

# National Consumer Helpline



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

## Summary Report – May 2015



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

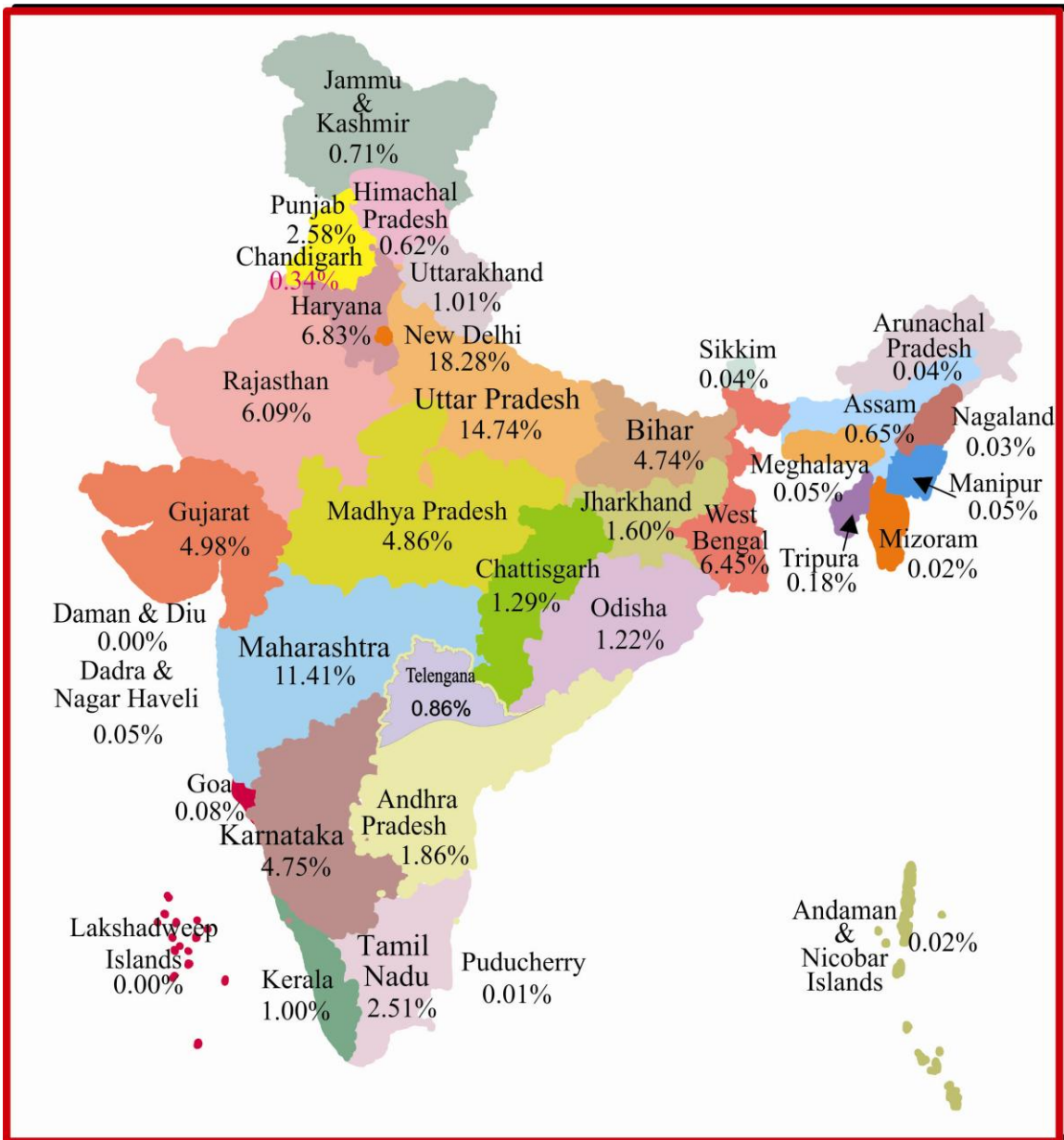
Toll-free Number: 1800-11-4000, SMS: 8130009809, Toll Number 011-23762077

Email: [web@nationalconsumerhelpline.in](mailto:web@nationalconsumerhelpline.in), Website: [www.nationalconsumerhelpline.in](http://www.nationalconsumerhelpline.in)

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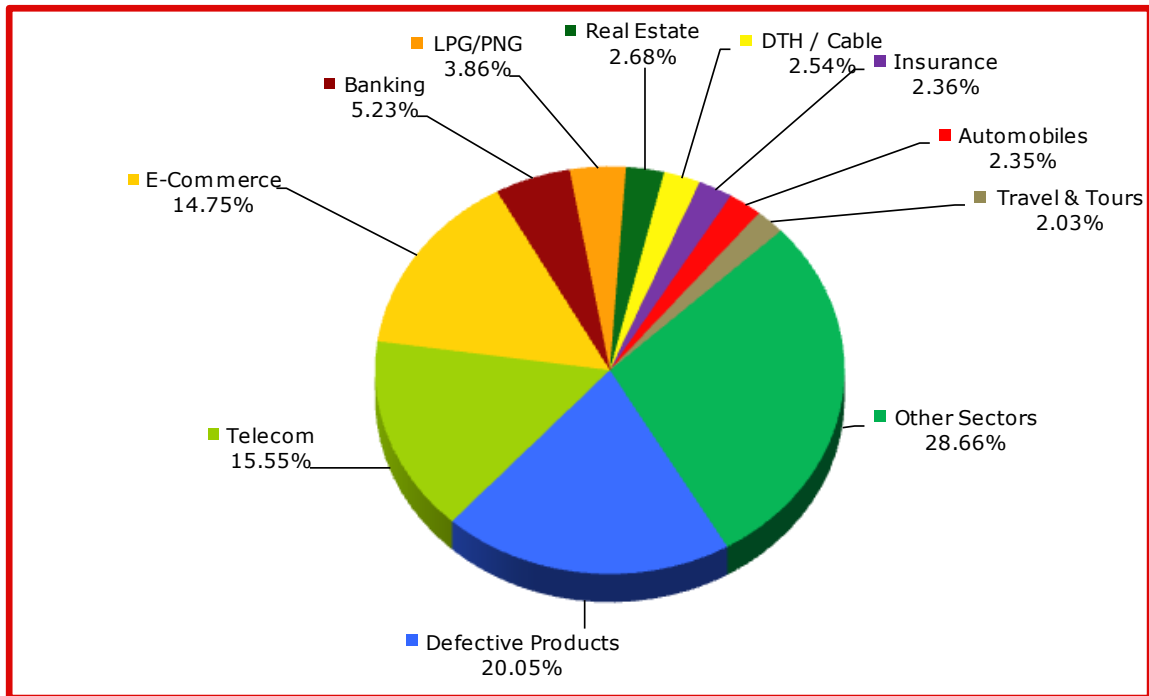
- In the month of May 2015, National Consumer helpline handled 14, 548 calls, which includes complaints registered on NCH Website as well as sms received. Out of this, 10, 741 calls were handled at Toll free number, 1994 outbound calls were made to sms received, and 3807 complaints were reported on NCH Website for various companies
- The NCH Website [www.nationalconsumerhelpline.in](http://www.nationalconsumerhelpline.in) has registered all time highest count during the month i.e.3, 45, 212 hits.
- The maximum numbers of calls were from Delhi – 2660 calls, forming 18.28% of total calls. The rest of the top five states are Uttar Pradesh, Maharashtra, Haryana and West Bengal registering between 15% to 8% of total calls
- The 'Product' sector contributed 20.05% of the calls i.e. 2917. Telecom continues to be at the second position at 15.55%. The rest of the top five sectors are 'E-commerce', 'Banking' and 'LPG/ PNG' registering between 15% to 4% of total calls.
- 24 sessions on various topics were held in the 'Continuous Consumer Education' series every morning.
- Feedback on counseling services averaged a score of 4.11. Out of 198 respondents, 63% have said that they are very satisfied and will recommend NCH counseling service to others.
- Convergence - Responses to complaints/ feedback received for May 2015 are 3241. Out of this, 3110 complaints were responded to, by various companies under convergence and stands at 80%. 131 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 77%

## STATE – WISE CALLS RECEIVED AT NCH

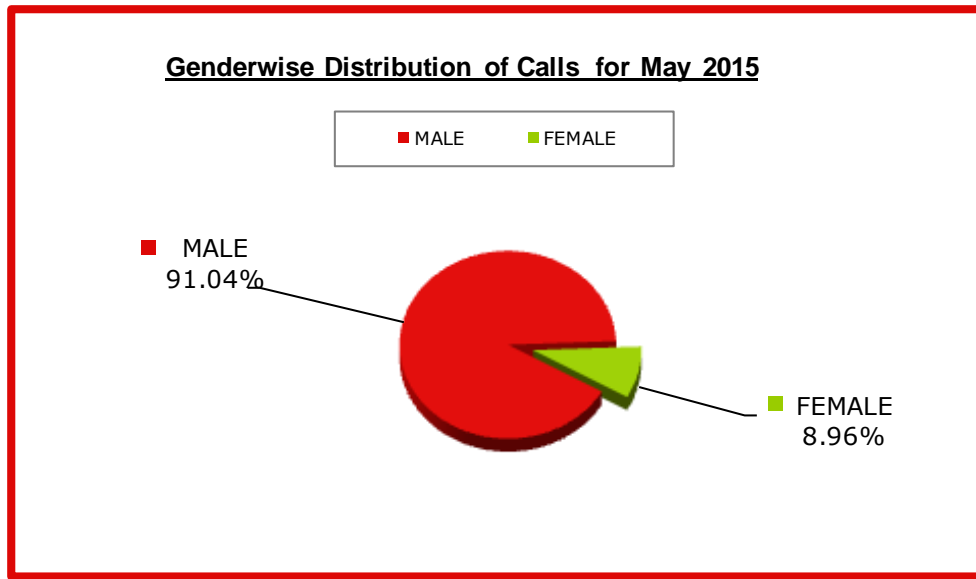


Top Ten States - Calls to NCH- May 2015			
S.No.	State	Calls	%Age of total calls
1	DELHI	2660	18.28
2	UTTAR PRADESH	2144	14.74
3	MAHARASHTRA	1660	11.41
4	HARYANA	993	6.83
5	WEST BENGAL	938	6.45
6	RAJASTHAN	886	6.09
7	GUJARAT	725	4.98
8	MADHYA PRADESH	707	4.86
9	KARNATAKA	691	4.75
10	BIHAR	689	4.74

## **SECTOR- WISE CALLS**



## **GENDER WISE CALL DISTRIBUTION**



## **CONTINUOUS 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

<b>In-house Training Sessions in May 2015</b>		
<b>Sector</b>	<b>No of Days</b>	<b>Topics Covered</b>
Quality & Auditing	5	Discussion on Overall Quality and how to take data and drafting of complaint. Auditing of Counselors, and interesting cases.
Education	4	Education FAQs, the grievance redressal and education council, the role of Grievance committee and ombudsman at the institution and university level.
Financial Services	3	Social Security scheme - Pradhan Mantri Suraksha Bima, Pradhan Mantri Jeevan Jyoti Bima and Atal pension scheme
Right to Information	3	The handbook on Right to Information Act with the role appellate authority and the role of SIC and CIC
Food Safety	2	Discussion on Maggi Controversy and NCH reply to Complaint reported, Information on FSSAI Product Recall system.
Telecom/ Broadcaster	2	Directives of TRAI with respect to Broadcaster and Digital Addressable Cable System (DAS), the FAQs of DAS
Drafting / Consumer Detriment	2	Drafting of Complaint and capturing of information, Calculation mechanism for Consumer Detriment
Banking	1	The kind of complaints and resolution procedure in Banking Industry
e-commerce	1	The frequently occurring questions and what should be the answer for e-commerce complaints
Misleading Advertisement	1	Misleading & deceptive advertisement and role of ASCI and GAMA Portal.
<b>Total</b>	<b>24</b>	

**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

Out of 173 consumers, who have replied, consumer satisfaction averages 4.05 out of 5 for the month of May 2015, where 5 stand for very good and 1 stands for extremely dissatisfied

	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	120	120	111	121	118
No	7	7	16	6	9
Not Specified	46	46	46	46	46

68% 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
May 2015	3895	3110	131

## **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	resolved %
Banking	40	16	14	2	87.50
DTH	46	18	13	5	72.22
E-commerce	93	38	27	11	71.05
Product	223	93	69	24	74.19
Telecom	92	36	23	13	63.89
<b>Total</b>	<b>494</b>	<b>201</b>	<b>146</b>	<b>55</b>	<b>73.98</b>

## **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 May 2015, consumer detriment was estimated for 1885 dockets at Rs. 10, 96, 69, 834 and later extrapolated for dockets at Rs. 37, 77, 73, 003. 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	58	90003763	1551789	180	279322023
2	Automobiles	15	5783225	385548	152	58603347
3	PRODUCTS	657	7139583.36	10867	1233	13398944
4	Banking	45	1021501	22700	296	6719207
5	E-Commerce	395	2038351.88	5160	891	4597903
6	Education	17	571059	33592	124	4165372
7	Motor Vehicle Insurance	10	679339	67934	29	1970083
8	Placement Services	36	607796	16883	93	1570140
9	Travel & Tours	31	425941	13740	113	1552624
10	Packers & Movers	16	345008	21563	38	819394
11	Health Insurance	11	244819	22256	32	712201
12	Life Insurance	9	154911	17212	40	688493
13	LEGAL	1	17700	17700	38	672600
14	others-Service	72	184151	2558	234	598491
15	Airlines	10	128781	12878	44	566636
16	Telecom	196	96559.73	493	812	400033
17	Electricity	4	15725	3931	91	357744
18	Medical Negligence	2	14620	7310	41	299710
19	LPG/PNG	72	64185	891	325	289724
20	Courier /Cargo	34	80119	2356	62	146099
21	DTH/ Cable	15	15020	1001	116	116155
22	General Insurance	3	13426	4475	17	76081
23	Railways	6	5580	930	34	31620
24	Food	18	4865	270	98	26487
25	Postal	43	6350	148	119	17573
26	Weights & Measures	108	7449	69	163	11242
27	Drugs & Cosmetics	1	6	6	13	78
	Total	1885	109669834	58180	5428	377730003

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