

Trading Standards Working Group



20 October 2020

Agenda

- Welcome & introduction 10:30-10:35
- BEIS Update 10:35-10:40
- Consumer education and campaigns update 10:40-10:50
- Performance and Operations update 10:50-11:05
- Trader Enhancement 11:05-11:20
- Scams Update - 11:20 - 11:30
- Development plan - 11:30 - 11:40
- Telephone number and website audit - 11:40-11:50
- AOB - All 11:50-12:00

BEIS Update



Carol Rice

Consumer Education Update



October 2020

Update

- **National Consumer Week** - working with the campaigns team on this year's topic. We will update our current materials and any new suitable ones.
- **Loot boxes** - we are currently working on a piece of education material that raises consumer awareness of these and also the financial implications of not managing purchases. This is a piece of work being produced in partnership with,
 - Citizens Advice Gambling Support Service
 - Royal Society for Public Health - Gamble Aware
 - Have also spoken to the consumer service about how we can explore potential data on this subject.

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Green homes grant - working with the Energy team to produce a leaflet raising awareness of how to use the scheme and how to avoid cold callers and rogue traders. Also considering the possibility of producing a leaflet for CA advisers on the subject.

Materials - We now have access to the education page to be able to update materials and add new subjects. We are continuing to work to review the fincap materials (and consumer) in line with with Equity, Diversity and Inclusive guidelines.

Training packs will be put on hold as there is little (or zero) face to face sessions or community events currently taking place. This will be reviewed in the new year as things progress.

Campaigns update



Alex Smith
October 2020

National Consumer Week 2020

- This year's campaign will focus on **online shopping**. We will:
 - **Raise awareness** of people's rights when shopping online.
 - **Provide advice** and **education** so people know how to shop safely.
 - **Empower** consumers to seek **redress** if something goes wrong.



How are we adapting to Covid-19?

- Shift to digital campaigning
- Looking at new ways we can engage with consumers
- Reaching out to new partners



Performance Operations & Covid-19 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.

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Performance and Operations

- Since the middle of quarter one we have seen call volumes consistently increase week on week.
- Throughout July and September in particular, we were offered and answered more calls than any other month since 2018,
- August volumes reduced slightly but this was still the third busiest month since September 2019.
- Client Satisfaction results continue to be achieved
- Referral levels remain consistent
- Quality of advice continues to consistently exceed KPI levels

Covid-19 Update

- Delivery centres continue to be impacted by the pandemic
- Most delivery centres do have some advisers back working in the office although localised lockdowns and more recently the introduction of the tier system is impacting those numbers to a degree
- For the beginning of quarter three we have increase our core FTE levels on general consumer by 20 to enable us to meet more of the demand being offered to the service

Trader Enhancement

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.

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Trader Enhancements

- Period of research to scope potential improvements
- Now engaged with Civica to deliver a series of system changes
- The aim is to:
 - Improve the quality of trader database,
 - Reduce duplicate records
 - Improve the effectiveness of trader tracking
- Project initiated last week and will consist of 3 key phases
 - Flare enhancements - trader creation, search processes
 - Partner portal - monitoring advisers trader creation for delivery centres
 - RAST - TS ability to view and delete their tracks and certificates

Scams Update



Jon Walters

Scams Action

- Volumes remain robust - significant increase of between 200 - 300% from before lockdown has been sustained across all channels and online Scams Helper
- Continuing significant partner engagement activity
 - Involved in the recent Cifas virtual conference, including facilitating Martin Lewis' involvement
 - Support for ongoing campaign work across the landscape, such as the recent City of London Police initiative on Romance fraud
 - Ongoing engagement to mutually support work and outcomes, including NCSC, FCA, Home Office and technology companies
- Finalising partnership with NTS Scams team relating to community support

Consumer Service Development Plan update

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Consumer advice checklist

- The consumer service project development team and operations team have been working to understand how we can better support clients after contact with the consumer service
- As such, the project development team has developed the first iteration of a new follow-up resource called the 'Consumer Advice Checklist'
- There are two versions of the checklist. One will be a static resource and one will be a tailorable resource
- The resource will be piloted in two delivery centres from mid-November and feedback from the initial pilot will be used to develop the resource and improve usability for advisers moving forward.

Telephone number and website audit



Telephone number and website review

- Undertaken a full review of how Consumer service is promoted and explained through TS Websites
- Objective is assess the consistency of customer experience and the accuracy of information
- Conclusion of this piece is that the consumer service is positioned in many varied ways and there are some inaccuracies - i.e. old phone numbers which would impact the customer experience
- Produced a recommended template for how to position to consumer service
- Aim to address with TS where information is misleading or out of date

Telephone number and website review

- Recommended template to cover:
 - What the consumer service does
 - Relationship with TS
 - Channels
 - Accessibility hours

Trading Standards works in partnership with the Citizens Advice (link to cita website consumer page which details channels and opening hours) **consumer service providing free, confidential and impartial advice on consumer issues by phone, online webforms and web chat.**

They will provide advice to help you resolve your consumer problems and understand your rights. They may also refer complex enquiries, urgent enquiries and those requiring further action to Trading Standards.

AOB

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AOB

- Use of video chat platform for future meetings - Google or Microsoft Teams
- Propose dates for a further meeting to receive an update on our ongoing Transformation work from Tom Ballard and our Customer Journey Team
- Date of next meeting - Thursday 28 January 2021

Thank you

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