PhonepayPlus

Regulating to build trust in phone-paid services

Quarterly Operational Report

2011/2012 - Quarter 3

Published Date: 20 January 2012

KEY PERFORMANCE INDICATORS

Maximise compliance by providers with the PhonepayPlus Code of Practice and ensure that "polluters" pay

Measure	Target	Actual	Comments
Fine Collection Rate	80%	85%	
Administration Charge Collection Rate	80%	42%	The collection rate of 42% is due to non-payment of administration charges. Collection processes have been exhausted.
Emergency Procedure cases brought to adjudication within 20 working days	90%	N/A	There have been no Emergency Procedure cases in Q3.
Informal cases resolved within target (Fast-track within 10 working days/Track 1 within 30 working days)	80%	80%	

Ensure that we act in a way that is proportionate and transparent

Measure	Target	Actual	Comments
Notices to Industry sent soon after adjudication	< 30 days	N/A	There were no Notices to Industry after an adjudication required in Q3.
Tribunal minutes published after panel	< 11 days	100%	
Board meeting minutes published after being agreed	< 7 days	100%	

KEY PERFORMANCE INDICATORS

Maximise awareness and understanding of the role of PhonepayPlus

Measure	Target	Actual	Comments
Increasing usage of PhonepayPlus website	Upward Trend	N/A	Due to the Google Analytics tag being dropped inadvertently from the website in Q2, a comparison with Q3 stat is unavailable.

Operate efficiently

Measure	Target	Actual	Comments
Standard procedure cases brought to adjudication within 14 weeks	80%	29%	Of the seven cases that went to adjudication this period, two were within KPI. Of the five that missed target, three related to one service and the investigations were completed on all cases to enable all three to be presented to the same Tribunal, and two were delayed due to workload priorities and allowing earlier cases to proceed to Tribunal. Increased resources have been allocated to the Investigations team from January 2012.
Calls to Contact Centre answered in 30 seconds	80%	80%	
Response to compliance advice requests answered within five working days	80%	85%	
Industry members are satisfied with the service they receive from PhonepayPlus	80%	75%	Please see Page 15 for a full analysis of this result.
Consumers are satisfied with the service from PhonepayPlus when their complaint is dealt with by the Complaint Resolution team	80%	53%	Please see Page 15 for a full analysis of this result.
Consumers are satisfied with the service from PhonepayPlus when their complaint results in a formal investigation	80%	78%	Please see Page 15 for a full analysis of this result.

KEY PERFORMANCE INDICATORS

An Executive that is fit for purpose and knowledgeable about the sector

Measure	Target	Actual	Comments
Staff turnover	< 20% annual	16%	Based on calendar year 2011
Average number of training days	TBD	0.70 days	Based on Q3 2011-2012
Number of working days lost to sickness	< 3%	1.9%	In Q3 of 2011/2012, 1.9% of working time was lost due to sickness.

CONSUMER SERVICES

Call Centre

Month	Calls Answered	Calls Abandoned	Calls Offered
2011 January	1,651	89	1,740
2011 February	1,461	60	1,521
2011 March	1,668	88	1,756
2011 April	1,054	35	1,089
2011 May	1,585	373	1,958
2011 June	1,810	360	2,170
2011 July	1,727	89	1,816
2011 August	1,993	97	2,090
2011 September	1,886	87	1,973
2011 October	1,906	65	1,971
2011 November	2,230	96	2,326
2011 December	1,853	172	2,025
Totals for Period:	**20,824**	**1,611**	**22,435**

Chart 1.1 - Customer Service Call Volume

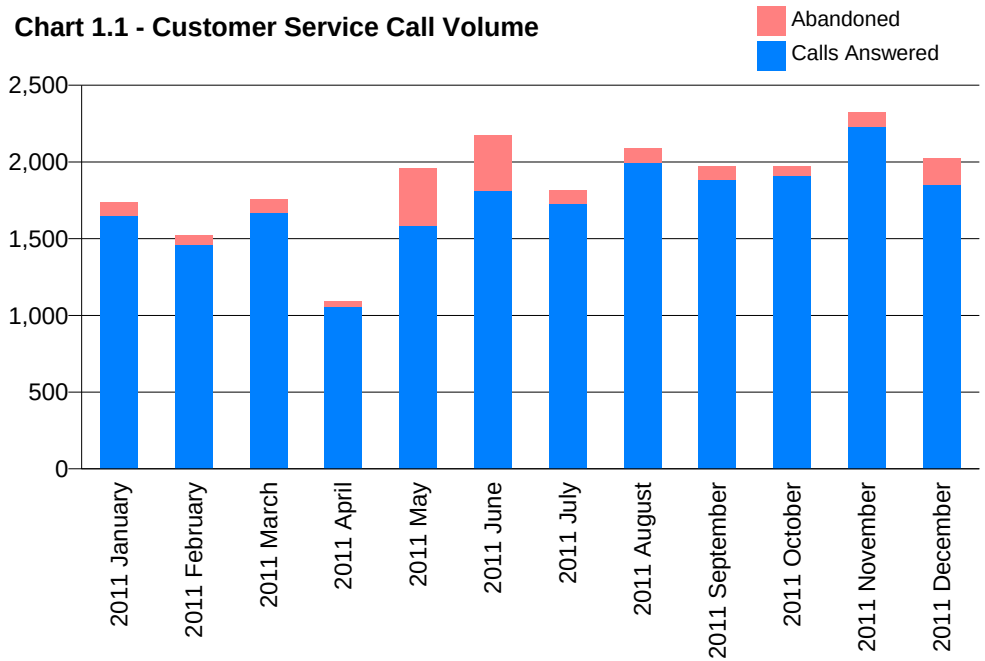
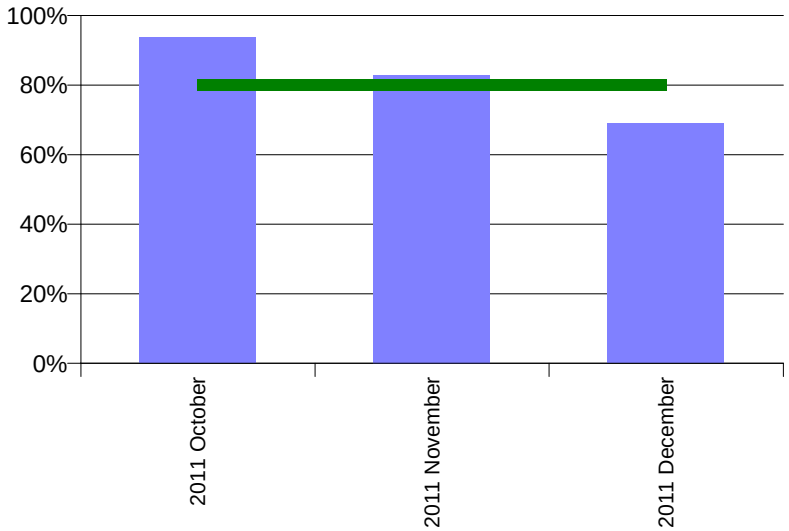


Chart 1.2 - Calls Answered Under 30 Seconds



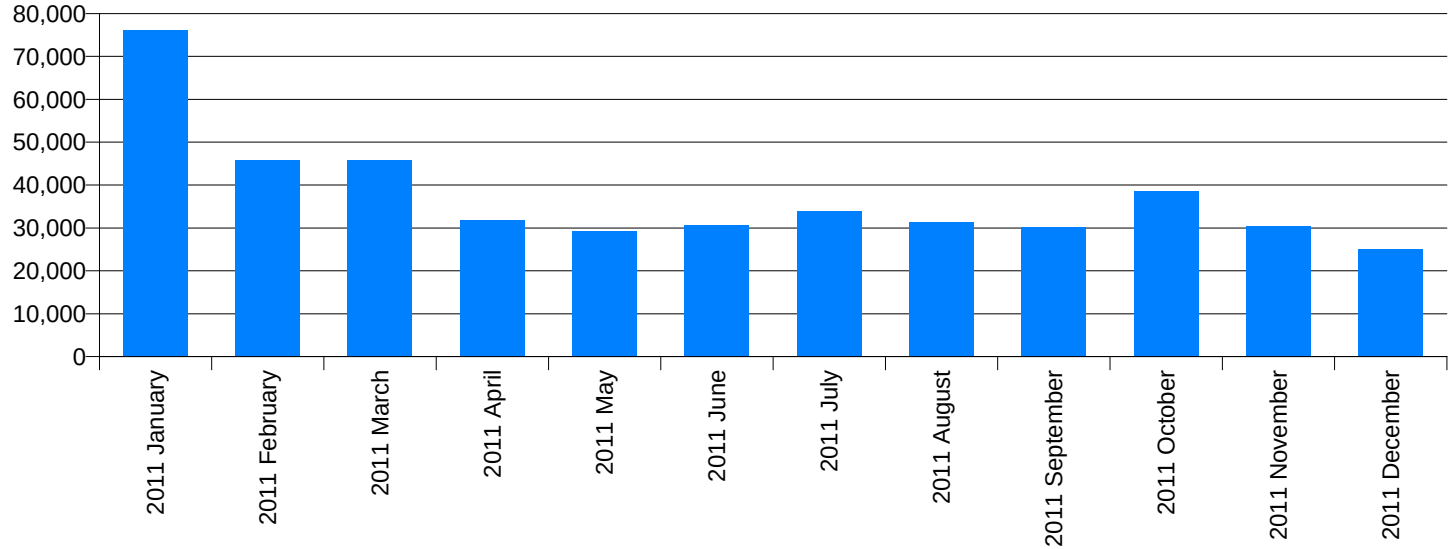
Comments

- Calls answered within 30 seconds dropped under target in December as a result of continued high call volumes and reduced staffing levels over the Christmas period. Overall KPI adherence for the quarter was 81%.
- The calls offered figures prior to July 2011, included consumers who had chosen option 1 on the IVR to speak to BT. As these calls were not answered by an advisor, we now exclude these figures from the total calls offered reported each month.

CONSUMER SERVICES

Number Checker

Chart 2.1 - Number Checker Usage

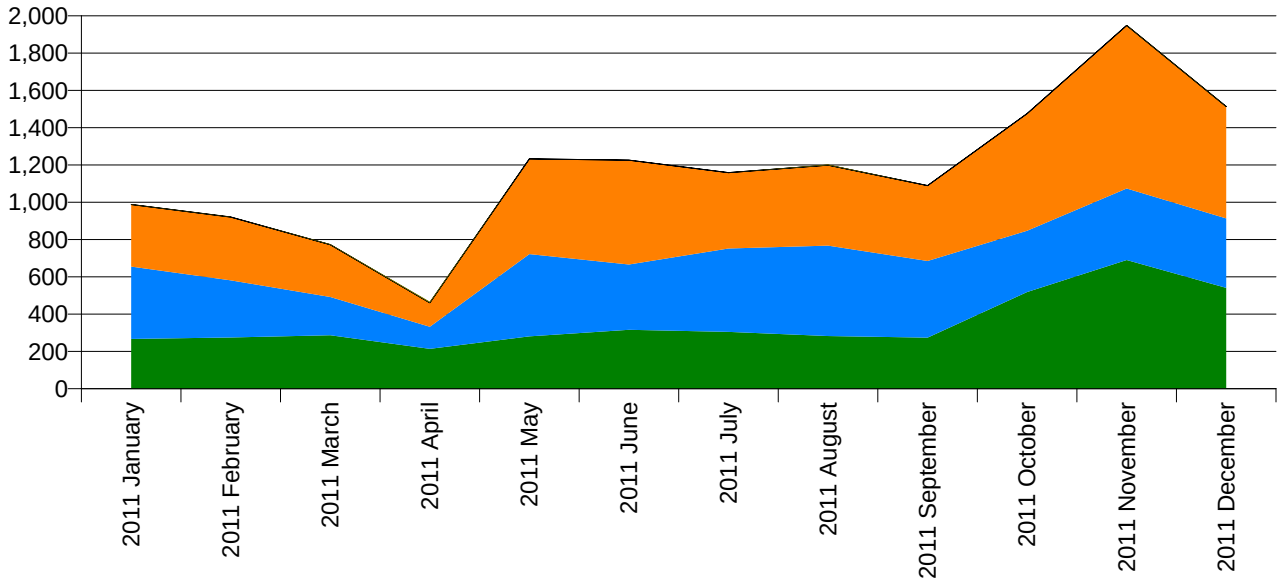


Number Type	PRN	Shortcode	Directory Enquires	070	087	Other	Month Totals
2011 January	22,340	33,705	434	796	2,114	16,681	76,070
2011 February	18,892	8,239	402	679	1,786	15,751	45,749
2011 March	18,626	8,895	395	610	1,636	15,618	45,780
2011 April	12,492	6,684	266	369	1,051	10,915	31,777
2011 May	12,758	6,224	318	487	1,369	8,083	29,239
2011 June	12,664	6,294	279	519	1,446	9,378	30,580
2011 July	12,435	7,970	378	408	1,348	11,449	33,988
2011 August	12,430	7,458	431	502	1,648	9,014	31,483
2011 September	12,151	7,864	359	439	1,282	8,135	30,230
2011 October	11,350	17,564	335	357	1,104	7,950	38,660
2011 November	11,608	8,303	244	328	1,081	8,838	30,402
2011 December	9,141	7,611	212	259	841	7,104	25,168
Totals for Period:	**166,887**	**126,811**	**4,053**	**5,753**	**16,706**	**128,916**	**449,126**

CONSUMER SERVICES

Customer Enquires

Chart 3.1 - Consumer Enquires



Type of Enquiry	General Enquiry	Number Check	Out Of Remit	Request For Information	Other	Month Totals
2011 January	267	388	333			**988**
2011 February	275	306	339	1		**921**
2011 March	287	205	281		2	**775**
2011 April	214	118	129		6	**467**
2011 May	281	441	511			**1,233**
2011 June	316	350	560			**1,226**
2011 July	305	447	407			**1,159**
2011 August	282	486	431		4	**1,203**
2011 September	274	411	405			**1,090**
2011 October	519	328	628			**1,475**
2011 November	690	384	875			**1,949**
2011 December	541	372	600			**1,513**
Totals for Period:	**4,251**	**4,236**	**5,499**	**1**	**12**	**13,999**

COMPLAINTS

Complaints

Chart 4.1 - Consumer Complaints

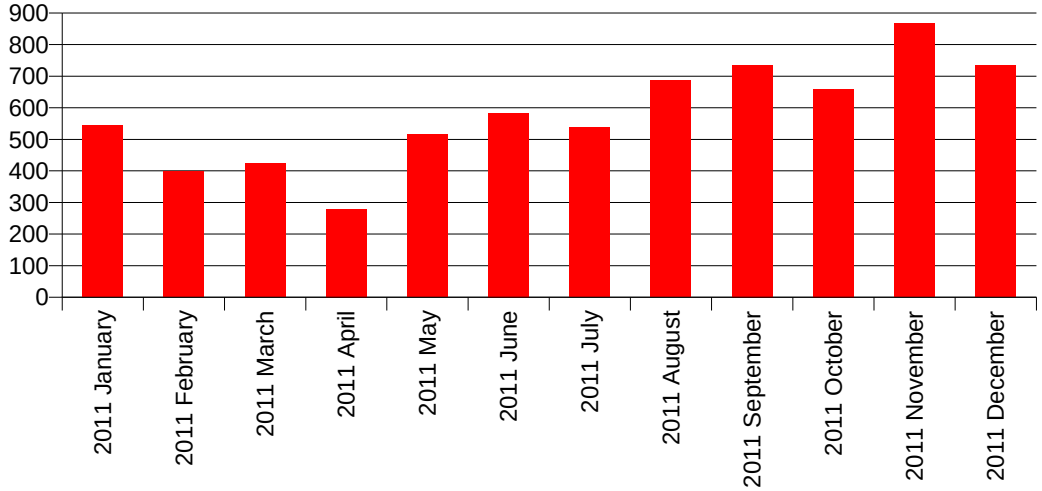
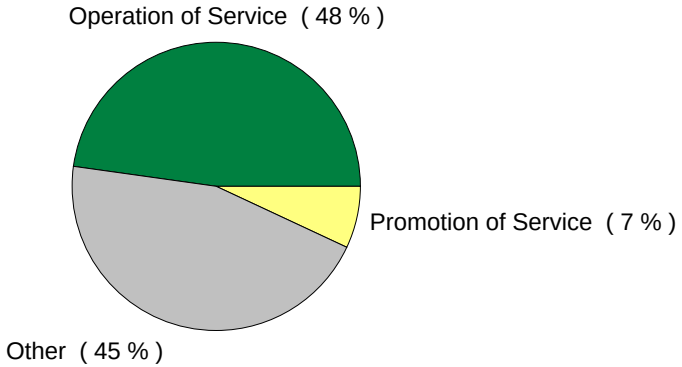


Chart 4.2 - Reason for Complaint (Q3)

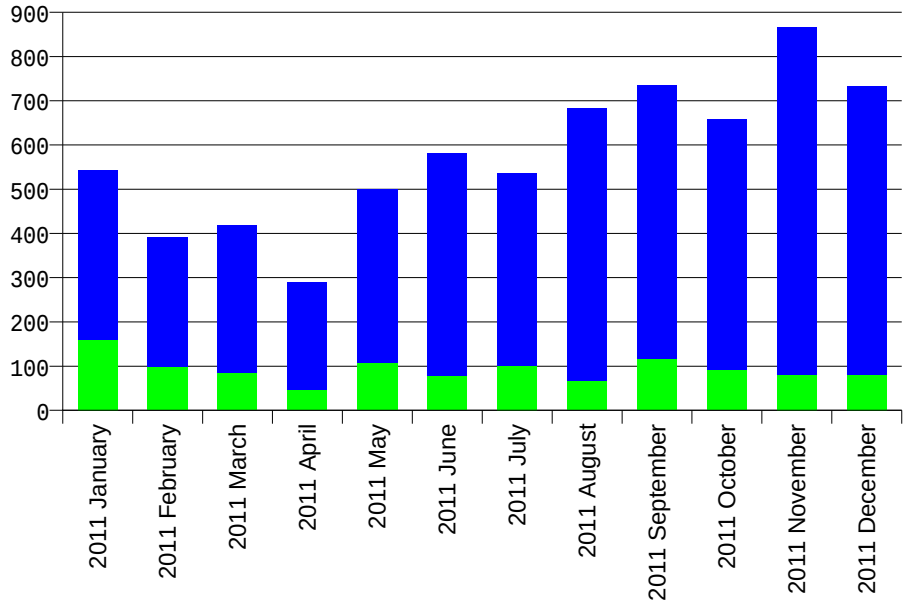


Source of Complaint	Phone	Web	Correspondence	Other	Month Totals
2011 January	185	343	15	1	**544**
2011 February	137	238	19	3	**397**
2011 March	132	276	9	6	**423**
2011 April	105	169	4	1	**279**
2011 May	124	377	12	3	**516**
2011 June	114	452	7	11	**584**
2011 July	122	374	12	29	**537**
2011 August	197	414	8	67	**686**
2011 September	120	545	8	62	**735**
2011 October	146	474	8	32	**660**
2011 November	142	626	21	78	**867**
2011 December	209	506	16	3	**734**
Totals for Period:	**1,733**	**4,794**	**139**	**296**	**6,962**

COMPLAINTS

Complaints by Sector

Chart 5.1 - Mix of Mobile vs. Landline Sector Complaints



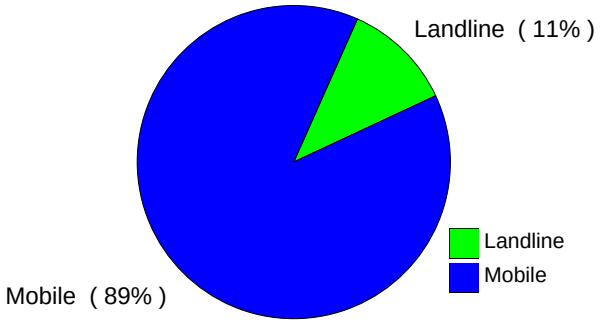
Month	Landline	Mobile	Total
2011 January	159	383	**542**
2011 February	99	293	**392**
2011 March	86	333	**419**
2011 April	47	242	**289**
2011 May	108	393	**501**
2011 June	77	504	**581**
2011 July	101	435	**536**
2011 August	67	617	**684**
2011 September	117	618	**735**
2011 October	92	567	**659**
2011 November	82	785	**867**
2011 December	80	653	**733**
Totals for Period:	**1,115**	**5,823**	**6,938**

Top PRNs with Complaints and 070 Trend

Month	070 Complaints
2011 April	7
2011 May	3
2011 June	9
2011 July	9
2011 August	10
2011 September	14
2011 October	13
2011 November	9
2011 December	2

Month	087 complaints
2011 April	9
2011 May	8
2011 June	3
2011 July	7
2011 August	3
2011 September	11
2011 October	7
2011 November	6
2011 December	4

Chart 5.2 - Mix of Mobile vs. Landline Sector Complaints (Q3)



COMPLAINT RESOLUTION

Complaint Investigation

Chart 6.1a - Resolution Type on Complaints Received

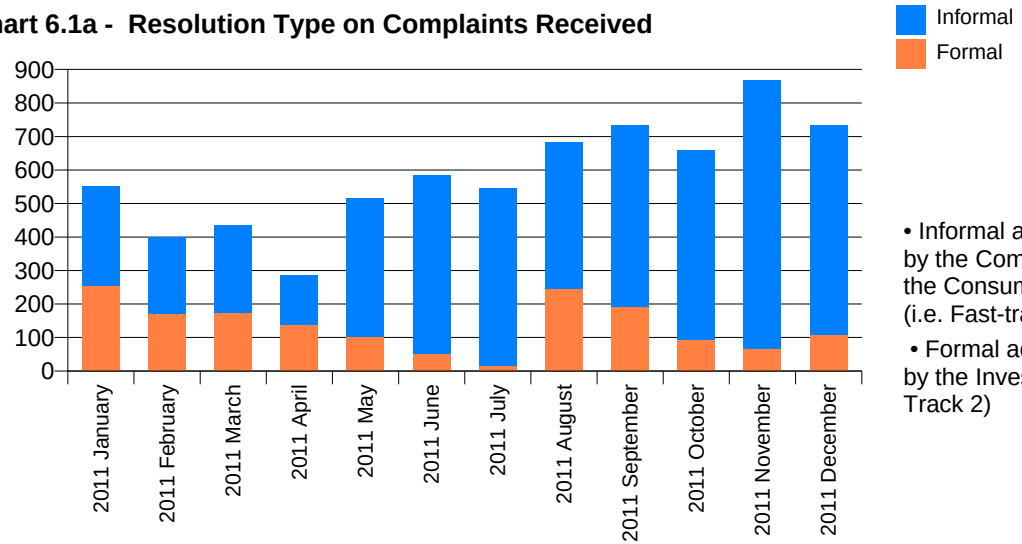
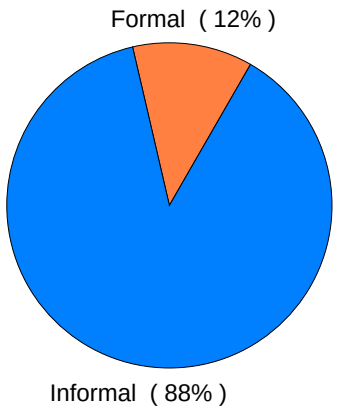


Chart 6.1b - Complaints: Investigation Type (Q3)



- Informal action is undertaken by the Complaint Resolution or the Consumer Support teams (i.e. Fast-track + Track 1)
- Formal action is undertaken by the Investigations Team (i.e. Track 2)

Chart 6.2a - Informal Resolution: Closed Case Investigation Type

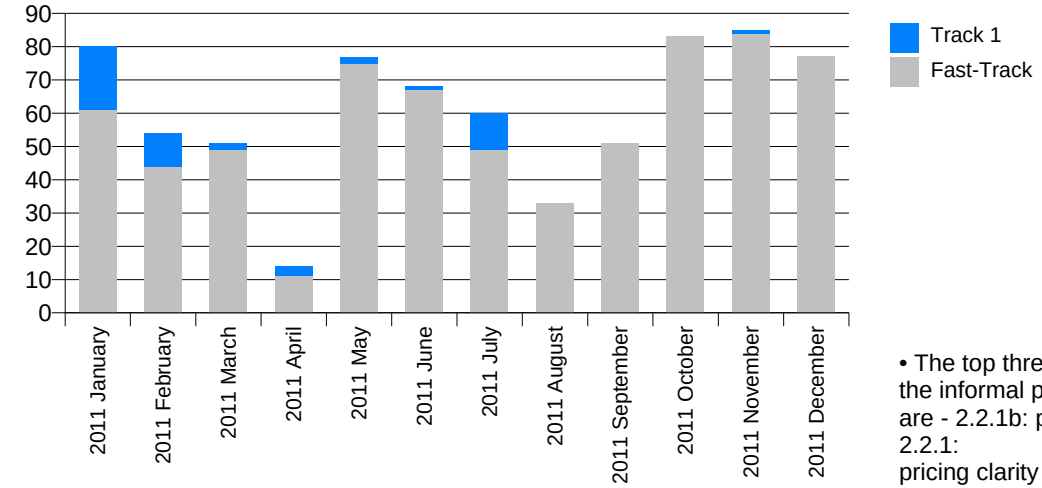
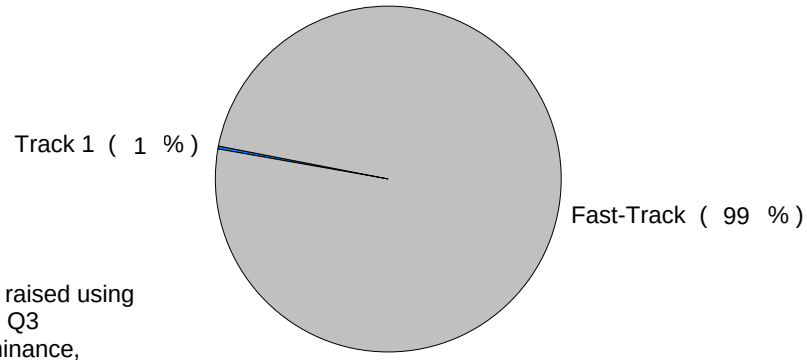


Chart 6.2b Mix of Closed Investigations: Complaint Resolution (Q3)



- The top three breaches raised using the informal procedure in Q3 are - 2.2.1b: pricing prominance, 2.2.1: pricing clarity and 2.2.5: contact details.

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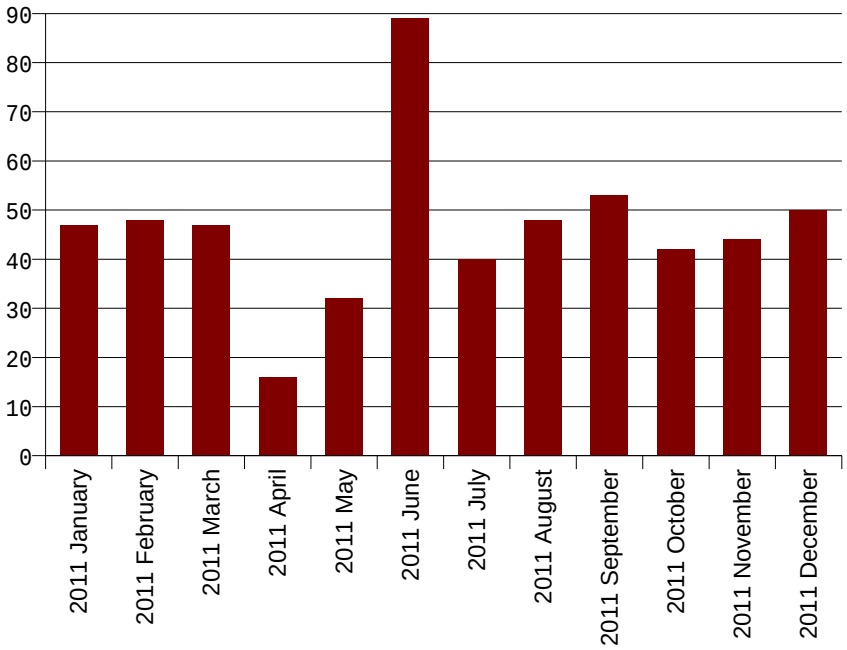
INVESTIGATIONS

New Cases

Chart 7.1 - Cases Identified



Open Investigations By Sector	Cases
Mobile shortcode	11
087/09	4
Oral Hearings	0
Network Cases	0
Breach of Sanctions	1
070	2

Recent Tribunal decisions can be found at:
http://www.phonepayplus.org.uk/For-The-Public/Past-Adjudications/

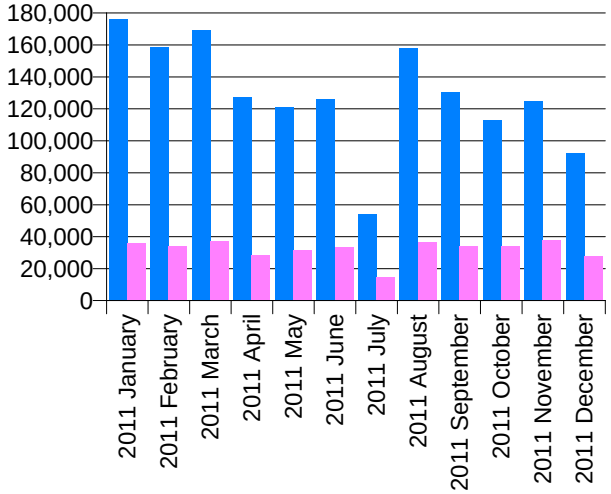
Comments:

The graph displays the number of new informal and formal cases identified in the period.

COMMUNICATIONS

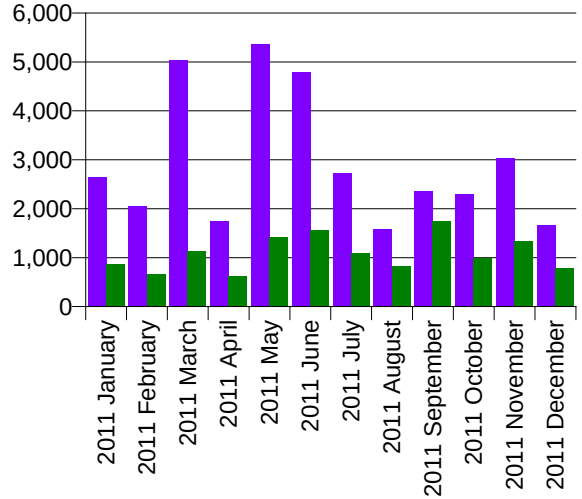
Website

Chart 8.1a - PhonepayPlus Web Site Page Views & Visits



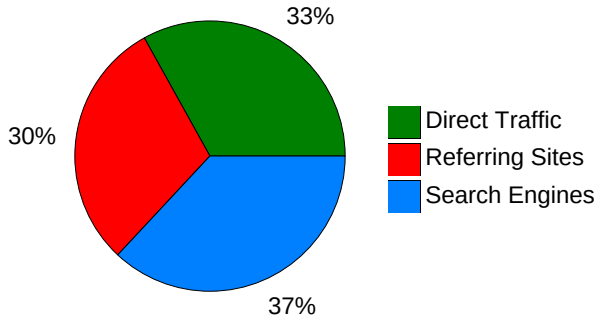
Month	Page Views	Visits
2011 January	176,490	35,927
2011 February	158,622	34,005
2011 March	169,217	37,111
2011 April	127,573	28,659
2011 May	121,385	31,857
2011 June	126,261	33,799
2011 July	54,326	14,836
2011 August	158,032	36,532
2011 September	130,357	34,135
2011 October	112,727	34,237
2011 November	124,768	37,669
2011 December	92,209	27,943
Totals for Period:	**1,551,967**	**386,710**

Chart 8.1b - PhoneBrain Web Site Page Views & Visits



Month	Page Views	Visits
2011 January	2,658	865
2011 February	2,066	671
2011 March	5,040	1,128
2011 April	1,748	624
2011 May	5,370	1,429
2011 June	4,788	1,570
2011 July	2,737	1,099
2011 August	1,576	822
2011 September	2,365	1,746
2011 October	2,304	993
2011 November	3,041	1,332
2011 December	1,664	795
Totals for Period:	**35,357**	**13,074**

Chart 8.2 - Traffic Sources (Q3)



COMMUNICATIONS

Publications

Media Coverage:

Articles published in Q3: 92

Chart 9.2 - Press Article Type (Q3)

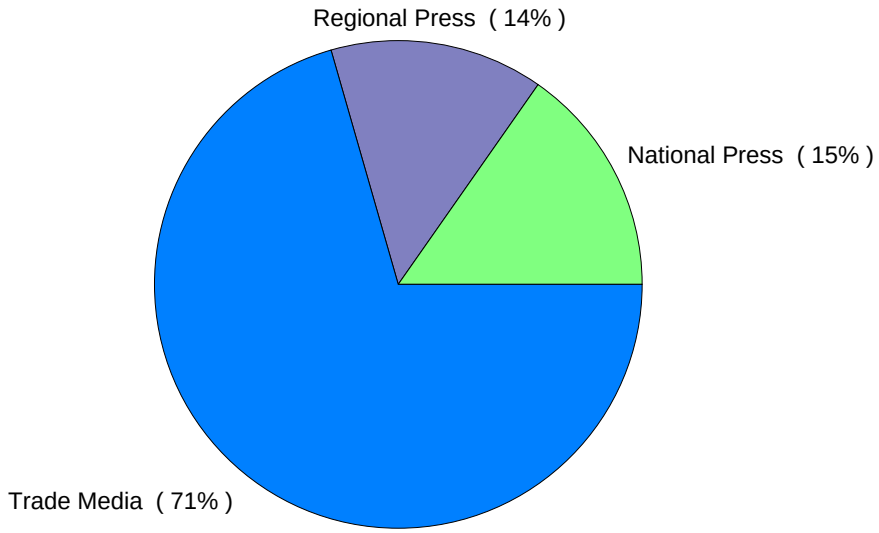
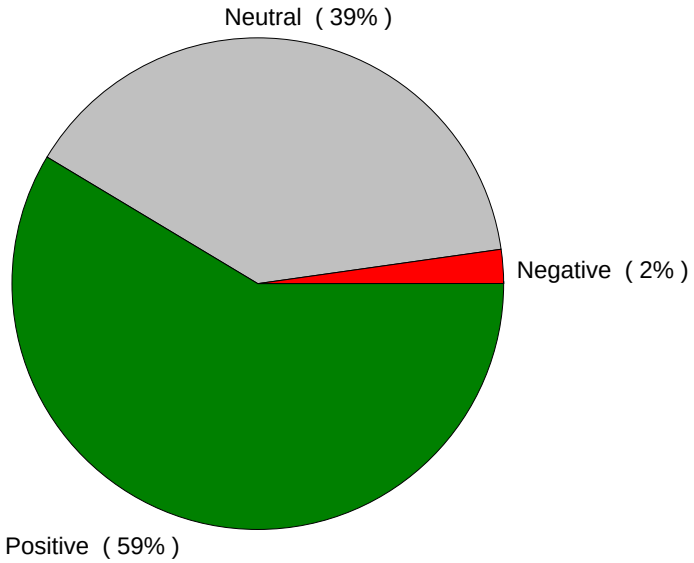


Chart 9.3 - Press Article Type (Q3)



COMMUNICATIONS

Communications Team:

10 Announcements

- Ofcom extends premium rate services consultation deadline (6 October)
- PhonepayPlus appoints Patrick Guthrie as Director of Strategy & Communications (6 October)
- Save the date: PhonepayPlus' 25th Anniversary Forum and Reception on 22 November 2011 (10 October)
- Postal scam chain email 2011 – PhonepayPlus' statement (19 October)
- PhonepayPlus registrations pass 3,000 mark (24 October)
- PhonepayPlus works with premium rate industry to combat infringing websites (2 November)
- PhonepayPlus consults on Business Plan & Budget 2012/13 (2 December)
- PhonepayPlus issues call for inputs on regulation of 08xx numbers (12 December)
- Ex-director of SMS Digital Future Limited is disqualified from being a director of a UK company for 5 years following PhonepayPlus investigations (22 December)
- Mobile phones ring in good news for young people giving in 2012 (27 December)

SATISFACTION MEASURES

There are currently three areas were we measure the satisfaction of a consumer's or industry member's contact with PhonepayPlus:
• Investigations: where the consumer's contact results in a formal investigation and adjudication
• Complaint resolution: where the consumer's contact is resolved through the informal approach
• Industry services: where providers within the industry contact us for compliance and Code advice or guidance on registration

Consumers and industry members have a 5-point scale of responses to ensure a balanced view of their satisfaction rating – very dissatisfied, somewhat dissatisfied, neither satisfied or dissatisfied, somewhat satisfied and very satisfied.

Investigations

39% of consumers surveyed responded and, of these, 78% indicated they were either somewhat satisfied or above with the service they received overall (85% in Q2). 89% of consumers were somewhat satisfied or above with the explanation of how to obtain a refund (100% in Q2).
Note: Consumers were only notified of the result of a case adjudicated in late December in the second week of January and therefore these consumers will be surveyed in Q4 of 2011/12.

Complaint Resolution

33% of consumers surveyed responded and, of these, 53% indicated they were either somewhat satisfied or above with the service they received overall (76% in Q2). 50% of consumers were somewhat satisfied or above with the explanation of how to obtain a refund (66% in Q2).
Action: It appears a number of consumers have indicated they did not receive formal confirmation of resolution of their complaint and this has affected the overall satisfaction rating. An audit of responses sent regarding completed investigations will be undertaken in Q4.

Industry Services

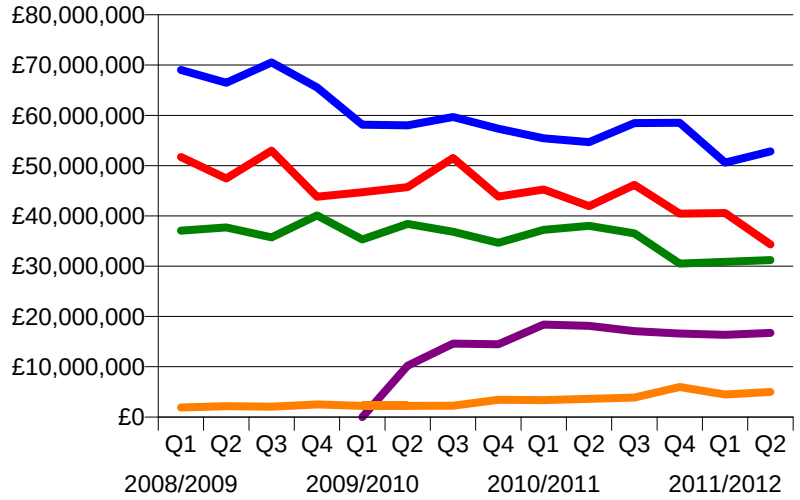
18% of industry members surveyed responded (10% in Q2) and, overall, 75% were either satisfied or above with the quality of the service they received (59% in Q2). 25% indicated they were neither satisfied or dissatisfied with the response. 81% felt the time taken to resolve their query was about right or quicker than expected (67% in Q2).

FINANCE

Outpayments & Fines

Chart 10.1 - Outpayments by Sector

(Updated Quarterly)



Financial Year	Quarter	Mobile	Landline	DQ	087	Payforit	Totals
2009/2010	Q1	58,162,923	44,715,635	35,314,507	0	2,213,188	**140,406,253**
	Q2	58,031,069	45,755,188	38,428,137	10,224,816	2,221,779	**154,660,989**
	Q3	59,696,090	51,520,062	36,869,647	14,611,738	2,273,176	**164,970,713**
	Q4	57,352,895	43,869,920	34,644,303	14,498,885	3,446,338	**153,812,341**
Total:		**233,242,977**	**185,860,805**	**145,256,594**	**39,335,439**	**10,154,481**	**613,850,296**
2010/2011	Q1	55,439,992	45,266,859	37,262,249	18,401,667	3,380,214	**159,750,980**
	Q2	54,682,718	41,941,108	38,047,101	18,149,041	3,625,628	**156,445,595**
	Q3	58,477,774	46,203,416	36,546,182	17,095,403	3,878,279	**162,201,054**
	Q4	58,515,164	40,465,883	30,524,150	16,616,640	5,980,575	**152,102,410**
Total:		**227,115,647**	**173,877,266**	**142,379,680**	**70,262,751**	**16,864,696**	**630,500,040**
2011/2012	Q1	50,623,677	40,571,833	30,868,878	16,355,459	4,501,230	**142,921,077**
	Q2	52,814,369	34,333,456	31,224,804	16,760,191	4,990,768	**140,123,588**
Total:		**103,438,046**	**74,905,289**	**62,093,682**	**33,115,650**	**9,491,998**	**283,044,665**
Total:		**563,796,670**	**434,643,360**	**349,729,956**	**142,713,840**	**36,511,175**	**1,527,395,001**

Fines:

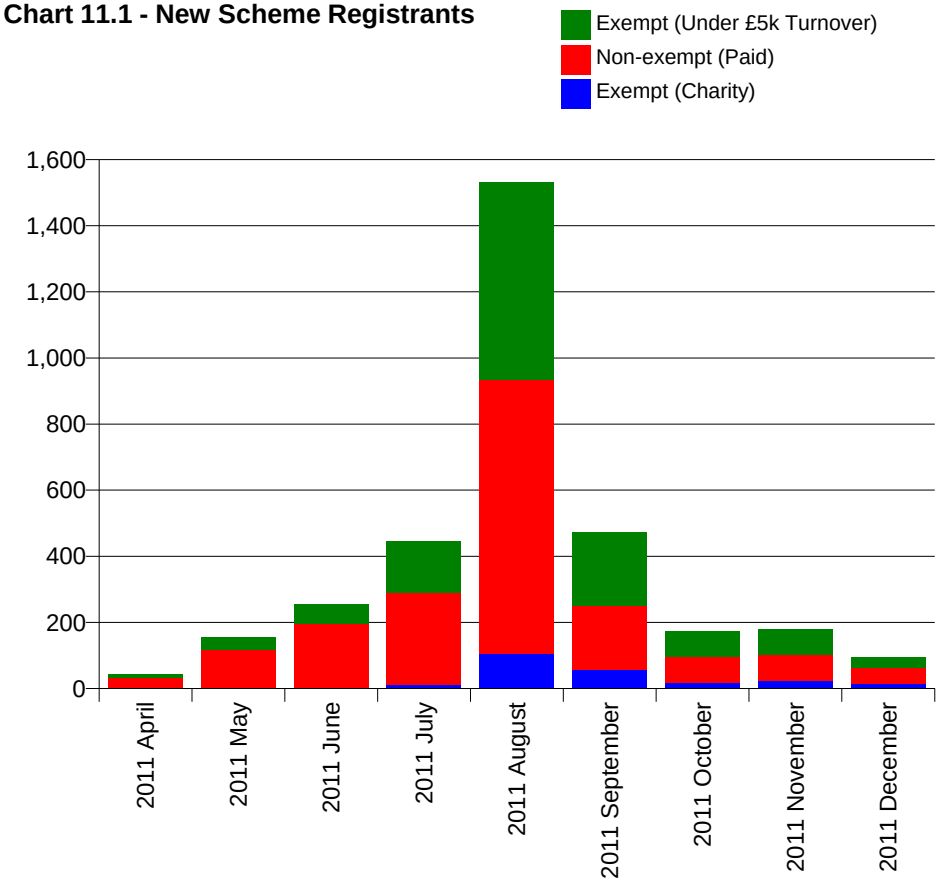
(Updated Monthly)

Financial Year 2010/2011	Mobile	Fixed	070	087	Network Breach	Totals
Fines invoiced from 01/04/11 - 31/03/12	£521,041	£42,250	£0	£5,000	£1,000	£569,291
Sanctions suspended	£0	£0	£0	£0	£0	£0
Oral hearing	£0	£0	£0	£0	£0	£0
Deferred Payments	£0	£0	£0	£0	£0	£0
Services barred due to insolvency	£0	£0	£0	£0	£0	£0
Fines not yet due	£9,000	£0	£0	£0	£0	£9,000
Fines due	£512,041	£42,250	£0	£5,000	£1,000	£560,291
Fines paid	£440,932	£32,500	£0	£0	£1,000	£474,432
Fines due but not paid	£71,109	£9,750	£0	£5,000	£0	£85,859
Collection rate						85%
% due unpaid						15%

INDUSTRY SERVICES

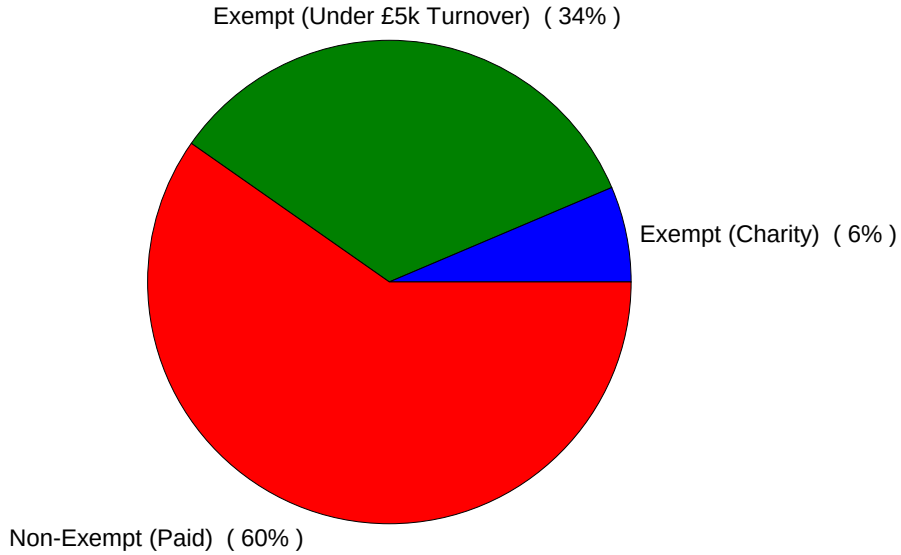
Registration Scheme

Chart 11.1 - New Scheme Registrants



Cumulative total of registrants to Q3 2011-12: 3,363

Chart 11.1a - Total Registrants Breakdown (to Q3 2011-12)



INDUSTRY SERVICES

Advice

Chart 12.1a - Industry Written Advice

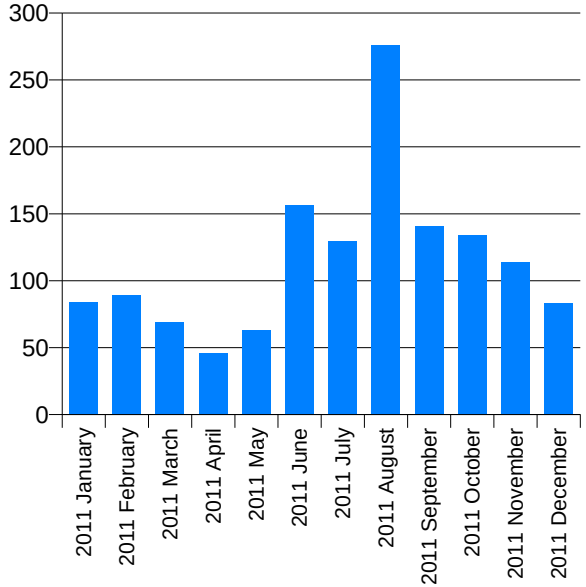


Chart 12.1b - Industry General Enquires

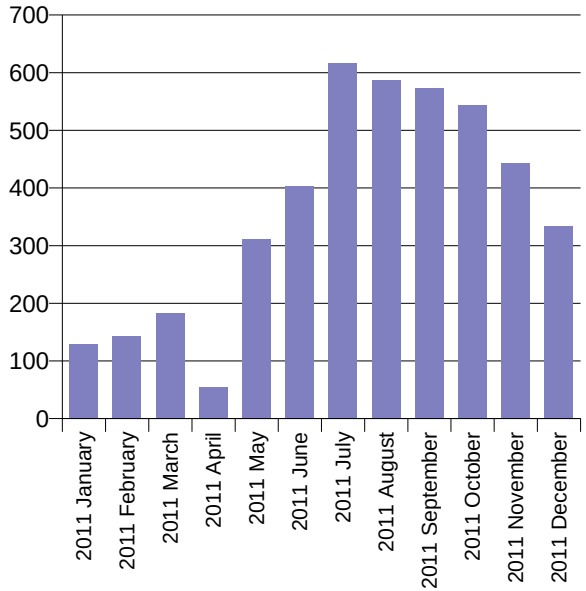
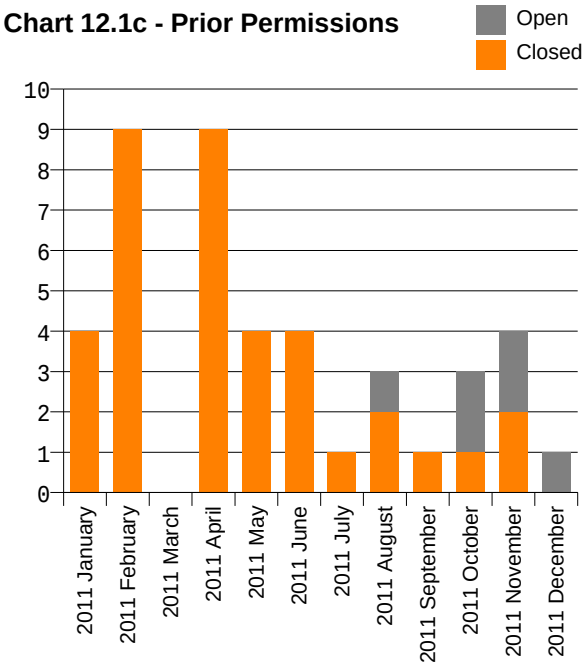


Chart 12.1c - Prior Permissions



	Advice	Enquiry	Prior Permission
2011 January	84	129	4
2011 February	89	144	9
2011 March	69	184	0
2011 April	46	54	9
2011 May	63	312	4
2011 June	157	403	4
2011 July	130	617	1
2011 August	276	587	3
2011 September	141	573	3
2011 October	134	543	3
2011 November	114	443	4
2011 December	83	334	1
Totals for Period:	**1,386**	**4,323**	**45**

MARKET INTELLIGENCE

Research & Market Intelligence Projects

Completed

- Development of methodology & expertise to gather evidence from Android-based mobile applications
- Commissioned research: Q2 compliance of the market report: In-market testing of higher-risk sectors (undertaken by WMC)

In-hand

- Mobile malware:
  o A strategy is currently being developed in collaboration with industry stakeholders, for tackling premium rate SMS / 09 premium rate fraud via mobile malware.
  o In tandem with this, Goode Intelligence has been commissioned to look into PRS malware threats to UK smartphone users. They are working with us to get an understanding of the threat to consumers in the UK, and to test the effectiveness of the regulatory arrangements in relation to PRS-related malware.

- Commissioned research: Consumer profiles and experiences of using online social gaming paid for using micropayments in combination with virtual currencies (being undertaken by Jigsaw Research: initial findings presented at PhonepayPlus Forum, November 2011).

- Market review for the PRS market in 2011 with forward-look to 2012:
  o An update on the market, looking in detail at market drivers from within the PRS value-chain. The consumer-facing portion of this research will look in detail at engagement with services by children and young people (SAND commissioned to undertake this).