

18 January 2021

[REDACTED]

By email only [REDACTED]

Dear [REDACTED]

**Official Information Act #20.098 - Top 10 most complained about businesses**

1. Further to our letter of 2 December 2020, a list of the ten businesses the Commerce Commission (**Commission**) has received the most complaints about during the period from 1 July 2019 to 30 June 2020, exported from the data underlying the Commission's complaints snapshot 2019/20,<sup>1</sup> is below.

Rank	Trader	Number of complaints
1	Air New Zealand	329
2	Spark <sup>2</sup>	284
3	Vodafone	266
4	Foodstuffs <sup>3</sup>	157
5	Noel Leeming	156
6	Woolworths <sup>4</sup>	119
7	Flight Centre <sup>5</sup>	118

<sup>1</sup> <https://comcom.govt.nz/business/consumer-reports/complaints-snapshot>

<sup>2</sup> Including complaints received about Skinny Mobile and Big Pipe. Excluding complaints received about Online Sporting Goods Limited (previously known as Spark Sport Limited), unless complaint is about Spark New Zealand Limited and Online Sporting Goods Limited together.

<sup>3</sup> Including complaints received about New World, PAK'nSAVE and Four Square.

<sup>4</sup> Including complaints received about Countdown, SuperValue and Fresh Choice.

<sup>5</sup> This is limited to complaints about Flight Centre (NZ) Limited, it does not include complaints about other companies in Flight Centre Travel Group Limited.

Rank	Trader	Number of complaints
8	The Warehouse <sup>6</sup>	103
9	2 Degrees Mobile	84
10	Jetstar Airways	65

2. It is important to read the list in the following context:
- 2.1 Complaints data on its own cannot paint a complete picture of compliance with the law. The fact that a complaint has been received does not necessarily mean that a trader has done anything wrong or any harm has been caused to any consumer or competitor. Some complaints will not be investigated by the Commission because they are unfounded or outside our jurisdiction, and some complaints that are investigated will not proceed to further action.
- 2.2 The complaints data only reflects what consumers have chosen to report to the Commission or to other organisations that have in turn provided information to the Commission. Some complaints on the same matter are likely to have reached other complaint bodies instead of the Commission.
- 2.3 Larger traders are likely to generate more complaints as a function of their scale; we have not adjusted for this.
- 2.4 Complaint volumes for a trader can be about a single matter or multiple matters. Some matters that attract a high level of publicity can generate a large volume of complaints.
3. Please note the Commission will be publishing this response to your request in the Official Information Act register on our website.<sup>7</sup> Your personal details will be redacted from the published response.
4. Please do not hesitate to contact us at [oa@comcom.govt.nz](mailto:oa@comcom.govt.nz) if you have any questions about this request.

Yours sincerely

*Mary Sheppard*  
OIA Coordinator

<sup>6</sup> This is limited to complaints about The Warehouse Limited, it does not include complaints about other companies in The Warehouse Group.

<sup>7</sup> <https://comcom.govt.nz/about-us/requesting-official-information/oia-register>