

Empowering Consumers in a Liberalized Market

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Content

- The Background of the Consumer Picture
- What is our Consumer strategy?
- Key Drivers in Consumer Protection
- Mechanisms in CP
- UN Guidelines in Consumer Protection, 1999
- What are Consumer expectations?
- What are the Challenges faced?
- Consumer Behaviour
- Consumer Concerns
- Customer Satisfaction
- Postal & Courier Consumer Education campaign-2011
- What Can Service Providers/Operators exceed Consumer expectations?
- Emerging Issues
- Our Expectations
- Conclusion

What is Empowerment

- Empowerment is the process of increasing the capacity of individuals or groups to make choices and to transform those choices into desired actions and outcomes. ([World Bank](#))
- It often involves the empowered developing confidence in their own capacities ([Wikipedia](#)).

The Market

- The internet
- Convergence (Goods & service interlinked)
- E-commerce revolution
- A complex sophisticated market
- Technological revolution brought about by digitalization
- A market place with too much information on various products & services

The Consumer

Timely
Delivery

Product
availability

Product
Safety

Reliability

Confidential
ity of
personal
info

Accessibility

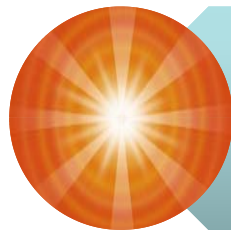
Prices/
Value for
money

Too much info in
the market



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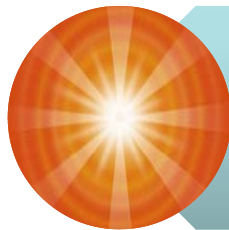
What is our Consumer Strategy?



Confident



Informed



Empowered



Representation

Key drivers in Consumer Protection



Price

Quality

Choice

Diversity

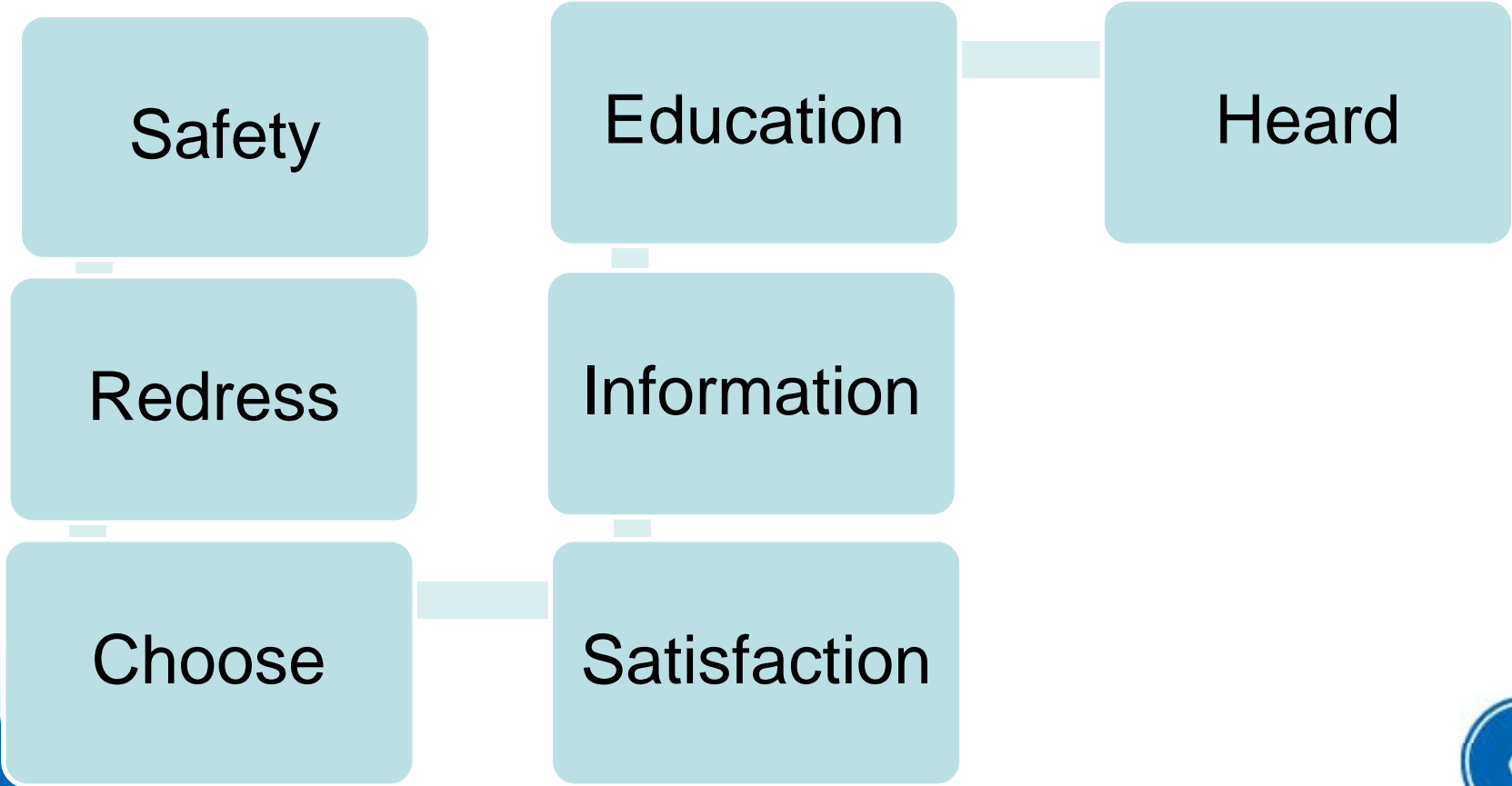
Affordability

Safety

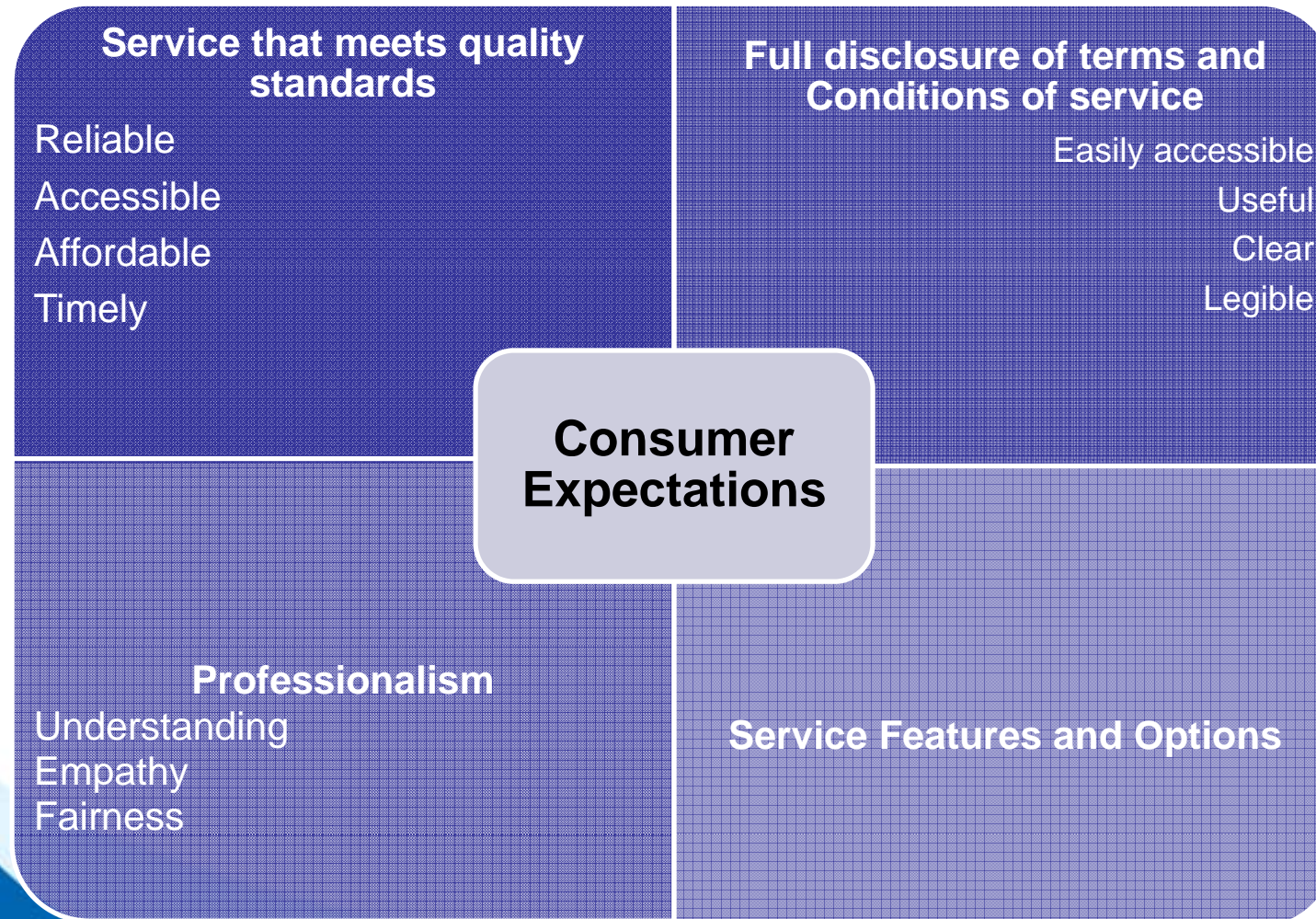
Mechanisms in CP

- Legal framework :
 1. Licenses
 2. Kenya Communication Amendment Act ,2010
 3. Kenya Communication Regulations,2001
 4. Consumer Protection Regulations & 13 others
- Others Tools:
 - Standards
 - Enforcement
 - Education , information & redress.

UN Consumer Rights Guidelines-1999



Consumer expectations?



Consumer Behavior

- Consumers do not complain
- Consumers do not seek adequate information to determine best product in the market
- Consumers do not channel their complaints appropriate authorities
- Consumers increasingly concerned about quality of service

Determinants of Service Quality

Communication

Reliability

Competence

Understanding

Credibility

Accessibility

Responsiveness

Handling of
Complaints

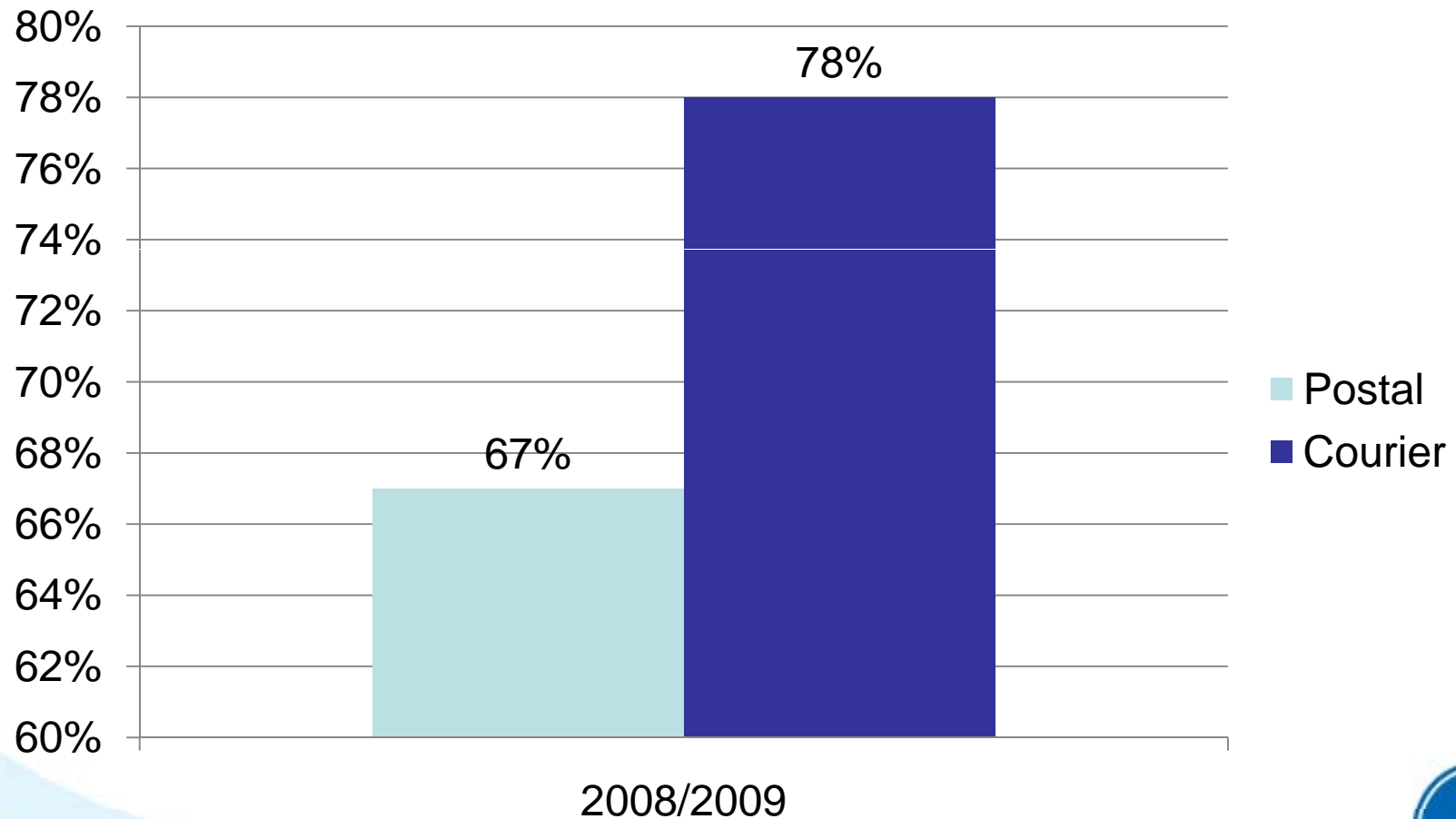
Security



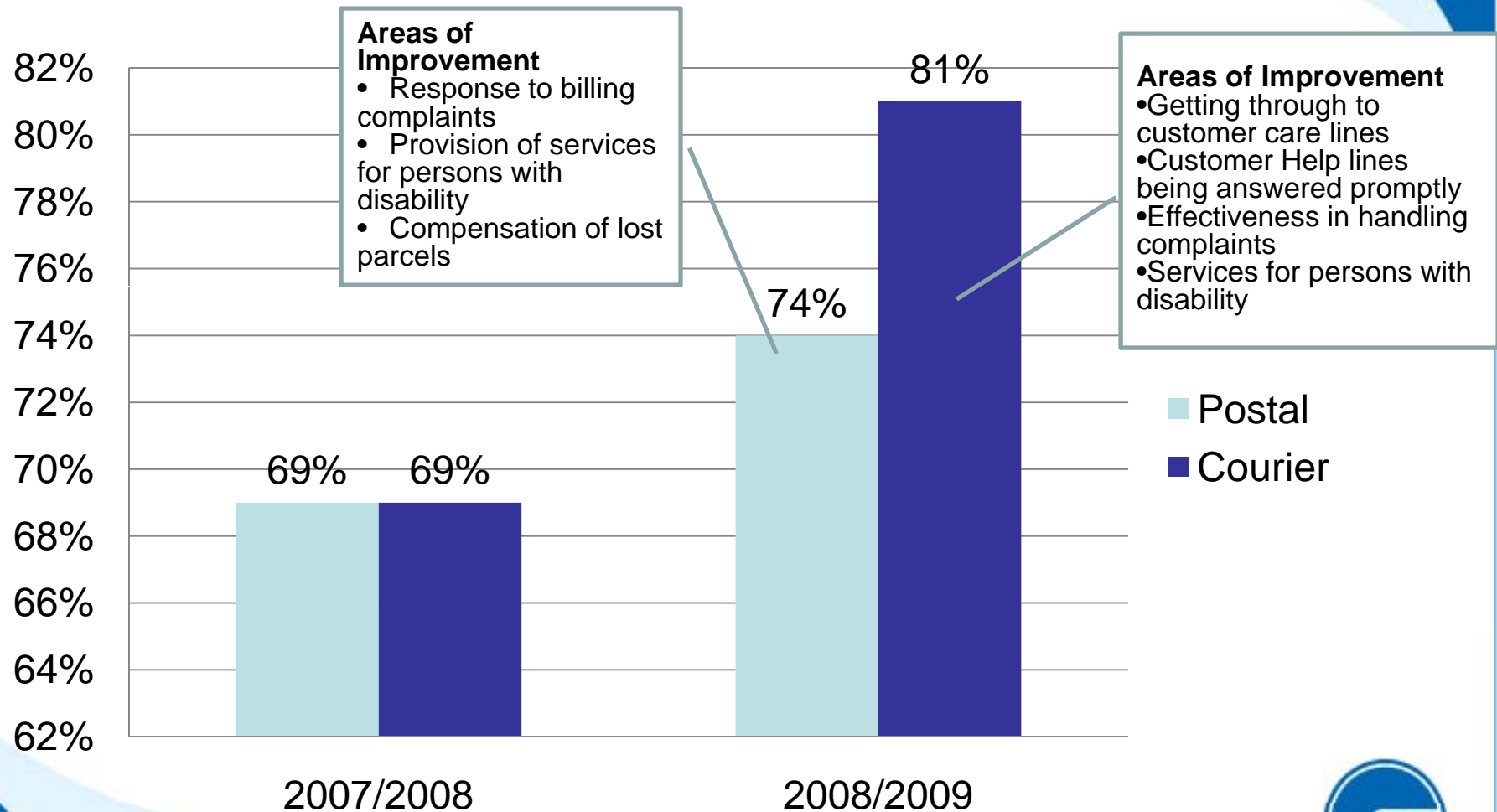
Customer Satisfaction Survey

- Annual Customer Satisfaction Survey
- Measure Customer Satisfaction
 - Telephony
 - Mobile phone service
 - Fixed Line service
 - Internet Services
 - Premium Rate Services
 - Postal Courier Services

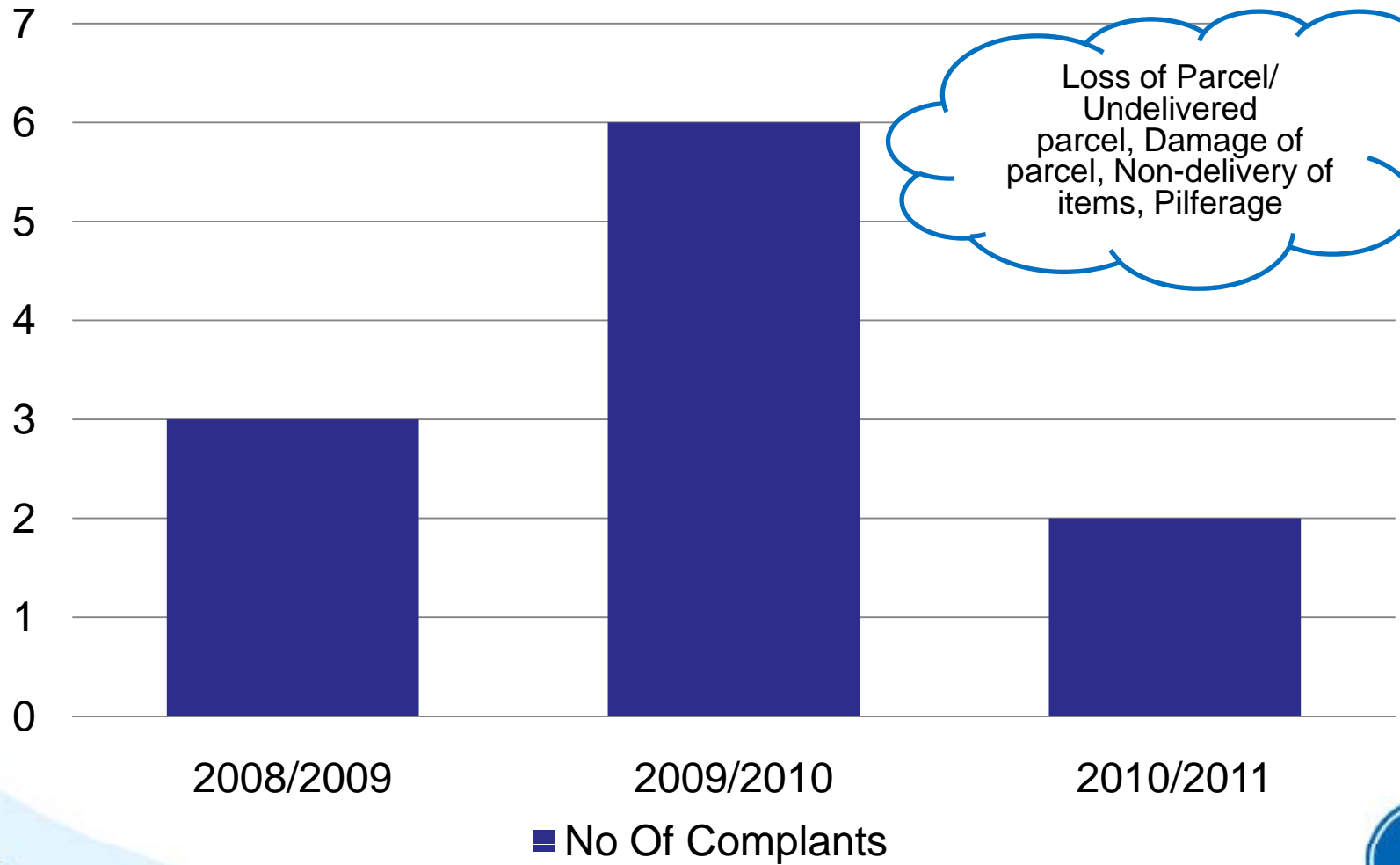
Customer Service Index - 2008/09



Customer Satisfaction Index



No. of complaints received



Consumer Education

- To enable consumers analyze information & develop confidence and skills to complain effectively ;
- Equip consumers with skills & knowledge
- Help Consumers make informed choices
- Raises awareness on pertinent issues
- Better informed and educated Consumers

Objectives of the P&C Campaign

- To raise awareness
- To encourage Operators adhere to the Law & license conditions;
- To enable consumer interpret available information and to make discerning and responsible choices;
- To enable consumers know their basic rights and responsibilities;

Target Audience

- **Primary audience:**
 - SMEs - (retailers, service providers, etc)/ Corporates
 - Consumers (End users) of Postal & Courier services
 - *N.B Licensees will be in this category.*
- **Secondary Audience (General):**
 - General Public(Adults)
 - Students - (elementary)
 - Others -Law enforcement officials (police officers, customs officials)
- The campaign will targets both female and male gender.

Thematic Areas

- **Safe Handling of Postal Articles**
 - Packaging of Postal Articles
 - Dangerous and Prohibited items
- **Buyer Awareness, obligations and responsibilities**
 - Tariffs
 - Which are the reserved services ?
 - Competitive services in postal/courier sector
 - Consumer rights and obligations
 - Who are the Licensed Operators
 - Correct addressing and post Codes
- **Security of Postal articles & Mail fraud**
 - Tampering/pilferage/theft of postal articles
 - Loss and Damage to Postal Articles
 - Insurance of Postal Articles
- **Philately & A glossary of terms**

Message to Consumers

- Right to demand for quality services
- Awareness of their rights and obligations
- How to get redress from complaints
- Obligation to pay for services rendered
- What is prohibited by the law
- Correct addressing of postal articles and parcels
- Who are the Licensed & Compliant postal and courier operators
- Right to complain to the CCK as a 2nd post of call in the event that your rights are violated

Media & Publicity

- Electronic –TV & Radio (i.e vernacular)
- Print
 - Advertorials
 - Magazines
 - Newspaper
- Publicity
- Outdoor –Billboards
- Digital media

Below the Line Activities

- Launch event
- 8 outreach events i.e. road shows
- Branded giveaways
- Drama & Entertainment
- TV talk shows
- 8 outreach events

Posters

Who
are you
using to
courier your
package?

FRAGILE
MADE IN KENYA

5320004

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To protect yourself against loss, damage or illegal mail and parcels, always know what you are sending, how long it will take to be delivered and what your legal rights are in case of any incidents. Always make sure your courier service provider is registered with CCK. Where possible, use a service that includes transit insurance against loss or damage, and charges fairly compared to the distance. To ensure your parcel gets to its destination on time, address it correctly and confirm that your courier service provider is licensed to operate in the area of destination.

Let's macho

What
are you sending?

?

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Let's macho

URGENT

Where
is your package
going to?

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Let's macho

Brochures



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Dissemination Strategy

- Road Shows
- Commission's Website
- Postal Corporation of Kenya
- Licensed Courier Service Providers

How can you meet & exceed Consumer expectations?

- Develop and implement:
 - Customer Care Systems
 - Quality management Systems
 - Complaints management systems
(manual/electronic)
 - Commercial code of practices
 - Billing systems (tariff ratings)
 - Provision of information to consumers
(website, pamphlets)
- Adhere to License conditions, KCA(A),2010
& the Regulations.

Emerging Issues

- Door-to-door delivery
- E-commerce as an enabler in service innovation
- Increased demand for quality services
- Consumer Education = Increase in consumer complaints, Increase in consumer demands

Our Expectations

- Accessibility by consumers to information on products and services available in the market
- Are consumers able to use this information
- How do we close the skills gap(between actual & ideal)?
- How can information be made relevant/simple /easy to understand information ?
- How can we make Consumers aware of our role ?
- How can the Consumers be encouraged to use CP tools/mechanisms made available to them

Conclusion

- To continue investing in Research in Consumer behaviour
- Strengthening Consumer protection Regulations
- Look at new and innovative ways to strengthen the Consumer voice
- How can we ensure that Consumers enjoy considerable benefits delivered by liberalization ?

Consumer welfare is at the heart of well functioning markets .

Thank You!

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Or

Feedback on Consumer
Education Campaign

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