

URGENT PRESS RELEASE

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CCFORM PROJECT GIVES EUROPEAN CONSUMERS BETTER CUSTOMER CARE

The CCform (Consumer Complaints Form) project held its final workshop at the Residence Palace in Brussels yesterday. The outcomes of the workshop will be used to develop an online complaint form which will revolutionise the way complaints are made and handled, especially in the area of cross-border sales.

Online complaint forms have existed for some time now, but the CCform offers a number of features which make it unique.

- It is extensible – companies will be able to adapt the form to reflect their needs. It can also be integrated into existing customer care systems, or used on its own.
- Consumer confidence – It is envisaged that the system will be administered by the CCform Platform. Companies wishing to use the service will have to sign a contract with the Platform, in which they will agree to abide by the best practice rules as laid out in the Code of Conduct.
- It is multilingual – consumers will be able to fill in the form in their own language, and the recipient company will be able to read it in its preferred language.
- It has a built in escalation to dispute resolution services.
- It is applicable to all known sectors, including government, and for sales through any distribution channel.

The final workshop marks the culmination of a six month consensus building phase, which has brought together representatives from large companies, SMEs and consumer organisations, as well as legal experts and software researchers.

Alastair Tempest, Director General of FEDMA, said “FEDMA is extremely proud to be coordinating this project, which we hope will bring great benefits to both customers and businesses”.

The CCform project is funded by the European Commission under its Information Society Technologies programme (ref. IST-2001-34908). It is coordinated by FEDMA (the Federation of European Direct Marketing), in cooperation with the Centre for Research in Information Systems and Law (University of Namur), DMA (UK), Luxembourg Consumers Union, Selections Reader's Digest, e-consult, STARlab – Systems Technology and Applications Research (VUB).

ENDS



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Note to Editor:

FEDMA, the Federation of European Direct Marketing, represents the direct and interactive marketing industry in all its forms. FEDMA's objective is to protect and promote the European direct marketing business by creating, through representation, self-regulation and information, acceptance and confidence in direct marketing within a healthy commercial and legislative environment in which the sector can profitably operate and develop.

FEDMA has more than 250 direct members and represents nearly 10,000 companies through its national DMA members.

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