

Performance report 1 April 2011 to 30 September 2011



Key Performance Indicators

	Target 2011/12	Actual 2011/12	Variance against target for Year	Actual 2010/11
A. OUTPUT				
Telephone enquiries	15,750	14,456	-8%	15,902
Telephone customers	10,720	10,674		11,536
Email enquiries	4,000	4,461	12%	3,931
Email customers		3,668		3,237
Letter enquiries	350	270	-23%	311
Visits completed	300	214	-29%	299
Enquiries at outreach events	60	0	-100%	40
Enquiries at LVT	60	84	40%	0
Total customers	14,500	13,901	-4%	14,318
Total advice enquiries	20,520	19,485	-5%	20,483
% from outside London & Southeast	50%	40%	-20%	39%
% days lost	0%	0.0%		0.0%
Website unique visitors	225,000	201,890	-10%	179,233
% from outside London & Southeast	50%	41%	-18%	32%
Website visits	380,000	321,335	-15%	292,000
Booklets downloaded	282,500	271,924	-4%	198,665
FAQs downloaded	250,000	241,533	-3%	254,182
FAQ visitors		63,486		60,442
Outreach	28	20	-29%	
of which, outside London & SE	9	9	0%	
Attendees reached (est)	1,113	1300	17%	
B. QUALITY				
Peer rating	90% at grade A	98%		0%
Customer satisfaction surveys		Average rating (out of 5) 2011/12		Average rating (out of 5) 2010/11
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		4.0
Customer complaints		8		14
% upheld		50%		64%
Compliments recd		45		