



What happened to customers who complained about a PRS?

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Contents - Appendix

Appendix – Customer Journey

Background

- This is Stage 2 of the project, 'The Quantification Stage'
 - Stage 1 identified the variables that needed to be measured – please see 'Mapping the journey and re-engagement' report.
 - The aim of this report is to quantify the key findings and the variables that were considered important by the customers.

- Three types of customers were selected on the basis of their experiences:
 - Type 1 - customers who contacted PhonepayPlus
 - Type 2 - customers who had 'issues' worthy of complaint or further enquiry but have not contacted PhonepayPlus (but had contacted their M(V)NO or other organisations) – this group is referred to as the 'control group'
 - Type 3 - customers who filed a complaint to PhonepayPlus and have been informed of the outcome (evaluation of post closure experience)

Objectives

- The aims for the Type 1 and Type 2 target groups were to :
 - Gain a greater, detailed understanding of the customer journey when they felt that they had cause for complaint
 - Determine whether at each stage the ‘right information’ (e.g. providing shortcode dialled) or appropriate service was provided to solve their issue faster
 - Establish how the experience has affected their confidence in PRS
 - Find out what customers need, to increase satisfaction and confidence when using PRS
- For the Type 3 group – the customers who have experienced post closure
Apart from gaining an understanding of the customer journey, the aims here were to:
 - Gain a detailed understanding of how customers feel about the outcome
 - Determine how the experience has affected their confidence in and perception of PRS
 - Find out what customers need, to increase satisfaction and confidence when using PRS

Main Findings

Customer Journey

- Out of 252 respondents there were 77 different permutations. A number of statistical tests were conducted to identify the key clusters, correlations and any significant findings.
- Regarding 'journey clusters' - no significant clusters emerged, however the following pattern emerged – almost 100% of the respondents went to their Network Provider as the first port of call.
- Furthermore, 'awareness' and 'understanding' of how PRS are billed had a significant effect on how long the journey takes.
- A significant number of respondents (over 70%) of those who had contacted PhonepayPlus (Types 1 & 3) were unaware that they initiated a premium rate service. These respondents on average took 7 attempts to try to solve their problem. In contrast, of the consumers who had not contacted PhonepayPlus (Control group; Type 2) the majority (nearly 60%) were aware that they bought a premium rate service. For them, the issue was one of misinformation, and this group of respondents on average took 3 attempts to solve their problem.

Main Findings

Customer Journey cont:

- Why does the customer journey take so long?
 - There are two key reasons why customer journeys take so long (particularly for Type 1 and Type 3)
 - Network Providers / Content Providers fail to take time to provide relevant service-use information (such as the shortcode, and the ‘Stop’ and ‘Stop All’ commands) to customers when they first call. A significant number (approximately half of the respondents) did not receive any clear instructions on how to solve their problem during the first attempt in trying to solve their enquiry.
 - Customers, particularly Type 1 and Type 3, where there are a significant amount of them (more than 75%), were unaware and did not know why they were billed. These respondents have limited understanding of how PRS are billed, so they find it difficult to clearly explain their problem to the call centre agents of the Network or Content Providers (this impacts quality of service, as agents have limited time to deal with each call).

As a result the typical customer journey is not an efficient one

- The effects of a long customer journey:
 - The cost
 - The cost of the complaint (to consumers) is likely to go up as time goes on (this primarily relates to subscription billing). For Types 1 & 3, on average their complaint related to a charge of £25– £28 while for Type 2 it was £16.
 - Anger and frustration
 - The longer the customer takes to solve their problem, the more angry and frustrated they become (see slide 45)

At what stage was the correct information provided?

- Important service information (such as shortcode and the Stop / Stop All command) can shorten the customer's journey dramatically, but often it can take up to 4 attempts to get these. Furthermore, due to the perceived complexity of PRS, the customers themselves often do not know exactly what to ask for, so this has an impact on how fast the correct information is obtained.

How the experience has affected customer confidence in PRS

- There are two key variables that have a strong correlation with how customer confidence is affected a) the length of the journey and b) how the Network / Content Providers have reacted.
 - The longer the journey, the more likely that the customer will become less confident / trusting about the service that they are complaining about
 - The ways in which the Network / Content Providers handle the customer (showing empathy, allowing time to listen, even if there is no quick solution) are key to improving the customer experience.

What do customers need to increase satisfaction and confidence when using PRS?

Three key areas:

- The journey
 - Providing accurate information and advice (such as 'shortcodes' and the 'Stop' and 'Stop All' command) at earlier stages of the journey would improve the customer experience.
- How the customer enquiry is handled by the Network Providers / Content Providers
 - Considerable satisfaction and confidence can be created if good business practices are put in place such as:
 - Call handling
 - There is a very strong correlation between likelihood of using PRS again and how the call was handled
 - Those respondents who have received a refund or just an apology (from Network Provider/Content Provider) had a very high correlation that they will use PRS again.
- How billing information is presented
 - Clarity of billing, no hidden charges and clear terms and conditions go a long way to improving customer satisfaction and confidence. These were mentioned unprompted by more respondents (62%) than any other expectation of PRS needed to improve confidence (see slide 59)

Main Findings cont.

How do Type 3 (customers who have experienced post closure) feel about the outcome?

- Approximately 30% of the Type 3 respondents considered that they have not reached 'closure' even if PhonepayPlus' records show that they have. The main reason behind this feeling is that these respondents have not received a refund, an apology or a full investigation by PhonepayPlus. On the whole however, the involvement of PhonepayPlus was considered beneficial by this group.

"I phoned PhonepayPlus to find out if I was entitled to a refund, but all I was told was that I was not guaranteed a refund."

Perceptions regarding PhonepayPlus

- PhonepayPlus on the whole is considered of great benefit in helping customers (Type 1 and Type 3) to solve their problems; nearly 70% stated that they "do not think they could have sorted out their problem without the help of PhonepayPlus." However, approximately a quarter of Type 1 and Type 3 commented that PhonepayPlus, although very useful, should have more power to effectively regulate PRS.

Recommendations

Increasing customer satisfaction and confidence

Increasing customer confidence requires improvements in:

– Network Provider Call Centres

Provide the correct information from the beginning

- From the first call that the customer makes, staff working at Network Providers' call centres often fail to provide key information, such as shortcodes, using the STOP and STOP ALL, and guidance on how to protect children. Providing the relevant information from the first contact will not just increase customer satisfaction and speed the process, but also improve the likelihood of the customer using PRS again.

Be empathetic to customers

- Taking time to explain to the customer and provide an empathetic approach will go a long way to improve satisfaction and confidence in using PRS again. The statistical tests carried out show a very high correlation between using PRS and receiving just an apology from the Network Providers / Content Providers.

“The person at [the Network Provider] was very unhelpful, they showed complete indifference, it was like, ‘Well, these things happen.’“

“[The Network Provider] were not particularly helpful and said that it’s not their problem. I said to them that you are the provider and it’s on your network, and they still said it was not their problem.”

“[The Network Provider] could have been more sympathetic. They wanted me to fill in a form, but they could have taken all the details over the phone and then taken the appropriate action.”

“I appreciated the help of the third person from [the Network Provider], who was able to resolve it without losing me as a loyal customer.”

Clarity of information

- There appears to be a wealth of information on Network Provider websites, but agents at Network Provider call centres appear not to have a standardised approach for dealing with each kind of issue or complaint .
- In the opinion of a significant proportion of consumers on mobile contracts, their Network Provider failed to provide enough details about what PRS charges relate to on their bills

Recommendations

Increasing customer confidence requires improvements in (cont.):

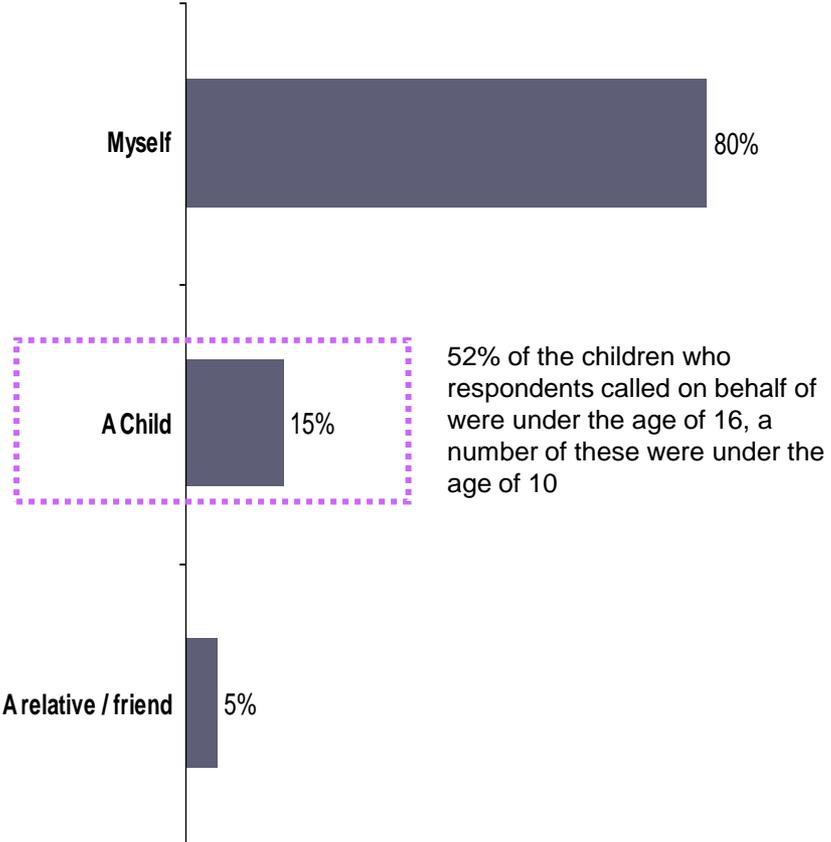
- Content Providers
 - Appear to have poor customer service systems – calls go to voicemail, or never get answered, or the call is never returned. Having agents dealing with calls will improve customer service.
- PhonepayPlus
 - Approximately a quarter of Type 3 respondents did not recall that they had received any notification of closure from PhonepayPlus. It is important therefore that PhonepayPlus ensures that any intended communication is received by the customer.

“I have not heard anything from PhonepayPlus since I contacted them. I don’t know if an investigation has got underway or not. I would expect to be kept informed. Give me a call, send me an email or a text. Give me an indication whether I should expect a result or not.”



User Profile

Who respondents called on behalf of



	Type 1	Type 2	Type 3
Myself	80%	84%	78%
A child	11%	14%	19%
A relative / friend	9%	2%	3%

Base: All respondents. (252) Single answer.
 Q. Who did you call on behalf of?

KEY:
 Type 1: complained to PhonepayPlus
 Type 2: control
 Type 3: complained to PhonepayPlus - complaint now closed

Respondent's age – by Type

- 50% of consumers who had not contacted PhonepayPlus (Control group; Type 2) were in their 20s, and it would appear that they were more aware of how PRS worked as 60% were aware of the service they were purchasing whilst 81% of Type 1 and 71% of Type 3 were unaware.
- The majority of respondents who had contacted PhonepayPlus (Type 1 and Type 3 groups) were over 40.

	Type 1	Type 2	Type 3
16-19	1%	4%	1%
20-30	17%	50%	14%
31-40	13%	28%	18%
41-50	37%	12%	31%
51-60	18%	6%	24%
61-70	12%	-	8%
71+	1%	-	4%
refused	3%	-	-

Base: All respondents (252) Single answer
 Q. What age bracket do you fall into?

KEY: Type 1: complained to PhonepayPlus
 Type 2: control
 Type 3: complained to PhonepayPlus - complaint now closed

What type of contract was the respondent on?

- Only 12% of Type 2 were on Pay as you go; also there appears to be a positive correlation between full time employment and likelihood of having Contract as opposed to Pay as you go.
- Compared with the 50%+ of UK residents who have PAYG*, only 12% of those in the Control group had PAYG mobiles. This may be because a) there is strong correlation between respondents who were in full-time employment and had contracts as opposed to PAYG (78% of the control group were in full employment), and b) the sample size for the control group is small (50 respondents). Although huge efforts were made to match the profile of the Control group (Type 2) to the profile of the other respondents (Complained to PhonepayPlus - Type 1, and Complained to PhonepayPlus – complaint now closed - Type 3), it became evident that considerably more time and resources were required to achieve this, and for such a small sample the added value that it would provide (in terms of robustness) was minimal.

[* Source: http://www.mobile-phones.co.uk/news/mobile-phones/payg-set-to-rise-in-2009_M10109.html]

“The problem was I only noticed once I received my bill”

“If I had known about the problem earlier I would have rang my Network Provider earlier”

	Type 1	Type 2	Type 3
Pay as you go	56%	12%	39%
Contract	44%	88%	61%

Base: Those who had a mobile network provider. (244) Single answer
Q. Is it Pay as you go or contract?

KEY: Type 1: complained to PhonepayPlus
Type 2: control
Type 3: complained to PhonepayPlus - complaint now closed

Occupation of respondents

- 78% of Type 2 respondents were in full time work.

“I have a busy job, and I don’t have time to phone around all these different people because they can’t be bothered to sort out the mistake that they’ve created“

“We both work full time, we don’t have the time to keep calling all these different companies to try and sort it out.”

Respondent Type / Occupation	Type 1	Type 2	Type 3
Full Time	42%	78%	43%
Part time (less than 30 hours per week)	22%	12%	22%
Unemployed	13%	2%	17%
Retired	15%	2%	10%
Housewife / Househusband	6%	-	6%
Student	3%	6%	2%

Base: All Respondents (252) Single answer
 Q. User’s occupation according to being in Type 1, 2 or 3?

KEY: Type 1: complained to PhonepayPlus
 Type 2: control
 Type 3: complained to PhonepayPlus - complaint now closed

Occupation of respondent - by who complained on behalf of...

- In contrast to the figures for those phoning on behalf of another adult, or themselves (69%, 67%), a significantly greater percentage of parents / guardians (81%) who rang up on behalf of their child were in full time or part time work. Even so they felt strongly enough to find time to complain on behalf of their child.

“My daughter was afraid to tell me about the texts. They [the content provider] said she had to have accepted the subscription but she’s sworn blind she didn’t. It caused a lot of arguments in the house.”

“It was upsetting because in over 40 years of marriage me and my wife kept arguing about it.”

Occupation \ On behalf of....	Child	Relative / Friend	Myself
Full Time	54%	46%	49%
Part time (less than 30 hours per week)	27%	23%	18%
Unemployed	11%	-	13%
Retired	3%	15%	11%
Housewife / Househusband	5%	15%	4%
Student	-	-	4%

Base: All Respondents (252) Single answer
 Q. User’s occupation by who complained on behalf of...

Length of contract in relation to mobile type and respondent Type

- The majority of respondents, irrespective of whether they complained to PhonepayPlus or just their Network Provider, have been with their Network Provider for more than 4 years

How long have you been with this network provider?

Mobile Type Time with network provider	PAYG	Contract
Less than 12 months	5%	18%
More than 12 months less than 18 months	6%	6%
More than 18 months less than 24 months (2 years)	8%	10%
More than 24 months less than 36 months (3 years)	12%	10%
More than 36 months less than 48 months (4 years)	7%	6%
More than 48 months (more than 4 years)	61%	50%

Base: Those who had a mobile network provider (244) Single answer Q. How long have you been with this Network Provider ?

Respondent Type Time with network provider	Type 1	Type 2	Type 3
Less than 12 months	15%	14%	13%
More than 12 months less than 18 months	5%	8%	6%
More than 18 months less than 24 months (2 years)	8%	16%	7%
More than 24 months less than 36 months (3 years)	9%	6%	16%
More than 36 months less than 48 months (4 years)	6%	2%	8%
More than 48 months (more than 4 years)	58%	54%	50%

Base: All respondents, on either mobile or landline (252) Single answer Q. How long have you been with this Network Provider?

Profile - recap

- 80% of respondents rang on behalf of themselves, 15% on behalf of a child and 5% on behalf of a relative or friend
- For Type 1 and Type 3 the majority were aged 40+ but for Type 2s the majority were in their 20s
- The gender split of the respondents was fairly equal
- The majority of the respondents were in full time or part time work (over 60% for Type 1 and Type 3) but particularly for Type 2 (90%)
- The results suggest that certain groups of respondents, particularly students and the retired, appear to be 'more persistent' in their endeavours to obtain a result, in terms of the number of attempts they make. This may be a reflection of disposable income and time available.
- Even if in full time employment, most parents / guardians of a child who had received an unwanted service made the effort to ring up to complain
- It is more likely that respondents who have full time work would have 'a monthly contract' rather than Pay as you go.



Service complained about

Type of service complained about - by respondent group

- Mobile personalisation / subscription was by far the most complained about service, irrespective of Type of respondent, although in most cases the respondent claimed the service was unsolicited.

“They advertised that you could meet new friends, they built up my hopes but it turned smutty. It was inappropriate material to be sent when I’m with my grandchildren.”

“It has become clear to me through this that everyone is getting a slice of the pie here, and that includes the Network Operator. Meanwhile I am losing money that I can ill afford.”

Respondent Type \ Type of service	Type 1	Type 2	Type 3
Mobile personalisation / subscription / downloads	47%	62%	49%
Adult content / texts	20%	8%	28%
Respondent unable to describe the service (received unwanted texts)	17%	2%	15%
Competition through text	3%	8%	2%
09 PRS charges	2%	14%	1%

Base: All respondents. (252) Single answer.
 Q. Can I just confirm the type of service that you complained about?

KEY: Type 1: complained to PhonepayPlus
 Type 2: control
 Type 3: complained to PhonepayPlus - complaint now closed

Main reason for user complaining – by Type

Main reason for user complaining

- The vast majority of Type 1 and Type 3 complained because of chargeable text messages that they (or their child) had no idea why they were receiving.
- In comparison, the majority of Type 2 users (60%) complained about being charged more than expected for a service that they knowingly bought for themselves
- So it seems that people are more likely to complain to PhonepayPlus if the problem recurs (e.g. ongoing charges for unsolicited texts), but less likely to for a one-off problem (e.g. charged more than expected)

Reason \ Respondent type	Type 1	Type 2	Type 3
Kept receiving text messages and I was charged for them	81%	38%	71%
I was charged more than I expected to be	14%	60%	14%
I still received the texts, even after I sent a STOP text	26%	28%	19%
The terms weren't clear / were misleading	5%	30%	7%
I felt cheated	8%	8%	7%
It was inappropriate for my child / relative / friend to be targeted with texts of this kind	4%	-	4%

Base: All respondents (252) Multi answer.
 Q. What was the main reason for complaining?

KEY: Type 1: complained to PhonepayPlus
 Type 2: control
 Type 3: complained to PhonepayPlus - complaint now closed

How the service was accessed / was received

- For the vast majority of Type 1 and Type 3 (approx 80%), the complaint was about texts believed to be unsolicited
- For type 2, unsolicited texts were also an issue (approx a quarter), but (to a somewhat greater extent) the problems arose after a premium SMS was sent by the user

	Type 1	Type 2	Type 3
Mobile phone – TEXT RECEIVED – premium SMS received from a shortcode – (an SMS received on user’s mobile – this SMS costs the user to receive it) (subscriptions primarily use this method)	79%	24%	80%
Mobile phone – TEXT SENT – premium SMS to a shortcode (User initiates and dials the shortcode)	9%	36%	7%
Just saw charge on the bill	4%	2%	3%
Mobile phone – WAP BROWSING – user ARRIVES at the Internet Site Anonymously. Users are asked to TEXT FROM MOBILE PHONE in order to receive a link to the site. (WAP PUSH)	-	4%	5%
Landline – VOICE CALL – to an 09-prefixed number	1%	10%	1%
Mobile phone – ACCESS the network operator’s portal (e.g. Orange World, T-Zones, O2 Active, Planet 3 etc) premium rate content	1%	10%	-
Mobile phone – VOICE CALL – to an 09-prefixed number	-	10%	-
Internet website – BROWSING THE NET – user ARRIVES at Internet Site Anonymously. Users are asked to TEXT FROM MOBILE PHONE OR GIVE THEIR MOBILE NUMBER	3%	-	1%
Mobile phone – VOICE CALL – NOT to an 09-prefixed number	-	2%	1%
Landline – VOICE CALL – NOT to an 09-prefixed number	-	2%	-

Base: All respondents (252) Single answer
 Q. Can I just confirm how the service was accessed / was received?

KEY: Type 1: complained to PhonepayPlus / Type 2: control / Type 3: complained to PhonepayPlus - complaint now closed

Aware / Unaware that PRS purchased – by Type

- The majority of Type 2s (58%) were **aware** that they had purchased PRS, while the majority (over 70%) of Type 1 and Type 3 respondents were **unaware**
- There was no significant difference by Type between the percentages of parents who complained on behalf of their children. The main reason for parents to complain irrespective of Type was that their child used a PRS but was unaware of the consequences
- It seems that consumers are less likely to complain to PhonepayPlus if they were aware that they purchased a PRS, and much more likely to if they are unaware

Respondent Profile

Respondent Type	Type 1	Type 2	Type 3
Aware / Unaware			
USER UNAWARE - I did not believe that I purchased a PRS - I was billed and I don't know why	78%	32%	75%
USER AWARE - Yes I bought it, but I was misled / misinformed	12%	58%	8%
PARENT / GUARDIAN RINGING ON BEHALF OF A CHILD / RELATIVE / FRIEND - my child / relative / friend used it but was unaware of the consequences - did not really understand how PRS work (how to stop the service)	6%	10%	11%
PARENT / GUARDIAN UNAWARE - USE BY CHILD / RELATIVE / FRIEND OF PARENT / GUARDIAN'S PHONE - my child / relative / friend used my phone without me knowing	2%	-	4%
PARENT / GUARDIAN RINGING ON BEHALF OF A CHILD / RELATIVE / FRIEND - my child / relative / friend received unsolicited texts and they don't know who the sender is	2%	-	4%

Base: All respondents (252) Single answer.
 Q. Respondent profile

KEY: Type 1: complained to PhonepayPlus / Type 2: control / Type 3: complained to PhonepayPlus - complaint now closed

Service complained about – by User

Type of service complained about in relation to User

Type of service	Child		Relative / Friend		Myself	
	Female	Male	Female	Male	Female	Male
Mobile personalisation / subscription / downloads	47%	61%	50%	45%	47%	59%
Adult content / texts	12%	33%	-	36%	14%	25%
Respondent unable to describe the service (received unwanted texts)	29%	-	50%	-	17%	9%
Competition through text	-	-	-	-	5%	4%
09 PRS charges	-	6%	-	-	4%	5%

Base: Respondents complained on behalf of... (50) Single answer.
 Q. Can I just confirm the type of service that you complained about?

Main reason for complaining - recap

- Main reason for complaining was related to mobile personalisation / subscription / downloads, irrespective of Type of respondent.
- The vast majority of Type 1, customers who contacted PhonepayPlus (81%) and Type 3, customers who filed a complaint to PhonepayPlus and have been informed of the outcome (71%) were complaining about chargeable texts messages that they (or their child) had no idea why they were receiving. While the majority of Type 2 users, customers who had 'issues' worthy of complaint or further enquiry but have not contacted PhonepayPlus, but had contacted their M(V)NO or other organisations (60%) complained about being charged more than expected for a service that they knowingly (aware) bought for themselves
- The main complaint regarding a service that a child initiated was 'mobile personalisation / subscriptions / downloads'. It was found that boys are more likely than girls to initiate both 'mobile personalisation / subscriptions / downloads' and adult content.



Money involved

Amount of money related to complaint

Amount of money related to complaint by respondent Type

Respondent type Amount of money	Total	Type 1	Type 2	Type 3
Up to £5	9%	9%	8%	10%
£6 - £10	19%	16%	36%	15%
£11 - £20	24%	27%	26%	19%
£21 - £30	13%	16%	14%	11%
£31 - £50	10%	13%	4%	11%
£51 - £100	10%	10%	4%	14%

Note: for a further 11% of all respondents, the amount was between £101 and £1000.

Base: Ask all (252) Single answer
 Q. Approximately how much in terms of money (in total) was your complaint related to?

KEY: Type 1: complained to PhonepayPlus
 Type 2: control
 Type 3: complained to PhonepayPlus - complaint now closed

Amount of money related to complaint

Amount of money related to complaint by Mobile type

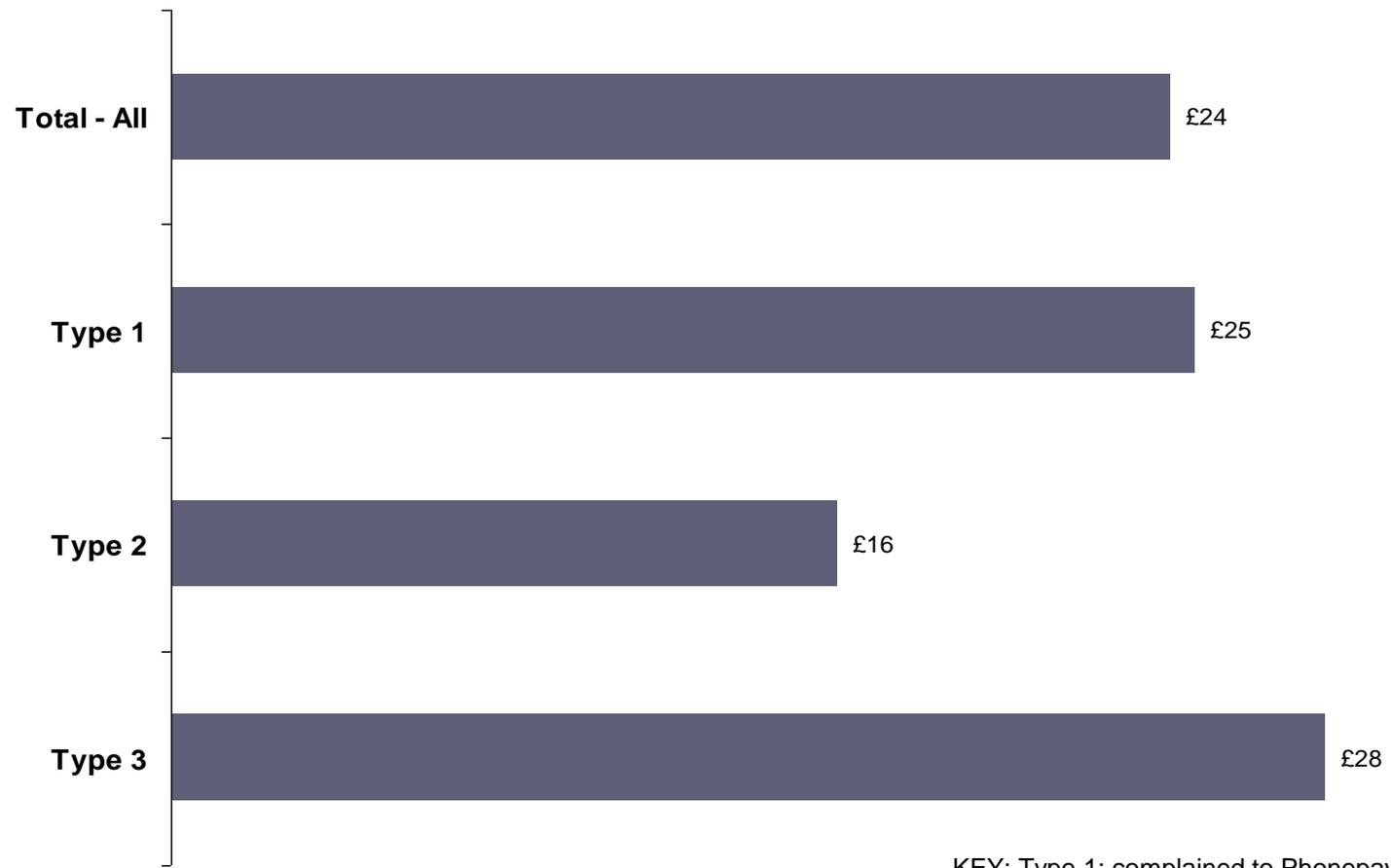
Mobile type Amount of money	PAYG	Contract
Up to £5	15%	6%
£6 - £10	21%	18%
£11 - £20	32%	19%
£21 - £30	7%	18%
£31 - £50	10%	11%
£51 - £100	6%	12%

Note: for a further 6% of PAYG respondents and a further 13% of Contract respondents, the amount was between £101 and £1000.

Base: Those whose complaint was related to a mobile network provider (244) Single answer
 Q. Approximately how much in terms of money (in total) was your complaint related to?

Average amount of money related to complaint

Average amount of money related to complaint by respondent Type



KEY: Type 1: complained to PhonepayPlus
Type 2: control
Type 3: complained to PhonepayPlus –
complaint now closed

Base: Those who had a mobile network provider (252) Single answer
Q. Approximately how much in terms of money (in total) was your complaint related to?

Money involved - recap

- There are two factors that appear to have an effect on how much money was involved:
 - The respondent Type – the more they are aware of the service, the more likely they are to solve the problem more effectively and quickly (as can be seen by Type 2)
 - The second factor is time - how quickly the customer has been alerted to a discrepancy on their bill. Therefore respondents on contracts are less likely than those on PAYG to notice that there is a discrepancy
- However it appears that the average amount of money the complaint was related to was higher for Type 1 and Type 3. This may have been a contributory factor to the respondent's decision to get in touch with PhonepayPlus.

Summary: Who complains to Phonepayplus?

Statistical analysis indicated that the following variables are important determinants of a consumer's likelihood of making a Complaint to PhonepayPlus:

- Whether the respondent was unaware that they had purchased a PRS. The results show that it is more likely for respondents who were unaware of how PRS are billed (particularly subscription services) to contact PhonepayPlus.
- The age of the respondent. It appears that it is more likely that a 40 + year old would get in touch with PhonepayPlus than a person less than 35 years old.

Further to this, the following variables appear to also be related to the likelihood of a consumer making a complaint, although due to the small sample sizes involved, these were not tested for statistical significance:

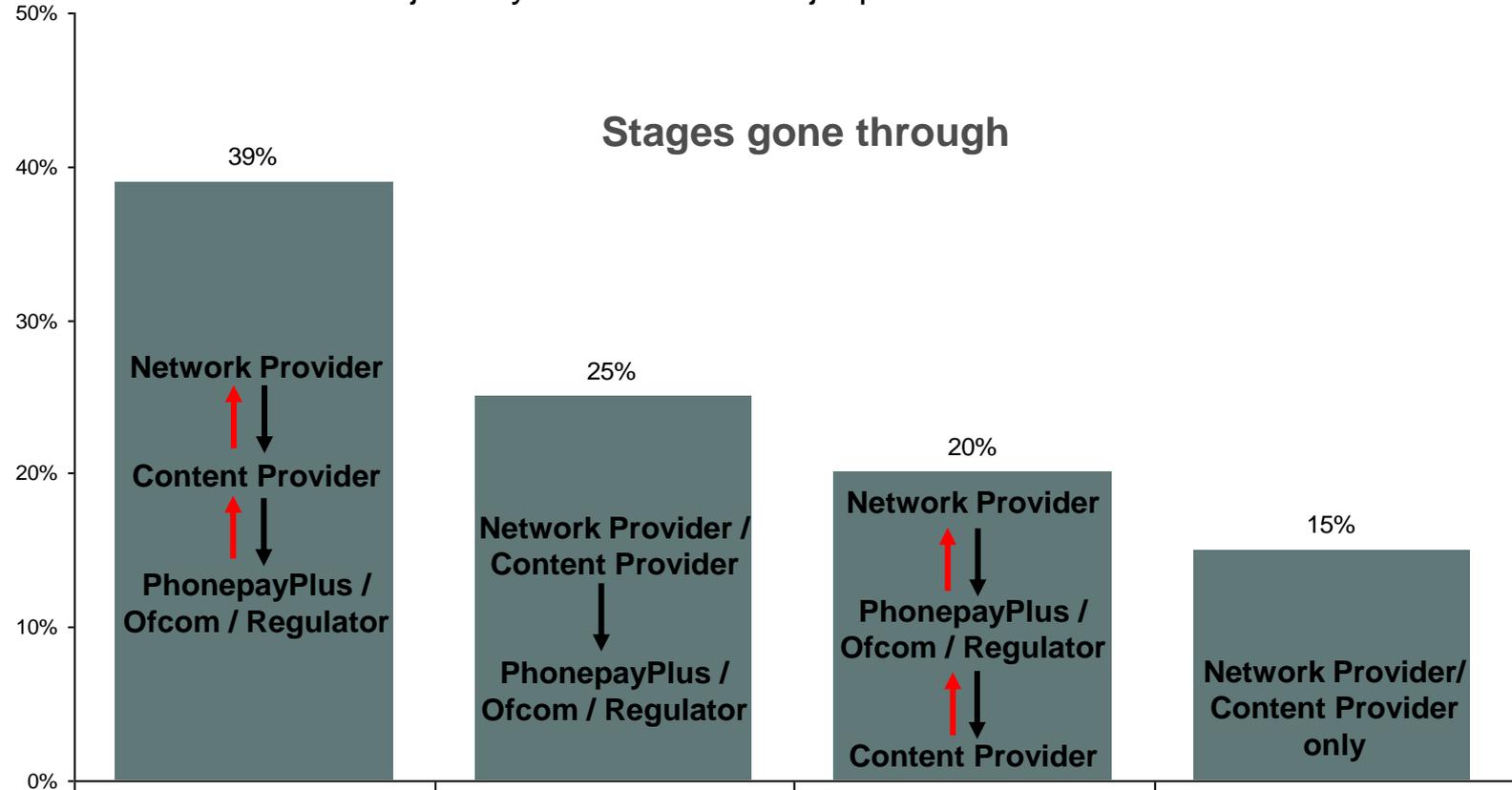
- If the respondent was a parent and the complaint was on behalf of a child
- The amount of money involved – the more money the more likely to complain.
- Whether they had time on their hands and/or are financially deprived (e.g. students and the retired).



Mapping the customer experience – the stages that customers went through to solve their problem

Stages gone through to resolve the issue

- For the 252 respondents, there were 77 journey variations.
- Consolidation of the different journeys resulted in 4 major permutations



Note: respondents could not distinguish between Content Providers, Service Providers, Aggregators – In fact the respondents found it difficult to find a name for the '3rd Party' and often referred to their Network Provider as the Service Provider. The description of 'Content Provider' was the most common phrase used to describe Service Providers, Aggregators or Content Providers.

Base: All respondents (252) Multi answer.

Q. Who did you get in touch with?

Total number of contacts made and type (Mean Score)

- Overall, respondents from Type 1 and Type 3 made on average a total of 6 – 7 attempts to solve their problem (but almost a third of respondents from either Type 1 or Type 3 considered their problem NOT to be solved). This was not considered to be a satisfactory outcome as these respondents wanted the problem to be solved much faster (ideally from the first attempt)
- In contrast, the control group (Type 2) on average made a total of 3 attempts to solve their problem and only circa 8% of the Type 2 respondents did not reach a satisfactory conclusion.

“I didn’t want to call the content provider again because that would cost a lot more.”

“In the end I gave up [calling the content provider] because to try and get through they kept telling me to press this button then this button for about 5-10 minutes each time.”

Total number of CALLS made by respondent Type

Respondent type Name of organisation	Type 1	Type 2	Type 3
Network Provider	2.16	2.14	2.37
Content Provider / Information Provider / 3 rd party	2.10	0.42	1.90
Phoneyplus	1.32	-	1.47
Other	1.00	1.00	1.22

Type 1: complained to Phoneyplus / Type 2: control / Type 3: complained to Phoneyplus - complaint now closed

Base: All respondents (252) quantity.
Q. How many times did you (or child / relative / friend) get in touch with the Network Provider / Content Provider / Information Provider / 3rd Party / Phoneyplus / other?

Number of people who went through different stages

- The chart below shows the number of people going through the stages by Type. It is important to point out that respondents often consider a stage as going to the 'next organisation'. Even if they made a number of attempts with one organisation, they often did not consider each of these as a 'next stage.' The majority of the respondents obtained a result or stopped pursuing the issue after the 4th stage. For the ones who continued, the reasons were more in relation to demanding an apology or a refund. Any unwanted texts generally stopped by the 4th stage.

	Stage1	Stage2	Stage3	Stage 4	Stage 5	Stage 6	Stage 7
Type 1 - Customers who contacted PhonepayPlus	100%	100%	75%	36%	11%	2%	1%
Type 2 - Customers who didn't contact PhonepayPlus (even though they had issues worthy of complaint or enquiry)	100%	54%	32%	14%	9%	2%	0%
Type 3 - Customers who have filed a complaint with PhonepayPlus and the case was closed	100%	99%	69%	25%	9%	2%	1%

Base: Respondent gave answer for stage. Multi answer.
 Q. What happened? What did you request (what specific information did you request)?

Shortcode and Stop / Stop All

- Important information such as the shortcode and the Stop / Stop All command can shorten the customer's journey dramatically, but often it can take up to 4 attempts to get these. Furthermore, due to the perceived complexity of PRS, the customers themselves often do not know exactly what to ask for.

At each stage, were you given a shortcode?

	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6
Shortcode was given or explained	24%	9%	3%	0.5%	-	-
Short code was NOT given	45%	16%	13%	5%	1%	0.5%
Already knew it	30%	1%	-	-	-	-

Approximately 16% of respondents already mentioned that 'shortcode' was given (thus excluded from above)

Base: Service was accessed via mobile phone and respondent gave answer for stage. Single answer.

Q. At each stage, were you given a shortcode?

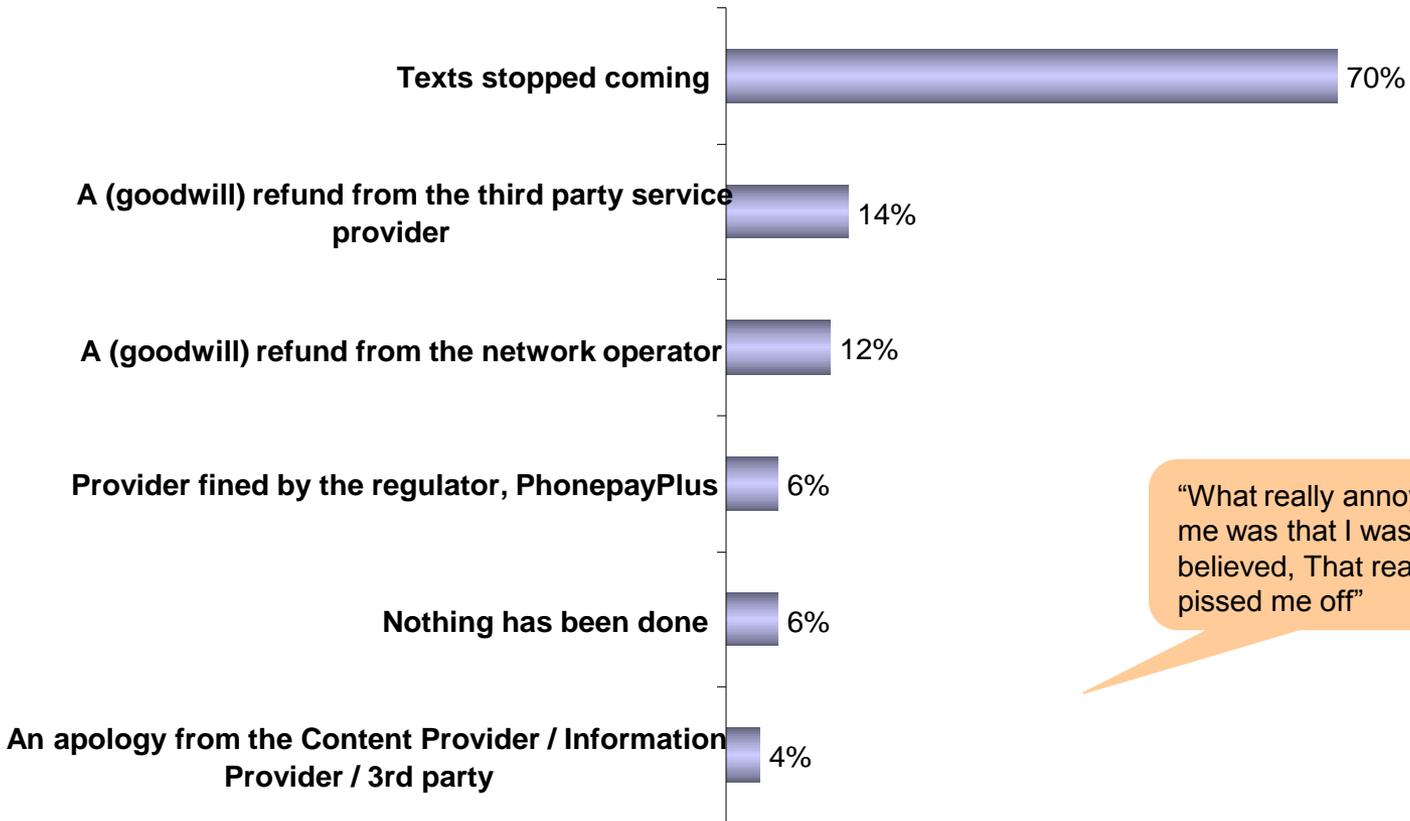
At each stage, were you advised to send a STOP ALL text?

	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
STOP (text)	56%	16%	4%	3%	0.5%
STOP ALL (text)	7%	5%	2%	-	-
Both STOP and STOP ALL	10%	1%	0.5%	0.5%	-
Didn't understand what to do / Don't know	25%	6%	6%	3%	0.5%

Base: Service was accessed via mobile phone and respondent gave answer for stage. Single answer.

Q. At each stage, were you advised to send a STOP or STOP ALL text?

What was the final outcome?



“What really annoyed me was that I wasn’t believed, That really pissed me off”

Base: All respondents (252) Multi answer.
Q. What was the final outcome?

What was the final outcome?

- For Type 1 and Type 3, the main final outcome mentioned was 'the texts stopped coming.' Just over a third (34%) of Type 2 managed to obtain a refund from their network provider. This is linked to the finding that a significant proportion (60%) of Type 2 respondents were aware of what they bought and how much it should cost, thus they were able to put their case effectively to their network provider.
- Furthermore, only 8% of Type 2 respondents say their problem has yet to be resolved, in comparison to almost a third of Type 1 and Type 3.

	Type 1	Type 2	Type 3
Texts stopped coming	78%	52%	70%
Ongoing – has yet to be resolved	27%	8%	29%
A (goodwill) refund from the third party service provider	16%	2%	13%
A (goodwill) refund from the network operator	4%	34%	7%
An apology from the network operator	-	14%	3%
An apology from the Content Provider / Information Provider / 3rd party	2%	4%	6%

Base: All respondents (252) Multi answer.
Q. What was the final outcome?

KEY: Type 1: complained to PhonepayPlus
Type 2: control
Type 3: complained to PhonepayPlus - complaint now closed

What kind of outcome did customers expect?

- The majority of the respondents (irrespective of Type) ideally wanted a refund, however shortening their journey was the priority as their objective was to resolve their issue as quickly as possible.

“It’s like someone coming into your house and taking a fiver from your drawer each week. Just because they stop doing it doesn’t mean the matter’s resolved. Would you be happy with that or wouldn’t you still want your money back?”

“I’m a single parent; I haven’t got £3 to spend a week on something I don’t want”

	Type 1	Type 2	Type 3
A refund	83%	80%	72%
Just wanted the text to stop	34%	12%	34%
For the provider to be fined / barred from operating the service	21%	2%	28%
An apology	20%	14%	18%
A full investigation by PhonepayPlus	18%	-	15%

Base: All respondents (252) Multi answer.
Q. What kind of outcome did you expect?

KEY: Type 1: complained to PhonepayPlus
Type 2: control
Type 3: complained to PhonepayPlus - complaint now closed

Who should be responsible for solving the customer's problem?

- The majority, irrespective of Type, considered the overall responsibility should be taken by their Network Provider, as they have a contract with them and often the Network Provider was the first point of contact.

Who should be responsible for solving your problem?

	Type 1	Type 2	Type 3
Network Provider - I have a contract with them / They were the ones charging me / Sorting out these problems is their responsibility	67%	76%	56%
Content Provider - They are the ones that sent it out to me	29%	10%	37%

“You’re bound to come across problems but it’s not so much the nature of the problem but the way they [network provider] solve it. When they act like they don’t care, it’s as if you’re not worthy of being with them.”

KEY: Type 1: complained to PhonepayPlus
 Type 2: control
 Type 3: complained to PhonepayPlus - complaint now closed

Base: All respondents (252) Multi answer.
 Q. Why do you say that?

How customers feel about the experience - Overall

Overall how did you feel about the whole experience?

	Type 1	Type 2	Type 3
Angry / aggrieved / annoyed that it happened to me	82%	82%	78%
Conned / tricked / ripped off / robbed / taken advantage of	41%	32%	26%
Angry / annoyed that I had to do so much work to resolve it	17%	10%	15%
Shocked that this could happen	20%	6%	10%

“To be honest, because I kept getting these messages I threw my phone and smashed it up.”

KEY: Type 1: complained to PhonepayPlus
 Type 2: control
 Type 3: complained to PhonepayPlus - complaint now closed

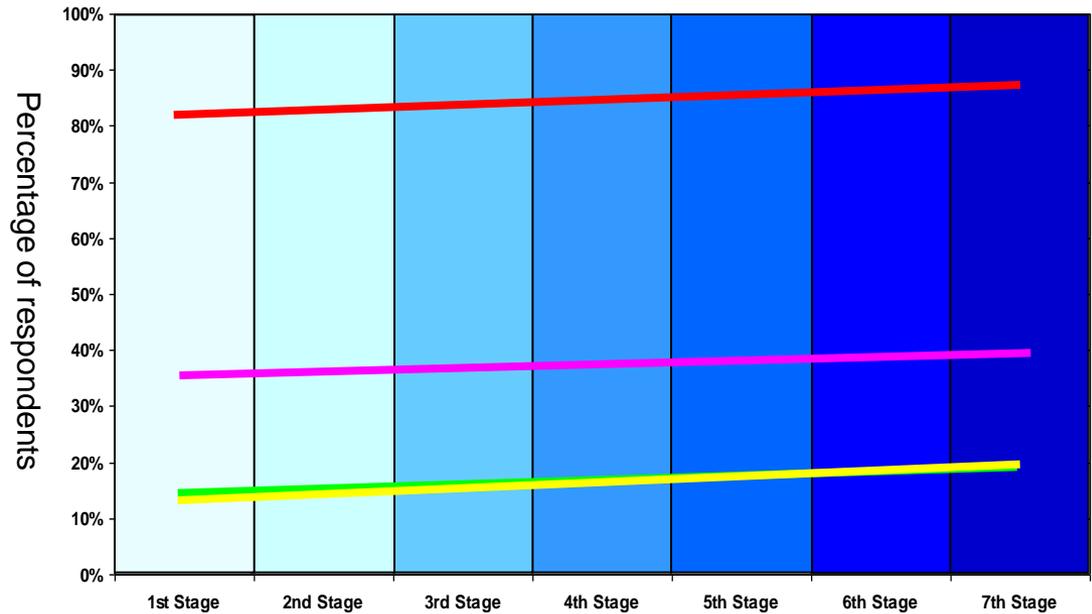
Base: All respondents (252) Multi answer.
 Q. Overall how did you feel about the whole experience?

Overall feelings - as customers progressed through the stages

- Irrespective of Type, the feeling of 'anger', 'tricked' or 'shocked' increased amongst the respondents as they passed from stage to stage, although as seen in the chart the incremental increase is relatively low, which indicates that the feelings of anger in particular amongst the respondents are high from the very first stage

"Nice little racket they're running isn't it, raking in one hell of a lot of money"

How respondents felt – passing from different stages (average trend data)



Note: Based on average figure from stage 1 to 7

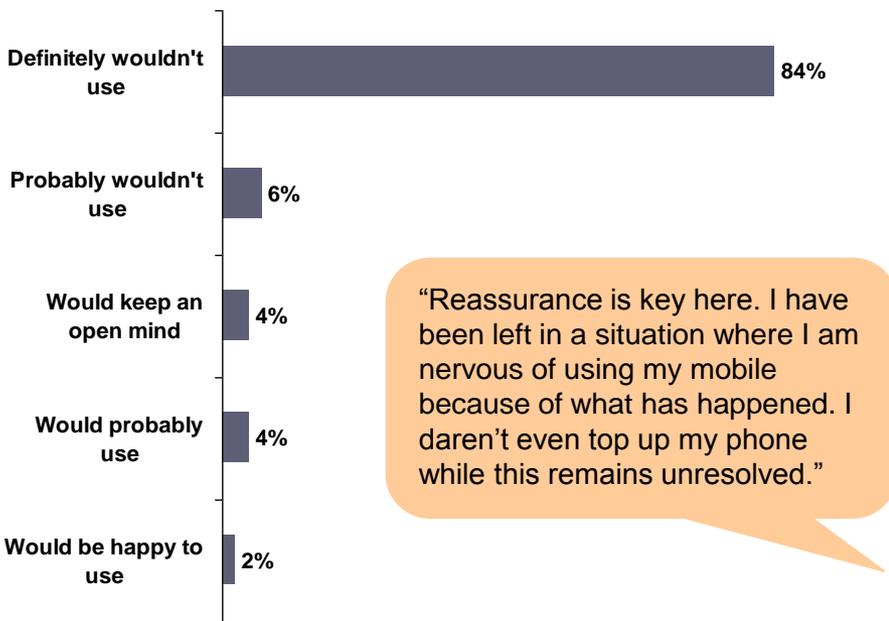
- Angry / Aggrieved / Annoyed that it happened to me
- Conned / tricked / ripped off / robbed / taken advantage of
- ▲ Angry / annoyed that I had to do so much work to resolve it
- ▲ Shocked that this could happen

Base: All respondents (252) Multi answer.
Q. Overall how did you feel about the whole experience?

If outcome achieved, would this encourage use of this kind of service in future?

- Purchase the same PRS that the complaint referred to. The experience, particularly for Type 1 and Type 3, was rather dramatic. Even if they had achieved a positive outcome, the vast majority (Type 1 – 88% and Type 3 - 90%) would not contemplate using the **service that they complained about again**, while for Type 2 55% would not use again (interesting the majority of Type 2 who stated that they would not consider using the same service that they complaint about again, the majority (58%) were aware and understood how PRS worked.

If outcome expected was achieved, how would you feel about using service in future?



“Reassurance is key here. I have been left in a situation where I am nervous of using my mobile because of what has happened. I daren't even top up my phone while this remains unresolved.”

	Type 1	Type 2	Type 3
Definitely wouldn't use	88%	55%	90%
Probably wouldn't use	5%	10%	6%
Would keep an open mind	4%	14%	1%
Would probably use	3%	17%	1%
Would be happy to use	1%	3%	1%

Base: Expected outcome is different to actual outcome (191) Single answer.
 Q. If you had achieved the outcome you were expecting, how would you feel about using in the future?

Base: Expected outcome is different to actual outcome (191) Single answer.
 Q. If you had achieved the outcome you were expecting, how would you feel about using in the future?

Journey & feelings in relation to their journey - recap

- Ideally customers would like to be fully refunded. The majority of the respondents felt the process that they had to take to solve their problem was long-winded, frustrating and unfair . Therefore, just achieving a stop to the unwanted texts was not considered a satisfactory solution.
- For Type 1 and Type 3, on average it took approximately 6 – 7 attempts (to solve their complaint), while for Type 2 on average it took 3 attempts
- Type 2 respondents are more aware of PRS and how they work, and are more likely to receive a refund than Type 1 / Type 3
- Important information such as 'Short codes', 'Stop' and 'Stop All' was often not provided from the beginning. For Type 1 and Type 3 customers whose knowledge of PRS can be low, it is particularly important to provide a helping hand.
- The ultimate responsibility is considered by the respondent to be with the Network Providers as they are the ones who they have the contract with.
- As expected, anger, frustration and mistrust increased (slightly) the longer it took to solve their complaint .
- The negative experience that customers faced appears to have a significant impact on confidence and trust in using PRS (that respondents have complained about) again.



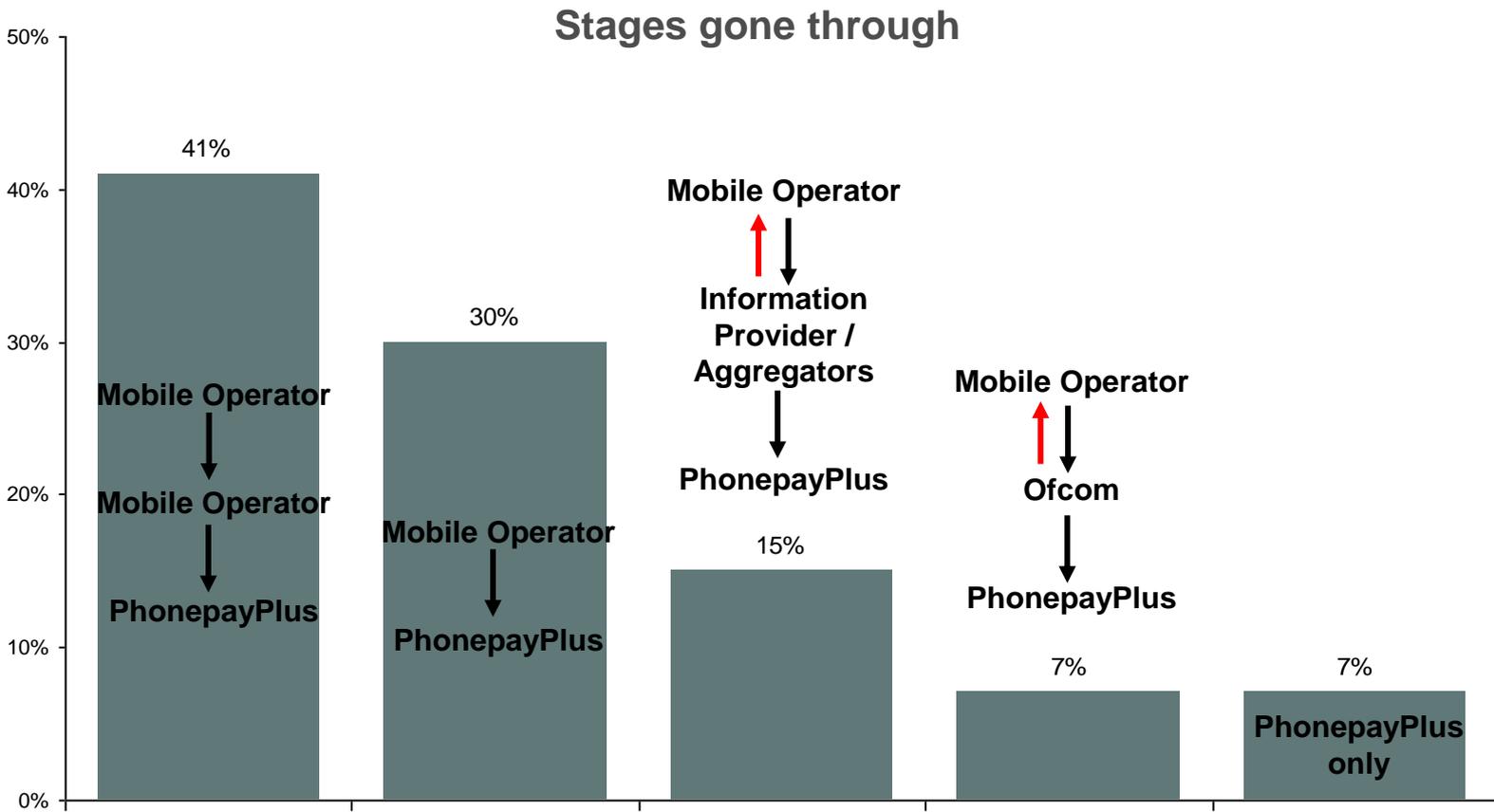
Consumers who contacted PhonepayPlus seeking advice

Seek Advice - overview

- A number of customers ring PhonepayPlus for advice and information; often their queries are quick and fairly simple. There was a strong anticipation that these customers would not wish to take part in a formal market research exercise. Therefore the decision was taken for Contact Centre agents at PhonepayPlus to ask the caller a couple of key questions so that a better understanding of their journey could be obtained.
- Details of the results can be seen in the following slides; however the key points are:
 - On average, for advice enquiries, the customer makes approximately 2 calls, primarily one to their Network Provider and then one to PhonepayPlus to obtain the advice that they are looking for.
 - Overwhelmingly the respondents considered that the Network Providers should solve their query rather than passing them on to PhonepayPlus.

Stages gone through to resolve the issue – Mobile Operator

- For the 41 respondents, there were numerous journey variations.
- Consolidation of the different journeys resulted in the following 5 major permutations

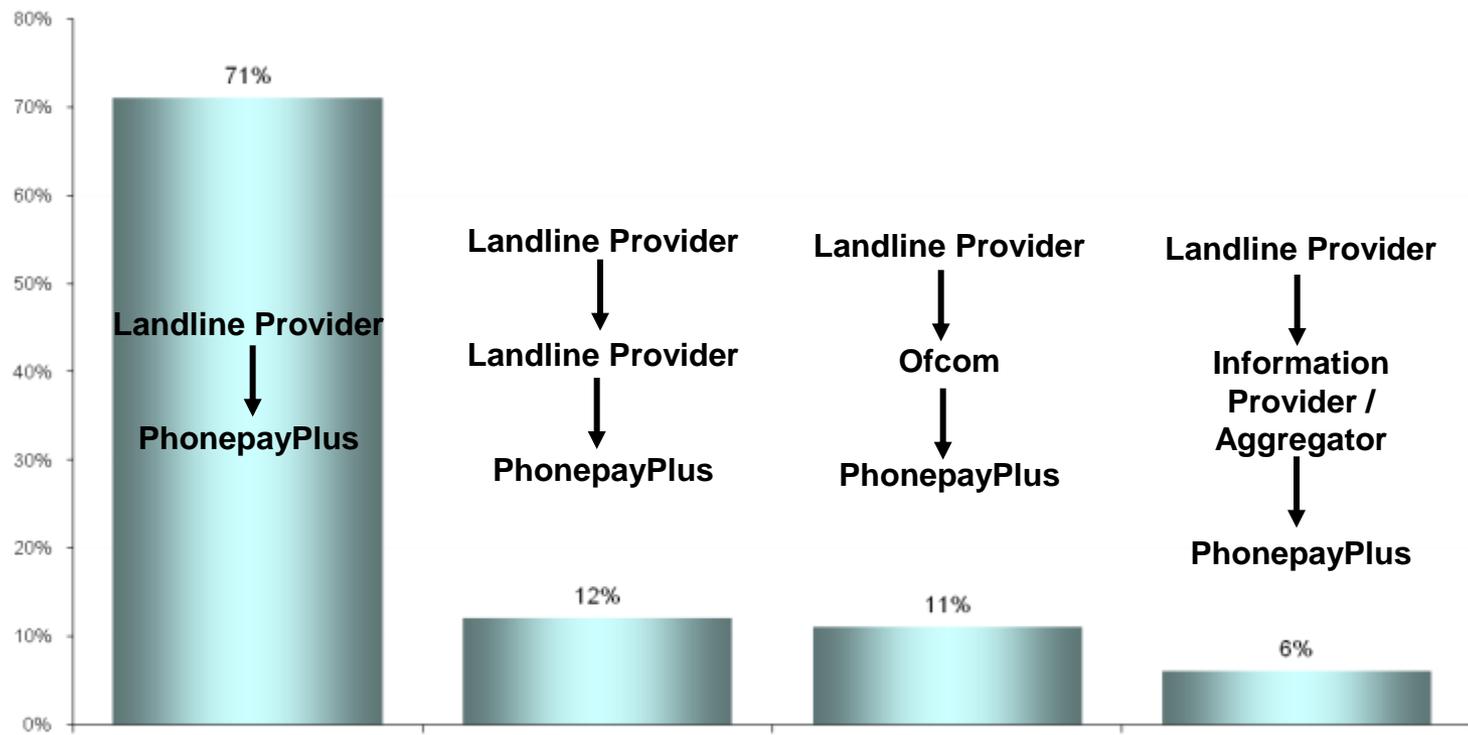


Base: Respondents who called Network Provider first (41) Multi answer.
 Q. Who did you get in touch with?

Stages gone through to resolve the issue – Landline Provider

- For the 17 respondents, there were numerous journey variations (base low)
- Consolidation of the different journeys resulted in the following 4 major permutations

Stages gone through



Base: Respondents who called Landline Provider first (17) Multi answer.
Q. Who did you get in touch with?

Number of calls made (Mean Score)

- Overall, Respondents who Seek Advice made approximately 3 attempts if their query was regarding a Mobile Network Service, and approximately 2 attempts if their query was regarding a Landline Service. Please note that the bases are small.

Average number of calls respondents made

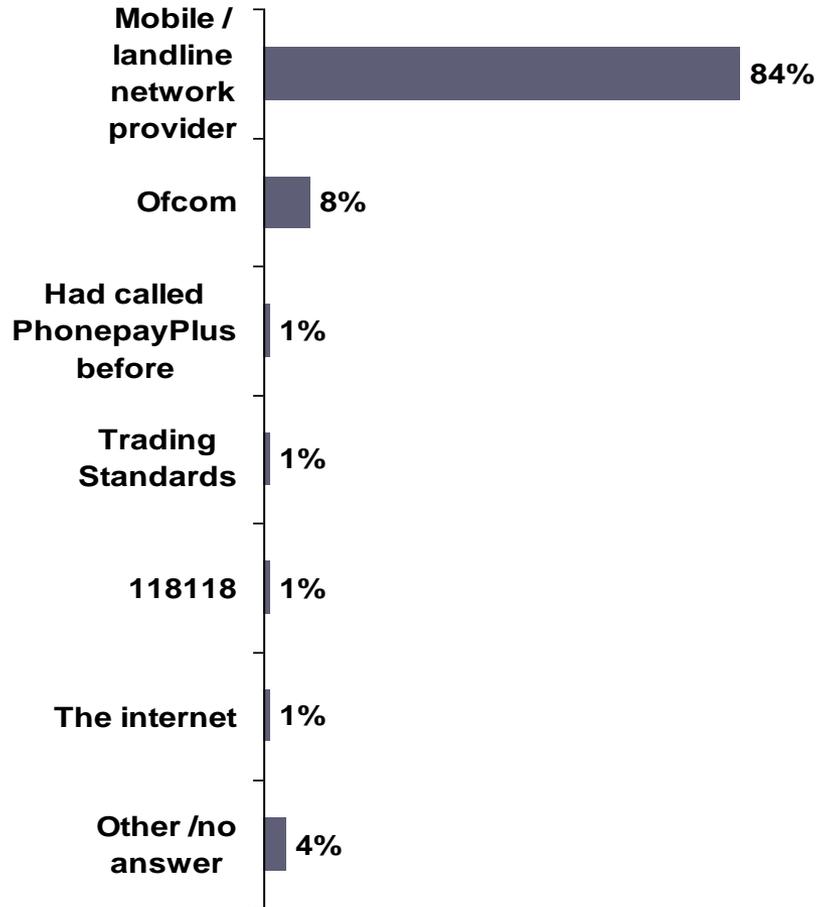
	Average calls made
Respondents who called the Mobile Operator first	2.68
Respondents who called the Landline Provider first	2.35

Base: Respondents who called their Mobile network operator first (41)

Base: Respondents who called their landline network operator first (17)

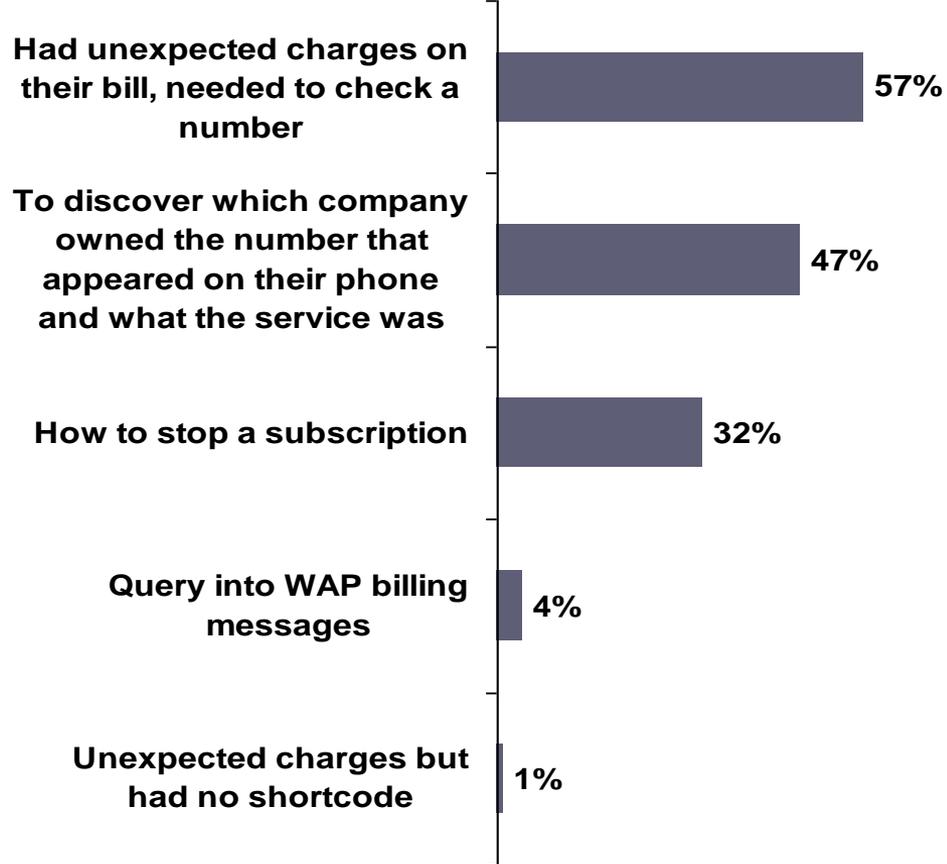
How and Why customers got in touch with PhonepayPlus

How they found out about PhonepayPlus



Base: All respondents (75) Multiple answer.
Q. How did you find PhonepayPlus?

Why they got in touch with PhonepayPlus

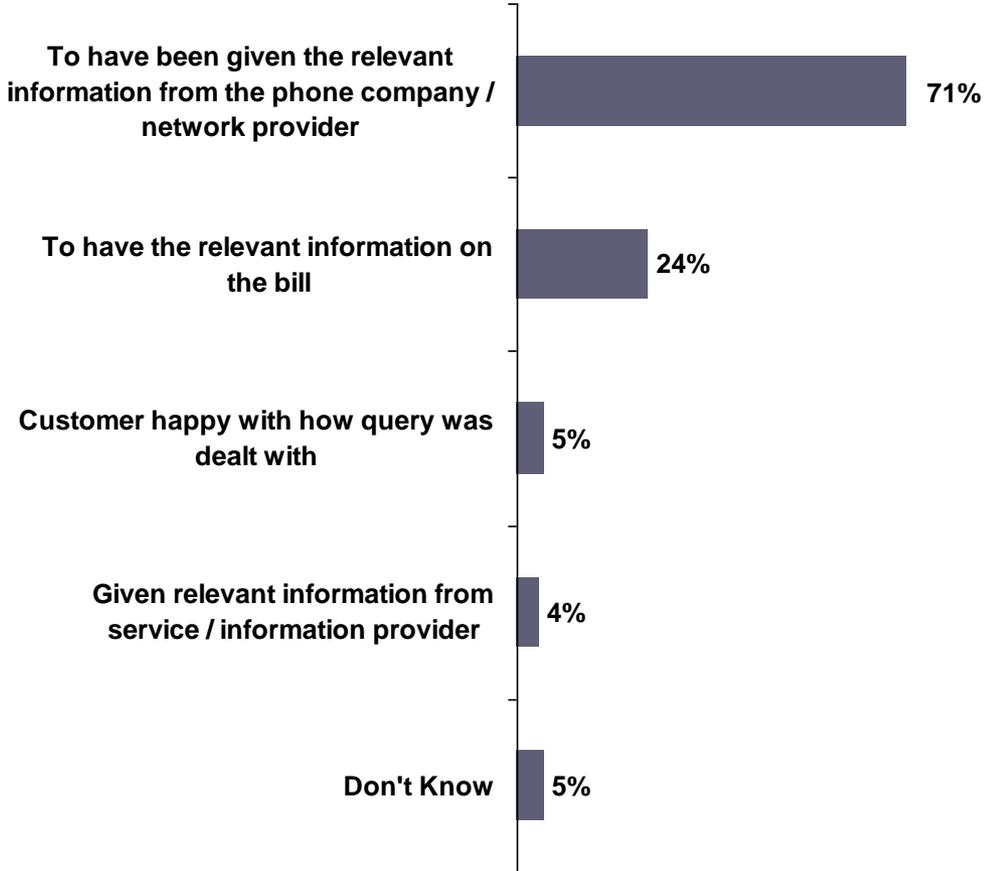


Base: All respondents (75) Multiple answer
Q. Why did the caller get in touch with PhonepayPlus?

Solving customer queries more quickly

- An overwhelming majority of responses (71%) felt that their query should have been dealt with by their Network Provider. (These results are similar to those for respondents who made a complaint.)

How could their query have been dealt with more quickly?



Base: All respondents (75) Multiple answer
Q. How could your query have been dealt with more quickly?



Likelihood of using PRS in the future

PRS considered using in the future

- Half of the respondents irrespective of type intend to use information services such as directory enquiries in the future.
- Overall, Type 2 respondents are more likely to use PRS (irrespective of type of service) than Type 3 and in particular Type 1.
- This may be due to the fact that Type 2 are more aware of how PRS work.
- Interestingly if the results are compared between Type 1 and Type 3, Type 1 respondents seem more wary about using PRS than Type 3. Two factors may have influenced this: a) the Type 3s had closure of their complaint and as such they may have been informed of the outcome, and b) time has passed so the issue has become less top of mind.

	Type 1	Type 2	Type 3
Information services such as directory enquiries	50%	52%	52%
TV / radio / print voting and entering competitions through text	18%	42%	28%
Using the red Button on TV set top box to vote or buy products, charged to phone bill	15%	30%	20%
Mobile personalisation / subscriptions / downloading	16%	36%	15%
TV / radio / print voting and entering competitions through voice calls	8%	20%	19%
Accessing or downloading pictures or videos, viewed through your mobile phone or downloading pictures / videos	4%	22%	8%
News and sport services received by text	4%	14%	9%

Base: All respondents (252) Multi answer.
 Q. Would you consider using these services in the future?

Confidence in using PRS in the future

- The majority irrespective of Type appear fairly confident in using the services that they ‘understand’ such as ‘Information Service’ and ‘TV Competitions.’ However it is interesting to see that Type 1 are less confident than Type 2 or Type 3. This may be due to the fact that they are currently facing their problem, while for Type 3 (after closure) some confidence may have returned. It is likely though that confidence in using PRS is closely linked to their understanding of PRS – as shown by some of the results for Type 2

Would you say that you had...

	Type 1	Type 2	Type 3
Confidence in using ALL of these services	9%	9%	4%
Confidence in using SOME of these services	62%	72%	71%
NO confidence in using ANY of these services	25%	16%	21%
Don't know	4%	2%	4%

Base: Those who would consider using a premium rate service in the future (183) Single answer.
 Q. Would you say that you have...?

KEY: Type 1: complained to PhoneyPayPlus
 Type 2: control
 Type 3: complained to PhoneyPayPlus - complaint now closed

How would you access such premium rate services?

- Irrespective of Type, accessing PRS via the traditional method landline (voice) is perceived to be more trusted than mobile. Furthermore, although PRS generally have a 09 prefixed number, the majority of respondents have a negative image of '09 services' and it appears that often they don't realise that they are actually using '09 services.' Interestingly, a significant number stated that they would use PRS but not '09 services' (see table below).
- In addition, a significant percentage (37%) of the control group (Type 2) would be comfortable accessing PRS via their mobile phone using texts.

	Type 1	Type 2	Type 3
Landline – VOICE CALL – NOT to an 09-prefixed number	43%	40%	35%
Mobile phone – TEXT SENT – premium SMS to a shortcode (User initiates and dials the shortcode)	19%	37%	25%
Mobile phone – VOICE CALL – NOT to an 09-prefixed number	10%	12%	17%
Landline – VOICE CALL – to an 09-prefixed number	10%	14%	13%
Pressing the RED BUTTON on TV or (sky) set top box	6%	5%	13%
Internet website – BROWSING THE NET – user ARRIVES at Internet Site Anonymously. Users are asked to TEXT FROM MOBILE PHONE OR GIVE THEIR MOBILE NUMBER	6%	5%	11%
It would vary depending on the type of service	6%	-	10%
Mobile phone – TEXT RECEIVED – premium SMS received from a shortcode – (a SMS received on user's mobile - -this SMS costs the user to receive it) (subscriptions primarily use this method)	3%	2%	3%
Mobile phone – WAP BROWSING – user ARRIVES at Internet Site Anonymously. User are asked to TEXT FROM MOBILE PHONE in order to receive a link to the site (WAP PUSH)	1%	5%	3%

Base: Those who would consider using a premium rate service in the future (183) Multi answer
 Q. How would you access such premium rate services, that you said you would use or consider using in the future?

Expectations from premium rate services to improve confidence

- Good business practices are what consumers want from PRS, and they in turn will improve confidence and trust. Clear pricing is particularly important, especially for Type 2s, who are more aware of PRS but felt, when they checked their bill, that they had been misled by the price.

“There is not enough explanation out there in any shape or form to what things cost or why they happen. You know how much your package costs each month, but for things like downloads and datapacks you haven’t got a clue. “

“Network Providers should be able to monitor the Network in order to prevent this happening. I do not understand how this cannot be (simply) done in this day and age.”

	Type 1	Type 2	Type 3
Clear pricing – how much it will cost / how it will be billed / itemised details on the bill	56%	88%	55%
They should be cheap / inexpensive	18%	22%	12%
STOP should mean STOP / Clear STOP instructions	7%	24%	10%
The Terms and Conditions should be easily available	7%	24%	3%
To provide the information when I call them the first time / to sort it out for me, rather than make me do the running around	8%	4%	4%
I should not have to pay for texts I receive	5%	2%	8%

“Look at eBay. They appear (at least) to take more responsibility for customers and users, offering advice on potential pitfalls and raising awareness of such on their website. They acknowledge that problems may arise.”

Base: All respondents (252) Multi answer
 Q. So let me summarise what you expect from such services to improve your confidence

KEY: Type 1: complained to PhonepayPlus
 Type 2: control
 Type 3: complained to PhonepayPlus - complaint now closed

Likelihood in using PRS in the future - recap

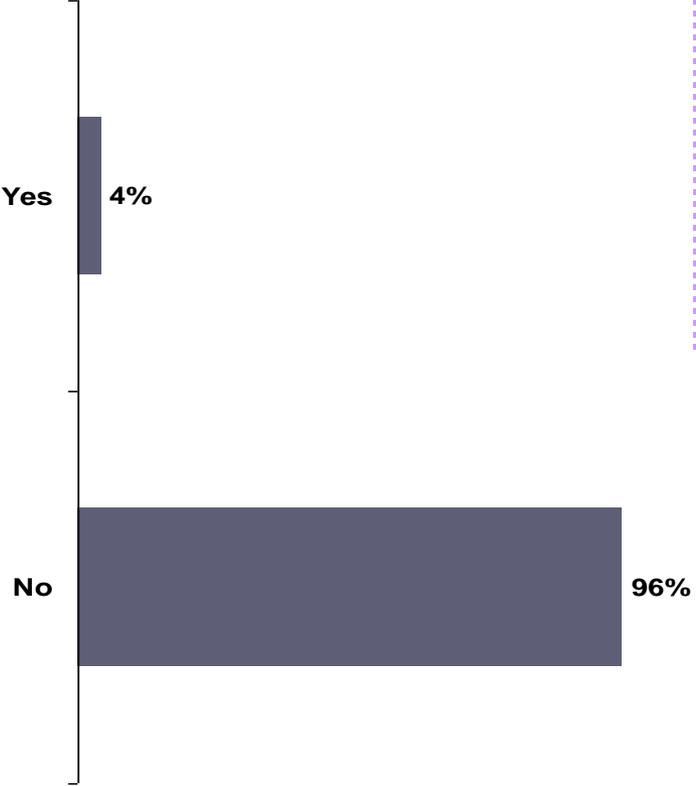
- The majority of the respondents were fairly confident in using those PRS that they understand, and intend to use PRS again, but their confidence and trust have been affected by their experience..
- Better business practices would help restore their confidence and encourage them to use PRS more.



PhonepayPlus

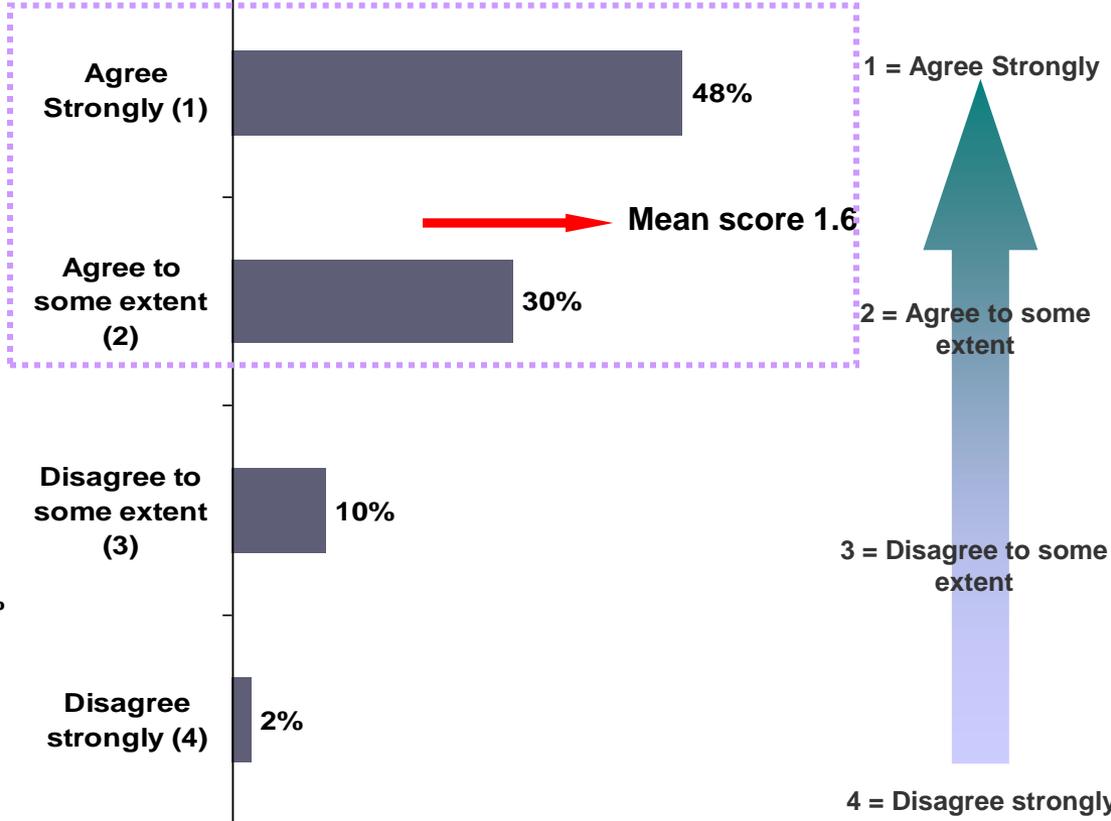
Awareness – Type 2 (Control group)

Do you know of PhonepayPlus?



Base: Type 2 respondents (50) Single answer
Q. Do you know of PhonepayPlus

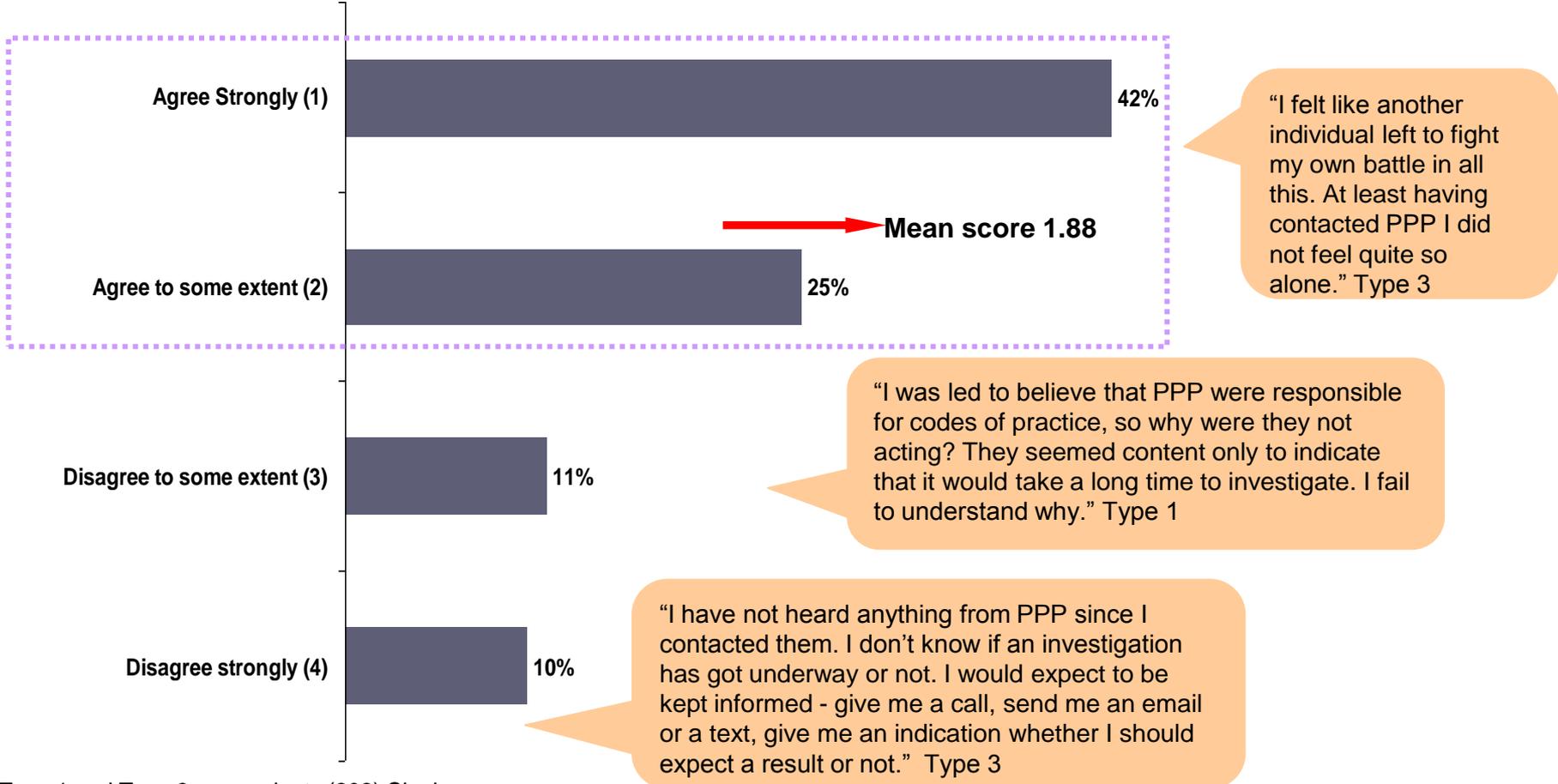
If I had known about PhonepayPlus, I wouldn't have given up on solving the problem as quickly as I did



Base: Type 2 respondents (50) Single answer
Q. To what extent do you agree or disagree with the following statement? - If I had known about PhonepayPlus, I wouldn't have given up on solving the problem as quickly as I did

Awareness – Type 1 and 3

I don't think I could have sorted out this problem without the help of PhonepayPlus



Base: Type 1 and Type 3 respondents (202) Single answer
 Q. To what extent do you agree or disagree with the following statement? - I don't think I could have sorted out this problem without the help of PhonepayPlus

Expectations from PhonepayPlus

- Views regarding PhonepayPlus overall were very positive

PhonepayPlus has been wonderful

They took their time to listen, they re-assured me, I can't praise them enough

Quite honestly if it was not for PhonepayPlus I would still be receiving stuff

- However amongst some respondents there was a feeling that more could have been done

Inform Complainant of any progress and outcome

"I had already taken all the necessary action as it happens to solve the problem in hand by the time PPP were made aware of it. I never got any follow up from PPP. If anything, I am still waiting for it."

More Power

"PPP should be able to suspend a Third Party's licence instantly until such time as a judge deems otherwise. Better than take a long, unnecessary time investigating whilst others continue to fall victim to this type of scam."

"They are ineffectual, a complete toothless tiger. It's not acceptable for kids to receive it [pornographic material] through the post, the country would be up in arms, yet they can have it appearing on their phones with no consent."

"The Regulator should, in my mind, have the power to act quickly and decisively if any company is found to be operating outside the law. I work all the time with regulators in my line of work. I have to comply with their recommendations promptly without any question. While PPP take the time to look into this case, this crook is going to make another £20,000 or do a runner!"

PhonepayPlus awareness and role - recap

- Awareness of PhonepayPlus amongst Type 2 (respondents who did not get in touch with PhonepayPlus) is very low. Once these respondents were informed of the role of PhonepayPlus, the vast majority (78%) agreed strongly or at least to some extent that, if they had known about PhonepayPlus, they would have not given up in trying to solve their problem. (As shown above, Type 2 respondents on average made 3 attempts to solve their problem, in comparison to Type 1 and Type 3 (respondents who did get in touch with PhonepayPlus) who on average made 6 – 7 attempts.)
- The majority (67%) of Type 1 and Type 3 considered the involvement of PhonepayPlus in solving their problem to be essential.

Summary: Who complained to Phonepayplus?

Statistical analysis indicated that the following variables are important determinants of a consumer's likelihood of making a Complaint to PhonepayPlus:

- Whether the respondent was unaware that they had purchased a PRS. The results show that it is more likely for respondents who were unaware of how PRS are billed (particularly subscription services) to contact PhonepayPlus.
- The age of the respondent. It appears that it is more likely that a 40 + year old would get in touch with PhonepayPlus than a person less than 35 years old.

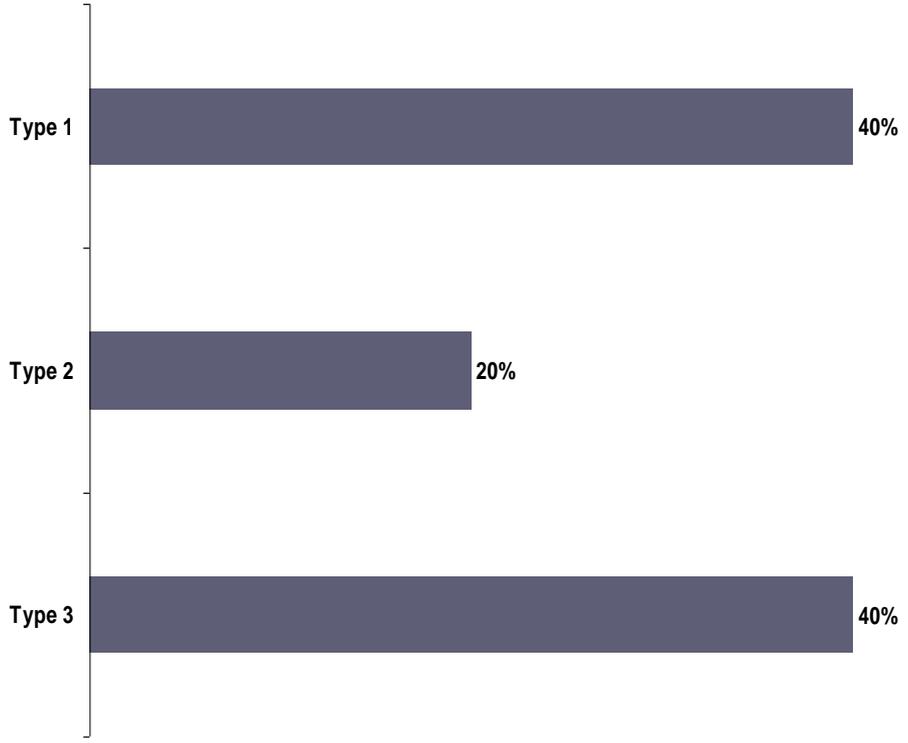
Further to this, the following variables appear to also be related to the likelihood of a consumer making a complaint, although due to the small sample sizes involved, these were not tested for statistical significance:

- If the respondent was a parent and the complaint was on behalf of a child
- The amount of money involved – the more money the more likely to complain.
- Whether they had time on their hands and/or are financially deprived (e.g. students and the retired).



Methodology

Number of interviews completed



	Type 1	Type 2	Type 3	Total
Number of Respondents interviewed per Type	102	50	100	252

KEY: Type 1: complained to PhonepayPlus
 Type 2: control
 Type 3: complained to PhonepayPlus - complaint now closed

Base: All respondents (252)

- Semi-structured interviews lasting on average 20 minutes (for Type 2) and 25 minutes (for Type 1 and Type 3)



Appendix

Customer Journey

When to? What happened? Result? What was expected? – Stage 1

Who did you get in touch with?	T1	T2	T3
	%		
Network Provider	93	76	88
Content Provider	3	12	6
PhonepayPlus	4	-	5
Landline Provider	-	8	-
Ofcom	-	-	-
Trading Standards Office	-	-	-
Citizens Advice Bureau	-	-	-
Mobile Manufacturer	-	2	-
Other	-	2	1

What did you request?	T1	T2	T3
	%		
Asked to stop unwanted texts	74	38	72
Wanted to know why this had happened	48	22	63
Wanted to know what service was I was charged for	34	16	41
Subscribed by mistake, and wanted to stop	20	10	17
Wanted to block the texts	27	10	10
Asked for a refund	15	30	15
Wanted to know why it cost more than expected	4	38	3
Wanted to know the name of the Content Provider / 3rd party	15	8	27
Wanted to know how they got my personal details	16	4	20
Wanted advice on how to proceed	30	8	6

What was the result?	T1	T2	T3
	%		
Suggested I contact PhonepayPlus	44	-	46
Gave me contact details for the Content Provider / 3rd party	35	24	32
They did nothing / weren't interested	20	36	20
Informed about how to stop	21	14	18
Suggested I have agreed to this	7	10	14
Gave me an explanation, nothing else	10	18	6
Short code was given	15	6	5
Implied it was my fault	5	26	2

Ideally what did you expect?	T1	T2	T3
	%		
Network Provider to sort out problem	55	36	69
Network Provider to provide a refund	24	28	18
Network Provider to block number	16	18	20
Just wanted a quick solution	11	4	10
Content Provider / 3rd party to provide a refund	8	10	3
Content Provider / 3rd party to sort out problem	1	6	4
PhonepayPlus to sort out problem	3	-	3

Base: Respondent gave answer for stage.
 Multi answer. Q. What happened? What did you request (what specific information did you request)?

Went to? What happened? Result? What did you expect? – Stage 2

Who did you get in touch with?	T1	T2	T3
	%		
Network Provider	11	24	6
Content Provider	31	20	31
PhonepayPlus	51	-	52
Landline Provider	-	2	1
Ofcom	2	-	4
Trading Standards Office	2	-	-
Citizens Advice Bureau	-	2	-
Mobile Manufacturer	-	-	-
Other	1	6	2

What did you request?	T1	T2	T3
	%		
Asked to stop unwanted texts	51	26	48
Wanted to know why this had happened	40	8	51
Wanted to know what service was I was charged for	16	-	18
Subscribed by mistake, and wanted to stop	16	-	17
Wanted to block the texts	19	12	9
Asked for a refund	28	14	21
Wanted to know why it cost more than expected	-	12	2
Wanted to know the name of the Content Provider / 3rd party	12	2	25
Wanted to know how they got my personal details	16	4	26
Wanted advice on how to proceed	25	2	10

What were the result?	T1	T2	T3
	%		
Suggested I contact PhonepayPlus	6	-	2
Gave me contact details for the Content Provider / 3rd party	28	-	28
They did nothing / weren't interested	15	12	8
Informed about how to stop	19	14	16
Suggested I have agreed to this	8	4	7
Gave me an explanation, nothing else	12	8	13
Short code was given	3	2	1
Implied it was my fault	10	2	3

Ideally what did you expect?	T1	T2	T3
	%		
Network Provider to sort out problem	15	12	11
Network Provider to provide a refund	3	4	4
Network Provider to block number	8	4	3
Just wanted a quick solution	11	4	8
Content Provider / 3rd party to provide a refund	21	8	16
Content Provider / 3rd party to sort out problem	14	10	22
PhonepayPlus to sort out problem	21	-	42

Base: Respondent gave answer for stage.
 Multi answer. Q. What happened? What did you request (what specific information did you request)?

Went to? What happened? Result? What did you expect? – Stage 3

Who did you get in touch with?	T1	T2	T3
	%		
Network Provider	12	22	11
Content Provider	34	8	29
PhonepayPlus	23	-	22
Landline Provider	1	-	-
Ofcom	2	-	3
Trading Standards Office	-	-	-
Citizens Advice Bureau	-	-	-
Mobile Manufacturer	-	2	-
Other	-	-	-

What did you request?	T1	T2	T3
	%		
Asked to stop unwanted texts	35	12	30
Wanted to know why this had happened	28	-	28
Wanted to know what service was I was charged for	10	-	11
Subscribed by mistake, and wanted to stop	6	2	3
Wanted to block the texts	17	12	3
Asked for a refund	25	8	23
Wanted to know why it cost more than expected	-	-	3
Wanted to know the name of the Content Provider / 3rd party	5	-	4
Wanted to know how they got my personal details	13	2	9
Wanted advice on how to proceed	14	4	5

What were the result?	T1	T2	T3
	%		
Suggested I contact PhonepayPlus	10	-	3
Gave me contact details for the Content Provider / 3rd party	8	-	11
They did nothing / weren't interested	8	4	10
Informed about how to stop	9	2	6
Suggested I have agreed to this	7	4	9
Gave me an explanation, nothing else	3	4	5
Short code was given	2	2	1
Implied it was my fault	7	6	3

Ideally what did you expect?	T1	T2	T3
	%		
Network Provider to sort out problem	6	2	4
Network Provider to provide a refund	1	8	3
Network Provider to block number	2	6	1
Just wanted a quick solution	5	-	7
Content Provider / 3rd party to provide a refund	18	2	17
Content Provider / 3rd party to sort out problem	8	2	9
PhonepayPlus to sort out problem	11	-	18

Base: Respondent gave answer for stage. Multi answer.

Q. What happened? What did you request (what specific information did you request)?