other question about the work of the German advertising council or advertising related question is treated as an enquiry

Other definitions. Please specify here.

None

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

ministries, public bodies, public agencies etc.

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

advertising self regulation

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

too many different offices where consumers can complain, ranging from legal complaints to personal subjects. Especially private bodies are often specialised on certain topics and run with very low budget. A change of their classification system with all the consequences that brings can paralyze their work. To introduce more mandatory rules for classifications of consumer complaints means to reinforce bureaucracy contrary to the EU Initiative of better regulation and better governance. There are no conclusive arguments so far that a new classification system is needed on EU-Level and to enhance the European Single Market. Therefore we ask the commission to explain the usefulness of a unified classification system for the Single Market and who such a mandatory system would fall within the competence of the European Union. For example there is no cross border aspect in comparing data from the German advertising market to data from the French advertising market.

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

Number of complaints	Yes
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Number of enquiries	No
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Sectors	Yes
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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)	Yes
Should the system use COICOP?	No
Should the system use an alternative sectorial classification?	No
Please specify	
An alternative sectorial classification is not useful for all complaint bodies. For example an advertising selfregulatory body should not be forced to ask the consumers for their reasons for complaining. These are often very personal	
How often should participating parties report aggregate collected complaints to the Commission?	Yearly
Would you be prepared to change your existing classification methodology to be in line with a voluntary harmonised methodology?	No
Would the provision of an IT tool developed by the Commission persuade you to use a harmonised methodology?	Do not know
What would be the cost implications of changing your methodology?	Significant
Please specify	
training of the people working at the German advertising council, IT-Tool will need installation and maintenance	
Do you use an IT tool to classify complaints?	Yes
Please provide more information on the system: is it a specialised software or a single spreadsheet, etc.	
software	

Comments

Personal data

Name of organisation

German Advertising Council (Deutscher Werberat)

Country of establishment of the Organisation
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Germany

Address

Am Weidendamm 1a 10117 Berlin

Website address (if available)

www.werberat.de

Name contact person

Katja Heintschel von Heinegg

Telephone number contact person

004930590099713

E-mail contact person

heinegg@zaw.de

Stakeholder group	Industry
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Please specify sector of operation

advertising self regulation

Size of the organisation	1 - 49
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