

# Trading Standards Working Group

200 Aldersgate, London



Oct 2018

# Agenda

- Welcome & introduction - JW
- Actions from last meeting - AD
- Consumer education update - MM
- Campaigns update - BKY
- Performance and Operations update - KW
- Volumes - JW
- Mini projects - AD
- Consumer Service Development Plan - JW
- Partner engagement and satisfaction survey - JW
- AOB

# Consumer Education and Campaigns Update



Oct 2018

# Consumer Education webpage

- Old materials archived
- Align the format with the financial capability pages
- Create resources in different formats to enable greater flexibility for those using the resource
- Share examples of good practice - including resources designed by local Citizens Advice offices/ CEPs and the Consumer Empowerment Alliance
- New materials to cover main consumer areas and National Consumer Week



# Old format

## Consumer education resources

We produce consumer education resources on a range of consumer issues. The materials are free to download. The activities are designed for educators/ group leaders to use to raise awareness of consumer rights and responsibilities and for learners to develop the skills and confidence to deal with consumer issues.

### Car hire

Resources for addressing problems when hiring a car identified as being in the short-term car hire market.

### Christmas postal services

Material has top tips for Christmas shopping and ensuring your post arrives on time, including information about your rights when shopping online, on the phone and by catalogue (distance selling).

### Consumer rights

Awareness week to promote new consumer rights that came into force on 1 October 2015 with the final enactment of the Consumer Rights Act.

### Contracts

Training pack offering different activities for understanding contracts as a consumer of goods and services.

### Online Subscriptions

Consumers often sign up for subscriptions unwittingly, and can face problems cancelling future payments. The online subscriptions resource helps to raise awareness of key issues and where to access advice when dealing with subscriptions.

### Doorstep crime prevention

Training pack focusing on how to recognise potential doorstep crime and how to get help.

# New format

[Benefits](#) [Work](#) [Debt and money](#) [Consumer](#) [Family](#) [Housing](#) [Law and courts](#) [Immigration](#) [Health](#) [More from us](#)

[Home](#) > [More from us](#) > [How we provide advice](#) > [Our prevention work](#) > [Our education resources](#) > [Browse education resources](#) > [Consumer education](#)

## Consumer Education resources

We produce consumer education resources on a range of consumer issues. The materials are free to download. The activities are designed for advisers/ educators/ group leaders to use to raise awareness of consumer rights and responsibilities and for learners to develop the skills and confidence to deal with consumer issues.

### Consumer Education topics

Consumer education topics to help start discussions and raise awareness of consumer rights with goods and services. The materials aim to help advisers and tutors to help build knowledge and skills required to deal with consumer issues.

### Consumer Education support resources

The materials in this section have been produced by local Citizens Advice or external consumer organisations that Citizens Advice work in partnership with.

### Consumer Education campaign materials

Consumer education materials are created for national campaigns including National Consumer Week and Scams Awareness Month. The resources are used during these times but are useful and available to use all year round



[www.citizensadvice.org.uk/about-us/how-we-provide-advice/our-prevention-work/education/education-resources/education-resources/](http://www.citizensadvice.org.uk/about-us/how-we-provide-advice/our-prevention-work/education/education-resources/education-resources/)

# Partnership working

- Worked with Office for Students to write article on Student consumer rights for the next edition of the Adviser magazine <https://medium.com/adviser>
- Tracey has write an article on illegal puppy trade
- Promoted London Trading Standards consumer campaign. (Sharing their videos on our facebook workplace page - which is open to the whole network)
- Worked with Coventry Citizens Advice to adapt their OMP resources for NCW
- Great input from Cheshire East TS for our top tips when shopping on OMPs (which is in the pack)



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



Oct 2018

# Performance and Operations

- Performance levels have been relatively stable across the service over the previous few months
- The volume increase noted at the last meeting as having commenced in May 2018 has continued, with the service being between 10 - 15% over forecasted volumes
- Client satisfaction target levels continue to be achieved
- Referral levels as a proportion of complaint cases is now just above 40%

# Performance and Operations

September 2018

	Quality	Webform Responses (3 WD)	Client Satisfaction	Partner Satisfaction	Average speed to answer (seconds)	Forecast accuracy (GC)	Referrals as a % complaint cases	Volume of complaints
Target	70% 'Good'	100%	80%	<2%	-----	95% - 105%	-----	n/a
	85.88%	96.12%	93.39%	2.21%	56	112%	41.29%	12

# Performance and Operations

Forecast against actuals (June - September 2018) - General consumer

	Contact	Forecast adherence
June	Calls	121.59%
	Webforms	120.10%
July	Calls	110.37%
	Webforms	117.39%
August	Calls	114.50%
	Webforms	116.48%
September	Calls	113.60%
	Webforms	100.07%

# Performance and Operations

- Regional and local authority level analysis was conducted in June 2018 (during the busiest month to date of the year)
- This analysis suggested significant variations within regions
- Local and national level events will lead to some of these variations
- Alternative approaches to promotion of the consumer service are also likely to be a factor
- The analysis was shared with the group in advance to welcome any questions or thoughts in relation to the outcomes and what actions might be appropriate

# Performance and Operations

- The centres in England and Wales are currently in their audit cycle for a review of quarter two performance. The team have visits planned, and will be reviewing performance, process adherence and conformity to grant agreements
- We have experienced some resource issues with our support team, leading to a potential impact to the duty function through September. Contingencies were put in place to minimise the impact of this as fully as possible

# Performance and Operations

- The service has experienced intermittent issues with our systems, the impact of which has been of varying degrees - this includes our telephone platform, Flare system and the partner portal. Follow up action is underway with our system suppliers where appropriate
- We continue to liaise with BEIS and the Office of Product Safety in relation to collecting additional intelligence data
- Following feedback on a very small number of cases, we have undertaken a review of doorstep urgent referral cases, in conjunction with Tracey Johnson
- We hosted a team from Consumerline in Northern Ireland to understand how we operate and to explore additional partnership working

# Geolocation on our site

**citizens  
advice**

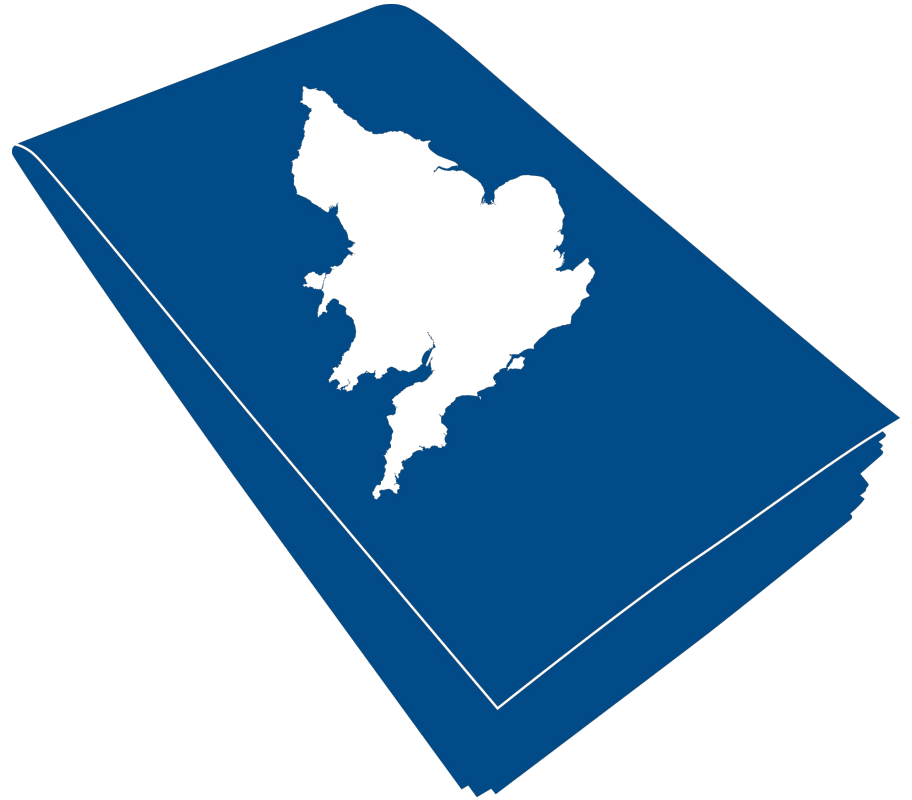




# Why bother

Google Analytics geolocation is dangerously inaccurate

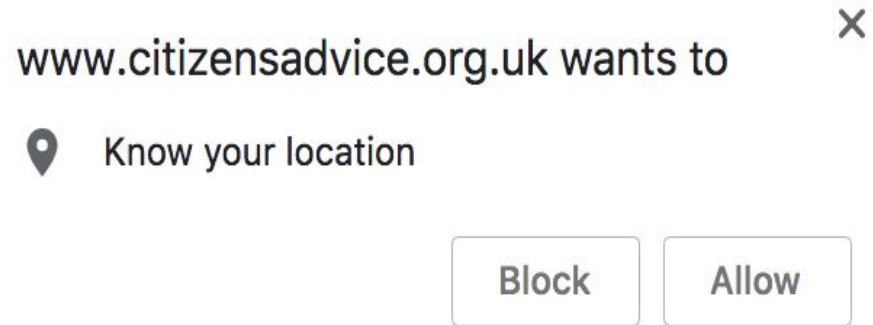
The data would be extremely useful



# The answer, html geolocation

HTML5 geolocation api

Latitude and Longitude

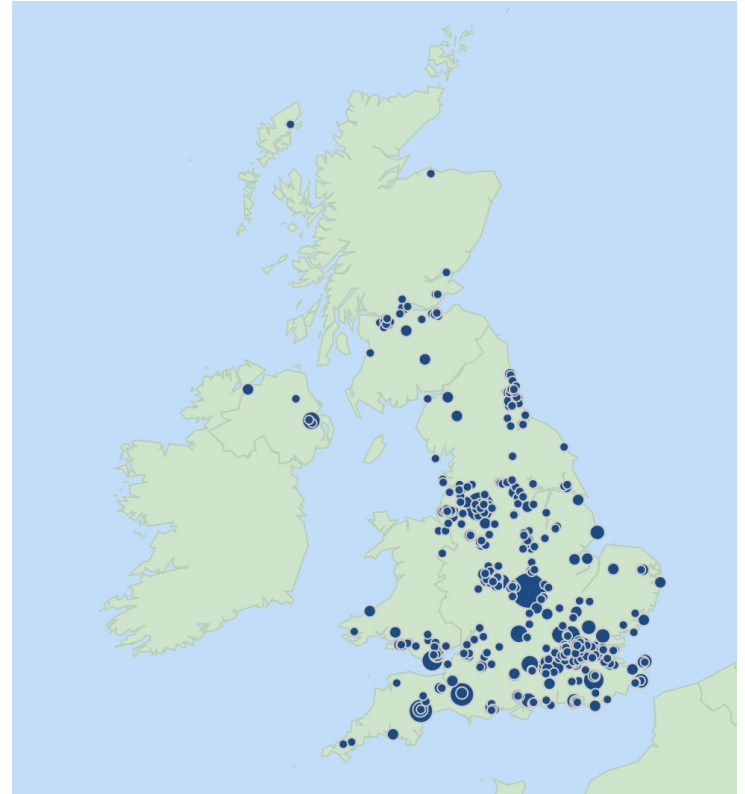


# Trailing, asking users

Asked 390,000 people

Trailed with 1%  
45% acceptance rate - no user benefit

Increase to 5%  
No change



# Benefit to the user

Once a user has allowed or blocked,  
almost impossible to change their mind

There needs to be a benefit to the user.

Find you local...

Extent specific advice

Benefits postcode checker

This advice applies to

**England**

# The plan

Find your local...

Slot in geolocation into the next phase of the contact us project - Q4

Extents

Start building a solution for single extent pages

# Thank you

Ian Ansell - Digital Data Scientist



# Mini-projects update



Oct 2018

# Mini projects - Traders

- **Project aims**

- Advisers to consistently search and attach an existing trader premises
- Prevent advisers creating a new record without searching effectively for a trader first as this is likely to cause duplicate traders. Duplicate trader premise records can cause the trader tracking failure
- Clarify and simplify the trader searching. Creating a process to deliver some key messages to all the centres on the effects of not following the process



# Mini project Traders - Steps taken

- We have run several group sessions with the team leaders to self identify what acceptable practice looks like and which elements contribute to this
- We have refined the current trader search and creation process document and agreed some internal consistencies, agreeing where we can make improvements.
- We are now in the process of rewriting this process, after which it will be shared internally and signed off
- We will then create a video from the new process to share with all of the centres on how to search and how to create a trader record to go along side the new documented process.

# Looking ahead - The next mini project

## Criminal referrals

- We plan to run more group sessions to self identify required practice and which elements contribute to this
- We will be looking at all criminal referrals, analysing specific data to ensure the advisors are recognising the triggers, are applying the correct coding and sending the referrals
- We are thinking about creating additional guides and/or documents primarily on criminal referrals to allow good practice, template briefing documents and to include any key messages
- The outcomes will also be fed into our Training User Group to review our approach to induction

# Adviser briefings - upcoming areas

## [Doorstep Briefing](#)

Upcoming events that will see the production of advisor briefings:

Fireworks

Black Friday/Cyber Monday

Christmas/ Product safety/ Unsafe toys

The Citizens Advice consumer service provides resources to help consumer advisers deliver clear, practical consumer advice. Briefing notes contain information on the procedures and protocols advisers should follow when giving advice.

# Consumer service development plan



Oct 2018

# Service development priorities



# Development Plan updates

- Website Intelligence
  - Pre-production tool in final stages of development
  - Interim 'Geo-tagging' intelligence from Citizens Advice website - Ian Ansell to present today
- Webchat
  - Existing services are being transferred to new platform
  - Pilot scale and scope agreed - phased approach
  - Initial pilot to take place in December 2018
- Training
  - Work to reduce breadth of legal content has been undertaken with non-legal content also being streamlined
  - Wider evaluation of potential improvements through new tools and methodologies continues

# Development Plan updates

- Trader referrals
  - Partnered with two certified ADR schemes
  - Client journey workshops undertaken
  - Potential partners identified and meetings arranged to advance
- Network engagement (England and Wales)
  - Workplace (internal Citizens Advice system) space has been created and content drafted
  - Resources procured to be shared with local offices
  - Workplace Live video session to take place around Black Friday/Cyber Monday

# Partner satisfaction and engagement activity



Oct 2018

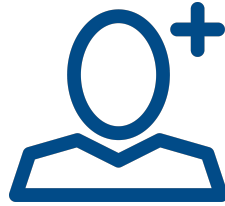


# How happy are those partners who use the service?



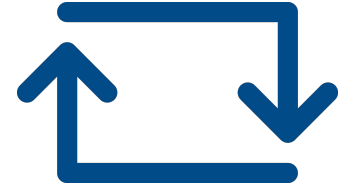
**86%**

were satisfied  
or very  
satisfied with  
the service



**92%**

were satisfied  
with our  
approach to  
engagement



**92%**

were satisfied  
feedback is  
responded to  
within agreed  
timescales

# Partner satisfaction

- The first partner satisfaction survey for 2018-19 will be live imminently and we would encourage as many submissions as possible as always
- Trading Standards South West event taking place in Birmingham in November
- Members of our teams continue to visit local offices as part of their inductions
- The team remain available to potentially attend local/regional meetings if requested

# AOB

- Email address collection
- Disaster recovery and contingency
- Christmas opening hours
- 2019 meeting dates: 22 Jan, 23 April, 16 July, 22 Oct

# Thank you



Oct 2018