

Forestalling & Mediating Disputes between Consumers and Businesses.

預防及調解消費者與經營者的糾紛

WHY THIS IS IMPORTANT

Consumer satisfaction is important to the marketplace. To address consumers' concern speedily and effectively, the Council offers convenient channels for consumers to make enquiries and complaints. Apart from calling our hotline (Tel no: 2929 2222) or visiting our seven Consumer Advice Centres in person during office hours, consumers can contact us through our website, by post or fax around the clock. Council staff is well-trained to provide pre-shopping advice and help mediate disputes to bring about overall consumer satisfaction.

Benefits derived from complaints handling

- resolving disputes between consumers and traders by mutually acceptable resolutions;
- empowering consumers through dissemination of information concerning goods and services;
- alerting the public of the trend of complaints relating to malpractices in the marketplace and formulating strategies to tackle them;
- improving trade practices by co-operation and coordination with law-enforcement authorities and trade associations to strengthen consumer protection; and
- enhancing consumers awareness of their rights

WHAT WE HAVE DONE

Serving Consumers

In 2011 -12, we received

- 104 424 consumer enquiries (87% by telephone)
- 27 509 cases of complaints (48% in writing/through internet)

調解消費者投訴的重要性

心滿意足的顧客對市場是重要的。為了快捷和有效地處理消費者的問題，本會提供多個便捷的渠道讓消費者諮詢和投訴。除了利用熱線電話(2929 2222)和親身到本會的七個諮詢中心之外，消費者也可以用書信、傳真及網上投訴表格和我們聯絡。本會職員對於提供購物資訊和調解糾紛有充足訓練，可以為消費者提供全面的服務。

投訴及諮詢工作帶來的益處

- 調解消費者和商人之間的糾紛以達致雙方都同意的解決方法。
- 提供有關貨品和服務的資訊以增強消費者自保能力。
- 提醒公眾市場上不當經營手法的趨勢及制訂應對的策略。
- 與執法機構及商會聯繫及合作，以改善營商手法及加強消費者保障。
- 增強消費者對於消費權利的認識。

我們完成的工作

為消費者服務

本年度共接獲：

- 104 424宗消費者諮詢 (87%為電話諮詢)
- 27 509宗消費者投訴 (48%為書面/經互聯網投訴)

Mediating Consumer Complaints

A dedicated team of Complaints Officers is responsible for handling consumer complaints and mediating the disputes between the consumers and the traders in order to resolve the complaints to consumers' satisfaction.

Complaints received: 27 509 cases

In 2011-12, a total of 27 509 consumer complaints was received, showing a slight decrease of 5% (or 1 405 cases) compared with the total of 28 914 cases in 2010-11.

Telecommunications services (7 291 cases)

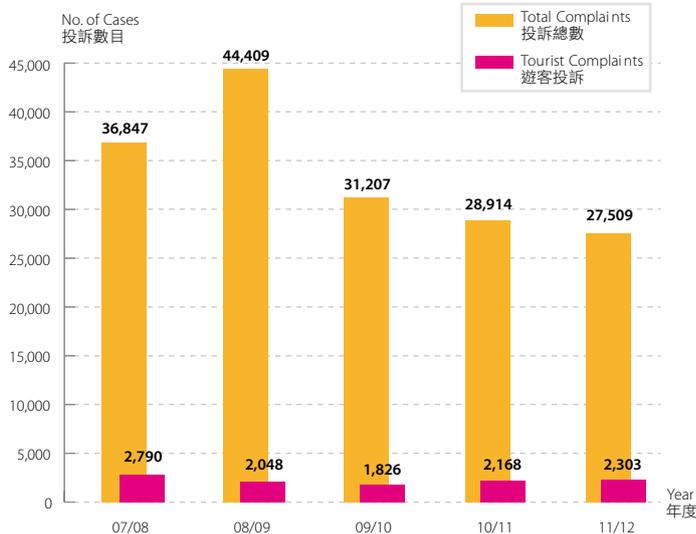
Remained on the top of the complaint list, it was glad to note that complaints on telecommunications services (7 291 cases) recorded a double-digit decrease of 14% compared with that of the previous year (8 470 cases). Disputes on fee/charges (47%) and quality of service (26%) were the main topics of complaints.

Telecommunication Equipment (1 721 cases)

Complaints related to telecommunication equipment (1 721 cases) receded 16% this year after the sharp rise to 2 057 cases in 2010-11. Disputes on repair services (41%) and product quality (32%) of mobile phone sets accounted for over two-thirds of the complaints.

Food and Entertainment Services (1 459 cases)

A significant increase of 73% (from 842 cases in 2010-11) was found in food and entertainment services, largely related to the problems of online group purchase. Over one-third of the complaints involved dining vouchers purchased via certain group buying websites that could not be redeemed due



調解消費者投訴

本會的投訴主任專責處理消費者的投訴，調解消費者與商人之間的紛爭，以求達致消費者滿意的解決方法。

投訴總數：27 509 宗

在二零一一至二零一二年度收到的投訴共有 27 509宗，比二零一零至二零一一年度的28 914宗減少5% (即1 405宗)。

電訊服務 (7 291宗)

有關電訊服務的投訴仍居榜首，錄得7 291宗，但對比去年的8 470宗，喜見減幅達14%。收費爭議(47%)及服務質素(26%)繼續是主要的投訴項目。

通訊用品 (1 721宗)

本年度有關通訊用品的個案，亦比二零一零至二零一一年度的2 057宗大幅下降16%至1 721宗。投訴主要涉及手提電話的維修服務(41%)及產品質素(32%)。

食肆及娛樂服務 (1 459宗)

由於網上團購出現問題，有關食肆及娛樂服務的消費投訴在本年度顯著上升73% (比對二零一零至二零一一年度的842宗)。超過三分之一的投訴涉及網上團購的餐飲券，因部份食肆倒閉或拒絕接受餐飲券，令消費者購入餐飲券後卻無法享用服務。

to restaurant closure or restaurant unwilling to honour the vouchers.

Tourist Complaints: 2 303 cases

Tourist complaints have increased 6% from previous year while the total visitors arriving Hong Kong kept rising.

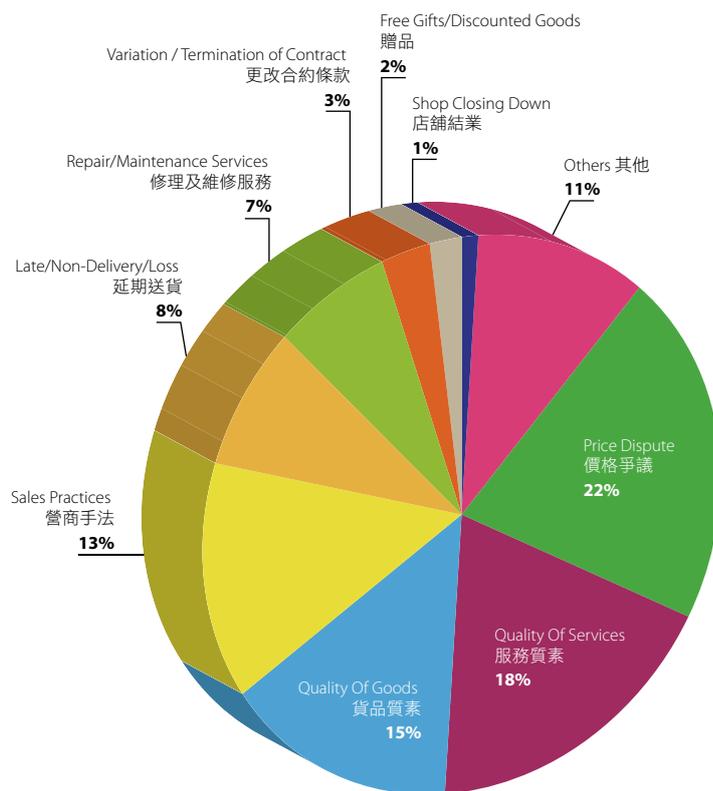
Most of the tourist complaints involved sales practices (28%), product quality (25%) and price disputes (16%) in relation to camera and lens, video camera, mobile phones, and watch and jewelry, which are the popular items on tourists' shopping list.

旅客投訴 (2 303宗)

隨著訪港旅客的數量增長，本年度的旅客投訴也上升了6%。

旅客投訴多涉及攝影器材、電子產品、手提電話、珠寶和鐘錶等熱門貨品，及對銷售手法(28%)、產品質素(25%)及價格爭議(16%)的不滿。

Nature of Consumer Complaints 消費者投訴性質



Top Ten Consumer Complaints 十大消費者投訴



Outcome

In 2011-12, the Council helped solve 75% of cases with pursuable grounds:

Total number of complaints received	27 509
Cases with pursuable grounds	21 456
Cases in progress	3 353
Cases resolved	13 589
Resolution rate	75.1%

As the Council is not a regulatory body, it may not always be able to persuade the traders to settle the complaints even though the Council considers the cases to be justifiable. On those justifiable occasions where traders refused to settle or provide solution to the dispute, Council staff suggested the complainants to file claims against the traders at the Small Claims Tribunal or the courts whenever appropriate. Consumers were also advised of other avenues in applicable cases.

Overview

Telecommunication and broadcasting services

Complaints on telecommunication services (7 291 cases) and on broadcasting services (1 292 cases) both recorded a double-digit decrease. The downward trend in both categories reflected the positive results of the continuous effort of the Council on consumer education and consumer alerts as well as the concerted actions taken by the regulatory authorities and the trades in reducing undesirable sales practices.

With the new Office of the Communications Authority coming into operation in April 2012, it is expected that consumer protection will be strengthened in both telecommunications and broadcasting services.

Online group purchases

The surge of complaints about online group purchases warrants special attention. In the year 2011-12, a total of 1 214 related cases were received, compared to 13 cases in the previous year. Complaints ranged from those about beauty treatments, medical services, dining, to cosmetics and fashion products.

It is foreseen that the complaints in this area will keep rising due to the increased popularity of online purchases and the fierce competition among the industry players. Consumers are repeatedly reminded to check against the reliability of the group buying websites and the risk incurred in internet shopping.

成果

在二零一一至二零一二年度，可跟進的個案中達75%獲得解決。

投訴總數	27 509
可跟進的投訴個案	21 456
仍在調解中的個案	3 353
獲得解決的個案	13 589
調解成功率	75.1%

就可跟進的投訴，如店方拒絕合作，本會職員會在合適的情況下，建議投訴人到小額錢債審裁處或法院入稟向店方索償，亦會向投訴人提供其他適當的跟進渠道。

總結

電訊及廣播服務

電訊服務(7 291宗)及廣播服務(1 292宗)的投訴，均錄得雙位數字的減幅。這是消委會致力推動消費者教育，給予預警及監管當局與業界合作，減少不當銷售手法的成果。

此外，通訊事務管理局在二零一二年四月成立後，期望可加強就電訊及廣播服務方面的消費者保障。

網上團購

本年有關網上團購的投訴升幅令人關注，由去年的13宗激增至二零一一至二零一二年的1 214宗，增幅接近百倍。團購投訴主要涉及美容服務、醫療服務、餐飲、化妝品及衣飾等。

鑑於網上購物越趨普及，加上團購行業競爭加劇，預料有關網上購物的投訴會繼續上升。消委會再三提醒消費者，於網上購物前應考慮風險，並謹慎選擇信譽良好的購物網站。