



Quarterly Operational Report

2012/2013 - Quarter 1

Published Date: 16 July 2012

KEY PERFORMANCE INDICATORS

2012/2013 - Quarter 1

* Updated for Q1 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%	27%	The recovery for fines and admin charges are below KPI due to non payment from two Network Operators and six L2 providers. Four out of the six L2 providers have recently have had breach of sanctions for non payment raised against them and payment for the other two have been received in July (to be reflected in payments received in Q2). In relation to the Network operators one has requested an Oral Hearing and the other is in the process of having breach of sanctions raised against them.
Administration charge collection rate	80%	41%	
Emergency Procedure cases brought to adjudication within 20 working days	90%	N/A	There were no Emergency procedures in Q1.
Informal cases resolved within target (Fast-track within ten working days/Track 1 within 30 working days)	80%	87%	

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 Q1.
Tribunal minutes published after panel	< 11 days	100%	
Board meeting minutes published after being agreed	< 7 days	100%	

KEY PERFORMANCE INDICATORS

2012/2013 - Quarter 1

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Maximise awareness and understanding of the role of PhonepayPlus

Measure	Target	Actual	Comments
Increasing usage of PhonepayPlus website	Upward Trend	Increase of 1%	This is based on number of visitors to phonepayplus.org.uk in Q1 2012/2013 in comparison to Q4 2011/2012.

Operate efficiently

Measure	Target	Actual	Comments
Standard procedure cases brought to adjudication within 14 weeks	80%	42%	Of the 12 cases that went to adjudication during this period, five were within KPI. Those that missed their target were as a result of high volume of work or were moved to accommodate the scheduling of associated cases.
Calls to Contact Centre answered in 30 seconds	80%	77%	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%	95%	
Consumers are satisfied with the service from PhonepayPlus when their complaint is dealt with by the Complaint Resolution team	80%	42%	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%	81%	Please see page 15 for an analysis of this result.
Industry members are satisfied with the service they receive from PhonepayPlus	80%	69%	Please see page 15 for an analysis of this result.

KEY PERFORMANCE INDICATORS

2012/2013 - Quarter 1

* Updated for Q1 of FY 2012/2013

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

Measure	Target	Actual	Comments
Staff turnover	< 20% annual	13.3%	Based on calendar year 2012
Average number of training days	TBD	0.5 days	Based on Q1 2012/2013
Number of working days lost to sickness	< 3%	2.16%	

Call Centre

Month	Calls Answered	Calls Abandoned	Calls Offered
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
2012 April	2,440	113	2,553
2012 May	2,780	138	2,918
2012 June	2,246	139	2,385
Totals for Period:	26,801	1,438	28,239

Chart 1.1 - Customer service call volume

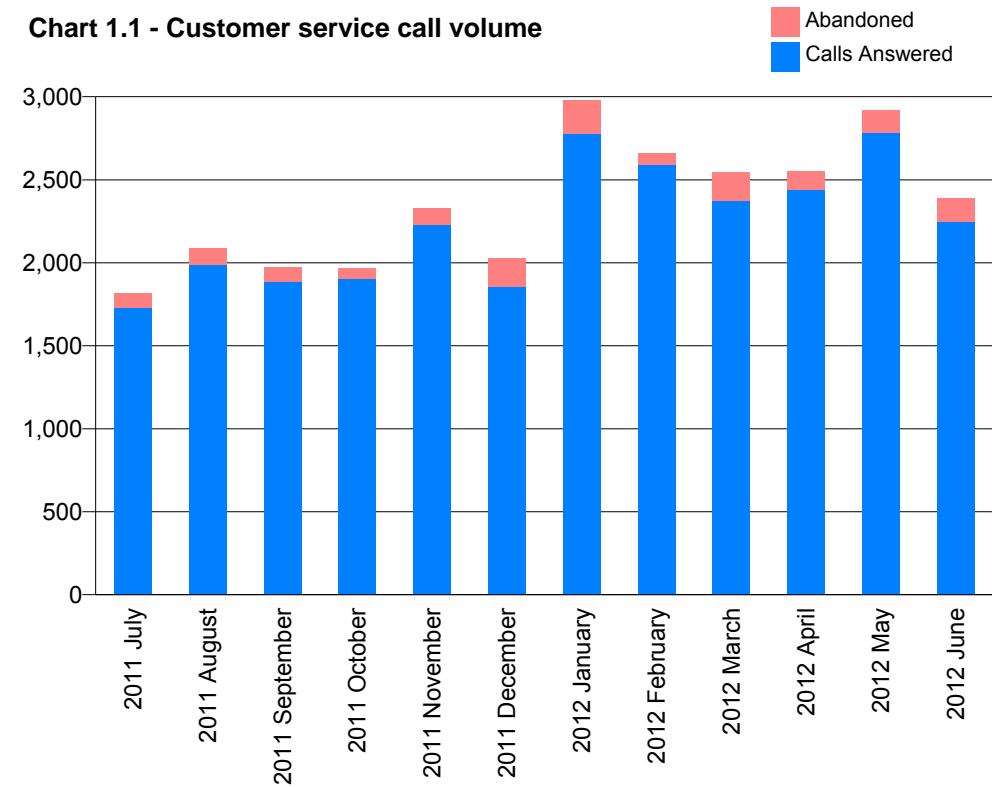
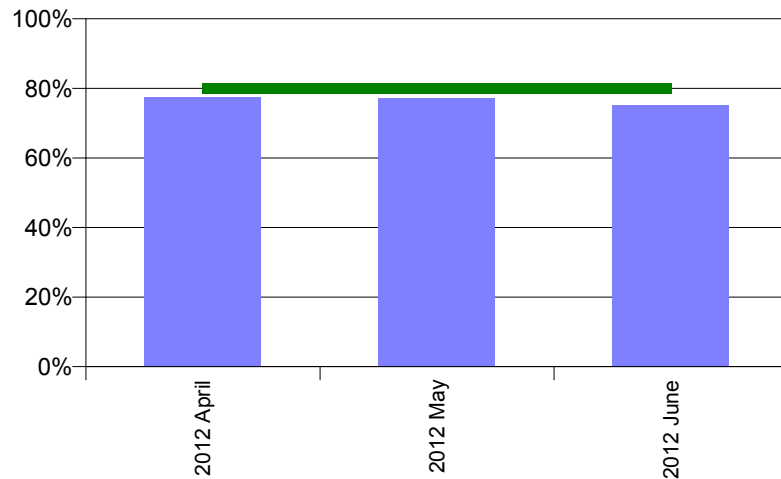


Chart 1.2 - Calls answered Under 30 seconds

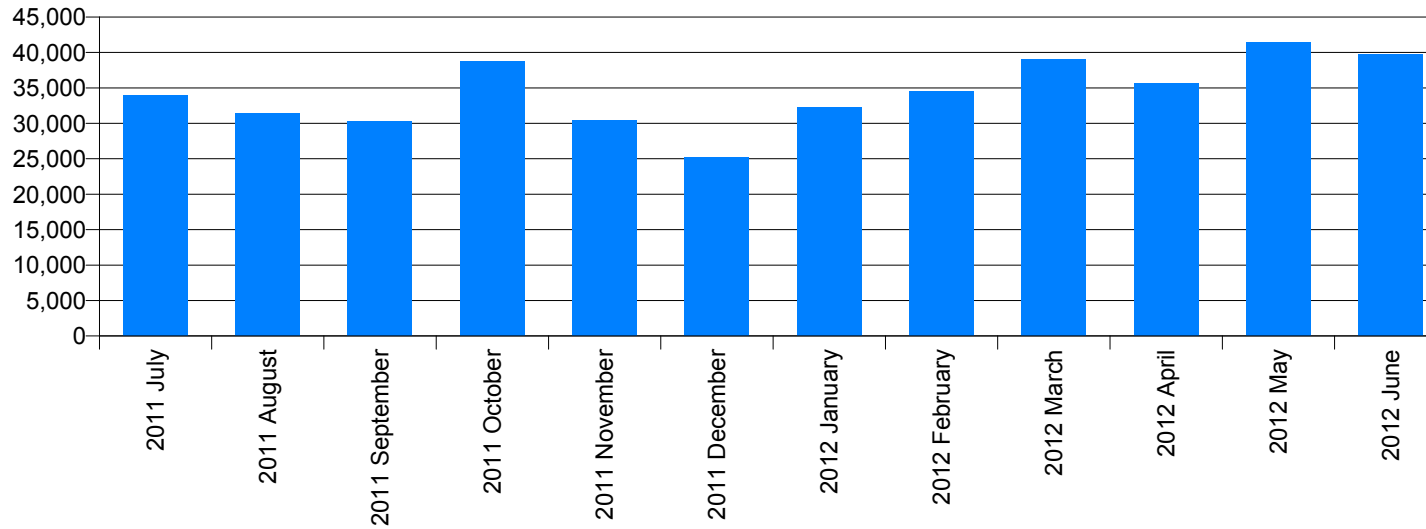


Comments:

- Calls answered within 30 seconds was 77% for the quarter, slightly under target due to high call volumes over the period.

Number Checker

Chart 2.1 - Number Checker usage



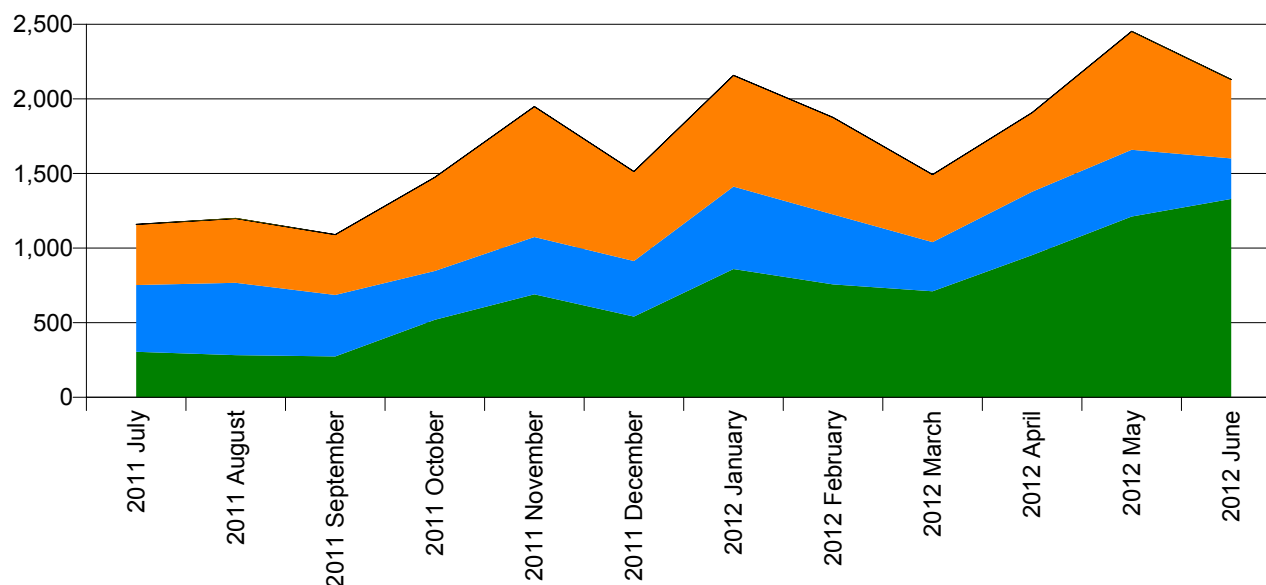
Number Type	PRN	Shortcode	Directory Enquires	070	087	Other	Month Totals
2011 July	12,435	7,970	378	408	1,348	11,449	33,988
2011 August	12,430	7,458	431	502	1,648	9,014	31,483
2011 September	12,151	7,864	359	439	1,282	8,135	30,230
2011 October	11,350	17,564	335	357	1,104	7,950	38,660
2011 November	11,608	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
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
Totals for Period:	139,910	136,356	3,352	4,546	13,805	114,444	412,413

CONSUMER SERVICES

2012/2013 - Quarter 1

Consumer Enquires

Chart 3.1 - Consumer enquires



Type of Enquiry	General Enquiry	Number Check	Out Of Remit	Request For Information	Other	Month Totals
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
2012 April	953	424	531			1,908
2012 May	1,211	448	794			2,453
2012 June	1,329	272	529			2,130
Totals for Period:	8,431	4,922	7,049		4	20,406

COMPLAINTS

Complaints

Chart 4.1 - Consumer complaints

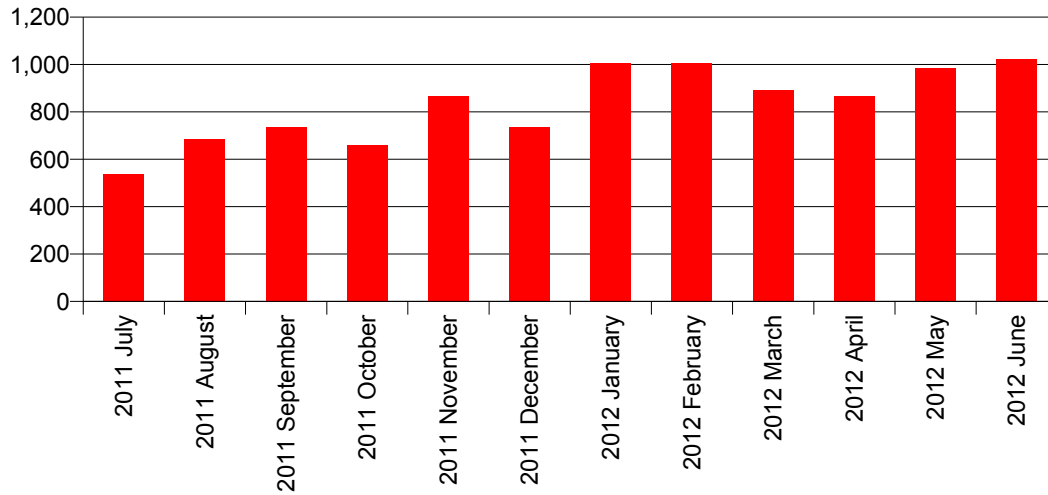
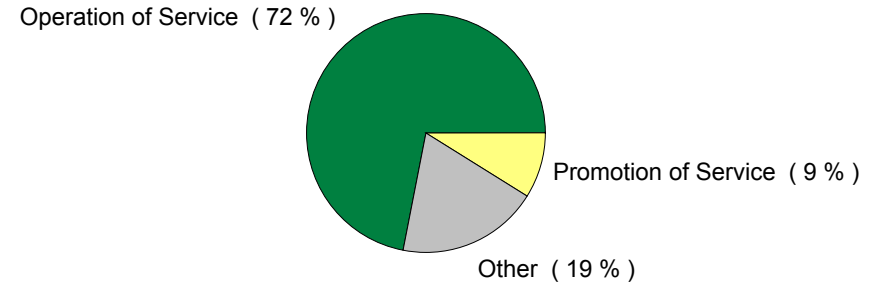


Chart 4.2 - Reason for complaint (Q1)

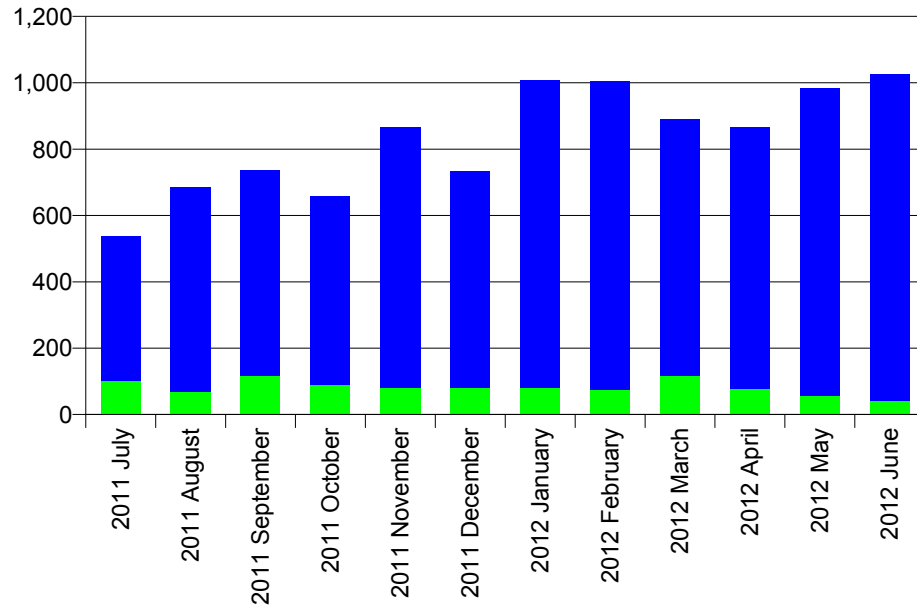


Source of Complaint	Phone	Web	Correspondence	Other	Month Totals
2011 July	122	374	12	29	537
2011 August	197	414	8	67	686
2011 September	120	545	8	62	735
2011 October	146	474	8	32	660
2011 November	142	626	21	78	867
2011 December	209	506	16	3	734
2012 January	321	621	29	35	1,006
2012 February	340	591	48	26	1,005
2012 March	286	542	37	25	890
2012 April	303	508	28	27	866
2012 May	384	571	26	2	983
2012 June	351	644	24	5	1,024
Totals for Period:	2,921	6,416	265	391	9,993

COMPLAINTS

Complaints by Sector

Chart 5.1 - Mix of mobile vs. landline sector complaints



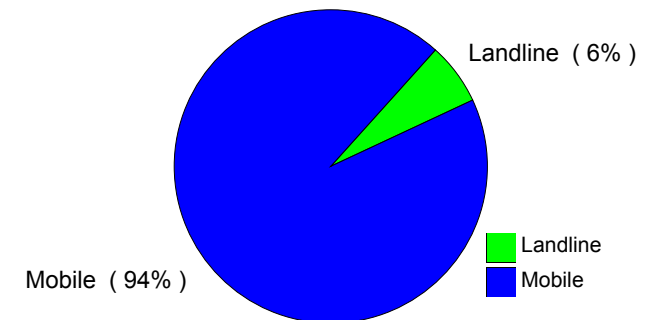
Month	Landline	Mobile	Total
2011 July	101	435	536
2011 August	67	617	684
2011 September	117	618	735
2011 October	92	567	659
2011 November	82	785	867
2011 December	80	653	733
2012 January	80	926	1,006
2012 February	74	931	1,005
2012 March	117	773	890
2012 April	78	788	866
2012 May	57	926	983
2012 June	41	983	1,024
Totals for Period:	986	9,002	9,988

Complaints on 070 and 087 Trends

Month	070 Complaints
2011 October	13
2011 November	9
2011 December	2
2012 January	4
2012 February	4
2012 March	9
2012 April	6
2012 May	6
2012 June	12

Month	087 Complaints
2011 October	7
2011 November	6
2011 December	4
2012 January	7
2012 February	9
2012 March	15
2012 April	15
2012 May	1
2012 June	7

Chart 5.2 - Mix of mobile vs. landline sector complaints (Q1)



COMPLAINT RESOLUTION

Complaint Investigation

Chart 6.1a - Resolution type on complaints received

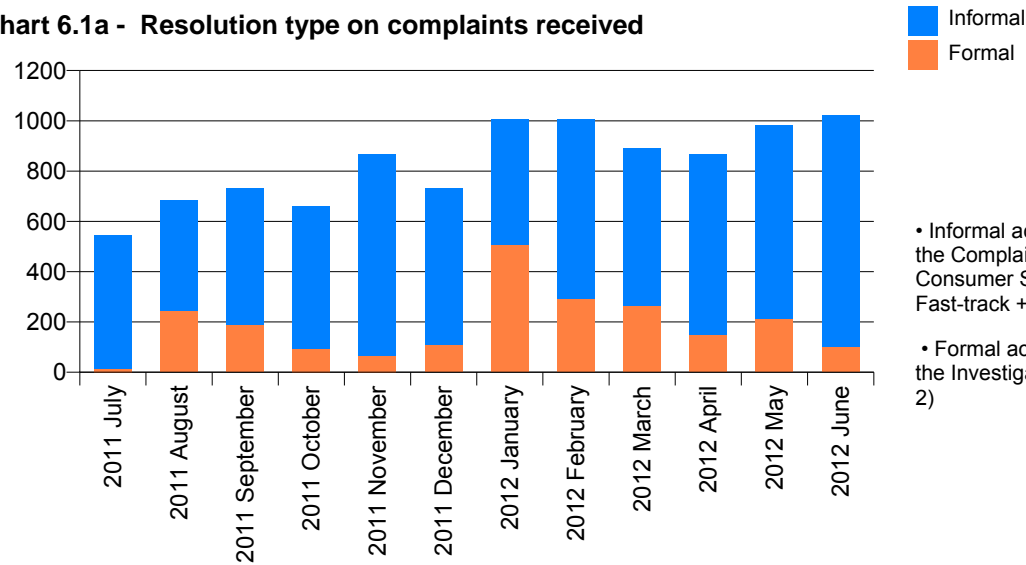


Chart 6.1b - Complaints: Investigation type (Q1)

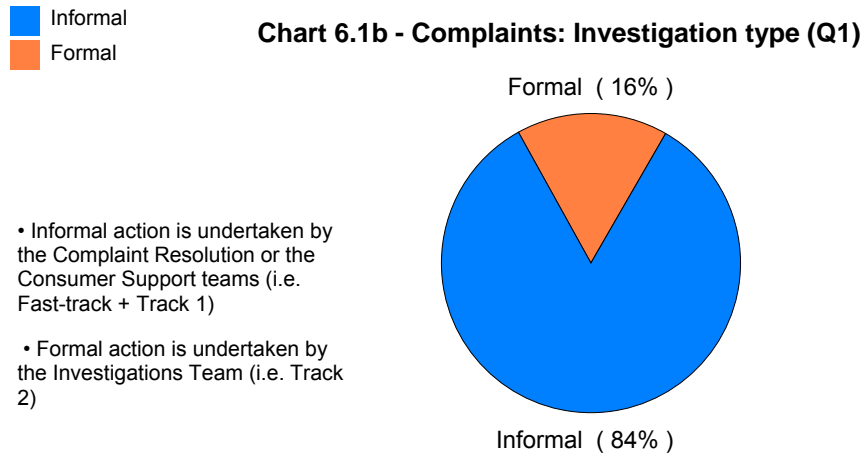


Chart 6.2a - Informal resolution: closed case investigation type

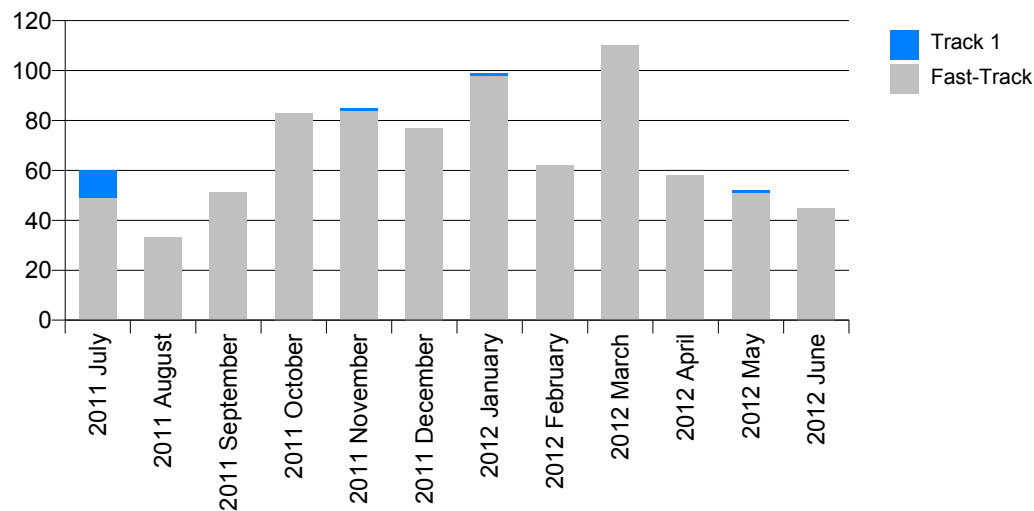
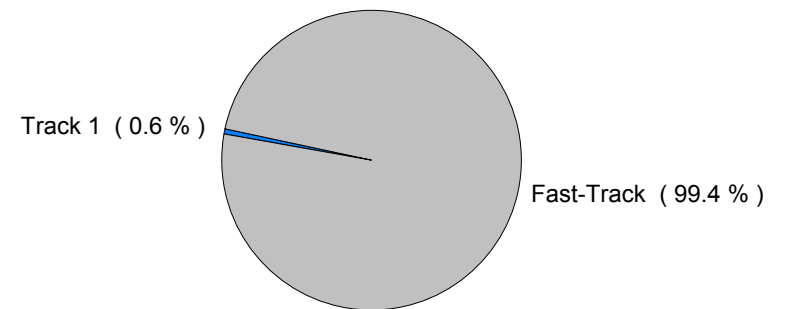


Chart 6.2b Mix of closed investigations: complaint resolution (Q1)



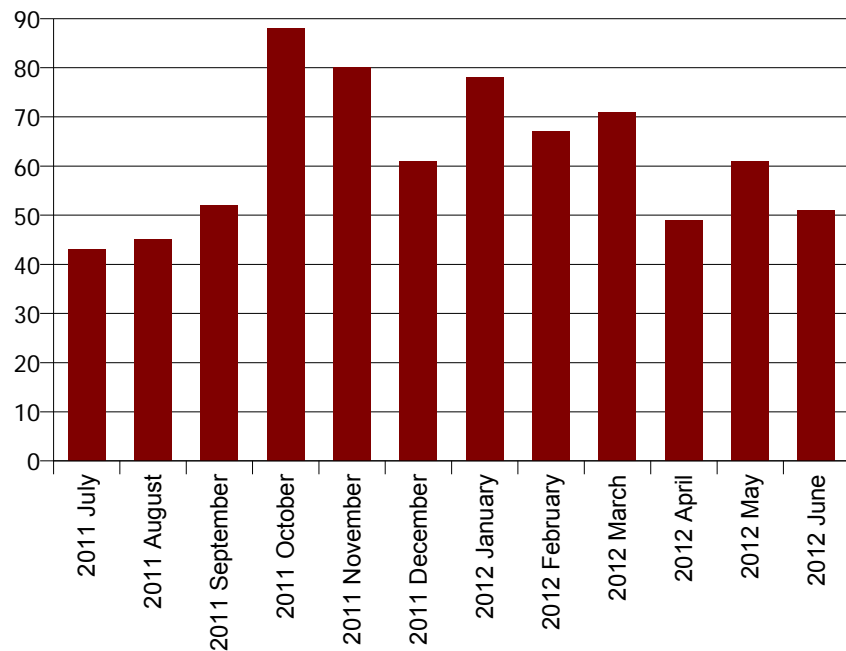
Comments:

- The top three breaches raised using the informal procedure in Q1 are:
 - 2.2.1b: 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	3
070	1
118	1
Network cases	1
Oral hearings	3
Due diligence cases	2
Naming cases	4
Breach of sanction cases	1

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

COMMUNICATIONS

Website

Chart 8.1a - PhonepayPlus web site page views and visits

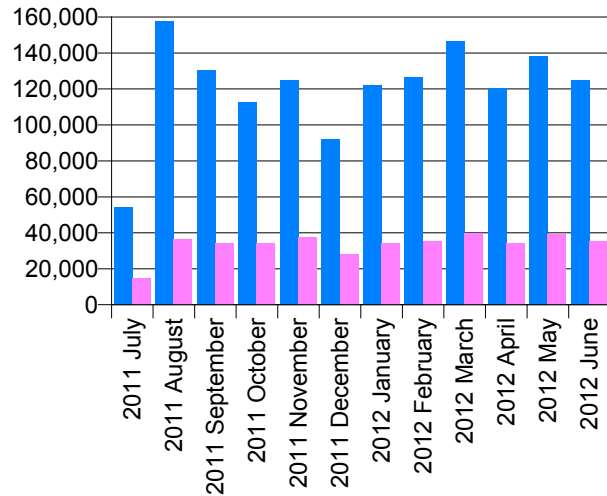


Chart 8.1b - PhoneBrain web site page views and visits

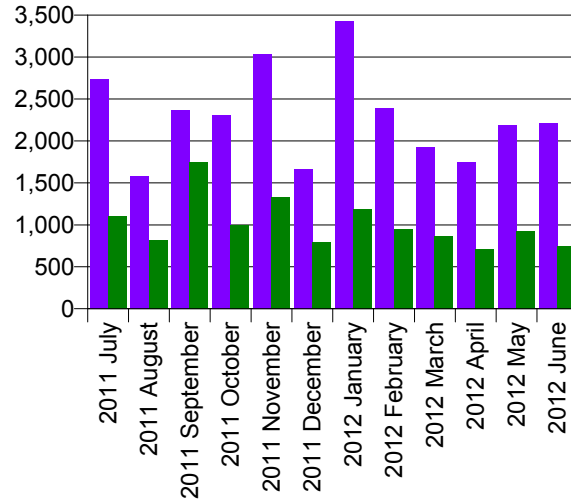
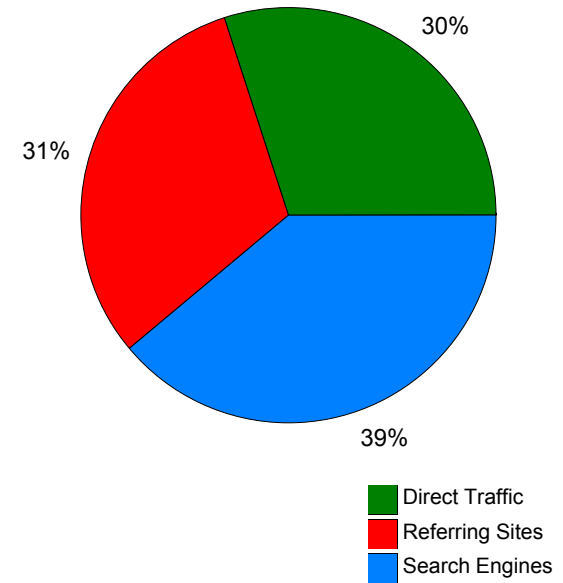


Chart 8.2 - Traffic sources for PhonepayPlus web site (Q1)



Month	Page Views	Visits
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
2012 April	120,392	34,526
2012 May	138,358	39,273
2012 June	124,685	35,609
Totals for Period:	1,450,897	403,812

Month	Page Views	Visits
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
2012 April	1,749	707
2012 May	2,188	920
2012 June	2,209	748
Totals for Period:	27,567	12,164

COMMUNICATIONS

Publications

Media coverage:

Articles published in Q1: 105

Chart 9.2 - Media piece by type (Q1)

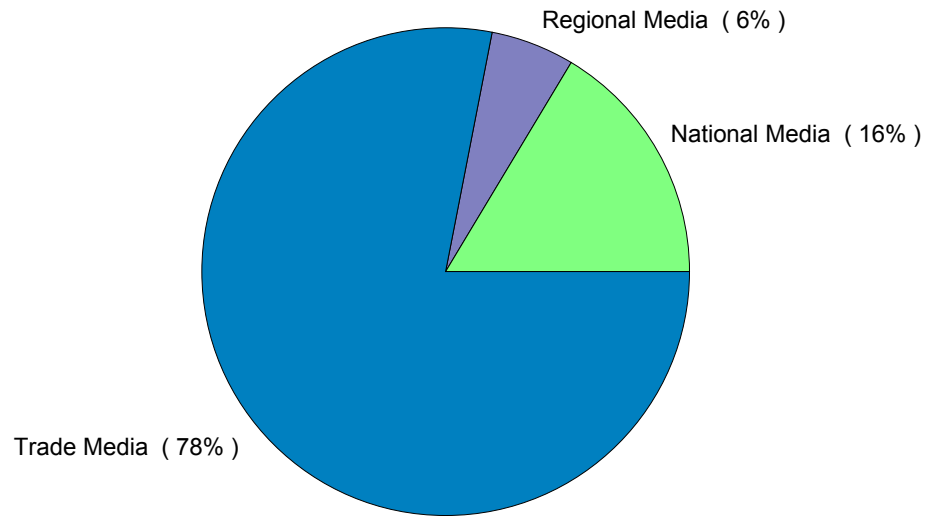
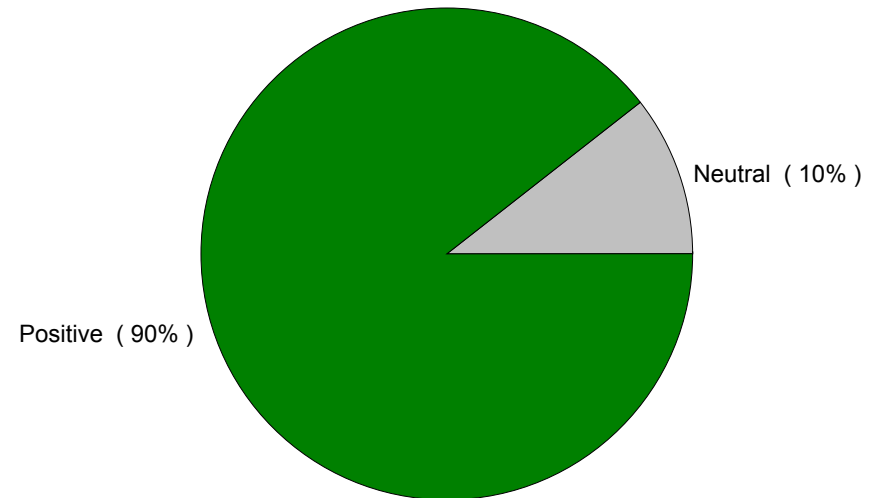


Chart 9.3 - Media piece evaluation (Q1)



Quarterly announcements and events

April

Notices to Industry/Press release:

Administrative charges from 1 April 2012 (11 April 2012)

Regulator joins forces with UK telecoms industry to tackle smartphone malware (19 April 2012)

Compliance Update Due Diligence and Risk Assessment and Control (26 April 2012)

Events:

Malware Summit hosted by PhonepayPlus (19 April)

May

Notices to Industry/Press release:

Promotion of premium rate services on social networks up by 575 percent (02 May 2012)

Compliance Update clarifications to the General Guidance Note on Privacy and consent to charge (09 May 2012)

Regulator cuts off worldwide mobile malware attack in the UK (24 May 2012)

June

No notices or announcements were made in June.

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, 81% indicated they were either somewhat satisfied or above with the service they received overall. 88% of consumers were somewhat satisfied or above with the explanation of how to obtain a refund.

Complaint Resolution

16% of consumers surveyed responded and, of these, 42% indicated they were either somewhat satisfied or above with the service they received overall. 31% of consumers were somewhat satisfied or above with the explanation of how to obtain a refund.

The satisfaction score for complaint resolution is lower than expected considering the majority of consumers receive refunds. An analysis of the comments have not revealed any specific trends, with only three negative comments from the 12 respondents to the survey. We continue to utilise feedback to inform required performance improvements.

Industry Services

22% of industry members surveyed responded and, overall, 69% were either satisfied or above with the quality of the service they received. 16% indicated they were neither satisfied nor dissatisfied with the response. 69% felt the time taken to resolve their query was about right or quicker than expected.

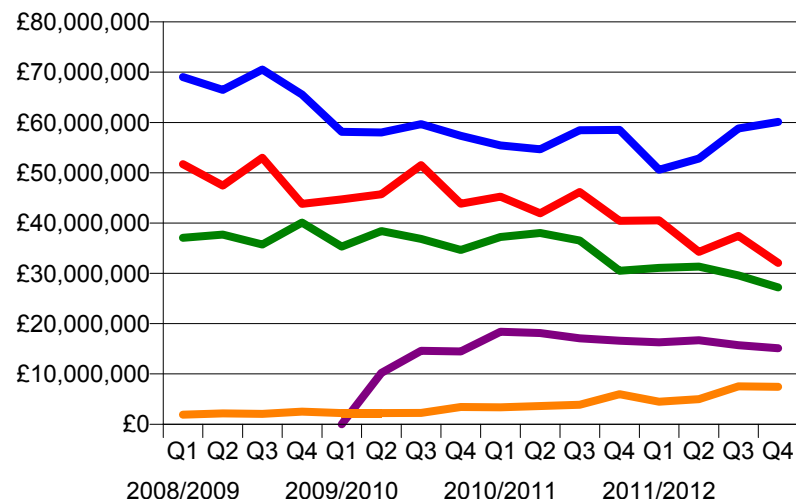
A number of industry members have commented that the KPI for a written response, of five working days, is too long. We will review this target to see if a quicker response time, with existing resource levels is possible.

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	50,623,678	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
Total:		222,371,371	144,378,890	119,325,005	63,843,734	24,455,447	574,374,446

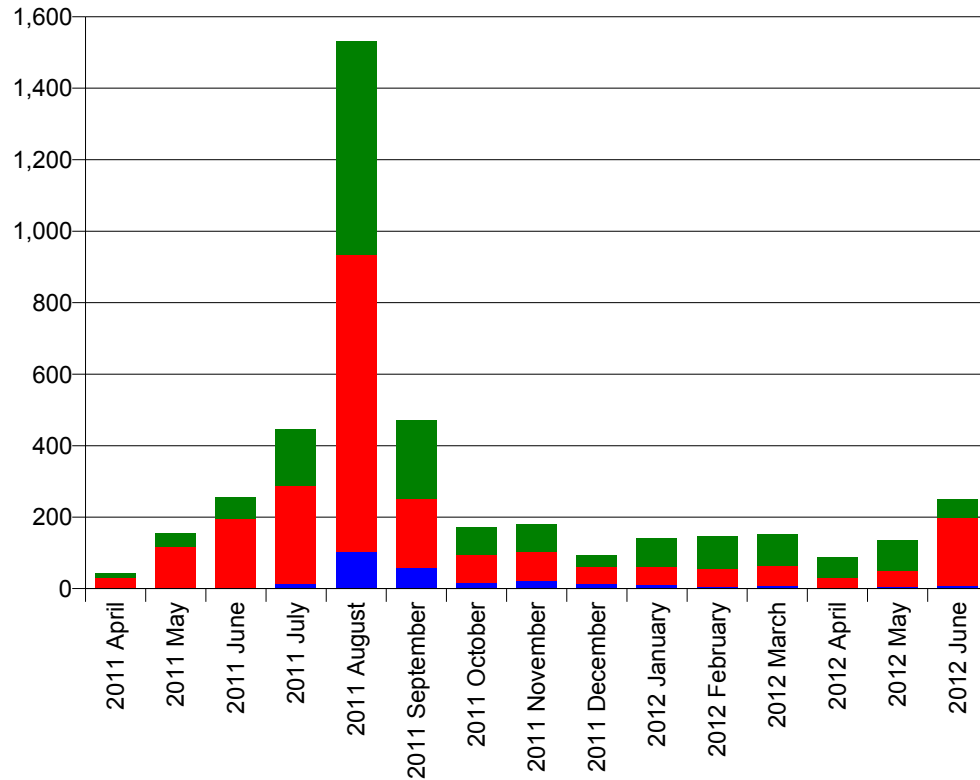
Fines:

(Updated monthly)

Financial Year 2011/2012	Mobile	Fixed	070	087	Network Breach	Totals
Fines invoiced from 01/04/12 - 31/03/13	£245,000	£35,500	£50,000	£0	£5,000	£335,500
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	-£85,000	-£5,000	£0	£0	£0	-£90,000
Fines due	£160,000	£30,500	£50,000	£0	£5,000	£245,500
Fines paid	£60,000	£289	£0	£0	£5,000	£65,289
Collection rate						27 %
% due unpaid						73 %

Registration Scheme

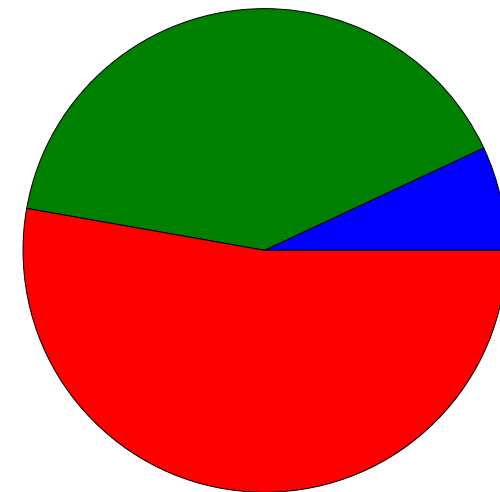
Chart 11.1a - Scheme registrants



Cumulative total of registrants to Q1 2012/2013:
3,921

Chart 11.1b - Total registrants breakdown

Exempt (Under turnover criteria) (40.19%)



Non-Exempt (Paid) (52.95%)

Exempt (Charity) (6.86%)

INDUSTRY SERVICES

2012/2013 - Quarter 1

Advice

Chart 12.1a - Industry written advice

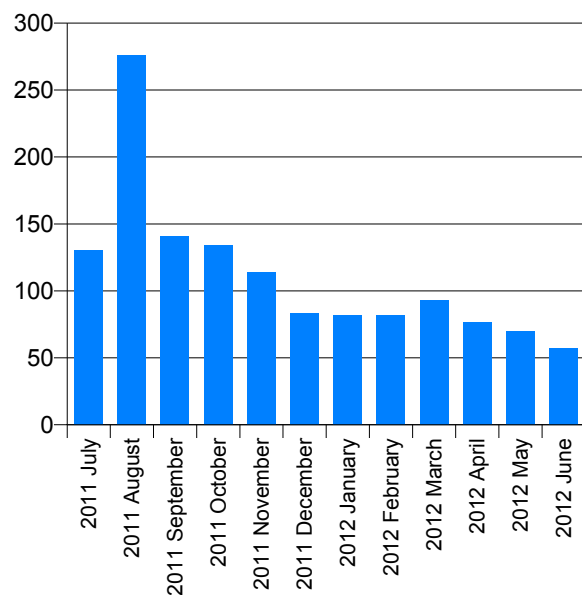


Chart 12.1b - Industry general enquires

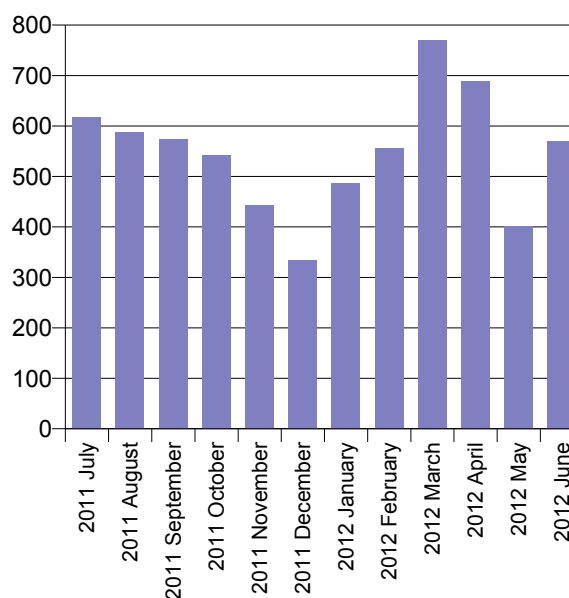
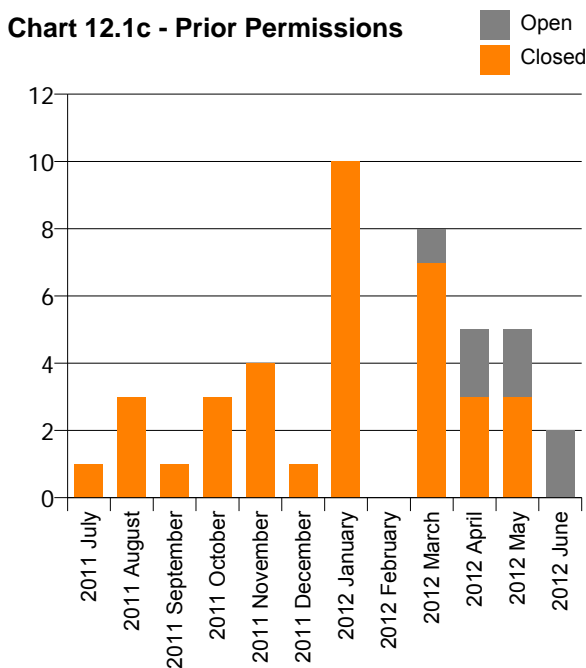


Chart 12.1c - Prior Permissions



	Advice	Enquiry	Prior Permission
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
2012 April	77	688	5
2012 May	70	402	5
2012 June	57	569	2
Totals for Period:	1,339	6,570	47

Research & Market Intelligence Projects

Completed

- Commissioned research: premium rate services compliance report Q4 2011/2012 (undertaken by WMC Global).
- Commissioned research: The use of “malvertising” techniques in the promotion of premium rate services (undertaken by WMC Global).
- In-house research: Analysis of complaints made to PhonepayPlus as a result of services being used by children and young people in 2010-2011 and 2011-2012. Desk research into the wider context of potential issues that could arise as a result of children’s use of PRS and comparable services. Project undertaken to provide evidence for the development of a child protection strategy in the autumn.

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 19th April a malware summit was hosted by PhonepayPlus to gather major 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, regulators and potential abuses that could cause market damage (Thinktank commissioned to undertake this).