

National Consumer Helpline



Centre for Consumer Studies, Indian Institute of Public Administration,
Indraprastha Estate, Ring Road, New Delhi-110002

Summary Report – August 2015



Project of Union Ministry of Consumer Affairs, Food and Public Distribution

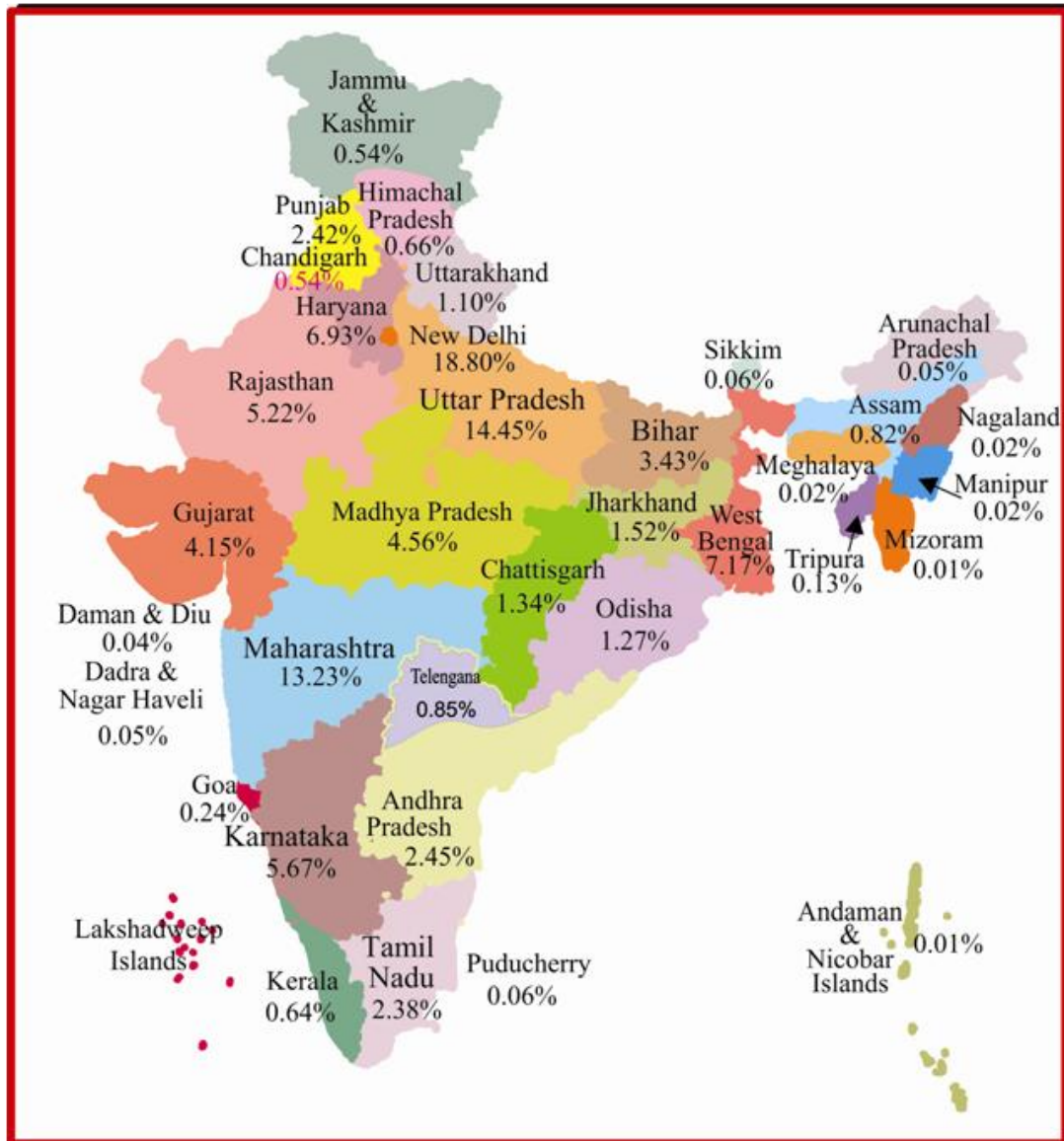
Toll-free Number: 1800-11-4000, SMS: 8130009809, Toll Number 011-23762077

Email: web@nationalconsumerhelpline.in, Website: www.nationalconsumerhelpline.in

National Consumer Helpline – August 2015

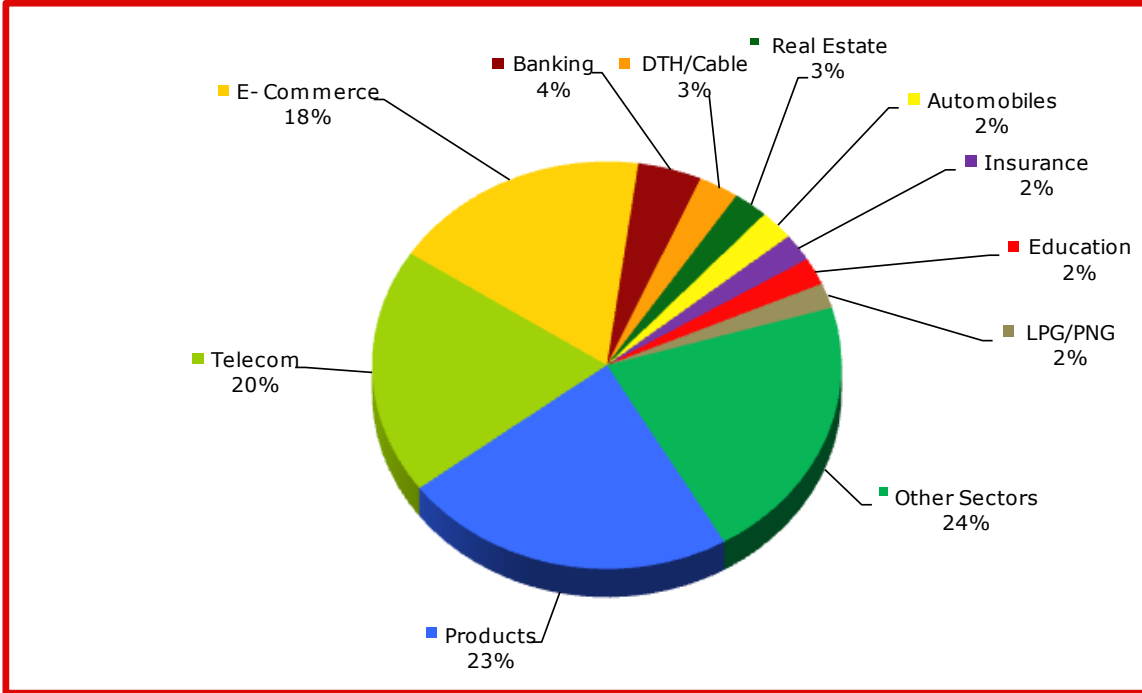
- In the month of August 2015, National Consumer helpline handled 12, 725 calls, which includes complaints registered on NCH Website as well as sms received. Out of this, 5931 calls were handled at Toll free number, 1921 outbound calls were made to sms received, and 6794 complaints were reported on NCH Website for various companies
- The NCH Website www.nationalconsumerhelpline.in has registered an all time high hit count during the month i.e.5, 75, 791 hits.
- The maximum number of calls were from Delhi – 2392 calls, forming 18.80% of total calls. The rest of the top five states are Uttar Pradesh, Maharashtra, West Bengal and Haryana registering between 15% to 6% of total calls
- The 'Product' sector contributed 23.03% of the calls i.e. 2931. Telecom continues to be at the second position at 19.54%. The rest of the top five sectors are 'E-commerce', 'Banking' and 'DTH/Cable' registering between 18% to 3% of total calls.
- 14 sessions on various topics were held in the 'Continual Consumer Education' series every morning.
- Feedback on counseling services averaged a score of 3.73. Out of 132 respondents, 67% have said that they are very satisfied and will recommend NCH counseling service to others.
- Convergence - Responses to complaints/ feedback received for August 2015 are 4094. Out of this, 4035 complaints were responded to, by various companies under convergence and response percentage stands at 83%. 59 consumers either called back on the helpline to inform that their complaint has been resolved or informed of the resolution of their complaint through email or calls. The dipstick Feedback taken from complainants who have received a resolution from convergence companies and are satisfied, average 62%
- Downtime of PRI line and IT infrastructure was approx. 2.5 working days (17 hours and 20 minutes) during the month.

STATE – WISE CALLS RECEIVED AT NCH

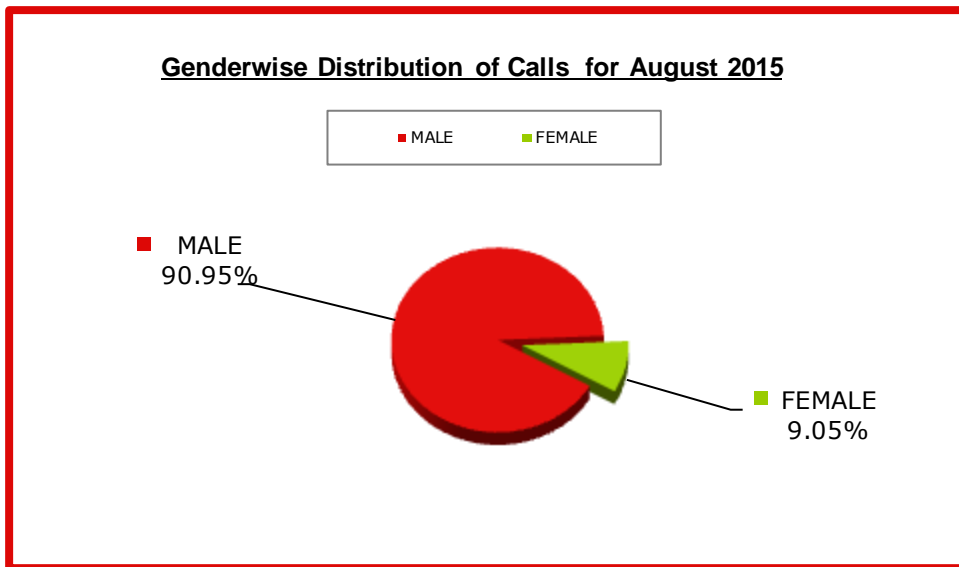


Top Ten States - Calls to NCH- August 2015			
S.No.	State	Calls	%Age of total calls
1	DELHI	2392	18.80
2	UTTAR PRADESH	1839	14.45
3	MAHARASHTRA	1683	13.23
4	WEST BENGAL	912	7.17
5	HARYANA	755	5.93
6	KARNATAKA	722	5.67
7	RAJASTHAN	664	5.22
8	MADHYA PRADESH	580	4.56
9	GUJARAT	528	4.15
10	BIHAR	437	3.43

SECTOR- WISE CALLS



GENDER WISE CALL DISTRIBUTION



CONTINUAL CONSUMER EDUCATION

To ensure that high quality is maintained, training is organized every morning for half an hour from 9 AM to 9:30 AM

Continual Consumer Education		
Sector	No of Days	Topics Covered
BFSI	5	Observation on NBFCs complaints, Company deposits scheme, Insurance - Master circulation on Ads by IRDA, NBFC & Investor Grievance Redressal Mechanism
Legal	4	Observation of complaints related to Consumer forum, Consumer Protection Act & Its basic tenants. Execution of consumer forum order with respect to section 25 and section 27
Telecom	2	National Call preference Registry and the role of service provider in unsolicited communication and its redressal
Food Safety	1	Food Safety rules and regulations packaged Food Items, Role of FSSAI and State Food Authority
LPG/PNG	1	LPG - Direct Benefit Transfer Scheme and the PAHAL Portal & its redressal mechanism
Consumer Durable	1	Types of Goods/ Consumer Durables & Consumer Protection
Total	14	

FEEDBACK ON COUNSELING SERVICES OF NCH

NCH initiated a feedback process a few months back to gauge the counseling services provided. Feedback helps in getting inputs for our training and operations, as it gives the complainants perception. All complainants who have registered their email id during the course of the call receives a feedback questionnaire asking them to evaluate their experience of our service

	Was the NCH counsellor helpful and courteous?	The counselor listened to me effectively & understood my concern	The advise given to me was appropriate	I will /have take action on the advise given	I will/have recommended NCH to a friend or acquaintance who needs help
Yes	91	85	83	83	88
No	7	13	15	15	9
Not Specified	34	34	34	34	35

Out of 132 consumers, who have replied, consumer satisfaction averages 3.73 out of 5 for the month of August 2015, where 5 stand for very good and 1 stands for extremely dissatisfied

67% of complainants, who have given this feedback, have said that they are very satisfied and will recommend NCH counseling services to others.

GRIEVANCE REDRESSAL

	Convergence Companies		Non Convergence Companies
Month	Total Complaints Sent	Responses received	Resolution confirmed by Complainant directly at NCH
August 2015	4847	4035	59

COMPLAINANT'S RESPONSE ON RESOLUTION **BY CONVERGENCE COMPANIES**

NCH undertakes a dipstick feedback to gauge the satisfaction level of the complainants, after a company has responded to their problem. We randomly call up complainants to ascertain whether the resolution given by the company for the complaint is corroborated by the complainant and if the complainant is satisfied with the response. The last column shows the resolution percentage in five sectors as confirmed by the complainant themselves. In case, a complainant is not satisfied with the resolution/response given by the company and wants to pursue the case in a consumer forum, he is guided accordingly

Sector	No. of Responses Received	Complainant Contacted	Resolved	Not resolved	% of resolved
E-commerce	73	33	26	7	78.79
Product	121	48	28	20	58.33
Telecom	107	43	22	21	51.16
Total	301	124	76	48	61.29

CONSUMER DETRIMENT

“Customer detriment can be defined as the negative outcomes for consumers relative to reasonable expectation.” At NCH, we consider only the direct, measurable financial loss in specific sectors for fresh complaints. For the month of August 2015, consumer detriment was estimated for 1220 dockets at Rs. 4,23,84,362, and later extrapolated for 3107 dockets at Rs. 16,99,50,942. Extrapolated total detriment value is derived by multiplying average detrimental value with no. of complaints received in respective sectors.

Sr. No	Sector /Category	No of Dockets	Total Detriment Value (Rs.)	Average Detriment Value (Rs.)	No. of Complaints received	Extrapolated Detriment Value (Rs.) (Average Detriment X no of complaints received
1	Real Estate	29	33266840	1147132	118	135361625
2	Automobiles	7	1077000	153857	97	14924143
3	Products	627	5560502	8868	862	7644582
4	Banking	37	656920	17755	174	3089299
5	E-Commerce	260	1139117	4381	565	2475389
6	LEGAL	1	104000	104000	20	2080000
7	Education	1	16291	16291	65	1058915
8	Electricity	3	25775	8592	80	687333
9	Placement Services	10	167108	16711	37	618300
10	Packers & Movers	5	126558	25312	16	404986
11	Railways	4	53402	13351	28	373814
12	Travel & Tours	3	30356	10119	24	242848
13	Life Insurance	1	15000	15000	15	225000
14	LPG/PNG	38	57930	1524	139	211902
15	Telecom	117	44451	380	513	194898
16	others-Service	4	7699	1925	96	184776
17	Airlines	3	13570	4523	15	67850
18	DTH / Cable	3	2761	920	51	46937
19	Postal	28	9812	350	66	23128
20	Food	8	3820	478	40	19100
21	Courier /Cargo	12	2765	230	45	10369
22	Weights & Measures	17	2526	149	36	5348
23	Drugs & Cosmetics	2	160	80	5	400
	Total	1220	42384362	34741	3107	169950942

Real Estate is always at the top because the value (in Rupees) per transaction is generally the highest amongst all sectors.
