

Performance report 1 April 2010 to 30 June 2011



Key Performance Indicators

	Target 2011/12	Actual 2011/12	Variance against target for Year	Actual 2010/11
A. OUTPUT				
Telephone enquiries	7,875	6,881	-13%	7,748
Telephone customers	5,360	5,464		5,978
Email enquiries	2,000	2,201	10%	2,000
Email customers		1,883		1,699
Letter enquiries	175	160	-9%	191
Visits completed	150	108	-28%	161
Enquiries at outreach events	30	n/a	n/a	30
Enquiries at LVT	30	38	27%	0
Total customers	7,250	7,218	0%	7,525
Total advice enquiries	10,260	9,388	-8%	10,130
% from outside London & Southeast	50%	41%	-19%	40%
Website unique visitors	112,500	98,259	-13%	88,340
% from outside London & Southeast	50%	41%	-18%	32%
Website visits	190,000	150,700	-21%	137,154
Booklets downloaded	141,250	128,139	-9%	80,581
FAQs downloaded	125,000	113,489	-9%	143,499
FAQ visitors		30,551		29,849
Outreach	14	11	-20%	7
of which, outside London & SE	4	4	-6%	3
Attendees reached (est)	557	325	-42%	150
B. QUALITY				
Peer rating	90% at grade A	99%		87%
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		4.4
Rating for outcomes		3.9		4.0
Customer complaints		8		8
% upheld		60%		63%
Compliments recd		17		5