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## **ComReg launches new Quality Standard for Customer Service Complaints Handling**

The Commission for Communications Regulation (ComReg) in association with Excellence Ireland Quality Assurance (EIQA) has to-day published a new standard – ***The Q Mark for Customer Service Complaints Handling.***

The Q Mark for Customer Service Complaints Handling is a certified continuous improvement programme for electronic communications service providers in Ireland. It is intended to provide a framework for consistency in practices dealing with customer complaints across the Irish electronic communications sector.

ComReg Commissioner, Mike Byrne said: “In 2009, ComReg completed a review of the Codes of Practice of a number of service providers. While the review found that the majority of service providers had a Code of Practice in place, the general standard of consumer care offered to customers varied considerably. In the competitive electronic communications market, ComReg wishes to ensure that all consumers have certainty about the customer services being offered and are able to factor this into their decision-making when selecting service provider or switching providers.”

“While recognising improvements in customer service complaints handling are principally a consideration for service providers, ComReg considers that the most appropriate way to encourage improvements is through the introduction of this voluntary Quality Standard. It is intended that ComReg’s price comparison website [www.callcosts.ie](http://www.callcosts.ie) will identify those service providers that have been awarded the Q Mark.”

ComReg is pleased to introduce this initiative to the market and calls on all Service Providers to engage with EIQA to achieve the Q Mark.

**ENDS**

**Issued By**

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