



Consumer Protection Research Initiative | Practitioner's Forum

Complaints Data as a Tool for Consumer Protection: Lessons from Uganda

November 25, 2020 | 8:00 - 9:30 AM (New York) | 4:00 - 5:30 PM (Kampala)

Rafe Mazer **Welcome & Introduction** | 10 Min

Initiative Director Welcome and introduction to today's program
Innovations for Poverty Action Setting the context

Dr. Matthew Bird **Tracking Consumer Complaints using Admin Data** | 40 Min

Associate Professor
Universidad del Pacífico

Mobile phones are the gateway to the digital economy for the majority of the world. This creates rich opportunities for economic development, but also raises new risks such as fraud, hidden fees, or unreliable service. Complaints records of mobile network operators (MNOs) and other mobile financial service providers are rich sources of insight on the types of challenges consumers experience in the digital economy, and how well providers address their concerns. In partnership with the Uganda Communications Commission (UCC), IPA analyzed complaints data from MNOs between 2019 and 2020. Using demographic segmentation and predictive modeling tools, the research provides evidence on the consumer protection issues most prevalent in mobile services, as well as the effect of the COVID-19 pandemic on customer care.

Kenneth Tweheyo **Practitioner Reactions** | 15 Min

Head, Competition and
Consumer Affairs
Uganda Communications
Commission

New data sources like complaints records offer promise for regulators and others to track issues with digital financial services, deliver on their mandates, and protect consumers. But how can organizations adapt on a continuous basis to take advantage of these data opportunities?

In this brief talk, Kenneth Tweheyo will share the perspective of UCC, the project's partner.

Moderated by Rafe Mazer **Q&A and Closing Words** | 20 Min