

Meeting Title:	Citizens Advice – Trading Standards Working Group
Date:	Tuesday 16th October 2018
Time:	10:30 – 13:30
Location:	200 Aldersgate London
Attendees	<p>Citizens Advice: Jon Walters, Alli Dunstan, (minutes)</p> <p>Mel McGinn (CitA Consumer Education)</p> <p>Beth Knight-Yamamoto (CitA Campaigns)</p> <p>Carol Rice (BEIS),</p> <p>Gerry McNamara (CAS)</p> <p>Pam Wood, North West (Lancashire TSS); Tracey Johnson NETSA (Gateshead TSS/CS) ; Judith Gordon (Hertfordshire TSS); Liz Smeed, LOTSA (Camden TSS), Ken Daly, Scotts,</p> <p>Ivan Hancock,(Dorset TSS SWERCOTS ACTSO)</p> <p>Georgina Heath,(Lincolnshire TS) Dai Jones (Wales)</p>
Apologies	Simon Sumner, Andrew McConnell,

UPDATE AND ACTIONS FROM THIS MEETING

1. Welcome and introductions (Jon Walters)

Jon everyone to the meeting.

2. Outstanding actions from last meeting

Regional Analysis - Shared with the group

Traceys Johnsons consumer service guide - completed shared with the group and will now be shared more widely with TSS

3. Consumer Education update, including an update from the Campaigns team

Please see Consumer Education slides

- Old materials archived
- Align the format with the financial capability pages
- Create resources in different formats to enable greater flexibility for those using the resource
- Share examples of good practice - including resources designed by local Citizens Advice offices/ CEPs and the Consumer Empowerment Alliance
- New materials to cover main consumer areas and National Consumer Week

Partnerships:

Worked with Office for Students to write article on Student consumer rights for the next edition of the Adviser magazine

<https://medium.com/adviser> magazine is quarterly - broad subscription anyone that is in an advisor role.

Tracey has write an article on illegal puppy trade.

Promoted London Trading Standards consumer campaign. (Sharing their videos on our facebook workplace page - which is open to the whole network).

Worked with Coventry Citizens Advice to adapt their OMP resources

for NCW.

Great input from Cheshire East TS for our top tips when shopping on OMPs (which is in the pack)

Beth Knight-Yamamoto from the campaigns team introduced herself and what her role is. Beth then mentioned the website link to information for partners:

<https://www.citizensadvice.org.uk/cablink/research-and-campaigns/national-research-and-campaigns-activity/current-work/consumer/scams-awareness-month-2017/partner-hub/>

Consumer week will be held over the last week of November to coincide with Black Friday and Cyber Monday, however the actual launch date will be the the Monday the 26th November. The theme will be Online Shopping Marketplace.

The inhouse post team will also be involved in the consumer week in relation to post and parcel returns etc

Jan 19 will be Big Energy Week

Posters available for Halloween costume safety and Fireworks - Mel to send to Alli who will share with the group

4. Performance and operations update (Jon Walters)

Please see Performance and Operations slides

Performance levels have been relatively stable across the service over the previous few months the volume increase noted at the last meeting as having commenced in May 2018 has continued, with the service being between 10 - 15% over forecasted volumes

Carol asks if this is just GC - JW- yes Energy separate

Client satisfaction target levels continue to be achieved, the next survey should have the results by the end of this month.

Referral levels as a proportion of complaint cases is now just above 40%.

Increase seen in feedback levels - Tracey notes this increase has been down to some TSS asking advisors to collect email addresses from clients.

Regional and local authority level analysis was conducted in June 2018 (during the busiest month to date of the year), this analysis suggested significant variations within regions, although Local and national level events will lead to some of these variations. Alternative approaches to promotion of the consumer service are also likely to be a factor. The analysis was shared with the group in advance to welcome any questions or thoughts in relation to the outcomes and what actions might be appropriate.

The service has experienced intermittent issues with our systems, the impact of which has been of varying degrees - this includes our telephone platform, Flare system and the partner portal. Follow up action is underway with our system suppliers where appropriate.

We continue to liaise with BEIS and the Office of Product Safety in relation to collecting additional intelligence data. Possible code changes

Carol Rice - was not aware of this request, Jon to drop Carol the details.

Following feedback on a very small number of cases, we have undertaken a review of doorstep urgent referral cases, in conjunction with Tracey Johnson. This will be picked up a little later as feeds into Alli's mini projects slot.

We hosted a team from Consumerline in Northern Ireland to understand how we operate and to explore additional partnership working. Colleagues from Consumerline visited the Cardiff call centre to gain some knowledge of how consumer works and to share best practices.

Jon adds:

Service support team that look after the duty function/operations mailbox, has seen some changes within their team in September and left resources low. We did however manage the low resource and subsequently new members have been recruited to the that team.

Volumes

The service had seen a sharp increase in volumes from May and while an increase in contacts is welcome from a service and partner perspective, this was unexpected and not a result of service development activity. The level of increase has now started to level out and is now in line with forecast. Analysis of our internal data has suggested a number of contributory factors, although no one single cause Local promotional activity from some Trading Standards authorities. We have contingencies in place if the call volumes start to fall to push volumes/contacts up.

Ken Daly mentions Resolver and the concern is that they are still there and somewhere in the system.

Carol Rice notes that lots of work has been happening behind the scenes - BEIS looking into the Client/Customer journey and part of this review will include looking at Resolver.

5. Geo location on Citizens advice website - Ian Ansell (Client Journey team)

Please see slides

Geolocation is the identification or estimation of the real-world geographic location of an Internet-connected computer terminal.

GeoLocation varies depending on the database used to identify the user location. Through GeoLocation, we can map IP addresses to the country, region, city, latitude/longitude, ISP, etc.

24 million use the website every year and this gathered data will add to our existing data.

We have conducted a trial on on 1% users, 390,000 and we had 45% acceptance to identify location, even though there is no benefit to the user. The next stage was to increase this percentage of users to 5% and we saw the same acceptance rate, so no change.

Once a user has allowed or blocked, almost impossible to change their mind so there needs to be a benefit to the user.

We are initially looking at adding:

Find you local...

Extent specific advice

Benefits postcode checker

Q&A after the presentation

Does time of day makes a difference?

No the time of day doesn't although the location does.

When is this expected to go live?

April 2019

Is this Cookie based?

No not cookie based. Based on permission in the users browser.

So this is identifying the IP address rather than the user?

Yes

If a user logged in, in 3 separate locations and on 3 separate IP addresses this would not identify as the same person?

No this would be identified as 3 different locations.

How will this be used in the future?

This will add to existing data and the next stage is to look at pages that clients are looking at and where.

6. Mini Projects

Current project is looking at and to review process on Creating and Searching traders, hand in hand this will improve trader tracking - trader duplication.

New improved process so Advisers consistently search and attach an existing trader premises.

We have run several group sessions with the team leaders to self identify what acceptable practice looks like and which elements contribute to this

We have refined the current trader search and creation process document and agreed some internal consistencies, agreeing where we can make improvements. I have re written the business process and I plan to share this with the TL and trainers at the end of this month and after which it will be shared internally and signed off

We will then create a video from the new process to share with all of the centres on how to search and how to create a trader record to go along side the new documented process.

Next project: Criminal referrals

We plan to run more group sessions to self identify required practice and which elements contribute to this.

We will be looking at all criminal referrals, analysing specific data to ensure the advisors are recognising the triggers, are applying the correct coding and sending the referrals

We are thinking about creating additional guides and/or documents primarily on criminal referrals to allow good practice, template briefing documents and to include any key messages

The outcomes will also be fed into our Training User Group to review our approach to induction.

Tracey Johnson gave a summary on Doorstep referrals - Tracey as part of the criminal referral project has started to email TSS to ask what information/data they would want collected in these cases. The response has been widely varied, from very detailed responses to very minimal - discussion within the group took place.

Tracey will look into the feedback received and discuss our approach with Jon.

Regional Analysis

JW discussed the regional Analysis with the group that had been previously shared.

Carol noted that this analysis was great but did not include the “type of issue”.

JW and group agreed to complete further analysis on this data to include the type of issue on the top ten - top ten that have seen the biggest increases. This further analysis will be shared with the group before the next meeting.

Tracy Johnson document - Understanding the role of the consumer service, has been agreed and will be shared with the RAST contacts Regional Coordinators - placed on the \Partner pages and the portal under documents

7. Development Plan

Please see the develop plan slides

Recognising the consumer service has done largely the same activity in the same way for a number of years, we undertook a review and initiated a development plan.

Website Intelligence

Pre-production tool in final stages of development

Interim 'Geo-tagging' intelligence from Citizens Advice website

Geo Tagging will provide additional intelligence relating to clients use of our website, (as presented today)

Webchat

New platform procured

Client journey design commencing in July and will be shared with the existing users. New platform go live at the end of Oct 18.

Selection of consumer delivery centre(s) to pilot being finalised to trial webchat. This will be delivered in stages, 1st stage will be delivered by one centre and then it is envisaged that 2-3 centres will trail the next stage at the beginning of the new year.

Carol asks, when will this be implemented - go live?

JW - expected to be live by the next financial year.

Training

Evaluation of training effectiveness taken place and work to reduce breadth of legal content has been undertaken.

Training, Peter Stonely has been involved with reviewing the training to see if we are able to condense the training time - currently looking at 15 weeks for advisor training, from placing the advert to having a person live on the phones.

Learning and Development team - Discovery Phase - this is to look at new ways of learning rather than the classroom based traditional learning

Trader referrals

Partnered with two certified ADR schemes

Client journey workshops undertaken. Potential partners for pilot have been evaluated identified and meetings arranged to advance.

Partnering with the Furniture Ombudsman and Motor Ombudsman - some trader names have been initially discussed with them (the aim has been to select members of schemes where there is a likelihood of improving current client experience and issue outcomes through referrals). These will be confirmed presently

Expected to be piloted Dec through to early 2019.

Network engagement (England and Wales)

JW - although this states England and Wales, we are happy to share resources and key messages with Scotland.

Internal teams have been engaged and the tools, platforms and other opportunities are in place. Workplace (internal Citizens Advice system) space has been created and content drafted. Resources procured to be shared with local offices. Workplace Live video session to take place around Black Friday/Cyber Monday. Jon invited anyone from the group that may have interest in taking part in the video to let him know - How TSS work with the consumer service.

Carol raised a concern around data capture at local office level and that there was still some inconsistencies as to level of intelligence gained from local offices.

Carol noted that this will be raised as part of the Client Journey assessment being undertaken.

8. PSAT

Please see slides relating to Psat

The first partner satisfaction survey for 2018-19 will be live imminently and we would encourage as many submissions as possible as always.

Trading Standards South West event taking place in Birmingham in November.

Jon stated to the group please do let us know if you wish us to attend any of your regional meetings to talk about the work of our service if that's helpful, we will try our best to accommodate these requests. Members of our teams continue to visit local offices as part of their inductions, Ryan a fairly new colleague to operations team is today visiting Newport. The team remain available to potentially attend local/regional meetings if requested.

9. AOB

Email address collection

Disaster recovery and contingency - Carol asks if this will be shared - JW will share with carol at Mid year review.

Christmas opening hours - Carol asks if these will be noted on the CitA website - JW yes

Xmas Eve and NY Eve 1pm close

2019 meeting dates: 22 Jan, 23 April, 16 July, 22 Oct

Protocol review at the next meeting - to include looking at he the existing templates and possibly reworking/rewording these.

Liz Smeed had a note from a colleague who thinks that there is a gap in reporting signposts - Tracey notes depends if in or out of scope for the service - Liz will send details to Tracey.

Actions summary:

No	Action	Owner
1	Tracey Johnson - Understanding the role of the consumer service document, share with RAST and other contacts/ place on the \Partner pages and the portal under documents	AD

2	Posters available for Halloween costume safety and Fireworks	MM/AD
3	To build on the existing regional analysis, to include the type of issue on the top ten - top ten that have seen the biggest increases. This further analysis will be shared with the group before the next meeting.	JW
4	Share information regarding the safety coding additions to Flare (product make/model) with Carol	JW

