

# Trading Standards Working Group

200 Aldersgate, London



# Agenda

- Welcome & introduction - JW
- Actions from last meeting - AD
- Consumer education and campaigns update - MM/AS
- Performance and Operations update (including webchat and Scams Action) - JW
- Consumer Service Development Plan - JW
- Scotland separation update - JW
- Partner engagement - JW/KW
- Mini projects review - AD
- Protocols - JW/TJ

# Consumer Education and Campaigns Update

The logo for Citizens Advice, featuring the text "citizens advice" in a dark blue, lowercase, sans-serif font, centered within a white speech bubble shape that has a small tail pointing downwards and to the left.

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# Consumer Education webpage

- **Doorstep crime and distraction burglary**

London Trading Standards kindly shared their videos for us to be able to use in this section (credit is of course given)

- **House maintenance**

Working on this area to include reputable trader schemes

- **Black magic and religious scams**

Development of a toolkit to help identify scams and fraud targeting people's beliefs.



# Partnership working

- **National scams conference** - part of the supporting role was to promote the conference to local citizens advice and partners across the landscape. As an aside from this we are now meeting with Age UK to discuss ways of working together.
- **CEA training** - currently contacting speakers to present a safeguarding training event, due to take place sept/ oct time. Location still to be confirmed but likely to be London or Chester.
- We anticipate that this may be popular to roll out LCA too so will look into this potential.



# Partnership working

- **CEA** - raising awareness of the CEA and poster campaigns on our workplace page is proving to be popular with LCA
- **Universal Credit scam** - Following on from contact with LCA we worked with the Help to Claim team on their social media to raise awareness of UC claims.
- **Lettings** - Worked with financial capability colleagues to update resources in line with the changes from 1st June.
- **IWF - Investing in Women's Futures.** This is a project being run by the insurance industry. We have been asked for our input in terms of data and expertise (with clients and consumer/ financial capability)



# Adviser magazine - <https://medium.com/adviser/tagged/consumer>

- The magazine is due to publish its final hard copy this year.
- The final articles are 'looking back' articles to coincide with the Citizens Advice 80th Anniversary
- Articles will continue to be on the medium page. Kate Hobson and I have been through the list of articles that will still be relevant and useful to upload.
- Thanks to the group and Tracey for joining the exec board.



# Events

- **Visit to the Consumer service - Cardiff call centre**
- **Telford LCA consumer education training day**
- **National Scams conference**
- **Southeast Financial Capability Forum**

## Future events

- **Which? Cash summit** - discussion about their project on access to cash (freedom to pay/ banks closures etc...)
- **Money and Mental Health** - Tools to support decision making
- **Derbyshire and District consumer education training day**
- **Meet the team days - London and Birmingham**





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/](https://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](mailto:melanie.mcginn@citizensadvice.org.uk)



# Performance and Operations & Volumes



# Performance and Operations

- Performance levels have remained relatively stable across the service over the previous few months, with speed to answer performance remaining strong
- Volumes for the start of the financial year 19/20 have declined from last year's increased levels - we have started to put initiatives in place to help drive this if needed
- Client satisfaction and partner feedback target levels continue to be achieved
- Referral levels remain consistent

# Performance and Operations

May 2019

	Quality	Webform Responses (3 WD)	Client Satisfaction	Partner Satisfaction	Average speed to answer (seconds)	Referrals as a % complaint cases	Volume of complaints
Target	70% 'Good'	100%	80%	<2%	-----	-----	n/a
	85.05%	99.90%	91.81%	1.45%	37	46.47%	12

# Performance and Operations

- End of year audits have taken place. All centres in England and Wales have visits scheduled to review performance, statements of requirement and other aspects of service delivery for Q1. Review meetings with senior management at each centre will follow
- We are undertaking some sampling of cases relating to Estate Agents and tenancy, following some feedback from Trading Standards in this area. We will circulate additional training/briefings to advisers as needed following the outcome of this review
- We are working with the Office of Product Safety and Standards to share the relevant messages regarding Whirlpool tumble dryers
- The composition of the consumer service operations team is changing

# Webchat

- Webchat on general consumer was launched for its second phase on 26 April
- Chat prompts feature on the most commonly used pages on the Citizens Advice website
- All delivery centres now have chat resource to support this channel
- Advisers that have reached the appropriate proficiency are managing to chat sessions concurrently
- We have done a number of reviews of the 'pre defined content' advisers use to support chat, in terms of content, format and style
- Feedback from advisers has been overwhelmingly positive, and it has also formed a useful induction aid

## Webchat (2)

- High level performance summary (26 April - 15 July 2019)

Chat sessions completed	4,520
Clients offered chat	113,286
Average handling time	21m 07s
Client satisfaction	85%

# Webchat (3)

- Next steps:
  - Analysis to understand channel shift and level of potential unmet demand
  - Continue to develop tools on the chat platform and website that will allow us to provide clients the best experience and journey
  - Roll out chat channel to clients seeking energy advice
  - Longer term aim to examine how the chat bot from Scams Action might potentially be incorporated
  - Possibility of hosting chat prompts on external websites (such as 'Contact consumer service' pages on Trading Standards/local authority websites)



# Scams Action

- Last year Martin Lewis took legal action against Facebook for publishing scam adverts that used his image
- Following an out of court settlement, Martin Lewis requested that Facebook donate the funds to Citizens Advice to deliver a new UK scams action project: Citizens Advice Scams Action
- This will enable us to assist more people who have been - or who might become - exposed to online scams, using a range of channels including online with some face-to-face support
- This will be a UK wide service, delivered in conjunction with Citizens Advice Scotland and partners in Northern Ireland

## Scams Action (2)

- Service delivery will be via telephone and chat, with face-to face referrals to local offices available for the impact of any scam (this will not interfere with any Trading Standards referrals).
- Contacts will be routed into the consumer service centres, to ensure intelligence is collected and shared through existing arrangements and systems
- Although a separate number will be used (0300 330 3003) clients will be offered a very similar client journey and experience as the consumer service
- The service will be publicised by Facebook and Martin Lewis through press releases and Facebook ad credits
- We continue to engage across the consumer landscape to work cohesively with existing agencies and services

## Scams Action (3)

- Advertisements to be hosted on Facebook



# Consumer service development plan

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# Service development priorities



# Development Plan updates

- Website Intelligence
  - Meetings with customer journey team have been undertaken to evaluate the best way to develop the tools on the website, and understand how we position the ask/offer to clients
- Training
  - Learn team recommendations paper published and internally circulated
  - A number of short/medium/long term suggested actions
  - Delivery centres have assigned representatives to project team and workstreams have been distributed
  - Workshop in Birmingham next week to agree core adviser competency framework, that other developments will centre around
  - Longer term work will include seeking to move materials and assessments online

# Development Plan updates

- Trader referrals
  - Referrals are now being sent, in small numbers
  - Advisers have required reminders on occasion to ensure client is being offered opportunity
  - Initial feedback from partners has been positive
  - Next steps are a full review meeting with referral partners, along with consideration of widening size of pilot
- Network engagement (England and Wales)
  - Workplace (internal Citizens Advice system) continues to be updated
  - Recirculation of resources that were originally delivered to each local office in England and Wales
  - Consumer newsletter (authored by Expert Advice Team and myself) continues to be sent monthly to each local office and is well received

# Consumer service: Scotland separation



Jan 2019



# Background

- Citizens Advice had been aware of the ongoing consultation in Scotland relating to the creation of a new organisation (Consumer Scotland) as a medium term objective
- BEIS and Citizens Advice were informed by Scottish Government in March that they were changing how the service was to be delivered in Scotland from April 2019
- Scottish Government would be working directly with Advice Direct Scotland (ADS), and no longer with Citizens Advice Scotland
- ADS would be making some immediate operational changes, such as a new CMS system

## Background (2)

- Following a Ministerial decision, BEIS and Citizens Advice have worked to separate the consumer service from Scotland as a result of these changes
- This means clients residing in Scotland are now directed to the new Scottish service
- The consumer service continues to provide advice to clients in E&W and referrals and data to all existing partners
- Clients with legacy cases are able to receive advice from the consumer service until that issue is resolved
- Consumer service Operations team have been working to make service changes as a priority

# Update

- We have completed a client journey review for the consumer service, to map out the various routes of entry and transfer
- We have asked ADS to do the same to ensure between both services there is no risk of losing clients
- We have also reviewed our initial process changes, to explore whether they require any more technical solutions
- We continue to seek to engage with ADS when operational issues arise

# Referrals

- Referrals directly from ADS to English and Welsh authorities are not currently being made
- The consumer service had agreed a manual process with ADS to share these when they are passed to us. The volume of these has been less than we expected
- We have agreed an approach with ADS to allow them to engage with authorities in England and Wales on a regional basis to provide access to their data
- An updated regional contact list was shared with ADS last week - it is their intention to provide authorities with access within the next three months

# Partner engagement



# Partner Engagement

- The consumer service operations team continues to lead on engagement activity, including:
  - CTSI Symposium in Brighton
  - ACTSO Executive meeting in June
  - Welsh Trading Standards operational meeting
  - Supporting liaison between centres and authorities close by as needed
  - Ongoing support through our duty function
- Next round of partner satisfaction survey will be shared soon and we would encourage as many respondents as possible
- Consideration to be given to TS audit activity and potential new owner

# Partner Engagement



# Partner Engagement





# Mini projects

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# Mini Projects

- There is a variation in standard of case notes between centres and advisors across the service. Case notes has also historically regularly scored very low as a category in Partner Satisfaction surveys and on TSS audits.
- **Aim of project review** - To ensure more consistency, better quality and higher standards of case notes across the service.
- Key messages to our centres include:
  - Partners require clear case notes to make the most of the shared intelligence
  - Case notes should be factual (not opinion) impartial, accurate and have clear next steps with client expectations managed.
  - As a rule, notes should be able to be read by an individual outside the consumer service and have clear meaning

# Mini Projects (2)

## Actions taken:

- We have looked at partner feedback re case notes and the reasons for the feedback
- We have looked at the file review forms and the QM forms around the areas that we mark on case notes and picked those elements out and make these the key drivers for the project
- The review was kicked off by inviting all of the centres team leaders to participate in a conference call. The call was a very positive one with all participants contributing and sharing best practice
- Each of the centres agreeing to share the agreed updated process document and to work collaboratively to maintain case notes quality throughout. This will be reviewed again in a few weeks

# Mini Projects (3)

## Projects review

- We have completed projects in a number of areas including
  - Case coding
  - Referrals
  - Trader information
  - Case notes
- Over the next few weeks we will be conducting some analysis in each of these areas to understand how well the work we completed has embedded
- Where there is evidence further or repeated action is necessary we will work with centres collaboratively to identify the nature of any follow-up
- Individual centre discussions will also take place as part of the upcoming audit cycle where appropriate

# Protocols



# Protocols

- At previous meetings we have discussed a potential Trading Standards protocol review to ensure all information is updated
- Before this, we wanted to ensure the protocol template, and particularly the enforcement tab, continues to meet your needs
- Following the last meeting where we broadly agreed a set of categories for the new enforcement template we shared this is partners for comment
- We have had a limited number of responses that we have considered but do not fundamentally change our approach
- The next stage is for us to engage our systems supplier and specify the changes
- We will share information on a draft template when we have it
- We can then work with you to jointly manage the updating protocols across Trading Standards

# Suggested actions

- Initial review at Trading Standards working group with attendees offering guidance on principles
- Communication to partners asking for views to be shared with representative or regional co-ordinator) - alternative would be an online form but some authorities may not be able to access - response by end of March
- A review of all submissions in April and an update on intended next steps at the next working group meeting
- Once new template created, agree timelines for transition to new template with partners via the working group

# Thank you

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