

Performance report 1 April 2011 to 31 December 2011



Key Performance Indicators

	Target 2011/12	Actual 2011/12	Variance against target for Year	Actual 2010/11
A. OUTPUT				
Telephone enquiries	23,625	21,357	-10%	23,111
Telephone customers	16,080	15,046		16,086
Email enquiries	6,000	6,901	15%	5,883
Email customers		5,447		4,777
Letter enquiries	525	423	-19%	511
Visits completed	450	323	-28%	421
Enquiries at outreach events	90	55	-39%	74
Enquiries at LVT	90	137	52%	22
Total customers	19,333	19,721	2%	20,234
Total advice enquiries	30,780	29,196	-5%	30,022
% from outside London & Southeast	50%	40%	-20%	39%
% days lost	0%	0.0%		0.0%
Website unique visitors	337,500	290,850	-14%	251,651
% from outside London & Southeast	50%	41%	-18%	33%
Website visits	570,000	479,197	-16%	420,386
Booklets downloaded	423,750	359,850	-15%	300,034
FAQs downloaded	375,000	324,155	-14%	353,474
FAQ visitors		91,474		83,626
Outreach	41	35	-15%	33
of which, outside London & SE	13	10	-22%	9
Attendees reached (est)	1,670	1750	5%	660
B. QUALITY				
Peer rating	90% at grade A	98%		95%
Customer satisfaction surveys		Average rating (out of 5)		
Rating in telephone survey		4.6		4.5
Rating in visits		4.6		4.7
Rating for emails		4.4		4.3
Rating for outcomes		3.9		3.9
Customer complaints		10		15
% upheld		40%		60%
Compliments recd		94		62