



Quarterly Operational Report

2012/2013 - Quarter 4

Published Date: 15 April 2013

KEY PERFORMANCE INDICATORS

2012/2013 - Quarter 4

* Updated for Q4 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%	56%	Of the fines uncollected, 24% are subject to oral hearings and reviews, 1% are subject to payment plans, 15% are subject to debt recovery actions and 4% have been written off due to liquidation or exhaustion of recovery procedures. The fine collection rate increases to 75% when deducting fines on hold subject to reviews and/or collectable at a later date.
Administration charge collection rate	80%	67%	
Informal cases resolved within target (Fast-track within ten working days/Track 1 within 30 working days)	80%	89%	
Emergency procedure cases brought to adjudication within 20 working days	90%	N/A	There were no Emergency Procedures in the fourth 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 fourth 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 4

* Updated for Q4 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 2.2%	This is based on number of visitors to phonepayplus.org.uk in Q4 2012/2013 in comparison to Q3 2012/2013.

Operate efficiently

Measure	Target	Actual	Comments
Standard procedure cases brought to adjudication within 14 weeks	80%	37.5%	Of the eight relevant cases that went to adjudication this period, three 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%	80%	
Response to compliance advice requests answered within five working days	80%	84%	
Consumers are satisfied with the service from PhonepayPlus when their complaint is dealt with by the Complaint Resolution team	80%	89%	For more information, see page 15
Consumers are satisfied with the service from PhonepayPlus when their complaint results in a formal investigation	80%	69%	For more information, see page 15
Industry members are satisfied with the service they receive from PhonepayPlus	80%	64%	For more information, see page 15

KEY PERFORMANCE INDICATORS

2012/2013 - Quarter 4

* Updated for Q4 of FY 2012/2013

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

Measure	Target	Actual	Comments
Staff turnover	< 20% annual	6.84%	Based on calendar year 2013
Average number of training days	TBD	1 days	Based on Q4 2012/2013
Number of working days lost to sickness	< 3%	1.34%	

Call Centre

Month	Calls Answered	Calls Abandoned	Calls Offered
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
2013 January	2,911	262	3,173
2013 February	2,715	138	2,853
2013 March	2,746	287	3,033
Totals for Period:	30,306	3,829	34,135

Chart 1.1 - Customer service call volume

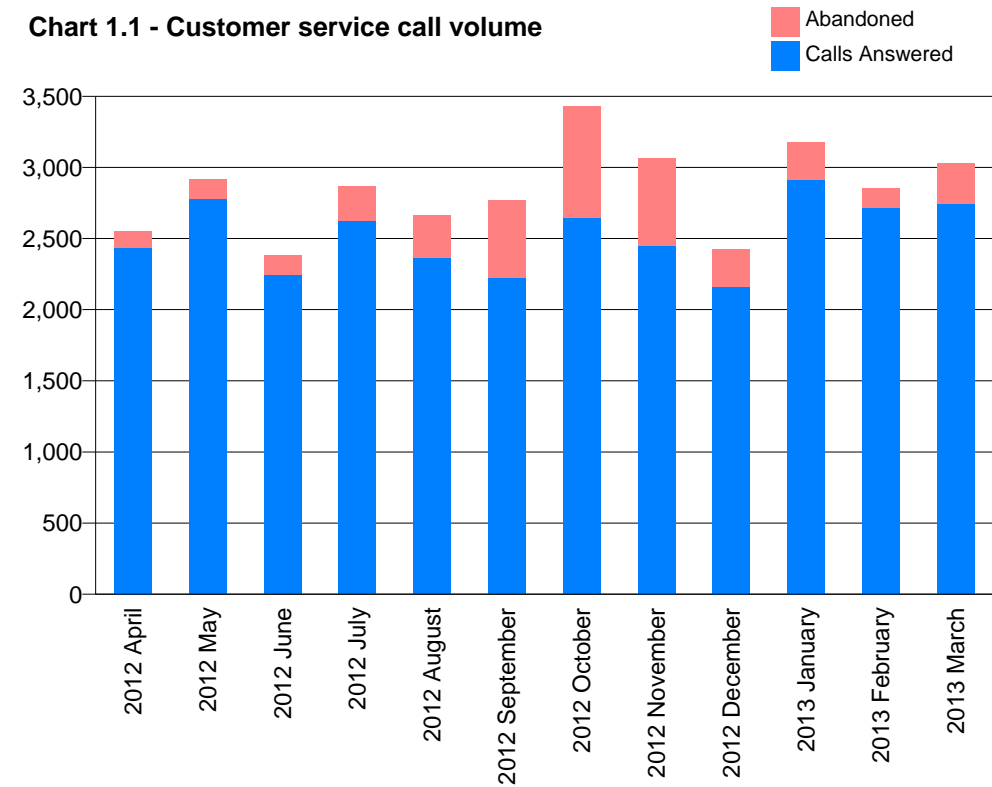
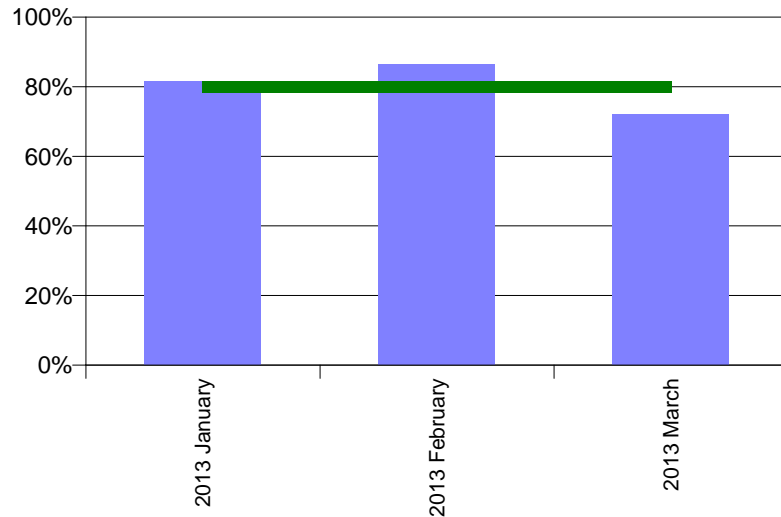


Chart 1.2 - Calls answered Under 30 seconds

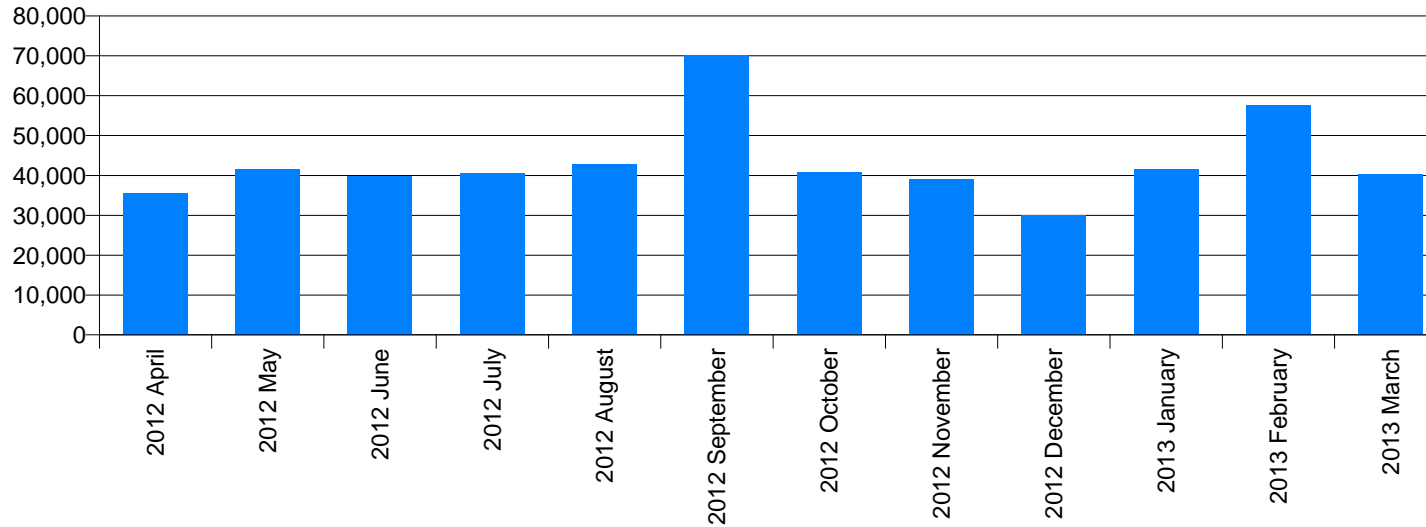


Comments

In the context of increasing call volumes we are continuing to manage resources in order to meet required service levels.

Number Checker

Chart 2.1 - Number Checker usage



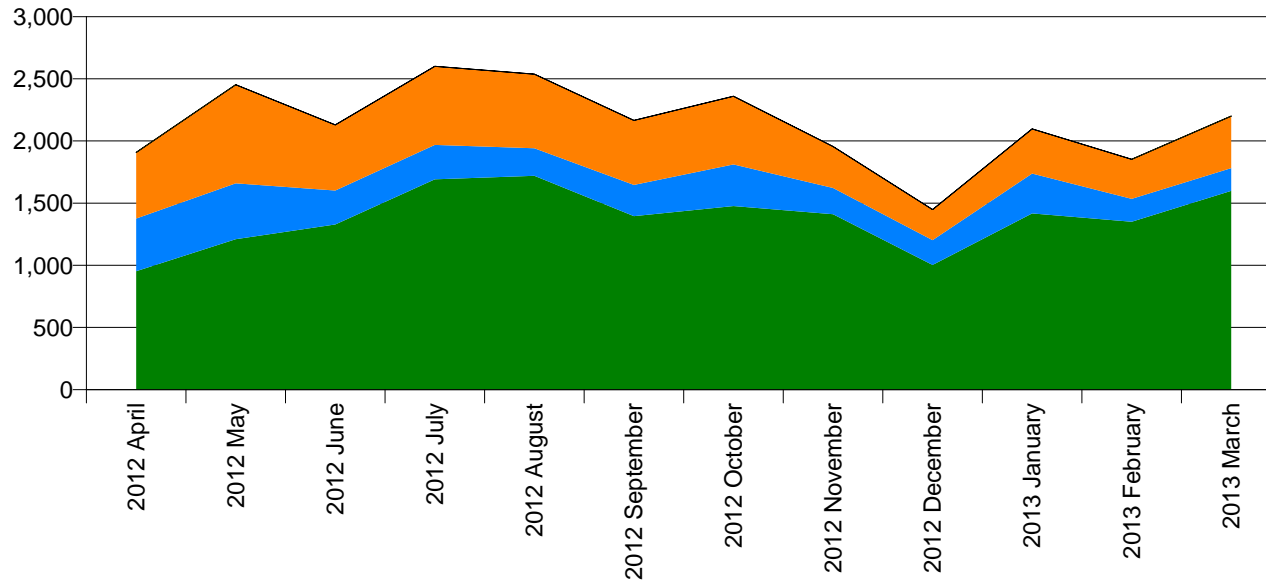
Comments:

Number Checker was subjected to a high number of automated queries on consecutive shortcodes in February

Number Type	PRN	Shortcode	Directory Enquires	070	087	Other	Month Totals
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
2013 January	12,226	15,255	409	363	1,184	12,181	41,618
2013 February	10,551	33,441	389	414	1,094	11,741	57,630
2013 March	11,149	14,546	364	396	1,121	12,582	40,158
Totals for Period:	137,579	227,704	3,412	4,372	12,766	133,717	519,550

Consumer Enquires

Chart 3.1 - Consumer enquires



Type of Enquiry	General Enquiry	Number Check	Out Of Remit	Request For Information	Other	Month Totals
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
2012 October	1,477	335	548			2,360
2012 November	1,412	211	334			1,957
2012 December	1,003	199	247			1,449
2013 January	1,418	321	358			2,097
2013 February	1,350	185	317			1,852
2013 March	1,599	184	417			2,200
Totals for Period:	16,561	3,325	5,825			25,711

COMPLAINTS

Complaints

Chart 4.1 - Consumer complaints

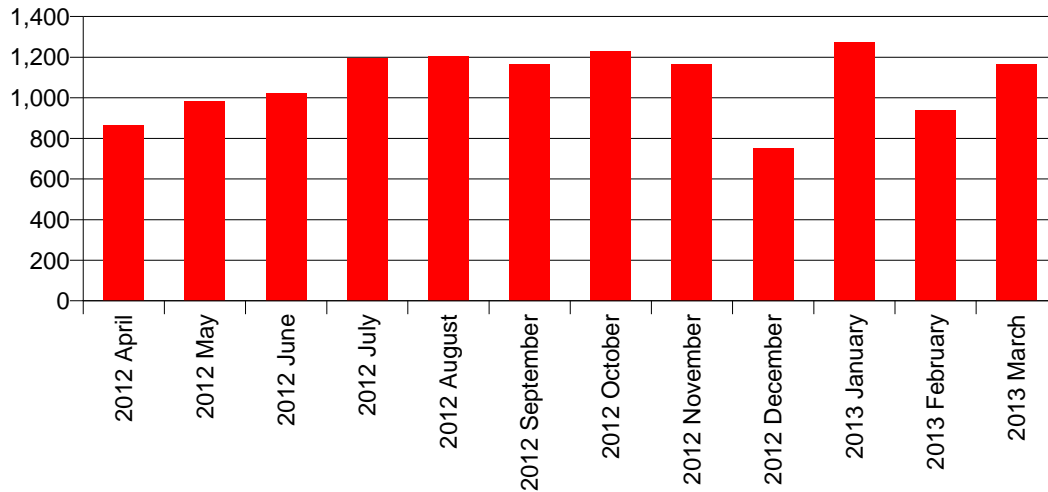
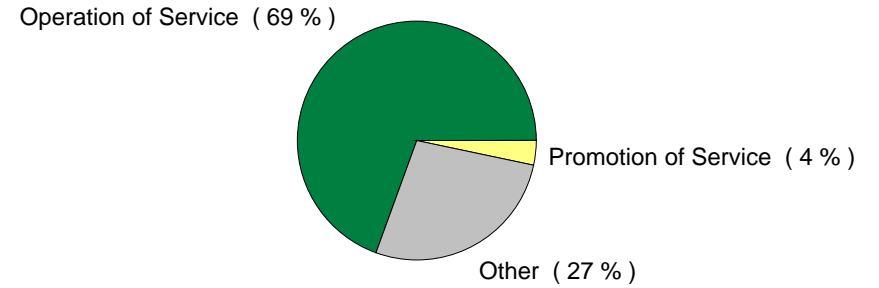


Chart 4.2 - Reason for complaint (Q4)

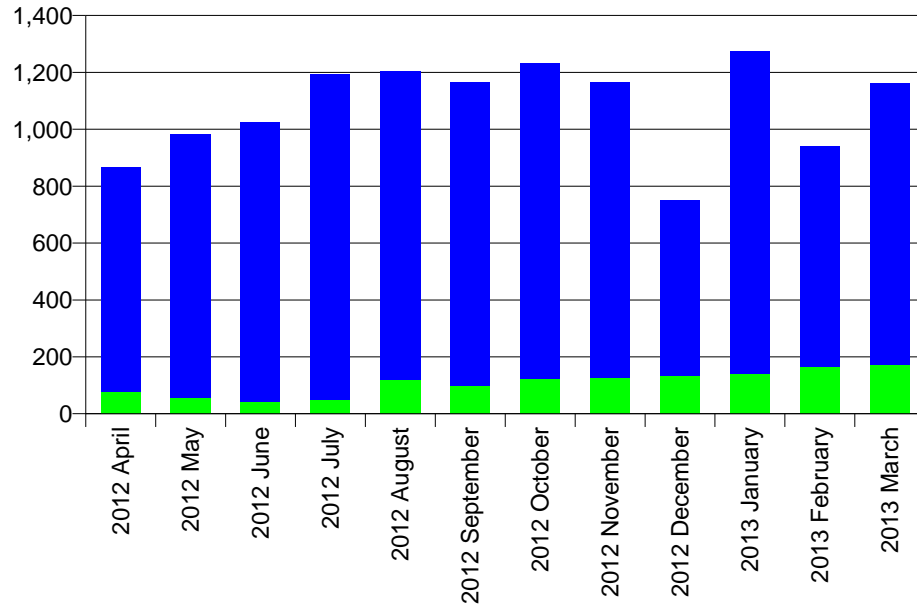


Source of Complaint	Phone	Web	Correspondence	Other	Month Totals
2012 April	303	508	28	27	866
2012 May	384	571	26	2	983
2012 June	351	644	24	5	1,024
2012 July	386	717	33	57	1,193
2012 August	518	648	27	11	1,204
2012 September	482	638	26	20	1,166
2012 October	474	725	18	13	1,230
2012 November	410	699	27	30	1,166
2012 December	257	460	7	28	752
2013 January	395	847	23	10	1,275
2013 February	385	527	21	6	939
2013 March	429	712	20	2	1,163
Totals for Period:	4,774	7,696	280	211	12,961

COMPLAINTS

Complaints by Sector

Chart 5.1 - Mix of mobile vs. landline sector complaints



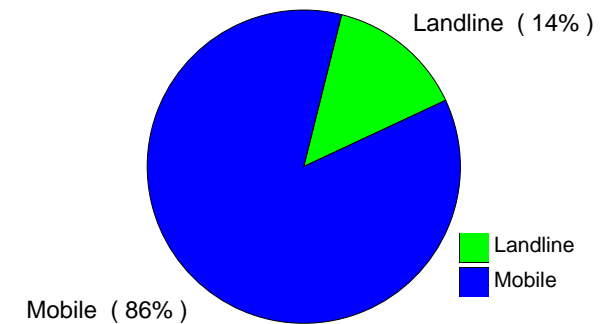
Month	Landline	Mobile	Total
2012 April	78	788	866
2012 May	57	926	983
2012 June	41	983	1,024
2012 July	48	1,145	1,193
2012 August	120	1,084	1,204
2012 September	98	1,068	1,166
2012 October	122	1,108	1,230
2012 November	128	1,038	1,166
2012 December	135	617	752
2013 January	140	1,135	1,275
2013 February	165	774	939
2013 March	173	990	1,163
Totals for Period:	1,305	11,656	12,961

Complaints on 070 and 087 Trends

Month	070 Complaints
2012 October	3
2012 November	10
2012 December	3
2013 January	4
2013 February	35
2013 March	16

Month	087 Complaints
2012 October	15
2012 November	11
2012 December	4
2013 January	11
2013 February	4
2013 March	7

Chart 5.2 - Mix of mobile vs. landline sector complaints Q4



COMPLAINT RESOLUTION

Complaint Investigation

Chart 6.1a - Resolution type on complaints received

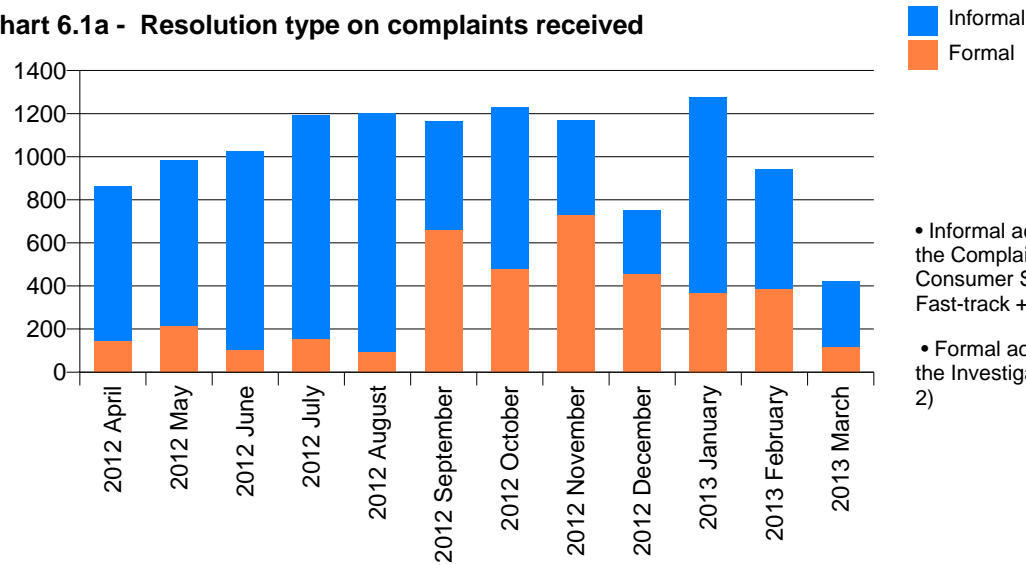


Chart 6.1b - Complaints: Investigation type (Q4)

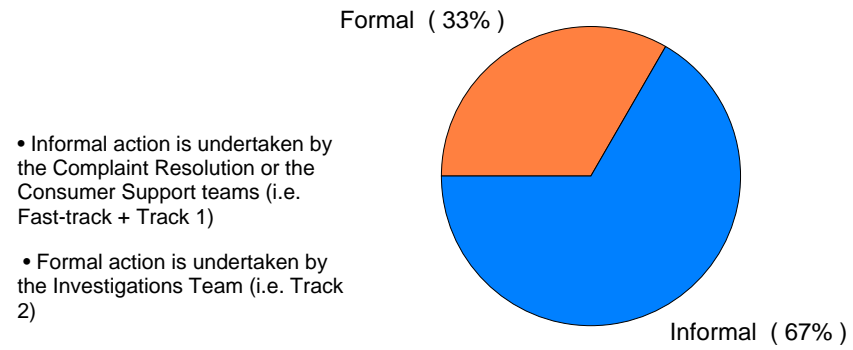


Chart 6.2a - Informal resolution: closed case investigation type

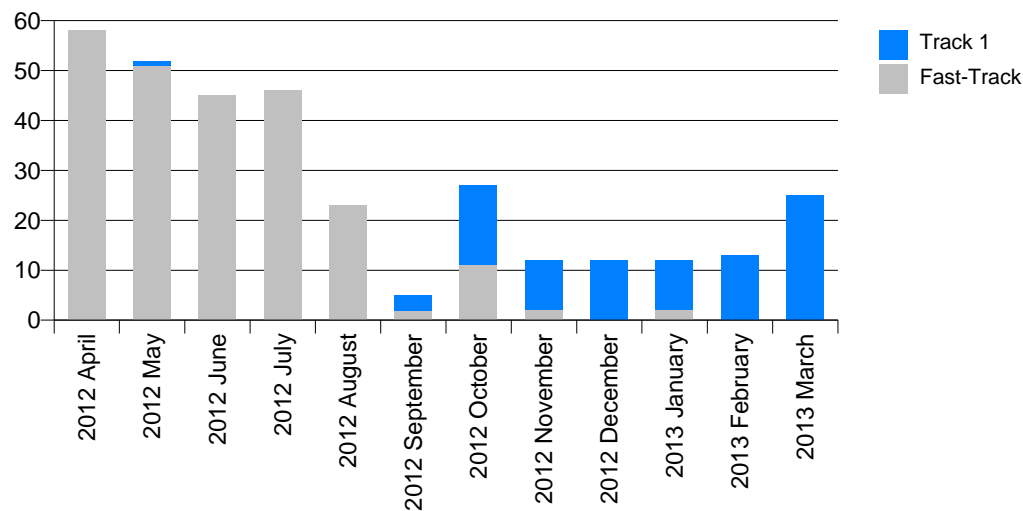
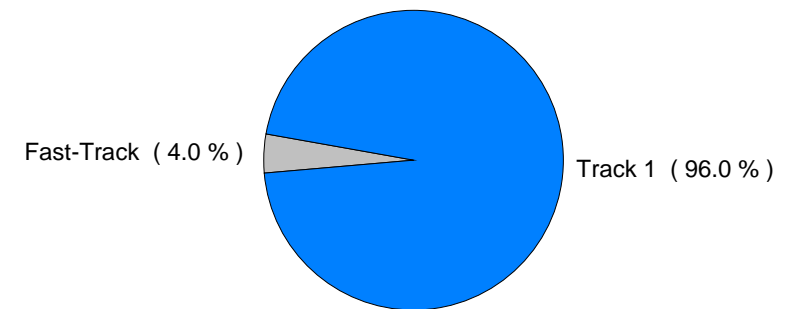


Chart 6.2b Mix of closed investigations: complaint resolution (Q4)



Comments:

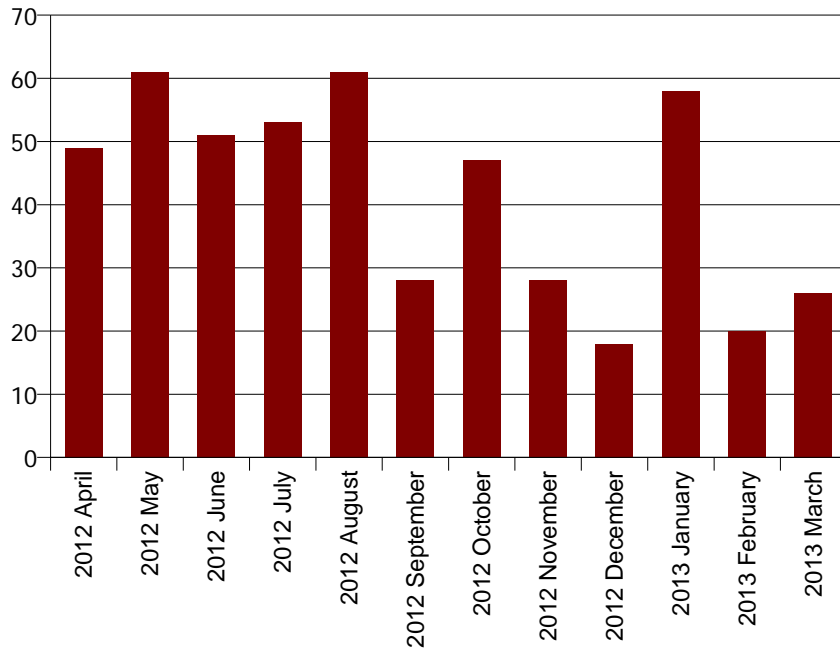
The top three breaches raised in the period using the Fast Track Procedure continue to be:

- 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	15
087/09	3
070	2
Reviews	0
118	1
Network cases	0
Oral hearings	4
Due diligence cases	4
Naming cases	3
Breach of sanction cases	0

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

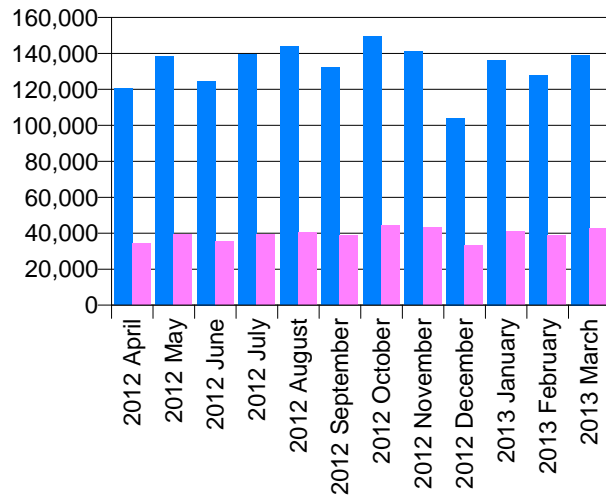


Chart 8.1b - PhoneBrain web site page views and visits

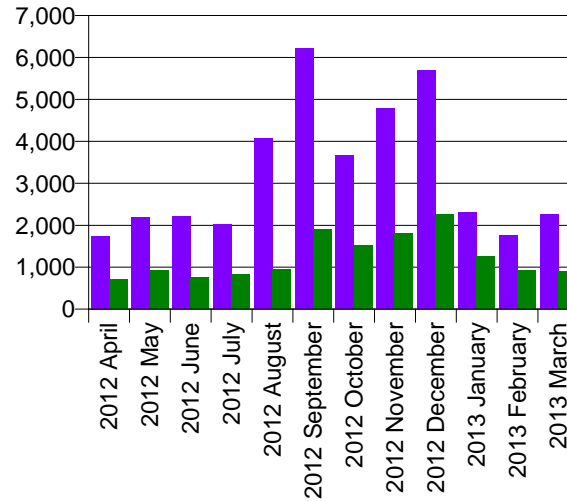
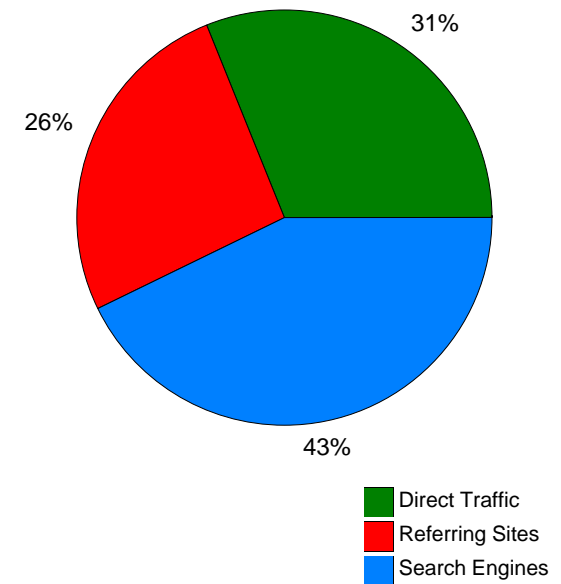


Chart 8.2 - Traffic sources for PhonepayPlus web site (Q4)



Month	Page Views	Visits
2012 October	149,370	44,100
2012 November	140,955	43,174
2012 December	104,192	32,977
2013 January	136,382	41,226
2013 February	127,662	38,900
2013 March	139,107	42,778
Totals for Period:	797,668	243,155

Month	Page Views	Visits
2012 October	3,674	1,516
2012 November	4,791	1,805
2012 December	5,685	2,252
2013 January	2,300	1,251
2013 February	1,761	934
2013 March	2,253	903
Totals for Period:	20,464	8,661

Publications

Media coverage:

Articles published in Q4: 188

Chart 9.2 - Media piece by type (Q4)

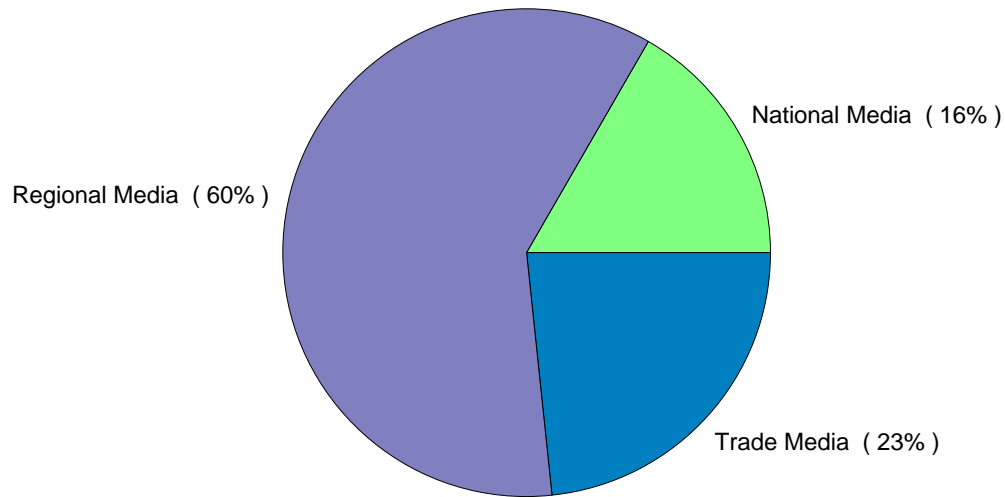
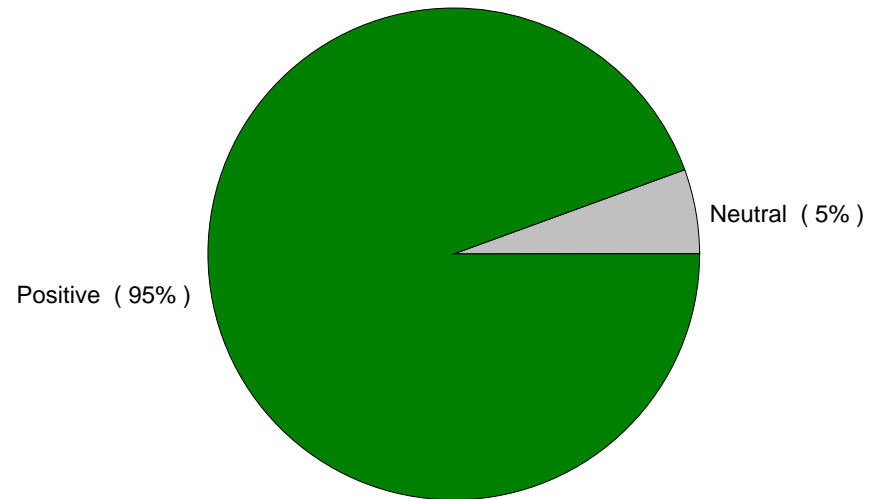


Chart 9.3 - Media piece evaluation (Q4)



Quarterly announcements and events

January

Notice: Compliance Update: Reminder of Expectations for Robust method of verifying consumer consent to charging and marketing to a mobile device, as outlined in General Guidance Note on Privacy and Consent to Charge - 24 January 2013

Notice: Parents need to take control of children's smartphone bills and social media use, warns regulator - 16 January 2013

February

Notice: Review of prior permission conditions for consumer credit services operating on premium rate - 04 February 2013

Notice: New contact email address for prior permission applications - 07 February 13

Notice: New email alert created for checking clients' expired registrations - sign up here - 11 February 13

March

Notice: PhonepayPlus levy and Registration Scheme announcement 2013/14 - 07 March 2013

Event: From the PC in the bedroom to the smartphones in kids' pockets – empowering and protecting children in a connected world - Wednesday 13 March

Event: PhonepayPlus Stakeholder Forum - 19 March 2013

Notice: PhonepayPlus publishes its Business Plan and Budget 2013/14 - 27 March 2013

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

18% of consumers surveyed responded and, of these, 69% indicated they were either somewhat satisfied or above with the service they received overall. 69% of consumers were somewhat satisfied or above with the explanation of how to obtain a refund and 69% actually received a refund.

Complaint Resolution

17% of consumers surveyed responded and, of these, 89% indicated they were either somewhat satisfied or above with the service they received overall. 89% of consumers were somewhat satisfied or above with how they were kept informed of the progress/resolution of their complaint and 80% of consumers surveyed reported that they had obtained a refund.

Industry Services

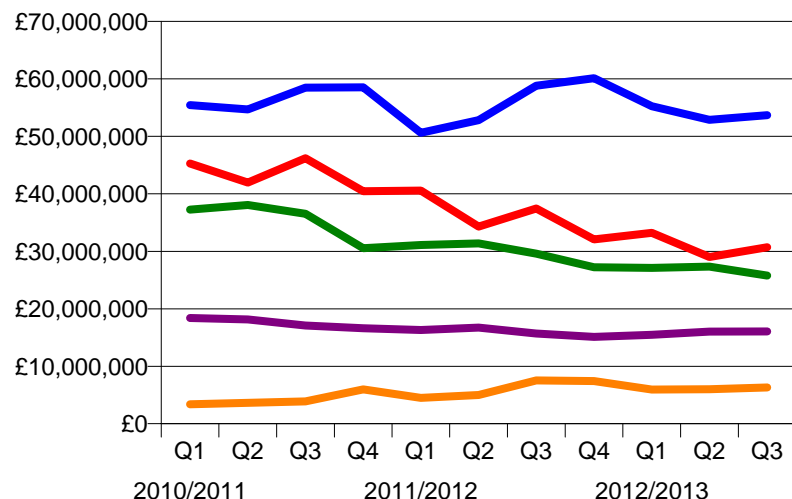
10% of industry members surveyed responded and, overall, 64% were either satisfied or above with the quality of the service they received. 69% felt the time taken to resolve their query was about right or quicker than expected.

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
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	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
	Q3	53,689,773	30,710,246	25,774,874	16,050,418	6,291,048	132,516,359
	Total:		161,810,585	92,949,019	80,211,820	47,526,497	18,244,030

Fines:

(Updated monthly)

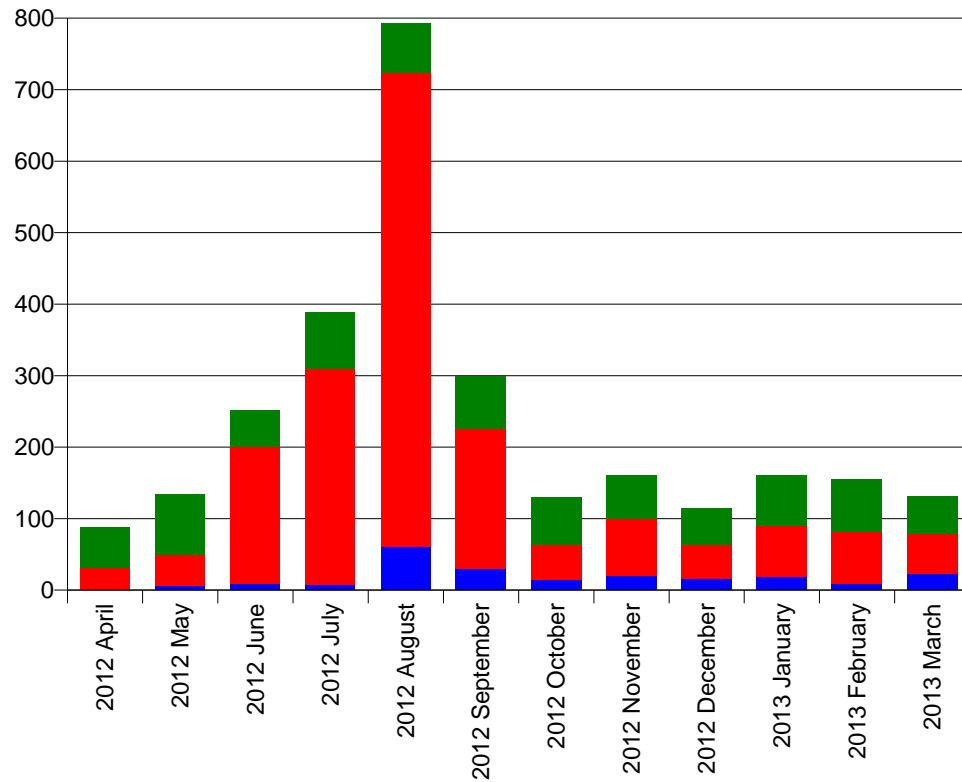
Financial Year 2011/2012	Mobile	Fixed	070	087	Network Breach	Totals
Fines invoiced from 01/04/12 - 31/03/13	£2,453,000	£978,500	£50,000	£0	£30,000	£3,511,500
Sanctions suspended	£0	£0	£0	£0	£0	£0
Oral hearing	£0	£0	£0	£0	£0	£0
Deferred Payments	£0	£0	£0	£0	£0	£0
Services barred due to insolvency	£0	£0	£0	£0	£0	£0
Fines not yet due	£0	£0	£0	£0	£0	£0
Fines due	£2,453,000	£978,500	£50,000	£0	£30,000	£3,511,500
Fines paid	£1,053,000	£907,959	£0	£0	£5,000	£1,965,959
Collection rate						56 %
% due unpaid						44 %

Comments

The fine collection rate increases to 75% when deducting fines on hold subject to reviews and/or collectable at a later date.

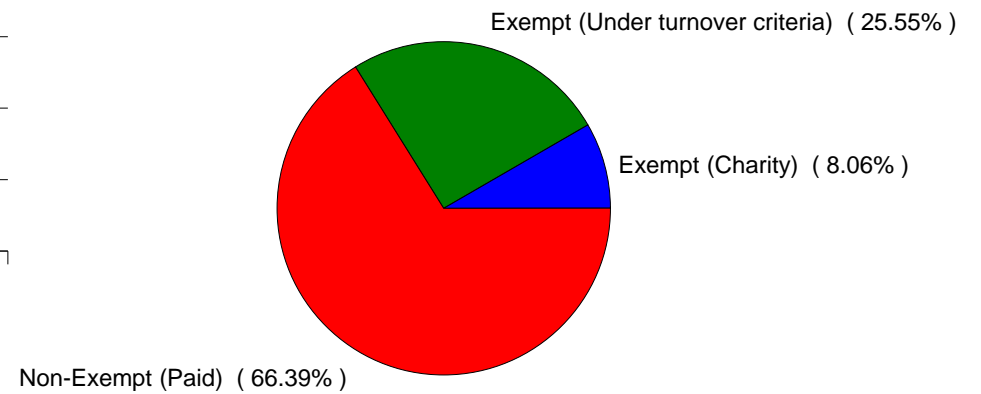
Registration Scheme

Chart 11.1a - Scheme registrants



Cumulative total of registrants to Q4 2012/2013:
3,115

Chart 11.1b - Total registrants breakdown



INDUSTRY SERVICES

2012/2013 - Quarter 4

Advice

Chart 12.1a - Industry written advice

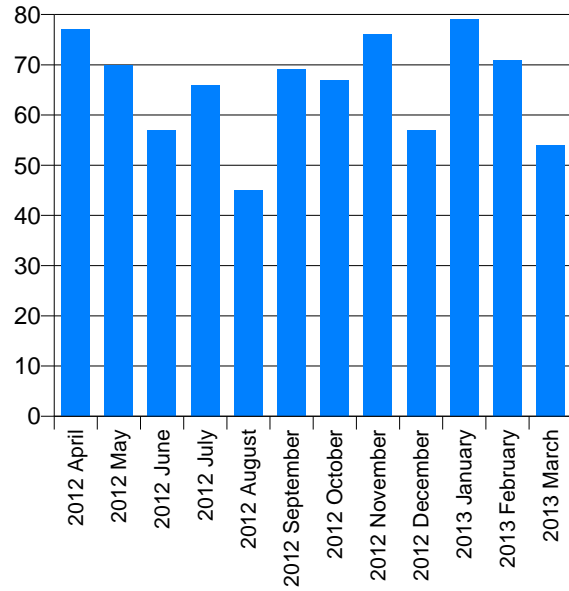


Chart 12.1b - Industry general enquires

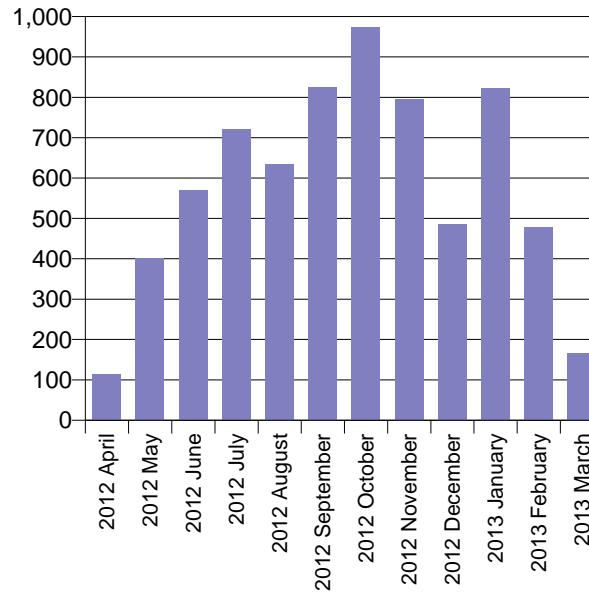
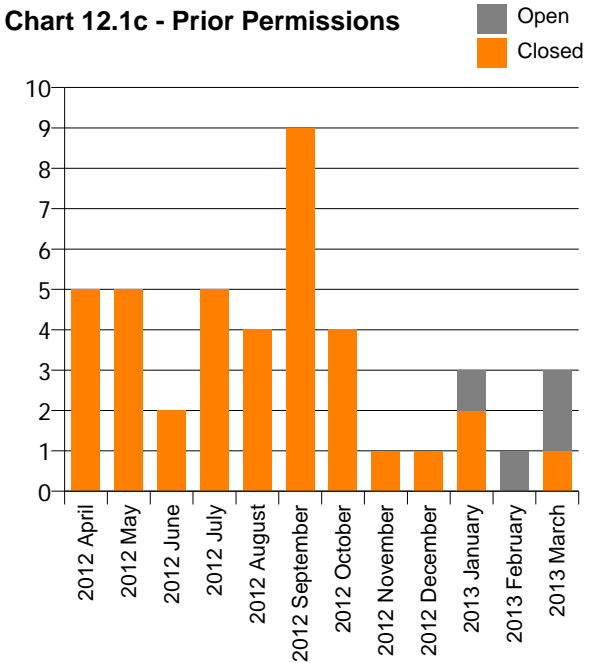


Chart 12.1c - Prior Permissions



	Advice	Enquiry	Prior Permission
2012 April	77	113	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
2013 January	79	824	3
2013 February	71	478	1
2013 March	54	167	3
Totals for Period:	788	6,989	39

Comments:

The delay in progressing the open prior permission in January is due to a delay in receiving payment from the provider (received in April), thus preventing the application process to continue.

Research & Market Intelligence Projects

Completed

Commissioned research: 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 (Jigsaw research are commissioned to undertake this).

In-hand

- 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).
- Commissioned research/consultancy: incident management for mobile malware – production of a mobile malware incident handling guide for PhonepayPlus and workshops to test incident handling under different scenarios. (Copper Horse Solutions commissioned to undertake this).
- Commissioned research: compliance of the market report; looking at compliance rates and the nature of noncompliance across the PRS markets (WMC Global are commissioned to undertake this).

Near-future

- To be commissioned: understanding the consumer journey; consumers who contact us with a complaint or enquiry, and consumers who have a problem with a PRS but who do not contact us