

Telephony Reporting

Discussion at CSIWG

Alison Sleightholm

CSIWG – 5 June 2013

- Telephony
 - DNOs to report to Ofgem on telephony agreed definitions by the next meeting (05/06/13)
- Background
 - There are five telephony measures (KM1-5) which have been in place since the introduction of the QOS RIGs in 2003
 - DNOs are currently reporting telephony on a monthly basis under Electricity Distribution Price Control Customer Service Reporting - Regulatory Instructions and Guidance: Version 2 dated March 2012
 - The DNOs have reviewed apparent inconsistencies in the monthly reporting against these RIGs

Telephony Key Measures

Key Measure	Definition
KM1	Total calls on the specified lines
KM2	Total calls answered by an automated message providing fault details (excluding an IVR/group announcement providing details of alternative contact telephone numbers if the call is not a power loss call)
KM3	Total calls answered by an agent
KM4	Mean time taken for response by an agent
KM5	Total number of unsuccessful calls, comprising: a) Total calls not reaching the specified lines b) Total calls terminated by the DNO during the IVR/group announcement c) Total calls not allowed into the queue or flushed from the queue d) Total calls abandoned by the customer in the queue

- KM1- Group agreed that all calls on the specified lines should be included.
 - No change to RIGs required
- KM2/3 – Group agreed one call could have two outcomes i.e. customer receives both a message and speaks to an agent
 - The RIGs are silent on this point and could be clarified at ED1 to explicitly state that $KM1 \neq KM2+KM3$
- KM4 – the definition for mean response time can be applied by all DNOs on a consistent basis without revision
 - No change to RIGs required
- The RIGs are silent on the introduction of any dead band and DNOs agreed that the RIGs could be clarified at ED1 based on the following definition
 - A delay of up to three seconds can be added after the end of the IVR to allow customers who are satisfied to hang up. Those who do so will not be counted as unsuccessful
 - No delay in transfer to queue for agent.
 - No delay in queue for agent

KM5

- There are inconsistencies in the reporting of KM5(a) resulting from differences in the information provided by different service providers
- BT provide data on all calls not reaching the specified lines *including* those outside the DNOs control
- Cable and Wireless provide data on all calls not reaching the specified lines *excluding* those outside the DNOs control
- DNOs agreed that (if possible) abandoned calls not placed by the service provider that are outside the DNOs' control should not be included in KM5(a)
 - Work is ongoing with the two service providers to see whether abandoned calls within the control and abandoned calls outside of the control of the DNOs can be reported in a consistent matter
 - The RIGs could be modified at RIIO ED1 to exclude abandoned calls outside the scope of the DNOs

Complaints Incentive

Discussion at CSIWG

Brian Hoy

CSIWG – 5 June 2013

- In DPCR5
 - the target was not fixed but was based on the upper (best) quartile industry performance for the given year
 - The maximum penalty was set at 70
- In RIIO-GD1
 - The target was fixed at 11.57 which was based on upper quartile performance
 - The maximum penalty was set at 23.23 which was based on 1.75 standard deviations from the mean

- The intention of the incentive is to encourage DNOs to manage customer complaints effectively and resolve them promptly
 - *“In a commercial environment companies stand to lose customers and revenue by handling complaints badly but they would not necessarily gain customers and revenue by handling complaints well.” 3.14 Final Proposals Incentives & Obligations*
- Complaints handling performance has improved dramatically over DPCR5 and therefore a different approach to setting the target and maximum penalty score for DNOs is appropriate

	DNO 2011-12	DNO 2012-13 part	GDN 2012-13 part
Best	6.1	2.9	9.1
Upper Quartile	7.3	5.8	10.1
Average	10.0	8.6	18.3
Lower Quartile	12.3	10.9	25.7
Worst	17.2	15.3	27.5
SD	3.6	3.8	8.2

- The table above has been compiled for informal DNO data share information
 - DNO data has been adjusted for the RIIO weighting
 - GDN data is based on same weightings
 - For both DNOs and GDNs 2012-13 represents data for three quarters
- Key points from this data
 - DNO performance has improved significantly over the two years
 - DNO performance is significantly better than GDNs
 - DNO *average* performance is better than *best* GDN performance
 - DNO performance is in a much tighter range than GDNs

Proposed approach for RII0 ED1

	DNO proposal	GDN decision
Target score	9.34	11.57
Maximum penalty score	21.75	23.23

- The target score has been calculated by taking the *average* DNO complaints score over the last two years
- It is considered that setting the target based on the average of what is a now good performance (compared with earlier performance and with gas) sets an appropriate incentive level
 - Based on 2012-13 data, seven companies (out of fourteen) would be in penalty
 - Ensures that DNOs are not in penalty for what is actually good performance
- The maximum penalty score has been derived by calculating the worst performance by any DNO for each of the four components of the incentive
 - This ensures that there remains an incentive for DNOs to continue to improve
- Note both the proposed target and maximum penalty score are more challenging than those set for GDNs

BM Survey

Discussion at CSIWG

Paul Measday

CSIWG – 5 June 2013

UK Customer Satisfaction Index (UKCSI)

Six monthly survey conducted by the Institute of Customer Service asking the UK public about their customer service experiences of UK organisations

The UKCSI is based on the results of around 26,000 responses in a year.

Based on the 20 priorities that UK consumers say are most important to them.

The survey questions, tailored slightly for each sector are:

How satisfied or dissatisfied are you with:

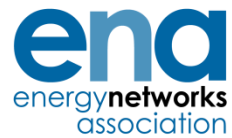
Professionalism

Quality & efficiency

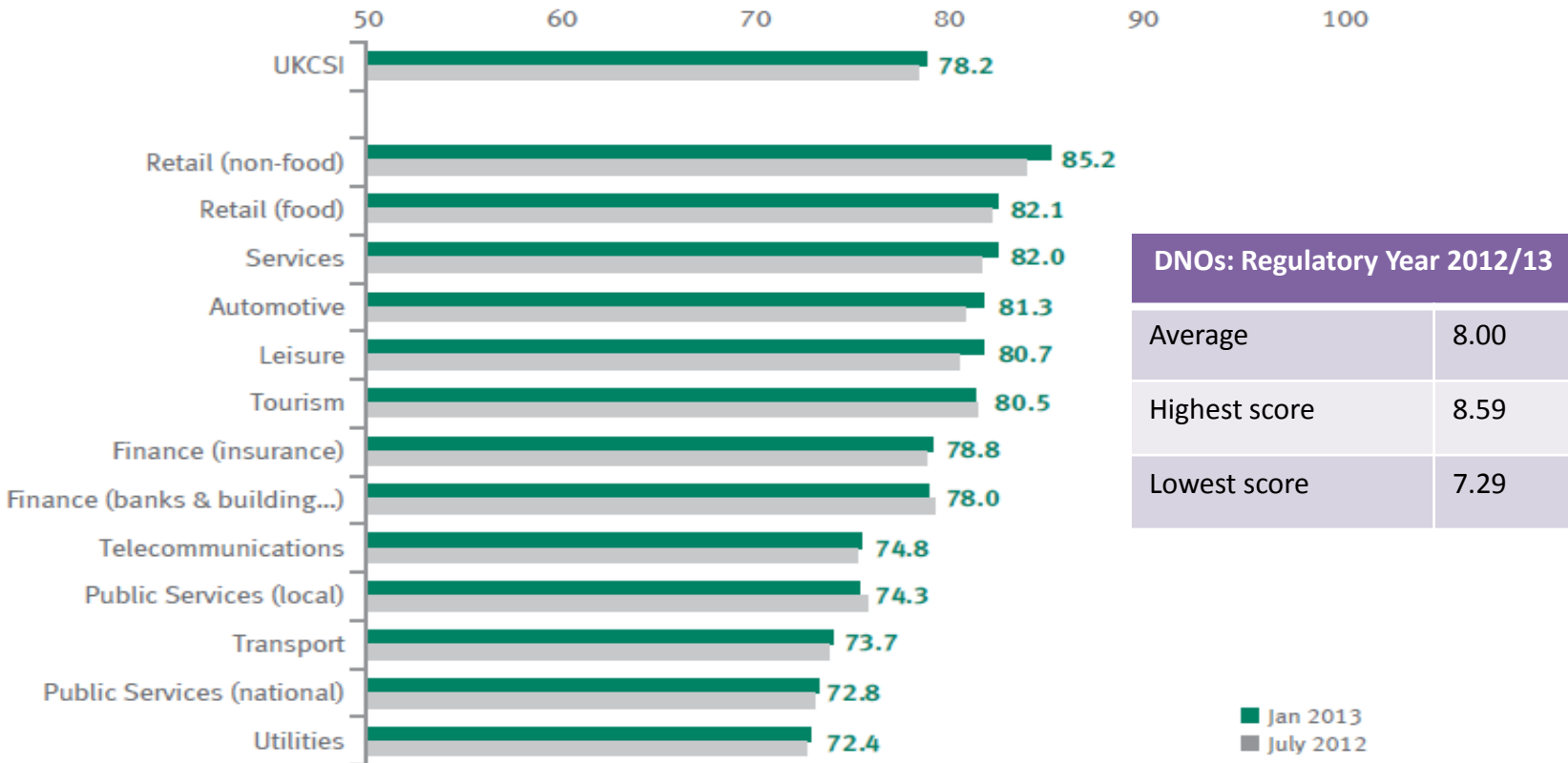
Ease of doing business

Problem solving

UKCSI: as an industry, we perform well when you consider service performance across industries

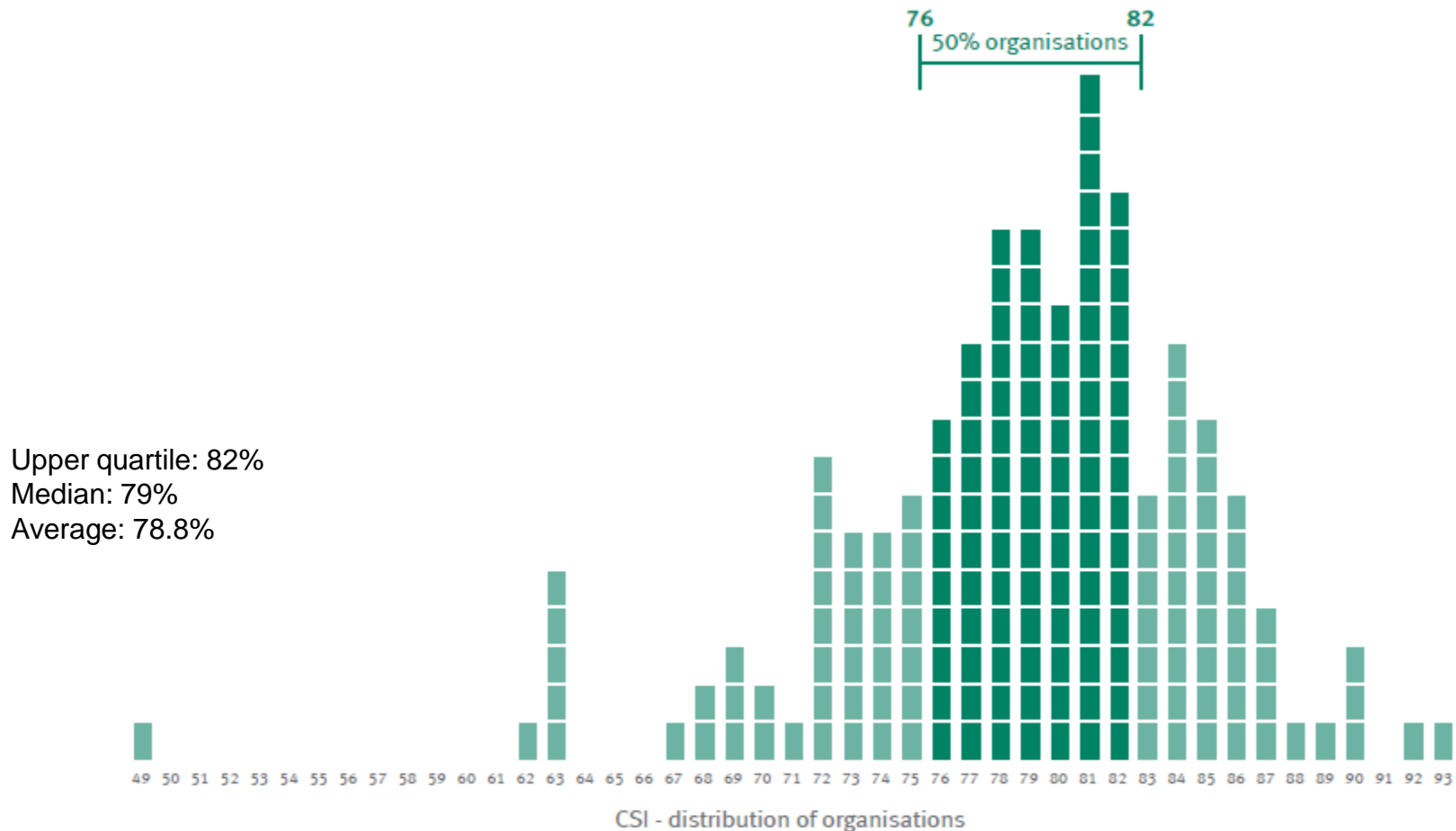


UKCSI January 2013 and July 2012 compared.



Source: Institute of Customer Service

Targets should be based on what constitutes “good” for consumers in general



Therefore proposed targets:

Tipping Point between reward and penalty

8.2 which is the upper quartile of UKCSI data

SD of UKCSI data is 0.6, so 1.75SD is 1.1

Maximum reward

8.9 based on 1.75SD off average

The UKCSI maximum score in a sector was 8.5 so this is a stretch on that score

Maximum penalty

6.8 based on 1.75SD off average

All above are subject to any DNO specific adjustments