Within what timeframe must I respond to a consumer complaint?

For: Trading company · limited liability company · limited company

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Applicability: For written consumer complaints

A written response must be provided within 15 days of receiving the objection.

Separate receipt, verification and response.

Record when the complaint was received, link it to the purchase and assign it to the appropriate person. Write to the consumer clearly: what you are responding to, what has been established and what the specific next step is.

Operationally, it is useful to have a single record of all channels. Having the message in one place and the documentation in another increases the risk of missing a response or sending incomplete information.

How to prepare this in your business

Record the date, channel, purchase link and processing status. In your message to the customer, separate the confirmed facts from what you are still verifying. If you need additional information, specify exactly what is missing and keep the communication.

Once the case is closed, check whether the problem arose because of the product, the listing description, delivery or an internal procedure. Addressing the root cause can be more beneficial than rewriting almost the same response for each customer.

Example of internal organisation

A shipment status enquiry and a written complaint need not be the same situation. When the message's content constitutes a complaint, flag it for processing, check the deadline and save the response with the customer's case.

Specific next steps

1. Record receipt.
2. Check the documentation.
3. Answer in writing and keep a record.

Most common mistakes

• Confuse this deadline with the refund or contract cancellation deadline.

• Answer only orally and keep no record of a written response.

Limits of application

B2B disputes are not the same category.

Sources

State Inspectorate · Consumer Protection

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