

Trading Standards Working Group

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28/07/2016

Agenda

- Welcome & introductions
- Actions from last meeting
- Consumer education & Campaigns update
- Performance and operations update
- Partner Satisfaction
- Consumer codes project
- Consumer service transition
- TSS Audit
- Trader Tracking
- AOB – next meeting



Consumer Education & Campaigns

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Adviser Magazine - Consumer Articles

- **Edition 175** - Subscription traps - provided by Daniel Vandenburg Partner Intelligence team was produced.
- **Edition 176** - ADR and partnership working from the Consumer Service, written by Jon Walters with the FOS.
- **Edition 177** - currently discussing topics for this edition; the choices are Energy efficiency, Car Hire or Post.

Support for these article from CTSI, CEA, ECC, FOS, TS is much appreciated and helps to provide holistic approaches to consumer issues.

We welcome the offer from consumer bodies to assist with topics or content. We also currently provide brief news articles for the magazine.

www.citizensadvice.org.uk/about-us/how-citizens-advice-works/products-and-services/adviser-resources/adviser-magazine/



Work with Partnership Intelligence team

Currently working with the Partner Intelligence team on

- **Car Hire resources** - following on from the research by the PI team we created a new page to showcase the CMA resources and the ECC resources on this topic. We have also developed some educational resources on this topic to support consumer awareness.
- **Subscription traps resources** - Following on from work with the PI team we are continuing to developing consumer education resources on this topic.

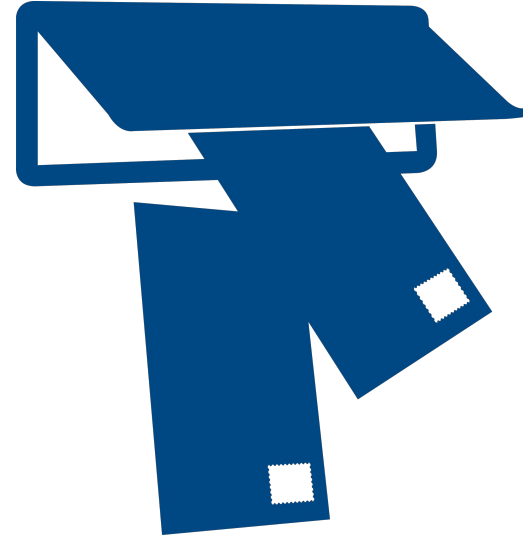


Scams Awareness month - current.

- **Week 1:** phone scams, including pensions and investment, phishing.
- **Week 2:** Online scams including: jobs scams, subscription scams (aka free trial scams) ticket scams,
- **Week 3** Mass marketed mail scams: lotteries, clairvoyant, prize draws, premium rate scams.
- **Week 4.** Doorstep scams: building and bogus selling.

Data on views, downloads and bounce rate will be examined in the summer.

Visited North East Derbyshire Scams event.



New Resources

- **Potential new material** - currently developing a signposting resource which included content on the Mental Health Act, the Care Act and Section 75. This is taking longer than expected but incorporating input from external organisations
- **Employment** - dealing with how to deal with potential scams, paying for agency fees, training fees. We are linking with the employment team and saferjobs for this piece of work.
- **Electronic/ Electrical goods** - to support the work of the CEPs and possibly for NCW



Engaging with the network

- **Visits** - Increasing visit to local Citizens Advice to promote education resource and better understanding of Consumer Education.
- **Research** - assisting with pieces of research local service may be doing on consumer issues.
- **Partnership** - using our contacts to partner local service and TS effectively. For example we have recently been able to identify a local Citizens Advice office to participate in the TSSE Protection of Vulnerable adults board.
- **CEA** - share CEA resource such as the poster campaigns with the local network, for campaigns and social media purposes.



For more information on the Consumer Empowerment Partnerships contact Clare Bull

clare.bull@citizensadvice.org.uk

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/

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Performance and Operations

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Performance and Operations

- There have been a number of challenges to performance since the previous meeting
- Volumes of contacts to the service has been well in excess of forecasted demand
- There have also been ongoing recruitment campaigns to seek to ensure appropriate numbers of advisers are within the service
- While answer rates within the service have been impacted by these areas, other performance areas, such as quality, client satisfaction and partner satisfaction all remain above targeted levels
- Contingency arrangements are in place to support performance



Performance and Operations

- June demand against forecasted levels, and the impact to answering times during this period

Week commencing	Forecast accuracy	Average time to answer (mm/ss)
6/6/16	112%	01:43
13/6/13	113%	02:17
20/6/13	110%	02:15
27/6/13	105%	01:47



Performance and Operations

Supplier KPIs								
	Quality Monitoring	Service availability	Service level (calls answered in 60 seconds)	Abandonment Rate	Webform Response Time (2 working days)	Webform Response Time (3 working days)	Customer Satisfaction	Partner feedback (% of referred cases)
Target	70% 'Good'	99.5%	80%	<5%	95%	100%	80%	<2%
GB	72.83%	100.00%	36.10%	15.20%	96.38%	100.00%	96.15%	1.56%
Consumer	70.94%		31.86%	15.75%	96.29%	100.00%	96.24%	
Energy	94.12%		84.13%	3.08%			94.74%	
Post	100.00%		70.39%	9.02%	100.00%	100.00%	94.44%	



Performance and Operations

	Contact and performance statistics					Website Analytics	
	Contacts answered	Forecast accuracy	% of emails	% out of scope	% Anons	Visitors to the consumer pages	Visitors to 'report to Trading Standards'
Target	N/A	95% - 105%	5% - 7%	<10%	<10%		
Consumer	74443	112.66%	10.94%	15.84%	3.95%	494173	42464
Energy	5414	94.22%	4.81%	3.91%	3.08%		
Post	780	45.18%	1.25%	28.39%	18.83%		



Performance and Operations

Service partner statistics							
General consumer		Energy			Post		
Referrals	Referrals as a % complaint cases	% cases referred to energy suppliers	% of cases referred to Energy Ombudsman	% cases referred to Extra Help Unit	% cases referred to postal suppliers	% cases referred to Extra Help Unit	
Target	N/A	N/A	N/A	N/A	N/A	N/A	N/A
GB	14542	37.28%	5.57%	0.91%	13.36%	1.00%	1.00%

	% Total cases referred to Trading Standards since June 2015
May-15	29.16%
Jun-15	29.63%
Jul-15	29.78%
Aug-15	30.03%
Sep-15	27.45%
Oct-15	25.98%
Nov-15	25.35%
Dec-15	33.31%
Jan-16	25.90%
Feb-16	27.76%
Mar-16	26.45%
Apr-16	27.92%
May-16	28.06%
Jun-16	27.97%

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Performance and Operations

- A number of processes and initiatives have been enacted to support performance
 - Use of automated messages on telephone system
 - Analysis of demand trends
 - Adjustment of forecast
 - Recruitment campaigns by both suppliers
 - Use of callbacks, in line with agreed processes and defined volumes



Performance and Operations

Trends for Goods/Services case type for April - June 2016

Quarter 1 GCA trends		
1	(EE) Second Hand Cars	16449
2	(AB) Home maintenance and Improvements	12927
3	(AD) Furniture	7520
4	(BM) Telecommunications	6422
5	(CZ) Other Personal Goods and Services	4657
6	(AN) Large Domestic Appliances	4410
7	(DY) Professional Services	4094
8	(EF) Car repairs and servicing	3689
9	(CA) Clothing and clothing fabric	3486
10	(AM) Personal Computers, accessories, software and services	3121



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Website Volumes

- There has been a further uplift in use of the Citizens Advice consumer pages, with a 6 per cent increase in page views between May and June
- The total number of unique users also increased by a similar percentage
- Reporting issues to Trading Standards and contact information for the consumer service continue to be the most visited pages

Consumer pages	May	June
Page views	1,487,094	1,584,868
Users	460,116	494,173



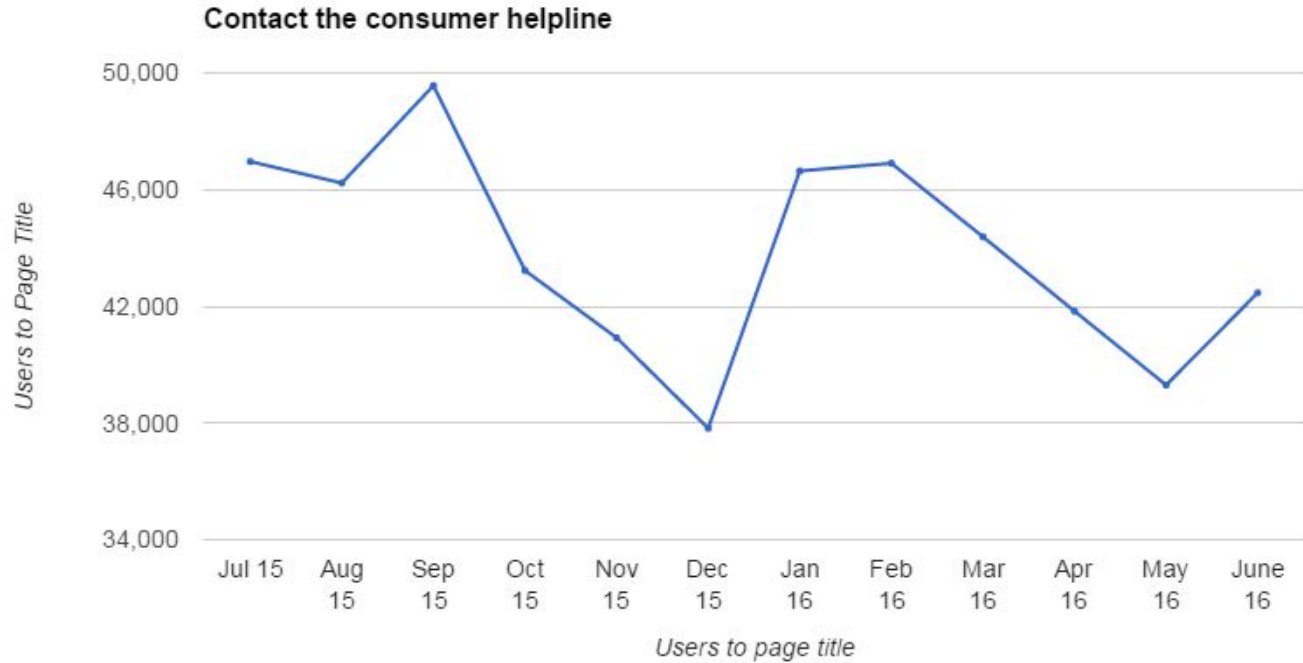
Citizens Advice website use



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Partner Satisfaction

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Partner Satisfaction

- The most recent partner satisfaction survey was conducted in April 2016
- All partners were given the opportunity to provide feedback on a number of areas regarding the consumer service, along with their overall satisfaction level
- We received a total of 121 responses to the survey
- BIS target Citizens Advice to achieve a 70 per cent or greater level of overall satisfaction
- Partners indicated high levels of satisfaction in a number of areas, with 81 per cent stating they were either satisfied or very satisfied overall with the consumer service



Partner Satisfaction

	Satisfaction area	Wave 5 - May 2016
Overall	Satisfaction with the consumer service as delivery partner	81%
	Satisfied with the accuracy of information	79%
	Satisfied with the depth of advice	66%
	Quality of case notes	45%
	Satisfied with the information around traders and suppliers	56%
Contact centres	Satisfied with support provided by CAD contact centre	89%
	Satisfied with support provided by Agilisys contact centre	79%



Partner Satisfaction

	Satisfaction area	Wave 5 - May 2016
Operations Team	Satisfied with training	71%
	Satisfied with duty officer	96%
	Satisfied with IT support	95%
	Satisfied with engagement	92%

Referrals & Feedback	Satisfied with design of referral protocols	81%
	Satisfied referrals are sent in line with agreed processes	71%
	Satisfied with the design of the feedback procedure	82%
	Satisfied feedback is responded to within agreed timescales	93%
	Satisfied changes based on feedback within agreed timescales	88%



Partner Satisfaction

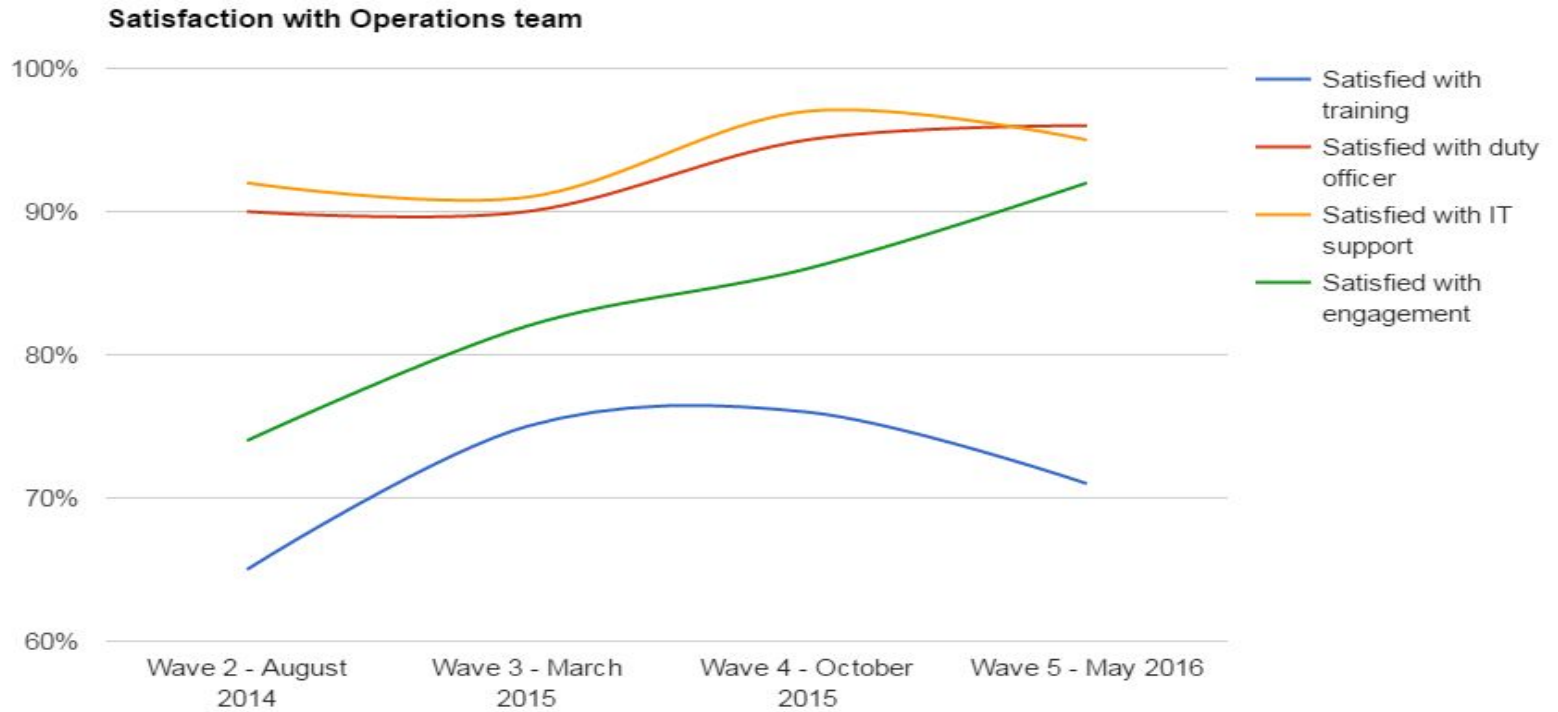
	Satisfaction area	Wave 5 - May 2016
Trader Tracking	Made a request for trader tracking	26%
	Satisfied with design of tracking procedure	74%
	Satisfied that requests for tracking are followed	63%
	Satisfied tracking is processed within agreed timescales	89%
Partner portal and data	Have used the portal or data extracts	66%
	Satisfied with quality of data	90%
	Satisfied with accessibility	96%
	Satisfied with usability	70%



Partner Satisfaction



Partner Satisfaction



Partner Satisfaction

- A partner satisfaction report, summarising results, trends and activities has been circulated, and is also on the partner pages
- Analysis is underway of the additional comments submitted by partners, with a view to additional corrective actions as required
- Given the volume of data now available, there are plans in place to streamline future partner satisfaction reports, while still making data available for those that wish to receive it
- We will monitor these results even more closely during the transition of the service in England and Wales, to ensure partners remain satisfied during this period of change and beyond



Consumer Codes Project

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Consumer Codes Project - systems

- Civica connector development has been agreed and underway (around 130 partners)
- All other connector companies received schemas and we remain in contact with them
- Contingency plans are in place to ensure the transfer to intelligence data to partners will not be interrupted
- Timelines for the project have been reviewed:
 - Collection of new data by advisers - 1st October
 - Complete report functionality - Partner Portal - 31st October



Consumer Codes Project - Testing

- Test schedule is in place to ensure functionality is implemented as expected and issues corrected appropriately
- Testing will involve Operations team, contact centres and partners
- Three stages of testing for both Flare system and Partner portal reports between now and October
- Stage one testing of new codes on Flare system is currently underway



Consumer Codes Project - training and communications

- Adviser content will be created as part of the project and passed to the contact centres
- The centres will create training materials that will be used to ensure advisers understand how to use the new codes
- Training will take place in the last two weeks of September, with approximately an hours training per adviser
- Further partner communications will be shared presently regarding the project, along with an updated FAQ



Consumer Service Transition

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Future delivery

- At the end of March 2017, the contract we have with our current contact centre supplier, for services across England and Wales, will come to an end
- Our long-term goal has always been to integrate the consumer service into our wider network
- From April 2017 the consumer service will be delivered by a small number of Citizens Advice providers

Benefits

- The ability to seamlessly link clients to advice and support in other areas they may require, for example debt advice
- An increased potential for greater regional engagement with you and other stakeholders
- Integrating the knowledge and expertise of the wider Citizens Advice network into the consumer service and building stronger relationships
- Greater opportunities for shared ownership of the service by delivery partners, who are part of our service, meaning that the provision of a good quality service to clients and partners will continue to be a priority

Approach to transition

Our overarching approach will be to make as few changes as possible initially to ensure a smooth transition. We do want to continue to improve and develop the service in discussion with you and phased in over time.

In practical terms, this means we will:

- retain the existing technical infrastructure
- continue to collect the current data set (and improve on this over time)
- prioritise the continuation of all the existing referral protocols and data sharing obligations

Communications and engagement

We continue to seek to engage with partners in a number of ways to ensure information regarding the transition of the service is available:

- Regular updates from the us by email
- Attendance at CTSI conference, where he hosted a number of drop-in Q&A sessions
- Partner engagement sessions across England and Wales in November 2017
- The potential creation of a partner video, outlining our approach to transition
- Publication of a partner engagement pack prior to go live
- Direct engagement with regional groups

Application process

We are running a robust selection process to select no more than eight Citizens Advice providers. Their performance will be managed robustly against a set of requirements, including KPIs relating to quality, consumer and partner satisfaction

It will be a four stage process:

- **Stage one** - administrative information and evidence of current work with us
- **Stage two** - response to detailed requirements, including current delivery
- **Stage three** - presentations from shortlisted applicants
- **Stage four** - site visits

Application timeline

Application activity	Dates
Stage one	April 2016
Stage two	May - July 2016
Evaluation	August - October 2016
Awards	September - November 2016
Site visits	September - November 2016
Transition commences	January 2017

Selection panel

Shortlisted applicants will be asked to present to a panel of experts, including senior Citizens Advice staff and a representative from the Trading Standards community

Presentations will take place on the following dates:

- Large lots: 12 - 16 September 2016
- Standard lots: 10 - 14 October 2016
- Development/Welsh lots: 14 - 18 November 2016

We have asked for partner volunteers to join the panels and have so far secured two of the three we require

If you need to contact us

Email us at:

consumer.transition@citizensadvice.org.uk

TSS Audit

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TSS Audit

- The previous audit took place earlier in 2016
- 67 Authorities submitted case reviews, a decrease from the previous audit where 84 participated
- A total of 3694 cases were reviewed, again a decrease from the previous the previous audit where 5122 were evaluated
- Overall, the results were broadly similar in terms of satisfaction with cases



TSS Audit

- At the previous meeting the group reflected on the decrease in participation
- We felt the importance of a partner view of case information could not be underestimated and were keen for the survey to continue
- Nonetheless the group also recognised the pressures on resource within the Trading Standards landscape



TSS Audit

- Discussions with Georgina and Sue at TSEM who oversee the audit process, to consider a way forward
- It was agreed that a survey following transition of the service around quarter three of 2017) would be beneficial to all parties
- Between now and then, consideration can be given to how will be completed
- One possible solution it to consider seeking contributions at a regional level, as opposed to individual authorities
- It may also be recommended to request a specific and manageable number of reviews, as opposed to full days

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The logo for Citizens Advice Scotland, featuring the text "citizens advice scotland" in yellow lowercase letters inside a dark blue circle, with a vertical yellow line to the left of the text.

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Trader Tracking

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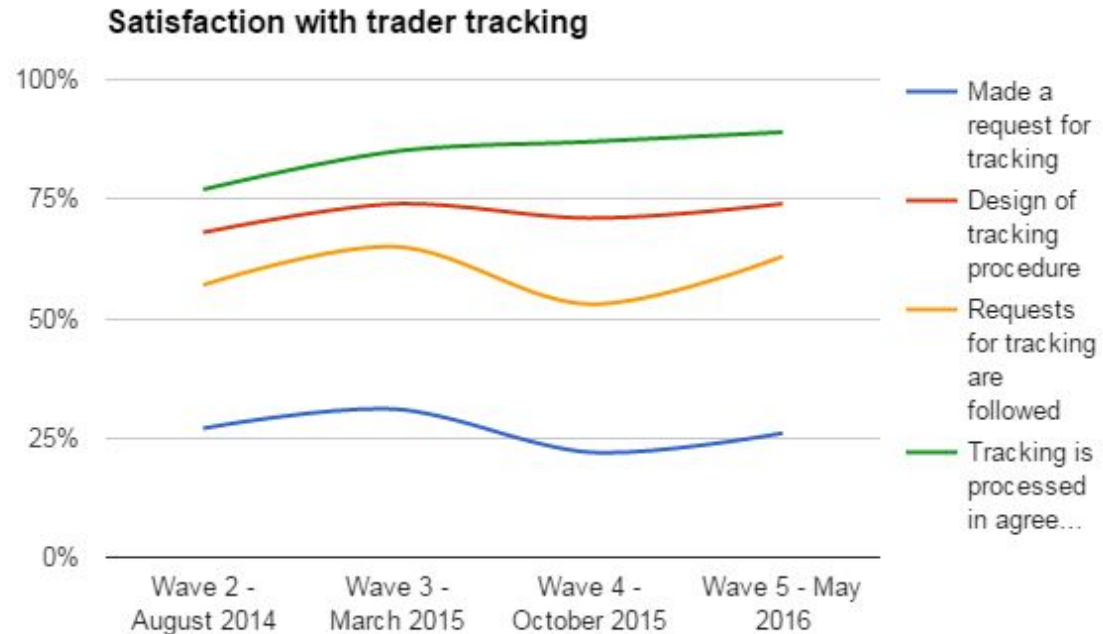
Trader tracking

- Trader tracking is a process designed to allow Trading Standards partners to ask consumer service advisers to follow additional instructions over and above standard process when a particular trader is attached
- Examples of these instructions can include:
 - Additional advice for clients
 - Seeking a referral to an alternative or additional authority (not Home/Primary authority referrals)
 - Requests for additional information from clients, if available



Trader tracking

- From internal analysis and partner satisfaction survey results, the use of the tracking process remains very low



Trader tracking

- There are challenges to this process, namely the manner in which the database functions and the reliance we have on using trader information supplied by the client at the time of their contact
- We also perceive that more authorities now utilise the partner portal to obtain similar information to that which certain types of tracking might have originally provided
- We are therefore seeking views from partners on the current use and value of this process, and seeking to understand whether improvements would increase its use



Trader tracking

- Discussion
 - Is tracking still valuable to Trading Standards?
 - Do the types of tracking reflect partner requirements?
 - Does tracking provide useful additional information?
 - What are the issues partners have with the process?
 - What improvements might you recommend?



Trader tracking

- Next steps:
 - Consider feedback from today's meeting
 - Seek contact with selected partners that use tracking most frequently to obtain additional comments
 - Revise process document in line with feedback
 - Where feedback cannot be incorporated due to current technical constraints, ensure this is retained for use when developing systems



Questions & any other business

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