

Performance report 1 April 2009 to 31 March 2010



Key Performance Indicators

	Target 09/10	Actual 09/10	Variance against target	Actual 08/09	Notes
A. OUTPUT					
Telephone enquiries	24,540	29,827	22%	21,015	
Telephone customers	17,000	20,005	18%	14,657	
Email enquiries	9,000	7,596	-16%	5,982	
Email customers		6,025		4,494	
Emails waiting	360	242	-33%	307	
Letter enquiries	800	774	-3%	810	
Letters waiting	33	57	73%	32	
Visits completed	660	637	-3%	569	
Enquiries at outreach events		37		0	
TOTAL advice enquiries	35,000	38,871	11%	28,376	Total
% from outside London & Southeast	50%	38%	-25%	35%	
% days lost	0%	0.4%		2.0%	9.30-17.00 weekdays
Website unique visitors	600,000	255,189	-57%	216,009	09/10 targets from total visits
% from outside London & Southeast	50%	34%	-33%	32%	instead of unique visitors
Booklets downloaded		206,856		314,520	
FAQs downloaded		572,105		n/a	FAQs launched in 09/10
FAQ visitors		109,406		n/a	
% website down time		0.06%		n/a	
Events held	22	44	100%	11	
No. outside London & Southeast	9	17	89%	1	
Attendees reached (est)	440	880	100%	n/a	
B. QUALITY					
Peer rating	90% at grade A	83%		n/a	Percentage at Grade A, 3% sampled
Customer satisfaction surveys					No. of surveys returned
Rating in telephone survey		Average rating 4.6 out of 5		n/a	1115
Rating in visits		Average rating 4.6 out of 5		n/a	287
Rating for emails		Average rating 4.3 out of 5		n/a	155
Rating for outcomes		Average rating 4.0 out of 5		n/a	45
Customer complaints		14		8	
% upheld		86%		100%	
Compliments received		57			