

ISSA Report 2006/07

Special Interest:

- Delivery Data

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ISSA Complaints 2006-2007

During the year 2006 - 2007 a total of 341 ISSA Complaint Forms were issued generating 771 breaches of Standards. These were allocated to a total of 64 houses.

60% of the Complaint Forms issued were for newspaper related issues.

Stage 1

Retailers returned 208 completed Complaint Forms for progression through ISSA.

To obtain feedback, each retailer who fails to return a form is contacted to find out why the form was not returned.

Where reasons for non-returned forms could be established the retailers stated that the wholesaler had resolved 70% of the original complaints and, accordingly, the retailer withdrew the complaint.

Stage 2

13 complaints were escalated to Stage 2.

Stage 3

13 complaints progressed to Stage 3.

There were no FODI appeals, and no Newspaper Publisher/ Wholesaler or Magazine Publisher/ Wholesaler Standards complaint forms were issued.

Delivery Data

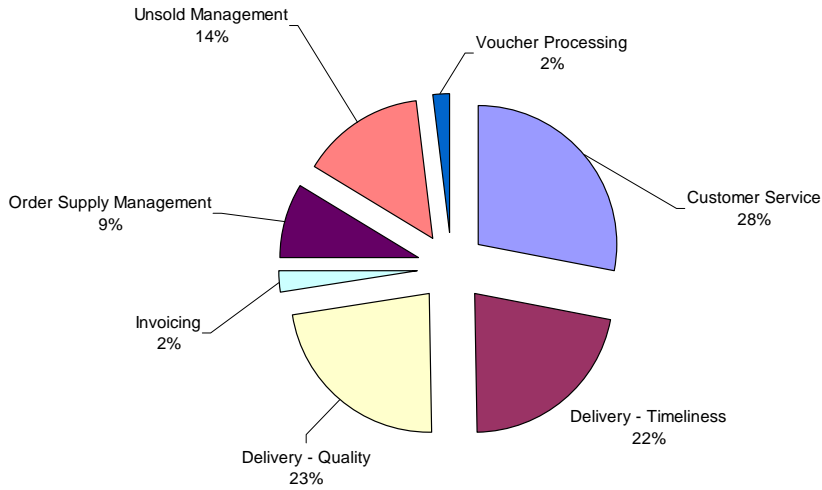
For the period between 1st October 2006 and 30th September 2007 a total of 129 complaint forms were issued for breaches of Standards where the retailer had indicated late delivery.

The following data only deals with Complaint Forms that were completed and returned. 114 Complaint Forms concerning late delivery were returned and processed through ISSA. 72 related to newspapers and 42 to magazines. Of the 72 complaints for newspaper late delivery the wholesaler responses indicated that 3% (2) of the complaints raised were due to publisher related issues. The wholesale responses did not name the publisher involved.

A total of 9 newspaper complaints were forwarded to arbitration, of which 2 involved publisher lateness. Restitution was not requested in either of the complaints. The retailer made an appeal against the arbitrator's decision in one of the complaints. The decision of the Stage 3 panel found in favour of the retailer but no blame could be apportioned to the wholesaler as the situation was outside of their control.

There were no references to publisher lateness for the magazine related complaints.

Stage 1 – Breakdown by Standard



Breakdown of Breaches of Standards

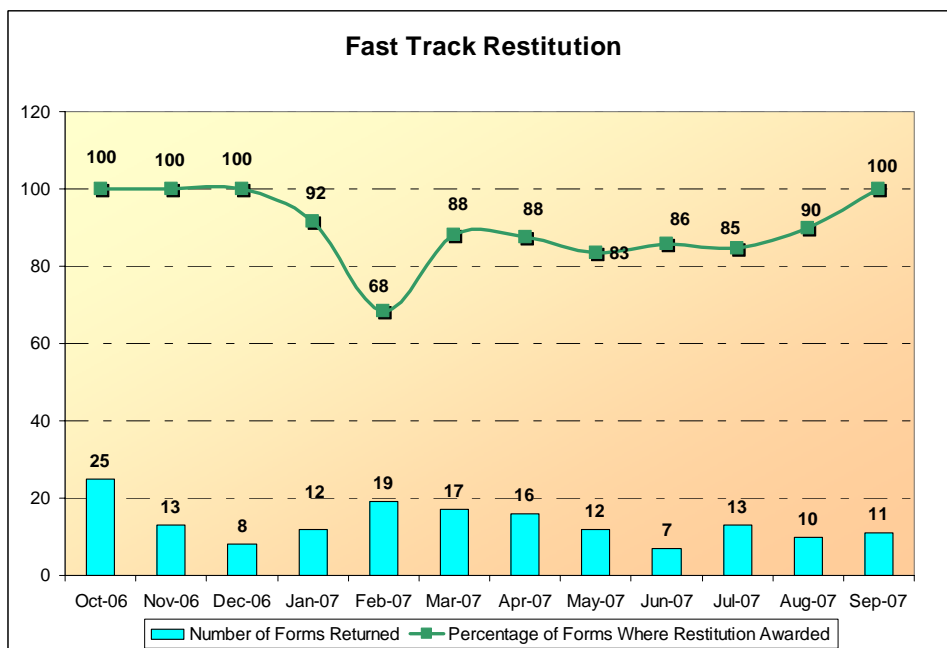
- 22% Delivery – Timeliness
- 23% Delivery – Quality
- 2% Invoicing
- 9% Order & Supply
- 14% Unsold Management
- 2% Voucher Processing
- 28% Customer Service

Non ISSA Standards

There were requests for ISSA complaint forms to be issued where wholesalers had charged for stickers which had not been delivered.

Fast Track Restitution

The ANMW have agreed that the ISSA report can include details of Fast Track Resolution forms returned. This chart shows the number of Fast Track forms returned and processed by the wholesalers against the number of retailers who were successful in their claims.

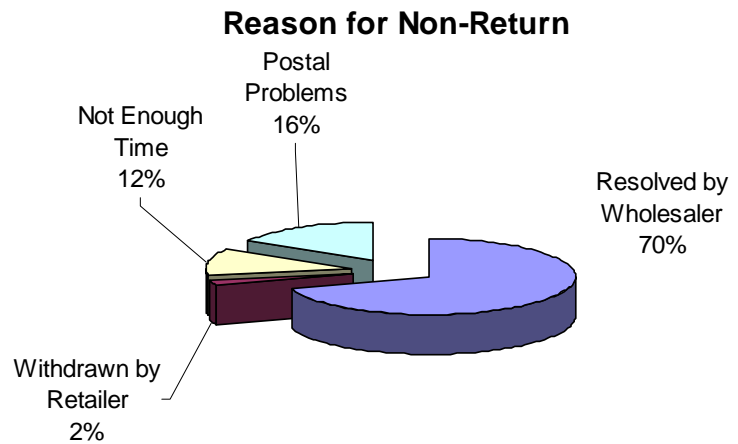


Reasons for Non Returned Forms

As part of an initiative to receive feedback from retailers who are using the ISSA process every complaint form which is not returned is followed up by a phone call. This helps to discover if the retailers feel there are any underlying problems with the ISSA forms and their completion.

It was not possible to contact 63% of the retailers who requested a form, as they were unavailable.

The wholesaler resolved 70% of the forms not returned and 12% were withdrawn by the retailer as they reported they were not able to complete the form within the time specified.



Stage 2

During the year a total of 26 complaints were escalated to Stage 2, the decisions for which have been received.

18 of the decisions were found in favour of the retailer and their complaints were upheld.

Restitution was requested and awarded in 2 complaints.

However, there were 13 appeals for escalation to Stage 3.

Stage 3

Of the 13 appeals against the decisions of the Arbitrators, 11 decisions were upheld and 2 were overturned.

2 wholesalers appealed against the decision in favour of the retailer; the Arbitrator's decisions were upheld.

Whereas, the 11 appeals by retailers against the Stage 2 decision resulted in 9 decisions being upheld in the retailers' favour with no change to the decision.

In the remaining 2 cases, 1 decision was overturned and found in the retailers favour; restitution was awarded. The remaining appeal overturned the decision of the Stage 2 Arbitrator and the panel found in favour of the wholesaler.