

# SA chapter of Society of Consumer Affair Professionals launches

SOCAP's mission is to improve the quality of consumer service provided by suppliers of goods and services. "We are all aware of the statistics about happy consumers informing five people and unhappy consumers informing 12" comments Ethne Whitley, Public Affairs Manager for Lever Pond's.

SOCAP was incorporated in the USA in 1973 and is represented in several countries internationally. Further information, contact Laura Nel on (043) 709-3367.

**Source:** [FastMoving](#)

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