KUALA LUMPUR: Companies are now addressing consumer complaints more effectively and faster when channeled directly to them so much so the National Consumer Complaints Centre (NCCC) is seeing a drop in the number of complaints filed.

In revealing this, NCCC chairman Datuk Dr Marimuthu Nadason said, they received 40,650 complaints last year as compared with 41,963 the previous year.

"This could be reflective of companies addressing complaints channeled directly to them, without having the need to approach NCCC for its assistance," he told reporters at the launch of the 2014 Complainfest and NCCC Annual Report 2013 at Cititel Midvalley.

Elaborating on some of the complaints received, he said, topping the list was 7,652 complaints against the general consumer product sector, 6,404 on the Telco sector and 5,763 on retail services and e-commerce industry.

The others include 4,915 complaints against the automobile industry and 2,313 on the travel and leisure industry.

In terms of monetary value, Marimuthu said, complaints related to the automobile sector topped the chart with RM22.182 million which is a dramatic increase as compared with RM9.544 million the previous year.
"In 2012, potential losses due to complaints were nearly RM21 million. However, in 2013, potential losses increased to RM61.7 million," said Marimuthu adding that as far as the NCCC is concerned, they want to negotiate, mediate, and solve, free of charge consumer issues.

He reassured the industry that the NCCC was not out to "bash any industry" but wanted to cooperate with them so that consumers will be able to get value for money.

Marimuthu said consumers are now smarter, vocal, and more aware of their rights. &#65533; an article by Khalil Majeed, The Sun Daily