



# Quarterly Operational Report

2012/2013 - Quarter 3

*Published Date: 15 January 2013*

**KEY PERFORMANCE INDICATORS**

2012/2013 - Quarter 3

\* Updated for Q3 of FY 2012/2013

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

Measure	Target	Actual	Comments
Fine collection rate	80%	34%	Two Networks and 17 providers to date have not paid outstanding fines and administration charges. Of the Networks one is on a payment plan and the other is subject to debt recovery proceedings. Of the providers, eight are either untraceable or have gone into liquidation and the debts are likely to be written off (13% of fine total owed). Of the remainder, five providers are subject to legal proceedings, reviews or appeals, three providers are due to pay this period and one is subject to a payment plan
Administration charge collection rate	80%	63%	
Informal cases resolved within target (Fast-track within ten working days/Track 1 within 30 working days)	80%	85%	
Emergency procedure cases brought to adjudication within 20 working days	90%	N/A	There were no Emergency Procedures in the third quarter

**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 applicable notices in the third quarter
Tribunal minutes published after panel	< 11 days	100%	
Board meeting minutes published after being agreed	< 7 days	100%	

## KEY PERFORMANCE INDICATORS

2012/2013 - Quarter 3

\* Updated for Q2 of FY 2012/2013

## Maximise awareness and understanding of the role of PhonepayPlus

Measure	Target	Actual	Comments
Increasing usage of PhonepayPlus website	Upward Trend	Increase of 3.4%	This is based on number of visitors to phonepayplus.org.uk in Q3 2012/2013 in comparison to Q2 2012/2013.

## Operate efficiently

Measure	Target	Actual	Comments
Standard procedure cases brought to adjudication within 14 weeks	80%	64%	Of the 11 relevant cases that went to adjudication this period, seven were within KPI. The cases that missed target did so due to other critical workload and case complexity.
Calls to Contact Centre answered in 30 seconds	80%	65%	Meeting the target of 80% of calls answered within 30 seconds has been challenging over this period due to the high volumes and some reduced resources during a period of recruitment and training. Adherence to target is now on an upward trajectory.
Response to compliance advice requests answered within five working days	80%	89%	
Consumers are satisfied with the service from PhonepayPlus when their complaint is dealt with by the Complaint Resolution team	80%	69%	For more information, see page 15
Consumers are satisfied with the service from PhonepayPlus when their complaint results in a formal investigation	80%	77%	For more information, see page 15
Industry members are satisfied with the service they receive from PhonepayPlus	80%	65%	For more information, see page 15

KEY PERFORMANCE INDICATORS

2012/2013 - Quarter 3

\* Updated for Q2 of FY 2012/2013

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

Measure	Target	Actual	Comments
Staff turnover	< 20% annual	4.6%	Based on calendar year 2012
Average number of training days	TBD	2 days	Based on Q3 2012/2013
Number of working days lost to sickness	< 3%	2.05%	

### Call Centre

Month	Calls Answered	Calls Abandoned	Calls Offered
2012 January	2,777	205	2,982
2012 February	2,589	68	2,657
2012 March	2,374	169	2,543
2012 April	2,440	113	2,553
2012 May	2,780	138	2,918
2012 June	2,246	139	2,385
2012 July	2,626	244	2,870
2012 August	2,362	299	2,661
2012 September	2,227	544	2,771
2012 October	2,646	784	3,430
2012 November	2,448	617	3,065
2012 December	2,159	264	2,423
<b>Totals for Period:</b>	<b>29,674</b>	<b>3,584</b>	<b>33,258</b>

Chart 1.1 - Customer service call volume

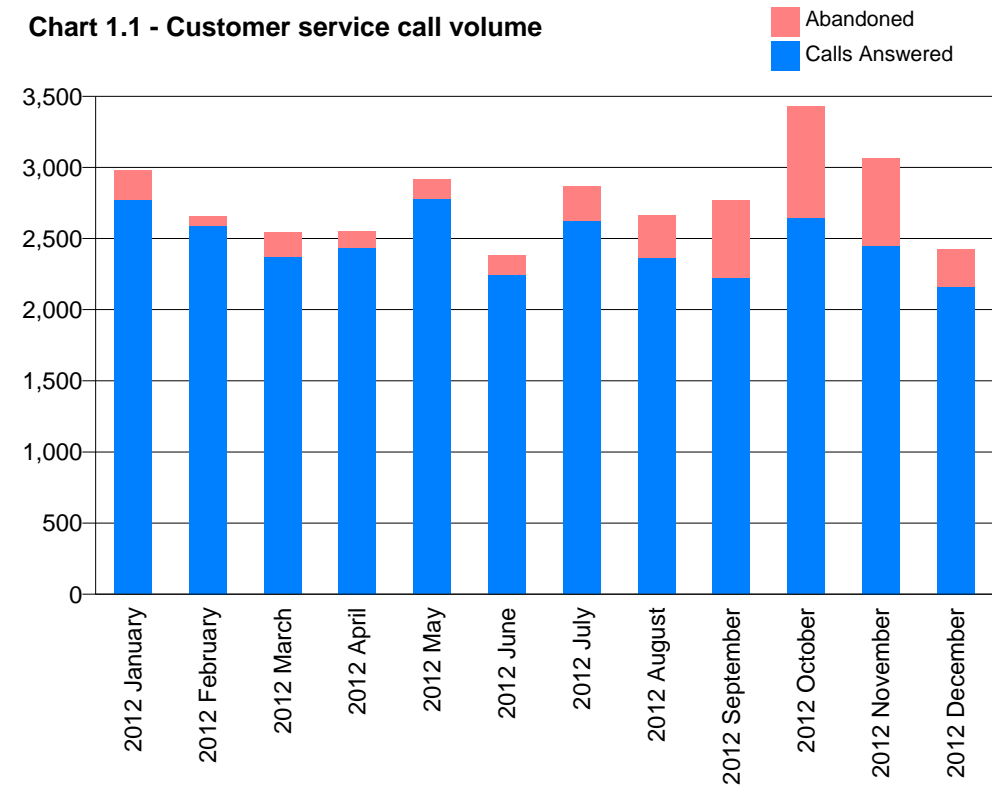
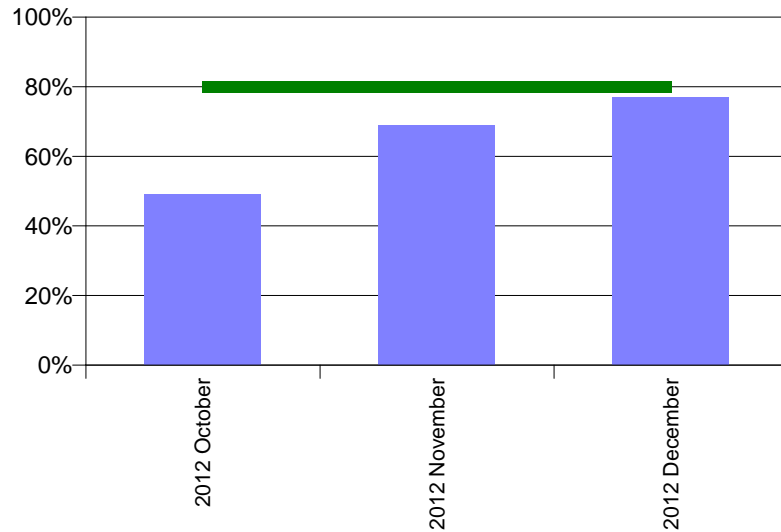


Chart 1.2 - Calls answered Under 30 seconds

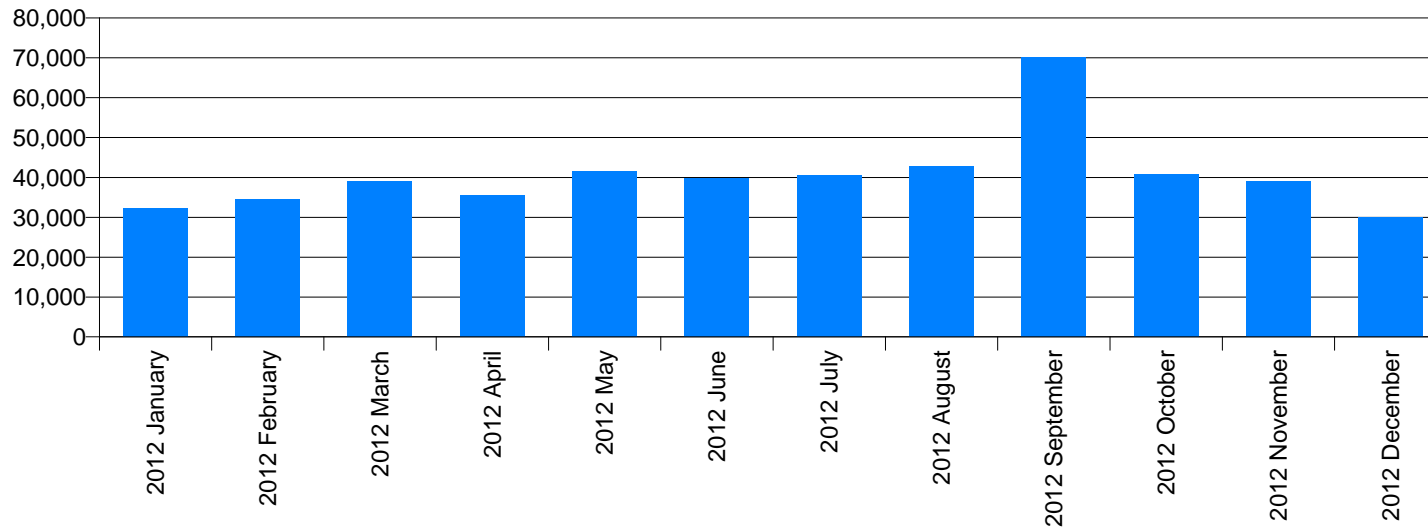


### Comments

Work has continued to ensure the correct allocation of resources to meet service level resulting in a increase in performance to target, month on month. We will continue to monitor this as a priority over the coming months.

Number Checker

Chart 2.1 - Number Checker usage



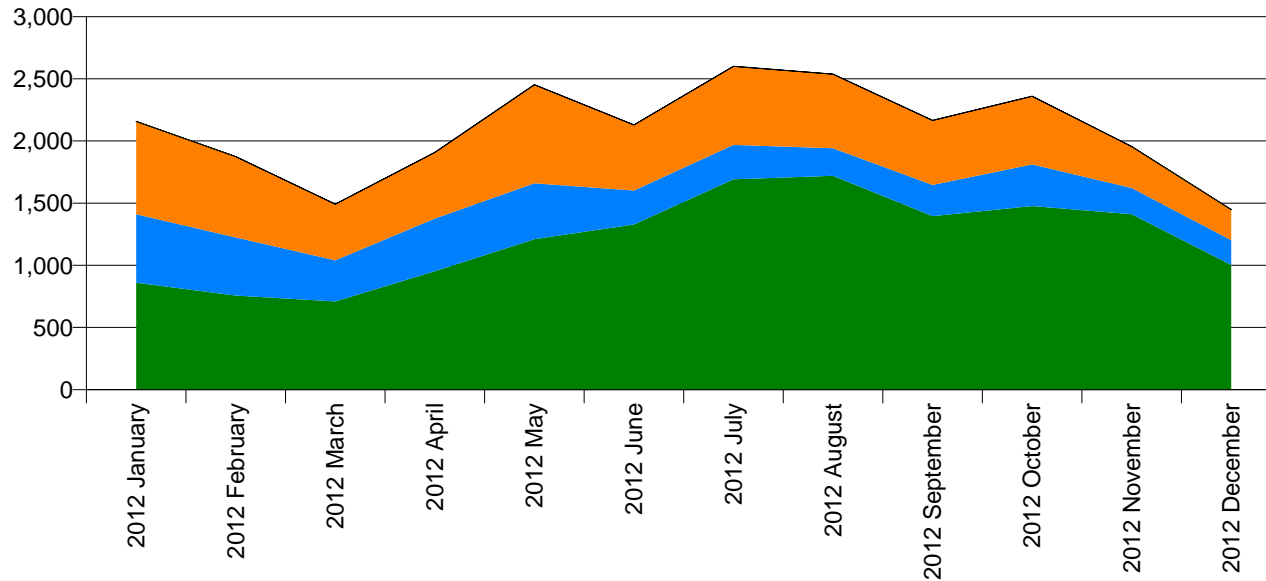
**Comments:**

Number checker was subjected to a high number of automated queries on shortcodes in September

Number Type	PRN	Shortcode	Directory Enquires	070	087	Other	Month Totals
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
2012 April	11,097	12,654	206	336	1,078	10,272	35,643
2012 May	12,656	15,642	277	423	1,191	11,212	41,401
2012 June	11,504	16,291	221	428	996	10,268	39,708
2012 July	11,811	16,318	214	415	1,116	10,708	40,582
2012 August	11,754	18,570	236	339	1,010	10,982	42,891
2012 September	11,753	45,672	258	345	997	11,028	70,053
2012 October	12,286	14,701	238	299	1,026	12,191	40,741
2012 November	11,735	13,922	270	325	1,131	11,674	39,057
2012 December	9,057	10,692	330	289	822	8,878	30,068
<b>Totals for Period:</b>	<b>139,191</b>	<b>199,461</b>	<b>2,939</b>	<b>4,265</b>	<b>12,603</b>	<b>127,415</b>	<b>485,874</b>

### Consumer Enquires

Chart 3.1 - Consumer enquires



Type of Enquiry	General Enquiry	Number Check	Out Of Remit	Request For Information	Other	Month Totals
2012 January	860	552	746			<b>2,158</b>
2012 February	757	468	650			<b>1,875</b>
2012 March	710	330	453			<b>1,493</b>
2012 April	953	424	531			<b>1,908</b>
2012 May	1,211	448	794			<b>2,453</b>
2012 June	1,329	272	529			<b>2,130</b>
2012 July	1,692	276	633			<b>2,601</b>
2012 August	1,721	220	597			<b>2,538</b>
2012 September	1,396	250	520			<b>2,166</b>
2012 October	1,477	335	548			<b>2,360</b>
2012 November	1,412	211	334			<b>1,957</b>
2012 December	1,003	199	247			<b>1,449</b>
<b>Totals for Period:</b>	<b>14,521</b>	<b>3,985</b>	<b>6,582</b>			<b>25,088</b>

# COMPLAINTS

## Complaints

Chart 4.1 - Consumer complaints

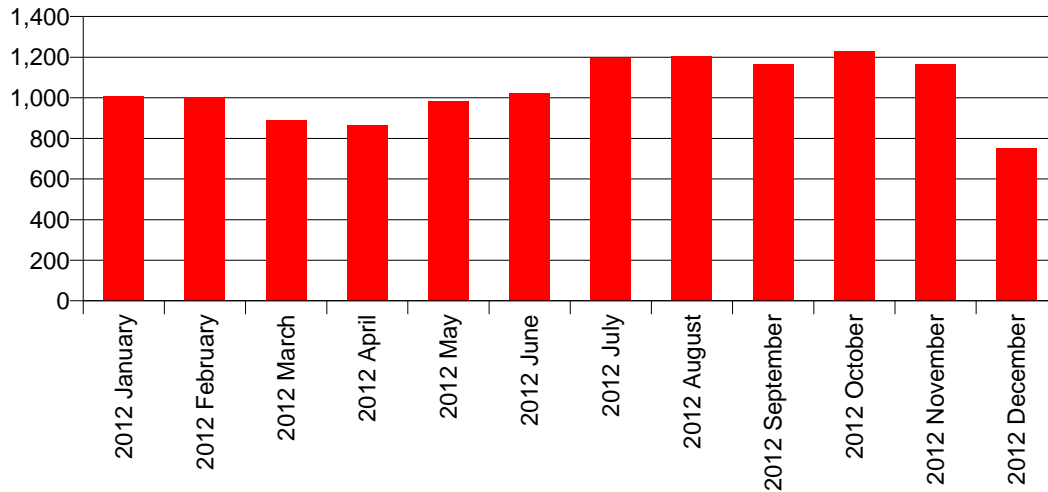
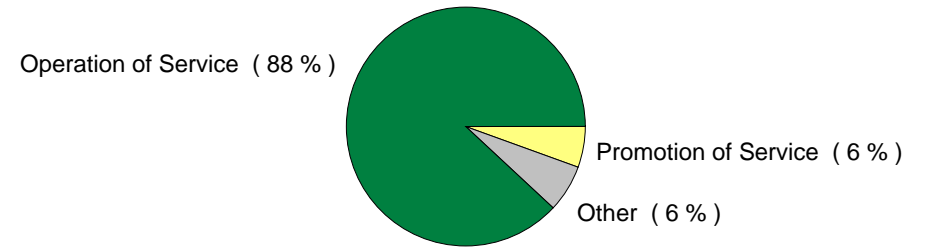


Chart 4.2 - Reason for complaint (Q3)



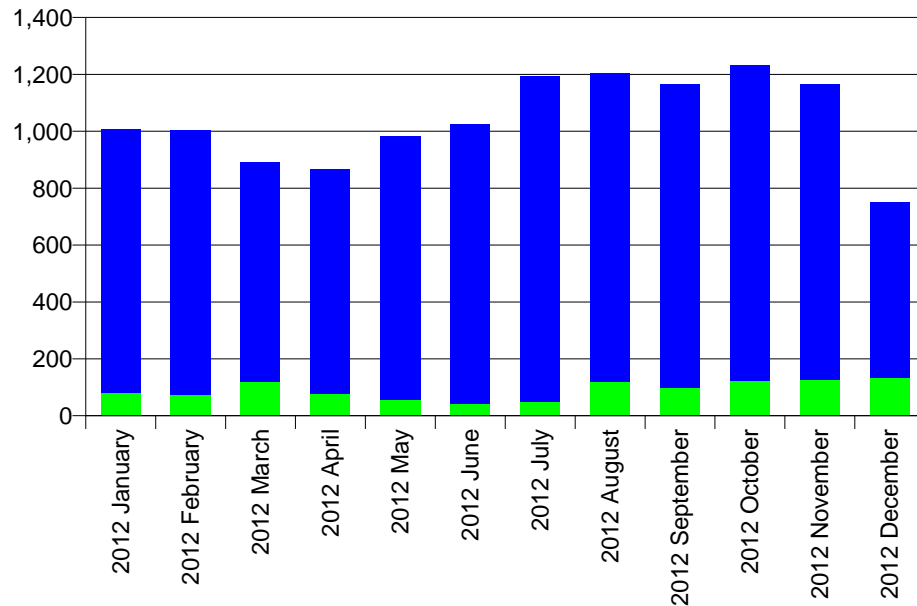
Source of Complaint	Phone	Web	Correspondence	Other	Month Totals
2012 January	321	621	29	35	1,006
2012 February	340	591	48	26	1,005
2012 March	286	542	37	25	890
2012 April	303	508	28	27	866
2012 May	384	571	26	2	983
2012 June	351	644	24	5	1,024
2012 July	386	717	33	57	1,193
2012 August	518	648	27	11	1,204
2012 September	482	638	26	20	1,166
2012 October	474	725	18	13	1,230
2012 November	410	699	27	30	1,166
2012 December	257	460	7	28	752
<b>Totals for Period:</b>	<b>4,512</b>	<b>7,364</b>	<b>330</b>	<b>279</b>	<b>12,485</b>



# COMPLAINTS

## Complaints by Sector

Chart 5.1 - Mix of mobile vs. landline sector complaints



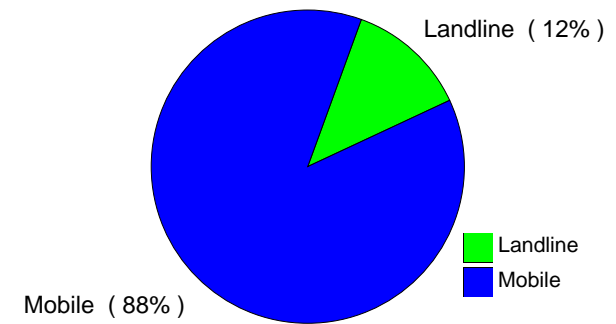
Month	Landline	Mobile	Total
2012 January	80	926	1,006
2012 February	74	931	1,005
2012 March	117	773	890
2012 April	78	788	866
2012 May	57	926	983
2012 June	41	983	1,024
2012 July	48	1,145	1,193
2012 August	120	1,084	1,204
2012 September	98	1,068	1,166
2012 October	122	1,108	1,230
2012 November	128	1,038	1,166
2012 December	135	617	752
<b>Totals for Period:</b>	<b>1,098</b>	<b>11,387</b>	<b>12,485</b>

## Complaints on 070 and 087 Trends

Month	070 Complaints
2012 April	6
2012 May	6
2012 June	12
2012 July	3
2012 August	5
2012 September	2
2012 October	3
2012 November	10
2012 December	3

Month	087 Complaints
2012 April	15
2012 May	1
2012 June	7
2012 July	9
2012 August	10
2012 September	7
2012 October	15
2012 November	11
2012 December	4

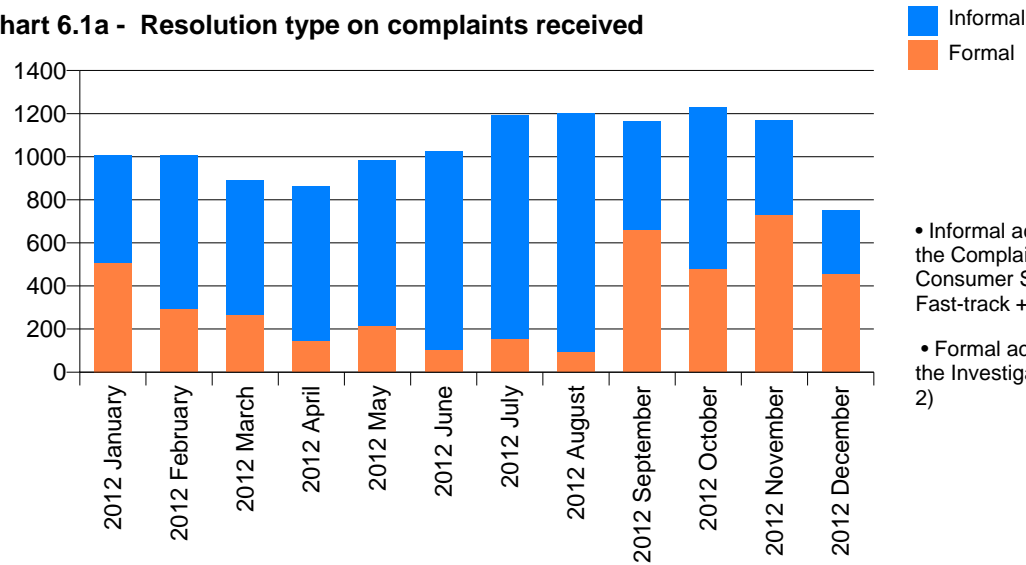
Chart 5.2 - Mix of mobile vs. landline sector complaints Q3



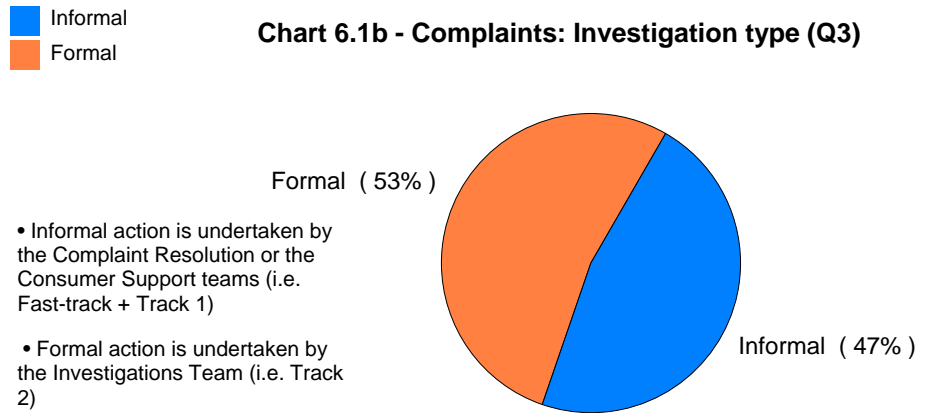
# COMPLAINT RESOLUTION

## Complaint Investigation

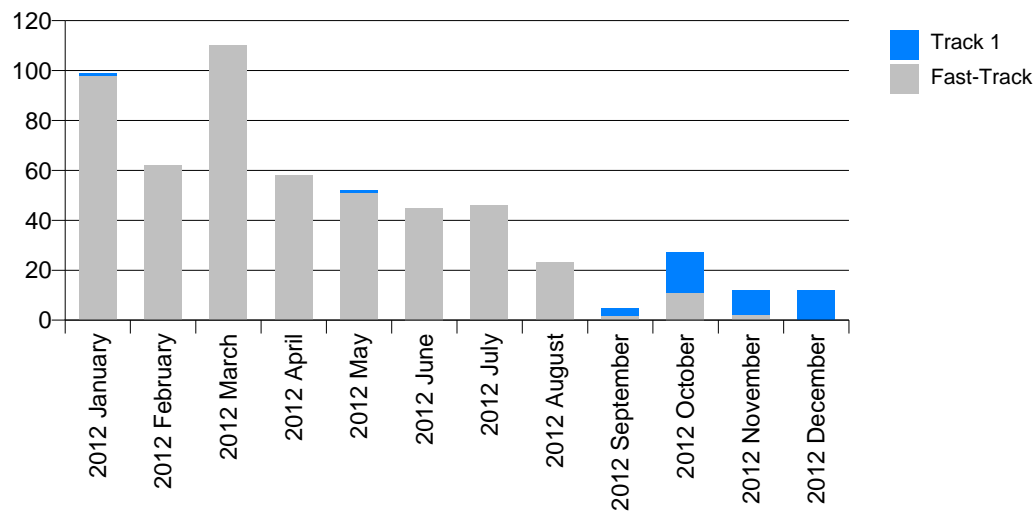
**Chart 6.1a - Resolution type on complaints received**



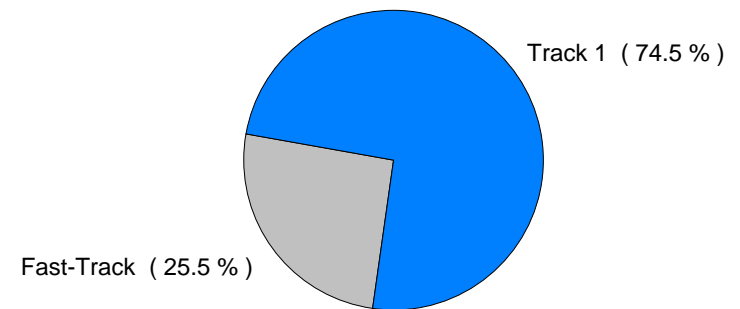
**Chart 6.1b - Complaints: Investigation type (Q3)**



**Chart 6.2a - Informal resolution: closed case investigation type**



**Chart 6.2b Mix of closed investigations: complaint resolution (Q3)**



**Comments:**

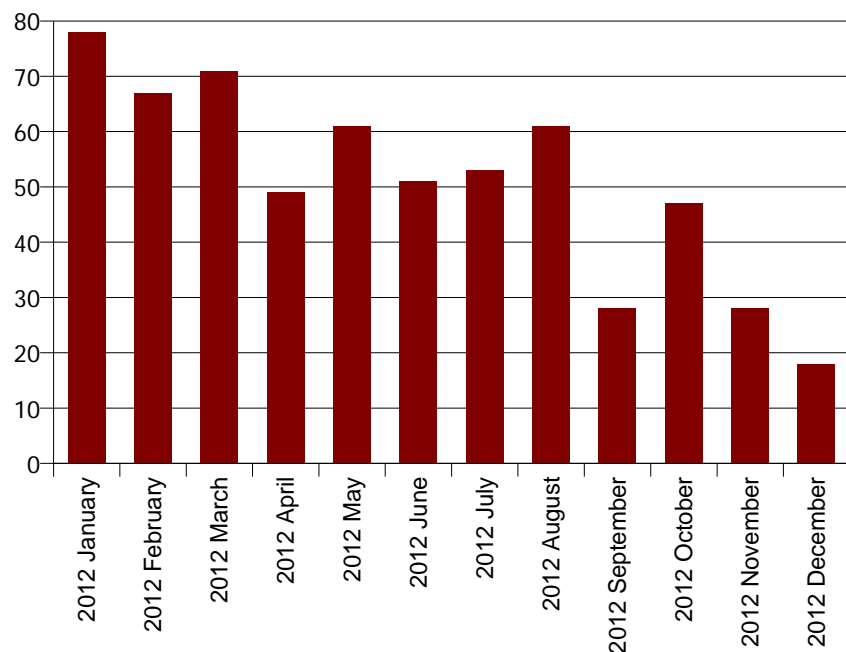
The top three breaches raised in Q3 using the Fast Track Procedure continue to be:

- 2.2.1.b: pricing prominence
- 2.2.1: pricing clarity
- 2.2.5: contact information

# INVESTIGATIONS

## New Cases

Chart 7.1 - Cases identified



**Comments:**

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

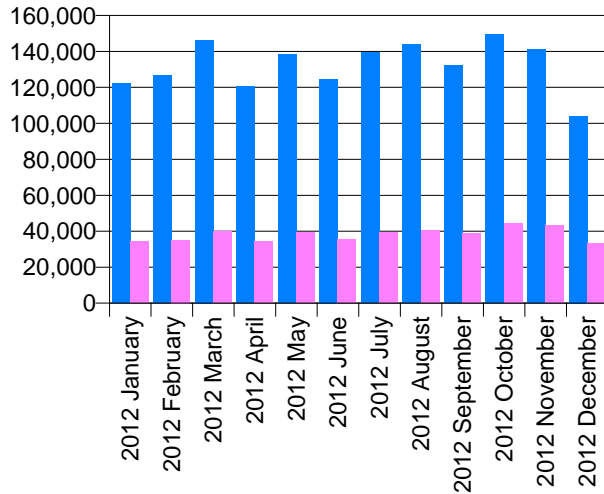
Open Investigations By Sector	Cases
Mobile shortcode	11
087/09	2
070	0
Reviews	0
118	0
Network cases	0
Oral hearings	4
Due diligence cases	2
Naming cases	3
Breach of sanction cases	1

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

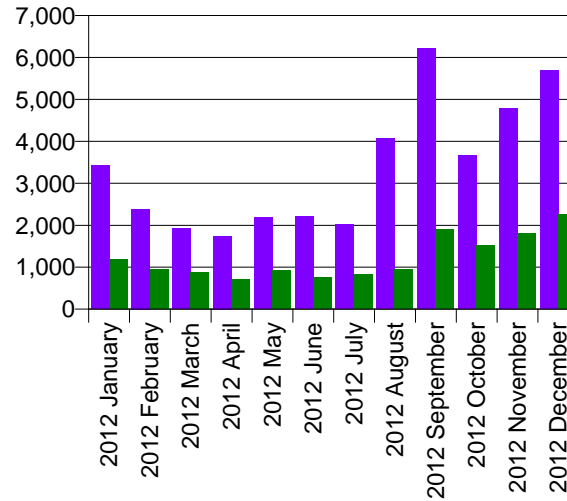
# COMMUNICATIONS

## Website

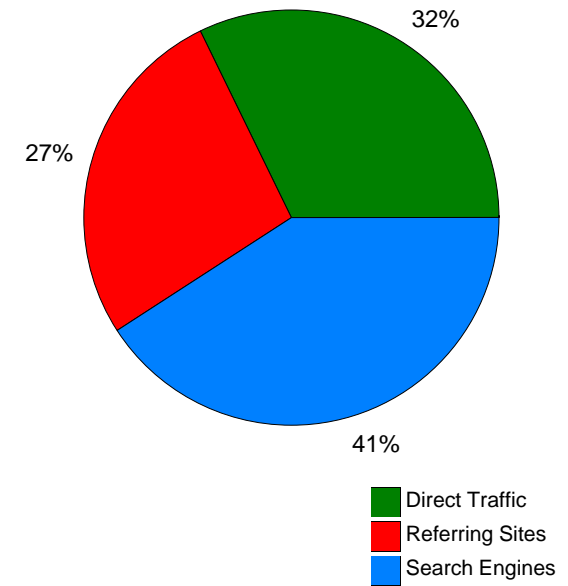
**Chart 8.1a - PhonepayPlus web site page views and visits**



**Chart 8.1b - PhoneBrain web site page views and visits**



**Chart 8.2 - Traffic sources for PhonepayPlus web site (Q3)**



Month	Page Views	Visits
2012 July	139,681	39,335
2012 August	143,853	40,435
2012 September	132,282	38,920
2012 October	149,370	44,100
2012 November	140,955	43,174
2012 December	104,192	32,977
<b>Totals for Period:</b>	<b>810,333</b>	<b>238,941</b>

Month	Page Views	Visits
2012 July	2,029	828
2012 August	4,077	937
2012 September	6,213	1,899
2012 October	3,674	1,516
2012 November	4,791	1,805
2012 December	5,685	2,252
<b>Totals for Period:</b>	<b>26,469</b>	<b>9,237</b>

Publications

Media coverage:

Articles published in Q3: 76

Chart 9.2 - Media piece by type (Q3)

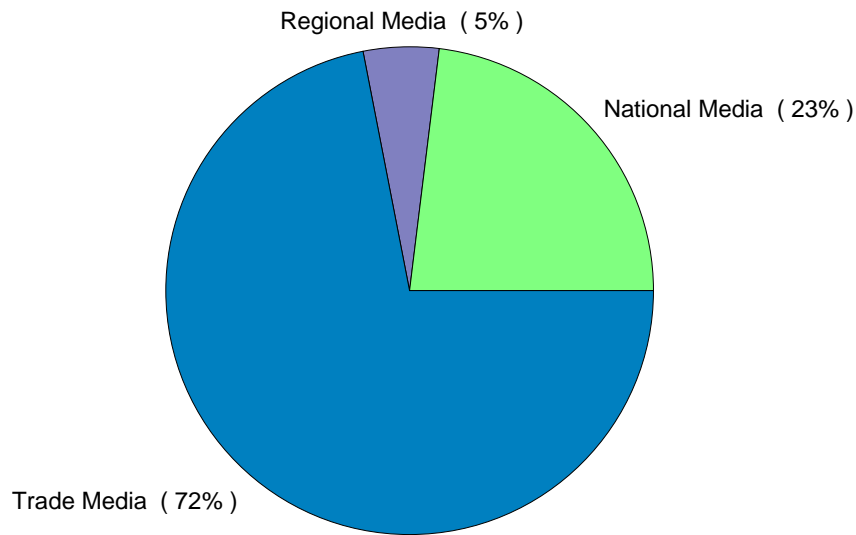
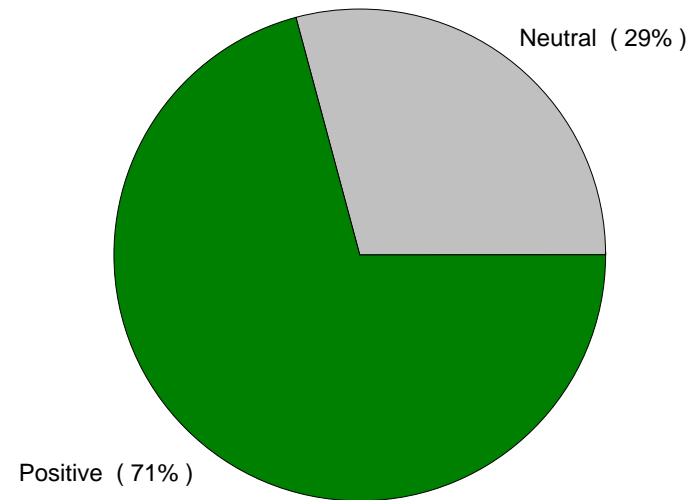


Chart 9.3 - Media piece evaluation (Q3)



### Quarterly announcements and events

#### October

Ran a national competition educating young people about premium rate in schools and youth clubs. Competition closed in December.

Released a statement on the outcome of our adjudication against Churchcastle Ltd.

Released a statement on the outcome of our adjudications against Amazecell Ltd and mBill Pty Ltd.

#### November

Opened a consultation on our Business Plan and Budget for 2013/14

Announced an extension to a six-month pilot enabling registered charities and providers contracting with them to provide the SKIP reminder to subscribers

Announced an extension to a six-month pilot enabling app stores to use email-based complaint handling in place of a UK-based telephone number.

Held a forum for industry and stakeholders on the Code of Practice, one year on from its launch.

#### December

Published research looking into charitable donations via premium rate.

Announced new appointments to its Board and Code Compliance Panel.

Published research into the international-scale issues of non-compliance in operating premium rate services

Issued a statement as an update on the consultation on information, connection and/or signposting services (ICSS).

## 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

13% of consumers surveyed responded and, of these, 77% indicated they were either somewhat satisfied or above with the service they received overall. 77% of consumers were somewhat satisfied or above with the explanation of how to obtain a refund and 73% actually received a refund.

### Complaint Resolution

41% of consumers surveyed responded and, of these, 69% indicated they were either somewhat satisfied or above with the service they received overall. 54% of consumers were somewhat satisfied or above with how they were kept informed of the progress/resolution of their complaint and 67% of consumers obtained a refund.

### Industry Services

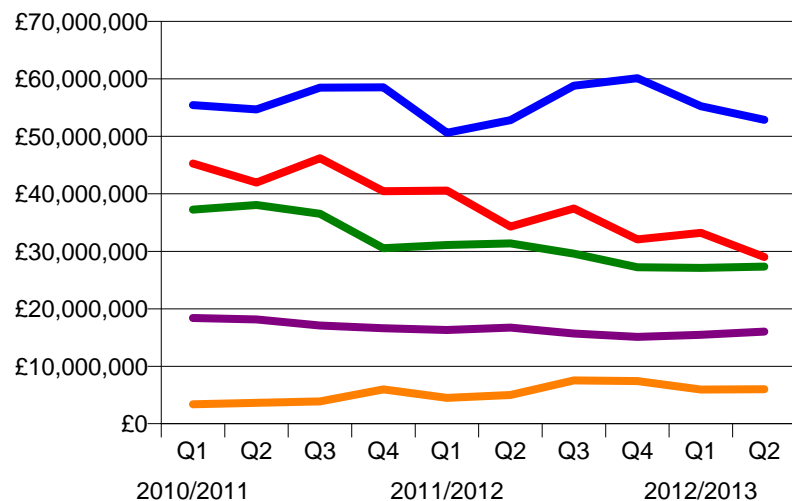
11% of industry members surveyed responded and, overall, 65% were either satisfied or above with the quality of the service they received. 62% felt the time taken to resolve their query was about right or quicker than expected.

We continue to utilise all feedback to inform required performance and service improvements.

Outpayments & Fines

Chart 10.1 - Outpayments by sector

(Updated Quarterly)



Financial Year	Quarter	Mobile	Landline	DQ	087	Payforit	Totals
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
<b>Total:</b>		<b>227,115,647</b>	<b>173,877,266</b>	<b>142,379,680</b>	<b>70,262,751</b>	<b>16,864,696</b>	<b>630,500,040</b>

2011/2012	Q1	50,623,678	40,551,649	31,113,889	16,296,526	4,501,230	143,086,973
	Q2	52,814,368	34,284,345	31,368,831	16,713,548	4,990,768	140,171,859
	Q3	58,810,890	37,457,691	29,614,277	15,707,149	7,536,227	149,126,235
	Q4	60,122,434	32,085,204	27,228,008	15,126,511	7,427,222	141,989,379
<b>Total:</b>		<b>222,371,371</b>	<b>144,378,890</b>	<b>119,325,005</b>	<b>63,843,734</b>	<b>24,455,447</b>	<b>574,374,446</b>

2012/2013	Q1	55,249,105	33,222,348	27,118,500	15,460,801	5,943,270	136,994,024
	Q2	52,871,707	29,016,425	27,318,446	16,015,278	6,009,712	131,231,568
<b>Total:</b>		<b>108,120,812</b>	<b>62,238,773</b>	<b>54,436,946</b>	<b>31,476,079</b>	<b>11,952,982</b>	<b>268,225,592</b>

Fines:

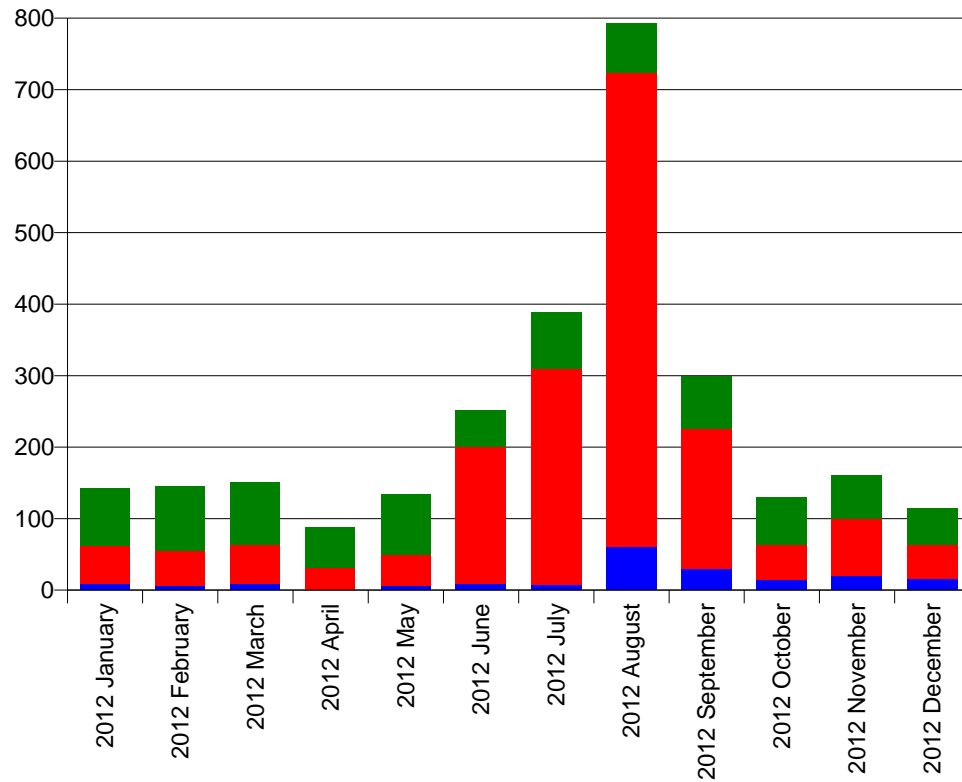
(Updated monthly)

Financial Year 2011/2012	Mobile	Fixed	070	087	Network Breach	Totals
Fines invoiced from 01/04/12 - 31/03/13	£1,928,000	£956,500	£50,000	£0	£30,000	£2,964,500
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	£0	£0	£0	£0	£0	£0
Fines due	£1,928,000	£956,500	£50,000	£0	£30,000	£2,964,500
Fines paid	£520,000	£486,074	£0	£0	£5,000	£1,011,074
Collection rate						34 %
% due unpaid						66 %



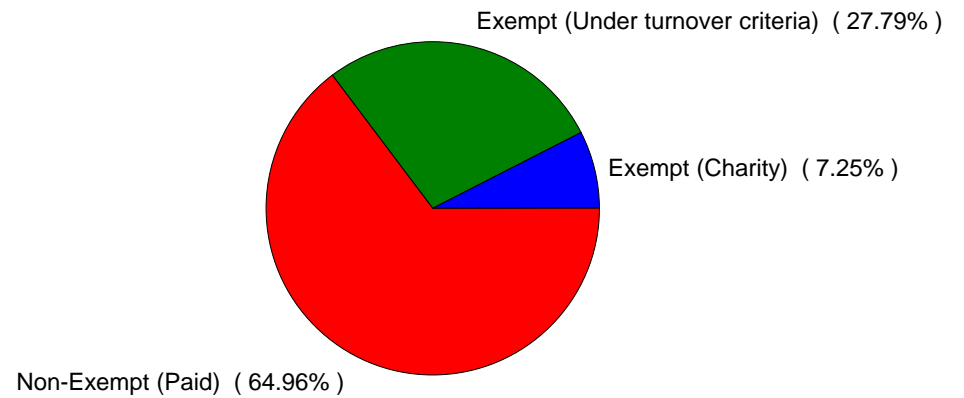
Registration Scheme

Chart 11.1a - Scheme registrants



Cumulative total of registrants to Q3 2012/2013:  
3,105

Chart 11.1b - Total registrants breakdown



INDUSTRY SERVICES

2012/2013 - Quarter 3

Advice

Chart 12.1a - Industry written advice

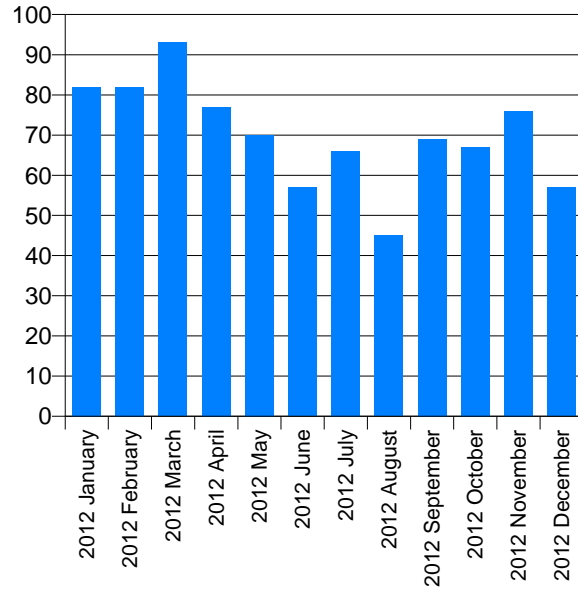


Chart 12.1b - Industry general enquires

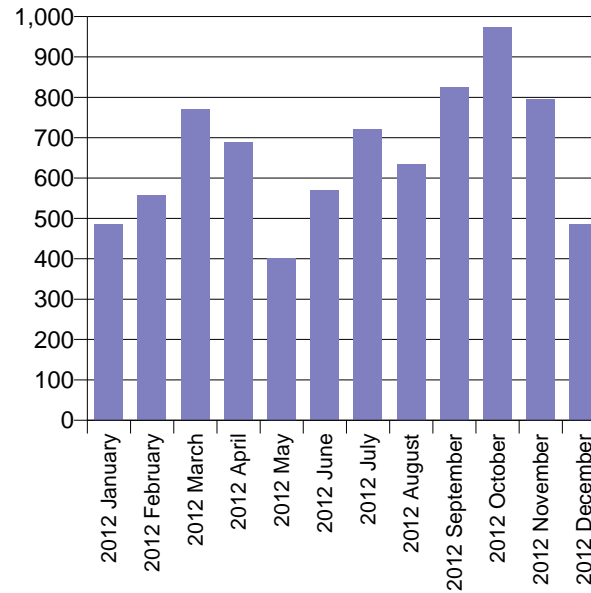
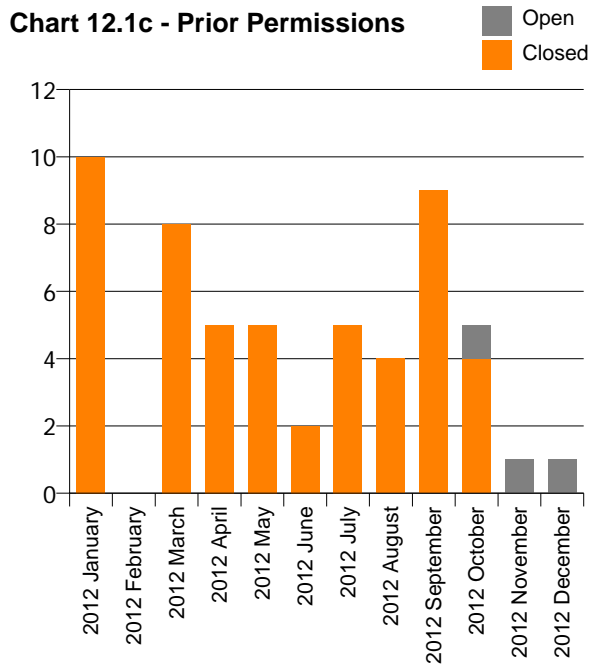


Chart 12.1c - Prior Permissions



	Advice	Enquiry	Prior Permission
2012 January	82	487	12
2012 February	82	557	0
2012 March	93	770	8
2012 April	77	688	5
2012 May	70	402	5
2012 June	57	569	2
2012 July	66	720	5
2012 August	45	635	4
2012 September	69	826	4
2012 October	67	973	5
2012 November	76	796	1
2012 December	57	486	1
<b>Totals for Period:</b>	<b>841</b>	<b>7,909</b>	<b>52</b>

## Research &amp; Market Intelligence Projects

**Completed**

Commissioned research: a project to look at international-scale issues of non-compliance of premium rate services. Commissioned for the summit of international premium rate regulators, hosted by PhonepayPlus in October 2012 (project undertaken by Analysys Mason. Published December 2012: <http://www.phonepayplus.org.uk/For-Business/Research>

**In-hand**

Commissioned research: consumer-research to look at consumer experiences with Information, Call-connection and/or Signposting Services, broadly to ascertain whether consumers are aware of the service proposition and able to make a judgement as to whether the account advice types of service are independent from the companies that they provide information about (Jigsaw research commissioned to undertake this).

Commissioned research: annual market review; Research to look at the UK market for premium rate services (PRS) and consumer engagement with PRS and other micropayments for digital goods and services (bdrc continental commissioned to undertake this).

Commissioned research: stakeholder Perception Audit (bdrc continental commissioned to undertake this).