



Quarterly Operational Report

2011/2012 - Quarter 4

Published Date: 12 April 2012

KEY PERFORMANCE INDICATORS

2011/2012 - Quarter 4

* Updated for Q4 of FY 2011/2012

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

Measure	Target	Actual	Comments
Fine collection rate	80%	92%	
Administration charge collection rate	80%	60%	The collection rate of 60% is due to non-payment of administration charges. Collection processes have been exhausted.
Emergency Procedure cases brought to adjudication within 20 working days	90%	100%	There was one Emergency procedure case in Q4.
Informal cases resolved within target (Fast-track within ten working days/Track 1 within 30 working days)	80%	85%	

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	100%	There were two Notices to Industry after an adjudication in Q4.
Tribunal minutes published after panel	< 11 days	100%	
Board meeting minutes published after being agreed	< 7 days	100%	

KEY PERFORMANCE INDICATORS

2011/2012 - Quarter 4

* Updated for Q4 of FY 2011/2012

Maximise awareness and understanding of the role of PhonepayPlus

Measure	Target	Actual	Comments
Increasing usage of PhonepayPlus website	Upward Trend	Increase of 3%	This is based on number of visitors to phonepayplus.org.uk in Q4 2011/2012 in comparison to Q3 2011/2012.

Operate efficiently

Measure	Target	Actual	Comments
Standard procedure cases brought to adjudication within 14 weeks	80%	63%	Of the eight cases that went to adjudication this period, five were within KPI (one case was ready for adjudication within 14 weeks but was held back slightly to accommodate effective Tribunal scheduling). Of the three cases that missed target, these were subject to either IP pass through requests (final Code 11 cases), provider time extensions and/or significant submission of data and evidence requiring re-review.
Calls to Contact Centre answered in 30 seconds	80%	75%	This KPI is slightly under target due to high call volumes over the period.
Response to compliance advice requests answered within five working days	80%	92%	Based on sample size.
Consumers are satisfied with the service from PhonepayPlus when their complaint is dealt with by the Complaint Resolution team	80%	67%	Please see page 15 for an analysis of this result.
Consumers are satisfied with the service from PhonepayPlus when their complaint results in a formal investigation	80%	N/A	This KPI is omitted due to low base of response.
Industry members are satisfied with the service they receive from PhonepayPlus	80%	N/A	This KPI is omitted due to low base of response.

KEY PERFORMANCE INDICATORS

2011/2012 - Quarter 4

* Updated for Q4 of FY 2011/2012

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	1.81 days	Based on Q4 2011/2012
Number of working days lost to sickness	< 3%	1.6%	In Q4 of 2011/2012, 1.6% of working time was lost due to sickness.

CONSUMER SERVICES

2011/2012 - Quarter 4

Call Centre

Month	Calls Answered	Calls Abandoned	Calls Offered
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
2012 January	2,777	205	2,982
2012 February	2,589	68	2,657
2012 March	2,374	169	2,543
Totals for Period:	23,784	1,816	25,600

Chart 1.1 - Customer Service Call Volume

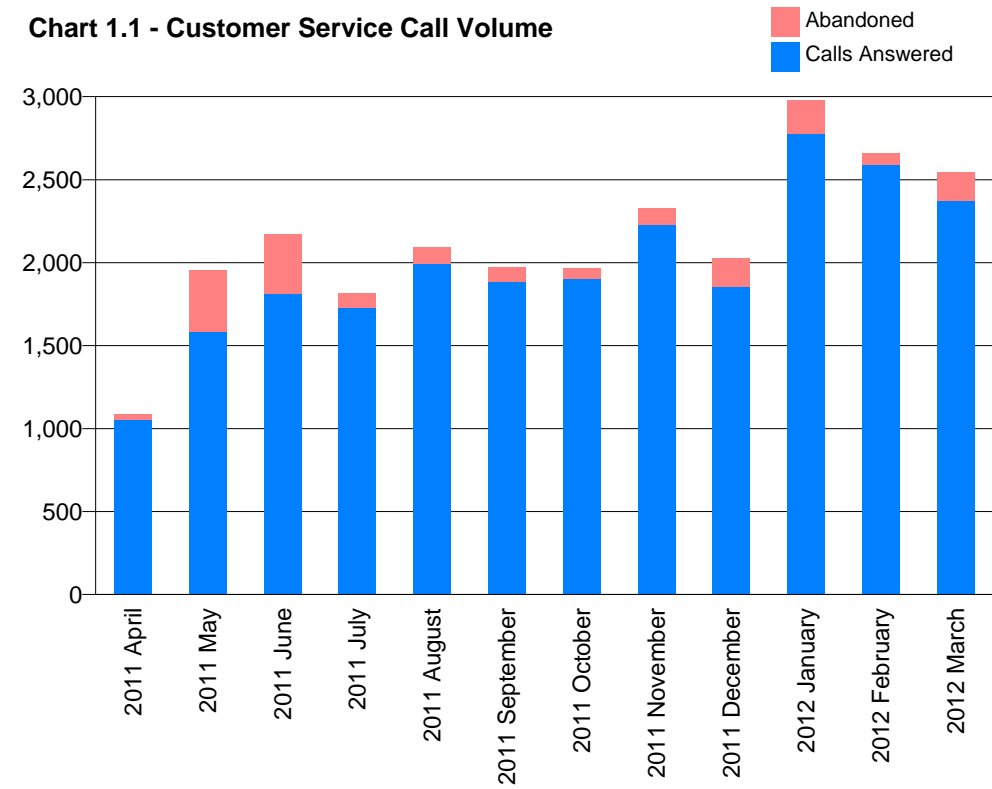
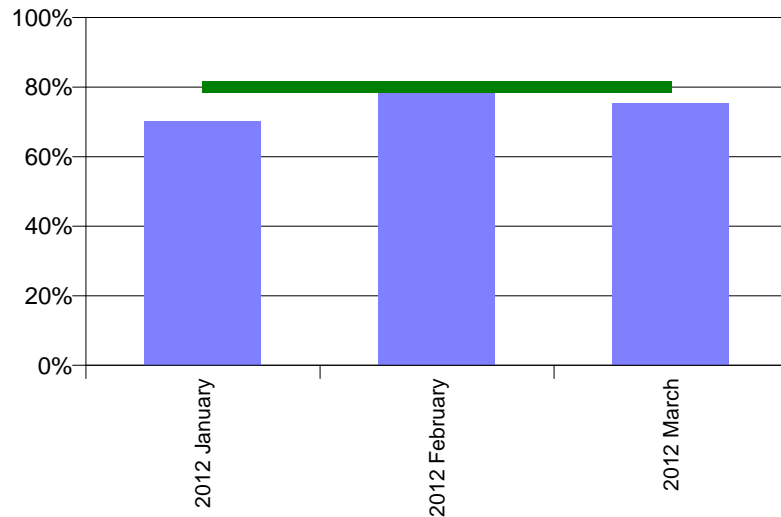


Chart 1.2 - Calls Answered Under 30 Seconds

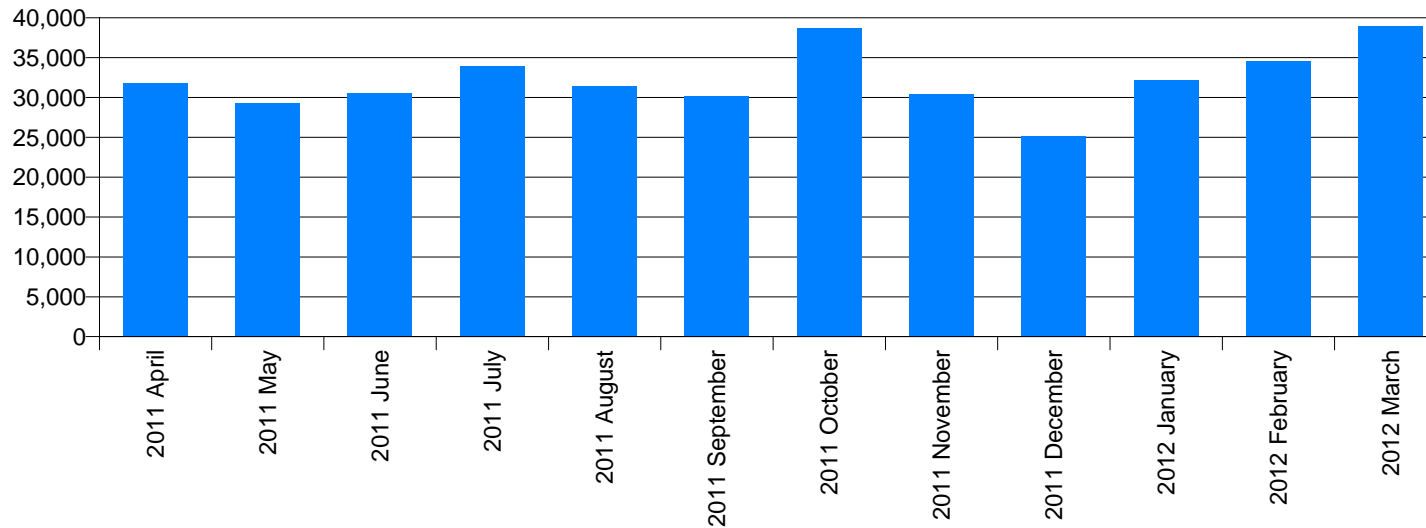


Comments:

- Calls answered within 30 seconds was 75% for the quarter, slightly under target due to high call volumes over the period.

Number Checker

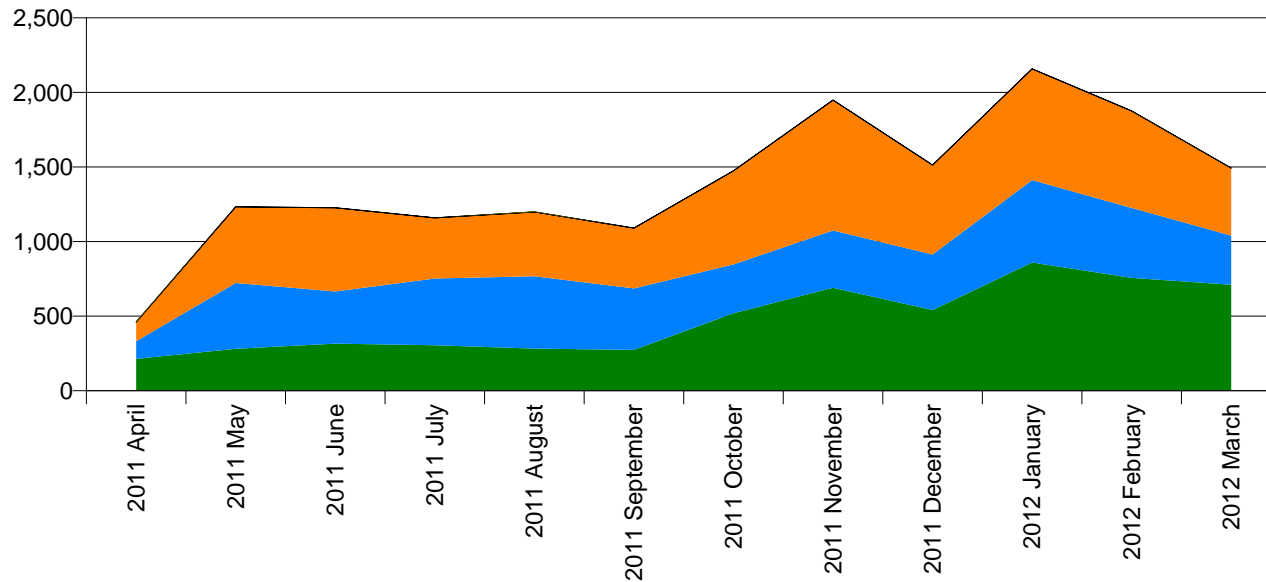
Chart 2.1 - Number Checker Usage



Number Type	PRN	Shortcode	Directory Enquires	070	087	Other	Month Totals
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
2012 January	11,222	9,985	275	352	1,072	9,309	32,215
2012 February	11,493	11,466	208	367	1,047	9,938	34,519
2012 March	12,823	13,548	206	347	1,117	10,955	38,996
Totals for Period:	142,567	110,971	3,511	4,734	14,406	111,068	387,257

Consumer Enquires

Chart 3.1 - Consumer Enquires



Type of Enquiry	General Enquiry	Number Check	Out Of Remit	Request For Information	Other	Month Totals
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
2012 January	860	552	746			2,158
2012 February	757	468	650			1,875
2012 March	710	330	453			1,493
Totals for Period:	5,749	4,687	6,395		10	16,841

COMPLAINTS

Complaints

Chart 4.1 - Consumer Complaints

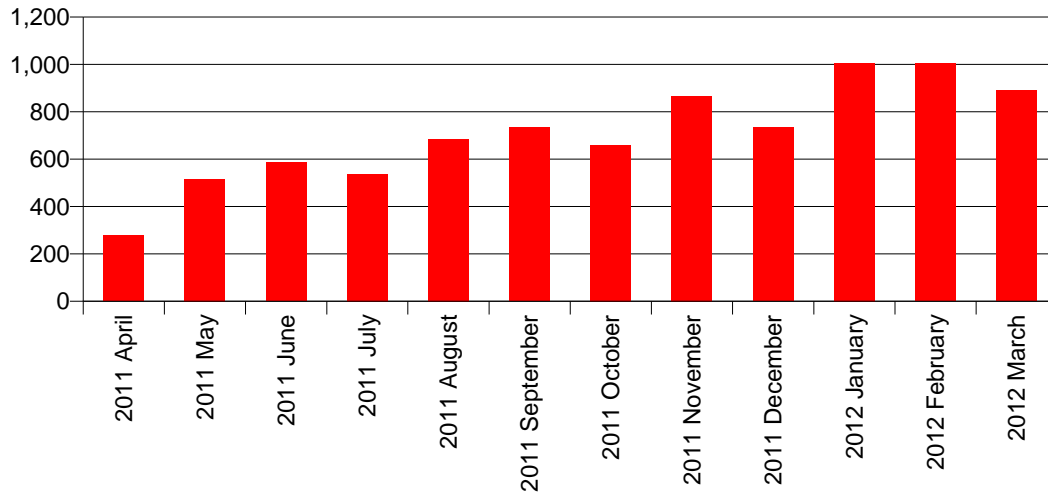
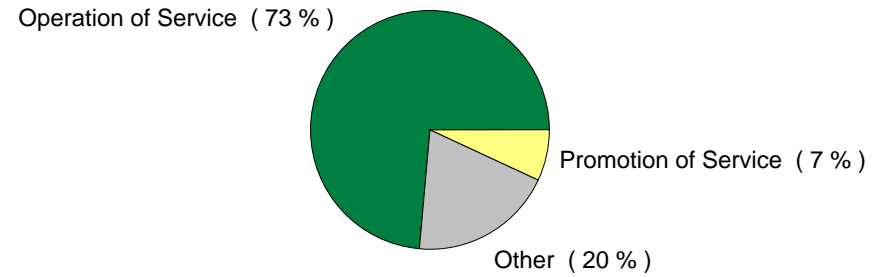


Chart 4.2 - Reason for Complaint (Q4)

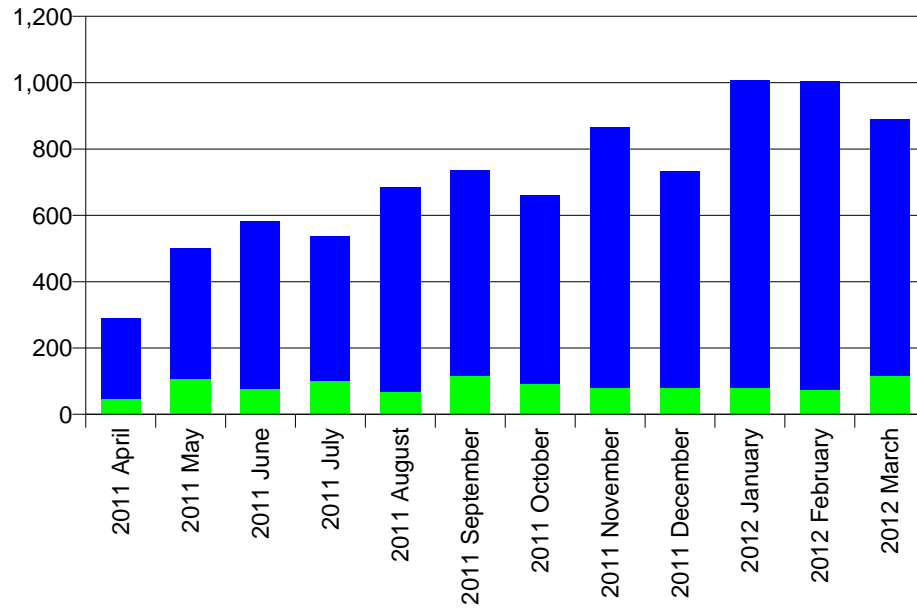


Source of Complaint	Phone	Web	Correspondence	Other	Month Totals
2011 April	105	169	4	1	279
2011 May	124	377	12	3	516
2011 June	114	452	7	11	584
2011 July	122	374	12	29	537
2011 August	197	414	8	67	686
2011 September	120	545	8	62	735
2011 October	146	474	8	32	660
2011 November	142	626	21	78	867
2011 December	209	506	16	3	734
2012 January	321	621	29	35	1,006
2012 February	340	591	48	26	1,005
2012 March	286	542	37	25	890
Totals for Period:	2,226	5,691	210	372	8,499

COMPLAINTS

Complaints by Sector

Chart 5.1 - Mix of Mobile vs. Landline Sector Complaints



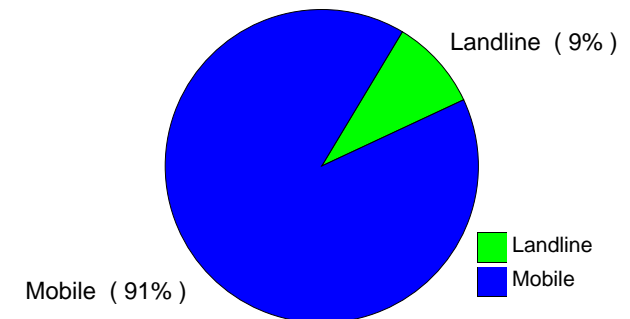
Month	Landline	Mobile	Total
2011 April	47	242	289
2011 May	108	393	501
2011 June	77	504	581
2011 July	101	435	536
2011 August	67	617	684
2011 September	117	618	735
2011 October	92	567	659
2011 November	82	785	867
2011 December	80	653	733
2012 January	80	926	1,006
2012 February	74	931	1,005
2012 March	117	773	890
Totals for Period:	1,042	7,444	8,486

Complaints on 070 and 087 Trends

Month	070 Complaints
2011 July	9
2011 August	10
2011 September	14
2011 October	13
2011 November	9
2011 December	2
2012 January	4
2012 February	4
2012 March	9

Month	087 Complaints
2011 July	7
2011 August	3
2011 September	11
2011 October	7
2011 November	6
2011 December	4
2012 January	7
2012 February	9
2012 March	15

Chart 5.2 - Mix of Mobile vs. Landline Sector Complaints (Q4)



COMPLAINT RESOLUTION

Complaint Investigation

Chart 6.1a - Resolution Type on Complaints Received

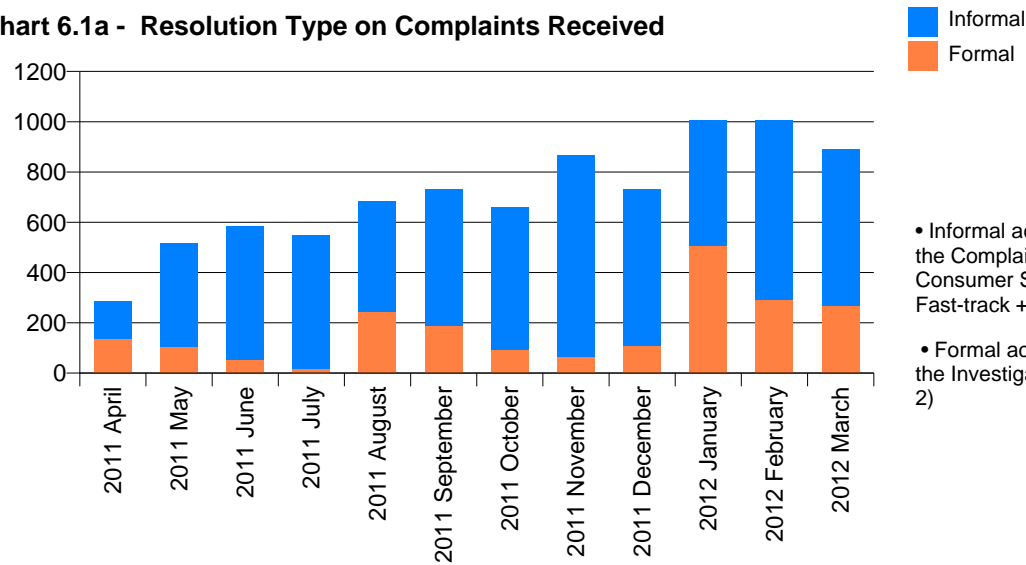


Chart 6.1b - Complaints: Investigation Type (Q4)

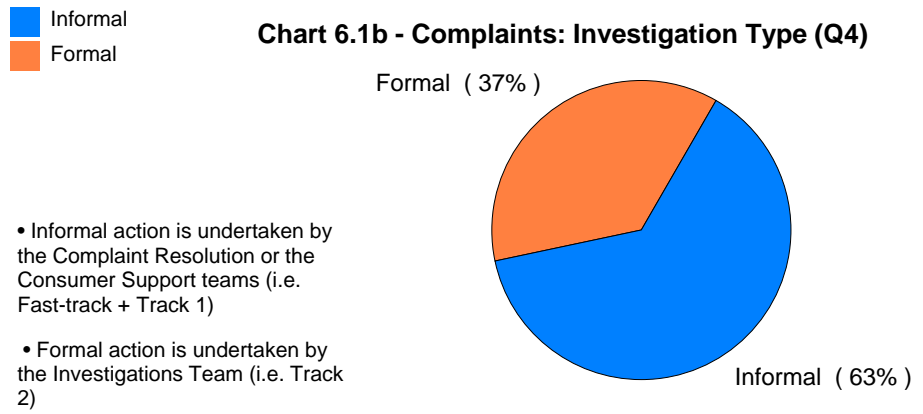


Chart 6.2a - Informal Resolution: Closed Case Investigation Type

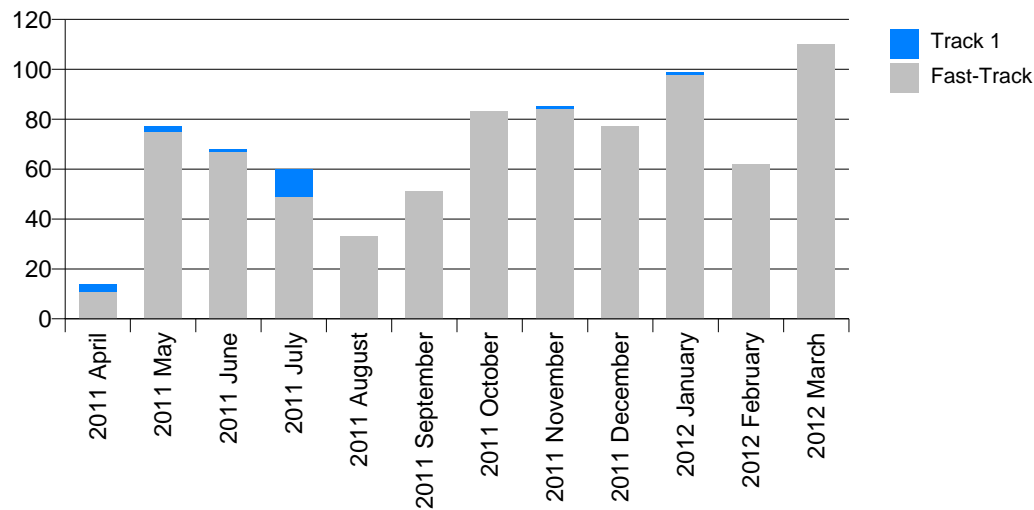
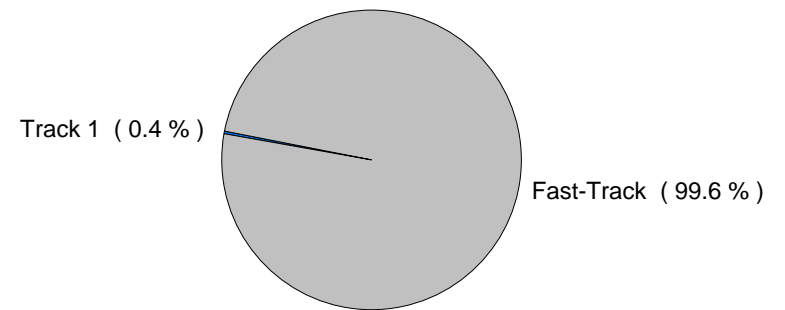


Chart 6.2b Mix of Closed Investigations: Complaint Resolution (Q4)



Comments:

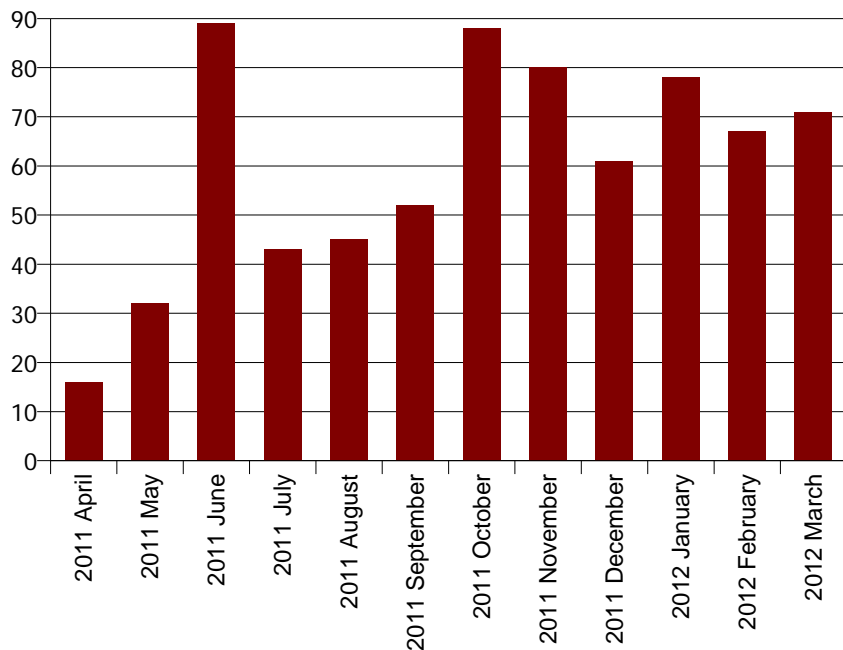
- The top three breaches raised using the informal procedure in Q4 are:
 - 2.2.1b: pricing prominence
 - 2.2.1: pricing clarity
 - 2.2.5: contact details

INVESTIGATIONS

2011/2012 - Quarter 4

New Cases

Chart 7.1 - Cases Identified



Open Investigations By Sector	Cases
Mobile shortcode	8
087/09	4
070	2
Oral Hearings	1
Network Cases	0
Breach of Sanction Cases	1
Due Diligence Cases	5

Recent Tribunal decisions can be found at:
<http://www.phonepayplus.org.uk/For-Business/Past-Adjudications.aspx>

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

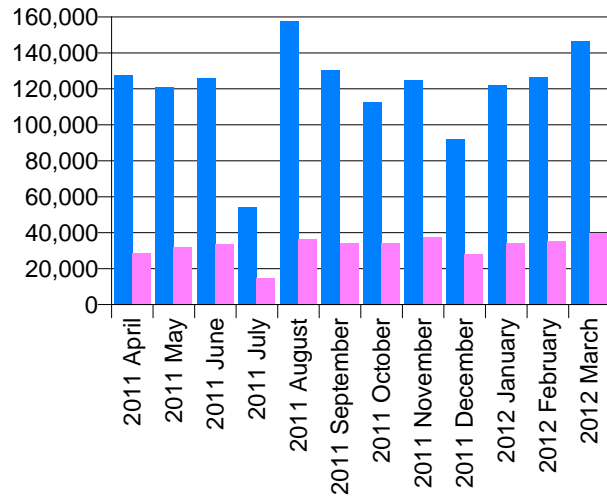


Chart 8.1b - PhoneBrain Web Site Page Views & Visits

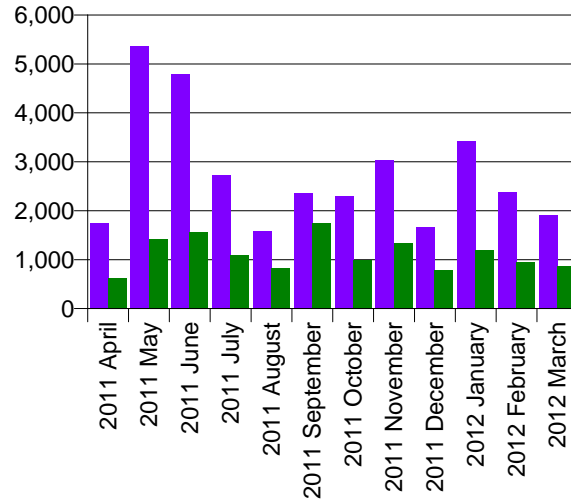
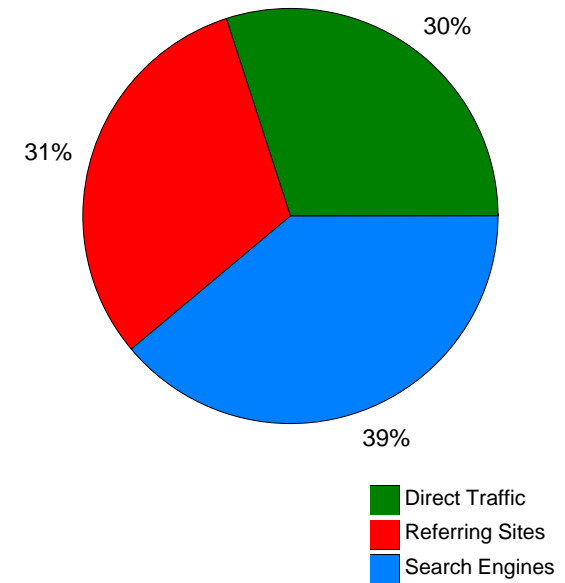


Chart 8.2 - Traffic Sources for PhonepayPlus Web Site (Q4)



Month	Page Views	Visits
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
2012 January	122,072	34,144
2012 February	126,508	35,168
2012 March	146,463	39,740
Totals for Period:	1,442,681	388,719

Month	Page Views	Visits
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
2012 January	3,424	1,192
2012 February	2,387	947
2012 March	1,923	863
Totals for Period:	33,327	13,412

COMMUNICATIONS

Publications

Media Coverage:

Articles published in Q4: 89

Chart 9.2 - Media Piece by Type (Q4)

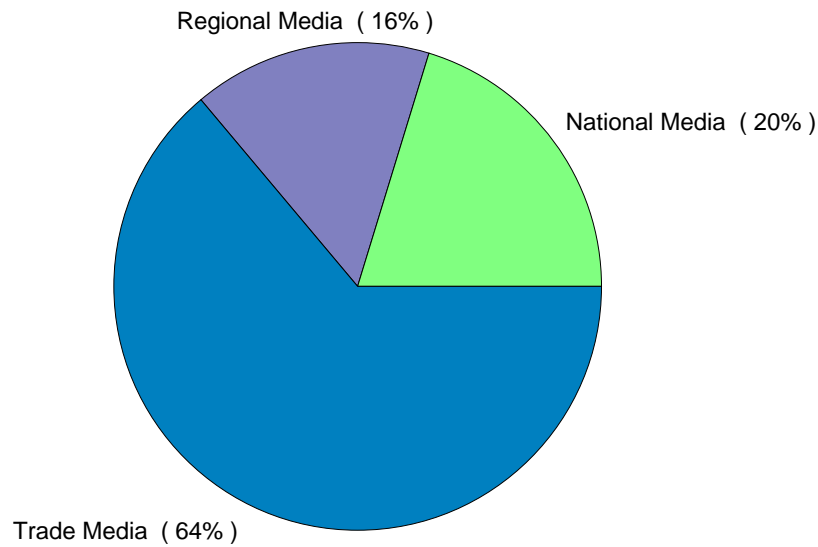
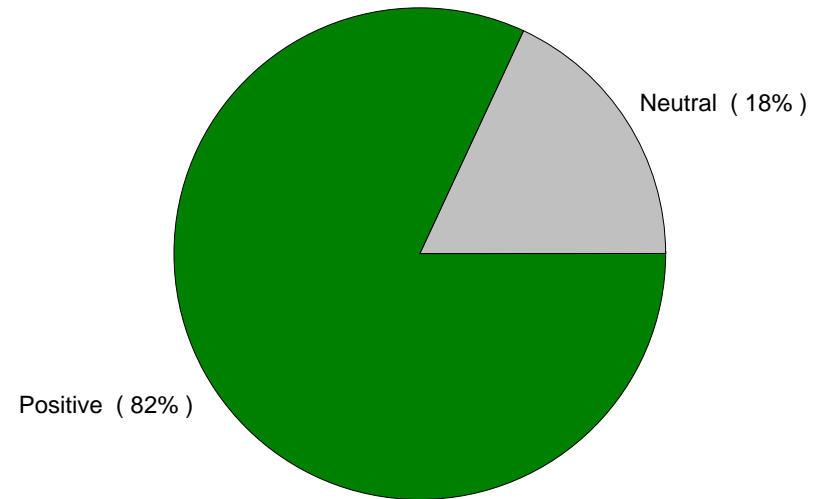


Chart 9.3 - Media Piece Evaluation (Q4)



Announcements and Events

- Delivered PhoneBrain culmination event at ITV studios (24 January)
- CEO attended Oxford Media Convention (25 January)
- Responded to BIS consultation on alternative dispute resolution (3 February)
- Issued General Guidance note: Application-based services (27 February)
- Attended Westminster eForum to discuss the Communications Green Paper (6 March)
- Compliance Update on Information Services (13 March)
- PhonepayPlus delivered industry forum event at Kings Place, London (22 March)
- CEO spoke at the Westminster Media Forum regarding m-commerce and online payments (27 March)
- Compliance Update on recent adjudications against named individuals (29 March)

SATISFACTION MEASURES

There are currently three areas where 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 five-point scale of responses to ensure a balanced view of their satisfaction rating – very dissatisfied, somewhat dissatisfied, neither satisfied nor dissatisfied, somewhat satisfied and very satisfied.

Investigations

Omitted due to low base of response.

Complaint Resolution

15% of consumers surveyed responded and, of these, 67% indicated they were either somewhat satisfied or above with the service they received overall (53% in Q3). 90% of consumers were somewhat satisfied or above with the explanation of how to obtain a refund (50% in Q3).

Industry Services

Omitted due to low base of response.

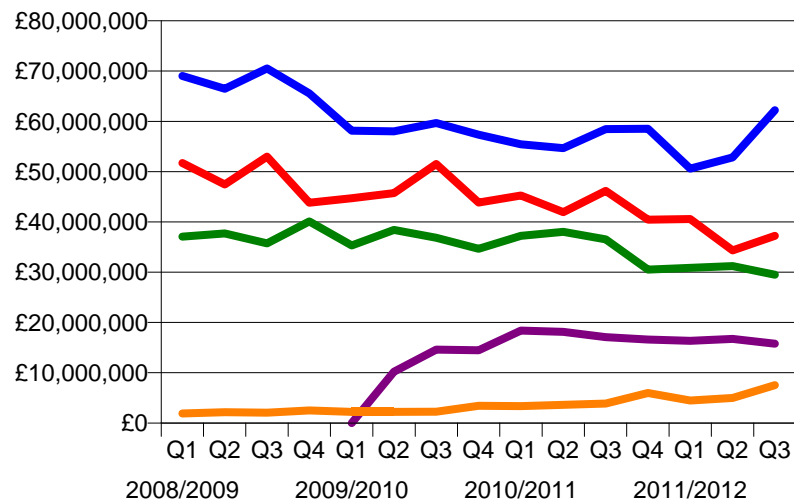
FINANCE

2011/2012 - Quarter 4

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
	Q3	62,232,438	37,252,944	29,516,656	15,786,097	7,536,227	152,324,362
Total:		165,670,484	112,158,233	91,610,338	48,901,747	17,028,225	435,369,027

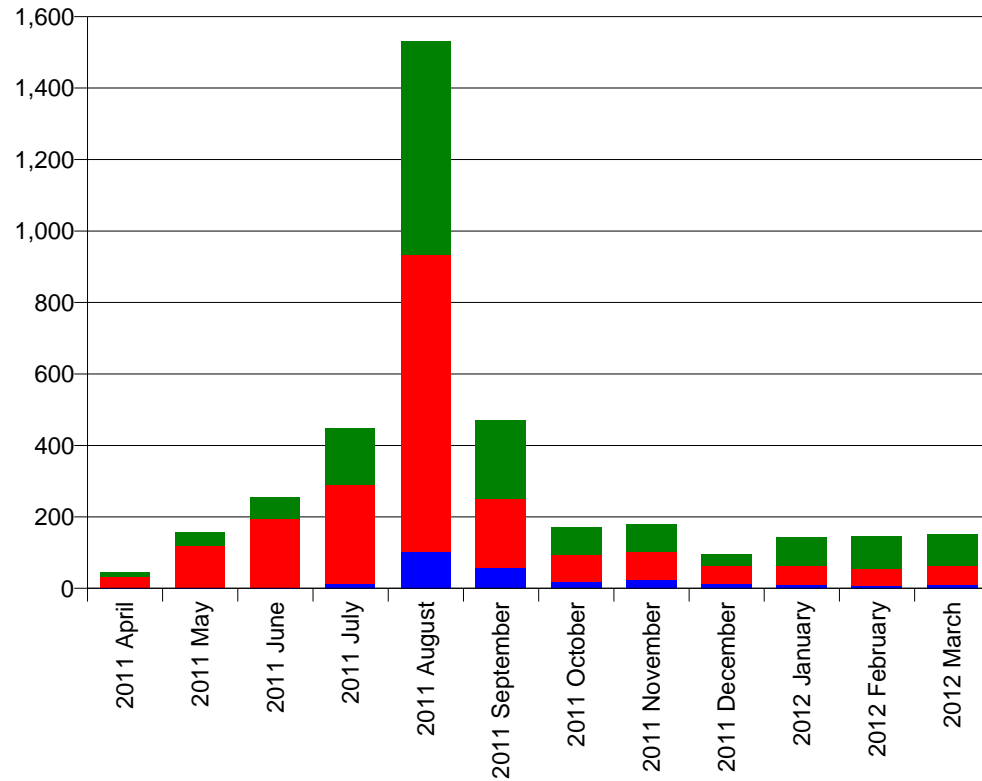
Fines:

(Updated Monthly)

Financial Year 2011/2012	Mobile	Fixed	070	087	Network Breach	Totals
Fines invoiced from 01/04/11 - 31/03/12	£945,041	£87,250	£0	£0	£1,000	£1,033,291
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	-£35,000	£0	£0	£0	£0	-£35,000
Fines due	£910,041	£87,250	£0	£0	£1,000	£998,291
Fines paid	£838,932	£82,500	£0	£0	£1,000	£922,432
Collection rate						92 %
% due unpaid						8 %

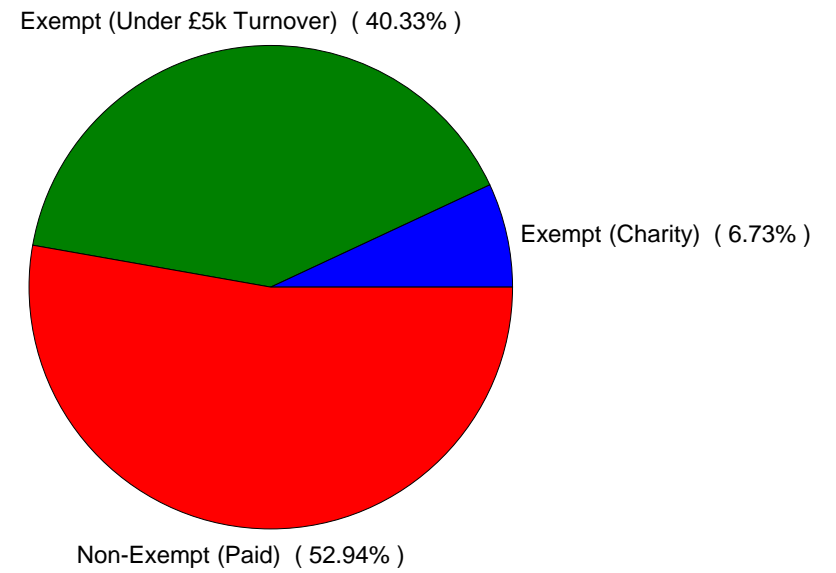
Registration Scheme

Chart 11.1a - New Scheme Registrants



Cumulative total of registrants to Q4 2011/2012:
3,789

Chart 11.1b - Total Registrants Breakdown



INDUSTRY SERVICES

2011/2012 - Quarter 4

Advice

Chart 12.1a - Industry Written Advice

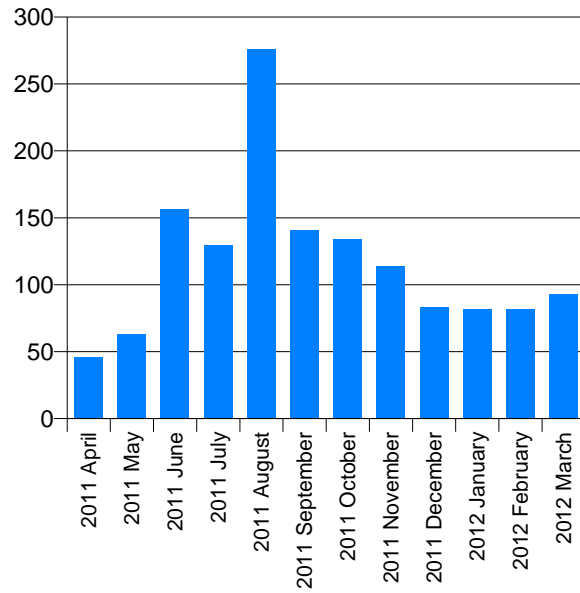


Chart 12.1b - Industry General Enquires

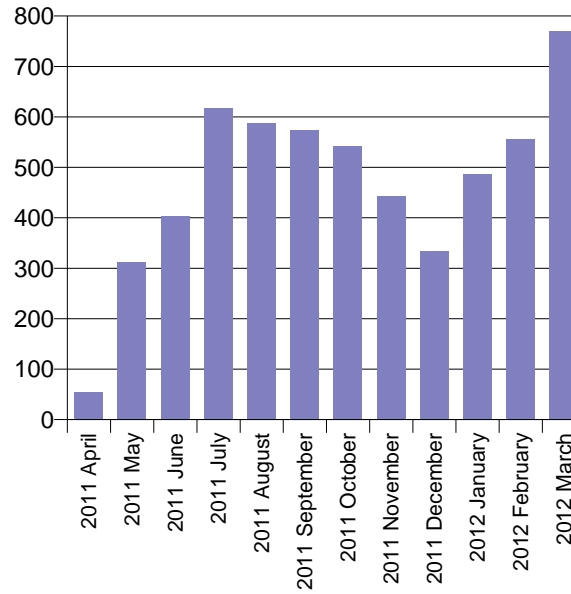
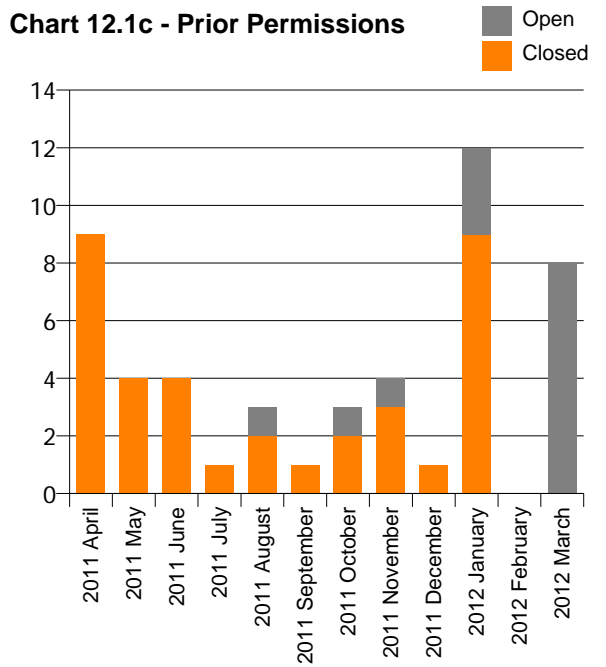


Chart 12.1c - Prior Permissions



	Advice	Enquiry	Prior Permission
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
2012 January	82	487	12
2012 February	82	557	0
2012 March	93	770	8
Totals for Period:	1,401	5,680	52

Research & Market Intelligence Projects

Completed

- Market review for the PRS market in 2011 with a forecast for 2012:
An update on the market, looking in detail at market drivers from within the PRS value-chain. The consumer-facing portion of this research looks in detail at engagement with services by children and young people (SAND was commissioned to undertake this. Research due to be published in April 2012).
- Commissioned research: Consumer profiles and experiences of using online social-gaming paid for using micropayments in combination with virtual currencies (undertaken by Jigsaw Research. Research due to be published in Q1 2012-13).
- Goode Intelligence was commissioned to look into PRS malware threats to UK smartphone users. The project has provided us with a better understanding of the threat to consumers in the UK and informed the ongoing development of a strategy for mitigating the risks to consumers and potential for market damage (see below).

Research being undertaken at present

- Mobile malware and PRS:
A strategy is currently being developed in collaboration with industry stakeholders, for tackling PSMS / 09 PRS fraud via mobile malware. On 19 April a malware summit will be hosted by PhonepayPlus to gather a cross-section of stakeholder groups from industry, regulatory and law enforcement to discuss the options for reducing the threats posed by premium rate mobile malware.
- Charitable giving by premium rate. Research commissioned to better understand the emerging market for donations by premium rate and to understand the interplay between consumers, the industry and regulators and potential abuses that could cause market damage (Thinktank was commissioned to undertake this).
- In-house research: Analysis of complaints made to PhonepayPlus as a result of services used by children and young people. Desk research into the wider context of potential issues that could arise as a result of children's use of PRS and comparable services (to provide evidence for the development of a child protection strategy).