

Trading Standards Working Group



20 July 2021

Agenda

- Welcome & introduction 10:00-10:05
- Actions from the last meeting 10:05-10:15
- BEIS Update 10:15-10:20
- Consumer education and campaigns update 10:20-10:30
- Performance and Operations update 10:30-10:45
- Break - 10:45 - 11:00
- IVR implementation 11:00-11:10
- Torfaen delivery centre presentation -11:10-11:30
- Development of the service 11:30-11:45
- AOB 11:45-12:00

BEIS Update



Carol Rice

Consumer Education Update



July 2021

Partnership working

Solicitors Regulation Authority - engaging with vulnerable consumers

We have been working with SRA on focusing on points of consumer vulnerability (rather than those perceived as vulnerable consumers.)

- Highlighting key areas
- Linking SRA to contacts across the consumer landscape
- Working in line with [Financial Safeguarding framework](#)
- Linking SRA to key contacts to work together
- Raise awareness of the [Legal Choices](#) website

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Partnership working

Consumer Empowerment Alliance

We have working on how to support CEA members and the wider consumer education community, in the absence of annual conferences, networking events and training.

Scams awareness month - we produced a number of videos with experts from across the consumer network, badged as tea break with the expert <https://vimeo.com/561365552>

- Jon Walters - [Scams Action Service](#)
- Ronan Convery - [NI CC Scamwise](#)
- Alison Farrar - [National Trading Standards Estate and Letting Agents Team](#)
- Keith Rosser - [JobsAware](#)

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Consumer Education materials

Material review

We are exploring how we can use our expertise to provide meaningful CE and financial education to CYP, focusing on topics and priorities for different groups.

- CYP in education settings
- CYP transitioning to independence
- Vulnerable children and young people
- Community groups



Campaigns Update



July 2021

Scams Awareness Fortnight 2021

- This year's campaign focused on **financial services scams**
- 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
- While the focus continued to be on digital campaigning, limited in-person/community engagement was able to take place

**Scams happen
to anyone**



If it's happened
to you, speak out
to protect others.
Think. Report. Talk.
#ScamAware

Scams Awareness Fortnight 2021

- Over 400 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 6,000 posts on social media using #scamaware, reaching nearly 14 million people.

What's happening

UEFA European Champions... · Last night

Denmark vs. Russia: Denmark advance to the next round following their 4-1 win



Trending with [Denmark](#)

Politics · Trending

Harriet Harman



Trending in United Kingdom

#ScamAware



 **ITV News** · Yesterday

Revealed: Amazon destroying millions of items of unsold stock in UK every year



National Consumer Week

- This year's campaign will run 11 - 18 October
- It will focus on misleading environmental and energy efficiency claims



What's next?

- We are completing a full evaluation of this year's Scams Awareness campaign
- We'll continue planning National Consumer Week 2021 and will provide more details as we progress

Performance & operations update



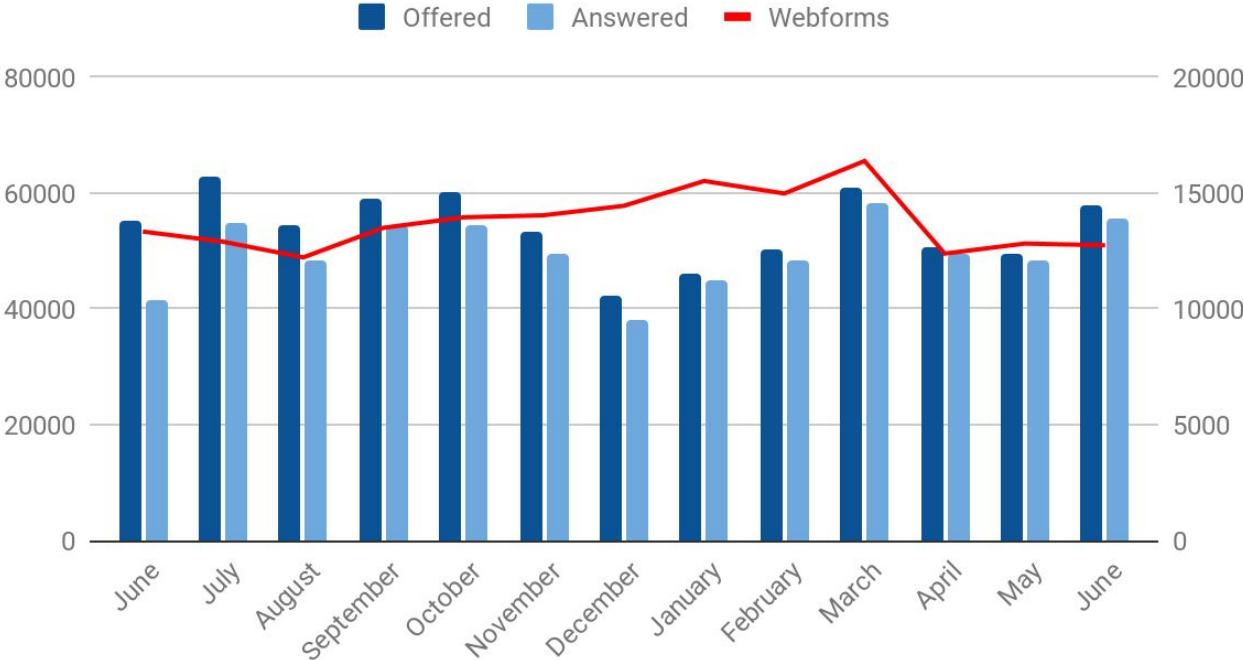
July 2021

Performance and Operations

- Overall the service handled **202,416** general consumer contacts throughout quarter one
- We saw a slight increase in telephony contacts when compared to quarter four however we saw a reduction for the first time in over a year in the webform volumes, **8,000** fewer were received when compared to quarter 4
- Client Satisfaction results were achieved for the quarter
- Quality of advice consistently exceeded KPI levels
- Referral levels remained consistent across the quarter

Performance and Operations

Offered, Answered and Webforms



Vodafone referral pilot

- In June we began a Trader referral pilot with Vodafone
- Clients that have made attempts to contact Vodafone to resolve their problem are eligible to receive a referral directly in to an escalated response team
- The pilot began initially with one centre to ensure that we could effectively test the robustness of our processes
- All centres were then brought on line in a staged approach
- By the end of June all delivery centres were live on the pilot
- Early feedback from Vodafone suggests that they are very happy with the way the pilot is working and have been able to resolve a number of client issues quickly as a result of them receiving the referral

Break



July 2021

IVR implementation



July 2021

IVR implementation

As part of our commitment to supporting staff when being faced with challenging client behaviour, we are working on adding a reminder to clients on our IVR about being kind to our staff. In order to measure the effectiveness of this, we will be taking the following steps:

- Circulate a short survey to advisers prior to the IVR message going live to gauge how confident they currently feel when there is a requirement to politely challenge client behaviour in line with current processes
- Following implementation, circulate a second short survey after three months of the IVR message being live to gauge whether or not advisers feel more confident and empowered to politely challenge client behaviour inline with current processes
- Monitor complaint numbers
- Monitor the number of challenging clients that are reported through to Service Support and Client services Team

Citizens Advice Torfaen- delivery centre



July 2021

Citizens Advice Torfaen

In summer 2017, Torfaen Citizens Advice began delivering the Consumer Service Helpline. Agilisys staff were offered employment which meant our new workforce had existing consumer knowledge and therefore our quality of advice began at a high standard and our service levels to clients also remained high

Our Current Staffing Model

- Senior Team Leader/Trainer
- Team Leader
- Deputy Team Leader x2
- 12 advisers-10.7 FTE
- Phones and webchat

Performance

May 2021

- Total contacts 3801
 - 3269 calls
 - 515 webchats
 - 17 webforms
- Quality 77.27% (target 70%)
- 64.82% referral rate
- Service level of 83.43%
- Low partner dissatisfaction
- 96% customer satisfaction

Challenges for a Smaller Centre

- Less flexibility
- Impact of low resource
- Staff retention
- Significant improvements since expansion

Benefits of a Smaller Centre

- High level of quality due to high level of data checks, experienced management and tighter control on a small team
- Valuable relationships forged with other delivery centres
- High level of referrals
- Briefings and pilots more easily cascaded
- A strong contribution to service improvement projects
- Adviser needs better understood and met
- Stronger relationships with TSS
- Assistance provided to LCA case Workers

Next Steps

- Implementing Vodafone referral pilot
- Continue checks on Covid related cases for accurate intelligence
- Continue to review hybrid model of working from home/office
- Maintaining high customer satisfaction levels and quality scores

Any questions?

Development of the service



Current initiatives

- Obtaining email addresses as standard practice
- Vodafone referral pilot
- Advice Checklist Pilot

AOB

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

**citizens
advice**

AOB

- Date of next meeting Tuesday 19th October 2021

Thank you

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

**citizens
advice**