

RESOLVING DISPUTES BETWEEN CONSUMERS AND BUSINESSES

調停消費者與營商者之間的糾紛

The Council seeks redress for consumers by means of conciliation through which disputes are resolved between consumers and traders by mutually acceptable agreements. Complaints are a useful source of information that can lead to timely alerts to the public on trade malpractices while enabling law enforcement agencies to take relevant actions.

消委會致力調停消費者與營商者的糾紛，以求達至雙方滿意的和解方案。由消費者投訴個案中所獲得的資料，不但有助本會適時向公眾發出有關不良營商手法的消費警示，亦可促使有關執法部門採取適當行動。

Complaints and Enquiries Received

Complaints and enquiries made to the Council are received via telephone, fax, mail and the internet.

During the year under review, a total of 95,111 enquiries and 26,793 complaints were received, representing a 6% and 9% decrease, respectively, from the figures in 2014-15. Of these, 86% of all enquiries were received by telephone, and 56% of complaints were lodged in writing or via the internet.

Complaints Statistics Breakdown

In the year under review the total number of complaints dropped 9% to 26,793, compared to the previous year. This decrease can largely be attributed to the decline in complaints in two categories - Telecommunications Services and Telecommunications Equipment. Complaints related to Telecommunications Services decreased 30% from 5,091 last year to 3,567 this year, whereas the figures for Telecommunications Equipment reflect a 61% drop from 4,152 to 1,636.

Despite the overall downward trend, complaints related to Travel Services rose 36% to 2,632 cases, and complaints related to Furniture and Fixtures increased 82% to 2,308, in 2015-16.

Although not a law enforcement agency and without any investigative powers, the Council was able to achieve a high resolution rate of complaint cases by means of conciliation 73% of cases with pursuable grounds in 2015-16 (See Fig 4). In cases where traders refused to settle or offer redress, complainants were advised to seek redress via alternate channels, including civil action⁶.

投訴及諮詢

本會透過電話、傳真、書信及互聯網接收消費者的諮詢及投訴。

本年度，本會共接獲95,111宗消費諮詢及26,793宗消費投訴，相對2014-15年度所接獲的個案數目，分別下跌6%及9%。消費諮詢中，86%經由電話熱線接獲；投訴個案中，則有56%透過書面及互聯網提出。

消費投訴統計

本年度，本會所接獲的消費投訴共26,793宗，較上年度下跌9%。跌幅主要由於有關電訊服務及通訊器材兩大消費類別的投訴個案減少 — 有關電訊服務的消費投訴錄得3,567宗，相比2014-15年度所接獲的5,091宗投訴，下跌30%；而通訊器材方面，本年度錄得1,636宗投訴，較上年度接獲的4,152宗，大幅下跌61%。

儘管整體投訴數字有下跌趨勢，個別範疇投訴數字則錄得升幅，針對旅遊服務的投訴較上年增加36%至2,632宗；有關傢俬及裝修的投訴個案亦顯著上升至2,308宗，升幅達82%。

雖然本會並非執法部門，沒有調查權力，在2015-16年度有73%可跟進的個案，經本會調停後獲得解決(見圖四)。對於商號拒絕協商或和解的個案，本會會建議投訴人考慮循其他途徑解決或提出民事訴訟⁶。

⁶ See inside back cover for Contact Information of Consumer Advice Centres. 消費者諮詢中心的聯絡資料見封底內頁。

FIG 1 COMPARISON OF COMPLAINTS IN THE PAST THREE YEARS

圖一 過去3年接獲的投訴數字

Year 年份	2013-14	2014-15	2015-16
Total Number of Complaints 投訴個案總數	31,334	29,547	26,793

FIG 2 TOP TEN CONSUMER COMPLAINTS ON INDUSTRIES IN 2015-16

圖二 2015-16年度首10位消費投訴行業

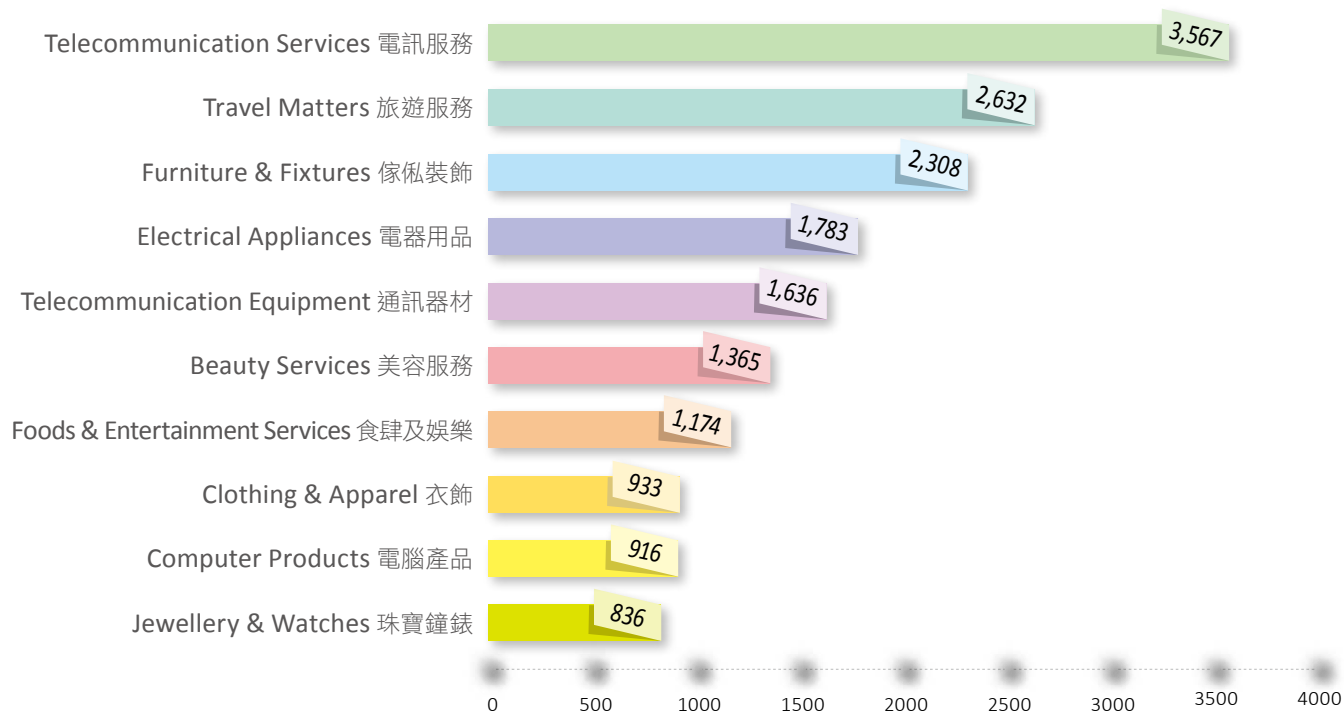


FIG 3 NATURE OF CONSUMER COMPLAINTS IN 2015-16

圖三 2015-16年度投訴性質

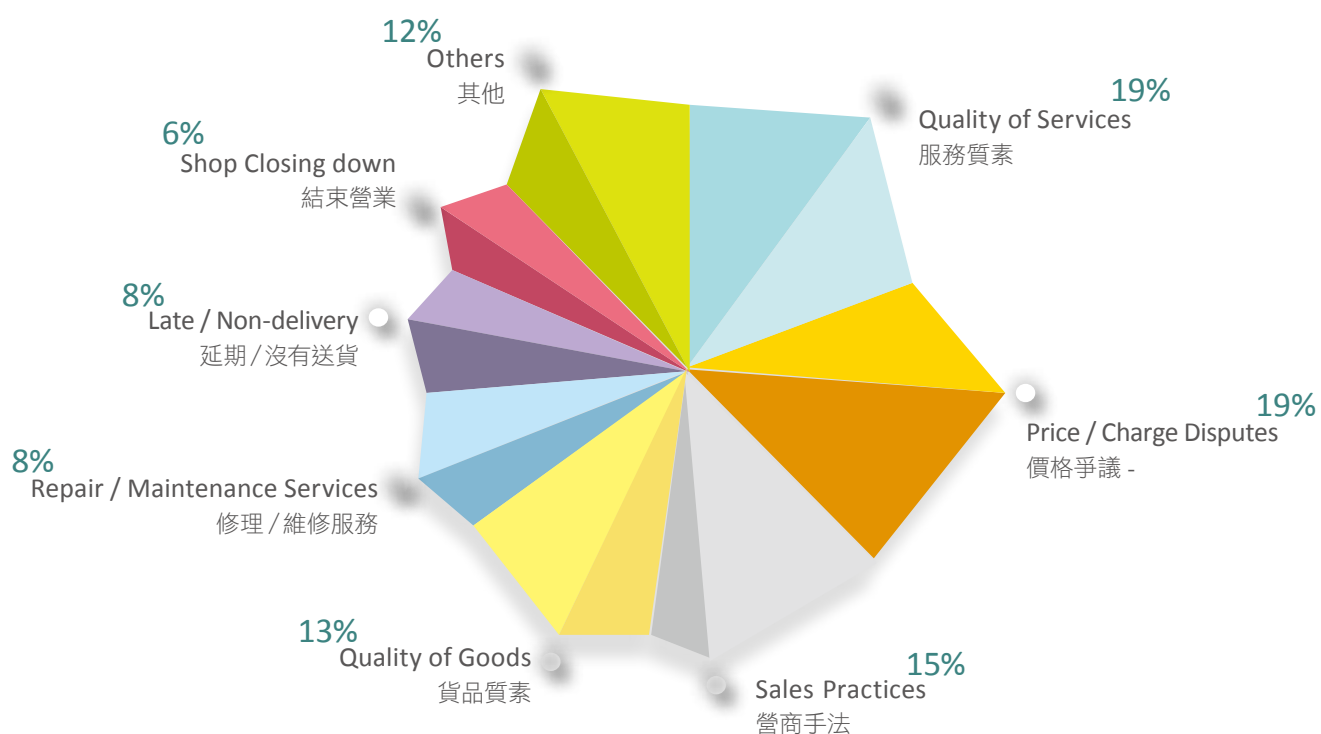


FIG 4 RESOLUTION RATE OF CASES WITH PURSUABLE GROUNDS IN 2015-16

圖四 2015-16年度調停成功率

Total number of cases received 投訴總數	26,793
No. of cases with pursuable grounds 可跟進的投訴個案 ⁷	19,063
No. of cases in progress 仍在跟進中的個案	3,517
No. of cases resolved 獲得解決的個案	11,423
Resolution rate 調停成功率	73%

Top Five Complaint Categories

1 Telecommunications Services

Despite the 30% drop in complaints to 3,567 cases in the year under review, Telecommunications Services remained the top category in terms of complaints received. A majority of the complaints were related to disputes concerning fees and charges (51%) of mobile phone service plans, internet service contracts and mobile data charges; as well as quality of services (24%) covering slow data transmission, connection failure and poor customer support.

2 Travel Services

Complaints relating to Travel Services increased substantially to 2,632 cases, up 36% from 2014-15. Of these cases, over 70% were about air tickets price and airline services, the remaining 30% were about hotel booking, tours, hotel and air ticket packages. Complaints were mostly about quality of services (37%), price disputes (24%), and contract cancellations (14%) including flight cancellations in response to travel alerts.

3 Furniture and Fixtures

Furniture and Fixtures received 2,308 complaints, a significant surge of 82% from the previous year. More than 50% (1,274 cases) were related to business closure of one large furniture / electrical appliance chain, whilst 25% of the complaints (569 cases) were about customer dissatisfaction over quality of goods.

4 Electrical Appliances

Complaints about electrical appliances increased by 10% from the previous year to 1,783 cases. The three most-complained about home appliances included televisions (20%), air-conditioners (17%) and washing machines (13%) with repair and maintenance (36%) and quality of goods (28%) being the main areas of consumer grievances.

首5位消費投訴

1 電訊服務

年度內，有關電訊服務的投訴雖然較去年下跌30%，共錄得3,567宗，但數字仍居消費投訴榜首。其中大部分投訴涉及收費爭議(51%)，例如手機服務計劃價格、互聯網服務合同問題，流動數據收費等；此外，服務質素(24%)如數據傳輸緩慢、連接失敗，以及客戶支援不佳等亦同樣惹人詬病。

2 旅遊服務

有關旅遊服務的投訴於本年度顯著攀升至2,632宗，較去年上揚36%。超過70%個案為針對機票銷售及航空公司服務的投訴，其餘約3成涉及預訂酒店、旅行團，以及機票和酒店套票等。引起消費者不滿的主要問題計有服務質素(37%)、價格爭議(24%)及終止合約(14%)包括因應旅遊警示而須取消預訂行程。

3 傢俬裝飾

有關傢俬裝飾的投訴位列第三，個案較去年大幅上升82%至2,308宗。當中超過一半的投訴(1,274宗)源自一大型傢俬及家電連鎖店結業。此外，有25%的投訴個案(569宗)乃由於消費者不滿貨品質素所致。

4 電器產品

電器產品相關投訴較去年上升10%，共錄得1,783宗。接獲投訴最多的3類家電產品分別為電視機(20%)、冷氣機(17%)和洗衣機(13%)，涉及投訴性質如維修保養服務(36%)和產品質素(28%)最令消費者感到不滿。

⁷ Anonymous complaints, cases with insufficient information, and complaints outside the Council's terms of reference are in general non-pursuable. 匿名投訴、個案資料不足、及在本會工作範圍以外的投訴，在一般情況下屬未能跟進的案件。

5 Telecommunications Equipment

The Telecommunications Equipment category received 1,636 complaints, a significant drop of 61% compared to last year, likely due to enhanced management of the sales process of the launch of a certain new smart phone in the market. Complaints received were mainly about repair and maintenance services of mobile phone sets (43%), quality of goods and operation problems of certain new smart phones (31%).

Trends of Consumer Complaints

Travel-related Disputes on the Rise

The Council's complaints statistics showed a worrying rising trend in tourism-related complaints - up 36% to 2,632 cases in 2015-16. Complaints about air ticket prices and airlines escalated by 62% and 16% respectively, accounting for a combined 70% of all Travel Services complaints. Cases related to hotel booking also grew by 63% to 174 cases.

The rising popularity of budget airlines in recent years has brought with it an increase in consumer complaints to the Council. In the year under review, complaints about budget airlines rose 57% from the year before to 1,197 cases. At the root of the problem is consumer expectation versus reality vis-à-vis services provided by low-cost carriers (LCCs) compared with the traditional full service carriers, such as flexibility in flight alterations and cancellations, baggage charges, and inflight services. To enhance consumer awareness, the Council conducted a survey on 10 LCCs in the Hong Kong market at the beginning of 2015, providing useful tips to help consumers manage their bookings and expectations in engaging in LCC Services, as well as protect their welfare.

As Free Independent Travellers (FIT) become more commonplace and more online travel service portals come into being, the Council expects that travel-related disputes will continue to rise, particularly in the areas of price disputes, clarity of terms and conditions, and service quality. The Council will work closely with tourism and travel related bodies and associations to improve industry practices and service quality in this growing FIT market.

Tourist Complaints Continue to Drop

The number of tourist complaints received by the Council has dropped for two consecutive years. In the year under review, total tourist complaints fell by 9% to 2,381 cases. Although Mainland tourists accounted for about 80% of these complaints, with the gradual decrease in Mainland tourist visits to Hong Kong the total number of Mainland tourist complaints decreased by 12% to 1,886 cases.

5 通訊用品

通訊器材類別共接獲1,636宗投訴，較去年顯著下跌61%，相關跌幅可能與電訊商就一款新型號智能電話預售安排有所改善有關。此類別投訴主要針對手提電話維修保養服務(43%)，以及部分新型號智能電話產品質素和操作問題(31%)。

消費投訴的趨勢

旅遊服務爭議持續上升

本年度，本會接獲有關旅遊事務的投訴持續上升36%，共錄得2,632宗。當中超過7成有關購買機票(62%)和航空服務質素(16%)，而有關預訂酒店的個案亦急升63%至174宗。

廉航近年發展迅速，成為旅遊事務投訴增長的主要原因之一。於年內，有關廉航的投訴個案共錄得1,197宗，較上年度大幅躍升57%。問題根源在於廉航所提供的服務與傳統航空公司有一定的分別，與消費者的期望存有落差。舉例說航空公司取消或更改航班的靈活性、託運行李收費及機艙服務等。為提升大眾的認知，本會於2015年年初發表10間廉價航空公司收費服務的研究，並提供實用貼士，助消費者管理行程，調適期許，同時保障他們的權益。

有見自遊行及旅遊服務網站日趨普遍，本會預計有關旅遊服務的個案，包括價格爭議、合約條款細節、服務質素等消費糾紛，將持續增加。面對市場急速變化，本會將繼續與旅遊業相關機構及組織緊密合作，加強業界管理規範，改善不斷增長的自遊行市場服務質素。

訪港旅客投訴再度下跌

來自旅客的投訴已連續兩年錄得跌幅。年度內，本會共接獲2,381宗旅客投訴，總數較去年下跌9%。雖然內地旅客的投訴個案約佔8成，隨着內地旅客有所下調，內地旅客的投訴亦較去年減少12%至1,886宗。



Common tourist grievances were related to over-priced Chinese herbs / ginseng (414 cases), medicine / health food (226 cases) and telecommunications equipment (208 cases). Although complaints against sales practices (882 cases) remained the top tourist dissatisfaction, the total number of such complaints fell by 21% from last year. This may be attributed to the joint efforts of the Council and the Customs and Excise Department in combating unfair trade practices in relevant industries.

本會所接獲的旅客投訴中，主要涉及購買昂貴的中藥材 / 人參(414宗)、成藥 / 保健食品(226宗)及通訊器材(208宗)。雖然針對商戶銷售手法的投訴仍然高踞首位(882宗)，但較去年同類投訴數字相比已下跌21%。這與本會和香港海關緊密合作，聯手打擊存有不良營商手法的相關業界發揮了正面的作用。

Public Disclosure of the Names of Unscrupulous Traders

In August 2015, in view of rising tourist complaints of undesirable sales practice by pharmacies / medicine shops, the Council disclosed the names of seven pharmacies / medicine shops for their unscrupulous sales practices mainly targeting Mainland tourists. In addition to publicly disclosing the identities of these traders for consumer alerts, this sanction also served as a strong warning about the consequences of their actions undermining not just consumer interests but also Hong Kong's international reputation as a shopping paradise.

點名公布不良商店

有見旅客投訴藥店以不良手法經營的問題不斷上升，本會於2015年8月公開點名譴責7間藥店，批評他們以內地遊客為目標，利用不良銷售手法，嚴重損害消費者權益。本會點名譴責的目的，除公開不良商戶的名稱讓消費者有所警覺外，亦對業界作出強烈警告，不容此等營銷手法嚴重影響香港的國際形象，破壞「購物天堂」的美譽。



THE 7 TRADERS BEING NAMED 7間被點名譴責的商戶如下

Prestige Pharmacy Limited 聲望藥房有限公司	G/F, 70 Percival Street, Causeway Bay, Hong Kong 香港銅鑼灣波斯富街70號地下
Dragon City Drug Manor Ltd. 龍城大藥坊有限公司	Shop G, G/F, 1A 1L Yee Wo Street, Causeway Bay, Hong Kong 香港銅鑼灣怡和街1A至1L地下G舖
Great Medicine Manor Ltd. 大藥坊有限公司	Shop A, G/F, Hong Kong Mansion, 1 4A Yee Woo Street, Causeway Bay, Hong Kong 香港銅鑼灣怡和街1至4A香港大廈地下A舖
Dragon City Medicines Ltd. 龍城中西大藥房有限公司	Shop B, G/F, 54 Yun Ping Road, Causeway Bay, Hong Kong 香港銅鑼灣恩平道54號地下B舖
Chung Wang Tong Medicine Company Ltd. 宗宏堂大藥坊有限公司	G/F, 522 Lockhart Road, Hong Kong 香港銅鑼灣駱克道522號地下
Hang Tai Dispensary 恆大中西藥房	Portion 1, G/F, Eastern Portion, No. 15B Nelson Street, Kowloon 九龍旺角奶路臣街15B地下東1號舖
Long Sing Dispensary 龍城大藥房	Portion 1, G/F, Eastern Portion, No. 15B Nelson Street, Kowloon 九龍旺角奶路臣街15B地下東1號舖