

Trading Standards Working Group

Conference call



14 July 2020

Agenda

- BEIS Update
- Consumer Education & Campaigns update
- Covid-19 update
- Development plan and Scams Action
- Transformation
- AOB - police data requests, Telephone number audit and update on 0345 number

BEIS update

The logo for Citizens Advice, featuring a white speech bubble with a tail pointing towards the bottom-left corner. Inside the bubble, the words "citizens" and "advice" are stacked vertically in a dark blue, sans-serif font.

**citizens
advice**

Carol Rice

Covid-19 update



Leanne Dullard

Overview

- In March the COVID-19 pandemic had wide ranging impacts across society
- It had a significant impact on demand for the service, including the types of contacts we had
- There was a need to us to take extensive mitigating action to ensure the service remained open
- We were successful in achieving a great deal in a very short period of time

Challenges

- The service was faced with a number of significant issues, including:
 - Advisers not being able to work in offices
 - An increase in issues that usually drive proportionately lower levels of demand
 - A need to share additional data with partners around COVID-19
 - Channel shift from telephone to digital channels
 - Challenges in remote recruitment and training

Solutions

Transferred advisers from office to home working, including acquiring equipment, technical set-up, process amendments and adapted adviser support mechanisms

Clear, timely and regular communications with centres, partners and BEIS

Deployed a single queue approach across services, to create a single virtual contact centre

Cross-skilling of advisers in additional channels and/or workstreams, to increase flexibility

Appropriate messaging added to the website and our telephone platform to manage client expectations

Solutions

Additional meetings and workshops to support delivery centres, including how we collectively approached home working for advisers

Created new productivity tracking tools to support new ways of working

Engaged Civica to amend a partner portal report to ensure COVID-19 related cases were easily accessible

Shifted the Operations team from incident management to a workstream driven approach, including designated responsibility for 'lessons learned' and a glidepath back to BAU

Development Plan



Jon Walters

Service development priorities



Development progress - chat

- General consumer chat formally launched on 26 April 2019
- Over 25,000 clients contacted the service through chat in 2019/20
- Quality and client satisfaction remained above target levels
- Advisers continue to manage two clients at once, increasing efficiency of channel
- We continue to explore demand levels and potential channel shift
- As part of our response to COVID-19 we have also implemented chat on our energy service



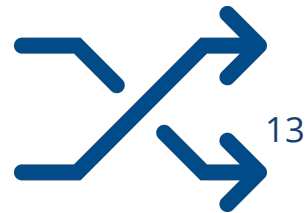
Development progress - training

- We commissioned our Learn team to write a recommendations report on how we could make our induction training more flexible and fit for purpose
- We held a number of workshops to initially advance aspects of this work with delivery centre training teams, including:
 - an adviser competence framework and timeline
 - augmented trainer notes and module summaries
 - alternative delivery methods and platforms
 - support for our trainers across the service
- Having concluded this, we are now assessing how we can utilise online learning platforms to aid in a new training delivery and assessment model



Development progress - trader referrals

- Referrals are being sent to two traders to test the processes and systems, as well as benefits to clients
- Given this is a small scale pilot, volumes have been low but in line with our expectations
- Indications are that this referral route is working in the interests of the client, helping them resolve matters to their satisfaction however this is based on a small data set
- We have identified a number of process and systems improvements as a result of this pilot we are now working to implement
- Once this work is complete, our aim will be to increase the scope of this project to other traders and/or sectors



Service development in 20/21

- In order to strengthen this work, we have increased our resource and established a new Project Development team to lead on service development
- We are implementing a new way of working, using agile principles to coordinate iterative service improvements
- This will include quarterly sprint cycles with cross-functional teams to focus energy on delivering specific developments.
- These short bursts of development focus improve productivity significantly
- The model will also enable us to be flexible to change in the consumer and advice landscapes and respond quickly

Consumer Education update



Alex Smith

Update

- **Scams Awareness** - assisted the campaigns team with the online quiz content and also the content for the Talking Heads resource. Report is being produced on the results of the quiz, can share this with the group.
- **South East Fincap Forum** - invited to present on Covid-19 and consumer issues. Focus will be on
 - Refunds
 - Holidays
 - Scams
 - Employment



Materials - Focusing on ongoing topics including the faith scam resource, that local TS have kindly contributed to with. Also looking at,

- Loot boxes and consumer awareness of in-app costs - working with the Gambling Support team on this
- Possible warm home scams - working with the energy strategy team on this
- Fraudulent help services - inc recent CTSI premium number and bogus CA
- Working with the Learn team to discuss how our consumer library can fit with the new CitA approach
- Review of materials in line with Equity, Diversity and Inclusive guidelines

Campaigns update



Alex Smith

Scams Awareness Fortnight 2020

- This year's campaign focused on **COVID-19** related scams that were emerging.
- We wanted to make sure people had the knowledge they need to **spot a scam**, and empower them to **take action** when they see one.
- There was a shift towards more digital campaigning due to lockdown restrictions.



Scams Awareness Fortnight 2020

- Over 300 organisations took part, helping to protect people from scams in their communities.
- The campaign was promoted in national and local media, including coverage in newspapers, radio and the internet.
- There were over 12,000 posts on social media using #scamaware, reaching nearly 20 million people.



What's next?

- We are completing a full evaluation of this year's Scams Awareness campaign.
- Planning will start for National Consumer Week 2020.

Transformation Update



Tom Ballard

Consumer transformation - strategic aim

We are seeking to fully understand how we want clients and partners to experience our service by 2022 with a view to then designing and implementing a new service model that best meets those needs

The proposal aligns to our strategic objectives:

- Our service feels more joined up
- People won't struggle to get help from us
- We'll help people find a way forward, whatever their problem
- People will get the level of support they need

Consumer transformation

By researching a new service model, we hope to become more cohesive in our approach to working with partners and local offices.

We are seeking to build upon our strong record of accessibility for clients, while potentially augmenting and tailoring the support we provide to clients based on their unique circumstances.

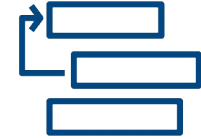
This may involve considering different channels, operating models, partner relationships and closer integration with the Citizens Advice network and possibly, other members of the consumer protection landscape

Consumer transformation - discovery

The first phase of this project is the discovery phase.

- Fully understand the current operating model, benefits and challenges and current development activity
- Understand the role and needs of each identified stakeholder groups (client, partner, funders)
- Understand the context by which the consumer service operates within the wider landscape
- Evidence based research and data that allows us to drive positive change within the consumer landscape from a position of knowledge and authority

Our discovery approach



Validate & set-up

Research

Analyse

Prioritise

May

Jun

Jul

Aug

Sept

- Understanding context and strategic intent
- Gathering what we know and identifying what we want to find out
- Detailed planning for future discovery stages

Likely to involve:

- Reviewing existing research and data sources
- User research with different user groups (e.g. in-depth interviews, observation, workshops)

Likely to involve:

- Making sense of our research
- Identifying pain points
- Collating service delivery challenges and successes
- Defining problem or opportunity areas

Likely to involve:

- Reviewing our findings
- Evaluating problem and opportunity areas
- Prioritising areas to address and developing recommendations to inform next steps



We are here

AOB

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AOB

- Next meeting date: 21 October 2020 - remote meeting
- Police data requests
- 0345 telephone number update
- 0808 telephone number audit

Thank you

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