

# Trading Standards Working Group

200 Aldersgate, London



22 October 2019

# Agenda

- Welcome & introduction - JW & LD
- Actions from last meeting - KW
- Consumer education and campaigns update - AS
- Performance and Operations update - LD
- Scams Action - JW
- Consumer Service Development Plan - JW
- Scotland separation update - LD
- Partner Satisfaction Results & Engagement - LD/JW/KW
- Protocols - LD
- AOB

# Consumer Education and Campaigns Update

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**

# Update

- **Training** - Consumer Education training delivered to Derbyshire and District local Citizens Advice offices. Very good feedback (example of the layout of the training day can be shared if required.)
- **Consumer Empowerment Alliance** - Spoken with Gerry about how CAS may be able to get involved, this is still ongoing. Training events for December and February are still ongoing, updates will be provided ASAP.
- **Which?** - Liaised with Which? around their access to cash campaign [Freedom to pay](#). This also involved putting them in touch with the illegal money lending team.



# Update

- **TV licence scam** - I have liaised with Age UK and the national scams team to find out what information is or will be available. Age UK have asked for input to messaging (this has been forwarded to Jon in the Scams Action project).
- **Investing in Women's Futures (Moments that Matter)** - We have been supporting a project with the Insurance industry to help focus on consumer choice and consumer vulnerabilities in the insurance market. The project aims to provide better, clearer guidance in this area.



# Ongoing

- **Pilgrimage Scams** - Over the summer we have been researching issues and data around pilgrimage scams. We have had great feedback and input from Trading Standards, True Call and ICO. Much of the information we have is from City of London Police who have also offered to share with the National Association of Muslim Police. We are now starting to build the content with the aim to have it reviewed in the new year.

# Performance and Operations & Volumes



# Performance and Operations

- Performance levels have fluctuated over the course of quarter 2- resource and performance challenges within some of our centres which are being closely managed
- Average speed to answer rates remain strong (around one minute on average)
- Client Satisfaction results continue to be achieved
- Partner satisfaction results are currently the best the service has seen - greater detail later in slides
- Referral levels remain consistent
- Quality remains well above target level



# Performance and Operations

Sept 2019

	Quality	Webform Responses (3WD)	Client Satisfaction	Partner Satisfaction	Average speed to answer (seconds)	Referrals as a % of complaint cases	Volume of complaints
Target	70% "Good"	100%	80%	<2%	----	----	N/A
	80%	99.06%	92.07%	1.37%	71	43.79%	15

# Performance and Operations

- Q2 audits are taking place. All centres in England and Wales have visits scheduled to review performance, statements of requirement and other aspects of service delivery for the quarter
- We are currently undertaking a mini project with all delivery centres on case coding following the identification of some cases incorrectly coded. This is being led by Operations with input from delivery centre Team Leaders

# Scams Action

- From July of this year the Citizens Advice Scams Action service has been live - around 3000 online scams cases to date
- The service provides advice and support for clients in relation to online scams
- It also offers referrals into Citizens Advice local offices where required
- To allow for the capture of relevant intelligence for partners, the service uses the consumer service systems and processes
- Service is initially funded for two years
- UK wide service being delivered with Citizens Advice Scotland and Northern Ireland Trading Standards

# Scams Action promotion



## [BBC Rip-Off Britain \(10 October\)](#)

An interview with Martin Lewis and Citizens Advice about how the service was set up and what we can do to help clients



## [Hello magazine \(28 August\)](#)

An interview with Martin Lewis about the service and our aims

**M**artin Lewis has reached out to fans and called on the public to help him spot false adverts wrongly using his name and face. The founder of MoneySavingExpert.com warned his Twitter followers that some adverts and sponsored posts have been doing the rounds on Facebook,

# Scams Action promotion

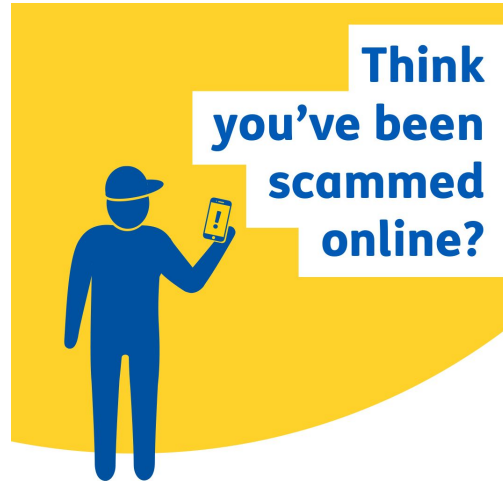


The chances of falling victim to an online scam are higher than you think. We're here to offer support and advice if it happens to you.



CITIZENSADVICE.ORG.UK  
**Scams Action**  
Free confidential advice

LEARN MORE



We continue to promote the service via our Facebook advertising credits - so far we have reached **2.2 million** individual feeds and been seen **16 million** times

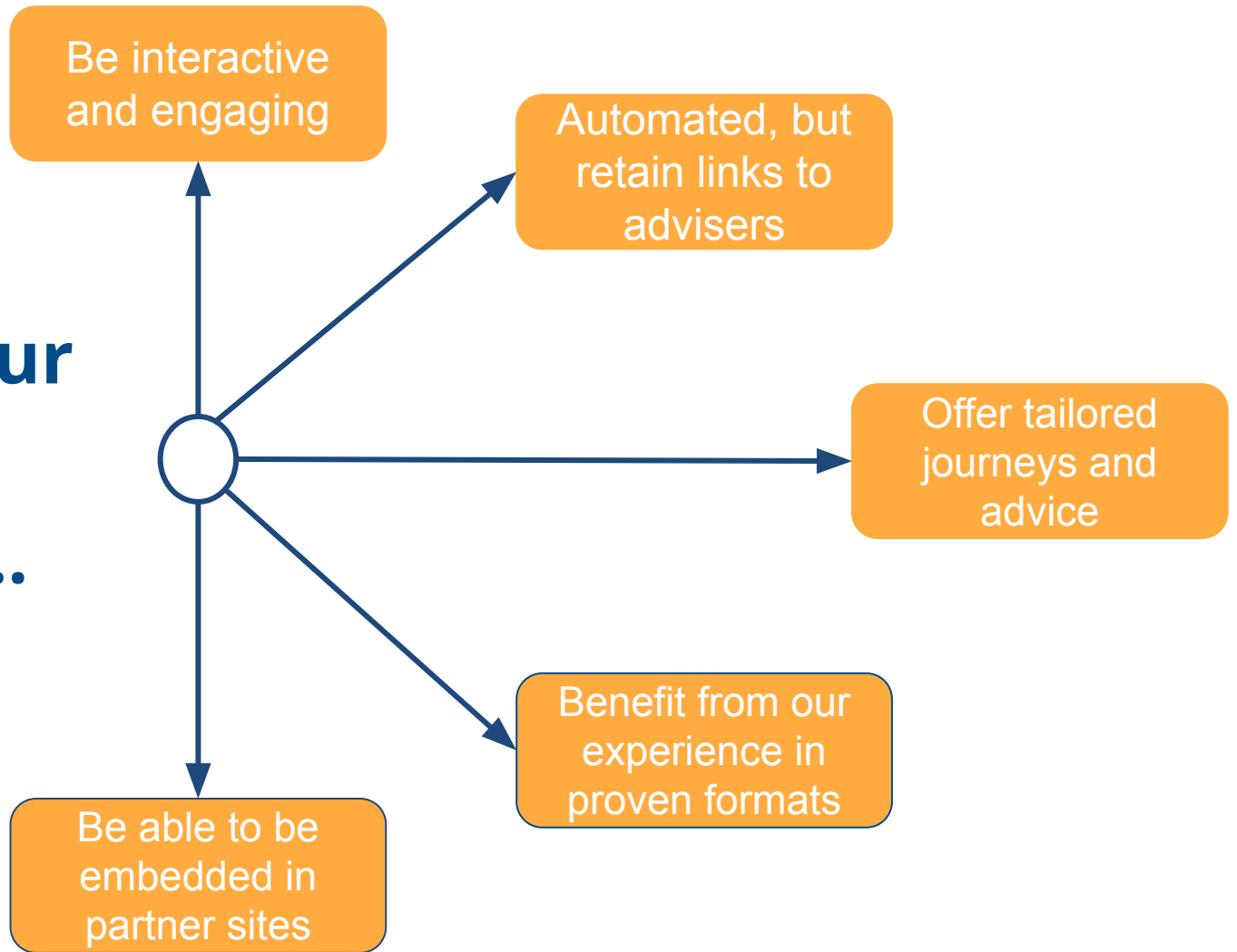
We continue to promote the service through other social media and invite our partners to do so via the digital tool kit previously shared

# Scams Action digital assistant:

From our user research we were told clients would like an automated tool that offers:

1. Step by step guidance on how to untangle themselves from a scam, in a way that recognises how complicated they can be
2. To check whether something is a scam so they can protect themselves and make good decisions
3. To be more aware of scams to reduce their risk of being scammed

**As such our  
solution  
needs to...**



# Scams Action digital assistant:

As such the final product will allow clients to seamlessly:

- ✓ **Check a scam**
- ✓ **Receive tailored advice and a checklist of what to do next**
- ✓ **Report a scam**

It will allow the user to go through a series of questions that give a recommended course of action at the end

We are hoping to incorporate elements of intelligence gathering and have engaged partners on this as part of our research

It is being designed to be hosted stakeholder websites, to help complement activity already taking place in the landscape.



# Consumer service development plan

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# Service development priorities



# Development progress - webchat

- Webchat formally launched on 26 April 2019
- In excess of 10,000 clients have contacted the service through chat since then
- Quality and satisfaction of clients remains above target levels
- Advisers are able to manage two clients at once, thus increasing efficiency of channel
- Initial analysis suggests additional demand for the service through this channel that is currently not receiving advice
- Currently working on a pilot to host access to our webchat on a small number of Trading Standards websites to improve client journeys
  - Brighton
  - Sunderland
  - Dorset



# Development progress - training

- Learn team completed a detailed review of training processes for the service at the end of 2018/19
- This recommendations report has been agreed with all centres and now forms the basis of a project plan to realise these opportunities
- This is being delivered in conjunction with a project team from across all delivery centres
- A number of workshops and collaborative sessions have been held to advance progress of the larger areas
- So far, significant progress has been made on development of:
  - an adviser competence framework and timeline
  - augmented trainer notes and module summaries
  - blended learning, using alternative methods and platforms
  - how Citizens Advice will support trainers across the service



# 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



# Consumer service: Scotland separation



Oct 19

# 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 early 2019 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

- Between April and August 2019, referrals directly from ADS to English and Welsh authorities were being made by Citizens advice using an agreed manual process.
- On August 28th, ADS confirmed that their portal was live and that they had contacted all partners within England and Wales to confirm that they could now access any referrals themselves without requiring any intervention from Citizens Advice

# Partner engagement and satisfaction results



# Partner Engagement

- The consumer service operations team continues to lead on engagement activity, including:
  - Attendance at CTSI Symposium held in Brighton June 2019
  - ACTSO Executive meeting planned for January 2020
  - Welsh Trading Standards operational meeting - date to be confirmed
  - Supporting liaison between centres and authorities close by as needed
  - Ongoing support through our duty function
  - Refresher training on the new Tenants Fees Act 2019 at Team Leader Day by Alison Farrah

# Partner Satisfaction results

- Partner Satisfaction survey completed in August 2019 by 115 participants
- Satisfaction levels amongst Partners at their highest to date at 94% which is an increase of 3% on the scores from November 2018
- Partners are extremely satisfied with our Duty Officer process, with the team scoring 100% satisfaction during this period
- The satisfaction rate amongst partners with the quality of our case notes has increased to 71%. This is an 8% increase on the scores from November 2018 and is the highest score to date in this area.
- A key focus for the service having reviewed the 23 measures surveyed is the Trader Tracking process and how we can improve this for our advisers and Partners alike

# Partner Satisfaction results

		Wave 11 - August 2019	Recent trend
<b>Overall</b>	Satisfaction with the consumer service as delivery partner	94%	3% increase
	Satisfied with the accuracy of information	94%	No change
	Satisfied with the depth of advice	88%	2% increase
	Quality of case notes	71%	8% increase
	Satisfied with the information around traders and suppliers	76%	5% increase
<b>Contact centres</b>	Satisfied with support provided by Scottish delivery centres	N/A	N/A
	Satisfied with support provided by English and Welsh delivery centres	94%	3% increase
<b>Operations Team</b>	Satisfied with training	92%	3% increase
	Satisfied with duty officer	100%	1% increase
	Satisfied with IT support	97%	1% increase
	Satisfied with engagement	93%	3% increase

# Partner Satisfaction results

<b>Referrals &amp; Feedback</b>	Satisfied with design of referral protocols	86%	4% decrease
	Satisfied referrals are sent in line with agreed processes	88%	6% increase
	Satisfied with the design of the feedback procedure	94%	4% increase
	Satisfied feedback is responded to within agreed timescales	99%	2% increase
	Satisfied changes based on feedback within agreed timescales	96%	2% decrease
<b>Trader Tracking</b>	Made a request for trader tracking	37%	2% increase
	Satisfied with design of tracking procedure	76%	8% decrease
	Satisfied that requests for tracking are followed	66%	7% decrease
	Satisfied tracking is processed within agreed timescales	83%	4% decrease
<b>Partner portal and data</b>	Have used the portal or data extracts	77%	2% increase
	Satisfied with quality of data	93%	5% increase
	Satisfied with accessibility	95%	1% increase
	Satisfied with usability	74%	9% increase

# Protocols



# AOB

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# AOB

- TSS Audit
- Tenancy
- Next meeting on 21 January - workshop format

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