

An Australian Group Buying Rule Book

By Stephanie Taylor, Daily Deal Media | November 8, 2011 |



For a rapidly growing industry, the daily deals business doesn't have a lot of "rules". Sure, there are implied things, but few things are officially regulated.



The group buying industry will probably exceed \$400 million in revenue for 2011, but that's not without glitches along the way.

Websites have experienced their share of developmental problems, problems with over-selling deals, underselling deals, unclear contracts and inconsistency when it comes to things like return policies and customer service, all resulting in bad PR for the industry as a whole.

This is fact for sites all around the world, but down under, they've got a solution. The Australian Group Buying Code of Conduct has been released and new services and sites are emerging to support all factors of the industry; merchants, sites, and customers.

How does one get their hands on this this book? By going to the Handle My Complaint website. They've been dealing with customer service and business fallout for years and they've been called on to organize seminars around Australia to help regulate that country's daily deal industry.



Handle My Complaint's CEO Jo Ucakalo explains their involvement in the movement: "We've heard the complaints, we know how disastrous things can be if things do go wrong. However it's possible to maximize the marketing potential of the deal websites if you know how to navigate them – so we're taking a proactive approach,"

She continues: "Our seminars are offering businesses practical know-how to run suitable deals thereby ensuring the viability of deal websites, livelihood of businesses and satisfied deal customers."

Does this sound like something the U.S. market needs? Do you think we're self-regulating enough?

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