



# Quarterly Report

2009/2010 - Quarter 1

*Published Date: 5 August, 2009*

## Report Summary

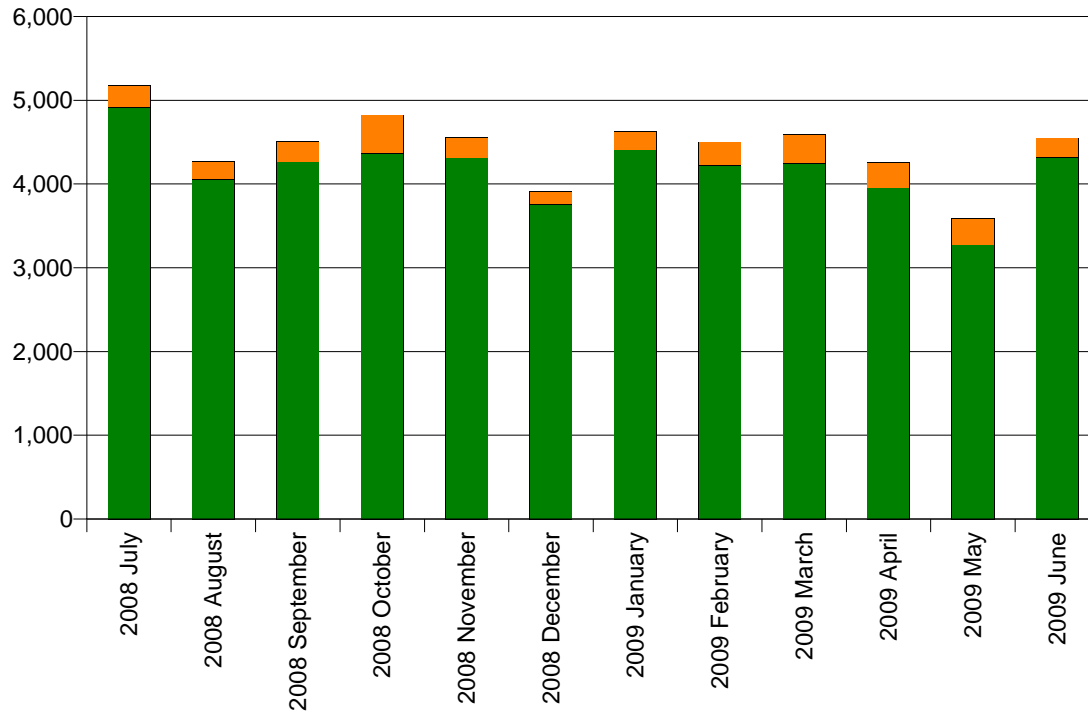
### Introduction

- Overall complaints logged have decreased 50% for 2009/2010 Q1 in comparison to Q1 of 2008/2009 (6,974 vs. 3,461)
- Complaints for the mobile sector in 2009/2010 Q1 have decreased 52% comparison to Q1 of 2008/2009 (6,445 vs. 3,119)
- Every one of the top 15 service providers has seen a net reduction in complaints – there was a dramatic decline in April when PhonepayPlus began to share complaint-led intelligence with service providers regarding services operating on their platform
- The top two service providers, in terms of fines imposed, are among the companies that have seen the steepest decline in complaints indicating that punitive action is having a deterrent effect
- In preparation of PhonepayPlus' 087 regulation, contacts for advice and general enquiries from the Industry Support team have trebled from January 2009 to June 2009

# Quarterly Report - 2009/2010 Q1

**Chart 1.1 - Customer Service Call Volume**

Abandoned  
Calls Answered

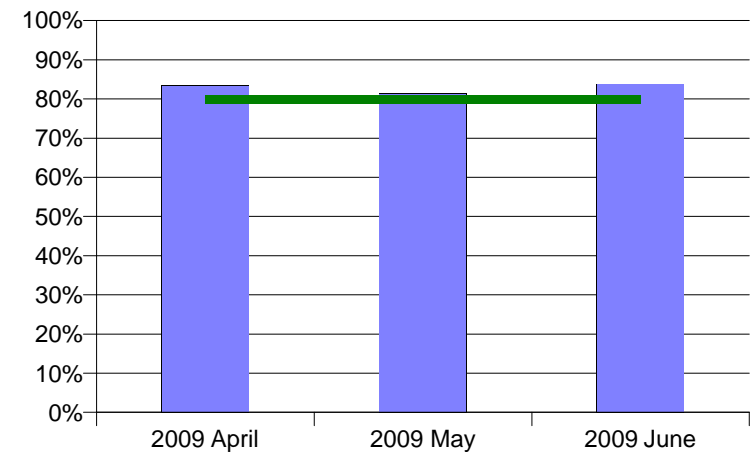


**Comments:**

This report contains abandoned calls (calls coming in that hang up before a advisor has a chance to answer) as a measure of the Contact Centre's ability to handle call volume. KPI for percentage of calls answered within 30 seconds is 80%.

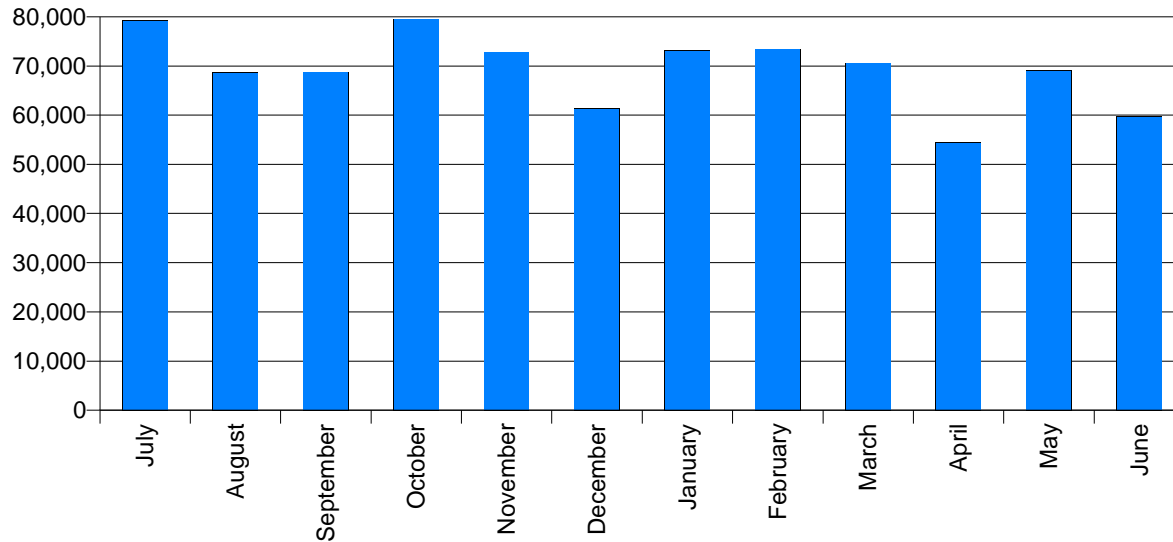
Month	Calls Answered	Calls Abandoned	Total Calls Offered
2008 July	4,921	252	5,173
2008 August	4,056	210	4,266
2008 September	4,267	244	4,511
2008 October	4,366	458	4,824
2008 November	4,314	235	4,549
2008 December	3,759	150	3,909
2009 January	4,410	219	4,629
2009 February	4,223	275	4,498
2009 March	4,251	339	4,590
2009 April	3,960	295	4,255
2009 May	3,276	315	3,591
2009 June	4,320	225	4,545
<b>Totals for Period:</b>	<b>50,123</b>	<b>3,217</b>	<b>53,340</b>

**Chart 1.2 - KPI: % of Calls Answered < 30 Sec**



# Quarterly Report - 2009/2010 Q1

**Chart 1.3 - Number Checker Usage**



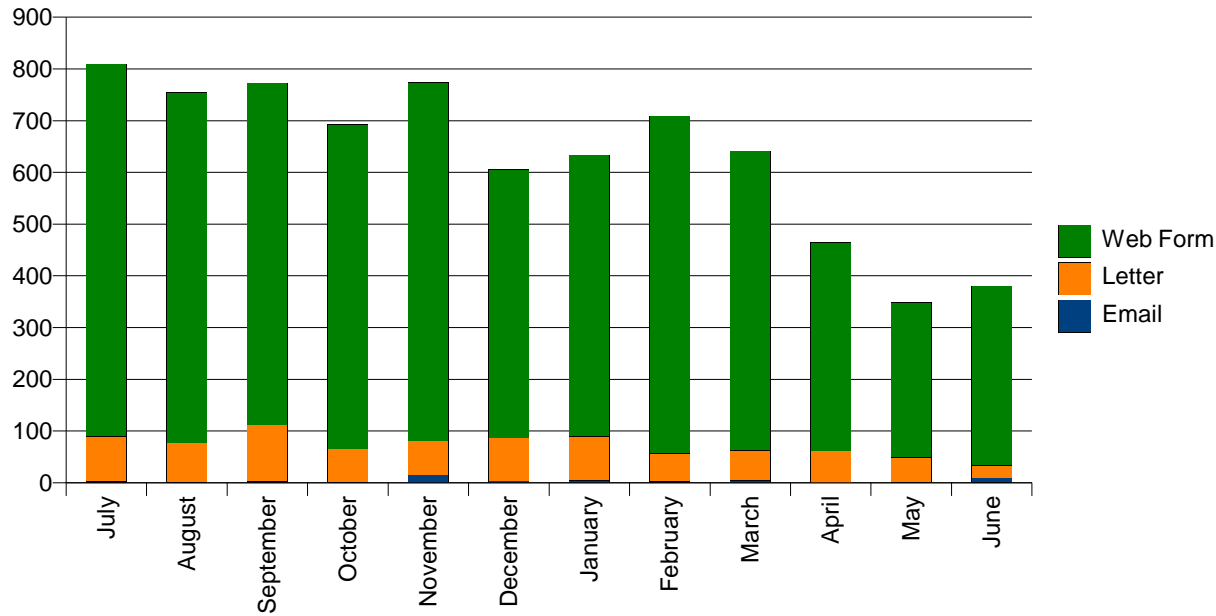
**Comments:**

- Chart 1.3 - Number Checker Usage includes web, IVR, and SMSus number checks
- PRN = Premium Rate Numbers that are not SMS shortcodes
- The "Other" category contains out of remit, National, and mobile numbers along with mistyped number searches
- With the launch of PhonepayPlus' new website and number checker tool, the reporting logic that categorises numbers into 'Number Types' was revised for greater accuracy; while the total numbers are not affected by this change, the totals per type will differ from previously published reports
- Due to data transfer difficulties with the new website, number checker data is not available for the 14th, 25th and 26th of April

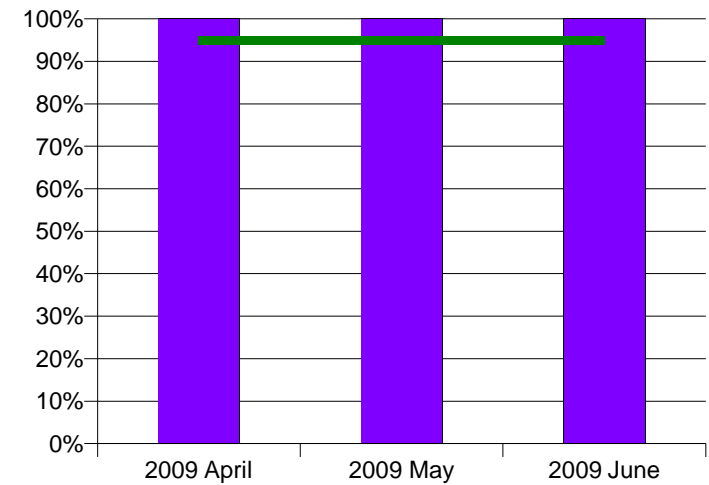
Number Type	PRN	Shortcode	Directory Enquiries	070	087	Other	Month Totals
July	27,059	25,548	346	1,108	1,997	23,175	<b>79,233</b>
August	24,511	20,566	327	1,098	1,974	20,142	<b>68,618</b>
September	25,313	20,891	317	952	1,793	19,391	<b>68,657</b>
October	31,368	22,405	326	867	1,764	22,788	<b>79,518</b>
November	27,351	22,623	316	823	1,599	20,077	<b>72,789</b>
December	23,881	18,659	290	731	1,551	16,168	<b>61,280</b>
January	28,737	22,037	369	645	1,749	19,579	<b>73,116</b>
February	27,187	24,382	353	684	1,725	19,112	<b>73,443</b>
March	27,030	21,599	479	669	1,722	19,089	<b>70,588</b>
April	20,637	17,255	364	550	1,310	14,337	<b>54,453</b>
May	28,777	19,341	327	762	1,927	17,945	<b>69,079</b>
June	24,512	18,660	376	583	1,566	14,027	<b>59,724</b>
<b>Totals for Period:</b>	<b>316,363</b>	<b>253,966</b>	<b>4,190</b>	<b>9,472</b>	<b>20,677</b>	<b>225,830</b>	<b>830,498</b>

# Quarterly Report - 2009/2010 Q1

**Chart 1.4 - Contact Centre Correspondence Contacts**

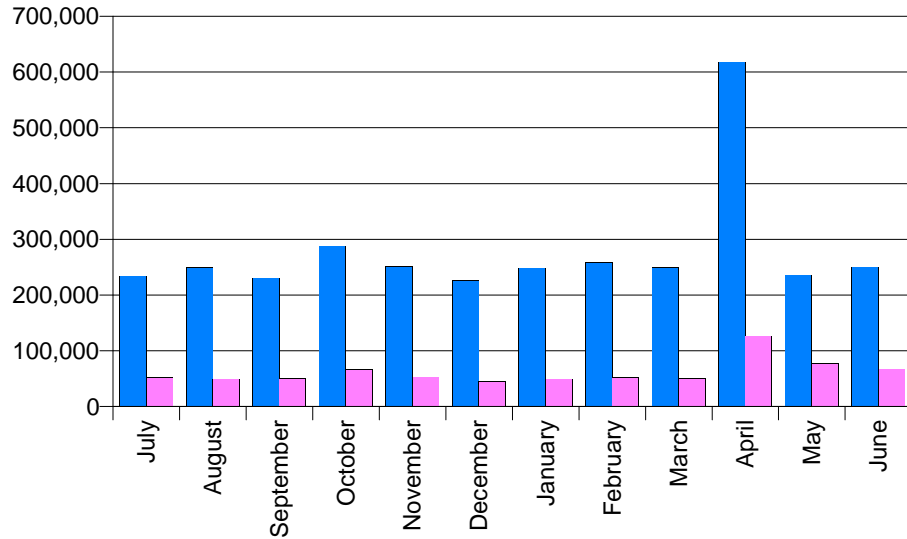


**Chart 1.5 - KPI: Out of Remit Correspondence < 10 Days**

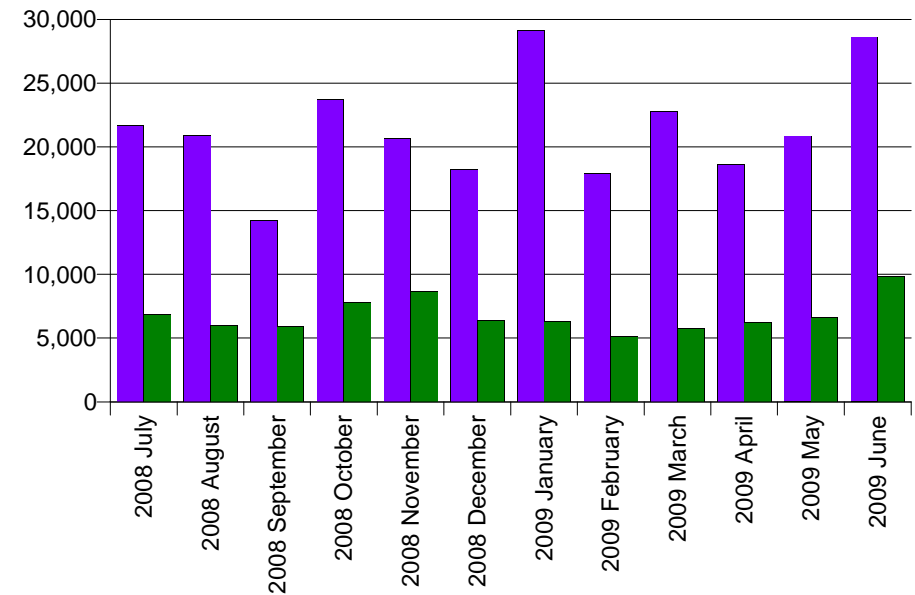


Type of Contact	Email	Letter	Web Form	Month Totals
July	3	87	719	<b>809</b>
August	1	76	677	<b>754</b>
September	3	109	661	<b>773</b>
October	1	65	626	<b>692</b>
November	16	66	692	<b>774</b>
December	4	83	519	<b>606</b>
January	4	86	543	<b>633</b>
February	3	54	652	<b>709</b>
March	5	58	578	<b>641</b>
April		62	402	<b>464</b>
May	1	48	299	<b>348</b>
June	9	25	346	<b>380</b>
<b>Totals for Period:</b>	<b>50</b>	<b>819</b>	<b>6,714</b>	<b>7,583</b>

**Chart 1.6a - PhonepayPlus Web Site Page Views & Visits**



**Chart 1.6b - PhoneBrain Web Site Page Views & Visits**



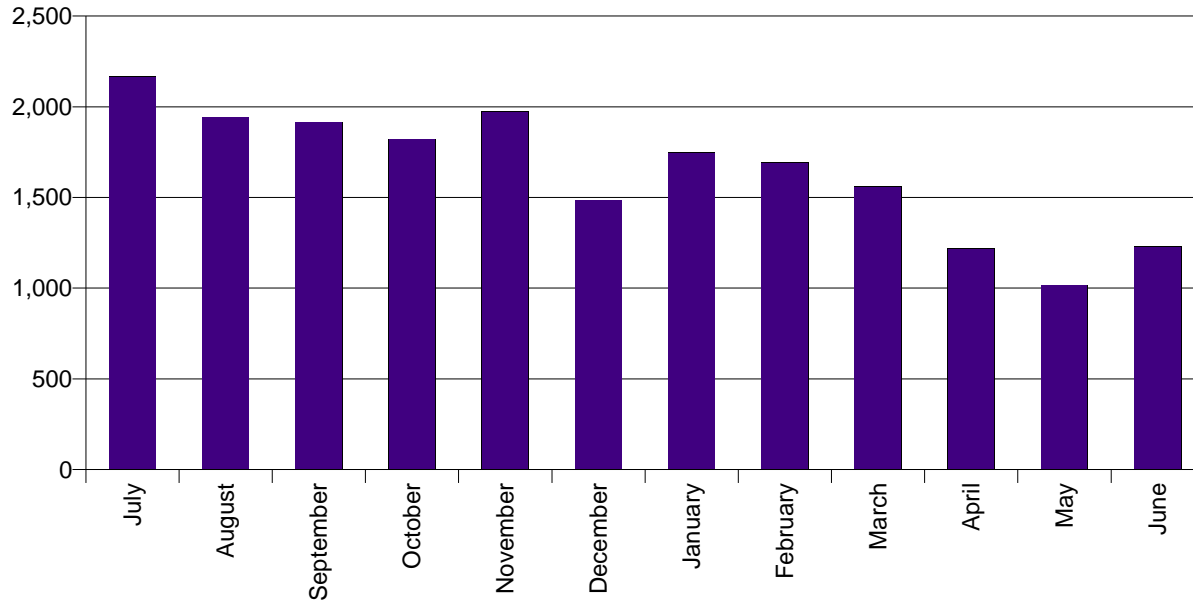
Month	Page Views	Visits
July	234,050	51,296
August	249,323	48,839
September	229,542	49,437
October	287,697	66,233
November	251,144	52,531
December	225,835	44,604
January	247,979	48,799
February	257,944	51,407
March	248,928	49,867
April	617,802	126,528
May	235,240	77,237
June	249,567	66,987
<b>Total for Period:</b>	<b>3,335,051</b>	<b>733,765</b>

**Comments:**

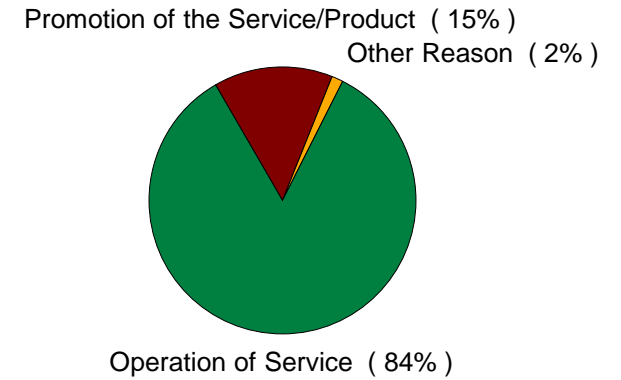
- The spike in activity for April is due to the new PhonepayPlus website launch on April 14
- The method by which page views are calculated needed to be adjusted to match the new site's structure
- Pre-April 14 page view numbers have been modified and will vary from previous published figures

Month	Page Views	Visits
2008 July	21,670	6,864
2008 August	20,923	5,978
2008 September	14,206	5,892
2008 October	23,726	7,821
2008 November	20,676	8,652
2008 December	18,233	6,351
2009 January	29,154	6,280
2009 February	17,909	5,129
2009 March	22,766	5,791
2009 April	18,641	6,228
2009 May	20,815	6,612
2009 June	28,591	9,818
<b>Total for Period:</b>	<b>257,310</b>	<b>81,416</b>

**Chart 2.1 - All Complaints Logged**



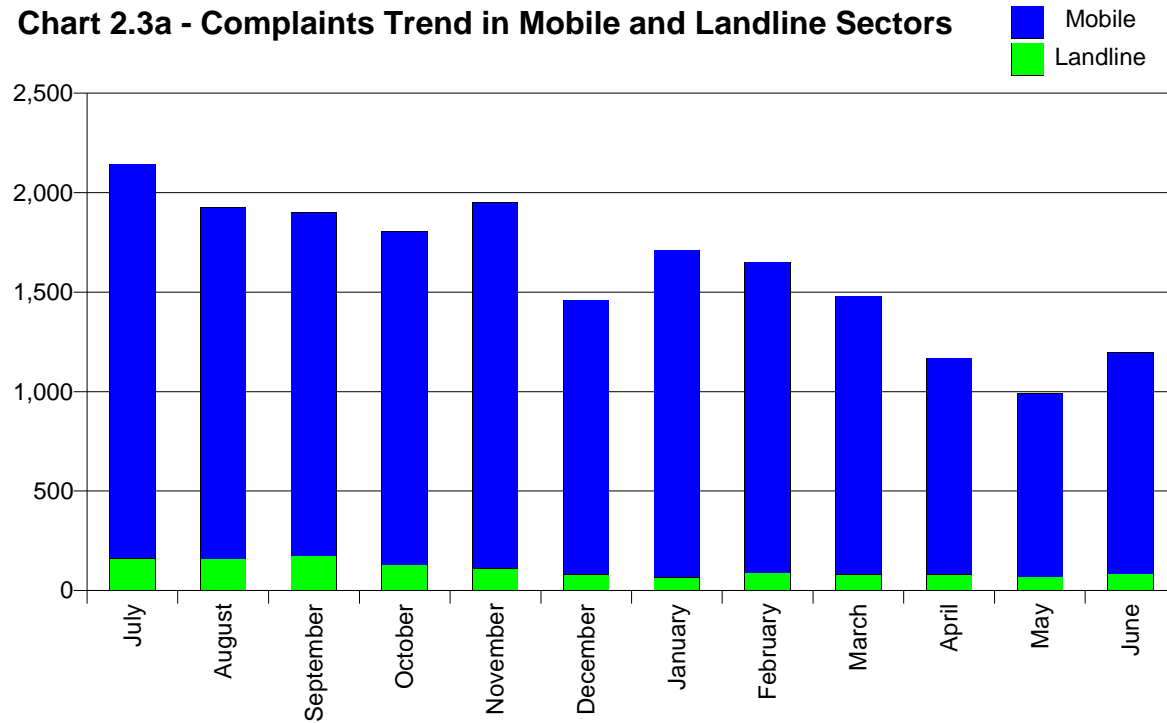
**Chart 2.2 - Reason for Complaint Q1**



Source of Complaint	Phone	Web	Correspondence	Other	Month Totals
July	1,539	615	11	1	<b>2,166</b>
August	1,376	546	15	6	<b>1,943</b>
September	1,362	524	29	1	<b>1,916</b>
October	1,307	491	19	4	<b>1,821</b>
November	1,400	565	6	3	<b>1,974</b>
December	1,073	406	5	1	<b>1,485</b>
January	1,301	438	4	3	<b>1,746</b>
February	1,155	530	4	2	<b>1,691</b>
March	1,078	469	9	3	<b>1,559</b>
April	869	340		7	<b>1,216</b>
May	740	269	3	4	<b>1,016</b>
June	928	286	5	10	<b>1,229</b>
<b>Totals for Period:</b>	<b>14,128</b>	<b>5,479</b>	<b>110</b>	<b>45</b>	<b>19,762</b>

# Quarterly Report - 2009/2010 Q1

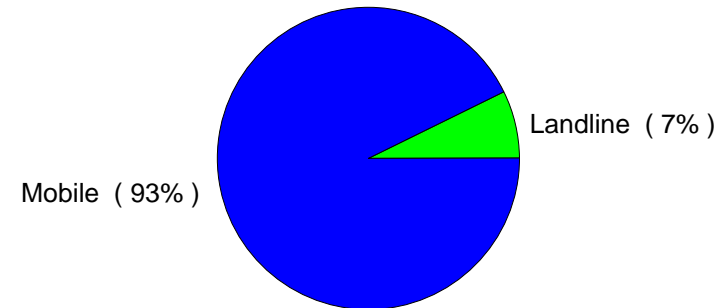
**Chart 2.3a - Complaints Trend in Mobile and Landline Sectors**



Month	Landline	Mobile	Month Totals
July	161	1,981	2,142
August	160	1,767	1,927
September	176	1,724	1,900
October	130	1,673	1,803
November	112	1,837	1,949
December	82	1,376	1,458
January	68	1,643	1,711
February	89	1,563	1,652
March	83	1,397	1,480
April	82	1,086	1,168
May	69	922	991
June	84	1,111	1,195
<b>Sum:</b>	<b>1,296</b>	<b>18,080</b>	<b>19,376</b>

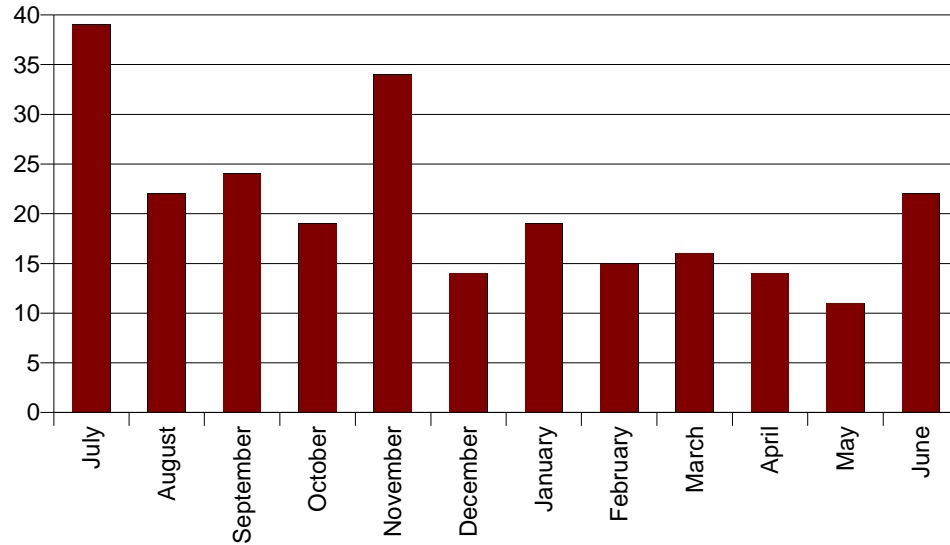
**Chart 2.3b - Mix of Mobile vs. Landline Sector Complaints Q1**

Month	070 Complaints
January	27
February	38
March	23
April	46
May	30
June	42
<b>Sum:</b>	<b>206</b>





**Chart 3.1 - Lead Cases Identified**



Month	Lead Cases Identified
July	39
August	22
September	24
October	19
November	34
December	14
January	19
February	15
March	16
April	14
May	11
June	22
<b>Total for Period:</b>	<b>249</b>

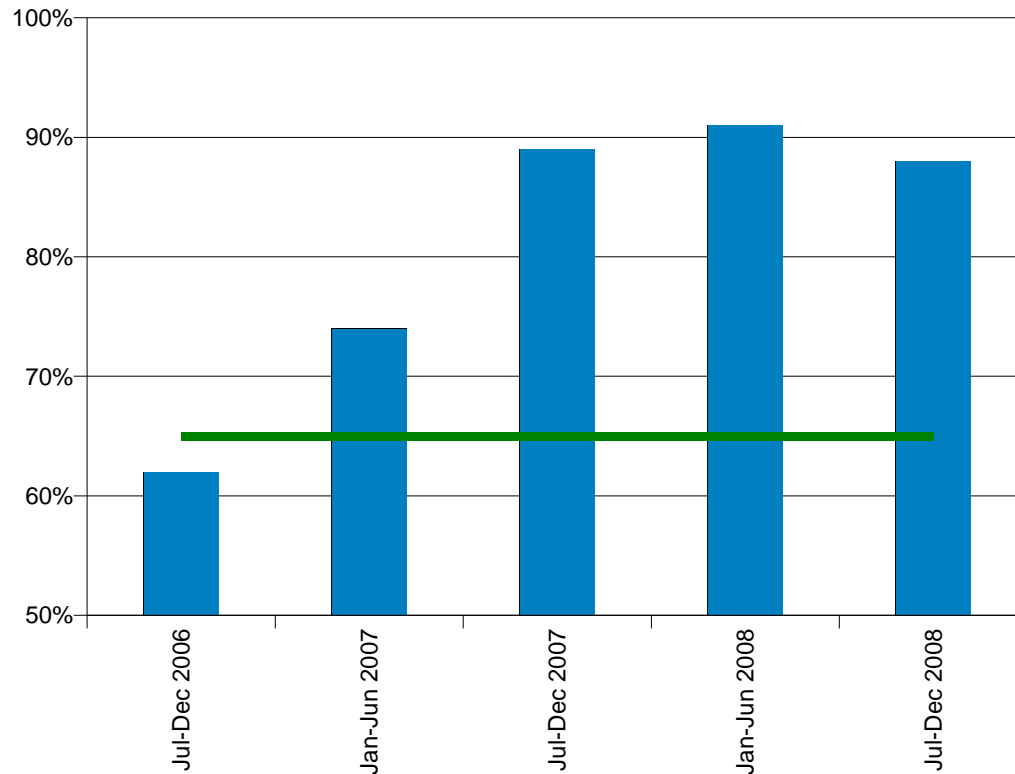
**Current Open Investigations as of August 5th: 69 Cases**

Open Investigations by Sector	Cases
Mobile	57
Landline	2
Directory Enquires	1
Cases Against Associated Individuals	7
Network	2
<b>Sum:</b>	<b>69</b>

**Comments:**

- 25 cases have been closed due to adjudication in Q1
- The increase in lead cases identified in June is due to the new allocations process that enables PhonepayPlus to identify cases more efficiently
- Recently allocated cases include those relating to associated individuals under paragraph 8.9.4 of the Code and 2 cases against network operators

### Chart 3.2 - KPI: Customer Satisfaction \*

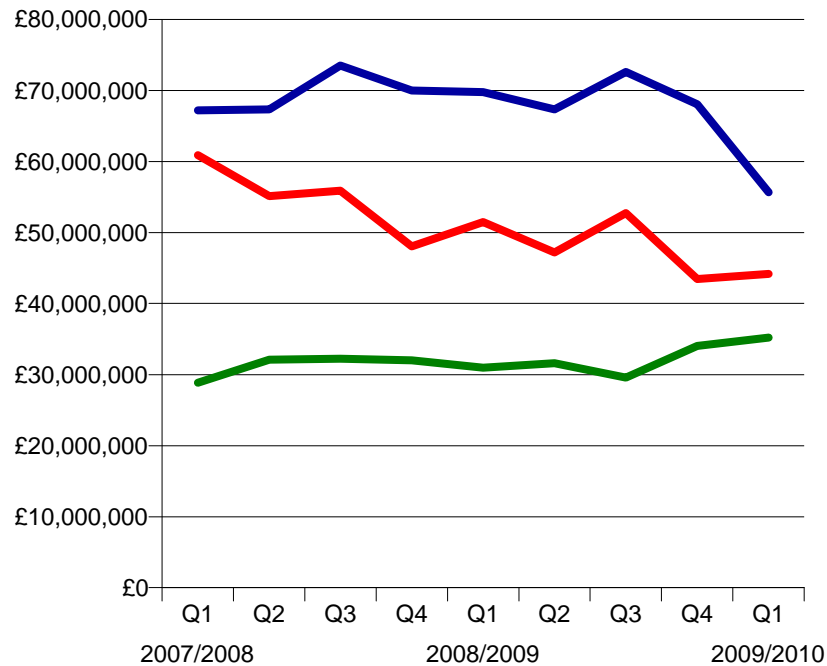


\* This measures the satisfaction levels of complainants in receipt of an adjudication letter.

#### Comments:

- 88% of people surveyed were satisfied or above ( July – Dec 08)
- 39% of complainants responded to our survey (80 out of 206 Contacted for survey)
- 61% felt we met our target timeframe for the investigations (a decrease from 82% over the last 6 months)
- 83% felt we explained the outcome sufficiently
- 65% of respondents due a refund felt we clearly explained how to obtain it
- Only 11% of complainants due a refund have attempted to get one – all have been successful

### Chart 4.1 - Outpayments per Sector



Financial Year	Quarter	Mobile	Landline	DQ	Totals
2007/2008	Q1	£67,209,538	£60,879,308	£28,869,040	£156,957,886
	Q2	£67,324,028	£55,100,297	£32,111,315	£154,535,640
	Q3	£73,490,259	£55,883,148	£32,225,116	£161,598,523
	Q4	£70,003,933	£48,057,125	£31,993,216	£150,054,274
	<b>Totals:</b>	<b>£278,027,758</b>	<b>£219,919,878</b>	<b>£125,198,687</b>	<b>£623,146,323</b>

Financial Year	Quarter	Mobile	Landline	DQ	Totals
2008/2009	Q1	£69,765,887	£51,458,531	£30,969,598	£152,194,016
	Q2	£67,320,403	£47,198,939	£31,623,026	£146,142,368
	Q3	£72,613,676	£52,713,592	£29,581,514	£154,908,782
	Q4	£68,069,852	£43,457,661	£34,056,721	£145,584,234
	<b>Totals:</b>	<b>£277,769,818</b>	<b>£194,828,723</b>	<b>£126,230,859</b>	<b>£598,829,400</b>

Financial Year	Quarter	Mobile	Landline	DQ	Totals
2009/2010	Q1	£55,672,057	£44,174,819	£35,224,541	£135,071,417
	<b>Totals:</b>	<b>£55,672,057</b>	<b>£44,174,819</b>	<b>£35,224,541</b>	<b>£135,071,417</b>

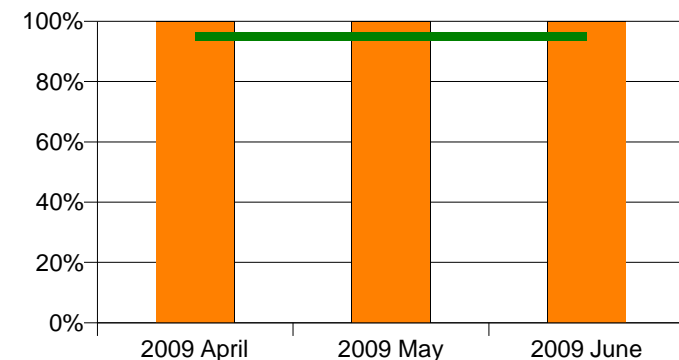
**Note:** 2008/09 and 2009/10 outpayment figures are based on annual and quarterly returns submitted by networks and are currently being verified.

Fines FY 2009/2010	Mobile	Fixed	070	Totals
Fines invoiced from 01/04/09 - 30/06/09	£1,546,000	£15,500	£1,120,000	<b>£2,681,500</b>
Sanctions suspended	<b>-£400,000</b>	£0	£0	<b>-£400,000</b>
Services barred due to non receipt of payment	£0	£0	<b>-£1,120,000</b>	<b>-£1,120,000</b>
Fines not yet due	<b>-£530,000</b>	<b>-£15,500</b>	£0	<b>-£545,500</b>
<b>Fines due</b>	<b>£616,000</b>	<b>£0</b>	<b>£0</b>	<b>£616,000</b>
<b>Fines paid</b>	<b>£241,000</b>	<b>£0</b>	<b>£0</b>	<b>£241,000</b>

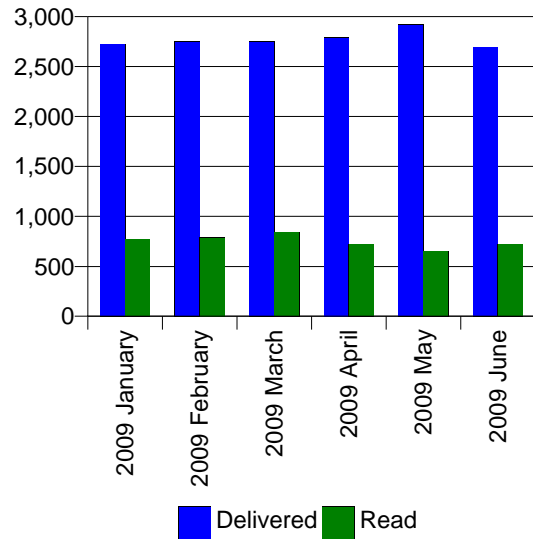
**Note:** The £1,120,000 of past due fines are currently in litigation.

**Collection Percentage: 39%**

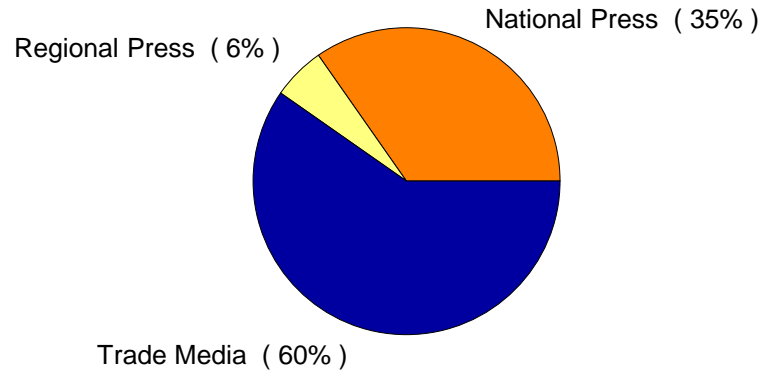
### Chart 4.2 - KPI: Fine Invoices < 10 Days of Tribunal Date



**Chart 5.1 - External PhonepayPlus Newsletter Readership**

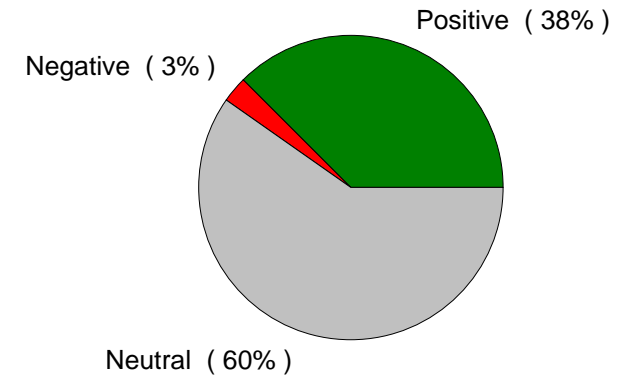


**Chart 5.2a - Press Article Type Q1**



**Articles Published in Q1: 72**

**Chart 5.2b - Press Article Tone Q1**



**Note:** Article Tone is measured internally by our Communications Team

## Communications Team

### 14 announcements:

- Notice to Industry: Administrative charges from 1 April 2009 (1 April)
- PhonepayPlus confirms Annual Business Plan, Budget and administrative charges for 2009/10 (1 April)
- Simon Bates appointed Director of Standards & Communications (2 April)
- Notice to Industry: Supplementary prior permissions notice regarding subscription services (9 April)

*Continued on next page...*

## Communications Team continued

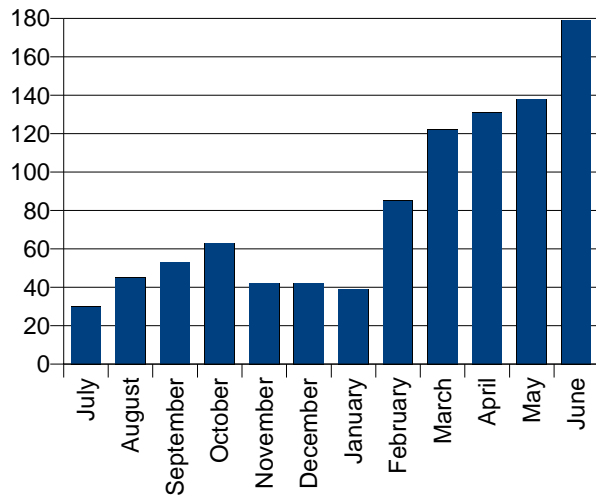
### Announcements continued:

- PhonepayPlus launches new website (24 April)
- PhonepayPlus issues 087 Help Note as a practical guide for companies affected by new regulation (14 May)
- PhonepayPlus welcomes Ofcom's Scope Review (15 May)
- Announcement by the Trustees to the Contributors of the Live Conversation Service Providers Compensation Fund (22 May)
- PhonepayPlus quarterly operations report – January to March 2009 (27 May)
- Emergency Procedure investigation into MYTXT.CO.UK LIMITED, MOBIVISTA LTD and K2Media Limited – mobile virtual chat service (2 June)
- Emergency Procedure investigation into Digital Select Limited – debt recovery letter (3 June)
- Research reveals need for greater price transparency in 087 services (4 June)
- Notice to Industry: Web promoted subscription services (16 June)
- PhonepayPlus begins consultation on 12th Code of Practice (23 June)

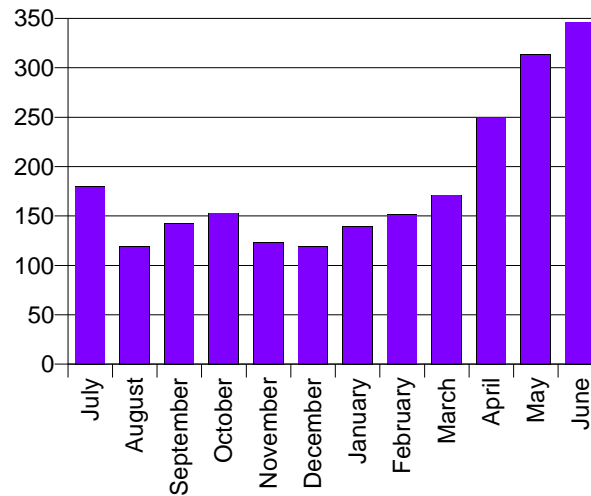
### Other activity:

- Attended and presented at the World Telemedia Conference in Malta (26-28 April)
- Attended and presented at the MDA/Digital Communications KTN 'Monetising the Mobile Internet in tough times' Conference (8 June)
- Attended and presented at the 'Digital Britain, Digital Safety?' Conference (19 June)
- Attended and presented at the MeM 2009 Conference (23-24 June)

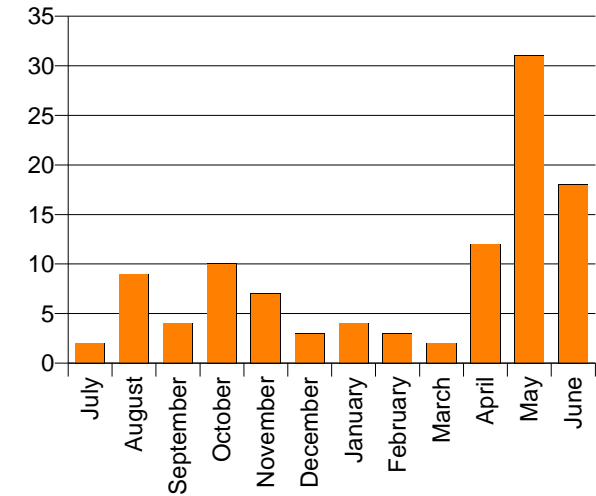
**Chart 6.1 - Industry Advice**



**Chart 6.2 - Industry Enquiries**



**Chart 6.3 - Industry Applications**



**Comments:**

- Requests for advice have risen by 82% and enquiries by 96% in comparison with Q4 2008/09. When June 2009 is compared to January 2009, advice requests have risen by 458% and enquiries by 248% over the same period. The majority of calls currently are about 087 regulation, which has taken effect as of 1 August. During the week leading up to 1 August, the team took more calls in the week than we received in the whole of February. Whilst we expect this peak to subside once 087 regulation has taken effect, we expect the overall level of calls and enquiries to remain high.
- We expected a sharp increase of enquiries regarding the 12<sup>th</sup> Code Discussion Paper, which was launched on 23 June, and it appears the workshops held at the Forum on 1 July have provided some level of assurance and clarification.
- The majority of prior permissions arising from the Mobile Review have now been processed, but we are still seeing greater than usual activity around prior permissions – especially in regard to Broadcast PRS and professional advice services.
- The deadline for responses to the 12<sup>th</sup> Code Discussion Paper was 1 August. We have begun to analyse the responses and will continue dialogue with stakeholders as we begin to draft the new Code of Practice.

Month	Advice	Enquiry	Prior Permission
July	30	180	2
August	45	119	9
September	53	142	4
October	63	153	10
November	42	123	7
December	42	119	3
January	39	139	4
February	85	151	3
March	122	171	2
April	131	249	12
May	138	313	31
June	179	346	18
<b>Total for Period:</b>	<b>969</b>	<b>2,205</b>	<b>105</b>

## Research Team

Research undertaken by and on behalf of PhonepayPlus is used to increase our understanding of market and industry trends in order to improve our operations, policy-making and market risk management. A programme of service monitoring and testing also identifies emerging trends and issues with platforms and services. Problems identified with specific services are passed onto the Investigations Team and Industry Support and Policy Team for further work.

*Research conducted in-house and commissioned research (including ongoing projects):*

- 087-based phone services market report and consumer experiences. Research carried out by Analysys Mason and published on the PhonepayPlus website in June  
[Click here for News Alert](#)
- Continuation of the analysis of consumer experiences prior to contacting PhonepayPlus and following closure of their query or complaint. Research carried out by Recom
- Research project undertaken in-house to give us a comprehensive understanding of adult verification procedures and how they work in practice. Findings presented in an article for the PhonepayPlus external newsletter  
[Click here for NewsPlus Article](#)
- In-house comparative analysis of pricing transparency with internet promotion of premium rate services: UK vs. USA
- Analysis of the subscription services market pre and post the review of the regulation of mobile phone-paid services and their marketing

*Ongoing monitoring and testing of services:*

In the first quarter of 2009/10, monitoring and testing activities included the following:

- Services advertised in mid-shelf, top-shelf publications and newspapers
- Virtual chat, contact and dating services
- Mobile content services, with particular attention to subscription services
- Testing “compliance” of a selection of 0871-prefixed services prior to commencement of PhonepayPlus’ regulation of services using the prefix