



MARKTWÄCHTER

verbraucherzentrale

“MARKET WATCH DIGITAL WORLD”

18.10.2017

Clear distribution of responsibilities in a federal network



- ❖ Project management and quality management
vzbv
- ❖ Initiation and management of studies in market segments.
Five consumer advice centres per topic
- ❖ Observing and recording consumer problems in all offices of all consumer advice centres.
16 federal states, 200 offices

Focus on five market segments

DIGITAL WORLD



Digital services
Consumer Advice Centre
of Bavaria

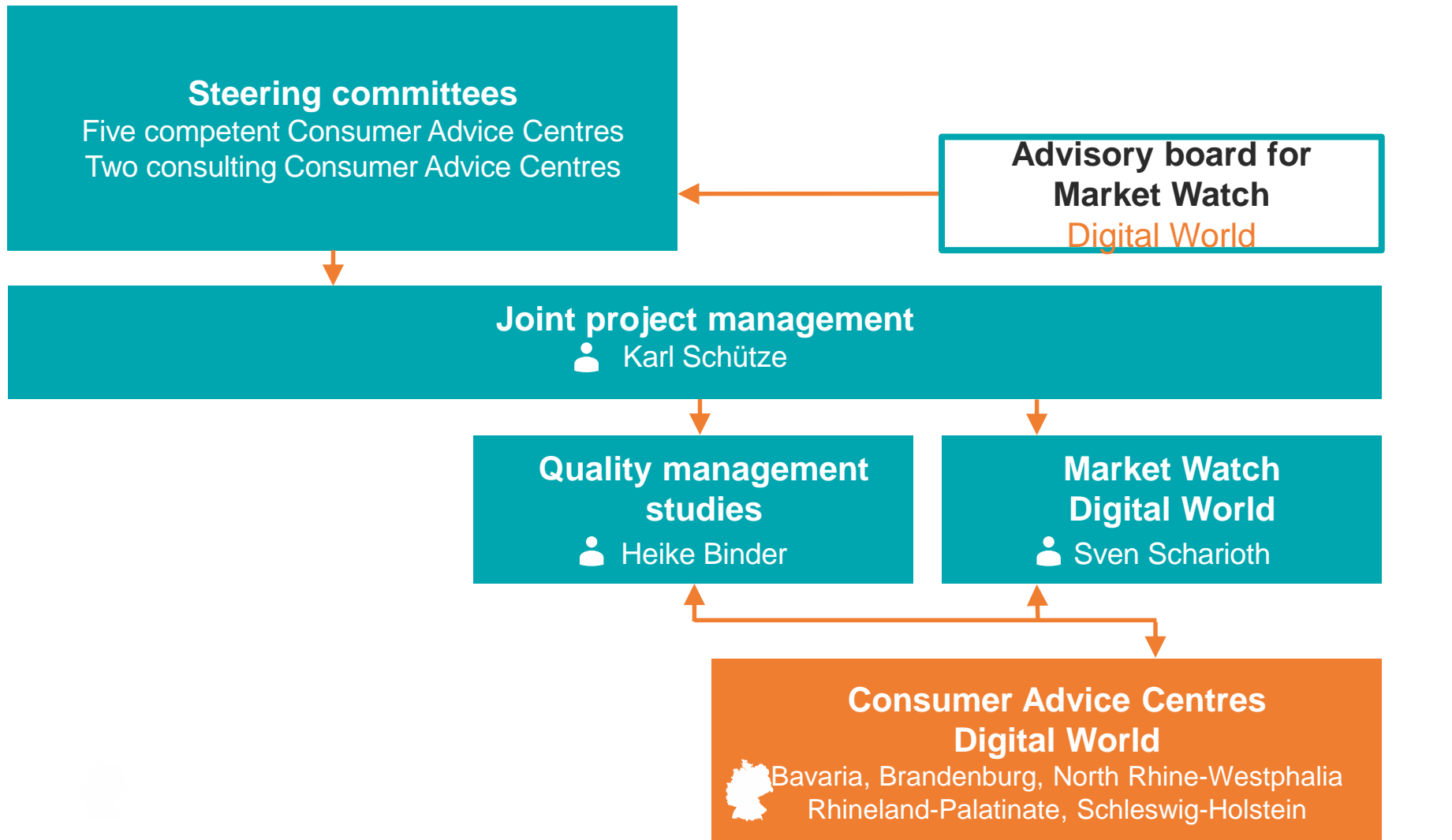
Digital goods
Consumer Advice Centre of
Rhineland-Palatinate

Online purchasing of goods
Consumer Advice Centre of
Brandenburg

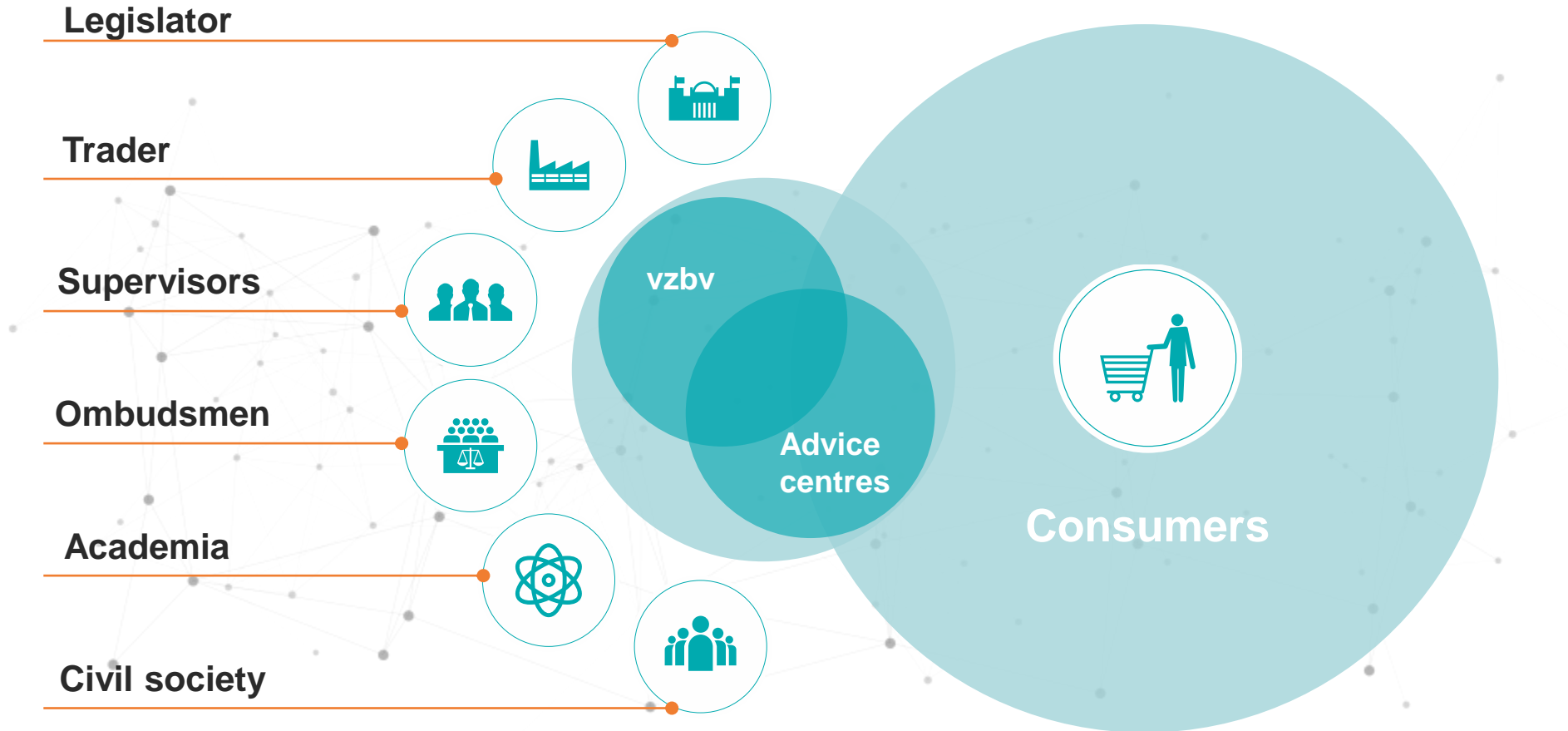
User-generated content
Consumer Advice Centre of
North Rhine-Westphalia

Telecommunication services
Consumer Advice Centre of
Schleswig-Holstein

Important roles



Market Watch's advisory boards



- Each advisory board has twenty members representing policy-making, authorities, academia, traders and civil society

Market monitoring is based on 4 pillars



Market observation

Early-warning networks



Sensors for quick findings

Complaints recording



Quantitative recording of all incidents

Special studies



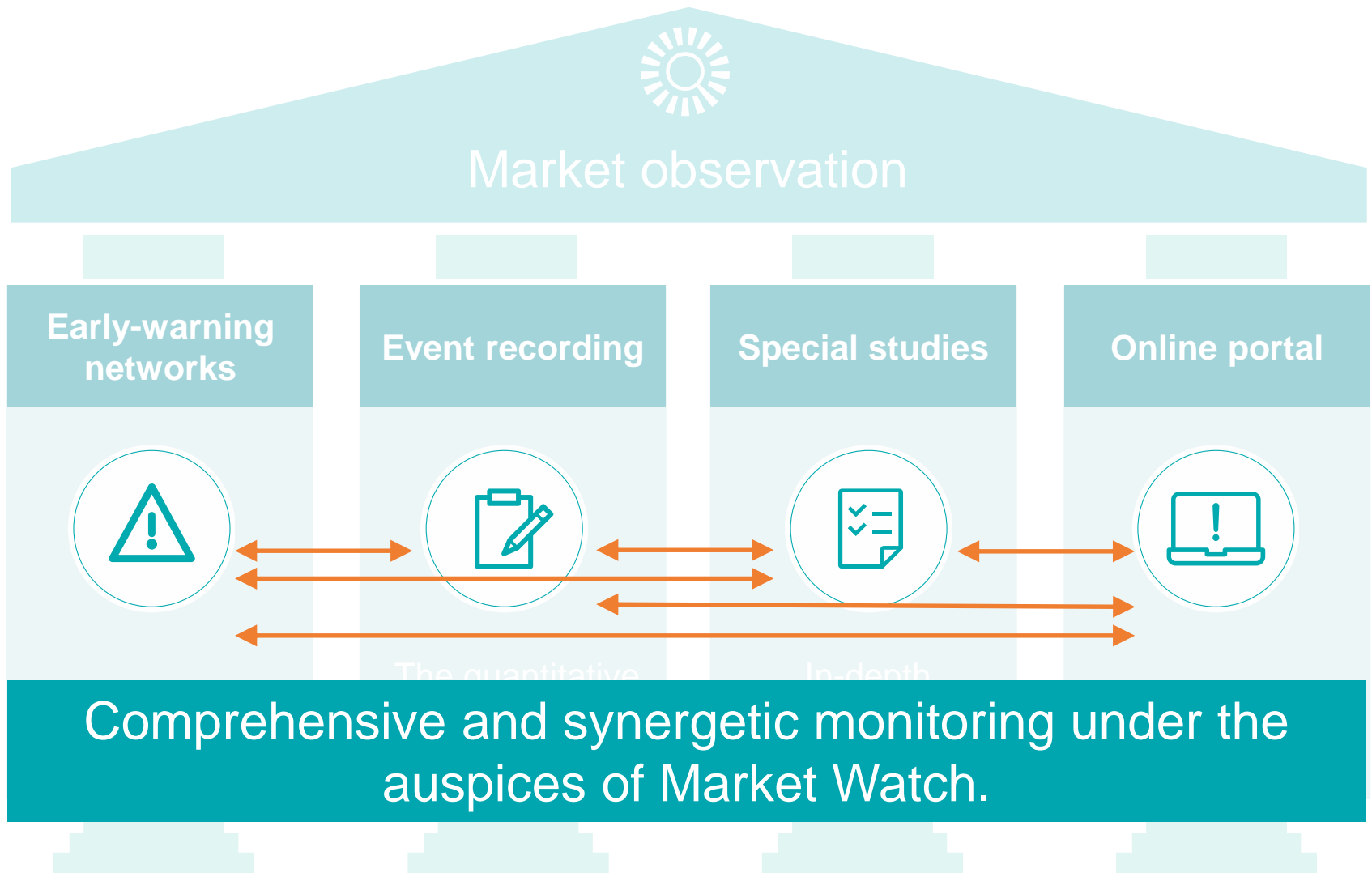
In-depth analysis

Online platform



Direct access for consumers

The objective



Early-warning networks

Sensors for quick findings



Methodology

- ❖ Qualitative collection of complaints of particular interest coming from the advice practice and from all additional consumer contacts.
- ❖ Case collection in a nation-wide database
- ❖ Content analysis and assessment by the respective consumer advice centres



Possible fields of application

- ❖ **Externally:** warning messages, e.g. in the form of press releases or consumer warnings, reports to authorities or dialogue with suppliers
- ❖ **Internally:** input for new or on-going additional analyses, such as in-depth studies



Complaints recording

Quantitative recording of all incidents



Methodology

- Qualitative recording of all complaints from the consumer advice services, using defined categories, such as:
 - Products or services
 - Reason for complaint
 - Supplier



Possible fields of application

- Long-term analysis of developments in frequency
- Quantitative substantiation of the deficiencies identified through the early warning networks or in-depth studies



In-depth studies

In-depth analysis



Methodology

- In-depth analysis of individual topics
- Broad portfolio of instruments, depending on the problem, such as:
 - Special surveys of consumers using the advice services
 - Calls to consumers
 - Mystery shopping
 - Surveys of the public



Possible fields of application

- Publishing study reports
- Additional measures based on the findings (e.g., consumer warnings, reports to authorities, addressing and entering a dialogue with suppliers)





Methodology

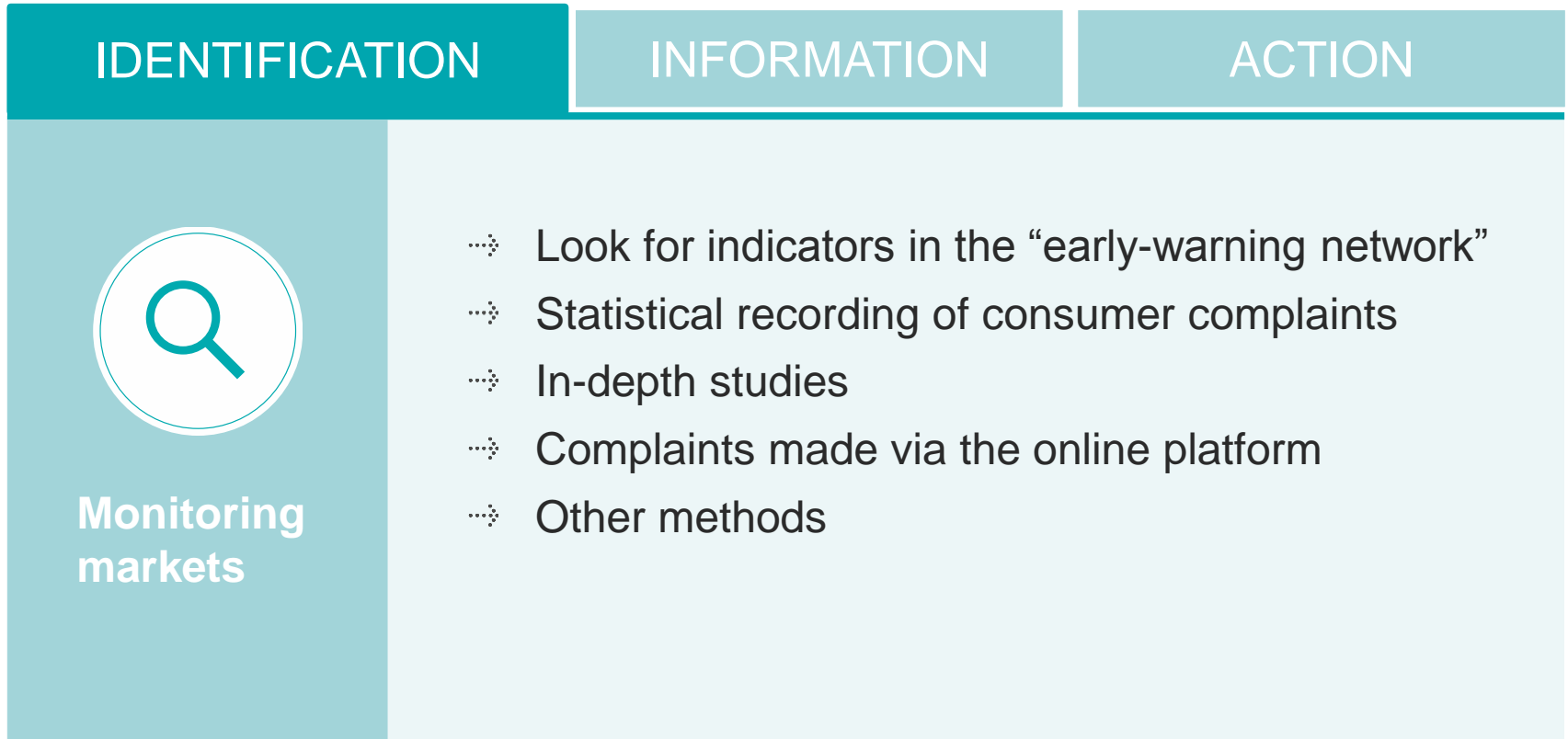
- Interactive, direct communication through and with the consumer:
 - Consumer warnings
 - Calls to consumers
 - Consumer information such as results of in-depth studies

Possible fields of application



- Consumer communication beyond advising consumers
- Generating additional findings for sensor messages and special studies
- Direct transmission of information about Market Watch's findings


The market watchdog principle



The market watchdog principle



The market watchdog principle

IDENTIFICATION	INFORMATION	ACTION
 <p data-bbox="125 811 446 915">Ending infringements</p>	<ul data-bbox="587 519 1514 715" style="list-style-type: none">→ Cease and desist letters and injunctions→ Public relations→ Dialogue with suppliers	

Funding

€ 25.5 million over 2 years

16 employees at vzbv only...

Supported by:



Federal Ministry
of Justice and
Consumer Protection

on the basis of a decision
by the German Bundestag



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Bundesverband

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