

Forestalling & Conciliating Disputes between Consumers and Businesses

預防及調停消費者與經營者的糾紛

WHY THIS IS IMPORTANT

Consumer satisfaction is very 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 Centers in person during office hours, consumers can also contact us through our website, by post or by fax. Council staff is well-trained to provide pre-shopping advice and help conciliate 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 2012 -13, we received

- 105,186 consumer enquiries (88% by telephone)
- 26,955 cases of complaints (50% in writing/through internet)

Conciliating Consumer Complaints

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

調停消費者投訴的重要性

心滿意足的顧客對市場非常重要。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。本會職員經充足訓練，具能力提供消費資訊和調停消費糾紛，讓消費者感到滿意。

投訴及諮詢工作帶來的益處

- 調停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和合作，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

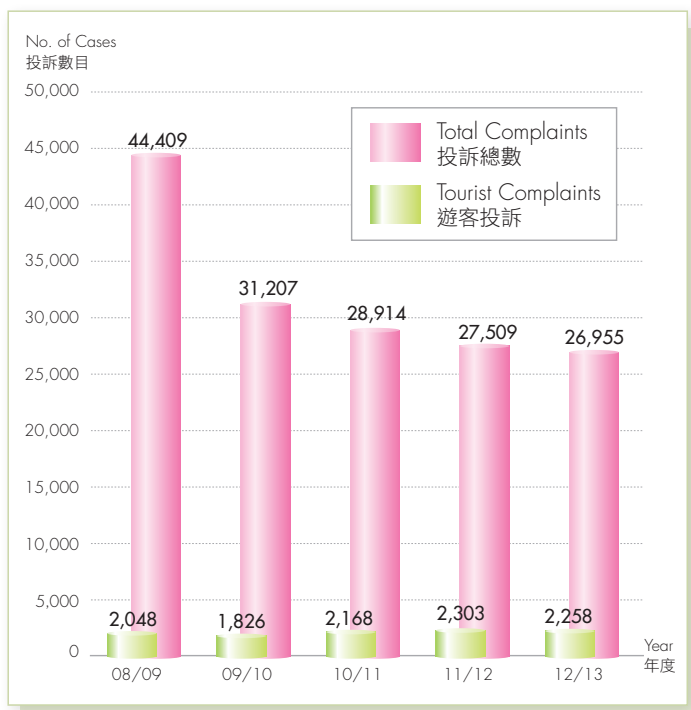
為消費者服務

2012-13年度共接獲：

- 105,186宗消費者諮詢(88%為電話諮詢)
- 26,955宗消費者投訴(50%為書面/經互聯網投訴)

調停消費者投訴

本會的投訴隊伍專責處理消費者的投訴，投訴主任調停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。



Complaints received: 26,955 cases

In 2012-13, consumer complaints slightly declined to 26,955 cases, a drop of 2% (or 554 cases) from 27,509 cases in 2011-12.

Telecommunications services (6,449 cases)

Complaints on telecommunications services (6,449 cases) continued to top the list of consumer complaints, despite a 12% decrease compared with the previous year (7,291 cases). About half of the cases (3,327 cases) were disputes on fee/charges and over 20% (1,340 cases) were complaints against quality of service.

Food and Entertainment Services (2,092 cases)

Second on the list, complaints related to food and entertainment services recorded significant increase in two consecutive years. 2,092 cases were received in 2012-13, compared with 1,459 cases in 2011-12 and 842 cases in 2010-11. 58% of the disputes in this category involved online group purchase of dining coupons which could not be redeemed or related services not up to expectation.

Telecommunication Equipment (2,049 cases)

Complaints related to telecommunication equipment rose 19% to 2,049 cases in 2012-13. The quality of maintenance services (40%) and the quality of the mobile phone (27%) were the main issues of customer dissatisfaction.

Tourist Complaints: 2,258 cases

While the number of visitors arriving Hong Kong continued to grow, tourist complaints recorded a modest drop of 2% from 2,303 cases in previous year.

投訴總數：26,955 宗

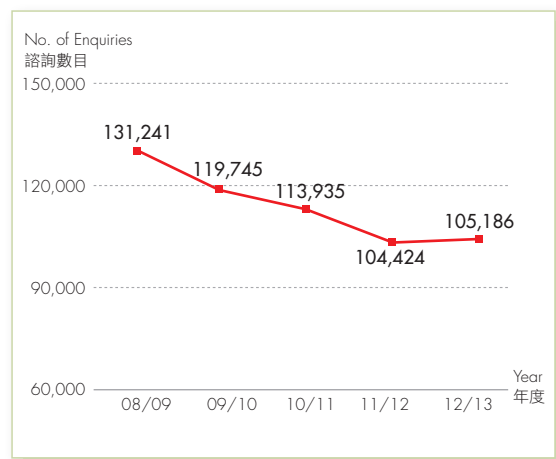
在二零一二至二零一三年度收到的投訴共有 26,955 宗，比二零一一至二零一二年的 27,509 宗輕微減少 2% (即 554 宗)。

電訊服務 (6,449 宗)

有關電訊服務的投訴仍居榜首，錄得 6,449 宗，但對比去年的 7,291 宗，減幅達 12%。其中一半投訴與收費爭議有關 (3,327 宗)，而超過 20% 的投訴涉及服務質素 (1,340 宗)。

食肆及娛樂服務 (2,092 宗)

排行第二位是有關食肆及娛樂服務的投訴，已連續兩年錄得顯著升幅。二零一二至二零一三年度收到的投訴有 2,092 宗，對比二零一一至二零一二年的 1,459 宗及二零一零至二零一一年度的 842 宗，大幅上升。在這類別中，有 58% 的投訴涉及網上團購的餐飲券未能兌現或有關服務未如理想。



通訊用品 (2,049 宗)

本年度有關通訊用品的個案，比去年增加 19% 至 2,049 宗。投訴主要涉及手提電話的維修服務 (40%) 及產品質素 (27%)。

旅客投訴 (2,258 宗)

雖然本年度訪港旅客的人數持續增長，但旅客投訴數字比去年的 2,303 宗，減少了 2%。

Most of the complaints involved sales practices (33%), product quality (21%) and price disputes (18%) in relation to camera and lens, mobile phones, and watch and jewelry, which are among the popular items on tourists' shopping list. It is also observed that the number of complaints on medical products and health food increased significantly (32%) from 146 cases in 2011-12 to 193 cases in 2012-13, mainly involving the quality of Chinese patent medicine, drug and health supplement.

Outcome

In 2012-13, the Council helped solve 76% of cases with pursuable grounds:

Breakdown

A	Total number of complaints received	26,955
B	Cases with pursuable grounds	20,952
	Cases in progress	3,246
	Cases resolved	13,379
	Resolution rate	75.56%

As the Council has not been given any enforcement power, it may not always be able to persuade the traders to settle the complaints even though the Council considers the complaints to be justifiable. Where a trader refuses to settle or provide solution to a justifiable complaint, Council staff would suggest the complainant file a legal claim against the trader or resort to other means, whichever is appropriate.

旅客投訴多涉及對銷售手法(33%)、產品質素(21%)及價格爭議(18%)的不滿。而相關行業主要為攝影器材、電子產品、手提電話、珠寶和鐘錶等熱門貨品。此外，有關醫療產品及保健食品的投訴也由去年的146宗上升至本年度的193宗，增加近32%，主要涉及中成藥及保健食品的質素。

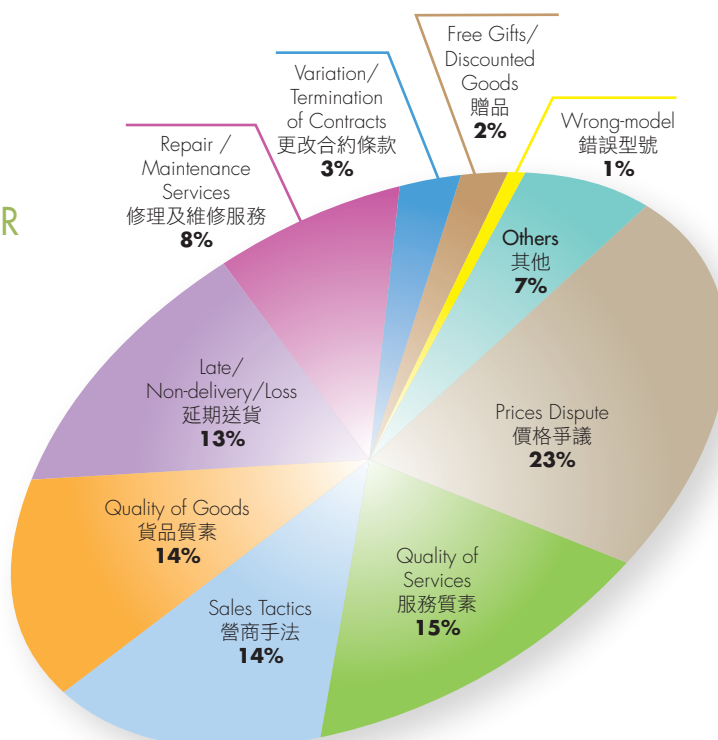
成果

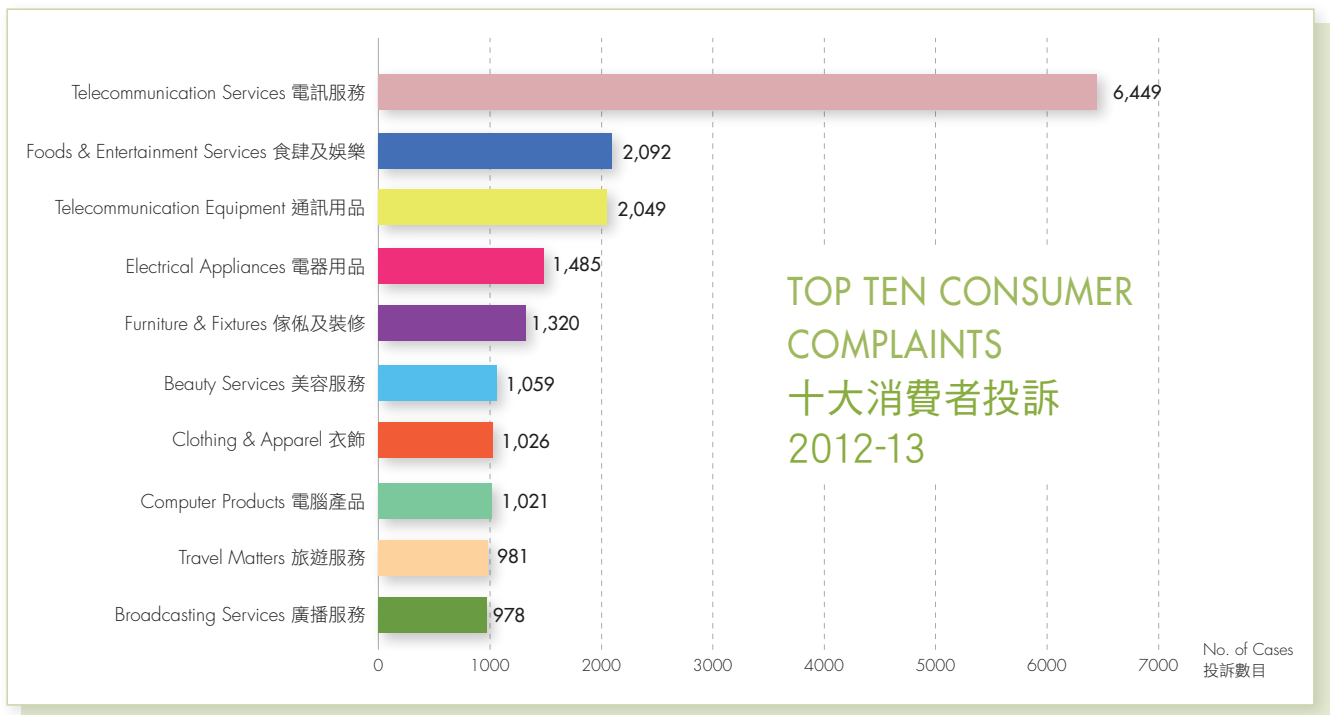
在二零一二至二零一三年度，可跟進的個案中達76%獲得解決。

A	投訴總數	26,955
B	可跟進的投訴個案	20,952
	仍在調停中的個案	3,246
	獲得解決的個案	13,379
	調停成功率	75.56%

由於本會並未獲賦予執法權，因此在處理個案時，即使理據充足，卻不一定能成功說服店方作出調停。如店方拒絕合作，本會職員會在合適的情況下，建議投訴人入稟法院向店方索償，亦會向投訴人提供其他適當的跟進渠道。

NATURE OF CONSUMER COMPLAINTS 消費者投訴性質 2012-13





Overview

Beauty Services

The tragic medical beauty incident which occurred in October 2012 has triggered grave concern over the safety of beauty services involving medical devices and procedures. In 2012-13, the Council received 1,059 complaints on beauty services, a rise of 15% from previous year, and in particular cases involving laser/IPL treatment (143 cases) as well as plastic surgery/injection treatment (30 cases) were on an alarming growth of 70% and 255% respectively.

The Council has actively participated in a steering group to review the related practices and strongly urged the government to put in place an effective regulatory framework for medical beauty treatment as soon as possible to safeguard consumer safety.

Online shopping

The significant growth (98%) in disputes arising from purchases made online reflected the fast-growing popularity of online shopping as well as the potential pitfalls in online transaction. Almost 70% of these cases were related to online group purchase where consumers had unpleasant experience regarding delay or failure in the delivery of goods and services, goods delivered not corresponding to description, or high pressure sales tactics they encountered when using the services.

The Council would reinforce its efforts in educating the consumers about the importance of rational consumption and the risk associated with internet shopping.

總結

美容服務

二零一二年十月發生一宗醫療美容的悲劇事件，引發政府高度關注美容業使用醫療儀器及進行療程的安全問題。在二零一二至二零一三年度收到美容服務的投訴共有1,059宗，比去年的投訴增加了15%。而其中有關激光/彩光治療(143宗)及整容手術/注射治療(30宗)，分別錄得70%和255%的驚人增長。

本會亦積極參與新成立督導組的工作，檢視有關美容服務行業的操作，並敦促政府盡快落實對醫學美容療程實施有效的監管架構，從而保障消費者的安全。

網上購物

本年度有關網上購物的投訴升幅顯著(98%)，反映網上購物越趨普及和快速增長，亦顯示網上交易一些潛伏的陷阱。網上購物的投訴有70%與網上團購有關，大部份消費者不滿送貨延誤、貨物/服務無法交付或完成、收貨時發現貨不對辦、或當使用服務時，被施予高壓銷售策略等。

本會會加強教育消費者理性消費的重要性和網上購物所涉及的風險。