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PRESS RELEASE

CCA CONCERNED ABOUT RISING CONSUMER COMPLAINTS

In pursuit of its mission to protect consumers against unfair business practices, the Competition and Consumer Authority (CCA) has recorded and investigated more than 1400 consumer complaints during the 2022/23 financial year.

The CCA has discovered that in more than 600 cases, customers were not given opportunities to be heard as one of the basic consumer rights. Failure by businesses to listen to complaints from consumers is largely attributable to the absence of established internal complaints management systems or procedures. The Authority has also found that some businesses which have established complaints management systems do not utilise them, and some do not conform to the procedures.

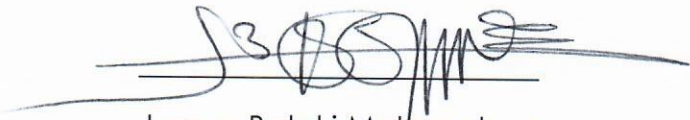
Furthermore, some businesses are reluctant to investigate and resolve complaints received, whereas others are not even aware of the existence of such complaints when the Authority undertakes investigations.

In view of the above, the Authority would like to intervene by advocating for the establishment of complaints management procedures and adherence to them at all times. Such procedures will ensure timeous resolution of consumer complaints as and when they arise.

The establishment of business complaints management procedures is an international best practice. The United Nations Guidelines for Consumer Protection stipulate that ***“Businesses should make available complaints-handling mechanisms that provide consumers with expeditious, fair, transparent, inexpensive, accessible, speedy and effective dispute resolution without unnecessary cost or burden”***.

It is a known fact that every business or organisation that deals with consumers will receive complaints, and their speedy resolution is highly necessary for their livelihood. An effective complaints management procedure is integral in providing quality customer care, satisfaction and retention. It also enhances brand reputation and a significant reduction in recurring complaints.

Businesses that need to be facilitated to establish complaints management systems can engage the Authority on **3934278** or email: **info@cca.co.bw**

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James Baleki Molbsankwe

Director Communications and Stakeholder Relations