

From: Chris Rutherford <[REDACTED]>
Sent: Tuesday, 21 May 2019 3:09 PM
To: IDR Submissions
Subject: Social Media Complaints Channel

To Whom It May Concern,

In response to the ASIC discussion paper regarding requiring financial institutions to treat social media posts as official complaints I submit that this should be done.

In the modern connected world consumers often turn to social media in order to raise awareness of an issue, and indeed sometimes have no Avenue other than social media to express a complaint about their bank. In specific reference to outages of national payment systems often times the first a consumer is aware of the outage is when they attempt a purchase or check for their wages to find out their wages have not been paid into their account. In this sort of situation consumers are not in a position to spend hours on hold waiting for someone to answer a call and hear their complaint, instead choosing to post their complaint to social media. This does not make their complaint any less valid rather it reflects the reality of modern times where consumers are often time poor and need to deal with such unexpected occurrences in the most efficient and time effective way possible.

For this reason I submit that social media posts should be considered complaints under the IDR.

Thanks,
Chris Rutherford