



Putting consumers first: principles into action



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Consumer principles

ACCESS



Can people get the goods and services they need or want?

CHOICE



Is there any?

SAFETY



Are the goods or services dangerous to health or welfare?

INFORMATION



Is it available, accurate and useful?

FAIRNESS



Are some or all consumers unfairly discriminated against?

REPRESENTATION



Do consumers have a say in how goods or services are provided?

REDRESS

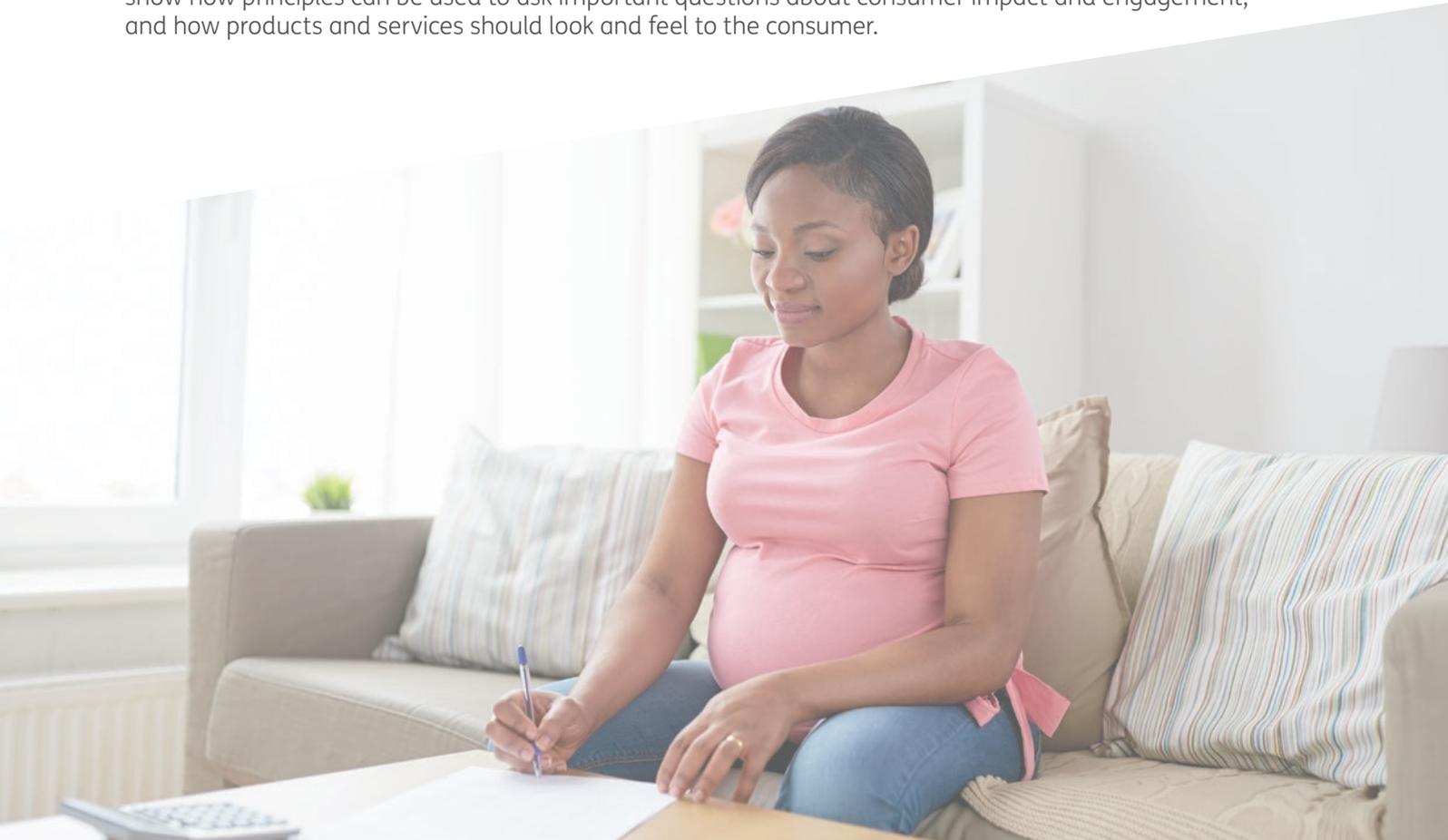


If things go wrong, is there a system for making them right?

Principles into action

The work of the Consumer Futures Unit is guided by seven consumer principles, developed over time by consumer organisations based in the UK and further afield.

When applied to regulation, principles-based approaches enable an organisation to consider its products and services from a consumer perspective. Take a look at the case studies in this booklet; they're hypothetical but show how principles can be used to ask important questions about consumer impact and engagement, and how products and services should look and feel to the consumer.



Post

A customer living in the Highlands, placing an online order with a British retailer based in the Midlands and for a set of towels costing only £5.99, was charged £50 for delivery. Many rural consumers are put off shopping online due to the subsequent high costs.

Consumer principles applied





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Water

Residents complained that the smell and taste of her drinking water had deteriorated since the water company changed how it treated the local water supply. Despite reassurance to residents that the water was safe to drink, many resorted to buying bottled water.

Consumer principles applied





For more information about the Consumer Futures Unit, visit:

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