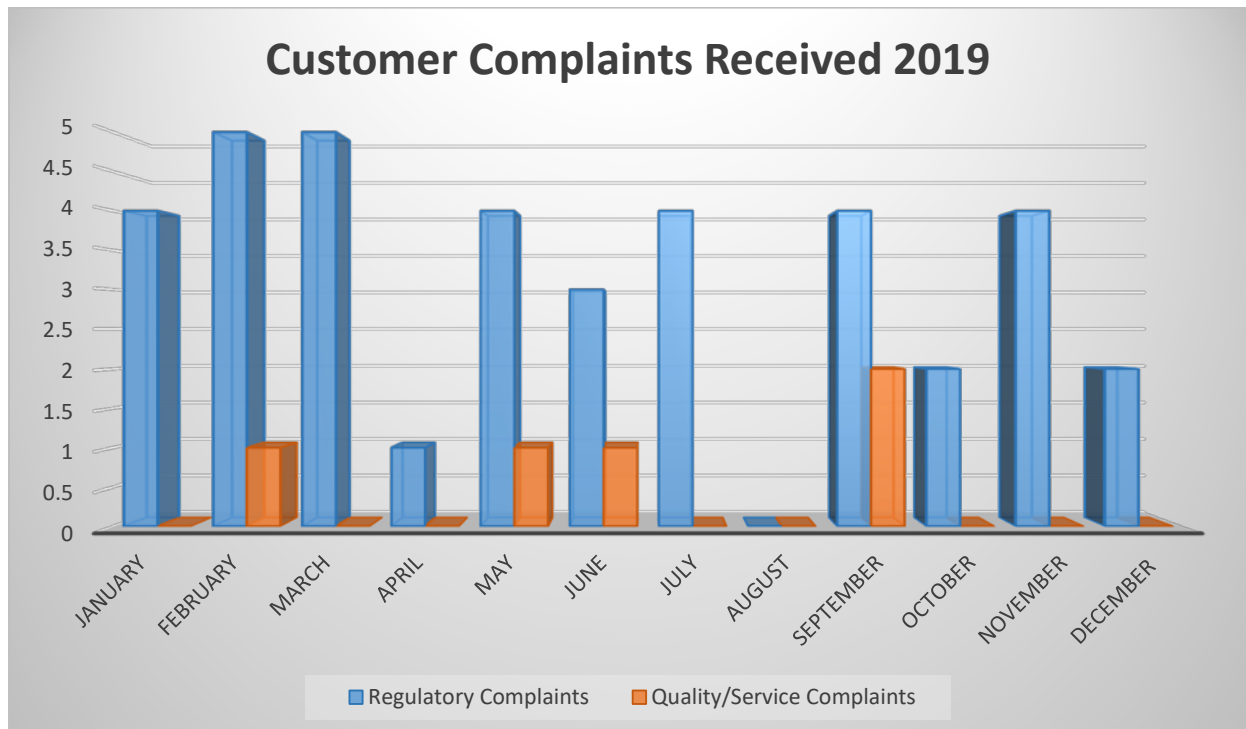


**CUSTOMER COMPLAINTS TREND ANALYSIS**

Table 1. Customer Complaints Received (2019)

Month	Regulatory Complaints	Quality/Service Complaints
January	4	0
February	5	1
March	5	0
April	1	0
May	4	1
June	3	1
July	4	0
August	0	0
September	4	2
October	2	0
November	4	0
December	2	0
<b>Total</b>	<b>38</b>	<b>5</b>



Forty three (43) complaints were received in the year 2019. Thirty eight (38) were regulatory complaints and five (5) were service complaints.

The major issues highlighted in the regulatory complaints were to do with the sale of unregistered medicines (8), people masquerading as pharmacists/unsupervised premises (8), operation of unregistered premises (7) and sell of unregistered complementary medicines (4). The rest of the complaints covered issues such as sale of expired medicines, sale of counterfeit medicines and adverse drug reactions.

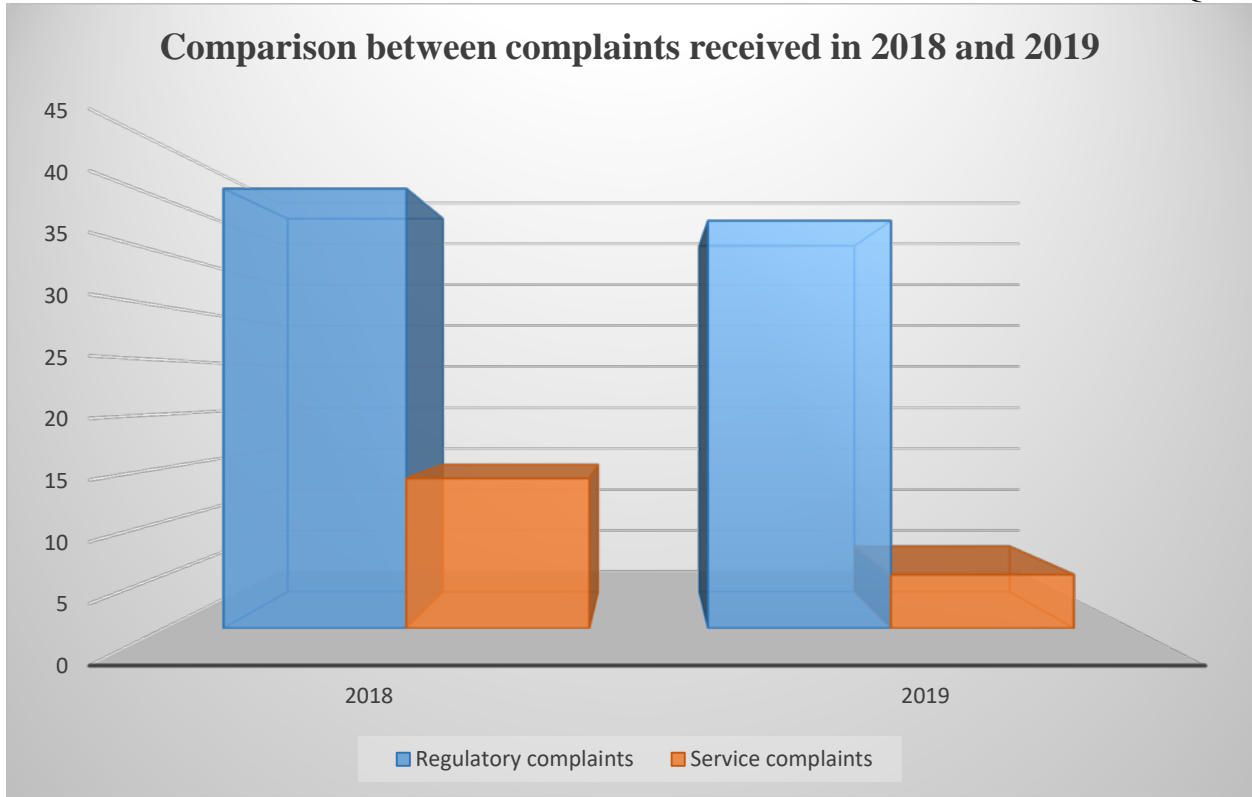
The trend for service complaints showed delays responding to request forwarded by customers and poor document control issues.

The Licensing and Enforcement Division has been putting in measures to minimize regulatory complaints. These include:

1. Engagement of stakeholders such as the National Prosecuting Authority training them so that they appreciate the importance of medicines, and the charges they put forward thereafter
2. Training CID drugs and narcotics personnel on issues to do with illicit medicines identification and any contraventions according to MASCA
3. Training of ZIMRA official on SI 57 of 2008: Import and Export regulations and identification of documents and the licenses that MCAZ issues.
4. Conducting enforcement activities and joint raids with CID drugs and narcotics in areas such as Fife Avenue and Mbare.

**Table 2: Comparison between the complaints received in two consecutive years**

	<b>2018</b>	<b>2019</b>
Regulatory complaints	41	38
Service complaints	14	5
<b>Total</b>	<b>55</b>	<b>43</b>



There was a 21.82% decrease in the total number of complaints received in the year 2019 compared to the year 2018. There was a 7.32% decrease in the number of regulatory complaints and a 64.29% decrease in the number of service complaints.