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For Immediate Release

**THOUSANDS COMPLAIN WITHIN HOURS AT NEW WATCHDOG  
WEBSITE [www.notgoodenough.org](http://www.notgoodenough.org)**

Thousands of consumers have rushed to voice their complaints at [www.NotGoodEnough.org](http://www.NotGoodEnough.org) since the website's launch in the past day.

On the days of going live, more than 3000 people from as far afield as Germany and Hong Kong had visited the Australian website to post their complaints about products, services, issues and events in 40 different areas, including public transport, universities, banks, telecommunications and credit cards.

Founder and Chief Executive Fiona Stewart said "we're gobsmacked with the response that [www.NotGoodEnough.org](http://www.NotGoodEnough.org) has received so soon after it's launch. We knew that people wanted to be heard and the online environment has proved to be the perfect way for consumers to get complaints off their chest, 24 hours a day, 7 days a week."

Unhappy consumers are using NotGoodEnough.org to tell it straight. "People don't worry about offending anyone when they use [www.NotGoodEnough.org](http://www.NotGoodEnough.org) When customers post a complaint on our site, they turn their 'politeness gene' off" said Stewart. "It can be incredibly cathartic to compare notes with others. It's one of the attractions of the website."

And it's not just consumers who benefit from the new website. Companies and government now have real time access to a wide range of complaints and public opinion. "Systems and problems can now be changed quickly and with more precision by organisations who monitor our website. Given that only 5% of disgruntled customers lodge complaints, [www.NotGoodEnough.org](http://www.NotGoodEnough.org) is creating a win for consumers and a win for the companies that use our information" said Stewart.

NotGoodEnough.org was conceived after Stewart was stranded interstate during the airline crisis in September last year. When she saw closed counters and long queues at Qantas and a lounge that was a "pigsty" she decided it was time to create a forum where the public could voice their opinions and the new website was born. "If anyone has a complaint about a product or service, don't waste time getting mad - tell the world wide web about your bad experience. Log onto [www.NotGoodEnough.org](http://www.NotGoodEnough.org) and make yourself heard" concluded Stewart.

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