

Trading Standards Working Group



October 2021

Agenda

- Welcome & introduction
- Actions from the last meeting
- BEIS Update
- Consumer campaigns update
- Performance and Operations update
- Vodafone Trader Referral pilot update
- Break
- IVR implementation
- CTSI Symposium & ADR update
- AOB

BEIS Update



Carol Rice

Campaigns Update



October 2021

National Consumer Week

- This year's campaign will focus on misleading environmental and energy efficiency claims
- Given the unfolding situation in the energy markets the campaign has been postponed
- In the interim we'll be updating our materials and advice to reflect the current situation



What's next?

- The CPP will meet at the end of October to review NCW timings
- Once a new date is confirmed we'll be in touch with more details

Performance & Operations update



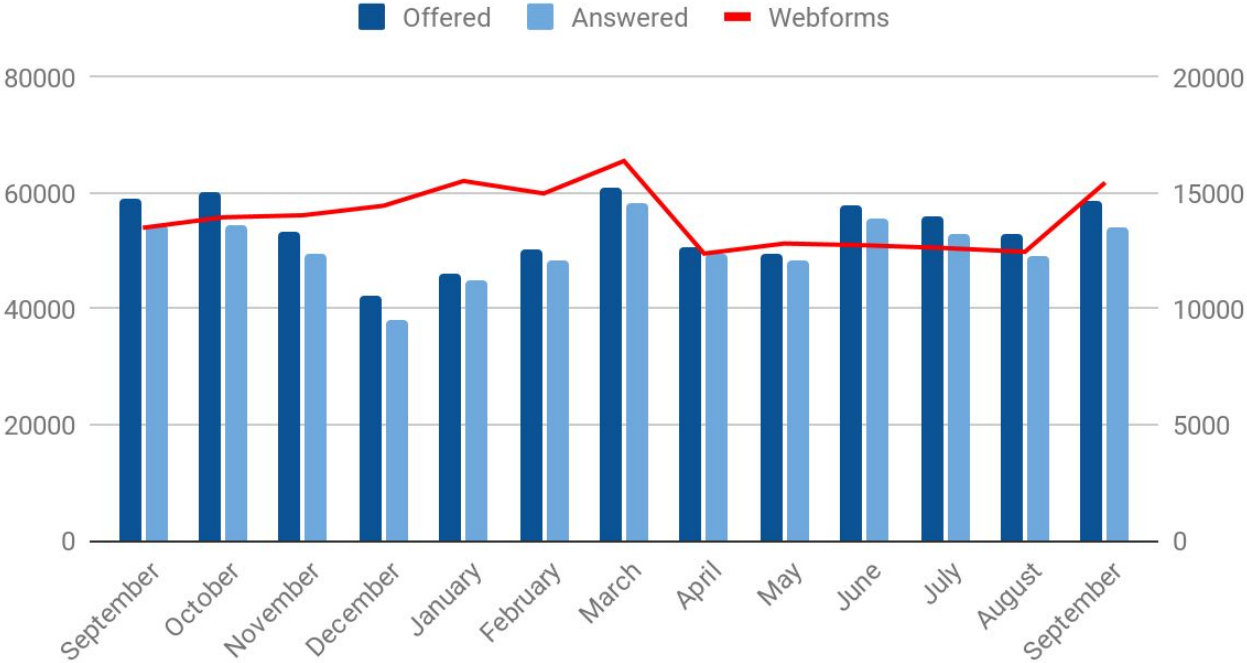
October 2021

Performance and Operations

- Overall the service handled **206,404** general consumer contacts throughout quarter two, which is an increase of **3988** contacts compared to quarter one
- Webforms had remained broadly stable during the course of quarter one however we saw an increase of just over 2000 again across quarter two
- 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
- Since May 2021 **209** referrals have been sent to Vodafone
- We are now entering the evaluation phase of the pilot, reviewing our key learnings and considering our opportunities for development

Break



October 2021

IVR implementation



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IVR implementation

As part of our commitment to supporting staff when being faced with challenging client behaviour, we have now added a reminder to clients on our IVR about being kind to our staff.

Prior to the reminder being added we circulated a short survey to gauge confidence levels amongst the adviser population when there is a requirement to politely challenge client behaviour in line with current processes

In order to measure the effectiveness of the IVR implementation we will:

- Circulate a second short survey in roughly three months 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

CTSI Symposium



Karen Wilkinson

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. The speech bubble has a small tail pointing downwards and to the left.

**citizens
advice**

AOB

- Date of next meeting
- Christmas opening hours
- Understanding the role of the consumer service delivery centres insight document
- Freephone number

Thank you

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