



## Quarterly Operational Report

2014-2015 - Quarter 4

Publication date: 14 April 2015

# INTRODUCTION

## Introduction

PhonepayPlus is the organisation that regulates phone-paid services in the UK. As a strategic regulator PhonepayPlus strives to clearly define to its stakeholders the key regulatory outcomes it looks to achieve and commits to report regularly on measures and key performance indicators which best demonstrate PhonepayPlus' effectiveness in meeting these.

PhonepayPlus looks to achieve the following outcomes:

### **Healthy market - a trusted and healthy market that can innovate, grow and is compliant with our Code of Practice**

#### Drivers

- The market attracts and retains new entrants
- Market participants thrive in the market
- Harm is dealt with appropriately, redress achieved and balance restored
- High levels of compliance in services specifically and the market overall
- PhonepayPlus regulation anticipates, understands and responds to market dynamics and business and commercial drivers

### **Consumer confidence - a market that informed consumers have trust and confidence in**

#### Drivers

- Consumers understand how to use PRS services safely and appropriately
- Consumers receive the PRS services as expected
- PhonepayPlus is accessible to those consumers who are seeking redress
- Complainants are satisfied with the service and redress provided by PhonepayPlus

### **Cost effective and proportionate - a regulator that is capable, cost effective and has the confidence of stakeholders**

#### Drivers

- Regulation is cost effective and makes best use of resources
- Regulation is proportionate, effective and fair
- Regulation is future proofed
- PhonepayPlus' internal capability is effective
- Stakeholders have confidence in the effectiveness and efficiency of the organisation

The following report provides information and metrics which look to track our progress and provide measures of success to judge our level of effectiveness in meeting our outcomes. The report is divided into four sections:

1. Market indicators
2. Key performance indicators
3. Management information
4. Tribunal information

This report is provided on a quarterly basis and is published on the PhonepayPlus website on or around the 15th of the month.

PhonepayPlus also periodically produces independent, external stakeholder and staff satisfaction surveys. The results of these surveys are considered an integral part of our key performance indicators providing a view from our key stakeholders on their satisfaction with the functions and services we provide, and our effectiveness as an employer in the view of our employees.

## EXECUTIVE SUMMARY

### Market

The market size in terms of organisations registered on the Registration Scheme declined by 1% compared to Quarter 3, at 2,713 providers. The overall total of registered providers is down by 5% compared to the latest forecast.

Outpayment figures for Quarter 4 are not yet finalised and will be detailed in the next report. Quarter 3 outpayments are included in this report. The Payforit definition has expanded to include all Operator billing platforms from Q1, 2014/15. This category has been renamed 'Operator billing'. In addition, a new category of Voice Shortcodes has been created. These were previously included in the Mobile category and therefore Mobile is not directly comparable year on year. Quarter 3 has seen an increase on the previous quarter (up 7%) with increases in Landline (8%) and Mobile (10% increase in Mobile and Voice Shortcode total). There are decreases in DQ (-6%) and 087 (-25%) and Operator billing (including Payforit) has increased by 39%. Compared to Quarter 3 2013/14 there is an overall increase of 1% (Mobile up 6%, Landline down 20%, DQ down 22%, 087 down 29% and Operator billing up 161%). Cumulative outpayments 2014/15 compared to cumulative outpayments 2013/14 (i.e. Q1, 2 and 3) are showing a decrease of -2.5%.

### Consumers

Overall consumer contacts (complaints plus enquiries) are up 58% from 7,524 in Quarter 3 to 11,879 in Quarter 4. On average year to date, 35% of contacts are enquiries and 65% complaints.

Complaint volumes in Quarter 4 are 42% up on Quarter 3 (7,257 compared to 5,120 in the previous quarter). Compared to the previous financial year to date, complaint volumes are up 44%. Despite the higher number of complaints received, only 22% of complaints in Quarter 4 required escalation to an enforcement track (Track 1 or Track 2) with the remainder being closed without the need for investigation or subject to ongoing monitoring. 70% of complaints in Quarter 4 relate to SMS mobile. The key drivers of complaints, identified through our market issues function, continue to relate to weekly and monthly competition and quiz services and services of an adult nature. We have recently seen a number of new competition services that are heavily marketed and generating a significant volume of contacts/complaints. We have not, however, identified any misleading affiliate marketing associated with these services and consumers are informed accordingly. We continue to closely manage the position through industry collaboration and a number of internal projects and investigations.

Contacts to the call centre totalled over 12,300 for the quarter with 26% of these answered within the 30 second target. Handling high numbers of contacts continues to be challenging but a remedial plan is in place. Number checker remains a popular tool (averaging 110,500 checks per quarter) and with a healthy return rate on valid checks of over 85%.

### Compliance

45% of cases and complaints are attributable to the top 15 non compliant services. 94% of compliance advice requests have been answered within five working days and just over 700 due diligence reports have been requested this quarter.

### Enforcement

The majority of cases requiring investigation have been progressed through informal tracks (72%) with only 28% through formal tracks this year. 92% of cases are with Level 2 providers, 5% Level 1 providers and 3% Network operators. Formal investigations on average are heard at Tribunal in 18 weeks (two weeks over target) this year (compared to 16 weeks in 2013/14). 41 cases this financial year have been heard by the Tribunal with the majority of (relevant) cases considered serious or above. 99% of breaches and 100% of Track 2 cases were upheld. The cumulative fine collection rate for the financial year to date is 67% adjusted and 61% non-adjusted which is due to non-payment of fines by four providers who are being vigorously pursued through our debt recovery procedures and a specialist agency.

## MARKET INDICATORS

---

### Description of this section

This section provides information on the premium rate market. The metrics included in this section, unlike those elsewhere in the report, are not an indicator of PhonepayPlus' performance but rather a view on the activity of the external market which PhonepayPlus regulates. Such information is seen as vital in providing an overall context to the regulator's effectiveness. The section includes information on the size of the market in terms of revenue outpayments, the number and type of industry participants providing premium rate services registered on the PhonepayPlus Registration Scheme and trends on volumes of complaints received from consumers and number checks made on services by consumers and industry.

# MARKET INDICATORS

## Market size and composition

Number of registered organisations:

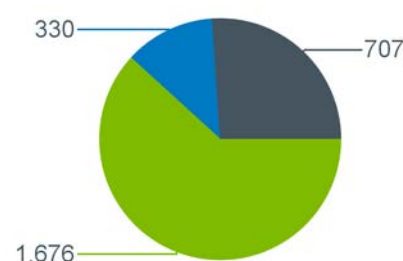
2,713

### Quarterly view

#### 1.1 Number of new registrations

	10k exempt	Charity	Payable	Total
2014-2015 - Q4	180	43	82	305
2014-2015 - Q3	171	44	64	279
2014-2015 - Q2	183	50	61	294
2014-2015 - Q1	199	49	92	340

#### 1.2 Registered organisations total (to date)



\*See legend below

### Annual view

#### 1.3 Number of new registrations



### Comments

This market metric gives a view on whether the market size, in terms of organisations registered, is growing or declining. The number of registered organisations on the Registration Scheme declined by 1% (compared with Quarter 3) and stands at 2,713 registrants with an average of 305 new registrants per quarter (over the past four quarters). The overall total of registered providers is 5% down compared to the latest forecasts. Total registrants are made up of 62% payable, 26% exempt due to revenue threshold and 12% charities.

## MARKET INDICATORS

### Registration changes

#### Quarterly view

##### 1.4 Number of organisations leaving the PRS market compared to new registrations

	De-registered	Left the PRS market	Total left	New registrations	Net
2014-2015 - Q4	238	70	308	305	-3
2014-2015 - Q3	280	72	352	279	-73
2014-2015 - Q2	341	161	502	294	-208
2014-2015 - Q1	332	85	417	340	-77
<b>Total</b>	<b>1,191</b>	<b>388</b>	<b>1,579</b>	<b>1,218</b>	<b>-361</b>

#### Annual view

##### 1.5 Net registrations per month



#### Comments

The net number of registrations (those joining the market minus those leaving the market) has been declining each quarter this year and in August, the peak renewal period, 113 registrants left the market (this is in comparison with 200 leaving in August 2013). The overall total of registered providers is 5% down on current forecasts.

The Quarter 4 de-registered figure is likely to increase over the course of the next quarter as organisations that do not renew have a 30 day window to do so.

# MARKET INDICATORS

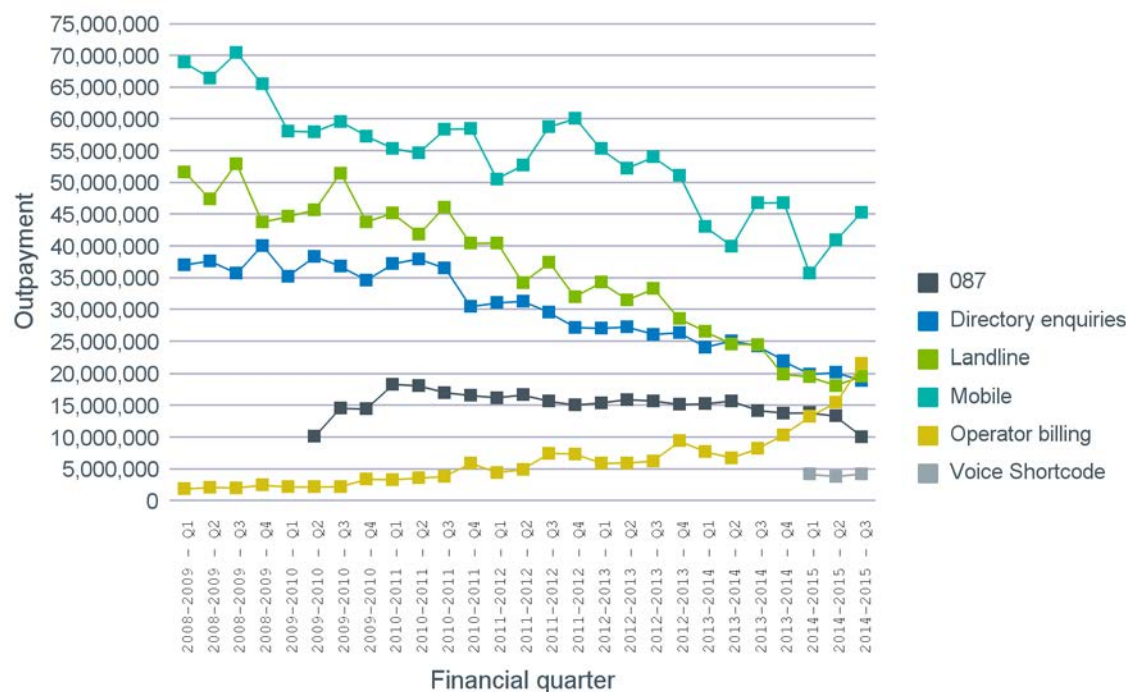
## Market size and composition

### Quarterly view

#### 1.6 Outpayments by sector

	087	Directory enquiries	Landline	Mobile	Operator billing	Voice Shortcode	Total
2014-2015 - Q3	10,077,018	18,978,241	19,690,948	45,323,353	21,566,659	4,286,871	119,923,090
2014-2015 - Q2	13,388,183	20,236,388	18,203,321	41,041,590	15,500,236	3,880,839	112,250,557
2014-2015 - Q1	13,883,880	19,971,078	19,566,828	35,814,564	13,294,919	4,217,788	106,749,057
2013-2014 - Q4	13,859,575	22,019,487	19,955,467	46,892,791	10,446,984		113,174,304
2013-2014 - Q3	14,277,469	24,334,844	24,518,026	46,851,502	8,259,004		118,240,845

#### 1.7 Outpayments by sector



### Comments

Outpayments figures for Quarter 4 will be published in the next quarterly report. Outpayment figures for Quarter 3 2014/15 are provided. The Payforit definition has expanded to include all Operator billing platforms from Q1, 2014/15. This category has been renamed 'Operator billing'. In addition, a new category of Voice Shortcodes has been created. These were previously included in the Mobile category and therefore Mobile is not directly comparable year on year. Quarter 3 has seen an increase on the previous quarter (up 7%) with increases in Landline (8%) and Mobile (10% increase in Mobile and Voice Shortcode total). There are decreases in DQ (-6%) and 087 (-25%) and Operator billing (including Payforit) has increased by 39%. Compared to Quarter 3 2013/14 there is an overall increase of 1% (Mobile up 6%, Landline down 20%, DQ down 22%, 087 down 29% and Operator billing up 161%). Cumulative outpayments 2014/15 compared to cumulative outpayments 2013/14 (i.e. Q1, 2 and 3) are showing a decrease of - 2.5%.



PhonepayPlus

## MARKET INDICATORS

### Market size and composition

#### Annual view

##### 1.8 Outpayments by sector \*

	Mobile	Landline	DQ	087	Voice Shortcode	Operator billing	Total
FY 2014-2015	122,179,507	57,461,097	59,185,707	37,349,081	12,385,498	50,361,814	338,922,704
FY 2013-2014	176,905,844	95,689,021	95,617,864	59,218,884		33,274,730	460,706,343
FY 2012-2013	212,884,919	127,863,110	107,022,378	62,439,519		27,704,566	537,914,492
FY 2011-2012	222,371,371	144,378,889	119,325,005	63,843,734		24,455,447	574,374,445
FY 2010-2011	227,115,647	173,877,266	142,379,680	70,262,751		16,864,696	630,500,040
FY 2009-2010	233,242,977	185,860,805	145,256,594	39,335,439		10,154,481	613,850,296

\* *up on previous financial year*  
*down on previous financial year*

##### 1.9 Outpayments by sector



#### Comments

The financial year 2014-15 includes Quarter 3 figures.

Over the last financial year mobile outpayments decreased by 17% when compared to 2012/13, landline by 25%, DQ by 11% and 087 by 5%. Payforit outpayments increased by 20%. Overall the market declined 14.4%.



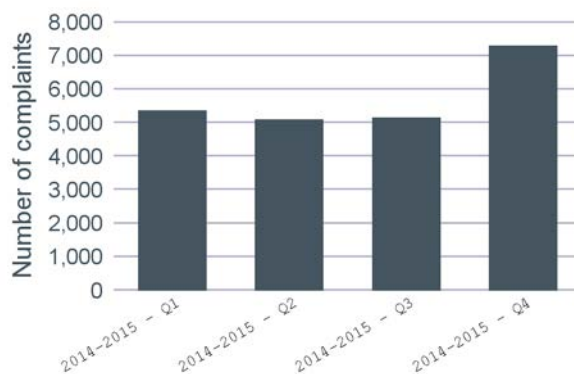
## MARKET INDICATORS

### Complaint data

#### Monthly view

##### 1.10 Number of complaints received

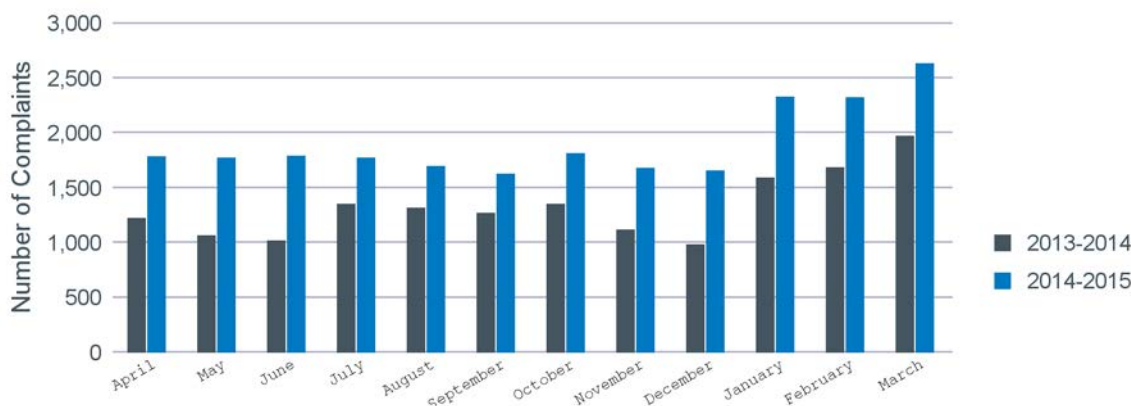
Period	Complaints	Change
2014-2015 - Q4	7,257	41.74%
2014-2015 - Q3	5,120	1.11%
2014-2015 - Q2	5,064	-4.85%
2014-2015 - Q1	5,322	



Complaint quarter

#### Annual view

##### 1.11 Complaint trends compared to previous financial year



Complaint month

Rolling year	Complaints	Up / Down	Financial year to date	Complaints	Up / Down
April 2014 - March 2015	22,763	43.86%	2014-2015	22,763	43.86%
April 2013 - March 2014	15,823		2013-2014	15,823	

#### Comments

This market metric gives an indicator of overall regulatory effectiveness, consumer confidence and a view on market compliance and harm.

Overall consumer contacts (complaints plus enquiries) are up from 7,524 in Quarter 3 to 11,879 in Quarter 4. On average 65% of contacts are classified as complaints. Complaint volumes in Quarter 4 are 42% up on Quarter 3. Compared to the previous financial year to date, 2014-15 complaint volumes are up 44%, and 44% based on rolling year. The key drivers of complaints, identified through our market issues function, continue to relate to weekly and monthly competition and quiz services and services of an adult nature. We have recently seen a number of new competition services that are heavily marketed and generating a significant volume of contacts/complaints. We have not, however, identified any misleading affiliate marketing associated with these services and consumers are informed accordingly. We continue to closely manage the position through industry collaboration and a number of internal projects and investigations.

## MARKET INDICATORS

### Number checker data

#### Quarterly view

1.12 Number of number checks

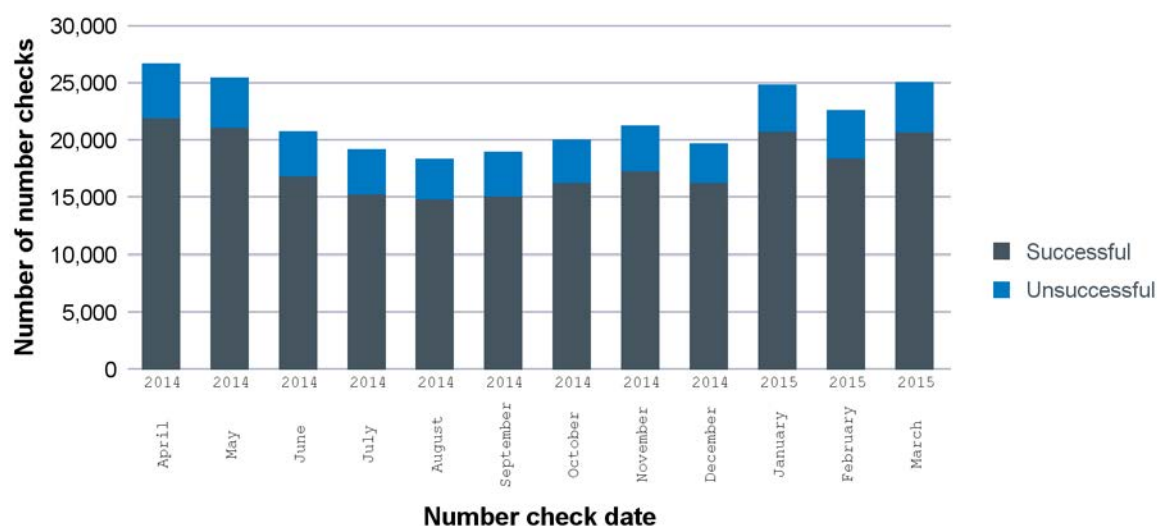
Period	Number checks	Up/Down	Valid
2014-2015 - Q4	130,454	25.80%	72,332
2014-2015 - Q3	103,696	6.69%	60,741
2014-2015 - Q2	97,192	-15.30%	56,249
2014-2015 - Q1	114,744		72,701

1.13 Quarterly number checks



#### Annual view

1.14 Success rate of valid number checks



#### Comments

This market metric provides a measure of consumer engagement and an indicator of potential market harm. Numbers checked continues to average approximately 110,500 per quarter. Valid checks are those which return a recognised shortcode or 11-digit, fixed-line number and average 59% of the quarterly checks. The introduction of Captcha caused a slight decline in the number checks in Quarter 2.

## MARKET INDICATORS

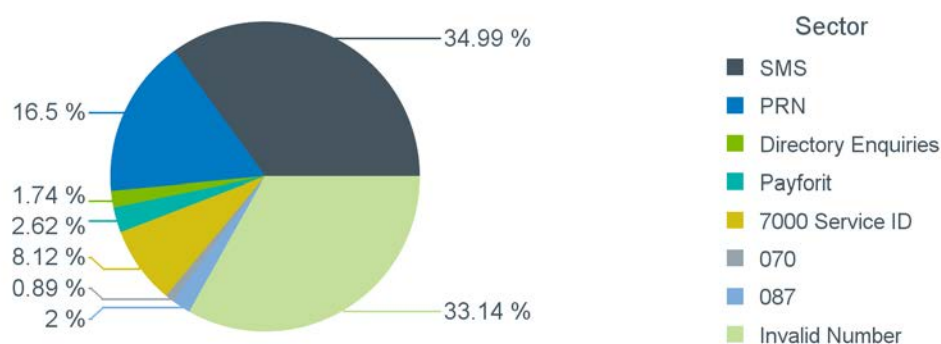
### Number checker data

#### Annual View

##### Number checker success rate as percentages (financial year)



##### 1.17 Number of number checks by sector (financial year)



#### Comments

The return rate for valid checks for SMS for the financial year to date is 89%. Fixed-line success rates on valid checks is 85%.

## KEY PERFORMANCE INDICATORS

---

### Description of this section

This section details PhonepayPlus's performance against key indicators. These are measures which have been identified as providing the best means to judge our achievement against our stated outcomes. The KPIs look to provide a view on how we perform against the key drivers of activity. These key drivers include how effective we are in delivering on the objectives of the Code of Practice in due diligence, risk management and control, the level of integration of the enforcement strategy, our ability to anticipate future developments, the level of consumer awareness and satisfaction with our service provision and our cost efficiency and internal capability. The measures include the level and types of formal to informal investigations undertaken, the timeliness of these investigations, a view over time of repeating offenders, and trends on the collection rates of fines and administrative charges levied.

In addition to the KPIs included in this report, PhonepayPlus also produces independent, external stakeholder and staff satisfaction surveys on a bi-annual basis. The results of these surveys are considered an integral part of our key performance indicators providing a view from our key stakeholders on their satisfaction with the functions and services we provide, and our effectiveness as an employer in the view of our employees.

## KEY PERFORMANCE INDICATORS

### Investigation cases by resolution type

#### Quarterly view

**11.43%** of the cases were formal investigations in this quarter.

#### 2.1 Enforcement action type by case



#### Annual view

**28.38%** of the cases were formal investigations in this financial year.

#### 2.2 Enforcement action type by case



#### Comments

This KPI is the ratio of formal to informal cases. This provides a view on the level of harm in the market, the effectiveness of due diligence, risk assessment and control by providers, whether enforcement is providing a deterrent and the proportionality of the regulator in terms of dealing with harm appropriately, achieving redress and restoring balance. The graphs reflect cases fully resolved in the period. In Quarter 4 89% of cases were resolved informally. The majority of cases assessed and resolved in this financial year have been of a nature which require consideration under the Track 1 enforcement track.

## KEY PERFORMANCE INDICATORS

### Complaints by classification type

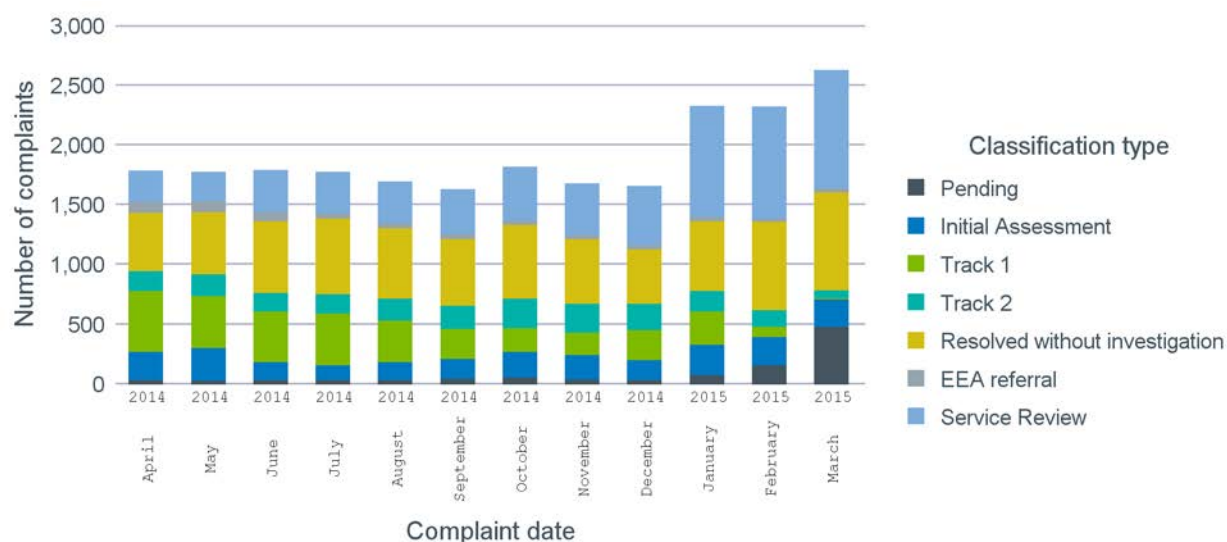
#### Quarterly view

##### 2.3 Enforcement action type by complaint

Created On Period	Classification type	Number of complaints	Percentage:
2014-2015 - Q4	Pending	681	9.39%
2014-2015 - Q4	Initial Assessment	720	9.93%
2014-2015 - Q4	Track 1	374	5.16%
2014-2015 - Q4	Track 2	376	5.18%
2014-2015 - Q4	Resolved without investigation	2,140	29.51%
2014-2015 - Q4	EEA referral	89	1.23%
2014-2015 - Q4	Service Review	2,873	39.61%
Percentage:			100.00%

#### Annual view

##### 2.4 Enforcement action type by complaint per month



#### Comments

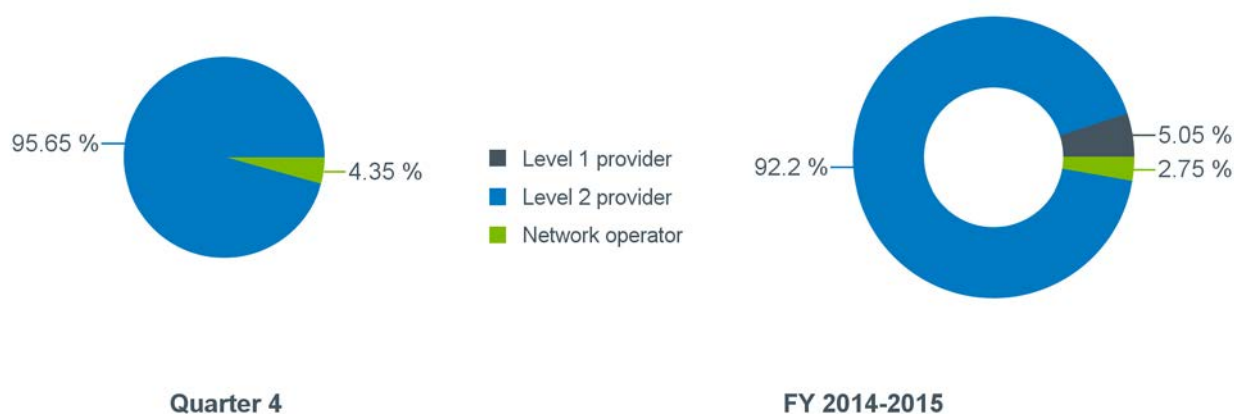
This KPI provides the breakdown of how complaints are classified and processed. This provides a further view on the potential levels of harm in the market and the proportionality of the regulator. 10% of complaints are currently under initial assessment (detailed service information being requested from the Level 1 or Level 2 providers as per paragraph 4.2.3 of the Code). 30% were resolved without the need for investigation and 40% are subject to ongoing monitoring. 5% have progressed to a Track 1 procedure and 5% to a formal investigation. The pending category includes the most recent month's complaints which are subject to initial information requests before they can be assessed, allocated and/or closed.

# KEY PERFORMANCE INDICATORS

## Investigation cases by provider

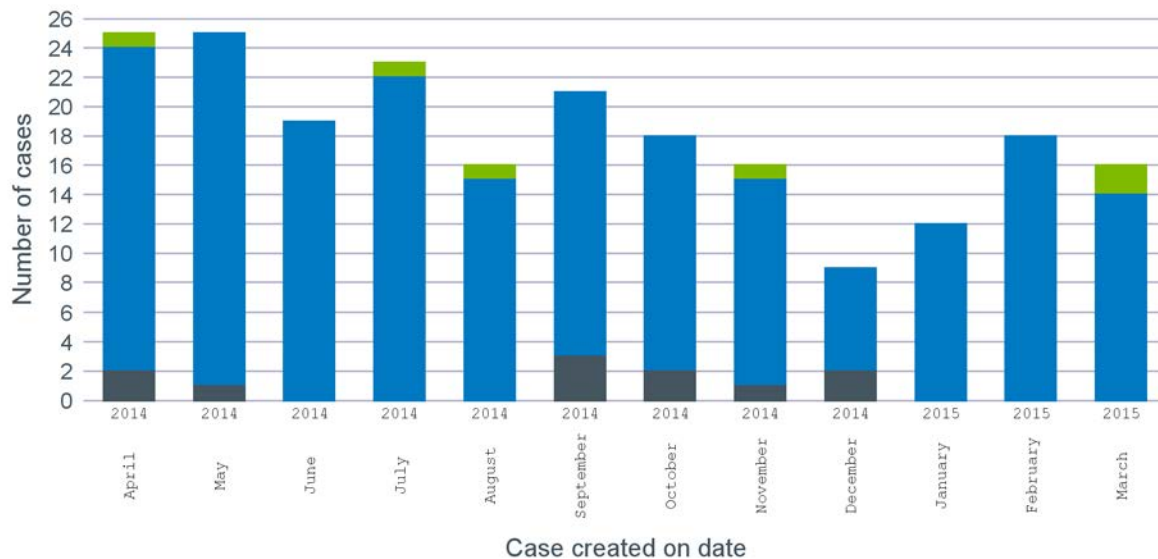
### Quarterly view

#### 2.5 Level 1, Level 2 and Network cases



### Annual view

#### 2.6 Level 1, Level 2 and Network cases per month



### Comments

This KPI provides the ratio of Level 1, Level 2 and Network operator cases (all cases either under initial assessment or informal or formal investigation). This provides a view to the effectiveness of due diligence, risk management and control by those further up the value-chain both in terms of the volumes of cases investigated against Level 1s for non effective due diligence risk assessment and control procedures and on the amount of Level 2 cases under formal investigation.

## KEY PERFORMANCE INDICATORS

### Track 2 cases to target

#### Quarterly view

##### 2.7 Track 2 cases to target

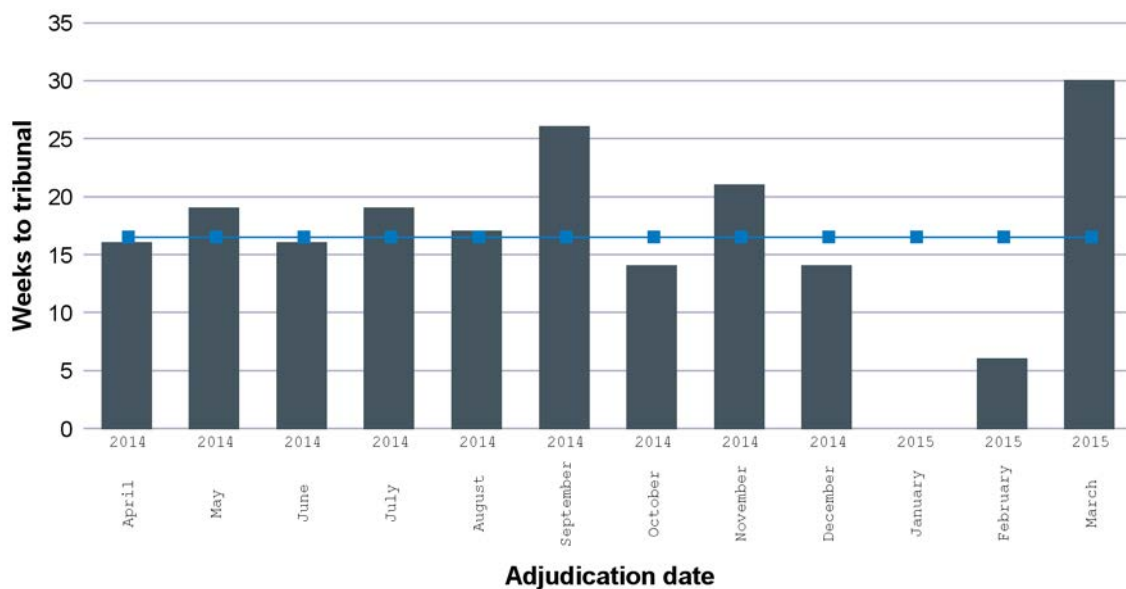
Period	Number of cases	Average weeks to tribunal
2014-2015 - Q4	2	18
2014-2015 - Q3	10	17
2014-2015 - Q2	11	19
2014-2015 - Q1	13	18

The average weeks to tribunal for this financial year is:

**18**

#### Annual view

##### 2.8 Track 2 cases to target per month



#### Comments

This KPI provides metrics on the timeliness of Track 2 cases to Tribunal which gives a view on the effectiveness of our enforcement action in preventing harm (playing also to the polluter pays principle) and so contributing to a healthy market. The indicator also comments on the performance of the Executive and gives a view on our cost effectiveness and use of resources.

From Quarter 2 2014/15 we are reporting on average weeks to tribunal rather than a percentage within a target. This will align our KPI with regulatory best practice.

The average time to Tribunal for cases in Quarter 4 is 18 weeks and financial year to date is 18 (two weeks over target).

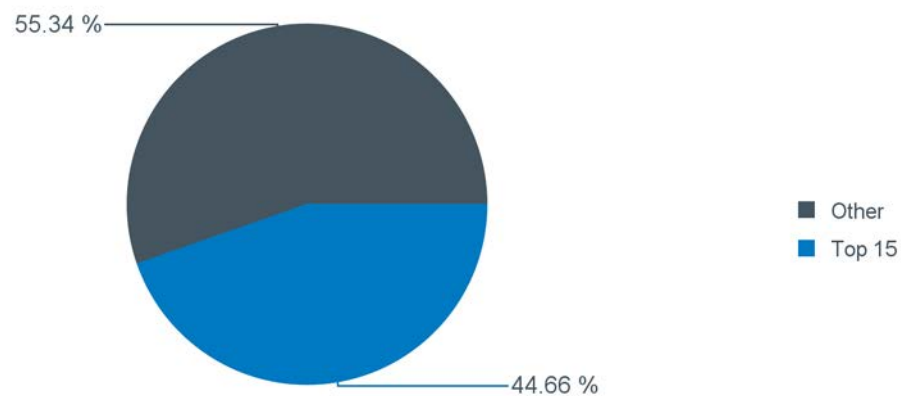


## KEY PERFORMANCE INDICATORS

### Top offenders

#### Annual view

#### 2.13 Percentage of cases that the top 15 offenders are responsible for



Top 15 offenders		Number of cases over the last four quarters	
Top 15		13,896	
Other		17,216	

#### Comments

This KPI tracks the trends of top offenders to give a view on the effectiveness of due diligence risk management and control activity, our enforcement approach generally and specifically the effectiveness of sanctions as a deterrent for offenders.

# KEY PERFORMANCE INDICATORS

## Fines collection rates

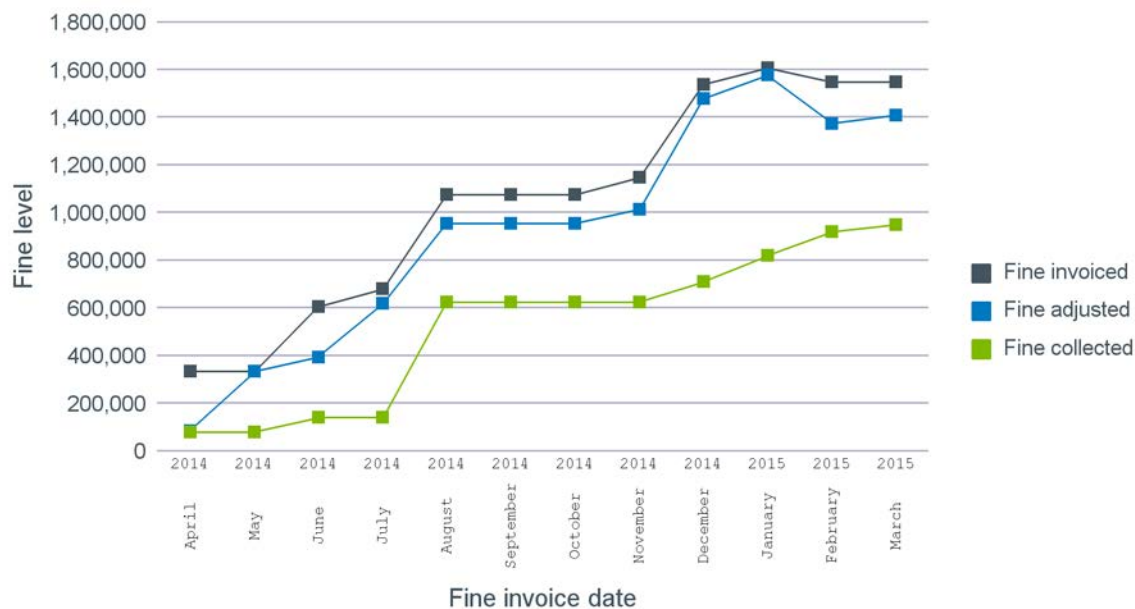
### Quarterly view

#### 2.14 Accumulative fine collection rates

Period	Adjusted KPI	Non-adjusted KPI
2014-2015 - Q4	67%	61%
2014-2015 - Q3	48%	46%
2014-2015 - Q2	65%	58%
2014-2015 - Q1	35%	23%

### Annual view

#### 2.15 Accumulative fine collection rates



### Comments

This KPI is the accumulative actual collected fines over total fines invoiced and the adjusted measure of the collection rate discounted for fine income which is suspended, deferred or not yet due. This KPI gives a view on the effectiveness of the polluter pays principle and PhonepayPlus' internal effectiveness in debt collection procedures.

The cumulative fine collection rate for the financial year to date is 67% adjusted and 61% non-adjusted. The outstanding debt totals £460,000 and relates to four providers. These, and all outstanding fines from the last financial year, are being vigorously pursued through our debt recovery procedures which include consideration of all appropriate recovery and enforcement activity and referral to our debt recovery specialist agency.

## KEY PERFORMANCE INDICATORS

### Administration charges collection rate

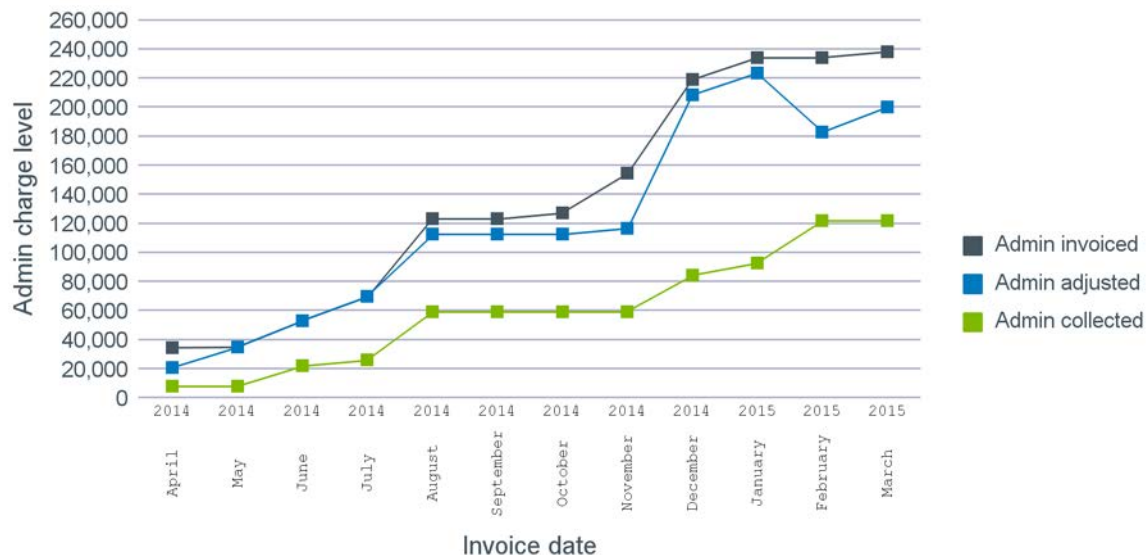
#### Quarterly view

##### 2.16 Administration charge collection rates

Period	Adjusted KPI	Non-adjusted KPI
2014-2015 - Q4	61%	51%
2014-2015 - Q3	41%	39%
2014-2015 - Q2	53%	48%
2014-2015 - Q1	41%	41%

#### Annual view

##### 2.17 Administration charge collection rates



#### Comments

This KPI is the accumulative actual collected administration charges over total administration charges invoiced and the adjusted measure of the collection rate discounted for administration income which is suspended, deferred or not yet due. This KPI gives a view on the effectiveness of the polluter pays principle and PhonepayPlus' internal effectiveness in debt collection procedures. Administration charge collection rates for the financial year stand at 61% adjusted and 51% non-adjusted.

## MANAGEMENT INFORMATION

---

### Description of this section

This section includes a range of key management information metrics and targets which produce a view on activity levels and which demonstrate the effectiveness of our delivery across our core operational functions. These measures include a view on volumes processed, inputs and outputs and timeliness and efficiency in the key business functions. The section includes information on timeliness of processing of informal complaint resolution to target, formal case management targets and volume and efficiency across prior permissions, compliance advice and industry and consumer enquiry call management.

## MANAGEMENT INFORMATION

### Track 1 cases to target

#### Quarterly view

##### 3.1 Track 1 cases to target (42 days)

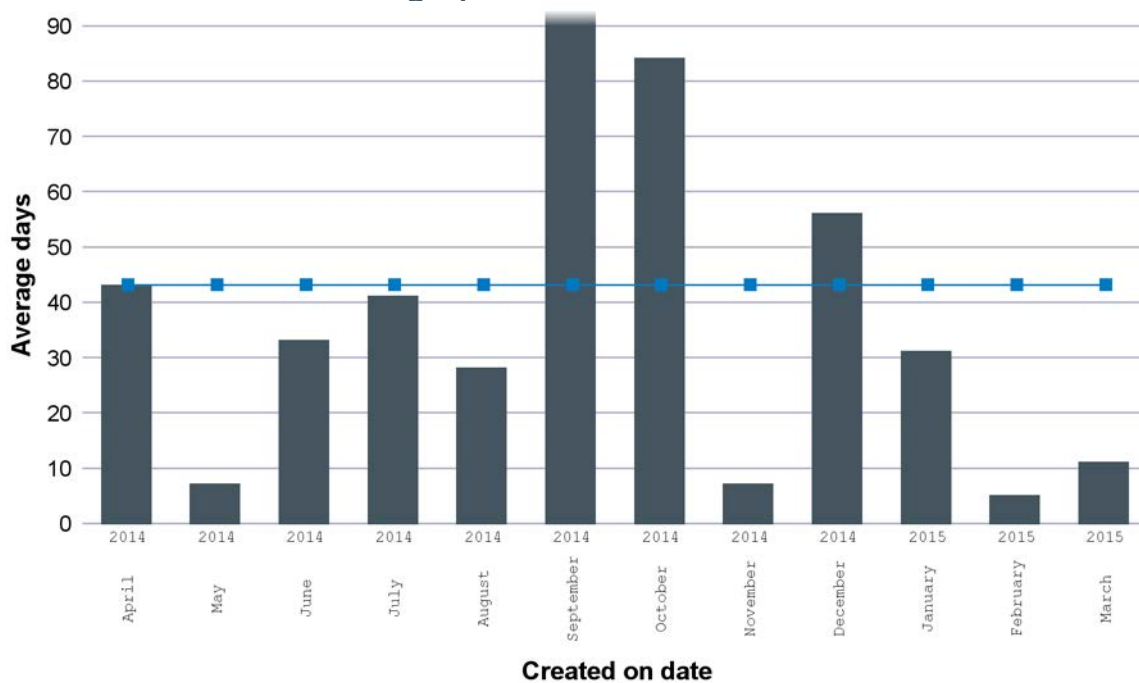
Period	Number of cases	Cases closed	Average length (days)
2014-2015 Q4	18	15	20
2014-2015 Q3	24	24	67
2014-2015 Q2	39	38	69
2014-2015 Q1	25	25	25

The average days to complete Track 1 cases for this financial year is:

**50**

#### Annual View

##### 3.2 Track 1 cases to target per month



#### Comments

The average duration for Track 1 cases over the financial year is 50 days. For any period average days duration is only finalised when there are no remaining open Track 1 cases for that period.

## MANAGEMENT INFORMATION

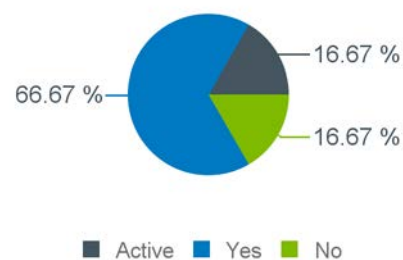
### Track 1 cases to target

#### Monthly view

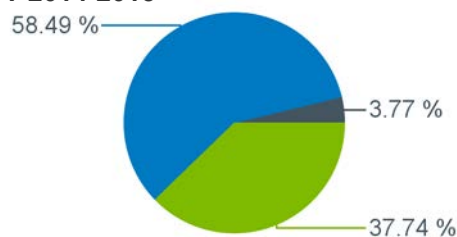
##### 3.3 Track 1 cases to target

Period	Target met	Number of cases	Percentage
2014-2015 Q4	Active	3	16.67%
2014-2015 Q4	Yes	12	66.67%
2014-2015 Q4	No	3	16.67%
2014-2015 Q3	Yes	14	58.33%
2014-2015 Q3	No	10	41.67%
2014-2015 Q2	Active	1	2.56%
2014-2015 Q2	Yes	16	41.03%
2014-2015 Q2	No	22	56.41%
2014-2015 Q1	Yes	20	80.00%
2014-2015 Q1	No	5	20.00%

##### Quarter 4

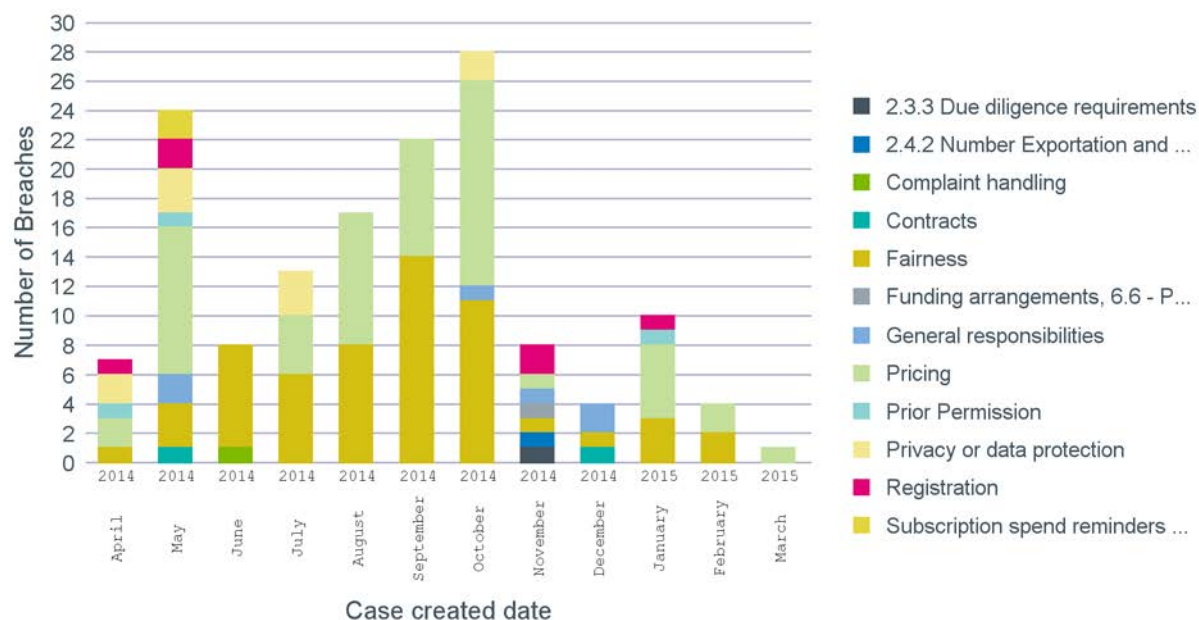


##### FY 2014-2015



#### Annual View

##### 3.5 Breaches raised in Track 1 procedure



#### Comments

63% of closed Track 1 cases for the financial year were processed within target. The majority of breaches raised under this procedure relates to pricing issues. For any period the percentage to target is only finalised when there are no remaining open Track 1 cases for that period.

## MANAGEMENT INFORMATION

### Actionable and non-actionable complaints

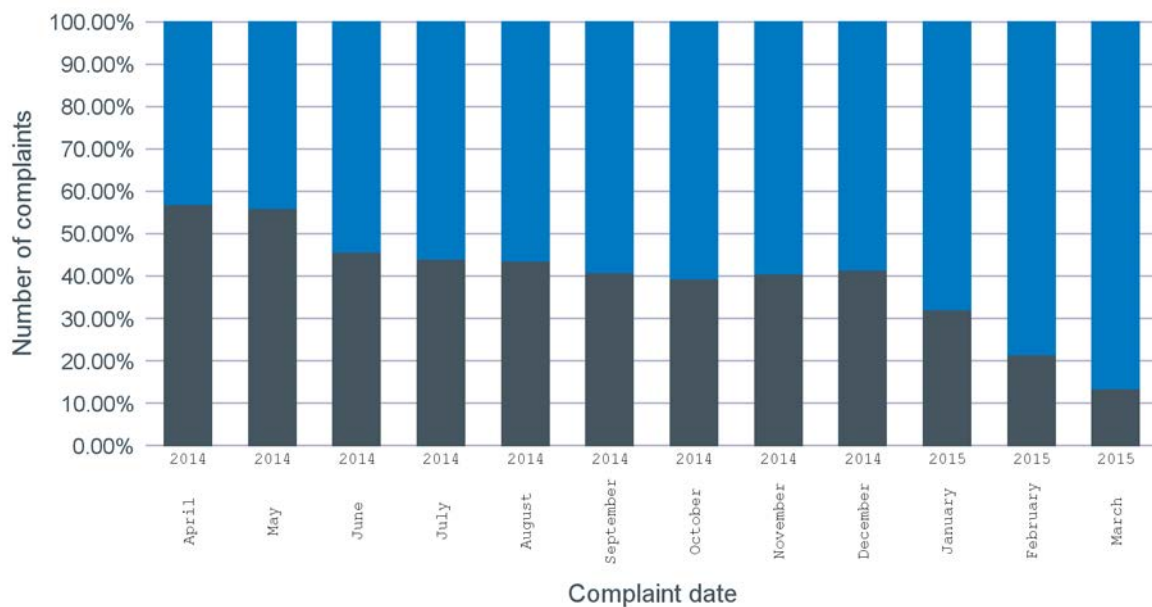
#### Quarterly view

##### 3.6 Actionable and non-actionable complaints as percentage of total



#### Annual View

##### 3.7 Actionable and non-actionable complaints per month



#### Comments

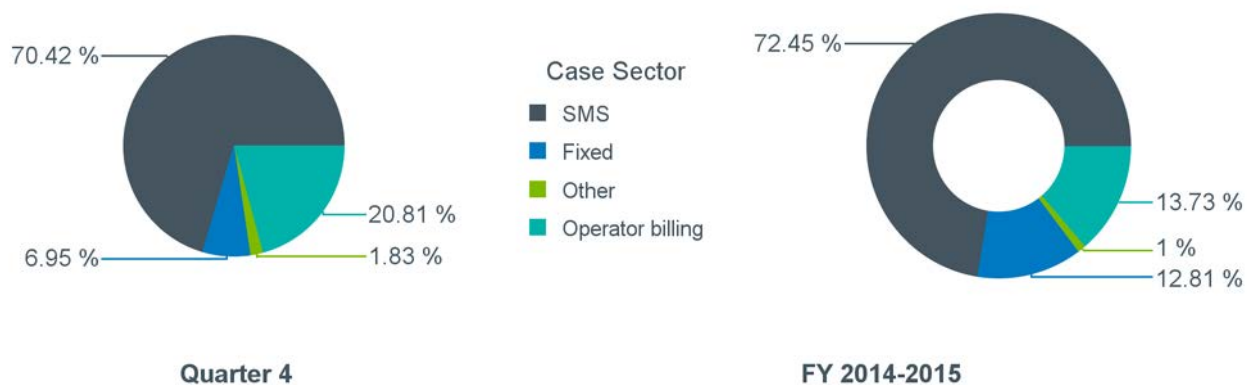
22% of complaints in Quarter 4 and 38% financial year to date required escalation to an enforcement track (Track 1 or 2). The remainder have either been closed without the need for investigation, are subject to ongoing monitoring or have not yet been allocated awaiting provider information.

## MANAGEMENT INFORMATION

### Complaints by sector

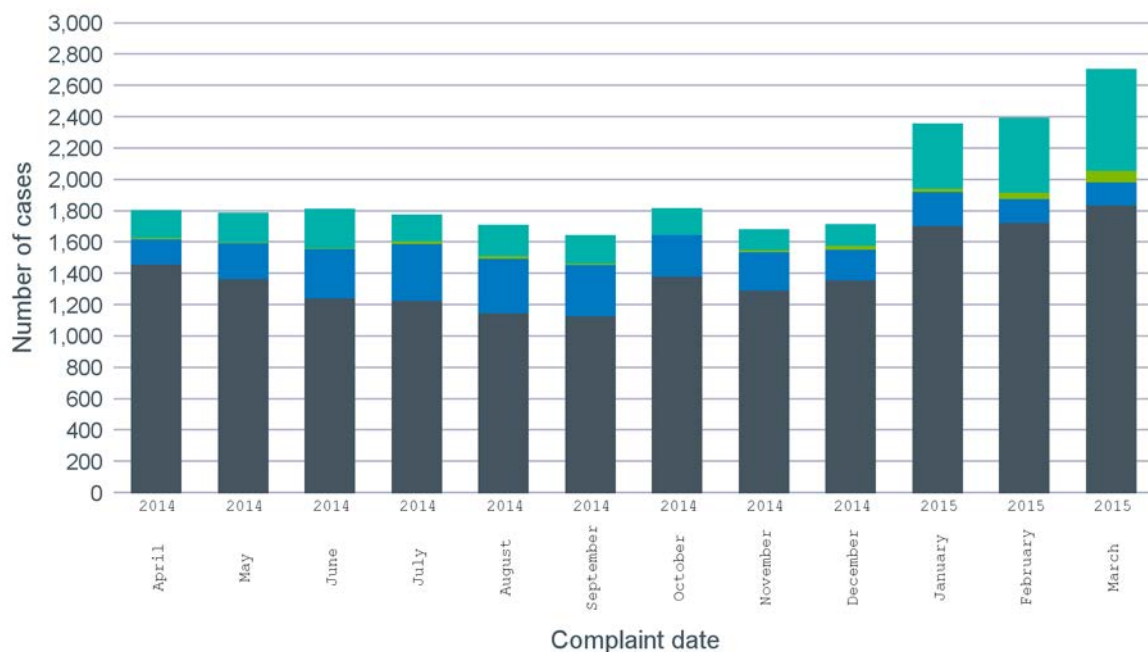
#### Quarterly view

##### 3.8 Complaints by sector as percentage of total



#### Annual View

##### 3.9 Complaints by sector per month



#### Comments

70% of complaints in Quarter 4 and 72% financial year to date related to the SMS mobile sector. The Payforit definition has now expanded to include all operator billing platforms. This category has been renamed 'Operator billing'.



## MANAGEMENT INFORMATION

### Suspension of services

#### Quarterly view

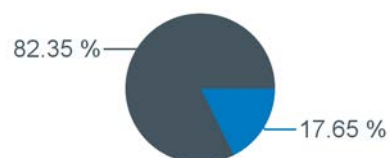
##### 3.10 Percentage of adjudicated cases with suspensions

Period	Suspension	Cases	Percentage
2014-2015 - Q4	Yes	0	0.00%
2014-2015 - Q4	No	1	100.00%
2014-2015 - Q3	Yes	0	0.00%
2014-2015 - Q3	No	7	100.00%
2014-2015 - Q2	Yes	0	0.00%
2014-2015 - Q2	No	4	100.00%
2014-2015 - Q1	Yes	3	60.00%
2014-2015 - Q1	No	2	40.00%

Quarter 4

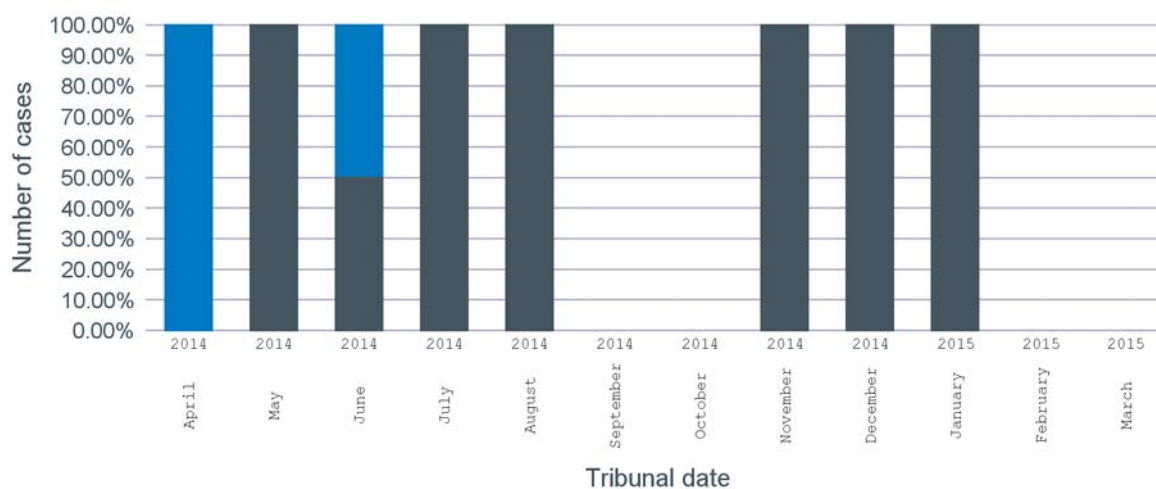


FY 2014-2015



#### Annual view

##### 3.11 Percentage of adjudicated cases with suspensions per month



#### Comments

Suspensions and withhold directions are applied in accordance with the Code.

## MANAGEMENT INFORMATION

### Withholds

#### Quarterly view

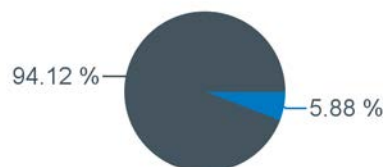
##### 3.12 Percentage of adjudicated cases with withholds

Period	Withholds	Cases	Percentage
2014-2015 - Q4	Yes	0	0.00%
2014-2015 - Q4	No	1	100.00%
2014-2015 - Q3	Yes	0	0.00%
2014-2015 - Q3	No	7	100.00%
2014-2015 - Q2	Yes	1	25.00%
2014-2015 - Q2	No	3	75.00%
2014-2015 - Q1	Yes	0	0.00%
2014-2015 - Q1	No	5	100.00%

Quarter 4

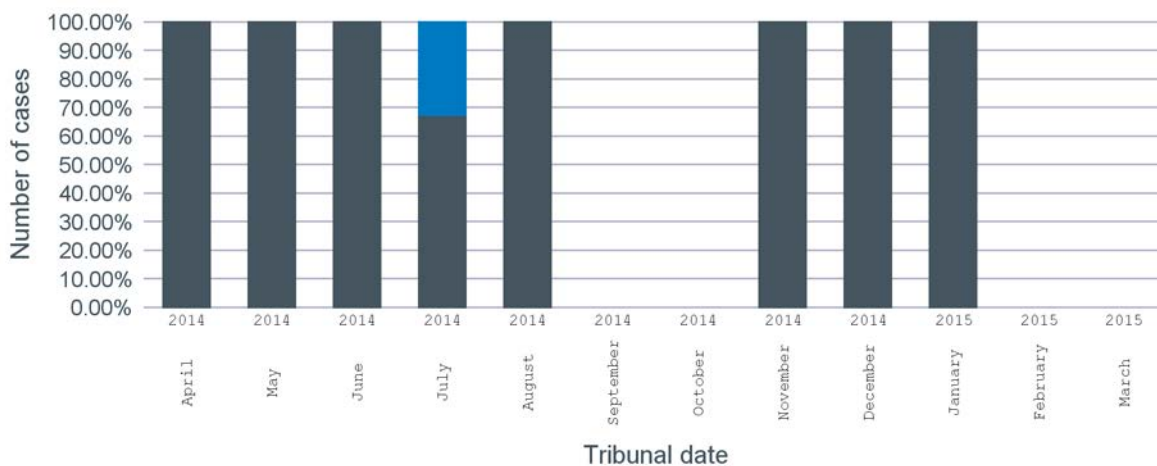


FY 2014-2015



#### Annual view

##### 3.13 Percentage of adjudicated cases with withholds per month



#### Comments

Suspensions and withhold directions are applied in accordance with the Code.

## MANAGEMENT INFORMATION

### Prior permissions

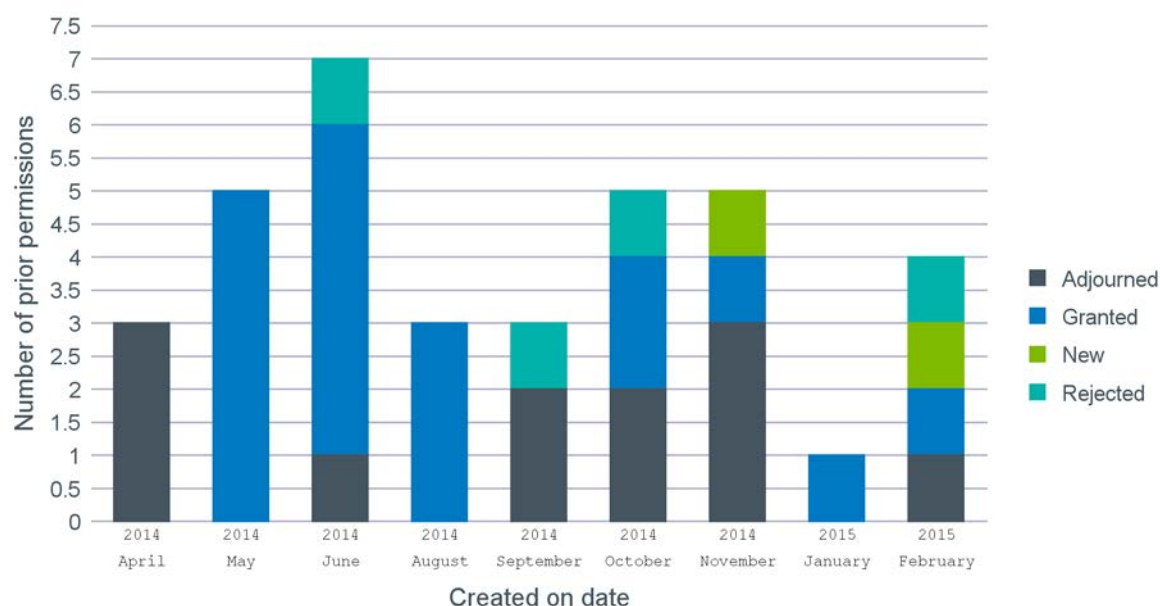
#### Quarterly view

##### 3.14 Prior permissions by status

Period	New	Granted	Trial	Rejected	Adjourned	Inactive	Total	Average weeks
2014-2015 - Q4	6	2	0	1	1	0	10	5
2014-2015 - Q3	1	3	0	1	5	0	10	10
2014-2015 - Q2	0	3	0	1	2	0	6	8
2014-2015 - Q1	0	10	0	1	4	0	15	7

#### Annual view

##### 3.15 Prior permissions by status per month



#### Comments

Prior permission applications are processed by the Executive but in some cases require referral to the Board (or its subcommittee). For any quarter, average days duration is only finalised when there are no remaining open prior permissions (in table 3.14: 'New'). On average valid applications were processed in 5 weeks in Quarter 4.

## MANAGEMENT INFORMATION

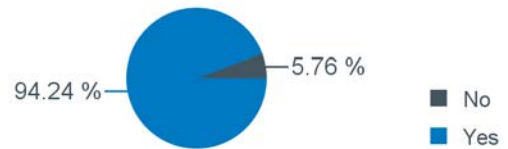
### Compliance advice

#### Quarterly view

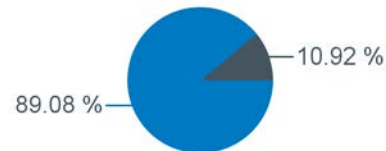
##### 3.16 Number of compliance advice requests answered within 5 working days

Period	Target Met	Number of requests	Percentage
2014-2015 - Q4	Yes	425	94.24%
2014-2015 - Q4	No	26	5.76%
2014-2015 - Q3	Yes	337	88.92%
2014-2015 - Q3	No	42	11.08%
2014-2015 - Q2	Yes	269	87.62%
2014-2015 - Q2	No	38	12.38%
2014-2015 - Q1	Yes	397	85.19%
2014-2015 - Q1	No	69	14.81%

Quarter 4

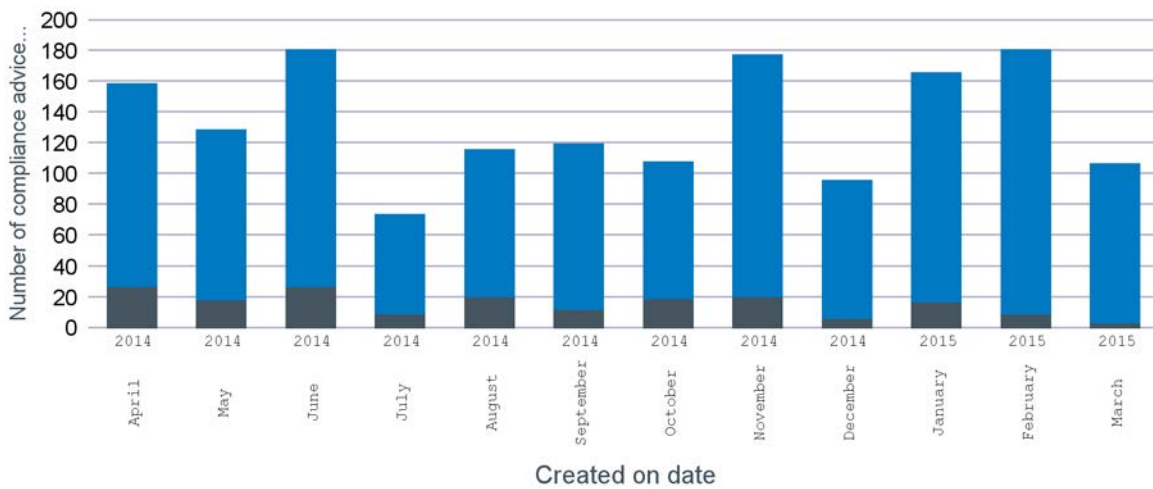


FY 2014-2015



#### Annual view

##### 3.17 Compliance advice requests per month



#### Comments

89% of requests for the financial year to date are answered within 5 working days.

## MANAGEMENT INFORMATION

### Consumer enquiries

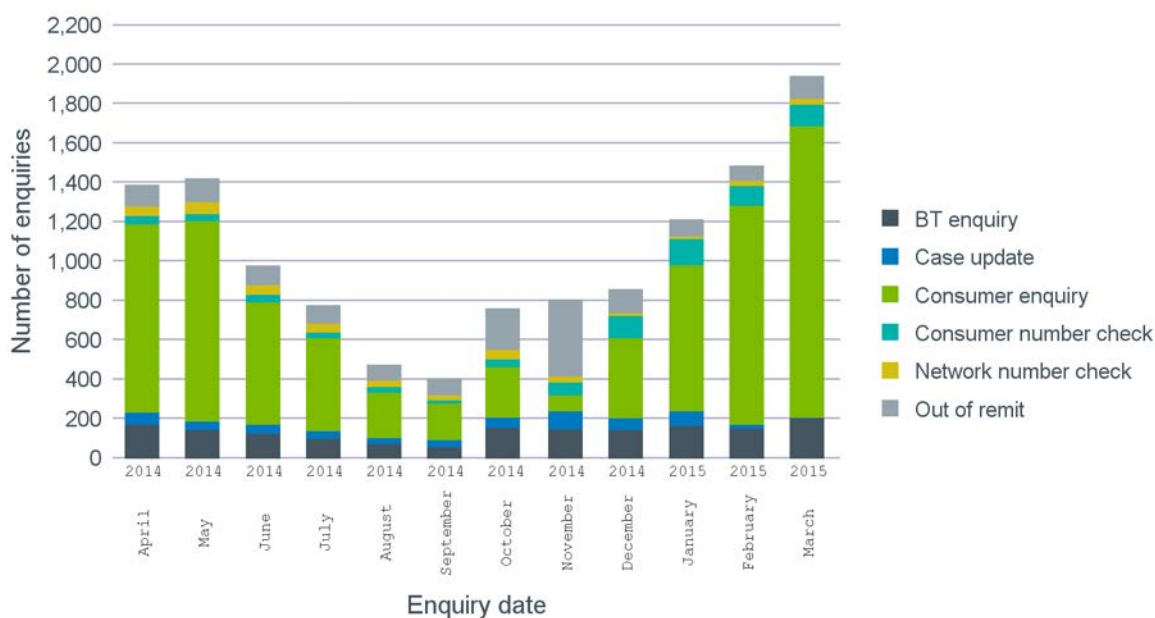
#### Quarterly view

##### 3.18 Number of consumer enquiries

Period	BT enquiry	Case update	Consumer enquiry	Consumer number check	Network number check	Out of remit	Total
2014-2015 - Q4	494	95	3,337	342	68	286	4,622
2014-2015 - Q3	423	198	749	218	89	727	2,404
2014-2015 - Q2	199	108	888	75	104	263	1,637
2014-2015 - Q1	413	149	2,599	115	161	332	3,769
<b>Total</b>	<b>1,529</b>	<b>550</b>	<b>7,573</b>	<b>750</b>	<b>422</b>	<b>1,608</b>	<b>12,432</b>

#### Annual view

##### 3.19 Number of consumer enquiries per month



#### Comments

There was a continued decline in the volume of enquires received during Quarters 1 and 2, but in Quarter 3 and 4, enquiry volumes rose sharply. We will continue to monitor this closely to identify any underlying reasons for this.

## MANAGEMENT INFORMATION

### Due diligence

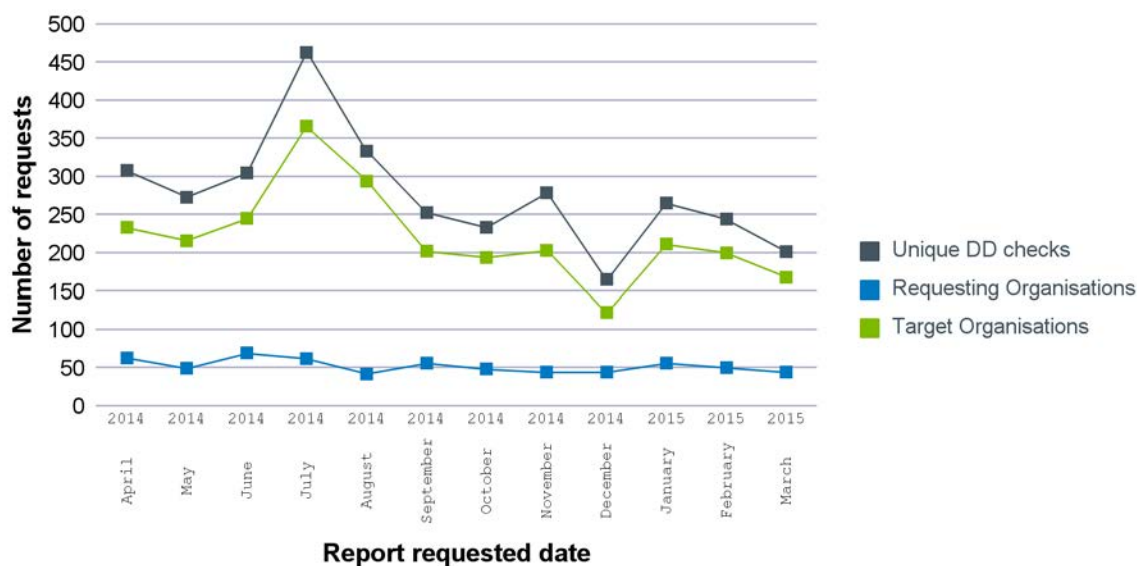
#### Quarterly view

##### 3.20 Number of due diligence requests

Period	Unique checks	Requesting Orgs	Target Orgs
2014-2015 - Q4	710	89	491
2014-2015 - Q3	677	86	458
2014-2015 - Q2	1,049	105	742
2014-2015 - Q1	886	111	592

#### Annual view

##### 3.21 Number of due diligence requests per month



#### Comments

On average 831 due diligence reports are requested each quarter by 98 organisations.

## MANAGEMENT INFORMATION

### Call centre data

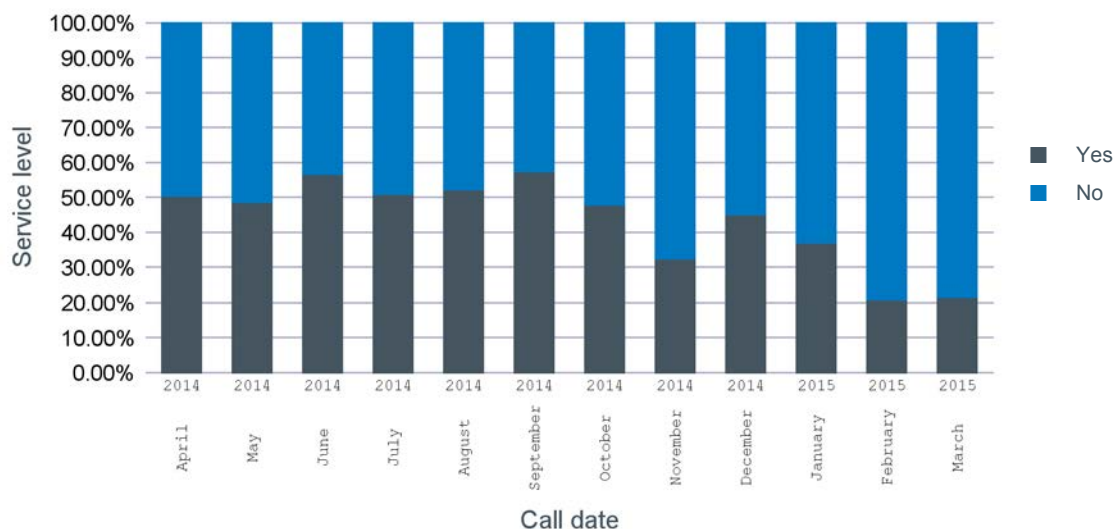
#### Quarterly view

##### 3.22 Calls and service level

Period	Incoming calls	Calls abandoned	Calls answered	Calls served in time	Percentage answered	Answered within 30 sec
2014-2015 - Q4	12,374	3,949	8,425	2,218	68.09%	26.33%
2014-2015 - Q3	7,952	1,552	6,400	2,660	80.48%	41.56%
2014-2015 - Q2	6,846	1,131	5,715	3,038	83.48%	53.16%
2014-2015 - Q1	8,167	1,234	6,933	3,539	84.89%	51.05%
					<b>77.74%</b>	<b>41.70%</b>

#### Annual view

##### 3.23 Answered service level per month (served in time / answered)



#### Comments

On average 8,835 contacts are made to the call centre each quarter. In Quarter 4 service level to answer calls within 30 seconds was below target (80%) at 26%. Levels of calls abandoned this quarter 32% against a target of 5%. Meeting the KPI continues to be challenging however we are closely reviewing and managing resource allocation on a weekly basis to ensure the best service is offered.

## TRIBUNAL INFORMATION

---

### Description of this section

This section provides information about those cases which have been put to the Tribunal, the body which hears and adjudicates on cases against premium rate providers that PhonepayPlus suspects to be in breach of its Code of Practice. The section includes volumes of cases heard and the severity of the cases and breaches upheld.

Further detail on the cases heard and the formal record of the hearings can be found on the PhonepayPlus website <http://www.phonepayplus.org.uk/For-Business/Tribunals.aspx>



## TRIBUNAL INFORMATION

### Number of cases heard at tribunal

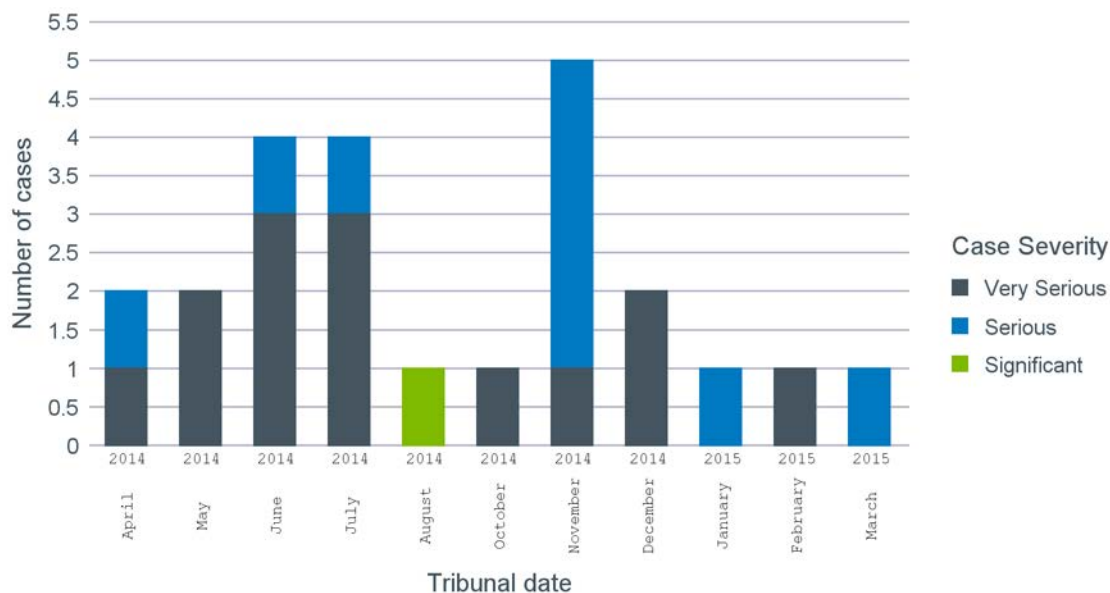
#### Quarterly view

##### 4.1 Number of cases heard at Tribunal

Period	Tribunals	Track 2	Breach of Sanctions	Emergency Procedure	Naming Case	By consent	Review	DDRAC	Oral hearing	Total
2014-2015 - Q4	2		1	0	0	1	0	1	0	3
2014-2015 - Q3	6	5	1	0	4	2	0	0	0	12
2014-2015 - Q2	5	4	1	0	6	0	0	0	0	11
2014-2015 - Q1	7	4	3	0	7	1	0	0	0	15

#### Annual view

##### 4.2 Cases by severity rating



#### Comments

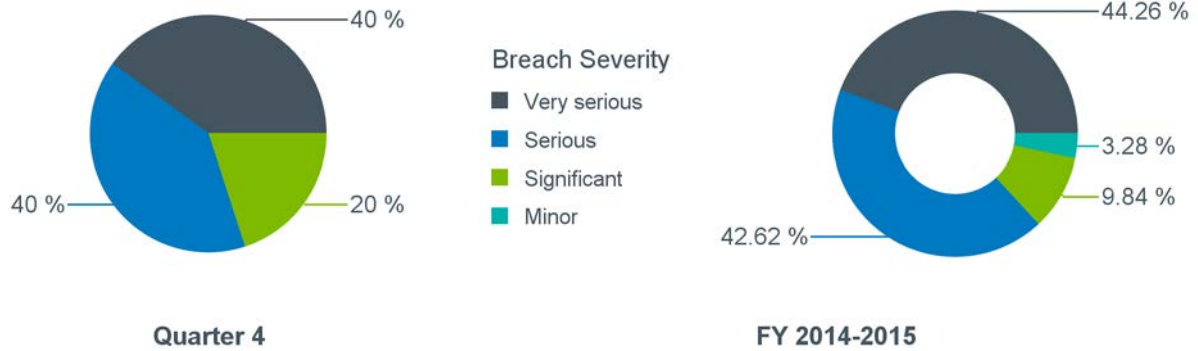
On average 10 cases are heard at adjudication per quarter. The majority of (relevant) cases are determined to have a severity rating of 'serious' or above by the Tribunal.

## TRIBUNAL INFORMATION

### Upheld breaches by severity

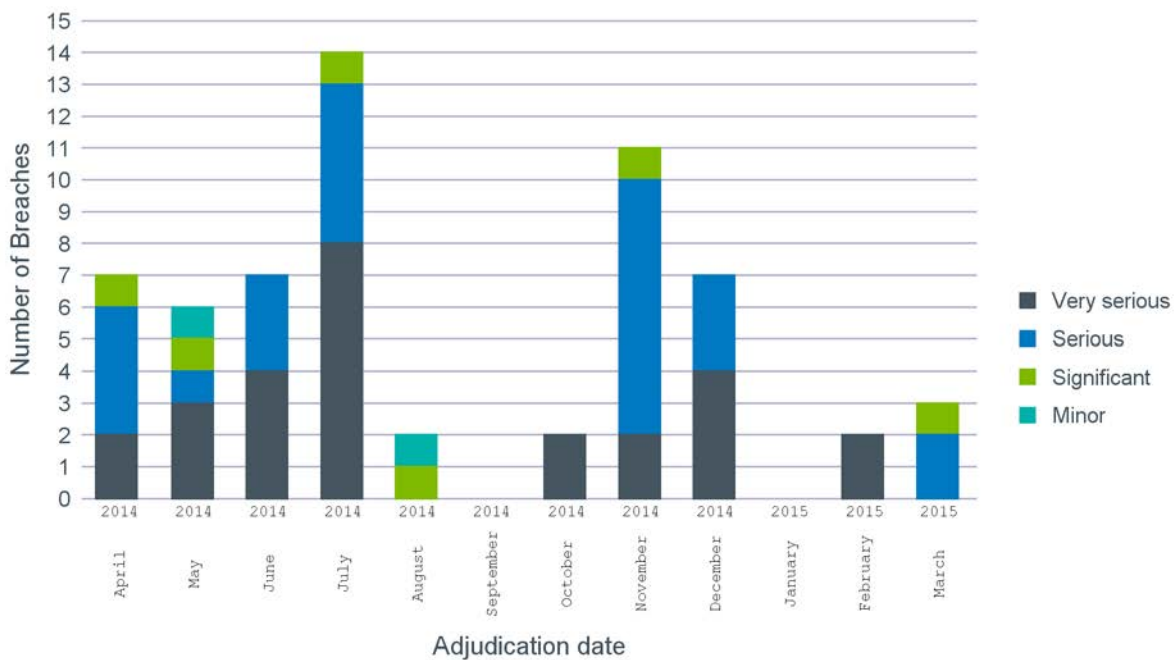
#### Quarterly view

##### 4.3 Upheld breaches by severity as percentages



#### Annual view

##### 4.4 Upheld breaches by severity per month



#### Comments

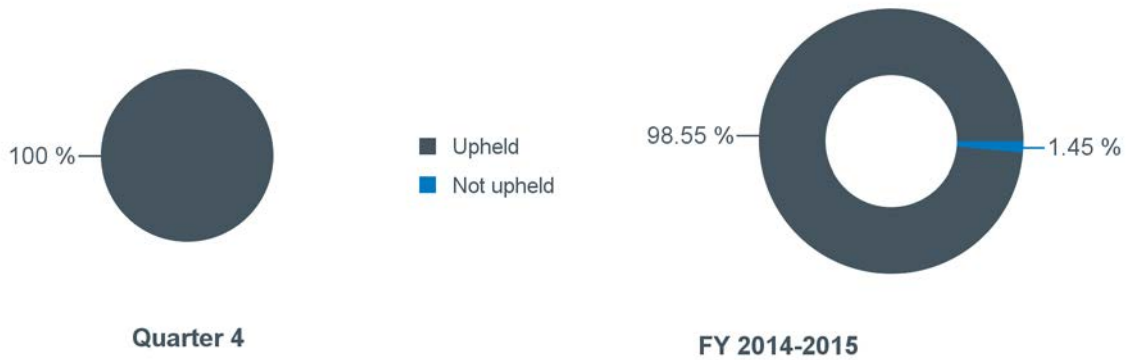
In Quarter 4, 80%, and financial year to date 87% of breaches found by the Tribunal were considered serious or above.

## TRIBUNAL INFORMATION

### Breaches by status

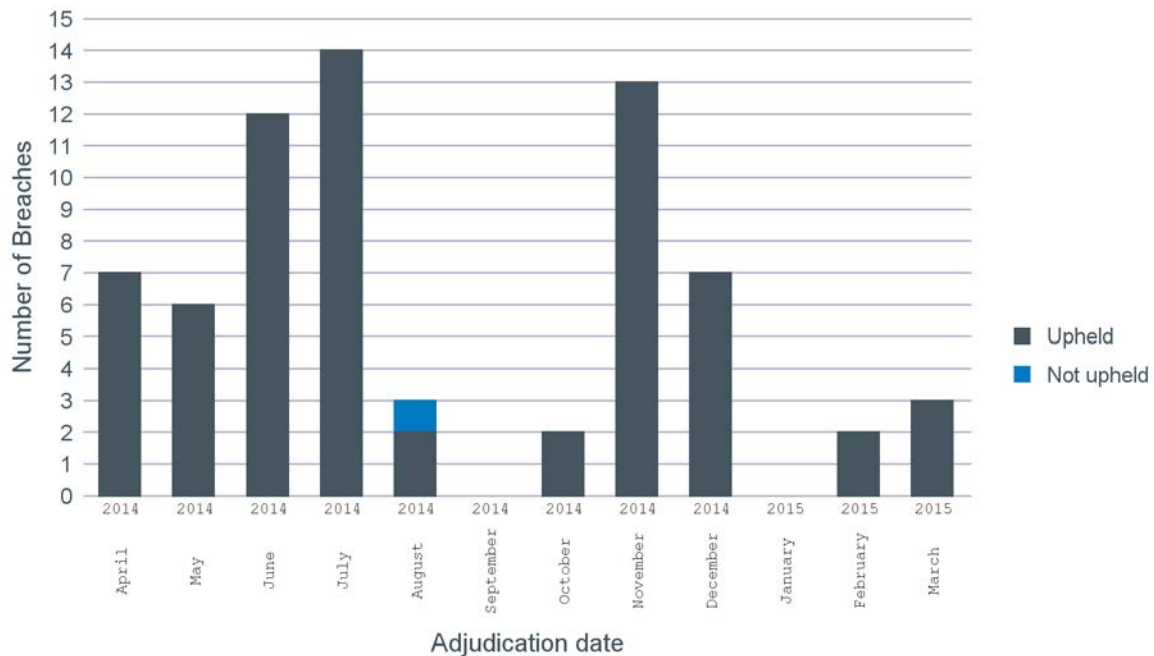
#### Quarterly view

##### 4.5 Breaches by status as percentages



#### Annual view

##### 4.6 Breaches by status per month



#### Comments

100% of breaches brought by the Executive were upheld in Quarter 4 and 99% financial year to date.  
100% of cases were upheld.

## ADDITIONAL INFORMATION

### Complaints summary

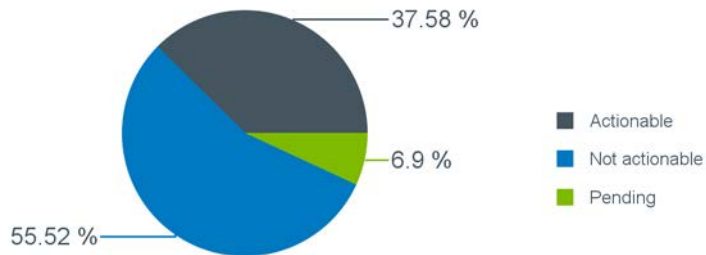
#### Annual View

#### Consumer contacts

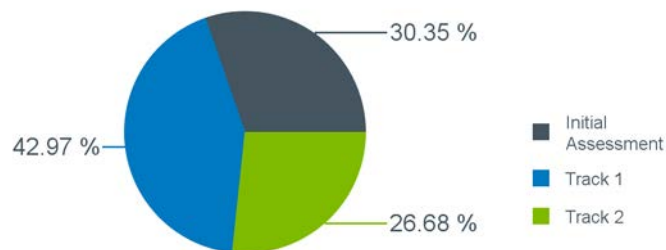
Created on FY	Complaints	Enquiries	Total
2014	65%	35%	35,206

#### Complaints

Status	Percentage
Actionable	38%
Not actionable	56%
Pending	7%



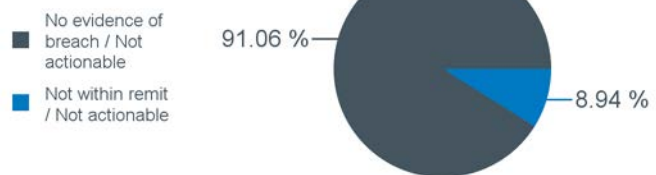
#### Actionable complaints



Classification	Percentage
Initial Assessment	30%
Track 1	43%
Track 2	27%

#### Not actionable complaints

Classification	Percentage
No evidence of breach	91%
Not within remit	9%



#### Comments

This consolidated complaints summary brings together top line complaint and enquiry data from throughout the report into one view for ease of reference.