

The Consumer Complaint Process



1 A consumer has a problem with a product or service.

2 The consumer registers at the site, logs in to his / her account and lodges a complaint.

3 A Consumerdaddy representative validates the complaint.

4 The complaint is forwarded to the business that delivered the product or service.

5 The response of the business is evaluated by the consumer and reported to Consumerdaddy.

6 Consumerdaddy adjusts the score of the business based on the consumer's report.

7 The score is seen by thousands of other consumers who are making buying decisions.