

Trading Standards Working Group



18th July 2017

Agenda

- Welcome & introductions - 10.30 -10.35 - JW
- Actions from last meeting - 10.35 -10.45 - JW
- Consumer education update - 10.45 -11.00 - MM
- Performance and operations update - 11.00 - 11.20 - JW
- Consumer service Transition - 11.20 -11:40 - JW
- Feedback process - 11:40 - 12:00 - JW
- TSS Audit - 12.00 - 12.15 - JW/GH
- Service development - 12.15 - 12.30 - JW
- Consumer website pages with Citizens Advice Content Lead - 12.30 - 13.00 - SK/JW
- Approved trader schemes - 13.00 - 13.15 - JW
- AOB – 13.15 -13.30 - JW

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Consumer Education & Campaigns

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Events

- **NTS Scams Team & CEA Scams; exposing the hidden danger to our health**

The National Trading Standards Scams Team (NTS Scams Team) and the Consumer Empowerment Alliance (CEA) hosted a scams conference which we attended with an information stand to promote the consumer education resources and CEP materials.

- **CTSI Conference**

As well as the consumer service stand we also hosted a local service stand to showcase how the local citizens advice offices deliver consumer projects. Secondary ticketing, NCW resources and scams were the most discussed resources.

- **Outcomes** from the conference,

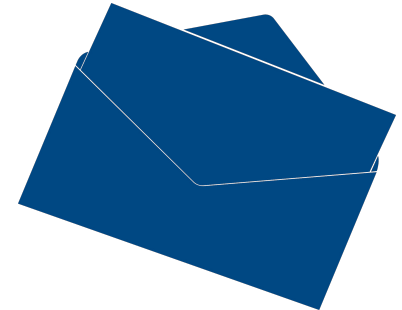
- Links with FACT - for potential articles and materials
- Link with Which - for potential articles and YCOY event
- Local service to promote electrical safety projects with ESC
- Links with The Property Ombudsman - potential articles and resources



Scams Awareness month

It's been a busy Scams Awareness Month this year. So far we have:

- Over 340 organisations have signed up as partners to help us raise awareness of SAM.
- Produced campaigns materials which have been downloaded over 4,000 times with more than 300 orders for physical versions.
- Worked with SAFERjobs to produce a resource for young people and employment scams
- Friends Against Scams team to promote the training resources they provide.
- We have also written an article for Adviser, which is available on medium <https://medium.com/adviser> and is also the front cover article of the next edition due out this week!!!!
- Sharing examples of good practice - inc CEA poster campaign and Essex youtube resources on scams and doorstep crime/ rogue traders
- Social media has been used to publicise the campaign, advice about scams, and our resources to help, with over 20k #scamaware tweets.



Education resources

- Undertaken episerver training to enable us to change/ adapt and improve the consumer education pages.
- Start to update resources - remove old brand, improve format
- Create new topic areas - in line with our own plans and campaigns but also open and receptive to requests and suggestions from partner organisations.
- Build and develop an examples of good practice external projects page - whereby LCA, TS etc... can share resources they have developed and produced.
- Discussions with BBFC to help create resources for schools on film and game classifications
- Discussions with Money and Mental Health to produce flash cards on basic consumer rights, for CPNs/ health workers to use with clients
- Once page is up to date will relaunch it - to CEA group, LCA network, TSWG etc...



Adviser magazine

- Scams article - front page of edition 181. There is also an article focusing on **online sales and returns costs** (Kate Hobson.)
- Next article focuses on the work of the Joint Task Force and their work with banks to help scam victims (RBS contributing.)
- Have approached FACT with a view to writing an article on cody boxes

Again if anyone would like to contribute an article please let us know!



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

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Performance and Operations



18th July 2017

Performance and Operations

- Transition of the service is coming to a close
- All new delivery centres now on-line and handling contacts
- Wait times have decreased significantly from the start of the year, as volume moves from existing centres to the new ones
- Agilisys continue to deliver some aspects of the service through until the end of July
- Complaint levels from clients have remained low and consistent
- Contingency measures remain in place with additional options ready for deployment as required



Performance and Operations

- June performance information is outlined below, as per the final partner update:

	Quality	Webform Responses (3 WD)	Client Satisfaction	Partner Satisfaction	Average speed to answer (seconds)	Forecast accuracy (GC)	Referrals as a % complaint cases	Volume of complaints
Target	70% 'Good'	100%	80%	<2%	-----	95% - 105%	-----	n/a
	67.86%	70.88%	98.00%	2.14%	109	90.36%	43.34%	31



Performance and Operations

- Challenges have been experienced around resource levels in some centres. Additional recruitment has taken place as a result and training plans until the end of the year now in place
- There have also been some challenges around webform response times, relating to adviser productivity dealing with written responses. We have worked with the centres involved and expect to see improvements
- Referral levels have marginally increased overall through transition
- Quality levels are encouraging given the number of new advisers. Assessors are also working with us to benchmark for consistency and become more familiar with the framework. As they and advisers become more experienced this result should improve.



Performance and Operations

- We remain just in excess of the 2% target level for partner feedback. Again given new adviser numbers this was not unexpected and given ongoing adviser development should decrease in the coming months
- Performance at CAD remains in line with targets - although not directly involved in transition they have felt some impact particularly early in the implementation
- Welsh language service provision is being delivered by our Cardiff centre, and performance being closely monitored
- We have been monitoring demand around product safety cases in conjunction with BEIS



Client satisfaction

- After call satisfaction has increased marginally, with the following results taken from June 2017:
 - **98%** of clients were satisfied or very satisfied with the overall service received.
 - **99%** of clients said they would use the service again if they needed to.



Website Volumes

- The consumer pages on the website continue to attract over one million pageviews, and around 450,000 users a month
- There has been a decrease in page views and users to the consumer pages between May and June
- Over 71,000 users visited the 'Contact the consumer service' or 'Report to Trading Standards' pages in June
- 'Report to Trading Standards' is the second highest landing pages for user

Consumer pages	May	June
Page views	1,419,150	1,387,577
Users	467,127	450,490

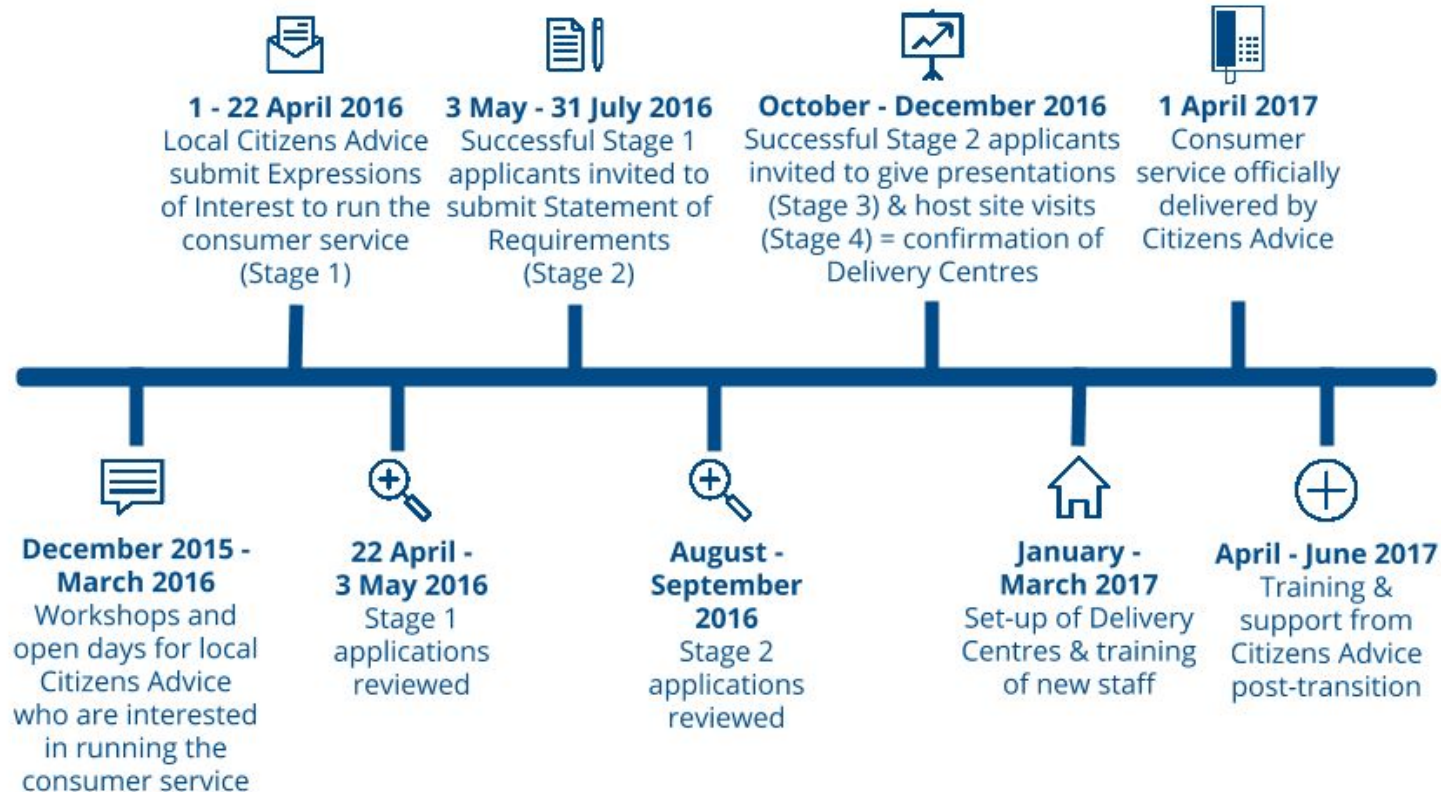


Consumer Service Transition

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Progress update



Delivery centre summary

Delivery centre	Advice areas	Status
Gateshead	General consumer, energy, post	General consumer - Live Energy and post - Live
Manchester (with Sheffield)	General consumer, energy, post	General consumer- Live Energy and post - Live
Caerphilly	General consumer	Live
Cardiff and Vale*	General consumer	Live
Staffordshire North and Stoke-on-Trent	General consumer	Live
Torfaen	General consumer	Live
West Lindsey	General consumer	Live

Delivery centre summary

- Seven local offices across eight sites delivering the service in England and Wales
- CAD continue to deliver the service from Glasgow and Stornoway
- Citizens Advice and Citizens Advice Scotland provide overall management of service, including:
 - Grant and contract management
 - Quality
 - Partner engagement
 - Customer satisfaction



Progress update

- Overall progress has remained on course throughout the project, with milestones achieved and centres coming on-line as per original plan
- Each delivery centre has their own strengths and challenges and we are adopting an individual approach with each to work with them and also share best practice
- This is underpinned by performance management framework, with monthly grant management meetings and quarterly audits
- Each new centre has a designated grant manager to manage the relationship and take ownership of any issues that are identified in conjunction with the centre involved

Performance update

- Delivery centres are in the process of taking the final transfers of volume in the next couple of weeks (with some already at expected volume levels).
- Work continues around balancing quality with adviser performance levels, to ensure there is appropriate resource levels at each centre for their forecasted demand
- As mentioned in the performance update, webform productivity has been a particular areas of focus
- Operations working groups (held quarterly with all delivery centres in attendance) are used as a means to work on service wide challenges or opportunities, and also sharing best practice

Quality update

- Quality performance is encouraging given the number of new advisers, with a result very close to the target level in June
- Partner feedback has increased, however this is welcomed as it provides an additional channel for adviser development
- Some of the additional quality management measures we had in place are now being phased out as we return to BAU and centres take responsibility for quality management at a local level
- Protocol adherence, particularly for civil and business issues, has proved a challenge and we continue to work with centres to ensure this is corrected
- Quality assessors are undertaking benchmarking and consistency sessions with us, and in the medium term will peer review other centres

Citizens Advice activity

- We are now transferring internally from a project to BAU approach
- The implementation management and project team is not longer in place, and we now have individual grant managers appointed with each centre
- We have started to formally close the project and undertaken a lessons learnt review
- We are working with Gerry McNamara from CAS to sure operationally CAD and the new centres are working consistently and in a joined up manner
- We have commenced work on the service development plan for the next three years (covered later in the agenda)

Transition - partners

- The final partner update will be circulated imminently
- The transition mailbox, where questions about the project could be sent, has been closed and re-directed to our main partner facing inbox (operations@citizensadvice.org.uk)
- We attended the CSTI conference in Harrogate in June, and spent time speaking with a number of representatives from within Trading Standards about the transition and our current priorities



Transition - partners

- At conference we undertook a short survey of a number of partners around the transition project
- While response levels were reasonably low (35 in total) it provided us an opportunity to receive direct feedback on the project
- Of those that were aware of the project, all thought it had been handled well or very well
- 70% felt we had communicated well throughout
- Individual comments have been taken for analysis and additional activity where required

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Partner feedback

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Partner feedback

- Partner feedback is invaluable to the consumer service as a means of supporting our quality process and driving improvement
- Centres are targeted to act upon any submission, and this could include anything from speaking to the adviser concerned, to contacting the client directly
- Feedback from partners has been that process is not streamlined at present, with documents requiring completion and emailing to us
- When explored previously, costs and/or technical issues have made an online option difficult to implement

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Partner feedback

- The team have recently developed a solution that should allow the process to be updated, and mean documents would no longer be required
- The form will allow partners to complete and submit online
- It will also create more granular reporting at a service wide level, while also making the process less labour intensive from our perspective
- The current build is for general consumer cases only (with Trading Standards being the main audience) however if successful we will also implement a version for other partners

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Partner feedback

- Some initial testing has taken place internally and with one or two contacts within Trading Standards
- The next step is to test more widely across authorities, and we would welcome expressions of interest in this regard
- Once we are confident this solution is effective, we will start roll out more widely, with associated communications, and add the link to the partner portal and email signatures



TSS Audit

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TSS Audit

- The Trading Standards audit is conducted annually across all authorities that are able to participate
- It is managed by Trading Standards in partnership with us, and a joint report is circulated upon it's completion
- It was agreed in this group previously that this year's survey would take place after the service in England and Wales has successfully transitioned
- This will provide a significant level of insight into quality across a significant number of cases and further aid in the development of advisers

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TSS Audit

- Georgina Heath continues to kindly coordinate this, and we have been in contact between meetings to confirm the high level details as per discussions with this group:
 - RAG status definitions are satisfactory
 - Minimum case numbers for review have been removed
 - audit will take place week commencing 18th September
 - Authorities will have an week after this to return data
 - TS East Midlands will collate responses in early October into draft report
 - Citizens Advice will then add to this, with joint report ready for circulation by November

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Service development

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Service development

- Now the transition has ended we are focussing on the future of the service
- We recognise the service 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
- The plan is now being worked on, to outline our approach. A number of key areas have been identified as part of this that we will focus on, that largely mirror those discussed in this group

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Service development

- Upon completion the plan will be presented to the Association of Chief Trading Standards Officers at an upcoming meeting to be agreed before the end of 2017
- This will allow further input from partners on our approach and also allow us to highlight any progress already made against the plan
- The plan will then be shared with partners, and regular updates will be communicated



Citizens Advice online consumer advice



Simon Kaplan
Content Lead, digital
team

What I'll cover:

How and why we design online advice

How we review online advice to plan improvements







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We design online advice based on the needs of people who use the website.



What do we write about?

From our very initial research 2 years ago we found that people only come to us for answers to problems.

We call the advice we give in this situation tactical advice

Not preventative advice or just general information



This advice applies to England

Advice can vary depending on where you live.

Change country



Go

Water supply

Saving water

Water leaks

Saving water in the home

Saving water in the garden >

Saving water in the garden – top tips

Add reference

Extent EW

In hot and dry weather, water used outdoors can add up to fifty per cent of total UK usage. If you have a water meter, it pays to save water so your bill is reduced. You may also want to save water to help the environment. This page suggests ways you can save water in the garden by using less mains water.

Watering plants

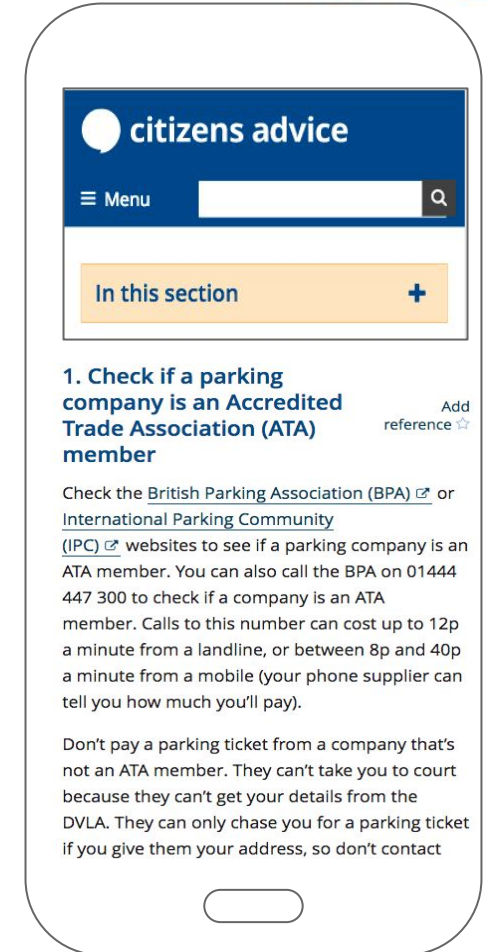
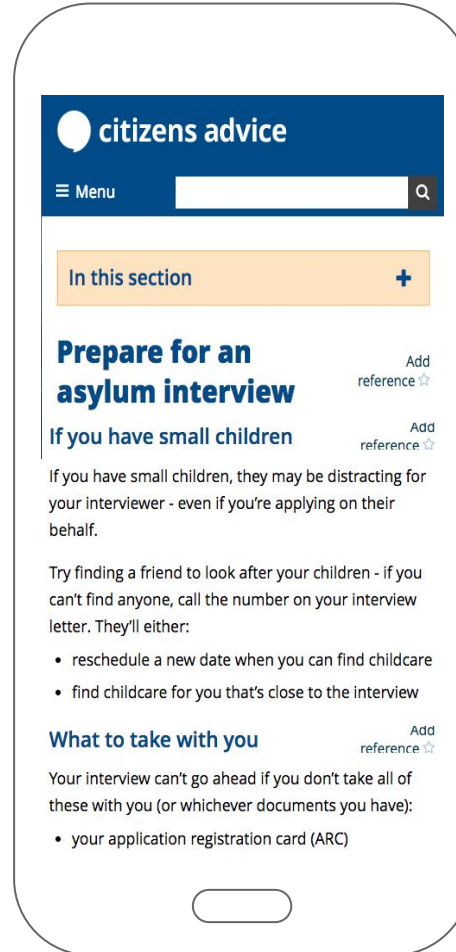
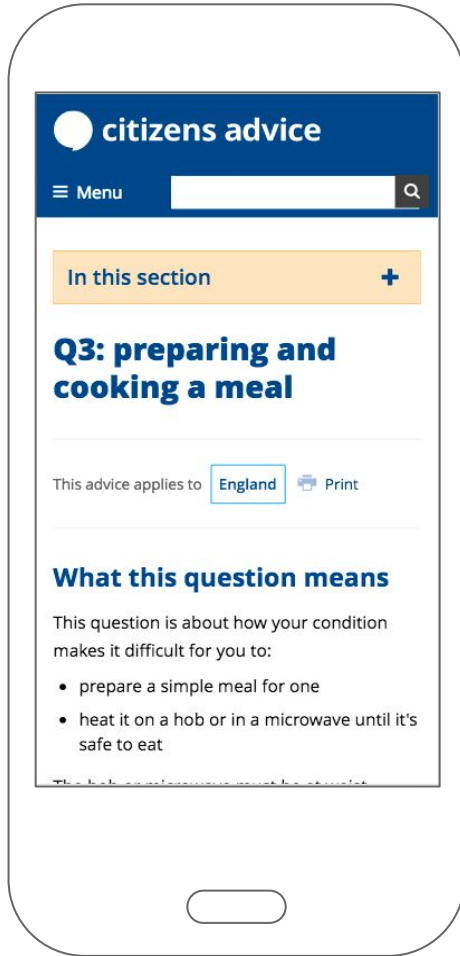
Add reference

When you are watering your plants there are many things you can do to make better use of water:

- **use a watering can** instead of a hose. If you do use a hose, use a trigger to control the flow
- **avoid using watering can roses.** except on young seedlings. as much of the water



Our users need practical, actionable advice



Everything we write is based on 'user needs'.

These are statements that set out a person's problem

Eg: 'As someone who has had their flight delayed for more than 5 hours I want to know if I can get compensation so that I can cover the costs of this delay'



Digital advice process



Designing for advisers and clients

Expert advice team

Research

PHASE

Discovery

Collect user needs from advisers & public

Writing

Content is written & designed for the site

Peer review

Multiple cycles of peer review

Testing

With the public & advisers

Check accuracy

Expert Advice Team covering England & Wales

Preview

2 week preview to advisers as a final test stage

Live

Content goes live on the site

How we review online advice to make improvements

- feedback from the public and advisers
- data: Google Analytics and Trends
- how people move around the page



Example

[Benefits](#) [Work](#) [Debt and money](#) [Consumer](#) [Family](#) [Housing](#) [Law and courts](#) [Immigration](#) [Health](#) [More from us](#)

[England](#) > [Consumer](#) > Claim compensation if your flight's delayed or cancelled

Claim compensation if your flight's delayed or cancelled

This advice applies to [England](#) [Print](#)

If you booked a flight that departed from Europe or was with a European airline, you might have rights under EU law if your flight is delayed or cancelled.

For the EU law to apply, you'll need to have departed from the UK, European Union (EU), Iceland, Liechtenstein, Norway or Switzerland.

In this section

Holidays and transport

[Claim compensation if your flight's delayed or cancelled](#)

[Cancelling a holiday](#)

[Claim compensation for a holiday](#)

[Get airline compensation for lost or delayed luggage](#)

[Getting a refund for a cancelled or delayed train](#)

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Data - summary

High visits - 64,000 + in June - Clients are on the page for 7 to 8 mins

Good optimisation of search

Majority come straight from Google and then leave

Bounce rates are quite high (80%)



On page searches

What are people searching for within the section

ga:searchKeyword	ga:searchUniques
complaint cancel booking flight	4
flight delays	2
small claims	2
2. 65.1.3	1
adverse wather cancelled flight	1
airline claim forms	1
airline goes out of business	1
airline staff on holiday claim for flight delay	1

Low level of searches for 1 month given the number of page views.

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How clients travel to the page

		Entrances (started on the page)		
/	0.09%	87.25%	/	0.52%
/about-us/contact-us/	0.04%	↓	/about-us/contact-us/	0.13%
/about-us/how-citizens-advice-works/	0.04%		/about-us/how-citizens-advice-works/	0.04%
/about-us/how-we-provide-advice/advice /search-for-your-local-citizens-advice/loc al-citizens-advice-details/?serialnumber =101201	0.04%	→	/about-us/how-citizens-advice-works/job-and-voluntary-opport unities/	0.04%
/consumer/	1.46%		/about-us/how-citizens-advice-works/who-we-are-and-what-w e-do/annual-reports/	0.04%
/consumer/alternative-dispute-resolution /settling-out-of-court/	0.09%	/holiday-cancellations-and-compe nsation/if-your-flights-delayed-or- cancelled/	/consumer/	0.43%
/consumer/get-more-help/if-you-need-m ore-help-about-a-consumer-issue/	0.04%		/consumer/alternative-dispute-resolution/settling-out-of-court/	0.21%
/consumer/going-to-court/going-to-court/ taking-court-action/Problems-with-goods ---letter-before-court-action/	0.04%	50835 pageviews	/consumer/get-more-help/if-you-need-more-help-about-a-cons umer-issue/	0.26%
/consumer/holiday-cancellations-and-co mpensation/cancelling-a-holiday/	0.17%	↓	/consumer/holiday-cancellations-and-compensation/cancelling -a-holiday/	0.13%
/consumer/holiday-cancellations-and-co mpensation/claim-compensation-for-a-h oliday/	0.60%		/consumer/holiday-cancellations-and-compensation/claim-co mpensation-for-a-holiday/	0.60%
/consumer/holiday-cancellations-and-co mpensation/get-airline-compensation-for -lost-or-delayed-luggage/	0.04%	Exits	/consumer/holiday-cancellations-and-compensation/get-airline -compensation-for-lost-or-delayed-luggage/	0.13%
/consumer/transport/transport/public-tra nsport/trains/how-to-claim-compensatio n-for-a-cancelled-or-delayed-train/	0.04%		87.99%	/consumer/somethings-gone-wrong-with-a-purchase/if-someth ing-you-ordered-hasnt-been-delivered/



Feedback

- 80 to 85% of user feedback was about the individual cases people had
- Some comments which point to looking at the functionality of the web forms



Conclusions

The page performs well.

Low level of on page searches

People staying on the page to the end

Not searching through lots of similar pages



Approved trader schemes

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Questions & any other business

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