



Quarterly Operational Report

2012/2013 - Quarter 2

Published Date: 30 October 2012

KEY PERFORMANCE INDICATORS

2012/2013 - Quarter 2

* Updated for Q2 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%	64%	The recovery rates are 16% below KPI due to non payments from a Network operator and four L2 providers. Outstanding fines total £231k and administration fees £33k. All providers have breach of sanction cases for non-payment raised against them
Administration charge collection rate	80%	64%	
Informal cases resolved within target (Fast-track within ten working days/Track 1 within 30 working days)	80%	81%	
Emergency procedure cases brought to adjudication within 20 working days	90%	N/A	There were no Emergency Procedures in the second 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 to industry in the second 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 2

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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 8.4%	This is based on number of visitors to phonepayplus.org.uk in Q2 2012/2013 in comparison to Q1 2012/2013.

Operate efficiently

Measure	Target	Actual	Comments
Standard procedure cases brought to adjudication within 14 weeks	80%	56%	Of the 16 cases that went to adjudication this period, nine were within KPI. The cases which missed their targets did so due to their complexity
Calls to Contact Centre answered in 30 seconds	80%	67%	A reduction in staffing levels over the holiday season and continued high volumes of consumer service calls affected our ability to effectively answer all calls presented within the target of 30 seconds
Response to compliance advice requests answered within five working days	80%	90%	
Consumers are satisfied with the service from PhonepayPlus when their complaint is dealt with by the Complaint Resolution team	80%	50%	For more information, see page 15
Consumers are satisfied with the service from PhonepayPlus when their complaint results in a formal investigation	80%	46%	For more information, see page 15
Industry members are satisfied with the service they receive from PhonepayPlus	80%	80%	For more information, see page 15

KEY PERFORMANCE INDICATORS

2012/2013 - Quarter 2

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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	0.6 days	Based on Q2 2012/2013
Number of working days lost to sickness	< 3%	1.17%	

Call Centre

Month	Calls Answered	Calls Abandoned	Calls Offered
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
2012 July	2,626	244	2,870
2012 August	2,362	299	2,661
2012 September	2,227	544	2,771
Totals for Period:	28,410	2,252	30,662

Chart 1.1 - Customer service call volume

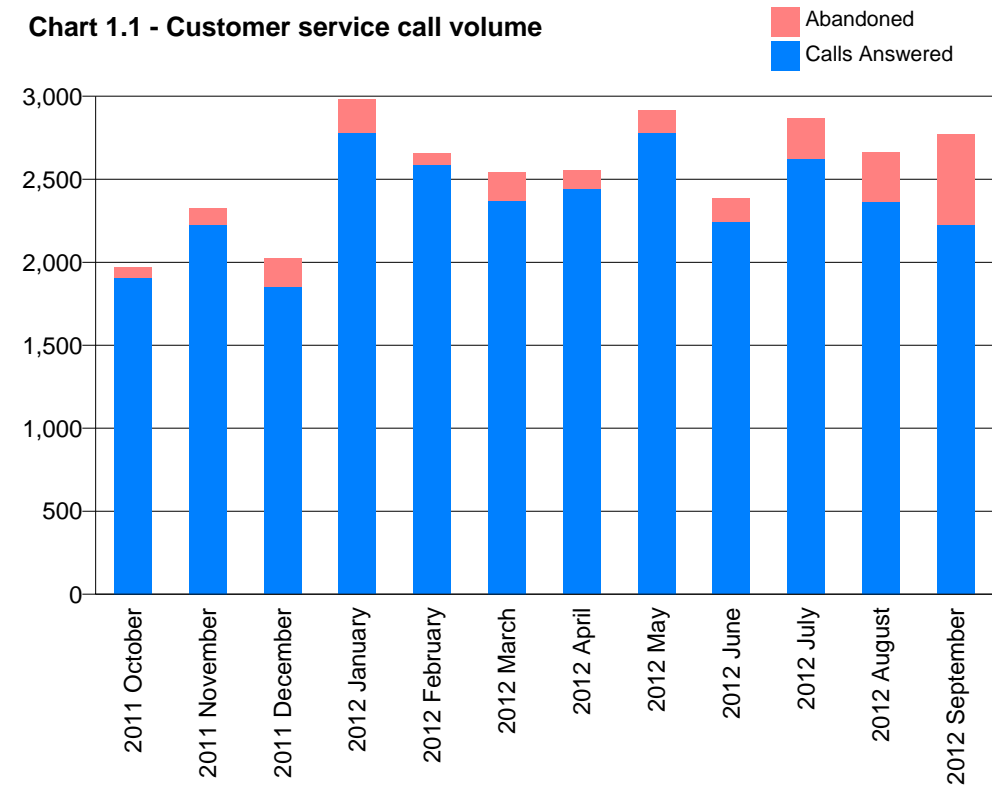
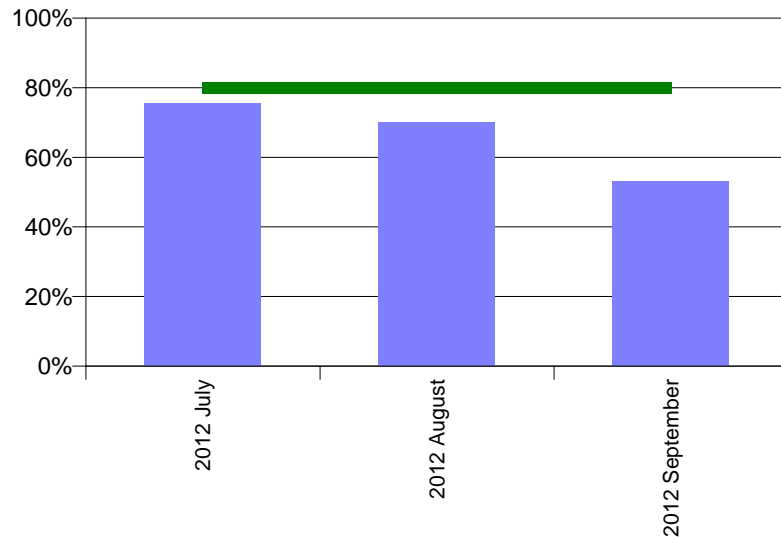
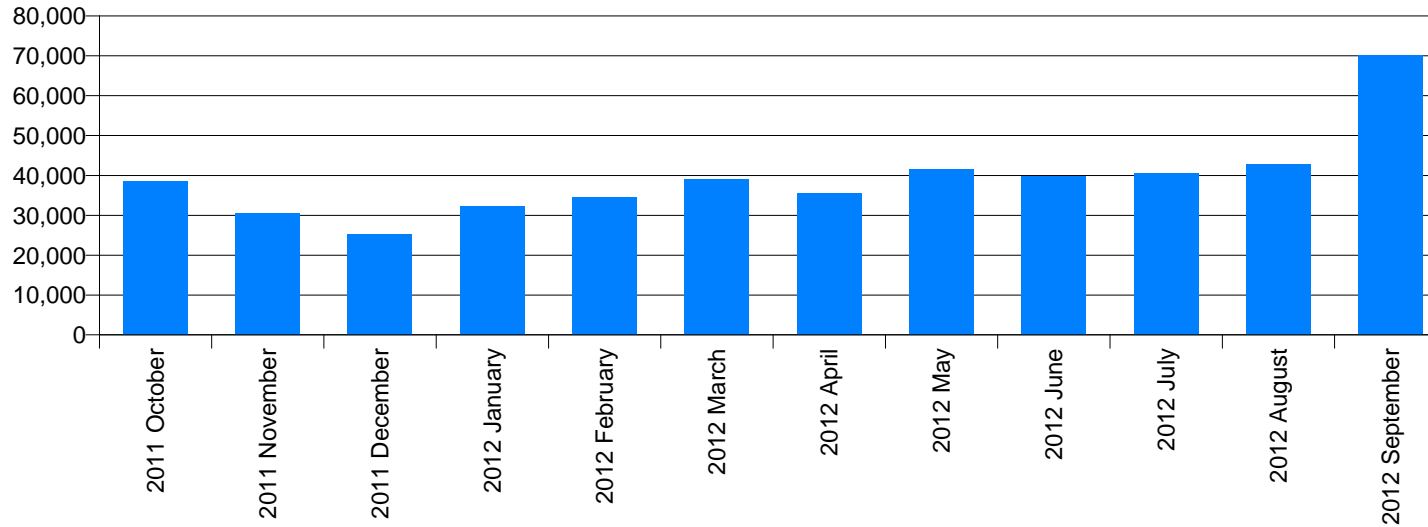


Chart 1.2 - Calls answered Under 30 seconds



Number Checker

Chart 2.1 - Number Checker usage



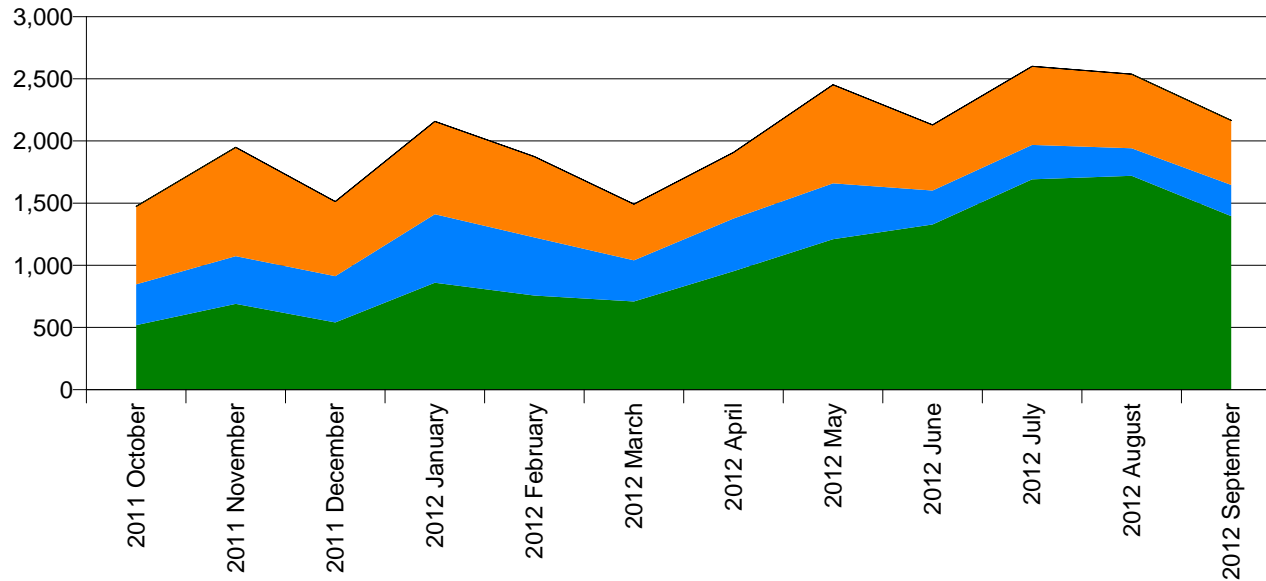
Comments:

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

Number Type	PRN	Shortcode	Directory Enquires	070	087	Other	Month Totals
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
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
Totals for Period:	138,212	193,624	2,892	4,296	12,650	118,564	470,238

Consumer Enquires

Chart 3.1 - Consumer enquires



Type of Enquiry	General Enquiry	Number Check	Out Of Remit	Request For Information	Other	Month Totals
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
2012 July	1,692	276	633			2,601
2012 August	1,721	220	597			2,538
2012 September	1,396	250	520			2,166
Totals for Period:	12,379	4,324	7,556			24,259

COMPLAINTS

Complaints

Chart 4.1 - Consumer complaints

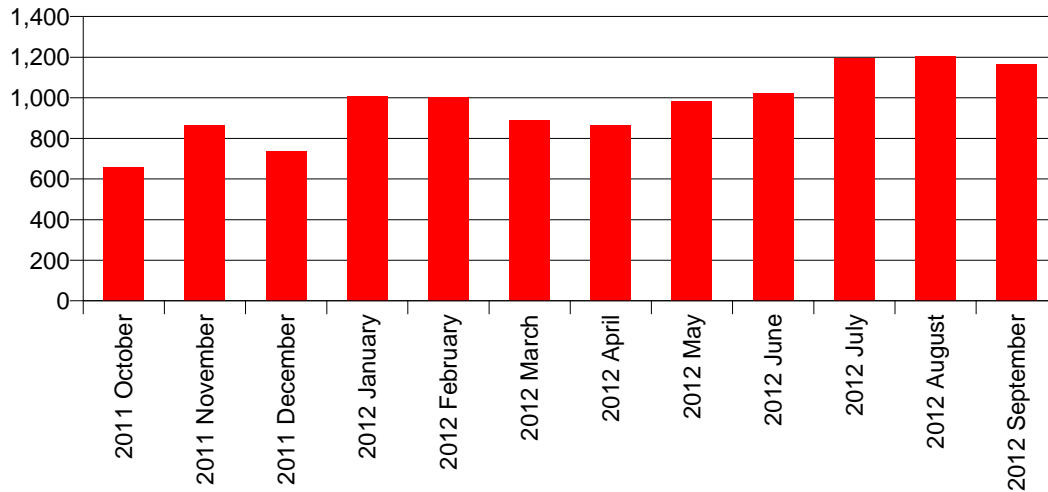
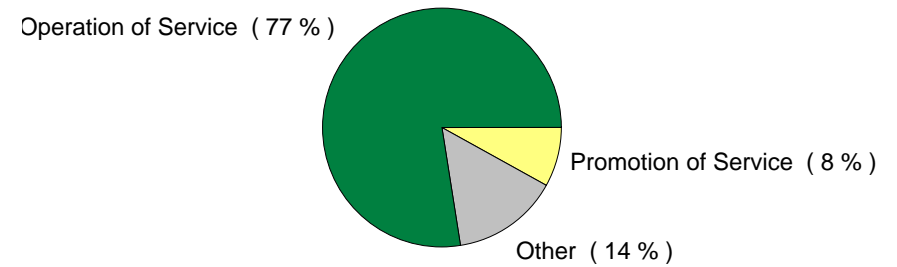


Chart 4.2 - Reason for complaint (Q2)

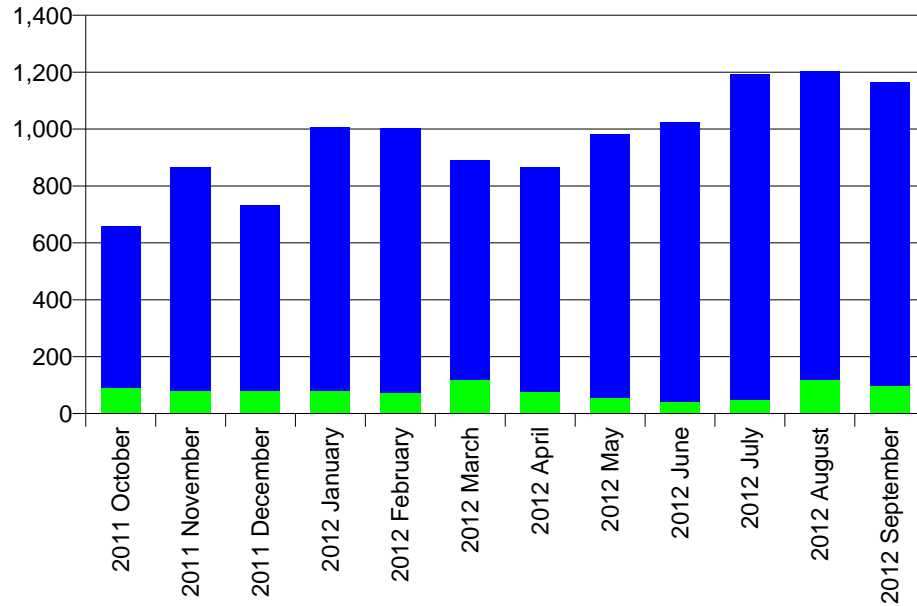


Source of Complaint	Phone	Web	Correspondence	Other	Month Totals
2011 October	146	474	8	32	660
2011 November	142	626	21	78	867
2011 December	209	506	16	3	734
2012 January	321	621	29	35	1,006
2012 February	340	591	48	26	1,005
2012 March	286	542	37	25	890
2012 April	303	508	28	27	866
2012 May	384	571	26	2	983
2012 June	351	644	24	5	1,024
2012 July	386	717	33	57	1,193
2012 August	518	648	27	11	1,204
2012 September	482	638	26	20	1,166
Totals for Period:	3,868	7,086	323	321	11,598

COMPLAINTS

Complaints by Sector

Chart 5.1 - Mix of mobile vs. landline sector complaints



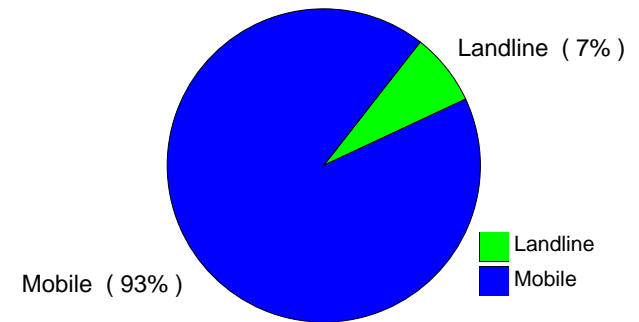
Month	Landline	Mobile	Total
2011 October	92	567	659
2011 November	82	785	867
2011 December	80	653	733
2012 January	80	926	1,006
2012 February	74	931	1,005
2012 March	117	773	890
2012 April	78	788	866
2012 May	57	926	983
2012 June	41	983	1,024
2012 July	48	1,145	1,193
2012 August	120	1,084	1,204
2012 September	98	1,068	1,166
Totals for Period:	967	10,629	11,596

Complaints on 070 and 087 Trends

Month	070 Complaints
2012 January	4
2012 February	4
2012 March	9
2012 April	6
2012 May	6
2012 June	12
2012 July	3
2012 August	5
2012 September	2

Month	087 Complaints
2012 January	7
2012 February	9
2012 March	15
2012 April	15
2012 May	1
2012 June	7
2012 July	9
2012 August	10
2012 September	7

Chart 5.2 - Mix of mobile vs. landline sector complaints Q2



COMPLAINT RESOLUTION

Complaint Investigation

Chart 6.1a - Resolution type on complaints received

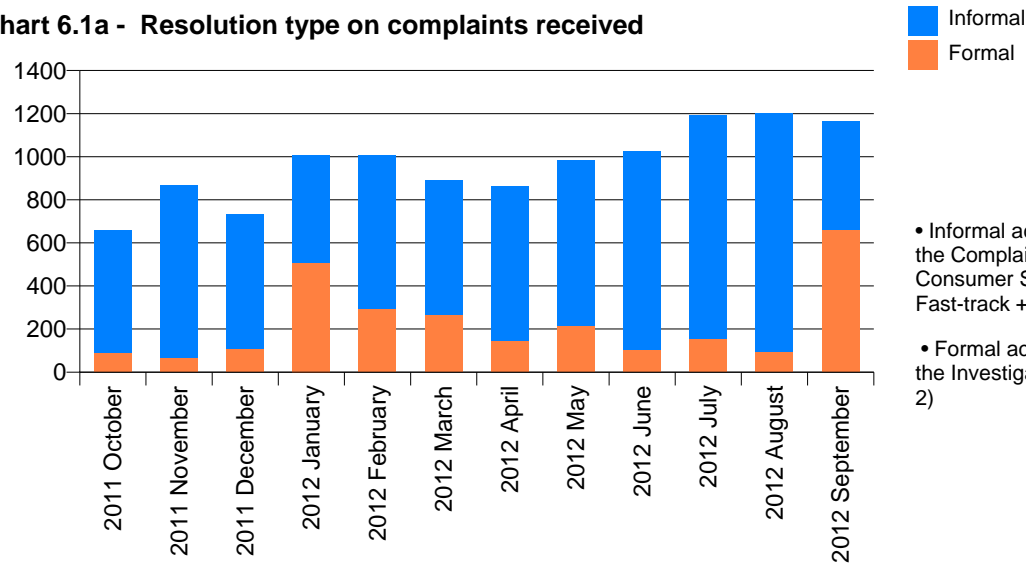


Chart 6.1b - Complaints: Investigation type (Q2)

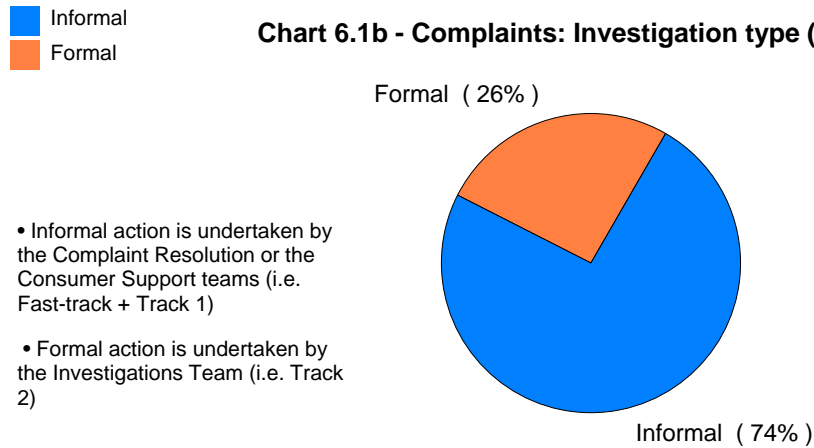


Chart 6.2a - Informal resolution: closed case investigation type

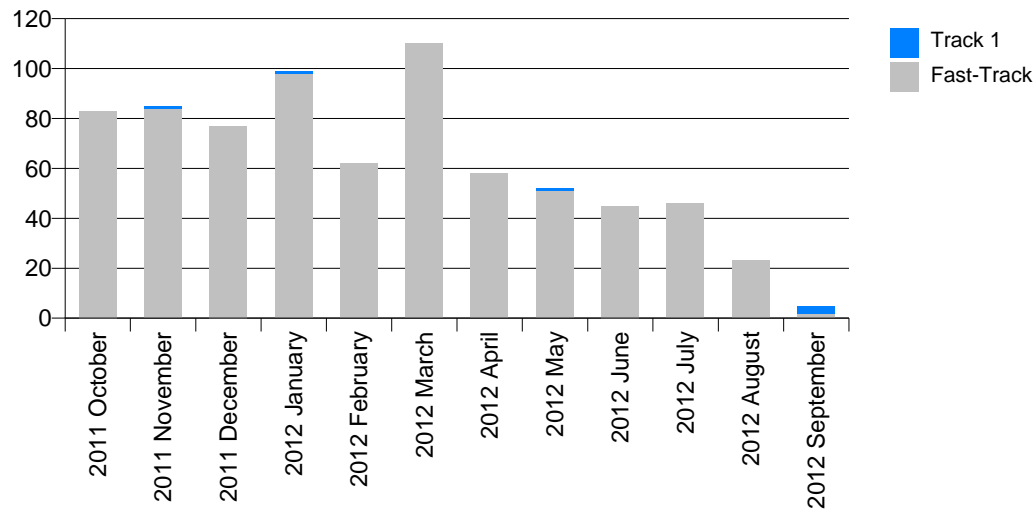
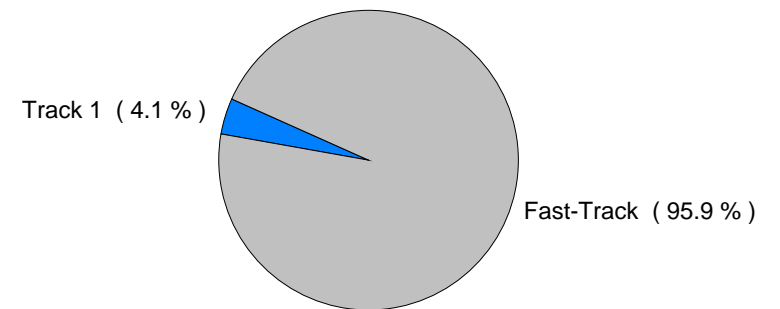


Chart 6.2b Mix of closed investigations: complaint resolution (Q2)



Comments:

The top three breaches raised in Q2 using the Fast Track Procedure continue to be:

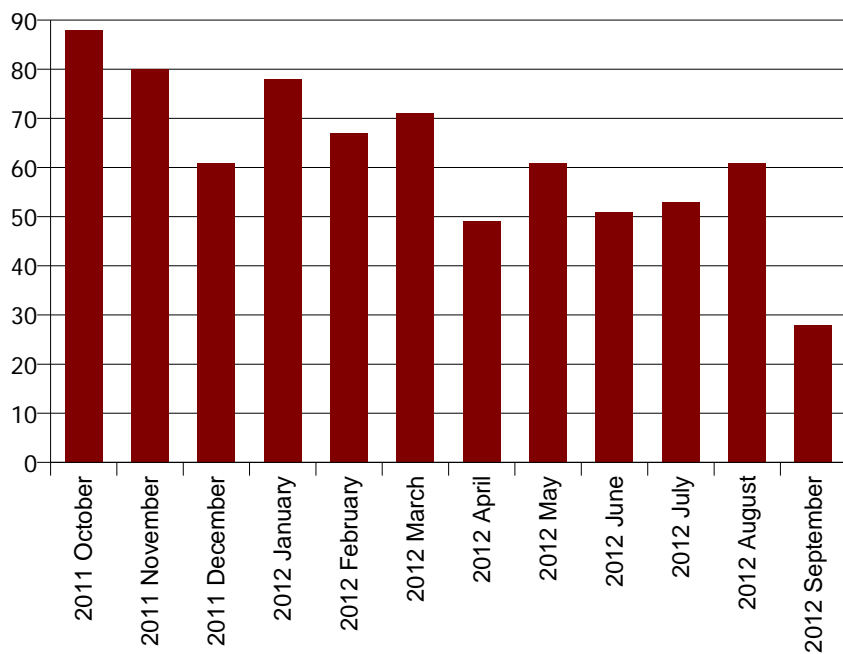
- 2.2.1.b: pricing prominence
- 2.2.1: pricing clarity
- 2.2.5: contact information

INVESTIGATIONS

2012/2013 - Quarter 2

New Cases

Chart 7.1 - Cases identified



Comments:

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

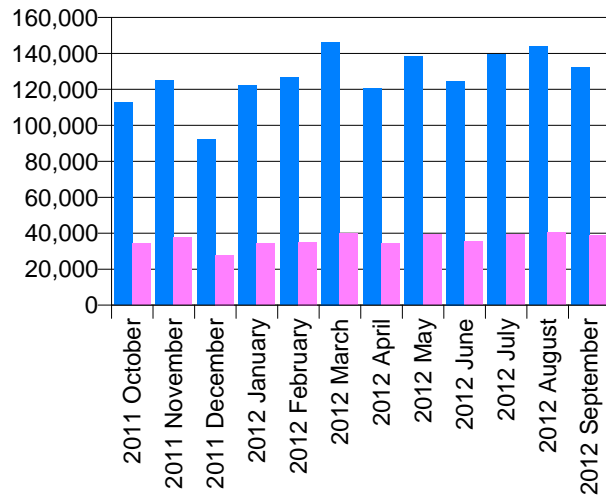
Open Investigations By Sector	Cases
Mobile shortcode	8
087/09	4
070	1
Reviews	2
118	0
Network cases	0
Oral hearings	1
Due diligence cases	2
Naming cases	3
Breach of sanction cases	3

<http://www.phonepayplus.org.uk/For-Business/Latest-Adjudications.aspx>

COMMUNICATIONS

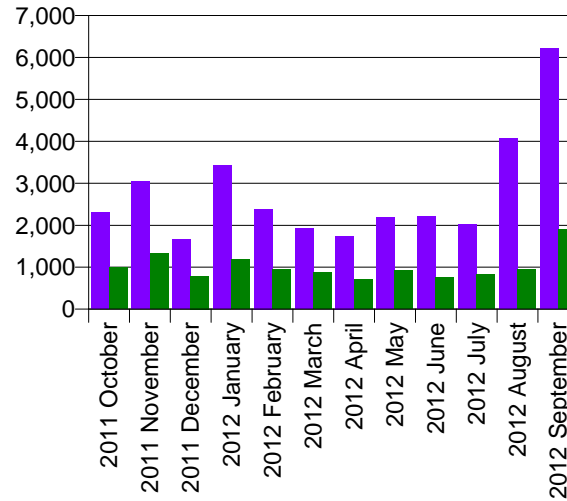
Website

Chart 8.1a - PhonepayPlus web site page views and visits



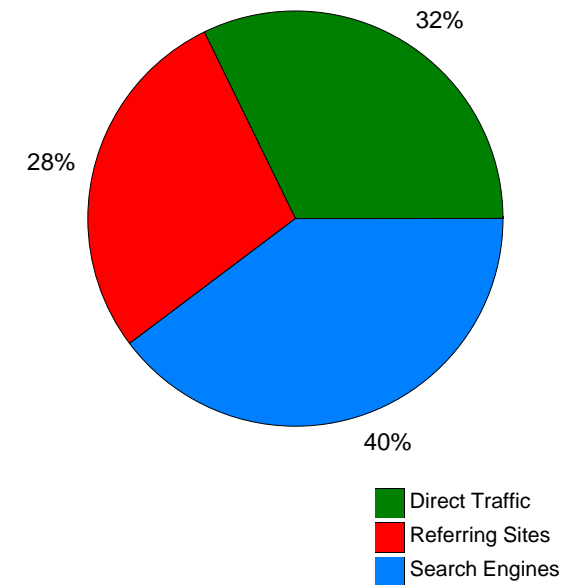
Month	Page Views	Visits
2012 April	120,392	34,526
2012 May	138,358	39,273
2012 June	124,685	35,609
2012 July	139,681	39,335
2012 August	143,853	40,435
2012 September	132,282	38,920
Totals for Period:	799,251	228,098

Chart 8.1b - PhoneBrain web site page views and visits



Month	Page Views	Visits
2012 April	1,749	707
2012 May	2,188	920
2012 June	2,209	748
2012 July	2,029	828
2012 August	4,077	937
2012 September	6,213	1,899
Totals for Period:	18,465	6,039

Chart 8.2 - Traffic sources for PhonepayPlus web site (Q2)



Publications

Media coverage:

Articles published in Q2: 91

Chart 9.2 - Media piece by type (Q2)

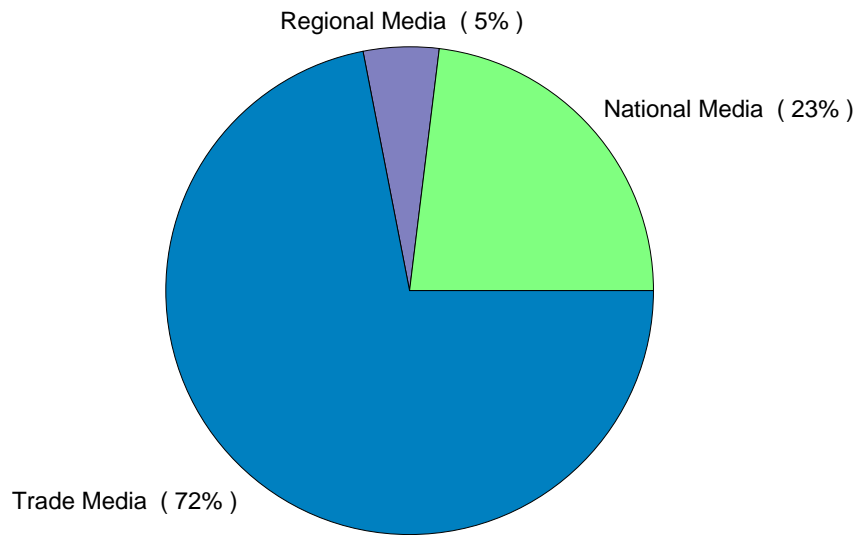
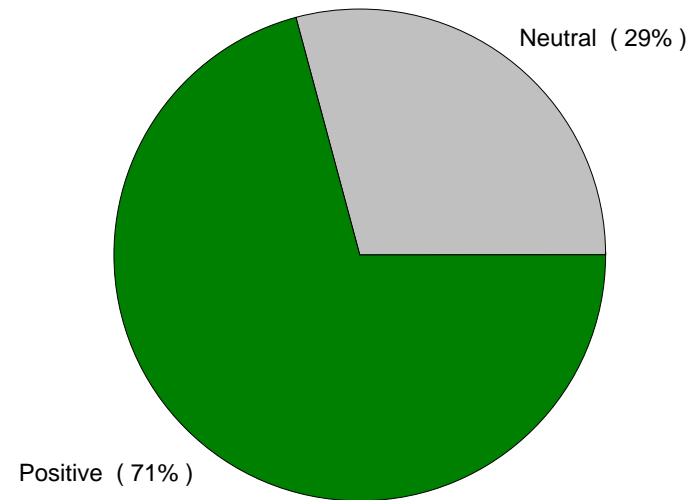


Chart 9.3 - Media piece evaluation (Q2)



Quarterly announcements and events

July

Updates made to PhonepayPlus registration pages

There is now the ability to look for your Organisation ID number (Org ID) via a new search function.

Research Plan

PhonepayPlus publishes research plan for 2012/13

August

Revision of the Changes to prior permissions

This update was issued in order to clarify the persons who are required to apply for and hold prior permission certificates.

September

Updates made to PhonepayPlus registration pages

Providers can now register short-codes between three digits to ten digits in length, facilitating voice shortcode provision

Discussion Paper:

Discussion paper on Due Diligence and Risk Control responsibilities for providers, one year on from the launch of the Twelfth Edition of the Code of Practice

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

7% of consumers surveyed responded and, of these, 46% indicated they were either somewhat satisfied or above with the service they received overall. 46% of consumers were somewhat satisfied or above with the explanation of how to obtain a refund and 55% applied for and received a refund.

Although the response rate only reflects the views of 13 complainants, we are putting a focus on consumer satisfaction improvements as part of our business plan priorities.

Complaint Resolution

21% of consumers surveyed responded and, of these, 50% indicated they were either somewhat satisfied or above with the service they received overall. 83% of consumers were somewhat satisfied or above with how they were kept informed of the progress/resolution of their complaint and 83% of consumers obtained a refund.

There are no general comments from consumers that explain why only 50% were satisfied or above when over 80% received regular updates and a refund.

Industry Services

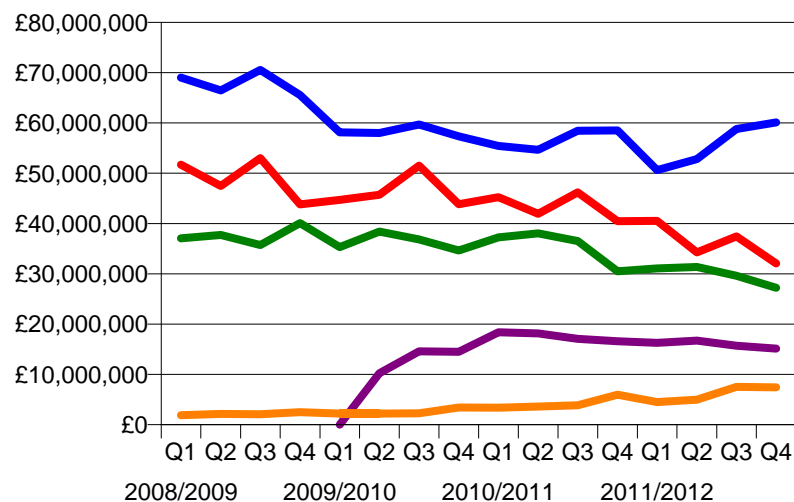
15% of industry members surveyed responded and, overall, 80% were either satisfied or above with the quality of the service they received. 75% felt the time taken to resolve their query was about right or quicker than expected.

FINANCE

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
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

2012/2013	Q1	59,667,441	33,222,348	27,118,500	15,460,801	5,943,270	141,412,360
Total:		59,667,441	33,222,348	27,118,500	15,460,801	5,943,270	141,412,360

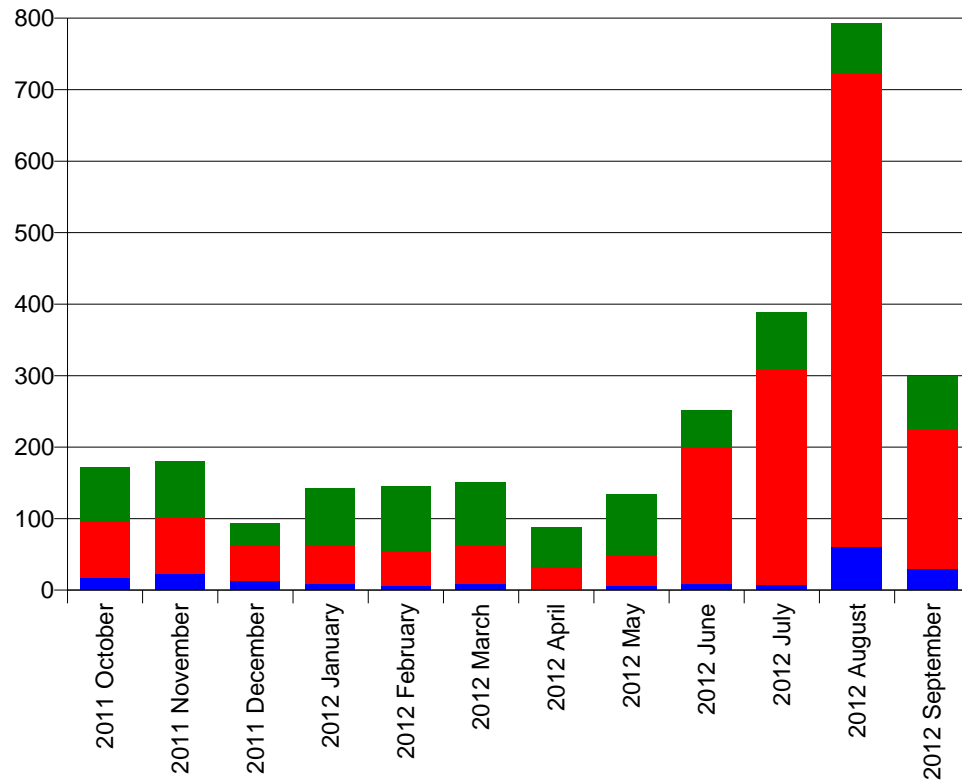
Fines:

(Updated monthly)

Financial Year 2011/2012	Mobile	Fixed	070	087	Network Breach	Totals
Fines invoiced from 01/04/12 - 31/03/13	£610,000	£56,500	£50,000	£0	£30,000	£746,500
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	£610,000	£56,500	£50,000	£0	£30,000	£746,500
Fines paid	£460,000	£15,491	£0	£0	£5,000	£480,491
Collection rate						64 %
% due unpaid						36 %

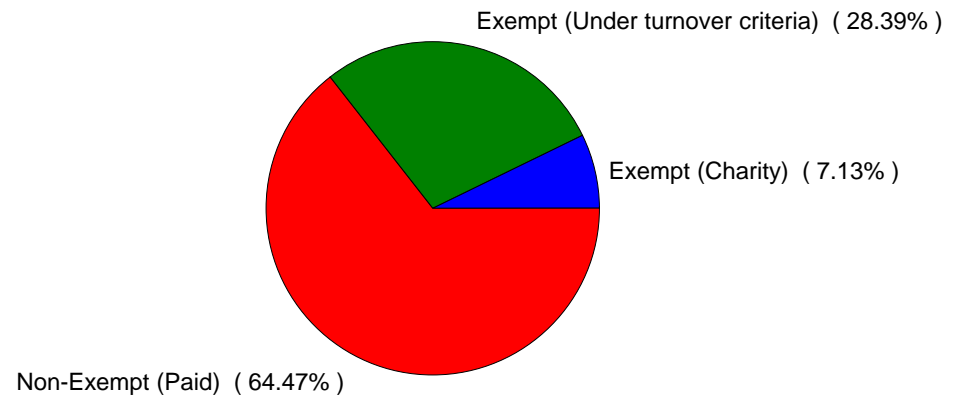
Registration Scheme

Chart 11.1a - Scheme registrants



Cumulative total of registrants to Q2 2012/2013:
3,057

Chart 11.1b - Total registrants breakdown



INDUSTRY SERVICES

2012/2013 - Quarter 2

Advice

Chart 12.1a - Industry written advice

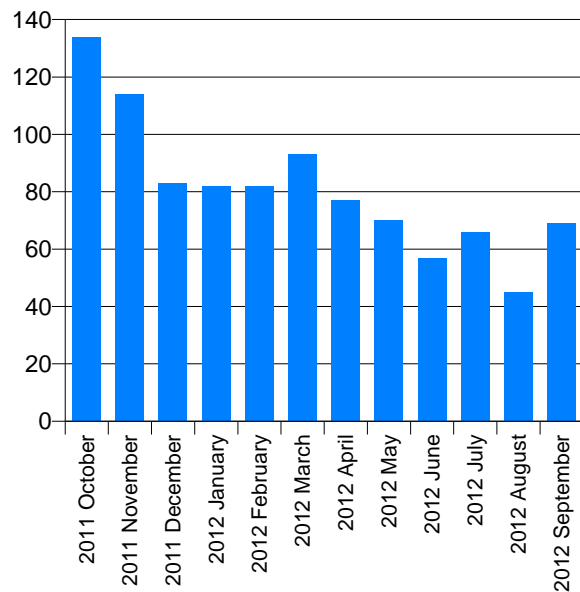


Chart 12.1b - Industry general enquires

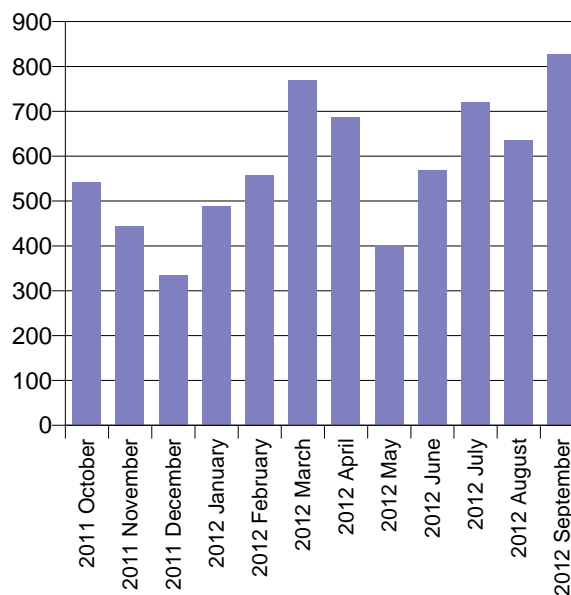
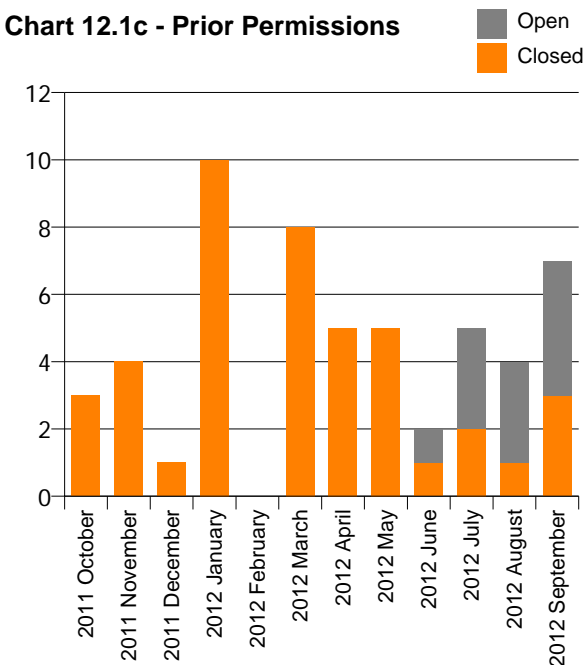


Chart 12.1c - Prior Permissions



	Advice	Enquiry	Prior Permission
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
2012 July	66	720	5
2012 August	45	635	4
2012 September	69	826	4
Totals for Period:	972	6,974	53

Research & Market Intelligence Projects

Completed

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 (project undertaken by Thinktank).

In-hand

Commissioned research: A project to look at internationally-scaled problems and key drivers of consumer harm with premium rate services that operate in multiple countries simultaneously. This is intended help us to understand better how market structures, business models and consumer threats are evolving in a global market and how international regulators can best co-operate to support growth and tackle cross-border consumer harm. This research will help inform the summit of international premium rate regulators that PhonepayPlus is hosting in London in October 2012 (Analysys Mason commissioned to undertake this).

Near Future

To be commissioned: Annual market review; Research to look at the status and future status of the UK market for premium rate services