

National Consumer Organization of Serbia - NOPS

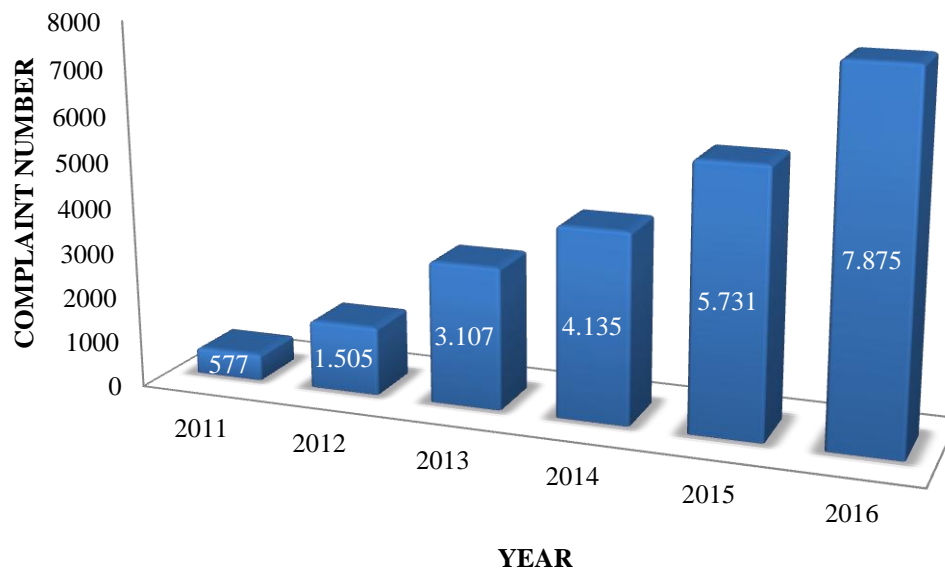
# CONSUMER COMPLAINT ANALYSIS

12/2/2016

## CONSUMER COMPLAINT ANALYSIS

National Consumer Organization of Serbia (NOPS), in cooperation with its members, continuously works on improving the field of consumer protection and represents a distinctive institution for the citizens of Serbia, which is one of the prerequisites for the successful completion of accession negotiations. The consumers have recognized NOPS as an organization which has answers to their questions, solutions for their problems and legal assistance in accordance with the law.

Since the commencement of its operations, in 2011, until the November of 2016, NOPS has recorded a total of **22930** consumer complaints (Annex 1 – Number of consumer complaint per year).

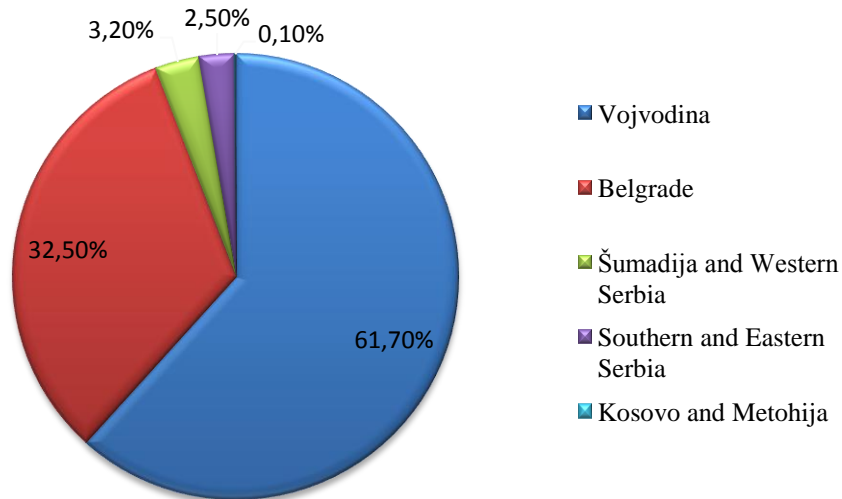


### Annex 1 – Number of consumer complaint per year

Recorded complaints were submitted by consumers from the entire Republic of Serbia. Most of the recorded complaints were submitted by the consumers from Vojvodina (61.70%) and Belgrade region (32.50%) (Annex 2 – Percentage of consumer complaints per region).

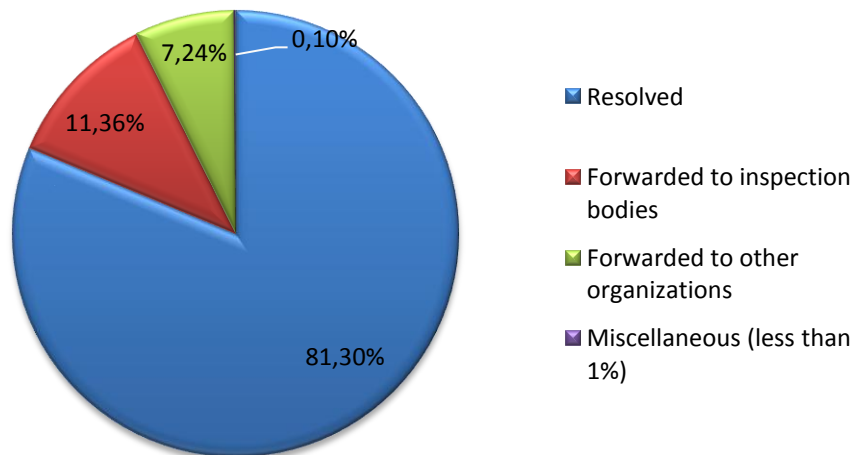
Most commonly, complaints were filed by the consumers from Novi Sad (31.00%) and Belgrade (30.20%).

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### Annex 2 – Percentage of consumer complaints per region

According to the complaint status, from the total number of registered consumer complaints, 81.3% were resolved through counseling or intermediary. 11.36% were referred to inspection bodies, and 7.24% were referred to other organizations (Annex 3 – Number of consumer complaints according to complaint status).



### Annex 3 – Number of consumer complaints according to complaint status

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The highest number of consumer complaints, 40.33% of all recorded was resolved in a manner where consumers were educated about their statutory rights. An increased number of complaints was recorded where there was no legal base for action (28.23%), where consumers were referred to an independent expert (15.01%) and where complaints were completely resolved in reasonable period of time (Table 1 – Consumer complaints resolving method).

<b>CONSUMER COMPLAINT RESOLVING METHOD</b>	<b>PERCENTAGE</b>
Consumer educated about their statutory rights	<b>40.33%</b>
No legal base for action	<b>28.23%</b>
Referred to independent expert	<b>15.01%</b>
Completely resolved complaint in reasonable period of time	<b>5.74%</b>
Referred to court	<b>4.18%</b>
Documentation not submitted	<b>4.12%</b>
Inquiry responded	<b>2.08%</b>
Miscellaneous (less than 1%)	<b>0.31%</b>

**Table 1 – Consumer complaint resolving method**

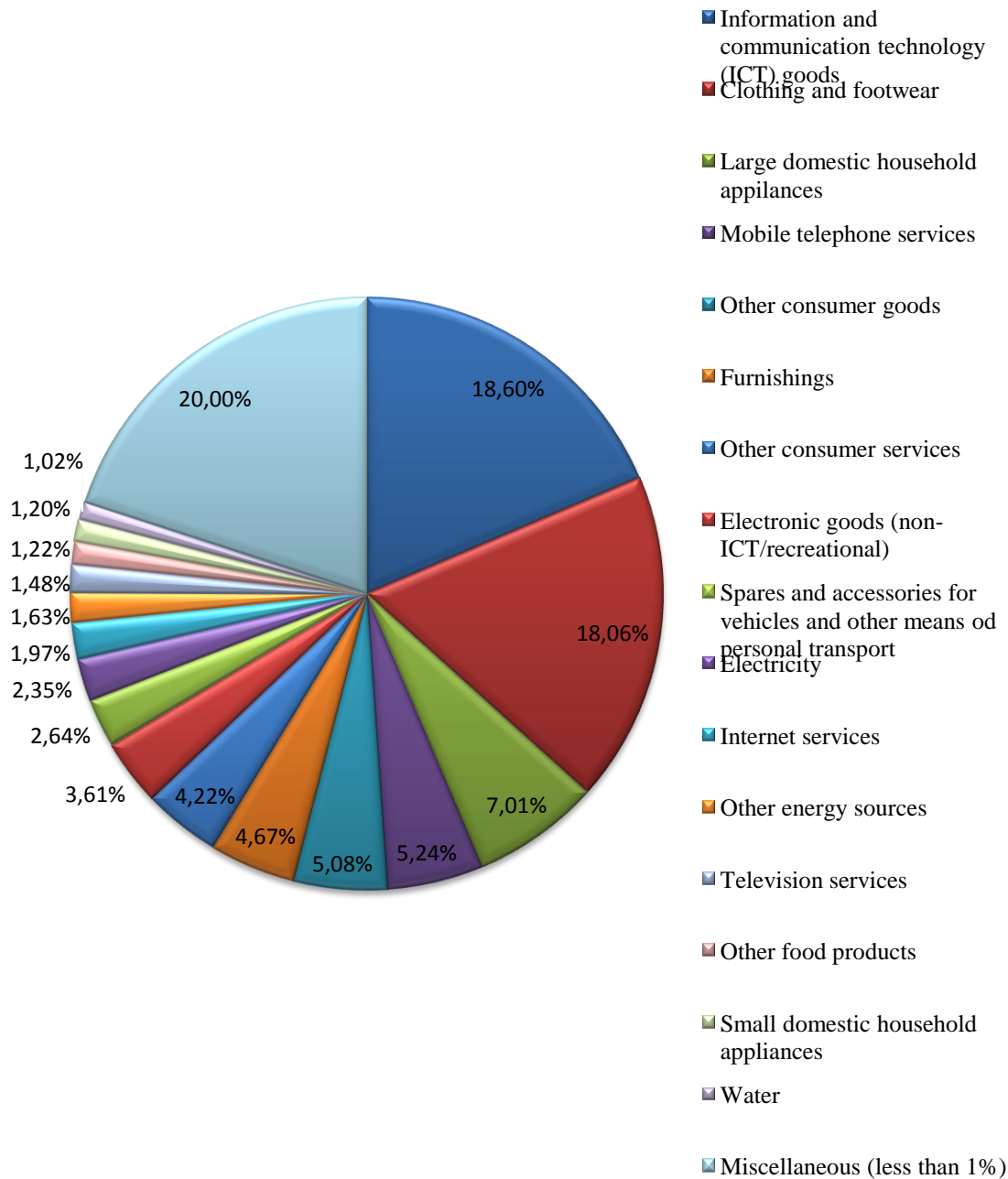
Concerning those complaints which were referred to inspection bodies, most of them were referred to Market Inspection (51.86%), Regulatory Agency for Telecommunication Services – RATEL (26.56%), Agricultural Inspection (6.95%) and Veterinary Inspection (6.53%).

<b>INSPECTION BODIES</b>	<b>PERCENTAGE</b>
Market inspection	<b>51.86%</b>
RATEL	<b>26.56%</b>
Agricultural inspection	<b>6.95%</b>
Veterinary inspection	<b>6.53%</b>
Tax inspection	<b>2.50%</b>
Sanitary inspection	<b>2.15%</b>
Miscellaneous (less than 1%)	<b>3.45%</b>

**Table 2 – Inspection bodies**

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According to the consumer complaint classification, the highest number of complaints was submitted for information and communication technology (18.60%) and clothing (18.06%). A somewhat smaller number of complaints were submitted for large domestic household appliances (7.01%), mobile telephone services (5.24%) and furniture (4.67%) (Annex 4 – Number of consumer complaint according to complaint classification).



**Annex 4 – Number of consumer complaint according to complaint classification**

## CONSUMER COMPLAINT ANALYSIS

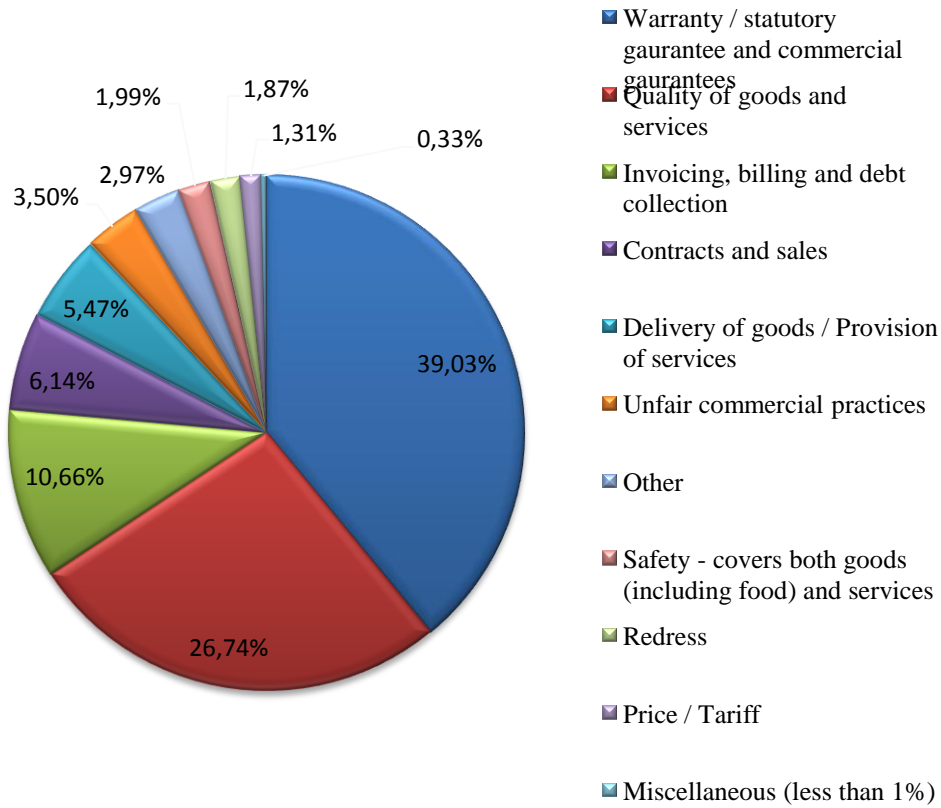
Closely observed, after a detailed definition of classification, the highest number of complaints was submitted for phone devices (10.57%) and sneakers (8.95%). Also, a significant number of complaints were submitted for laptops, notebooks and tablet PCs (5.59%), mobile telephone services – subscription (4.19%) and furniture (3.46%). (Table 3 – Number of consumer complaints according to detailed definition of classification)

<b>NUMBER OF CONSUMER COMPLAINTS ACCORDING TO DETAILED DEFINITION OF CLASSIFICATION</b>	<b>PERCENTAGE</b>
Phone devices	<b>10.57%</b>
Sneakers	<b>8.95%</b>
Laptops, notebooks and tablet PCs	<b>5.59%</b>
Other consumer goods	<b>4.94%</b>
Mobile telephone services – subscription	<b>4.19%</b>
Furniture	<b>3.46%</b>
Clothing and clothing materials	<b>3.06%</b>
TVs	<b>2.92%</b>
Shoes	<b>2.76%</b>
Washing-machines, drying cabinets, dishwashers	<b>2.13%</b>
Electricity supply	<b>2.06%</b>
Other consumer services	<b>1.98%</b>
Personal computers, self-build computers and accessories accompanying them	<b>1.92%</b>
Batteries, spark plugs	<b>1.72%</b>
Fixed internet provision	<b>1.52%</b>
Business and dealer support services	<b>1.42%</b>
Air conditioners, space heaters, water heaters, ventilators	<b>1.37%</b>
Boots	<b>1.35%</b>
Refrigerators, freezers and fridge-freezers	<b>1.25%</b>
Cookers, ranges, ovens and micro-wave ovens	<b>1.20%</b>
District heating and cooling	<b>1.18%</b>
Television services	<b>1.05%</b>
Miscellaneous (less than 1%)	<b>33.13%</b>

**Table 3 – Number of consumer complaints according to detailed definition of classification**

## CONSUMER COMPLAINT ANALYSIS

According to the type of complaint, the highest number of complaints was submitted for warranty / statutory guarantee and commercial guarantees (39.03%). An increased number of complaints were also submitted for quality of goods and services (26.74%), invoicing, billing and debt collection (10.66%), contracts and sales (6.14%) and delivery of goods / provision of services (5.47%). (Annex 5 – Number of consumer complaints according to the type of complaint).



**Annex 5 – Number of consumer complaints according to the type of complaint**

## CONSUMER COMPLAINT ANALYSIS

Closely observed, after a detailed definition of complaint type, complaints are submitted as shown in Table 4. (Table 4 – Number of consumer complaints according to detailed definition of complaint type)

<b>NUMBER OF CONSUMER COMPLAINTS ACCORDING TO DETAILED DEFINITION OF COMPLAINT TYPE</b>	<b>PERCENTAGE</b>
Warranty / statutory guarantee not honored	<b>31.70%</b>
Defective product (caused damage) / Defective services	<b>21.15%</b>
Response to complaint and deadline for resolving complaints	<b>6.47%</b>
Not in conformity with order	<b>5.13%</b>
Incorrect invoice / bill	<b>4.32%</b>
Other	<b>2.97%</b>
Debt collection	<b>2.43%</b>
Rescission of contract	<b>2.34%</b>
Unjustified invoicing / billing	<b>2.12%</b>
Cooling-off period / Right of withdrawal	<b>1.43%</b>
Safety - covers both goods (including food) and services	<b>1.39%</b>
Not delivered / not provided	<b>1.31%</b>
Unfair contractual terms / change of contractual terms	<b>1.26%</b>
Customer service	<b>1.18%</b>
Misleading advertising	<b>1.08%</b>
Miscellaneous (less than 1%)	<b>13.77%</b>

**Table 4 – Number of consumer complaints according to detailed definition of complaint type**

In terms of consumer gender, 55% of complaints was submitted by men, while 45% was submitted by women.



**According to statistical data given above, it is easily concluded that consumers most commonly submit their complaints due to rejected reclamations for information and communication technologies and footwear.**

Statistical data given above show that it is necessary to initiate further actions by all consumer protection system stakeholders in Serbia in order to permanently and systematically resolve the identified problems. Certain actions, such as gathering the necessary information and documentation for collective consumer protection, were already undertaken and NOPS is ready to provide a maximal contribution in order to achieve a permanent solution for problems which consumer are encountered with.