

Performance report 1 April 2010 to 30 September 2010



Key Performance Indicators

	Target Q1-2 10/11	Actual Q1-2 10/11	Variance against target for Q1-2	Actual Q1-2 09/10	Notes
A. OUTPUT					
Telephone enquiries	14,500	15,902	10%	14,955	
Telephone customers		11,536		10,867	
Email enquiries	4,050	3,931	-3%	4,192	
Email customers		3,237		3,413	
Letter enquiries	400	311	-22%	342	
Visits completed	300	299	0%	296	
Enquiries at outreach events	50	40	-20%	0	
Total customers	15,000	14,372	-4%	13,827	
Total advice enquiries	19,300	20,483	6%	19,785	
% from outside London & Southeast	50%	39%	-22%	36%	
% days lost	0%	0.0%		0.8%	
Website unique visitors	150,000	179,233	19%	119,479	
% from outside London & Southeast	50%	33%	-35%	33%	
Website visits		292,000		199,355	
Booklets downloaded		198,665		79,526	
FAQs downloaded		254,182		277,210	
FAQ visitors		60,124		47,118	
Outreach	11	11	0%	8	
No. outside London & Southeast		3		2	
Attendees reached (est)	220	150	-32%	180	
B. QUALITY					
Peer rating	90% at grade A	93%		n/a	0.8% sample
Customer satisfaction surveys		Average rating (out of 5)			No of surveys returned
Rating in telephone survey		4.5		n/a	863
Rating in visits		4.7		n/a	232
Rating for emails		4.3		n/a	273
Rating for outcomes		4.0		n/a	178
Customer complaints		14		4	
% upheld		64%		100%	
Compliments received		5		7	