

# ISSA Report 2007/08

## Special Interest:

- Delivery Data

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## ISSA Complaints 2007-2008

During the year 2007 - 2008 a total of 493 ISSA Complaint Forms were issued generating 1188 breaches of Standards. These were allocated to a total of 64 houses.

77% 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 58% of the original complaints and, accordingly, the retailer withdrew the complaint.

### Stage 2

27 complaints were escalated to Stage 2.

### Stage 3

26 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

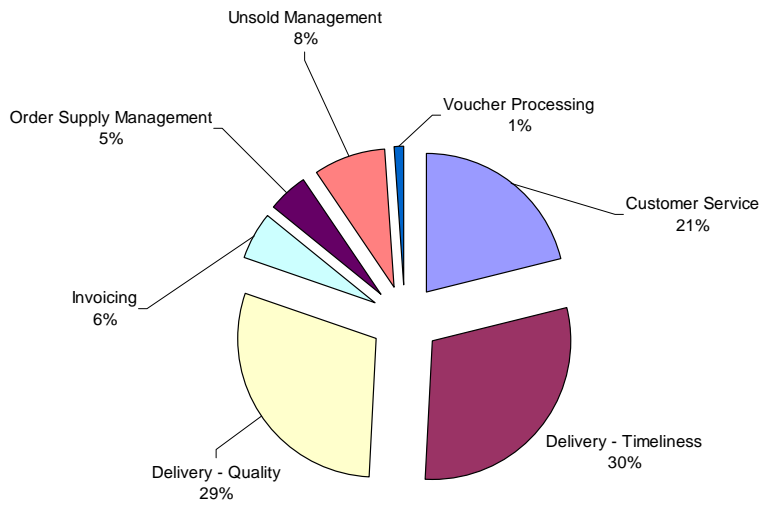
For the period between 1<sup>st</sup> October 2007 and 30<sup>th</sup> September 2008 a total of 352 complaint forms were issued for breaches of Standards where the retailer had indicated late delivery.

The following data only deals with Complaint Forms that were completed and returned. 209 Complaint Forms concerning late delivery were returned and processed through ISSA. 186 related to newspapers and 36 to magazines. Of the 186 complaints for newspaper late delivery the wholesaler responses indicated that 46% (86) of the complaints raised were due to publisher related issues.

A total of 38 newspaper related complaints were forwarded to arbitration, of which 36 involved publisher lateness. Of these complaints 13 were progressed, on appeal, to Stage 3.

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

## Stage 1 – Breakdown by Standard



### Breakdown of Breaches of Standards

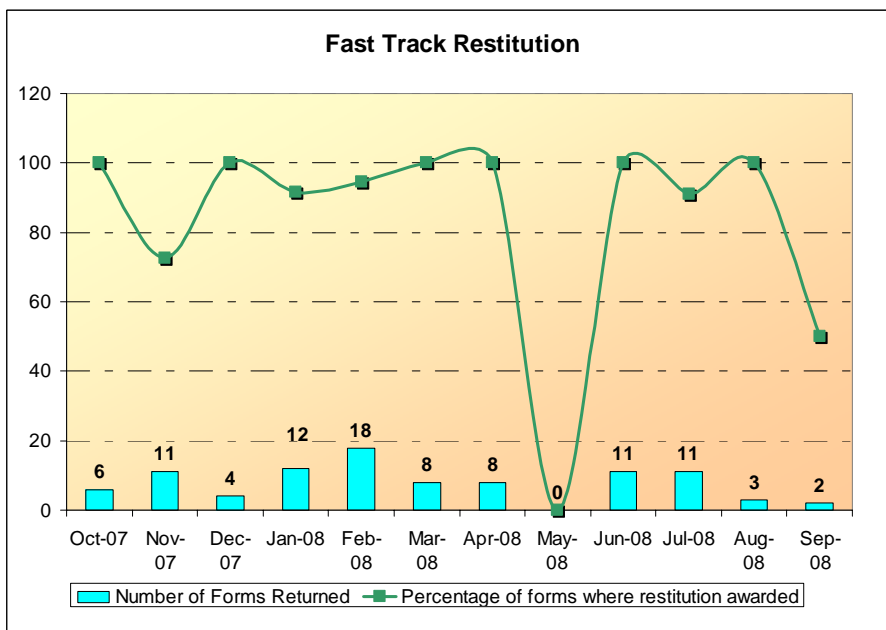
- 30%** Delivery – Timeliness
- 29%** Delivery – Quality
- 6%** Invoicing
- 5%** Order & Supply
- 8%** Unsold Management
- 1%** Voucher Processing
- 21%** Customer Service

## 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.

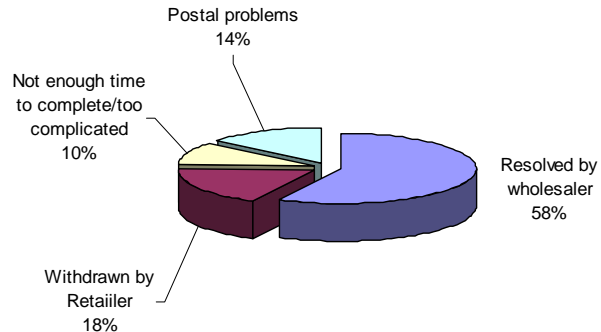


## Reasons for Non Returned Forms

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 45% of the retailers who requested a form, as they were unavailable.

The wholesaler resolved 58% of the forms not returned and 10% were withdrawn by the retailer as they reported they were not able to complete the form within the time specified or found the form too complicated.



## Stage 2

During the year a total of 53 complaints were escalated to Stage 2, the decisions for which have been received.

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

Restitution was requested and awarded in 23 complaints.

However, there were 26 appeals for escalation to Stage 3.

## Stage 3

Of the 26 appeals against the decisions of the Arbitrators, all decisions were upheld.

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

Whereas, the 22 appeals by retailers against the Stage 2 decision resulted in all decisions being upheld in the retailers' favour with no change to the decision.