

ISSA Report 2008/09

Special Interest:

- Delivery Data

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ISSA Complaints 2008-2009

During the year 2008 - 2009 a total of 183 ISSA Complaint Forms were issued generating 457 breaches of Standards. These were allocated to a total of 50 houses.

71% of the Complaint Forms issued were for newspaper related issues.

Stage 1

Retailers returned 127 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 67% of the original complaints and, accordingly, the retailer withdrew the complaint.

Stage 2

15 complaints were escalated and resolved at Stage 2.

Stage 3

12 complaints progressed to Stage 3.

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

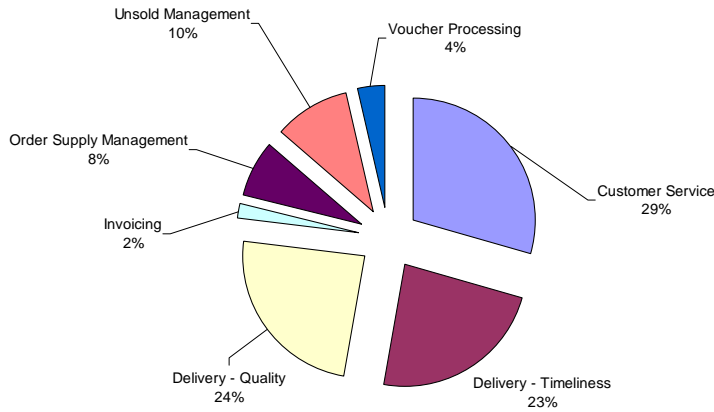
Delivery Data

For the period between 1st October 2008 and 30th September 2009 a total of 106 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. 76 Complaint Forms concerning late delivery were returned and processed through ISSA. 59 related to newspapers and 16 to magazines. Of the 59 complaints for newspaper late delivery, the wholesaler responses indicated that 22% (13) of the complaints were caused by publisher related issues.

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

Stage 1 – Breakdown by Standard



Breakdown of Breaches of Standards

- 23%** Delivery – Timeliness
- 24%** Delivery – Quality
- 2%** Invoicing
- 8%** Order & Supply
- 10%** Unsold Management
- 4%** Voucher Processing
- 29%** Customer Service

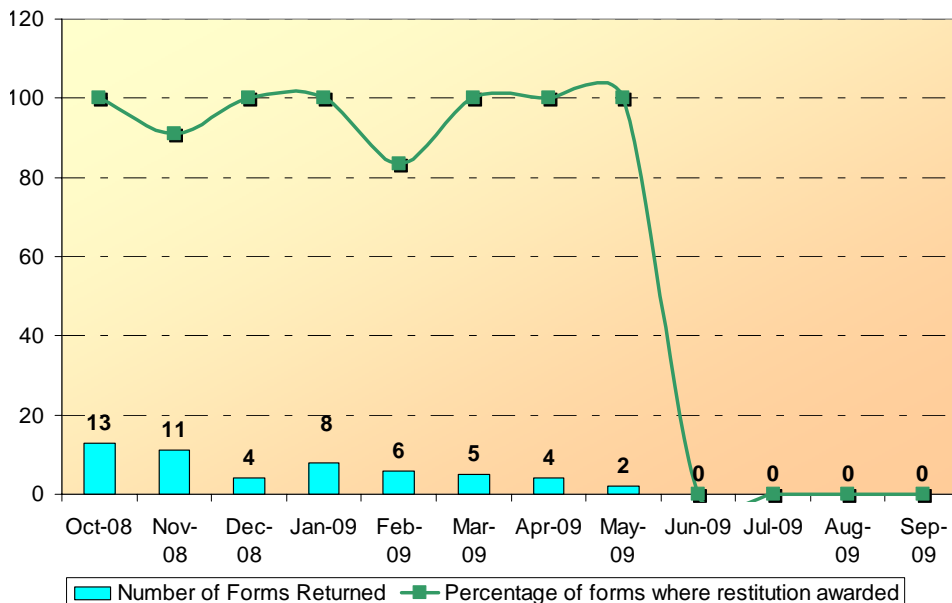
Non ISSA Standards

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.

Fast Track Restitution

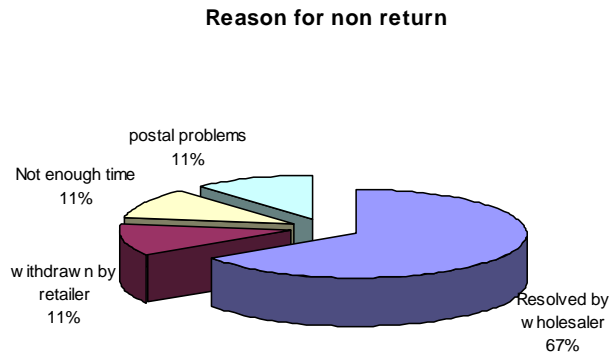


Reasons for Non Returned Forms

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 38% of the retailers who requested a form, as they were unavailable.

67% of the forms were not returned as the wholesaler had resolved the retailers concerns. 11% forms were not completed and 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 statistical year a total of 27¹ complaints were escalated to Stage 2, the decisions for which have been received.

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

Restitution was requested in 16 complaints and 7 were successful.

However, there were 12 appeals for escalation to Stage 3.

Stage 3

Of the 12 appeals against the decisions of the Stage 2 Arbitrators, 10 decisions were upheld and 2 were overturned.

There were 4 appeals by a wholesaler against the decisions in favour of the retailer; the Arbitrator's decision was upheld in 3 cases and the panel overturned the decision in the other.

Whereas, the 8 appeals by retailers against the Stage 2 decision resulted in 7 decisions being upheld with no change to the decision.

In the remaining case, the decision was overturned and found in the retailers favour.

¹ Stage 2 and 3 complaints entered the previous year are included within this review.