

Title:

Ms

Forename:

Joanne

Surname:

Wilson

Representing:

Organisation

Organisation (if applicable):

Tesco Telecoms

Email:

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What do you want Ofcom to keep confidential?:

Keep nothing confidential

If you want part of your response kept confidential, which parts?:

Ofcom may publish a response summary:

Yes

I confirm that I have read the declaration:

Yes

Ofcom should only publish this response after the consultation has ended:

You may publish my response on receipt

Additional comments:

We welcome the changes Ofcom has made to its proposals for ADR and complaints handling procedures and are supportive of Ofcom's revised rules.

Customer satisfaction is a of vital importance to Tesco Telecoms and we have invested

heavily in processes and procedures to provide a high level of customer service and ensure that any complaints are resolved speedily and to the satisfaction of our customers. We keep these processes under regular review and work closely with our teams to maintain a customer focused culture.

We agree with Ofcom that a high level of customer service should be available across the entire telecoms industry and believe Ofcom's revised proposals will ensure adequate consumer protection without the need for disproportionate expenditure. We also agree that the implementation period is reasonable and achievable.

Question 1: Do you agree with our definition of a 'complaint'? Complaint means 'an expression of dissatisfaction made by a customer to a Communications Provider related to the Communications Provider's provision of Public Electronic Communications Services to that customer, or to the complaint-handling process itself, where a response or resolution is explicitly or implicitly expected.'?

Question 2: Do you agree that the current approach to complaints handling in the telecommunications market is of sufficient concern to justify a degree of regulatory intervention (leaving aside any concern as to the nature of the intervention)?

Question 3: Do you agree with the principle that CPs should be required to comply with a single Ofcom Approved Complaints Code of Practice? :

Question 4: Do you agree with each of our proposed obligations on CPs to ensure that their complaints handling procedures are transparent? :

Question 5: Do you agree with each of our proposed obligations on CPs to ensure that their complaints handling procedures are accessible? :

Question 6: Do you agree with each of our proposed obligations on CPs to ensure that their complaints handling procedures are effective? :

Question 7: Do you agree that (depending on the specific measure) Ofcom should take steps to improve awareness of ADR? :

Question 8: Do you agree with our proposals to improve awareness of ADR by requiring: a) Relevant text about ADR to be included on bills (paper and electronic), b) CPs to ensure consumers whose complaint has not been resolved within eight weeks of first being made to a front-line agent receive written notification about their right to go to ADR, c) CPs to ensure front-line staff are fully informed of the right of consumers to use ADR, as well as the role of Ofcom in investigating compliance with General Conditions, and d) On request from a complainant, CPs must issue a deadlock letter referring a matter to ADR unless the subject-matter of the complaint is outside the

jurisdiction of the ADR scheme or the CP has genuine and reasonable grounds for considering the matter will be resolved in a timely manner, and subsequently takes active steps to attempt to resolve the complaint.:

Question 9: Leaving aside concerns about the merits of the proposal, do you agree that CPs should include the following wording (or Ofcom-approved equivalent text) on paper and electronic bills? If you are a residential consumer or part of a business with fewer than ten employees and we have been unable to resolve your complaint within eight weeks, you have the right to ask (Otelco or CISAS) (an alternative dispute resolution scheme) to investigate your complaint at no cost. Their website is (insert web address), you can call them on (insert phone number), or write to them at (insert postal address):

Question 10: Do you agree with our proposed record keeping requirement on CPs? A CP must retain written records collected through the complaint handling process for a period of at least six months, including written correspondence and notes on its Customer Record Management systems. Where call recordings are available, these need to be retained for at least three months.:

Question 11: Do you have any views on the Ofcom Code and accompanying guidance (Annex 5)? Do you consider we have adequately captured the policy intentions we have outlined in the consultation document? :

Question 12: Do you agree that it is reasonable to require CPs to implement: Clauses 1 ? 3 of the Ofcom Code (transparency, accessibility and effectiveness of complaints procedures) six months after the publication of any Statement, and Clauses 4 ? 5 of the Ofcom Code (facilitating access to ADR and record keeping obligations) 12 months after the publication of any Statement.:

Question 13: Do you have any views on whether (and how) Ofcom should look to improve the availability of comparative information on how effective providers are at handling complaints?: