

## Performance report 1 April 2010 to 31 March 2011



### Key Performance Indicators

	Target 2010/11	Actual 2010/11	Variance against target for Year	Actual 2009/10
<b>A. OUTPUT</b>				
Telephone enquiries	29,000	30,841	6%	29,827
Telephone customers		20,815		20,005
Email enquiries	8,100	7,818	-3%	7,596
Email customers		6,230		6,026
Letter enquiries	800	668	-17%	774
Visits completed	600	552	-8%	637
Enquiries at outreach events	100	100	0%	37
Enquiries at LVT		59		0
<b>Total customers</b>	<b>30,000</b>	<b>26,146</b>	<b>-13%</b>	<b>25,108</b>
<b>Total advice enquiries</b>	<b>38,600</b>	<b>40,038</b>	<b>4%</b>	<b>38,871</b>
% from outside London & Southeast	50%	39%	-21%	38%
% days lost	0%	0.0%		0.4%
Website unique visitors	300,000	346,094	15%	255,189
% from outside London & Southeast	50%	34%	-32%	33%
Website visits		584,966		437,704
Booklets downloaded		434,771		206,856
FAQs downloaded		480,913		572,106
FAQ visitors		114,013		99,473
Outreach		50		44
of which, outside London & SE		15		17
Attendees reached (est)		2024		880
<b>B. QUALITY</b>				
Peer rating	90% at grade A	95%		83%
<b>Customer satisfaction surveys</b>		<b>Average rating (out of 5) 2010/11</b>	<b>No of surveys returned</b>	<b>Average rating (out of 5) 2009/10</b>
Rating in telephone survey		4.5	1272	4.6
Rating in visits		4.6	431	4.6
Rating for emails		4.3	569	4.3
Rating for outcomes		3.8	902	4.1
Customer complaints		17		13
% upheld		65%		77%
Compliments recd		76		7