

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 Centers 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 2010 -11, we received

- 113 935 consumer enquiries (87% by telephone)
- 28 914 cases of complaints (44% in writing/through internet)

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.

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加消費者自保能力。
- 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：

- 113 935宗消費者諮詢 (87%為電話諮詢)
- 28 914宗消費者投訴 (44%為書面/經互聯網投訴)

調解消費者投訴

本會的投訴主任負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。

Complaints received: 28 914 cases

Consumer complaints dropped 7% in 2010-11, or a reduction of 2 293 cases, from a total of 31 207 in 2009-10 to 28 914 in 2010-11.

Telecommunications services (8 470 cases)

Though on a downward trend (-10%), telecommunications services remained the top category of complaints. Over 50% of the cases involved bill disputes arising from mobile phone service plans, internet service contracts, roaming and mobile data charges. Complaints about service quality (e.g. slow transmission or connection failure) also account for 29 % of the cases.

Telecommunication Equipment (2 057 cases)

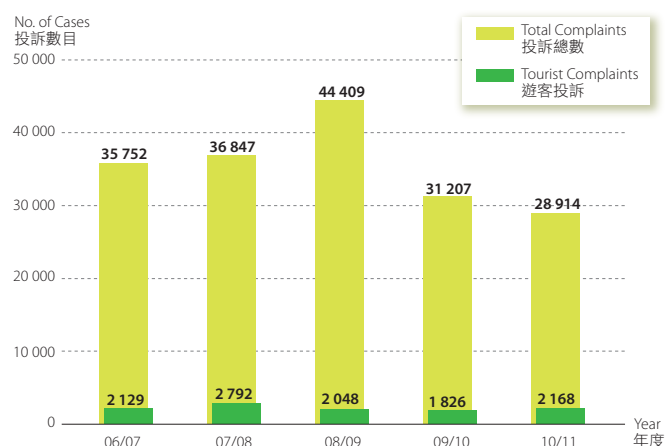
Complaints related to telecommunication equipment (2 057 cases) increased 49% when compared to 1 378 cases in 2009-10. The sharp rise was probably caused by the launch of new models of smart phone in the second half of the year where complaints about late delivery of product jumped up 17 times from 23 cases last year to 394 cases in 2010-11. Moreover, 59% of the complaints (1 212 cases) were related to quality, repair and maintenance of mobile phone sets.

Broadcasting Services (1 781 cases)

Complaints in broadcasting services, mainly pay TV, rose 12% this year, where almost 60% of them pointed to the sales practices and disputes over charges.

Recreation/ Health Clubs (961 cases)

There was a significant increase of 58% in complaints concerning health & yoga clubs (961 cases), compared to that of 2009-10 (608 cases). The successive closure of yoga centres was the main cause to the rise. Complaints about high-pressure sales tactics and fee disputes of some fitness clubs remained to be areas of concern.



投訴總數：28 914宗

在二零一零至二零一一年度收到的投訴共有28 914宗，比二零零九至二零一零年度的31 207宗減少2 293宗，即7%。

電訊服務 (8 470宗)

有關電訊服務的投訴雖然持續減少(下降10%)，但仍為各類投訴之冠。超過一半的個案與收費爭議有關，涉及流動電話服務收費計劃，上網服務合約、使用海外漫遊費及流動數據費等等。而對服務質素的不滿(例如：上網速度緩慢或無法連線等)，佔投訴個案的29%。

通訊用品 (2 057宗)

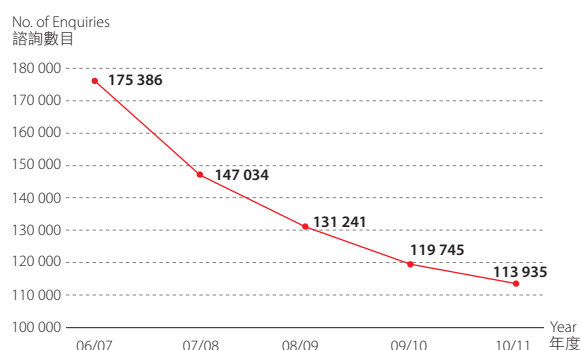
本年度有關通訊用品的個案有2 057宗，比去年的1 378宗大幅上升49%。原因可能與下半年市場推出的新款智能手機延誤交貨有關，令這類個案由去年的23宗升至394宗，增幅為17倍。此外，有59%的投訴(1 212宗)涉及電話的品質、維修和保養問題。

廣播服務 (1 781宗)

廣播服務的投訴主要來自收費電視，今年的增幅達12%，而其中近六成涉及銷售手法及收費爭議。

健身會及瑜珈中心 (961宗)

錄得較大升幅的投訴類別是有關健身會及瑜珈中心的投訴，上升58%至961宗(二零零九至二零一零年度為608宗)，此類投訴上升可能與去年接連出現瑜珈中心結業有關。就健身中心以高壓手法推銷會籍及收費過高等投訴，本會亦十分關注。



Tourist Complaints: 2 168 cases

Tourist complaints have increased 19% from previous year while the total visitors arriving Hong Kong rose 21.8% from 2009 to 2010.

Most of the complaints involved price disputes in relation to camera and lens, video camera, mobile phones, and watch and jewelry, which are the popular items on tourists' shopping list.

Outcome

In 2010-11, the Council helped solve 81% of cases with pursuable grounds:

Total number of complaints received	28 914
Cases with pursuable grounds	23 002
Cases in progress	5 604
Cases resolved	14 146
Resolution rate	81.3%

旅客投訴：2 168宗

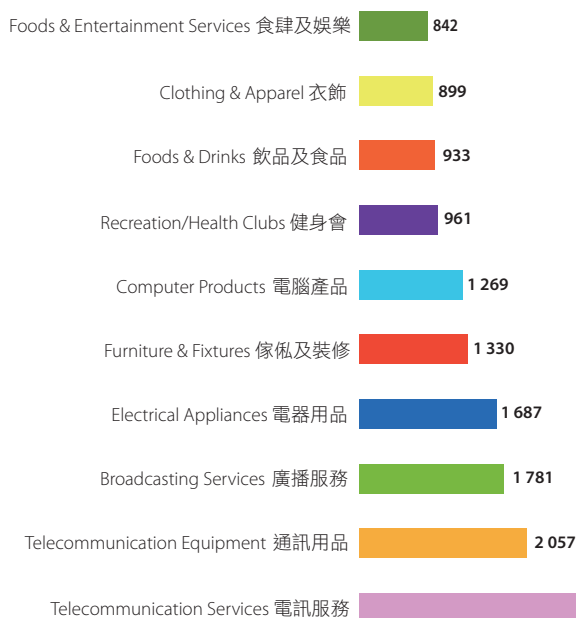
跟去年旅客投訴比較，今年的投訴上升了19%，而同一時期總體訪港旅客的數量也比去年上升了21.8%。

投訴多涉及攝影器材、電子產品、手提電話、珠寶和鐘錶等，全屬旅客購物的熱門貨品。

成果

在二零一零至二零一一年度，可跟進的個案中有81%獲得解決。

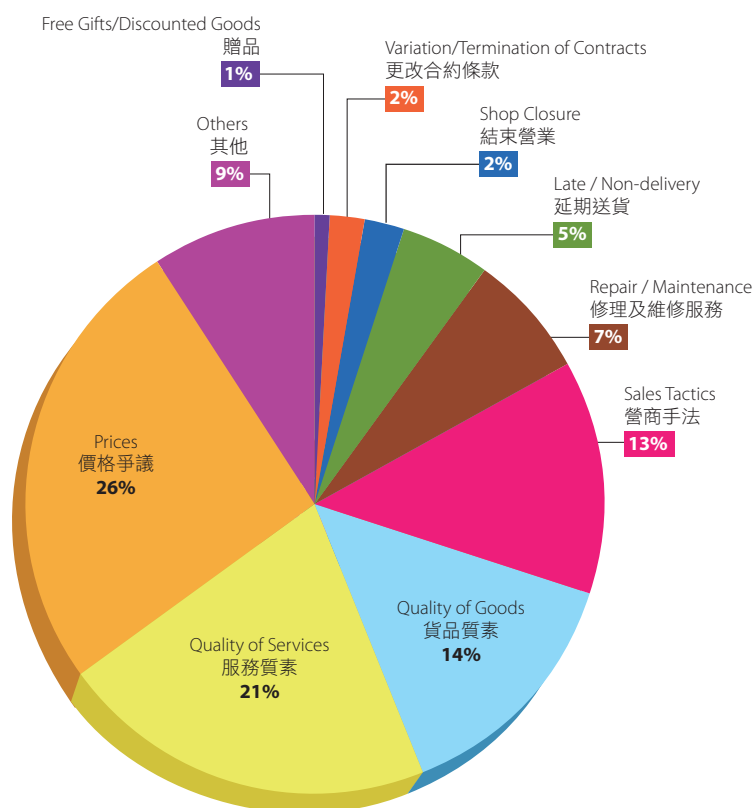
投訴總數	28 914
可跟進的投訴個案	23 002
仍在調解中的個案	5 604
獲得解決的個案	14 146
調解成功率	81.3%



Top Ten Consumer Complaints 十大消費者投訴

No. of Complaints
投訴數目

Nature of Consumer Complaints 消費者投訴性質



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

Closing down of businesses

The successive closure of yoga centres in 2010-11 has intensified the problem of prepayment consumption in service industry. Without any prior notice, a large number of club members were shut out from the yoga centres with very slim chance of recovering their loss in fees paid.

Consumers are advised once again to be careful when paying in advance for the purchase of services. It is prudent to pay per time or to pay as small an amount in advance as possible.

對於可跟進的投訴，但店方卻拒絕合作，本會職員在合適的情況下，會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它的跟進渠道。

總結

商號倒閉

二零一零至二零一一年度陸續出現瑜珈中心結業潮，令公眾加倍注意服務行業慣用的預繳式消費的潛在問題。商號沒有發出任何通告便關門結業，一批已繳費的會員在不能享用服務之餘，能成功討回金錢損失的機會也較渺茫。

消費者要購買需預先付款的服務之前，必需仔細考慮當中的風險。若可選擇每次付款或減低預繳金額，對消費者保障較大。

In anticipation of the proposed new legislation to enhance protection for consumers against unfair trade practices, it is hoped that consumer interests in prepaid consumptions like health club membership and beauty services can be further fortified.

Consumer Alerts

A notable reduction of cases concerning complaints in relation to time sharing scheme was recorded, with a drop of 70% to 72 cases in 2010-11, compared with 237 cases in 2009-10. Complaints against beauty services (794 cases), chargeable SMS (211 cases), TV set-top boxes (55 cases) have also dropped significantly this year. The joint efforts of the Council and Hong Kong Police Force in alerting the consumers against undesirable sales activities attributed to the decline. The Council believes that public education together with actions taken by regulatory authorities proved to be effective in combating misconducts in trade.

政府現正積極研究立法規管不良營商手法，期望能就預繳式消費方面，如健身會籍和美容服務等，加強保障消費者利益。

消費者預警

海外渡假屋時光共享的不良銷售手法的投訴數字顯著下跌，由二零零九至二零一零年的237宗，下降70%至今年的72宗。投訴美容(794宗)、短訊服務收費(211宗)、電視機頂盒(55宗)等在今年內亦大幅下降。消委會與警方合力提醒消費者有關上述行業存在的不良銷售手法，相信是此類投訴顯著下跌的原因。消委會認為，公眾教育再配合監管當局的實際行動，能有效打擊市場上的不良營商行為。