

Trading Standards Working Group meeting

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23 January 2018

Agenda

- 1. Welcome & introductions - 10.30 - 10.35 KW
- 2. Actions from the last meeting - 10.35 - 10.45 KW
- 3. Consumer education update -10.45 - 11.00 MM
- 4. Performance and operations update 11.00 - 11.30 KW & LM
- 5. New Google feedback form 11.30 - 11.40 KW
- 6. PSAT - 11.40 - 12.00 KW
- 7. General Data Protection Regulations JS & JO 12.00 - 12.30
- 8. TSS Audit report - 12.30 - 12.45 GH & KW
- 9. Consumer service development Plan - 12.45 - 13.05 TB
- 10. CSAT - 13.05 - 13.20 KW
- 11. AOB 13.20 - 13.30 KW

Consumer Education update

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For England and Wales
Nov 17 -Jan 2018
updates

Role of Consumer Education

We are developing a Consumer Education training pack to deliver to the network including,

- What is consumer education?
- Who's who in the consumer landscape/ partnership working
- Incorporating CE into other areas of work - such as fincap, housing, education and campaigns
- Key topic areas
- Referrals to the consumer service
- Importance of intel to the consumer service and TS



Events

- **Promoted LTS Consumer week** - by sharing info with the comms team (who supported the week) and with the London LCAs
- **LTS Lettings Seminar** - will be attending the event and have share with colleagues in housing. We have also shared with London LCAs
- **Supporting CEA** - Exec board planning, inc hosting meetings - next meeting 7th Feb
- **Visit to LCA** - to establish what consumer education resources they would use, what topics would be of interest etc...
- **RMA** - Register My Appliance event with AMDEA. Promote the consumer safety through various channels.
- **Citizens Advice conference** - assisted in the fintech workshop which gave us the opportunity to talk to attendees about incorporating CE into their fincap work



New materials

- **Online Subscriptions** - materials to support National Consumer Week. We worked in partnership with UK ECC and ASA to create the resources.
[www.citizensadvice.org.uk/Global/CitizensAdvice/MMcGinnconsumered/before%20you%20sign%20-%20online%20subscriptions1%20\(2\).pdf](http://www.citizensadvice.org.uk/Global/CitizensAdvice/MMcGinnconsumered/before%20you%20sign%20-%20online%20subscriptions1%20(2).pdf)
- **Pass the parcel** - Arranging deliveries for online shopping, interactive consumer game created by the Campaigns team Wales, now sits on the education page
- **Christmas postal services** - resource updated and page refreshed.
- **CEA page** - currently creating a new CEA page where all the resources created by CEA will be hosted.
- **CEP** - creating a page where the Consumer Empowerment Partnerships resources can be accessed.



Adviser Magazine

Adviser 183 Article

- **Bill management companies** - insight to the pros and cons of using bill management companies
- **Employment scams** - article written by Saferjobs to raise awareness of how to spot job scams and how to report them.

Adviser 184

- FACT - illegal streaming/ cody boxes and impact on consumers
- Additional article tbc

Request to TSWG

- **We would welcome expressions of interest for a new member to the editorial board**
- **We would like to cover some TS case studies that have been resolved (either through ADR or court proceedings) for articles for the magazine please!**

Adviser magazine - new writers to join the Editorial Board

What we're looking for

We need experts in consumer advice to help us plan and select our priority topics.

Our expectations of Editorial Board members:

- Identify expert writers who can contribute to Adviser
- Write or commission at least one piece, up to 3,000 words, for the publication per year
- Regularly review and provide feedback on content and publication process to ensure continuous improvement of the magazine
- Review and edit draft articles to confirm accuracy and that they meet the brief
- Review any amendments made by the publisher and achieve final sign off from the author
- Attend two meetings a year at Citizens Advice's offices in London or Birmingham, with additional meetings where required either in person or remotely.

What's in it for you:

- Your name and article in a well respected and widely distributed publication
- The opportunity to help advisers make a real impact on the lives of some of the most vulnerable members of society
- The opportunity to network with other advice professionals in your field
- All reasonable out of pockets expenses incurred by attending meetings of the Editorial Board are reimbursed
- Support from Citizens Advice staff to carry out the role

Contact Melanie or more information and terms of reference - melanie.mcginn@citizensadvice.org.uk

Consumer Empowerment Partnerships

This year we have three Consumer Empowerment Partnerships.

For 12 months each CEP will lead and develop local leadership in consumer protection and empowerment; integrating information, advice, education and advocacy. They are working on:

- Improving ease of switching suppliers, for those with limited or no access to the internet, in markets like energy - Coventry
- Easier complaints process for consumers in their local area, with a focus on people who experience mental health issues - Bristol Citizens Advice
- Better customer service from mobile repair shops - Chiltern Citizens Advice



By the end of the year Consumer Empowerment Partnerships will have

- Created a toolkit for local influencing or awareness raising on national research area
- supported a number of offices to locally influence or awareness raise using toolkit
- Collated lessons learned from other offices to improve the toolkit for other local offices in the future



The logo for Citizens Advice, featuring the words "citizens" and "advice" stacked vertically in white, lowercase letters inside a dark blue speech bubble shape.

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For more information about the consumer education resources please go to

www.citizensadvice.org.uk/about-us/how-we-provide-advice/our-prevention-work/education/education-resources/education-resources/

Contact Melanie McGinn

melanie.mcginn@citizensadvice.org.uk

Performance and Operations

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Performance and Operations

- Our focus remains on ensuring quality of advice, data and referrals by all our delivery centres is delivered to partners and meets expectations. The service is now exceeding the required quality state target
- The recent TSS Audit of cases confirms results are consistent with previous audits prior to transition
- Consumer satisfaction remains high and partner satisfaction levels currently exceed target levels

Performance and Operations

December 2018

Quality	Average Speed to answer	Client Satisfaction	Partner Feedback	Time to Respond to Partner Feedback	Referrals as a % of complaint cases	Average Handling Time
Target 70%	-----	Target 80%	Target 2%	95% in 5 working days	-----	-----
75.84%	01:35	96%	2%	99%	41.74%	12:43

Performance and Operations

- We ran a mini project from September - December on reducing average handling time (AHT) on calls, whilst maintaining quality, to increase capacity
- Project was successful, a tool kit was developed and centres shared best practice. looked at call structure, model calls and coaching skills
- A new mini project on case notes has been prepared with aim to drive consistency to benefit partners and also our advisors
- Delivery centres are working collaboratively in many areas
- We continue to work closely with delivery centres
- CAD continue to deliver well

Performance and Operations

- Leanne Dullard has recently joined the Citizens Advice team and has been visiting the English and Welsh delivery centres to offer support and expertise
- We are now undertaking our third round of audits for quarter three with English and Welsh delivery centres
- Doorstep crime, scams and product safety remain our key focus areas and daily data checks are undertaken in centres and by the operations team
- Lisa McLain, Operations Manager from Caerphilly Citizens Advice joins us today to talk through their experience of setting up and delivering the consumer service

Google Feedback Form

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Google Feedback Form

- The new google internet based partner feedback form was shared with partners and centres on 21 November and a link can be found on partner pages
- There was an immediate uptake and now more than 70 TSS are using it
- We have a note that 8 TSS are unable to use the form for technical reasons, mainly due to local IT systems blocking form
- We would encourage uptake where possible by partners as its submission is easier (than attaching an excel form) and it goes directly to the centre of your choice
- We have received good feedback from partners and centres alike

Partner Satisfaction

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Partner Satisfaction

- The Citizens Advice consumer service is measured by the Department of Business, Energy and Industrial Strategy (BEIS) on the satisfaction of service partners
- Citizens Advice sends out a survey to partners every six months asking them how we perform in a number of areas.
- Wave 8 Partner Satisfaction survey results were shared with partners in December 2017
- Partners gave an overall satisfaction rating of 85% against a target of 80%
- Overall satisfaction has remained well above targeted level for the previous four surveys and the trend across the majority of questions is positive
- In total we received submissions from 155 respondents, which shows a marginal increase when compared to the previous survey, where we received 146 responses

Survey areas

The partner satisfaction survey measures feedback in the following areas:

- Citizens Advice as a delivery partner overall
- How the delivery centre suppliers interact with partners
- The performance of the Citizens Advice consumer service operations team
- How referrals and feedback are managed
- The application and compliance of trader tracking requests by advisers
- Experience of accessing data through the partner portal

We collate a report summarising the results and appropriate engagement and development activities following the publication of each survey.

Results analysis

Overall the results are very reassuring suggesting high levels of overall satisfaction and improvements in some areas:

- Overall satisfaction increased slightly, remaining well above the BEIS target of 80%
- There was an increase in satisfaction with case notes, and while there remains work to do in this area, we are pleased our work to this point has impacted this positively
- Satisfaction with the Operations Team has increased in three of the four questions
- There has been an increase in satisfaction relating to our feedback process, and as partners have the opportunity to use the new forms we have designed we hope this will further improve
- Fewer partners surveyed on this occasion made use of our data (although satisfaction with the data has increased for those that did)
- Less partners used trader tracking, however there was a significant increase in satisfaction relating to the process following development work we have completed

Development areas

These results have also informed a number of initiatives and activities we will be undertaking

- We will commence a project with delivery centres relating to case notes - this will include sharing of resources and best practice and additional quality activities
- We will review and re-circulate our processes and guidance relating to obtaining and attaching correct trader information to cases
- We are also conducting a full review of our adviser training programme as part of our wider service development activity, to ensure this emphasises all the necessary 'on the job' skills (such as clear and accurate notes and obtaining trader information) as well as the legal knowledge required
- Using data from the Trading Standards audit of cases in September, we will work with advisers to remind them of the importance of referrals being sent correctly
- Finally we will work with all our delivery centres to ensure satisfaction with the level of support partners receive from them increases

Action planning

Satisfaction area	Activity	Review date	Expected outcome
Case notes	Initiate case notes project Sharing of best practice across centres Creation of agreed notes templates/structures Additional quality initiatives specifically focussed on notes	January 2018 February 2018 February 2018 February 2018	More consistent standard of case notes to continue improvements in satisfaction levels
Centre satisfaction levels	Analysis of survey additional comments for trends Engagement with some respondents by Relationship Manager to explore reasons for dissatisfaction Partner engagement centre guidance to be drafted and shared with delivery centres	January 2018 February 2018 March 2018	Improved satisfaction with levels of support offered to partners by delivery centres

Action planning

Satisfaction area	Activity	Review date	Expected outcome
Adherence to referral protocols	Arrange partner supported adviser training on high profile referral areas such as product safety and doorstep crime Initiate protocol review with partners to ensure all information fully up to date Amend weightings in quality management framework to ensure cases where referrals are missed fail reviews	February 2018 February 2018 March 2018	Improved adherence to protocols, and more consistent identification of non-enforcement referrals
Trader information	Review of existing training resources and processes surrounding trader information Circulate revised resources/processes Additional quality initiatives specifically focussed on trader data	January 2018 February 2018 March 2018	Improved quality of trader data being collected and shared with partners

TSS Audit

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TSS Audit

- The audit was completed mid September 2017 and the report was circulated in late December 2017
- Key findings of report include doorstep product safety and scams continue to be areas of concern
- Action Planning: All activities detailed in the report are underway, including the doorstep, scams and safety data checks, case notes project
- Looking to increase consistency of results.
- Looking for additional support from TSS in adviser training

Consumer service Development Plan

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Development Plan

- The service has been has operated as it does now for a number of years and there are development opportunities
- We also recognise that partners have specific areas they would like us to address, such as volumes and associated referral intelligence
- There is a plan in place which outlines our approach. A number of key areas have been identified as part of this that we will focus on to drive the service forward.

Priorities - Intelligence

- Citizens Advice is aware a number of clients with consumer issues now self-serve through our website (around 450,000 users a month)
- We are keen to encourage clients to provide intelligence when they do so
- To achieve this we are looking to develop a tool that will allow clients to provide additional intelligence in a managed and structured way
- The aim is to allow this intelligence to be directed into the partner portal
- A project plan is being drawn up now with work to commence in early 2018

Priorities - Webchat

- The service historically has only operated via two channels and to improve client experience and contact volumes we are looking to add a third
- We have trialled webchat in the past and this was largely successful
- It is used elsewhere in Citizens Advice to a high degree of success
- Initial planning is underway in relation to more extensive piloting, which will commence by mid-2018

Priorities - Training

- Following transition, we have had the opportunity to evaluate our approach to training
- This relates not only to the materials, but also the delivery methodology
- We now have a three tier approach, that will make the training more:
 - Effective
 - Efficient
 - Flexible
- The aim is to allow us to ensure we have advisers joining the service even better equipped to advise clients and collect key partner intelligence

Priorities - Trader referrals

- We are aware of organisations that have pathways with private companies that allow complaints to be escalated
- Our model focuses on supporting clients with their issue and also reducing detriment more widely
- This is an area we are keen to explore, so long as we can ensure relationships with traders can be implemented and maintained without compromising impartiality or our current interactions with Trading Standards
- We are commencing work on this area now, and will be in contact with partners when we have further considered how this might be implemented

Customer Satisfaction Survey

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Customer satisfaction survey - 2017/18

- Having now come through the transition to the Citizens Advice network, this is our first in-depth look at clients' experience of the service since the new contact centres took over from Agilisys in England and Wales.
- Although Agilisys were still handling some calls at this time, no Agilisys clients were sampled for this research
- Given that the clients we contacted received advice between April and July, it is noted that the transition was still ongoing at this point, and that many of the contact centres were not up to full speed.

Customer satisfaction survey - 2017/18

- Since the 2016/17 W2 survey we removed household income and work status questions, and inserted a question about physical and mental health. We included 3 new questions about clients' knowledge of their rights, the complexity of issue, and confidence to take action before receiving advice
- Clients were sampled from cases ranging from April to July 2017 - they were surveyed in August and September 2017 - 5-25 weeks after receiving advice
- In light of the transition, we took more of a focus on contact centres than ever before. Sample quotas were set for each contact centre so that we could robustly understand their performance at 95% confidence with a 5% margin of error

Customer satisfaction survey - 2017/18

2,789 of 3,392 respondents (82%) said that it was 'Easy' or 'Very easy' to access the consumer service.

	Consumer	Energy	Post	Total 'Easy' or 'Very Easy'
Rolling average previous waves	86%	88%	82%	86%
Wave 1 2017/18	82%	84%	74%	82%

Customer satisfaction survey - 2017/18

2,800 out of 3,400 respondents (82%) said that they were 'Satisfied' or 'Very satisfied' with the overall service.

	Consumer	Energy	Post	Total
Rolling average previous waves	86%	87%	80%	86%
Wave 1 2017/18	82%	82%	87%	82%

Customer satisfaction survey - 2017/18

1,958 out of 3,354 respondents (58%) said that their problem was 'Completely' 'Mostly' or 'Partly' resolved.

	Consumer	Energy	Post	Total
Rolling average previous waves*	57%	71%	55%	58%
Wave 1 2017/18	57%	72%	56%	58%

How we will prepare for the General Data Protection Regulation (GDPR)

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What is the GDPR?

- From **25 May 2018** all UK organisations will need to comply with a new data protection law, the General Data Protection Regulation (GDPR)
- The GDPR is an evolution of the Data Protection Act, not a revolution. It's a good time to review how personal data is looked after and make any changes to comply with the GDPR
- Not complying with the law will lead to regulatory action and fines

What are the key changes under the GDPR?



It's a legal requirement to have appropriate governance structures in place



There must be documentation of data held, where it came from and who it is shared with



It must be clearly explained to clients how their data will be used - for example in privacy notices



Requests from clients to delete, remove or change data must be responded to quickly

What are the key changes under the GDPR?



Serious data breaches have to be reported to the ICO within 72 hours



Consent to use or share data will need to be more specific and there will need to be a record



There are higher fines if the law is breached

What is the impact on the consumer service?

- Data sharing agreements will require updating to reflect the change to legislation
- How and for what purpose we capture consent or our legal bases might change
- What data is shared and how may need to change

Any Questions?

Thank you

Jake Smith, Information Governance
Jo Orsler, Service Support Manager

