

The Sony Xperia Z case

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What was the problem?

Damages on (new) phones and after damage the phones could no longer be used

- Most complaints about damaged screens
- Also many complaints about damaged usb connectors

In all cases the phone was used normally.

We found most complaints on online forums and we got several reactions after our 'review' of the phone on our website.



What did we do to solve the problems?

- We explained consumers their rights and informed them on the Dutch guarantee law
- We contacted Sony, urged them to help
 - Consumers were not helped via the ‘normal ‘ route (seller > repair center)
- We put extra pressure on Sony
 - Getting into the news (press release)
 - Asking and publishing expert opinions
 - <http://www.youtube.com/watch?v=XaIQjQ7VBdE>
 - Getting the case on national television



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What were the results?

1. BEUC: Sony Europe's attention for complaints + (too big) claims
2. Over 1000 complaints in the Netherlands were solved.
Consumers got their guarantee rights thanks to of our help.
3. Sony changed their claims: phone is no longer 'strong as steel'



Questions, remarks?

- Thanks for your attention!

