

**“Telecommunications services are indispensable to daily life, yet my similar-aged friends and I often face challenges. We are overwhelmed by telemarketing calls pushing contract renewals or add-on options, with salespeople speaking too fast and often using confusing jargon. In-store, terms of contracts are shown in fine print on reflective tablet screens, making them nearly impossible to read!”**

A Hong Kong Consumer Council survey of residents aged 55-79 found telecommunications, insurance, and catering as the top three industries with the highest dissatisfaction. Older consumers reported poor service from telecommunications providers. The Hong Kong Consumer Council recommends guidelines for businesses to adopt age-friendly practices, particularly in industries with low satisfaction ratings like telecommunications.

**Wing-kai Lee**

65-year old consumer,  
Hong Kong Special  
Administrative Region

Pour la version française,  
merci de scannez le QR code.

