

# THE CORE PRINCIPLES OF



# PROTECTION

CORPORATE RESPONSIBILITY IN PRACTISE

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**What does it mean „consumer“?**

# What is the CONSUMER PROTECTION?

**Consumer** a natural or legal person who purchases products or uses services for personal use or for the needs of his household

**Consumer protection** is a group of laws and organizations designed to ensure the rights of consumers, as well as fair trade, competition, and accurate information in the marketplace.



# European Union

Fundamental values: improving consumer rights,  
prosperity and well-being

- Half a billion potential consumers
- European Commission → European agenda

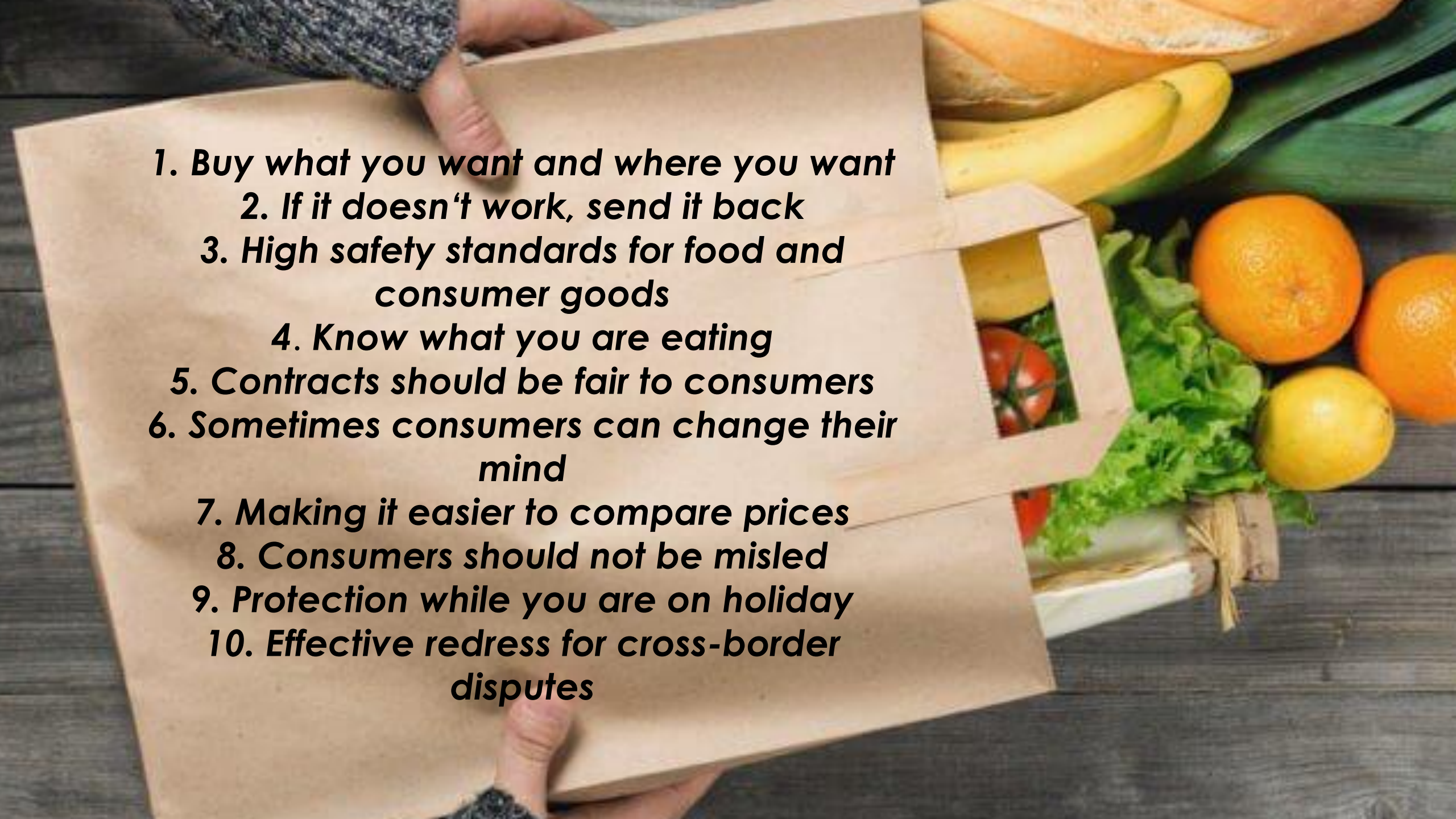


# 10 PRINCIPLES OF CONSUMER PROTECTION

Membership in the EU  
guarantees further  
protection of consumers

20th July 2004 -  
European Commission –  
Directorate-General for  
Health and Consumer  
Protection



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- 1. Buy what you want and where you want**
  - 2. If it doesn't work, send it back**
  - 3. High safety standards for food and consumer goods**
  - 4. Know what you are eating**
  - 5. Contracts should be fair to consumers**
  - 6. Sometimes consumers can change their mind**
  - 7. Making it easier to compare prices**
  - 8. Consumers should not be misled**
  - 9. Protection while you are on holiday**
  - 10. Effective redress for cross-border disputes**





# Slovak Republic

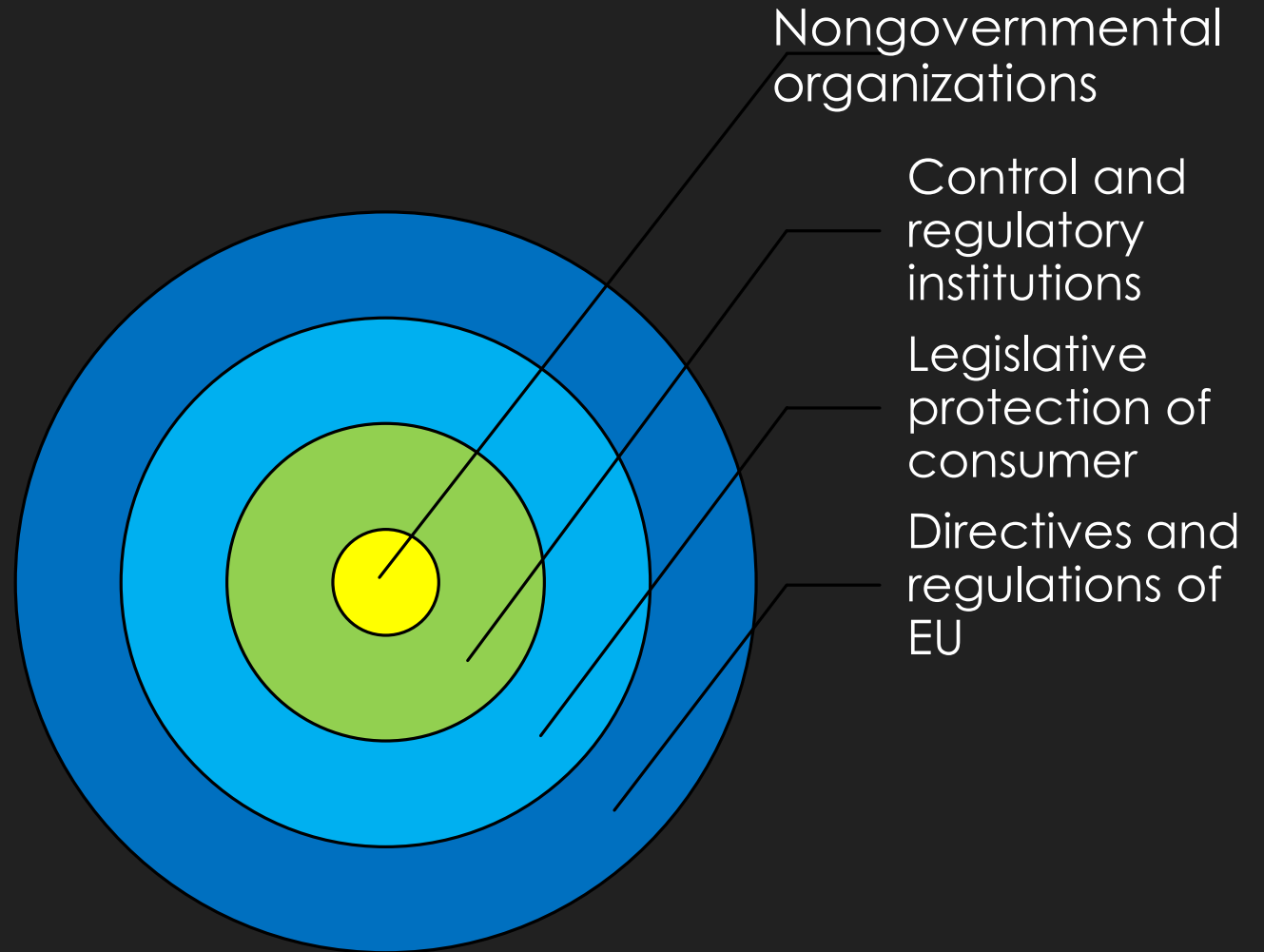
- 1st May of 2004

The Slovak Republic is highly interested in strengthening and improving consumer protection policy in connection with implementing EU Directives and OECD Recommendations

The model of a functioning consumer protection system is the primary EU legislation and consequently the legislation of the Slovak Republic in the sphere of consumer protection.

# CONSUMER PROTECTION SYSTEM

A model of a functioning consumer protection system is applied in each EU country



## Legislative protection of consumer

➤ is contained in the legislation of various branches of Slovak law, both private and public law.

## Control and regulatory institutions

- ❑ Slovak Trade Inspection
- ❑ local state administration authorities - district and regional authorities
- ❑ State Veterinary and Food Administration of the SR
- ❑ Public Health Service of the SR
- ❑ Council for Broadcasting and Retransmission
- ❑ Advertising Standards Council

## Nongovernmental organizations

- ❖ Association of Slovak Consumers
- ❖ Association of Consumer Entities of SR

# Responsibility of the companies

- Double way relationship

CUSTOMER SERVICE



# Top Trends For Customer Service In 2017:

## Operations Become Smarter And More Strategic



1. Companies extend and enhance self-service.
2. Companies sustain automated customer conversations.
3. Robotic process automation guidance will standardize service delivery.
4. Prescriptive advice powers offers, decisions, and connections.

The Customer Happiness Awards



**Best Customer Service Companies of 2017**

# References

- [https://go.forrester.com/blogs/17-01-30-top\\_trends\\_for\\_customer\\_service\\_in\\_2017\\_operations\\_become\\_smarter\\_and\\_more\\_strategic/](https://go.forrester.com/blogs/17-01-30-top_trends_for_customer_service_in_2017_operations_become_smarter_and_more_strategic/)
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Thanks for your attention 😊