

**CAPITA**

**March 2014**

 **TV LICENSING**

# *Front Office*

Confidential

## Front Office MPP - Index

Page	Schedule Title
1	Front Office Analysis - Including Customer Satisfaction Summary
4	Call Centre Volumes - 13 Months Summary
6	Call Centre Graphs
7	Telephony Self Serve
9	TV Licensing Call Centre Contractual Performance
10	Mail Plan Adherence
11	TVL Dialler Telephone Call Results
15	TVL Dialler Effective Calls Outcomes
16	Sales Conversion Rate
17	Call Log Volumes - Reason and Outcomes

### Schedule Amendments/Additions:

Additions:

Amendments:

## Front Office Analysis

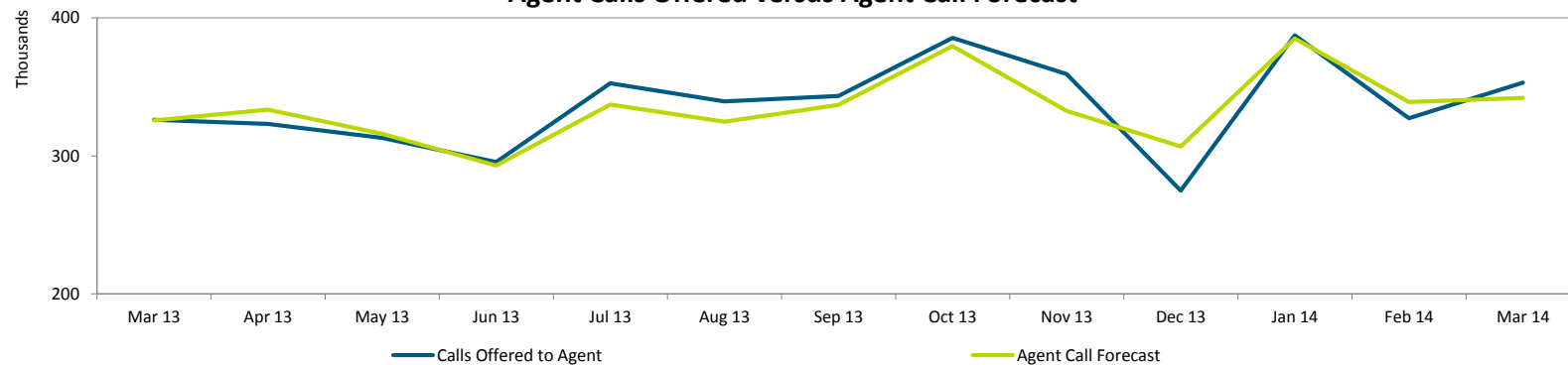
### Summary/Headlines:

352,935 calls were offered to agents in March 2014, which was a +5.3% variance on original Baseline Forecast and +3.1% on in month forecast.

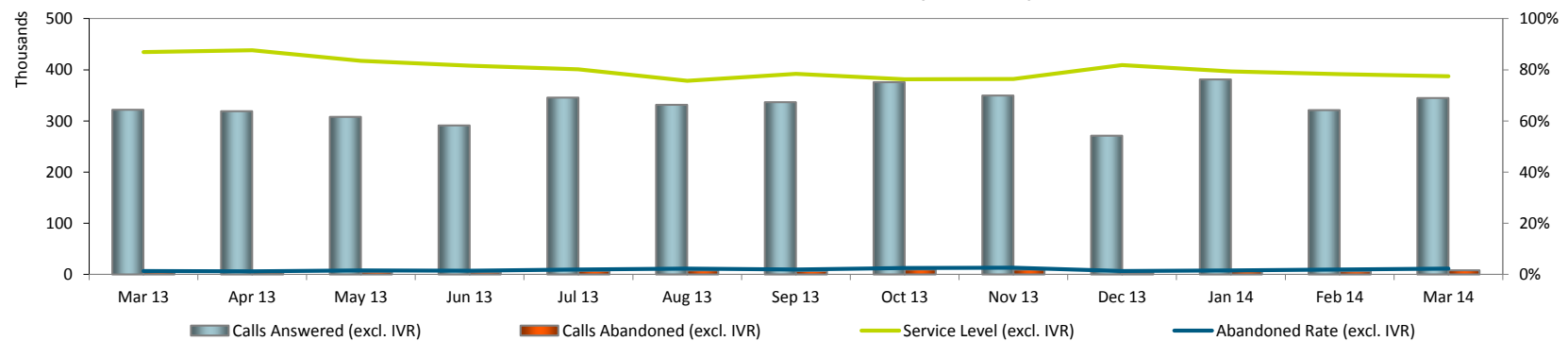
Business achieved combined Front office KPI and PI and call centre revenue targets.

### Inbound Calls

Agent Calls Offered versus Agent Call Forecast



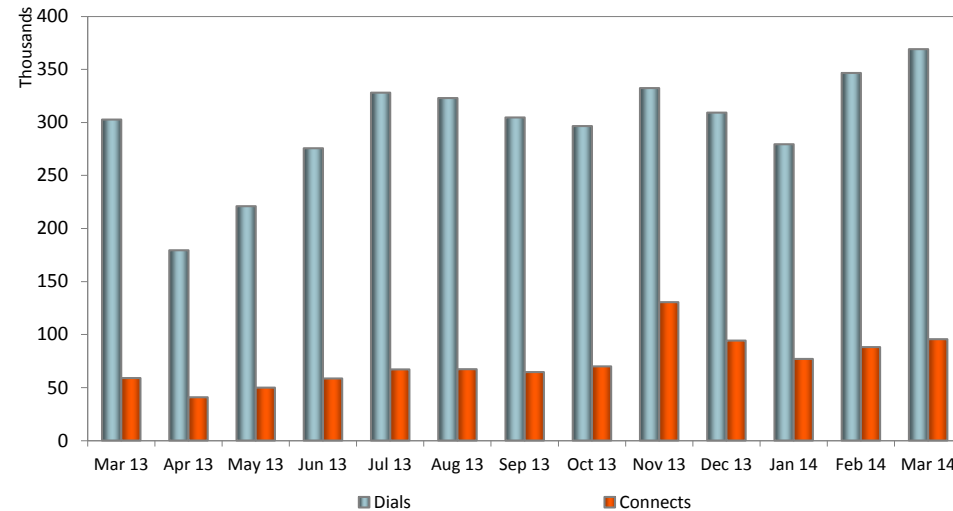
Calls Answered and Calls Abandoned (excl. IVR)



## Front Office Analysis

### Dialler Calling

#### Dials and Connects



#### Dialler Overview:

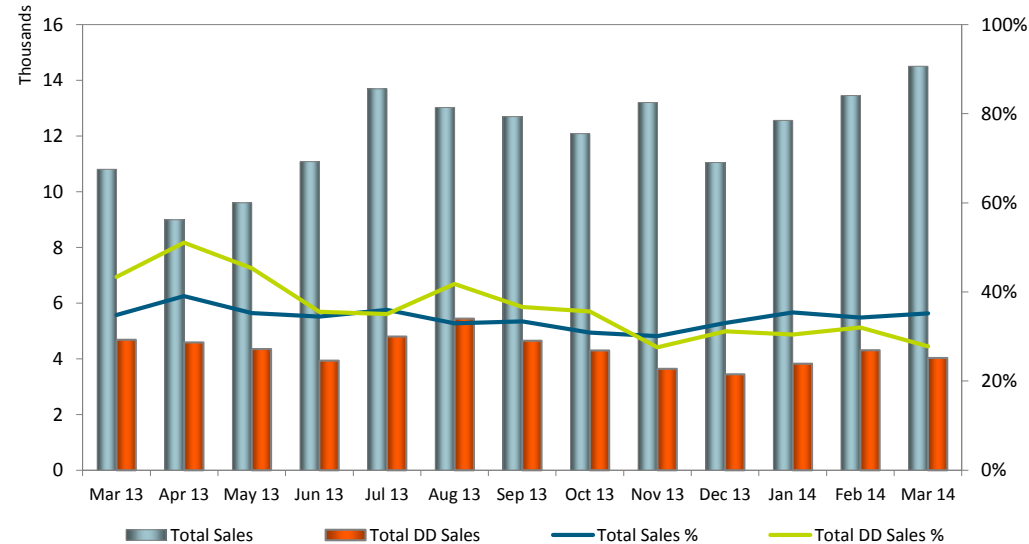
Total sales for March at 14,507 (Highest Outbound Sales recorded in a month)

369,045 dials completed

95,553 connects running at 26%

3.77 sales per hour across all campaigns

#### Total Sales & Total DD Sales



\* Total DD Sales shown as a percentage of Total Sales.

#### Dialler Usage

90% of all data to be called within the specified calling window.

Campaign	Total to Call	Dialled Inside Window	% in calling window
	2,049	2,049	100.00%
	1,278	1,278	100.00%
	1,750	1,750	100.00%
	363	363	100.00%
	3,684	2,955	80.21%
	3,319	3,319	100.00%
	767	767	100.00%
	1,945	1,945	100.00%
	3,128	3,128	100.00%
	25,242	25,240	99.99%
	4,688	4,688	100.00%
	3,721	3,721	100.00%
	3,901	3,900	99.97%
<b>Total</b>	<b>55,835</b>	<b>55,103</b>	<b>98.69%</b>

## Front Office Analysis

### Customer Satisfaction Survey

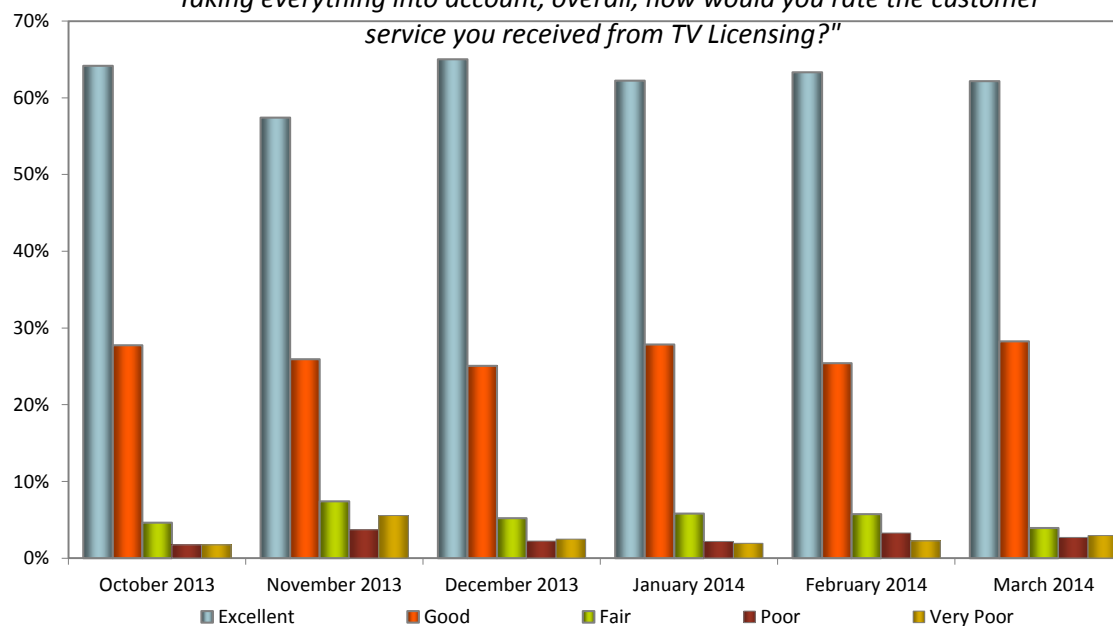
#### CSS Overview:

The proportion of respondents rating TV Licensing as Excellent or Good has reached a six month high in March with 90.5% responding with either of these two answers. This is also 5% higher than a year ago.

The underlying data shows the agents dealing with customers were knowledgeable, helpful and were easy to do business with. Only 2.7% of respondents thought our agents weren't helpful which has improved and dropped from 6.8% in September.

Please note that the new customer satisfaction surveys process went live at the end of March, so future data will reflect this new format.

*"Taking everything into account, overall, how would you rate the customer service you received from TV Licensing?"*



	Excellent	Good	Fair	Poor	Very Poor
October 2013	64.2%	27.7%	4.6%	1.7%	1.7%
November 2013	57.4%	25.9%	7.4%	3.7%	5.6%
December 2013	65.0%	25.1%	5.2%	2.2%	2.5%
January 2014	62.2%	27.8%	5.8%	2.2%	1.9%
February 2014	63.3%	25.4%	5.7%	3.3%	2.3%
March 2014	62.2%	28.3%	3.9%	2.7%	2.9%

## Call Centre Volumes - 13 Months Summary

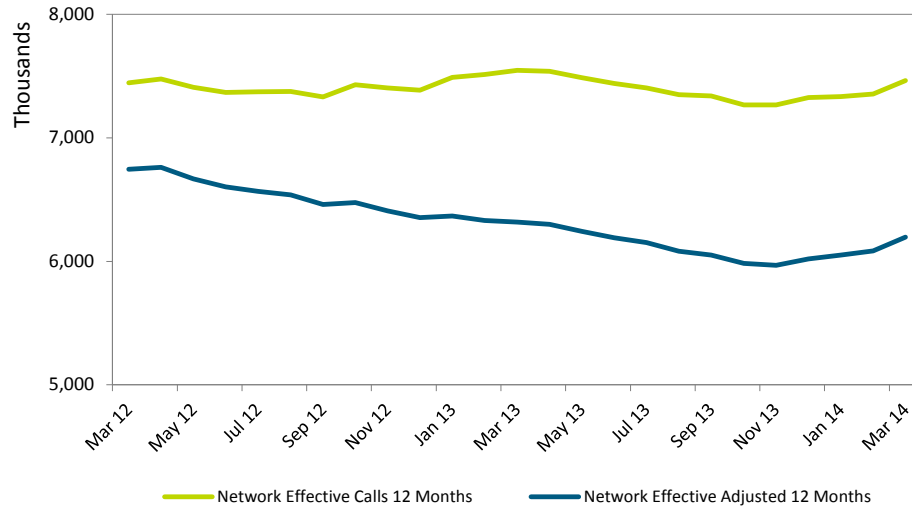
	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mar 14
<b>Calls Offered</b>													
Total Offered Calls	593,229	565,860	557,998	517,657	571,455	579,104	613,232	722,745	636,723	555,557	782,910	658,262	702,131
<i>Total Offered Calls (excluding Akinika)</i>	<i>558,596</i>	<i>528,332</i>	<i>522,106</i>	<i>484,752</i>	<i>534,795</i>	<i>543,761</i>	<i>577,487</i>	<i>685,847</i>	<i>611,040</i>	<i>536,788</i>	<i>750,681</i>	<i>634,098</i>	<i>676,282</i>
<i>Network Effective calls In Hours (inc Akinika Transfers IH)</i>	<i>526,087</i>	<i>501,141</i>	<i>497,882</i>	<i>455,793</i>	<i>512,813</i>	<i>517,447</i>	<i>551,630</i>	<i>657,229</i>	<i>568,590</i>	<i>422,140</i>	<i>599,403</i>	<i>581,411</i>	<i>612,240</i>
Total Ineffective Calls	1,347	1	0	14	0	0	0	0	0	0	0	0	0
Ineffective Call Percentage	0.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Gamma vs CMS difference	24,063	25,395	23,961	16,054	46,327	57,476	43,220	48,245	47,225	-1,541	-3,869	-1,175	-1,251
<b>Net Calls Proceeding into Capita Network</b>	<b>569,166</b>	<b>540,465</b>	<b>534,037</b>	<b>501,603</b>	<b>525,128</b>	<b>521,628</b>	<b>570,012</b>	<b>674,500</b>	<b>589,498</b>	<b>557,098</b>	<b>786,779</b>	<b>659,437</b>	<b>703,382</b>
<b>Capita Telephony Network Calls</b>													
<b>Customer Hang Ups</b>													
before making a selection	38,967	35,789	38,049	37,947	40,836	40,793	51,014	56,651	46,581	32,566	51,974	42,961	43,062
after making a selection	65,213	59,316	60,374	53,961	59,073	64,114	62,470	80,121	72,490	50,830	69,870	56,742	60,408
<b>System Disconnect Calls</b>													
After self serve	6,252	5,774	8,450	6,439	6,791	6,791	7,803	9,377	12,497	10,462	12,529	8,289	8,286
Out of Hours Message Played	15,231	16,283	15,246	15,036	16,125	19,161	17,410	18,752	20,136	14,167	16,102	13,558	16,357
Customer Selection not made	13,025	11,986	12,518	12,715	18,298	13,868	15,368	17,051	17,116	13,830	18,513	14,706	15,201
Unable to Transfer to Akinika	94	237	103	32	73	51	37	27	48	21	102	85	130
<b>Calls Externally transferred</b>													
to Akinika	14,425	13,557	13,856	12,533	13,975	15,300	16,877	17,869	12,505	7,397	14,590	16,689	16,785
<b>Net Calls to be handled</b>	<b>415,959</b>	<b>397,523</b>	<b>385,441</b>	<b>362,940</b>	<b>369,957</b>	<b>361,550</b>	<b>399,033</b>	<b>474,652</b>	<b>408,125</b>	<b>427,825</b>	<b>603,099</b>	<b>506,407</b>	<b>543,153</b>
<b>Calls Offered to IVR</b>													
<b>Calls received in IVR</b>	<b>149,815</b>	<b>137,626</b>	<b>127,615</b>	<b>132,027</b>	<b>148,078</b>	<b>145,685</b>	<b>151,472</b>	<b>163,870</b>	<b>201,907</b>	<b>209,761</b>	<b>281,171</b>	<b>240,962</b>	<b>261,896</b>
Successful Calls	68,006	60,378	56,829	50,747	52,408	53,496	57,846	60,466	79,453	78,112	94,671	85,233	94,743
Customer Hang ups	27,946	25,761	23,386	16,019	14,360	14,609	15,330	15,264	23,114	26,300	37,599	31,903	34,297
Calls routed out of IVR:	53,863	51,487	47,400	65,261	82,839	79,142	80,052	89,974	99,382	103,690	142,752	116,006	129,687
<i>Out of Hours Message</i>	<i>781</i>	<i>396</i>	<i>879</i>	<i>231</i>	<i>303</i>	<i>260</i>	<i>203</i>	<i>182</i>	<i>783</i>	<i>1,596</i>	<i>1,680</i>	<i>1,465</i>	<i>1,778</i>
<i>Customer Hang ups</i>	<i>607</i>	<i>568</i>	<i>1,035</i>	<i>1,412</i>	<i>2,088</i>	<i>2,238</i>	<i>1,613</i>	<i>1,584</i>	<i>2,200</i>	<i>1,212</i>	<i>1,773</i>	<i>1,810</i>	<i>2,400</i>
<i>Forced Abandoned</i>	<i>856</i>	<i>824</i>	<i>452</i>	<i>1,159</i>	<i>2,784</i>	<i>4,718</i>	<i>3,150</i>	<i>2,890</i>	<i>4,739</i>	<i>3,256</i>	<i>4,824</i>	<i>2,885</i>	<i>2,380</i>
<i>Net Calls Transferred to Agent</i>	<i>51,619</i>	<i>49,699</i>	<i>45,034</i>	<i>62,459</i>	<i>77,664</i>	<i>71,926</i>	<i>75,086</i>	<i>85,318</i>	<i>91,660</i>	<i>97,626</i>	<i>134,475</i>	<i>109,846</i>	<i>123,129</i>
<b>Forced Abandoned</b>													
Forced Abandoned	5,663	5,693	1,777	3,763	8,893	16,767	16,163	16,947	17,919	8,523	19,749	19,521	16,896
<b>Calls Offered to Agent</b>													
Calls transferred from IVR	51,619	49,699	45,034	62,459	77,664	71,926	75,086	85,318	91,660	97,626	134,475	109,846	123,129
Calls Offered direct to agent	274,599	273,416	267,867	233,156	274,888	267,479	268,248	300,077	267,503	177,182	252,733	217,490	229,806
<b>Total Calls offered to Agent</b>	<b>326,218</b>	<b>323,115</b>	<b>312,901</b>	<b>295,615</b>	<b>352,552</b>	<b>339,405</b>	<b>343,334</b>	<b>385,395</b>	<b>359,163</b>	<b>274,808</b>	<b>387,208</b>	<b>327,336</b>	<b>352,935</b>
<i>Total Calls Answered</i>	<i>321,831</i>	<i>318,993</i>	<i>307,937</i>	<i>291,169</i>	<i>345,593</i>	<i>331,461</i>	<i>336,653</i>	<i>375,695</i>	<i>349,654</i>	<i>271,112</i>	<i>381,100</i>	<i>321,128</i>	<i>344,770</i>
<i>Customer Abandoned</i>	<i>4,381</i>	<i>4,102</i>	<i>4,946</i>	<i>4,429</i>	<i>6,947</i>	<i>7,937</i>	<i>6,674</i>	<i>9,686</i>	<i>9,496</i>	<i>3,672</i>	<i>6,081</i>	<i>6,190</i>	<i>8,147</i>
<i>Forced Abandoned</i>	<i>6</i>	<i>20</i>	<i>18</i>	<i>17</i>	<i>12</i>	<i>7</i>	<i>7</i>	<i>14</i>	<i>13</i>	<i>24</i>	<i>27</i>	<i>18</i>	<i>18</i>
Minicom	1,409	1,431	1,268	922	822	343	0	0	0	0	0	0	0
<b>Total Calls Handled</b>	<b>422,170</b>	<b>409,254</b>	<b>393,116</b>	<b>362,381</b>	<b>417,791</b>	<b>405,948</b>	<b>414,754</b>	<b>459,291</b>	<b>461,688</b>	<b>380,879</b>	<b>525,627</b>	<b>452,252</b>	<b>485,144</b>

## Call Centre Volumes - 13 Months Summary

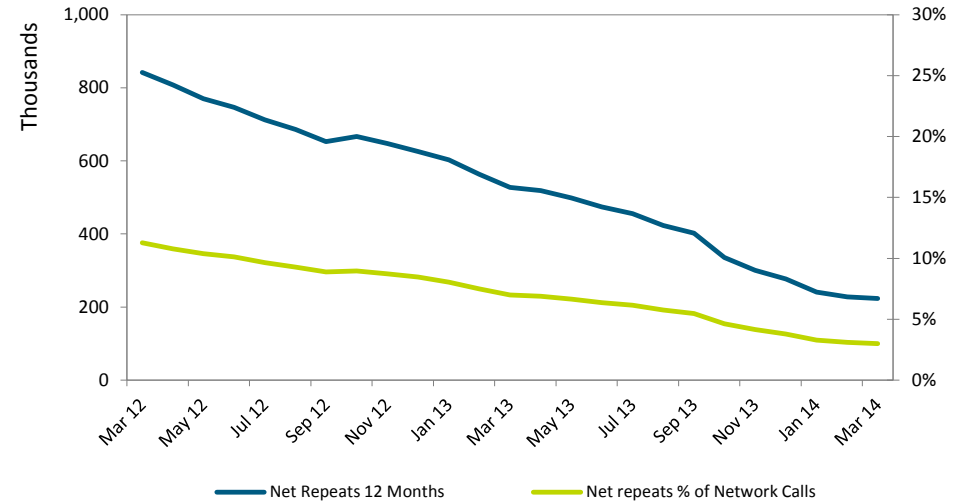
	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mar 14
<b>Service Level Performance</b>													
Total Calls Answered	321,831	318,993	307,937	291,169	345,593	331,461	336,653	375,695	349,654	271,112	381,100	321,128	344,770
Total Calls Answered - Applicable to SL Calculation	306,104	303,342	292,882	276,918	329,224	316,317	320,913	360,237	334,615	259,605	363,558	305,131	328,175
Total Calls Answered in SLA - Applicable to SL Calculation	265,977	265,979	244,373	225,893	264,175	239,249	251,493	274,808	255,493	212,344	288,337	238,879	254,091
<b>Service Level</b>	<b>86.9%</b>	<b>87.7%</b>	<b>83.4%</b>	<b>81.6%</b>	<b>80.2%</b>	<b>75.6%</b>	<b>78.4%</b>	<b>76.3%</b>	<b>76.4%</b>	<b>81.8%</b>	<b>79.3%</b>	<b>78.3%</b>	<b>77.4%</b>
Average Speed to Answer (seconds)	21	20	26	26	29	34	33	37	38	25	29	33	37
Failed Service Days	4	5	12	5	9	19	14	19	19	8	16	13	15
Days Over Forecast	7	3	3	7	16	10	8	8	16	0	5	1	12
<b>Abandoned Calls</b>													
Forced Abandoned	5,663	5,693	1,777	3,763	8,893	16,767	16,163	16,947	17,919	8,523	19,749	19,521	16,896
Forced Abandoned %	1.1%	1.1%	0.4%	0.8%	1.7%	3.2%	2.9%	2.6%	3.2%	2.0%	3.3%	3.4%	2.8%
Customer Abandoned	4,381	4,102	4,946	4,429	6,947	7,937	6,674	9,686	9,496	3,672	6,081	6,190	8,147
Customer Abandoned %	1.3%	1.3%	1.6%	1.5%	2.0%	2.3%	1.9%	2.5%	2.6%	1.3%	1.6%	1.9%	2.3%
Avg time for Customers to Abandon (secs)	137	99	98	81	69	64	103	91	96	78	78	104	129
Total Abandoned	10,044	9,795	6,723	8,192	15,840	24,704	22,837	26,633	27,415	12,195	25,830	25,711	25,043
Total Abandoned %	1.9%	2.0%	1.4%	1.8%	3.1%	4.8%	4.1%	4.1%	4.8%	2.9%	4.3%	4.4%	4.1%
<b>Repeat Calls</b>													
Repeat Calls	125,890	115,283	112,572	99,508	112,395	117,053	135,440	173,021	141,350	98,126	147,726	117,845	121,289
Repeat Calls %	22.5%	21.8%	21.6%	20.5%	21.0%	21.5%	23.5%	25.2%	23.1%	18.3%	19.7%	18.6%	17.9%
Customers Calling	432,706	413,049	409,534	385,244	422,400	426,708	442,047	512,826	469,690	355,898	481,863	416,404	448,257
Unique Repeat Calls	88,926	82,841	81,155	72,401	79,966	84,201	93,823	116,386	99,083	69,887	102,624	83,681	87,129
Unique Repeat Calls %	20.6%	20.1%	19.8%	18.8%	18.9%	19.7%	21.2%	22.7%	21.1%	19.6%	21.3%	20.1%	19.4%

## Call Centre Graphs - MAT

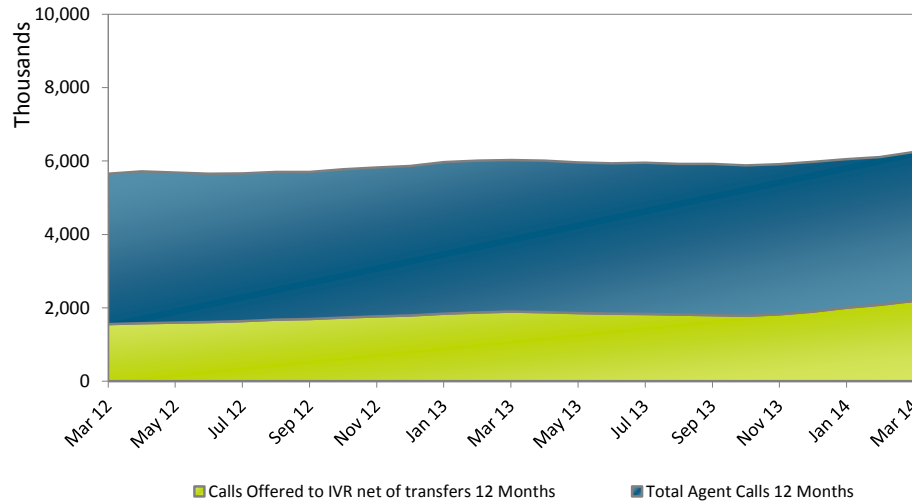
**Network Effective Calls**



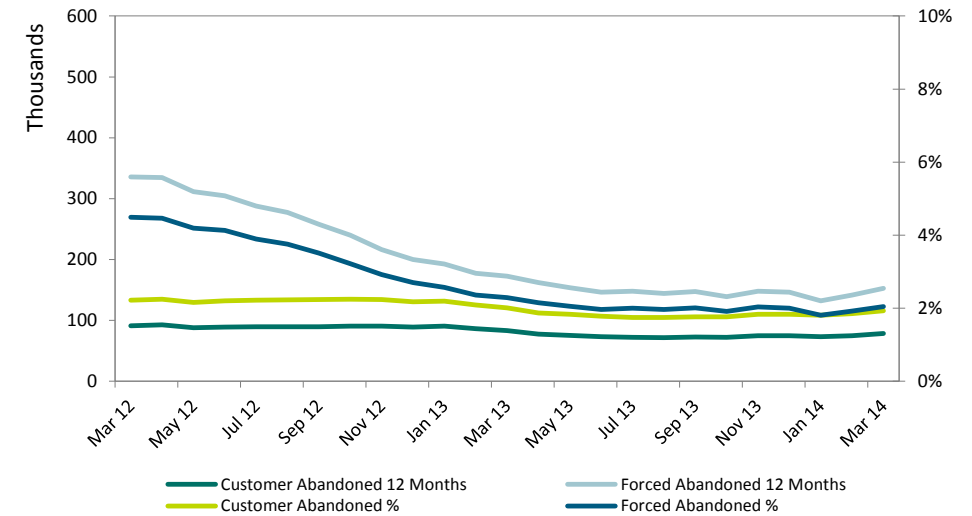
**Net Repeats**



**Total Calls Handled**



**Abandoned**





## Telephony - IVR Applications Analysis - 13 Months Summary

	Total	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mar 14
<b>Gross Volumes</b>														
Total Calls	2,202,070	149,815	137,626	127,615	132,027	148,078	145,685	151,472	163,870	201,907	209,761	281,171	240,962	261,896
Completion	825,017	68,006	60,378	56,829	50,747	52,408	53,496	57,862	60,466	79,453	78,112	95,290	85,233	94,743
% Completion	37.5%	45.4%	43.9%	44.5%	38.4%	35.4%	36.7%	38.2%	36.9%	39.4%	37.2%	33.9%	35.4%	36.2%
Hang Ups	278,170	27,946	25,761	23,386	16,019	14,360	14,609	15,330	15,264	23,114	26,300	37,827	31,903	34,297
% Hang Ups	12.6%	18.7%	18.7%	18.3%	12.1%	9.7%	10.0%	10.1%	9.3%	11.4%	12.5%	13.5%	13.2%	13.1%
Errors	1,088,331	53,863	51,487	47,400	65,261	82,839	79,142	80,051	89,974	99,382	103,690	143,412	116,006	129,687
% Errors	49.4%	36.0%	37.4%	37.1%	49.4%	55.9%	54.3%	52.8%	54.9%	49.2%	49.4%	51.0%	48.1%	49.5%
<b>IDV Volumes</b>														
Total Calls	2,191,158	149,815	137,626	127,615	130,323	147,086	144,600	150,425	162,882	200,915	208,922	280,083	239,939	260,742
Completion	1,273,093	100,133	90,593	84,044	72,502	77,120	77,684	83,307	88,063	117,434	122,491	163,485	141,385	154,985
% Completion	58.1%	66.8%	65.8%	65.9%	55.6%	52.4%	53.7%	55.4%	54.1%	58.4%	58.6%	58.4%	58.9%	59.4%
Hang Ups	126,431	12,081	10,680	9,764	7,853	7,822	7,925	8,532	8,379	11,071	11,432	15,615	13,279	14,079
% Hang Ups	5.8%	8.1%	7.8%	7.7%	6.0%	5.3%	5.5%	5.7%	5.1%	5.5%	5.5%	5.6%	5.5%	5.4%
Errors	785,568	37,601	36,353	33,807	49,968	62,180	59,015	58,615	66,471	72,201	74,533	100,467	80,805	91,153
% Errors	35.9%	25.1%	26.4%	26.5%	38.3%	42.3%	40.8%	39.0%	40.8%	35.9%	35.7%	35.9%	33.7%	35.0%
<b>Completed Calls</b>														
Change of Address	299,208	28,453	28,749	27,463	23,910	24,127	24,257	24,575	23,526	28,055	23,693	24,023	22,228	24,602
Change of Bank	50,290	5,262	5,263	4,502	4,000	4,117	4,194	4,380	4,452	4,333	2,956	4,331	3,913	3,849
DD/CC Payments	317,511	20,979	13,888	13,843	12,324	12,948	12,970	15,276	19,050	31,324	39,923	50,548	44,782	50,635
Verify Licence	39,451	3,860	3,310	3,107	2,590	2,867	2,890	3,234	3,459	4,807	2,647	3,676	3,111	3,753
DD Setup	43,490	4,743	4,043	3,988	2,788	3,156	3,221	3,542	3,642	3,898	2,889	4,405	3,941	3,977
DOEO	69,141	2,861	3,136	2,238	4,604	5,014	5,785	6,652	6,148	6,849	5,853	8,115	7,050	7,697
Pay Point	5,926	1,848	1,989	1,688	531	179	179	203	189	187	151	192	208	230
<b>Hang Up's</b>														
Change of Address	52,108	9,975	8,955	8,453	6,899	3,191	3,104	3,164	3,194	3,432	2,539	3,102	2,896	3,179
Change of Bank	12,616	2,475	2,391	2,119	1,022	831	910	868	855	742	537	787	731	823
DD/CC Payments	76,555	5,334	4,489	4,289	1,964	1,094	1,162	1,269	1,332	6,199	10,549	16,499	13,328	14,381
Verify Licence	14,771	1,737	1,629	1,477	1,037	1,094	1,103	1,315	1,257	1,399	936	1,254	1,054	1,216
DD Setup	12,397	2,441	2,211	1,872	772	742	758	820	832	865	623	1,006	925	971
DOEO	4,175	2,256	2,414	1,761	0	0	0	0	0	0	0	0	0	0
Pay Point	12,895	3,728	3,672	3,415	1,353	486	538	490	472	482	399	530	492	566
<b>Errors (Agent Transfers)</b>														
Change of Address	90,144	19,392	19,413	18,639	23,128	11,404	3,593	1,344	1,337	2,203	2,034	2,372	2,194	2,483
Change of Bank	23,730	5,305	5,437	4,920	2,028	1,557	1,417	1,290	1,336	1,260	883	1,309	1,112	1,181
DD/CC Payments	125,278	8,429	6,785	6,945	5,187	4,123	3,670	3,852	4,786	10,897	16,093	23,260	19,009	20,671
Verify Licence	75,911	6,315	5,580	5,295	5,529	6,290	6,296	6,504	6,916	7,640	5,334	7,488	6,337	6,702
DD Setup	28,667	5,393	4,964	4,722	2,006	1,893	1,845	1,778	1,810	1,906	1,489	2,277	1,936	2,041
DOEO	24,582	9,029	9,308	6,879	1,371	1,481	1,054	694	598	622	533	745	622	675
Pay Point	3,444	0	0	0	416	327	368	354	327	323	289	369	313	358
<b>MAT Completed Calls</b>														

Confidential

Schedule 4 - Section 3.4 - Item 11

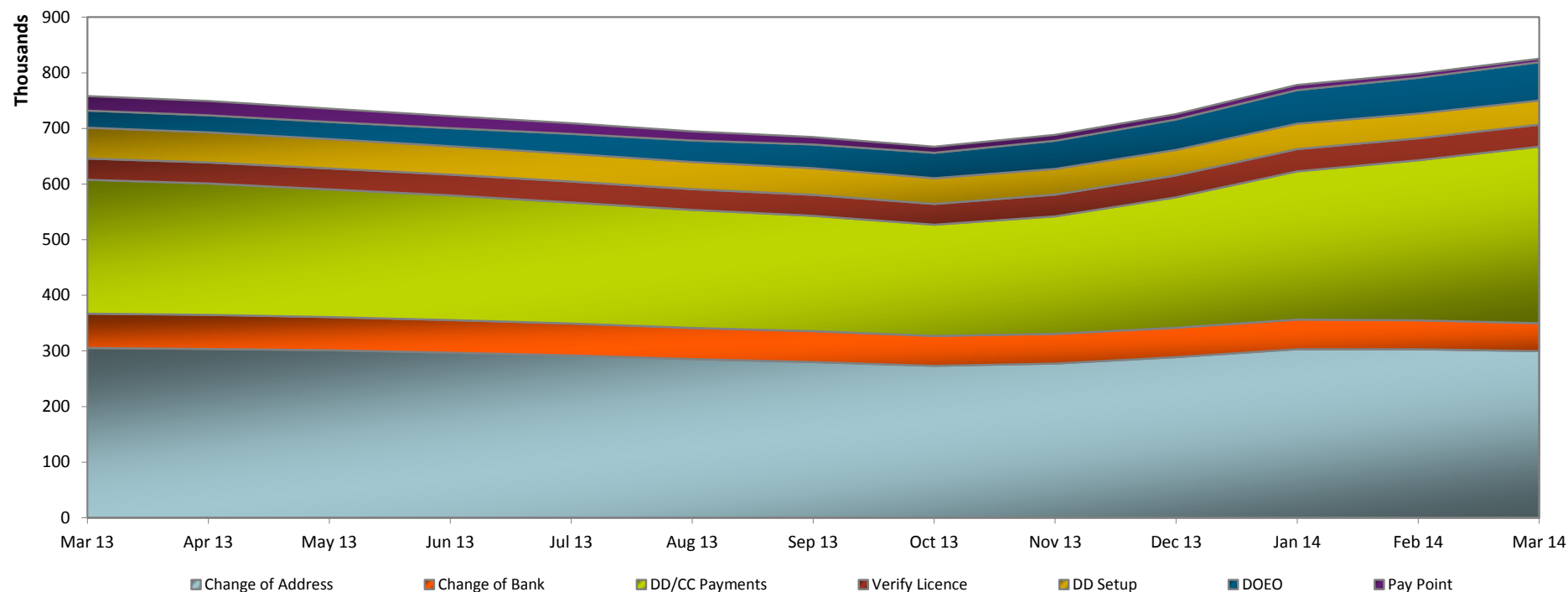
Front Office

## Telephony - IVR Applications Analysis - 13 Months Summary

	Total	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mar 14
Change of Address		305,079	303,294	301,267	296,795	291,723	284,980	279,995	272,969	276,916	288,475	303,054	303,059	299,208
Change of Bank		61,969	61,168	59,511	58,388	57,428	56,166	55,246	53,719	53,522	53,182	52,957	51,703	50,290
DD/CC Payments		240,327	236,204	229,602	224,299	217,437	211,983	207,603	200,047	211,205	234,305	266,428	287,855	317,511
Verify Licence		38,384	38,149	37,657	37,268	37,700	37,503	37,559	37,319	39,300	39,414	39,971	39,558	39,451
DD Setup		55,242	54,020	52,837	51,065	50,074	49,041	48,127	46,288	46,162	45,812	45,885	44,256	43,490
DOEO		30,666	30,667	30,405	32,631	35,555	38,335	42,326	45,744	50,646	54,549	60,537	64,305	69,141
Pay Point		26,574	25,488	24,201	21,811	19,282	16,420	13,478	11,154	10,420	9,732	9,049	7,544	5,926

Note:- May 13 and Prior = Vodafone data, June 13 = Combined MVS/Vodafone data, July 13 onwards = MVS data.

Note:- Since November 2013 the Akinika Cash Plan volumes are included.



# TV Licensing Call Centre Performance

Date	Calls Offered				Capita Telephony Network Calls				Calls Offered to IVR				Calls Offered to Agent						Abandoned Summary					
	Total Calls Attempts	Ineffective Calls	Ineffective Calls %	Calls into Capita Network	Hang Ups	Disconnects	External Transfers	Net Calls to be Handled	Calls Received in IVR	Completed Calls	Hang Ups	Errors (Agent Transfers)	Calls Offered to Agent	Baseline Agent Forecast	Deviation	* Calls Answered	Calls Answered in SLA	Service Level %	Customer Abandoned	Customer Abandoned %	Forced Abandoned	Forced Abandoned %	Total Abandoned	Total Abandoned %
01 Mar - Sat	14,621	-	-	14,870	2,795	1,606	185	10,284	6,239	38.1%	14.1%	46.7%	4,488	4,063	425	4,129	2,926	70.9%	110	2.5%	788	8.8%	898	10.1%
02 Mar - Sun	3,553	-	-	3,550	920	672	-	1,958	1,955	45.1%	15.5%	40.8%	-	-	-	-	-	-	-	-	-	-	-	-
03 Mar - Mon	45,643	-	-	45,635	7,975	2,125	1,099	34,436	14,309	34.4%	13.3%	50.8%	18,187	19,157	(970)	16,610	11,351	68.3%	550	3.0%	7,466	17.5%	8,016	18.8%
04 Mar - Tue	26,663	-	-	26,735	3,427	1,220	727	21,361	9,945	34.7%	13.2%	50.9%	14,960	14,201	759	13,730	11,364	82.8%	463	3.1%	5	0.0%	468	1.9%
05 Mar - Wed	26,439	-	-	26,494	3,380	1,242	704	21,168	10,234	34.6%	13.1%	51.0%	14,590	14,161	429	13,610	11,131	81.8%	279	1.9%	7	0.0%	286	1.2%
06 Mar - Thu	29,582	-	-	29,640	3,760	1,394	738	23,748	11,005	34.8%	12.8%	51.0%	15,253	14,441	812	14,121	9,723	68.9%	402	2.6%	1,566	5.7%	1,968	7.2%
07 Mar - Fri	24,031	-	-	24,018	2,857	1,048	619	19,494	9,329	37.2%	12.6%	48.8%	13,416	13,226	190	12,688	12,070	95.1%	74	0.6%	3	0.0%	77	0.3%
08 Mar - Sat	12,578	-	-	12,572	2,481	1,422	143	8,526	4,994	36.7%	13.5%	49.1%	4,461	3,635	826	3,962	2,931	74.0%	273	6.1%	111	1.5%	384	5.1%
09 Mar - Sun	2,717	-	-	2,728	736	619	-	1,373	1,363	44.4%	15.3%	41.5%	-	-	-	-	-	-	-	-	-	-	-	-
10 Mar - Mon	32,759	-	-	32,815	4,701	1,683	715	25,716	11,441	34.8%	13.1%	50.7%	18,156	15,972	2,184	16,703	12,297	73.6%	645	3.6%	486	1.6%	1,131	3.7%
11 Mar - Tue	23,924	-	-	23,980	3,321	1,047	640	18,972	8,943	34.9%	13.1%	50.8%	13,134	11,977	1,157	12,211	10,596	86.8%	244	1.9%	9	0.0%	253	1.2%
12 Mar - Wed	25,657	-	-	25,745	3,698	1,187	746	20,114	9,297	34.8%	13.2%	50.6%	14,022	14,007	15	13,095	11,175	85.3%	200	1.4%	211	0.9%	411	1.7%
13 Mar - Thu	27,723	-	-	27,836	3,833	1,295	701	22,007	10,111	33.4%	12.8%	52.2%	15,361	14,880	481	14,106	10,601	75.2%	564	3.7%	412	1.6%	976	3.8%
14 Mar - Fri	26,540	-	-	26,554	3,571	1,155	639	21,189	10,076	37.8%	12.2%	49.1%	14,670	14,165	505	13,842	11,262	81.4%	227	1.5%	11	0.0%	238	1.0%
15 Mar - Sat	14,280	-	-	14,289	2,857	1,514	175	9,743	5,729	38.3%	12.7%	48.0%	4,453	4,151	302	3,958	2,778	70.2%	277	6.2%	845	9.7%	1,122	12.8%
16 Mar - Sun	2,996	-	-	2,987	814	595	-	1,578	1,589	45.1%	14.2%	42.0%	-	-	-	-	-	-	-	-	-	-	-	-
17 Mar - Mon	36,656	-	-	36,669	5,844	1,721	781	28,323	12,018	38.5%	12.0%	48.2%	20,164	18,850	1,314	18,767	13,671	72.8%	530	2.6%	744	2.2%	1,274	3.7%
18 Mar - Tue	27,810	-	-	27,836	3,886	1,369	707	21,874	10,073	35.4%	13.3%	50.1%	15,229	13,270	1,959	14,166	9,989	70.5%	396	2.6%	273	1.1%	669	2.6%
19 Mar - Wed	26,851	-	-	26,897	3,782	1,305	784	21,026	9,801	35.5%	12.7%	50.5%	14,631	14,364	267	13,531	10,134	74.9%	433	3.0%	336	1.4%	769	3.1%
20 Mar - Thu	26,798	-	-	26,826	3,735	1,299	804	20,988	9,920	34.1%	13.0%	51.4%	14,808	14,584	224	13,786	11,696	84.8%	377	2.5%	135	0.5%	512	2.1%
21 Mar - Fri	26,472	-	-	26,481	3,597	1,097	676	21,111	10,116	35.9%	14.2%	48.5%	14,601	14,336	265	13,717	10,222	74.5%	274	1.9%	12	0.0%	286	1.2%
22 Mar - Sat	13,326	-	-	13,326	2,595	1,561	158	9,012	5,172	36.6%	13.8%	48.6%	4,772	4,280	492	4,530	3,677	81.2%	31	0.6%	107	1.3%	138	1.7%
23 Mar - Sun	3,271	-	-	3,273	891	692	-	1,690	1,680	39.5%	18.6%	42.5%	-	-	-	-	-	-	-	-	-	-	-	-
24 Mar - Mon	36,577	-	-	36,785	6,000	1,878	802	28,105	12,151	36.2%	12.9%	49.9%	20,178	19,163	1,015	18,961	14,559	76.8%	296	1.5%	316	0.9%	612	1.8%
25 Mar - Tue	28,084	-	-	28,148	3,457	1,665	731	22,295	10,655	36.6%	13.7%	48.5%	15,275	13,362	1,913	14,268	11,715	82.1%	311	2.0%	74	0.3%	385	1.5%
26 Mar - Wed	27,196	-	-	27,233	3,647	1,270	841	21,475	10,580	34.9%	13.1%	50.9%	14,591	14,039	552	13,534	10,838	80.1%	310	2.1%	108	0.4%	418	1.7%
27 Mar - Thu	29,394	-	-	29,449	3,844	1,351	916	23,338	11,003	35.9%	13.0%	49.9%	15,157	14,519	638	14,167	9,962	70.3%	302	2.0%	1,278	4.7%	1,580	5.8%
28 Mar - Fri	28,282	-	-	28,290	3,166	1,147	685	23,292	11,174	37.9%	12.0%	49.0%	15,390	14,271	1,119	14,432	10,034	69.5%	300	1.9%	673	2.6%	973	3.7%
29 Mar - Sat	12,352	-	-	12,359	2,150	1,430	147	8,632	5,464	38.2%	13.5%	46.6%	4,171	4,099	72	3,930	3,671	93.4%	24	0.6%	-	-	24	0.3%
30 Mar - Sun	2,990	-	-	2,997	778	615	-	1,604	1,610	43.2%	15.2%	41.4%	-	-	-	-	-	-	-	-	-	-	-	-
31 Mar - Mon	36,366	-	-	36,365	4,972	1,750	922	28,721	13,920	37.4%	12.7%	48.5%	18,817	17,972	845	17,621	13,718	77.9%	255	1.4%	920	2.8%	1,175	3.6%
Total	702,131	-	-	703,382	103,470	39,974	16,785	543,153	261,896	36.2%	13.1%	49.5%	352,935	335,145	17,790	328,175	254,091	77.4%	8,147	2.3%	16,896	2.8%	25,043	4.1%

\* Please Note: Calls Answered are only those calls that are applicable to the service level calculation.

## Mail Plan Adherence Report

																				Totals	%
Forecast	284,535	171,880	57,870	0	0	0	1,689,270	5,100	0	359,565	107,993	54,139	0	20,000	75,000	18,500	58,800	15,376	33,600	2,951,628	
Extract	280,297	168,131	52,235	0	0	0	1,795,232	4,730	0	423,506	112,712	57,800	0	10,019	36,006	14,107	64,585	17,634	38,159	3,075,153	
Despatch	282,545	168,131	40,098	0	0	0	1,794,787	4,730	0	419,961	112,712	57,800	0	10,019	36,006	14,035	64,585	17,634	38,159	3,061,202	
01 Mar - Sat																				0	0.00%
03 Mar - Mon	4.08%																		-3289	-1.44%	
04 Mar - Tue	-4.08%	0.00%	-100.00%																-17763	-6.39%	
05 Mar - Wed																				17	0.01%
06 Mar - Thu																				1340	1.20%
07 Mar - Fri																				-986	-3.52%
08 Mar - Sat																				0	0.00%
10 Mar - Mon	-5.83%																		-1047	-0.55%	
11 Mar - Tue	5.83%	0.00%	0.00%																374	0.16%	
12 Mar - Wed																				-3332	-2.07%
13 Mar - Thu																				347	0.23%
14 Mar - Fri																				3594	5.79%
15 Mar - Sat																				0	0.00%
17 Mar - Mon	-5.50%																		-5487	-2.16%	
18 Mar - Tue	5.50%	0.00%	0.00%																1659	0.72%	
19 Mar - Wed																				997	0.70%
20 Mar - Thu																				2886	2.28%
21 Mar - Fri																				-56	-0.21%
22 Mar - Sat																				0	0.00%
24 Mar - Mon	5.17%																		1547	1.22%	
25 Mar - Tue	-5.17%	0.00%	0.00%																-2008	-1.14%	
26 Mar - Wed																				17	0.01%
27 Mar - Thu																				343	0.42%
28 Mar - Fri																				101	0.33%
29 Mar - Sat																				0	0.00%
31 Mar - Mon	7.81%																		6793	3.96%	

The above report shows the adherence to the mail plan as a percentage of the planned activity for that particular day. The forecast volume is advised by Proximity at least one full month before the month reported. The 'extract' volume is the total data extracted from LASSY for that campaign and is the expected volume Capita refer to when looking at forecasts etc. This is usually displayed on the drop plan approximately 10 days before mailing (depending on the campaign). The 'despatch' volume is the total number of letters despatched by Communis. The individual percentages show the comparison between the extract figure and actual dispatch by day.

TVL Dialler Calling Results - 13 Month Summary

	Total	Mar 13		Apr 13		May 13		Jun 13		Jul 13		Aug 13		Sep 13		Oct 13		Nov 13		Dec 13		Jan 14		Feb 14		Mar 14	
New Data	110,381	9,178	8.7%	9,277	6.8%	11,502	8.5%	6,147	4.6%	3,085	1.6%	11,823	6.7%	12,780	7.1%	17,787	8.8%	6,768	4.3%	6,858	4.2%	6,649	3.6%	17,705	10.6%	0	0.0%
Dials	175,622	29,159	9.6%	19,033	10.6%	34,459	15.6%	14,892	5.4%	2,906	0.9%	21,442	6.2%	20,795	6.8%	6,264	2.1%	11,113	3.3%	10,331	3.3%	8,329	3.0%	21,496	6.2%	4,562	1.2%
Connects	38,176	4,661	7.9%	3,292	8.1%	5,755	11.5%	2,518	4.3%	465	0.7%	4,150	5.7%	4,173	6.5%	1,219	1.7%	5,212	4.0%	2,790	3.0%	2,137	2.8%	5,309	6.0%	1,156	1.2%
Effective Calls	26,861	3,860	7.6%	2,739	7.5%	4,743	11.0%	2,208	4.4%	430	0.7%	3,531	5.6%	3,555	6.4%	1,045	1.9%	1,719	2.7%	1,662	3.4%	1,353	2.6%	3,142	5.5%	734	1.3%
DMC Calls	17,436	2,248	7.2%	1,665	7.2%	2,939	10.8%	1,332	4.1%	270	0.7%	2,342	5.5%	2,488	6.5%	684	1.7%	1,118	2.5%	1,083	3.2%	909	2.6%	2,096	5.3%	510	1.2%
Sales	4,011	375	3.5%	295	3.3%	678	7.1%	389	3.5%	94	0.7%	498	3.6%	521	4.1%	154	1.3%	300	2.3%	240	2.2%	243	1.9%	524	3.9%	75	0.5%
Sales per Hour	2.4	1.4		1.7		2.2		2.8		3.3		2.4		2.5		2.7		2.3		2.4		2.9		2.6		2.0	
Hours	1678:12:44	266:45:56	8.2%	175:04:21	8.0%	309:28:35	11.3%	139:47:37	4.6%	28:04:43	0.8%	204:51:44	6.1%	208:10:12	6.3%	56:08:30	1.7%	131:58:42	3.4%	101:48:29	3.4%	84:00:59	2.9%	201:30:37	5.9%	37:18:15	1.0%
New Data	55,241	13,122	12.5%	10,918	8.0%	4,352	3.2%	5,987	4.5%	1,163	0.6%	9,353	5.3%	9,718	5.4%	3,488	1.7%	2,812	1.8%	2,605	1.6%	0	0.0%	2,486	1.5%	2,359	1.4%
Dials	68,178	11,884	3.9%	2,592	1.4%	10,852	4.9%	3,791	1.4%	13,258	4.0%	6,247	1.8%	5,981	2.0%	7,543	2.5%	4,488	1.4%	3,669	1.2%	0	0.0%	6,347	1.8%	3,410	0.9%
Connects	16,188	1,848	3.1%	348	0.9%	2,468	4.9%	665	1.1%	2,554	3.8%	1,212	1.7%	1,246	1.9%	2,339	3.3%	1,996	1.5%	1,062	1.1%	0	0.0%	1,613	1.8%	685	0.7%
Effective Calls	11,464	1,544	3.0%	303	0.8%	2,145	5.0%	552	1.1%	2,196	3.8%	1,059	1.7%	1,105	2.0%	1,305	2.3%	771	1.2%	611	1.2%	0	0.0%	1,037	1.8%	380	0.6%
DMC Calls	7,199	954	3.1%	185	0.8%	1,256	4.6%	287	0.9%	1,392	3.7%	702	1.6%	725	1.9%	781	2.0%	474	1.1%	415	1.2%	0	0.0%	701	1.8%	281	0.7%
Sales	1,313	130	1.2%	14	0.2%	251	2.6%	59	0.5%	282	2.1%	110	0.8%	132	1.0%	133	1.1%	80	0.6%	75	0.7%	0	0.0%	134	1.0%	43	0.3%
Sales per Hour	1.9	1.3		0.8		2.2		2.1		2.2		1.7		1.8		1.6		1.6		1.8		0.0		1.7		1.7	
Hours	702:26:30	96:36:52	3.0%	17:56:23	0.8%	115:23:23	4.2%	27:41:47	0.9%	130:08:26	3.7%	62:52:59	1.9%	74:17:44	2.3%	80:37:46	2.4%	50:02:15	1.3%	41:33:46	1.4%	00:00:00	0.0%	77:16:32	2.2%	24:35:29	0.7%
New Data	448	0	0.0%	0	0.0%	0	0.0%	184	0.1%	264	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dials	242	0	0.0%	0	0.0%	0	0.0%	220	0.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Connects	62	0	0.0%	0	0.0%	0	0.0%	60	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Effective Calls	56	0	0.0%	0	0.0%	0	0.0%	56	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DMC Calls	28	0	0.0%	0	0.0%	0	0.0%	28	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sales	2	0	0.0%	0	0.0%	0	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sales per Hour	0.5	0.0		0.0		0.0		0.6		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0	
Hours	03:45:38	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	03:23:20	0.1%	00:22:18	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%
New Data	2,569	712	0.7%	0	0.0%	0	0.0%	0	0.0%	754	0.4%	0	0.0%	0	0.0%	818	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	997	0.6%
Dials	4,502	1,613	0.5%	0	0.0%	0	0.0%	0	0.0%	780	0.2%	840	0.2%	0	0.0%	769	0.3%	797	0.2%	0	0.0%	0	0.0%	0	0.0%	1,316	0.4%
Connects	1,931	385	0.7%	0	0.0%	0	0.0%	0	0.0%	269	0.4%	237	0.3%	0	0.0%	540	0.8%	339	0.3%	0	0.0%	0	0.0%	0	0.0%	546	0.6%
Effective Calls	1,324	358	0.7%	0	0.0%	0	0.0%	0	0.0%	241	0.4%	204	0.3%	0	0.0%	309	0.5%	182	0.3%	0	0.0%	0	0.0%	0	0.0%	388	0.7%
DMC Calls	1,011	288	0.9%	0	0.0%	0	0.0%	0	0.0%	161	0.4%	129	0.3%	0	0.0%	240	0.6%	144	0.3%	0	0.0%	0	0.0%	0	0.0%	337	0.8%
Sales	617	241	2.2%	0	0.0%	0	0.0%	0	0.0%	92	0.7%	72	0.5%	0	0.0%	148	1.2%	85	0.6%	0	0.0%	0	0.0%	0	0.0%	220	1.5%
Sales per Hour	7.7	10.4		0.0		0.0		0.0		6.7		6.5		0.0		7.8		6.9		0.0		0.0		0.0		9.2	
Hours	80:10:52	23:11:29	0.7%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	13:47:23	0.4%	11:09:10	0.3%	00:00:00	0.0%	18:54:28	0.6%	12:20:09	0.3%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	23:59:42	0.7%
New Data	11,563	524	0.5%	1,206	0.9%	1,704	1.3%	666	0.5%	689	0.4%	770	0.4%	950	0.5%	914	0.5%	1,131	0.7%	911	0.6%	1,217	0.7%	579	0.3%	826	0.5%
Dials	24,315	530	0.2%	1,569	0.9%	839	0.4%	317	0.1%	1,456	0.4%	1,248	0.4%	1,753	0.6%	1,579	0.5%	5,352	1.6%	397	0.1%	3,484	1.2%	2,938	0.8%	3,383	0.9%
Connects	7,380	166	0.3%	418	1.0%	215	0.4%	86	0.1%	386	0.6%	201	0.3%	548	0.8%	481	0.7%	2,007	1.5%	127	0.1%	1,189	1.5%	798	0.9%	924	1.0%
Effective Calls	5,312	160	0.3%	385	1.1%	177	0.4%	76	0.1%	342	0.6%	162	0.3%	517	0.9%	435	0.8%	1,034	1.6%	81	0.2%	931	1.8%	544	1.0%	628	1.1%
DMC Calls	3,434	87	0.3%	254	1.1%	96	0.4%	53	0.2%	220	0.6%	110	0.3%	327	0.9%	280	0.7%	644	1.5%	47	0.1%	601	1.7%	365	0.9%	437	1.1%
Sales	938	26	0.2%	99	1.1%	21	0.2%	13	0.1%	61	0.4%	16	0.1%	87	0.7%	68	0.6%	161	1.2%	10	0.1%	184	1.5%	88	0.7%	130	0.9%
Sales per Hour	2.7	2.6		3.8		1.8		2.4		2.3		1.1		2.9		2.6		2.2		2.0		3.5		2.5		3.3	
Hours	347:05:15	09:52:18	0.3%	26:08:10	1.2%	11:59:52	0.4%	05:19:05	0.2%	26:42:34	0.8%	14:04:47	0.4%	30:11:42	0.9%	26:28:50	0.8%	72:33:56	1.9%	04:54:53	0.2%	52:52:03	1.8%	35:51:12	1.0%	39:58:11	1.1%
New Data	50,467	3,593	3.4%	4,193	3.1%	8,636	6.4%	3,591	2.7%	3,625	1.9%	4,156	2.4%	3,746	2.1%	3,464	1.7%	4,015	2.5%	3,780	2.3%	3,619	1.9%	4,320	2.6%	3,322	1.9%
Dials	155,131	11,139	3.7%	5,694	3.2%	18,221	8.2%	2,871	1.0%	5,988	1.8%	6,292	1.8%	13,524	4.4%	7,389	2.5%	18,496	5.6%	6,310	2.0%	12,796	4.6%	31,398	9.1%	26,152	7.1%
Connects	34,048	1,919	3.3%	1,398	3.4%	3,540	7.1%	336	0.6%	1,277	1.9%	744	1.0%	2,923	4.5%	1,460	2.1%	8,573	6.6%	1,949	2.1%	2,939	3.8%	5,139	5.8%	3,770	3.9%
Effective Calls	20,925	1,698	3.3%	1,234	3.4%	2,977	6.9%	253	0.5%	1,166	2.0%	594	0.9%	2,556	4.6%	1,256	2.2%	2,768	4.4%	1,088	2.2%	2,060	4.0%	2,924	5.2%	2,049	3.5%
DMC Calls	13,257	1,044	3.4%	780	3.4%	1,823	6.7%	155	0.5%	783	2.1%	388	0.9%	1,652	4.3%	804	2.1%	1,730	3.9%	696	2.1%	1,289	3.6%	1,838	4.7%	1,319	3.2%
Sales	5,571	604	5.6%	404	4.5%	713	7.4%	58	0.5%	407	3.0%	117	0.8%	728	5.7%	326	2.7%	661	5.0%	295	2.7%	558	4.4%	770	5.7%	534	3.7%
Sales per Hour	4.6	4.9		5.8		3.6		2.5		6.6		3.3		6.1		5.7		3.8		5.5		5.6		4.5		4.0	
Hours	1198:04:40	122:28:20	3.8%	69:50:19	3.2%	197:05:39	7.2%	23:07:06	0.8%	62:05:19	1.8%	35:06:25	1.0%	119:23:26	3.6%	57:26:44	1.7%	174:15:49	4.5%	53:16:41	1.8%	99:27:46	3.4%	172:23:25	5.0%	134:36:01	3.7%
New Data	392,098	0	0.0%	0	0.0%	16,181	11.9%	30,624	22.9%	43,803	23.1%	41,281	23.4%	29,781	16.6%	47,409	23.6%	27,679	17.4%	35,978	22.0%	52,847	28.5%	31,147	18.6%	35,368	20.4%
Dials	632,392	0	0.0%	0	0.0%	84,196	3.7%	71,478	25.9%	70,518	21.5%	66,173	19.1%	64,877	21.3%	54,044	18.2%	53,770	16.2%	86,951	28.1%	55,851	20.0%	54,184	15.6%	46,350	12.6%
Connects	161,219	0	0.0%	0	0.0%	1,806	3.6%	14,379	24.6%	14,395	21.5%	14															

# TVL Dialler Calling Results - 13 Month Summary

	Total	Mar 13		Apr 13		May 13		Jun 13		Jul 13		Aug 13		Sep 13		Oct 13		Nov 13		Dec 13		Jan 14		Feb 14		Mar 14	
New Data	128,108	0	0.0%	0	0.0%	0	0.0%	8,948	6.7%	12,843	6.8%	11,956	6.8%	13,338	7.4%	13,701	6.8%	12,455	7.8%	9,594	5.9%	14,057	7.6%	15,099	9.0%	16,117	9.3%
Dials	235,923	0	0.0%	0	0.0%	0	0.0%	17,465	6.3%	28,032	8.5%	17,822	5.2%	16,582	5.4%	10,340	3.5%	25,552	7.7%	24,834	8.0%	24,989	8.9%	25,441	7.3%	44,866	12.2%
Connects	53,693	0	0.0%	0	0.0%	0	0.0%	2,848	4.9%	4,225	6.3%	3,219	4.4%	2,997	4.6%	1,843	2.6%	12,270	9.4%	5,874	6.2%	5,227	6.8%	5,463	6.2%	9,727	10.2%
Effective Calls	32,756	0	0.0%	0	0.0%	0	0.0%	2,481	4.9%	3,522	6.0%	2,767	4.4%	2,597	4.7%	1,604	2.8%	3,694	5.8%	3,327	6.8%	3,588	7.0%	3,590	6.3%	5,586	9.5%
DMC Calls	20,985	0	0.0%	0	0.0%	0	0.0%	1,509	4.7%	2,154	5.7%	1,740	4.1%	1,638	4.3%	1,017	2.6%	2,379	5.4%	2,076	6.2%	2,273	6.4%	2,441	6.2%	3,758	9.1%
Sales	10,071	0	0.0%	0	0.0%	0	0.0%	752	6.8%	1,075	7.9%	735	5.3%	763	6.0%	475	3.9%	1,064	8.1%	917	8.3%	1,173	9.3%	1,251	9.3%	1,866	12.9%
Sales per Hour	4.8	0.0		0.0		0.0		4.4		4.7		4.6		5.1		5.3		3.8		4.5		5.2		5.4		5.1	
Hours	2106:32:53	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	172:25:19	5.7%	226:50:01	6.5%	158:35:25	4.7%	148:35:50	4.5%	89:27:32	2.6%	282:01:53	7.3%	205:26:07	6.9%	225:22:51	7.8%	231:19:24	6.7%	366:28:31	10.1%
New Data	49,913	3,637	3.5%	3,937	2.9%	4,339	3.2%	4,629	3.5%	4,086	2.2%	5,773	3.3%	4,314	2.4%	4,969	2.5%	4,493	2.8%	4,243	2.6%	2,427	1.3%	3,992	2.4%	2,711	1.6%
Dials	86,618	10,406	3.4%	5,136	2.9%	5,903	2.7%	6,741	2.4%	9,163	2.8%	5,257	1.5%	14,621	4.8%	7,366	2.5%	8,051	2.4%	5,214	1.7%	4,860	1.7%	2,522	0.7%	11,784	3.2%
Connects	28,501	2,722	4.6%	1,569	3.8%	1,548	3.1%	1,772	3.0%	2,383	3.6%	1,404	1.9%	4,119	6.4%	2,119	3.0%	4,816	3.7%	2,243	2.4%	1,888	2.5%	922	1.0%	3,718	3.9%
Effective Calls	21,200	2,458	4.8%	1,436	3.9%	1,374	3.2%	1,548	3.1%	2,160	3.7%	1,233	2.0%	3,542	6.4%	1,905	3.4%	2,398	3.8%	1,456	3.0%	1,308	2.5%	603	1.1%	2,237	3.8%
DMC Calls	13,712	1,321	4.3%	792	3.4%	754	2.8%	831	2.6%	1,295	3.4%	752	1.8%	2,401	6.3%	1,321	3.4%	1,753	4.0%	992	3.0%	885	2.5%	403	1.0%	1,533	3.7%
Sales	3,692	369	3.4%	246	2.7%	201	2.1%	225	2.0%	379	2.8%	183	1.3%	597	4.7%	306	2.5%	456	3.5%	318	2.9%	272	2.2%	109	0.8%	400	2.8%
Sales per Hour	3.2	3.1		3.1		3.0		2.7		3.3		3.2		3.0		2.8		3.4		3.7		4.2		3.7		3.4	
Hours	1140:51:12	120:31:04	3.7%	78:37:35	3.6%	66:36:06	2.4%	82:22:33	2.7%	113:26:49	3.3%	57:15:09	1.7%	199:45:34	6.1%	110:30:06	3.3%	135:15:03	3.5%	85:32:07	2.9%	64:27:04	2.2%	29:20:03	0.9%	117:43:03	3.2%
New Data	105,359	9,402	8.9%	8,965	6.5%	9,048	6.7%	9,289	7.0%	8,607	4.5%	8,350	4.7%	8,991	5.0%	9,202	4.6%	9,072	5.7%	9,365	5.7%	7,571	4.1%	8,372	5.0%	8,527	4.9%
Dials	225,011	61,026	20.2%	18,503	10.3%	14,447	6.5%	18,351	6.7%	23,296	7.1%	25,467	7.4%	17,422	5.7%	21,652	7.3%	22,114	6.7%	9,218	3.0%	7,561	2.7%	16,952	4.9%	30,028	8.1%
Connects	55,424	10,340	17.6%	4,362	10.7%	3,421	6.9%	3,873	6.6%	4,719	7.0%	5,301	7.3%	3,992	6.2%	4,531	6.5%	7,696	5.9%	2,426	2.6%	2,380	3.1%	4,767	5.4%	7,956	8.3%
Effective Calls	42,272	8,723	17.1%	3,964	10.9%	3,109	7.2%	3,343	6.6%	4,189	7.2%	4,667	7.4%	3,363	6.0%	4,030	7.1%	4,496	7.1%	1,740	3.5%	1,673	3.3%	3,061	5.4%	4,637	7.9%
DMC Calls	27,016	4,956	16.0%	2,317	10.1%	1,844	6.8%	1,915	6.0%	2,554	6.7%	2,943	6.9%	2,276	6.0%	2,720	6.9%	3,040	6.9%	1,175	3.5%	1,128	3.2%	2,032	5.2%	3,072	7.4%
Sales	10,392	1,863	17.2%	1,055	11.7%	759	7.9%	783	7.1%	1,092	8.0%	1,095	7.9%	805	6.3%	967	8.0%	981	7.4%	491	4.4%	418	3.3%	777	5.8%	1,169	8.1%
Sales per Hour	4.4	3.7		4.7		4.5		4.2		4.7		5.1		4.2		4.2		4.0		4.9		4.6		4.2		4.1	
Hours	2358:25:23	504:40:16	15.5%	225:27:37	10.3%	168:01:51	6.2%	185:33:12	6.1%	233:49:30	6.7%	213:48:10	6.4%	192:48:43	5.9%	231:10:53	6.8%	246:52:32	6.4%	99:59:24	3.4%	91:18:51	3.1%	185:34:05	5.4%	284:00:35	7.8%
New Data	21,157	1,816	1.7%	3,055	2.2%	0	0.0%	2,535	1.9%	5,045	2.7%	1,135	0.6%	1,473	0.8%	1,525	0.8%	1,593	1.0%	1,343	0.8%	1,307	0.7%	1,035	0.6%	1,111	0.6%
Dials	32,518	4,066	1.3%	2,436	1.4%	1,098	0.5%	7,318	2.7%	2,874	0.9%	2,518	0.7%	1,080	0.4%	6,041	2.0%	482	0.1%	2,272	0.7%	2,209	0.8%	1,968	0.6%	2,222	0.6%
Connects	5,820	578	1.0%	303	0.7%	134	0.3%	990	1.7%	474	0.7%	337	0.5%	163	0.3%	1,417	2.0%	104	0.1%	550	0.6%	439	0.6%	435	0.5%	474	0.5%
Effective Calls	4,038	461	0.9%	249	0.7%	101	0.2%	829	1.6%	402	0.7%	304	0.5%	143	0.3%	912	1.6%	52	0.1%	315	0.6%	243	0.5%	234	0.4%	254	0.4%
DMC Calls	2,342	267	0.9%	153	0.7%	48	0.2%	424	1.3%	255	0.7%	177	0.4%	82	0.2%	556	1.4%	26	0.1%	186	0.6%	141	0.4%	132	0.3%	162	0.4%
Sales	378	44	0.4%	15	0.2%	6	0.1%	69	0.6%	35	0.3%	30	0.2%	14	0.1%	114	0.9%	5	0.0%	28	0.3%	20	0.2%	22	0.2%	20	0.1%
Sales per Hour	1.3	1.2		0.7		0.6		0.9		1.5		1.5		1.7		2.0		1.2		1.3		1.2		1.4		1.2	
Hours	286:48:32	36:13:28	1.1%	20:31:09	0.9%	09:13:56	0.3%	72:55:19	2.4%	23:58:25	0.7%	19:29:36	0.6%	08:15:24	0.3%	57:55:29	1.7%	04:01:06	0.1%	21:27:27	0.7%	16:26:59	0.6%	15:55:54	0.5%	16:37:48	0.5%
New Data	15,718	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3,413	1.9%	2,125	1.1%	0	0.0%	5,779	3.5%	1,659	0.9%	0	0.0%	2,742	1.6%
Dials	29,144	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1,681	0.6%	1,591	0.5%	4,327	1.3%	9,954	3.2%	3,858	1.4%	4,629	1.3%	3,104	0.8%
Connects	7,882	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	262	0.4%	212	0.3%	1,632	1.3%	3,738	4.0%	701	0.9%	866	1.0%	471	0.5%
Effective Calls	3,318	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	224	0.4%	170	0.3%	643	1.0%	1,146	2.3%	430	0.8%	511	0.9%	194	0.3%
DMC Calls	2,253	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	146	0.4%	112	0.3%	431	1.0%	815	2.4%	286	0.8%	334	0.9%	129	0.3%
Sales	195	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	20	0.2%	9	0.1%	39	0.3%	50	0.5%	27	0.2%	38	0.3%	12	0.1%
Sales per Hour	0.9	0.0		0.0		0.0		0.0		0.0		0.0		1.6		0.9		1.0		0.6		1.0		1.1		0.7	
Hours	220:18:06	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	12:08:28	0.4%	09:58:03	0.3%	38:20:41	1.0%	82:13:09	2.8%	27:38:39	1.0%	33:35:53	1.0%	16:23:13	0.5%
New Data	18,447	1,484	1.4%	1,976	1.4%	1,673	1.2%	1,744	1.3%	1,633	0.9%	1,760	1.0%	1,883	1.1%	1,469	0.7%	1,102	0.7%	1,933	1.2%	1,386	0.7%	1,053	0.6%	835	0.5%
Dials	29,737	5,704	1.9%	2,078	1.2%	2,802	1.3%	2,424	0.9%	3,839	1.2%	3,476	1.0%	3,693	1.2%	2,984	1.0%	2,741	0.8%	995	0.3%	1,879	0.7%	1,247	0.4%	1,579	0.4%
Connects	11,311	1,749	3.0%	751	1.8%	956	1.9%	784	1.3%	1,084	1.6%	1,173	1.6%	1,235	1.9%	991	1.4%	1,879	1.4%	476	0.5%	874	1.1%	466	0.5%	642	0.7%
Effective Calls	8,953	1,604	3.2%	698	1.9%	866	2.0%	681	1.3%	980	1.7%	1,064	1.7%	1,092	2.0%	903	1.6%	957	1.5%	363	0.7%	591	1.1%	333	0.6%	425	0.7%
DMC Calls	5,653	830	2.7%	401	1.7%	474	1.7%	355	1.1%	603	1.6%	661	1.5%	705	1.9%	624	1.6%	663	1.5%	257	0.8%	415	1.2%	218	0.6%	277	0.7%
Sales	1,732	260	2.4%	162	1.8%	167	1.7%	110	1.0%	214	1.6%	184	1.3%	207	1.6%	146	1.2%	185	1.4%	86	0.8%	103	0.8%	71	0.5%	97	0.7%
Sales per Hour	3.9	3.4		4.6		3.7		3.4		3.9		4.9		3.4		3.0		3.7		4.1		4.0		4.4		4.5	
Hours	449:08:33	76:51:54	2.4%	35:08:35	1.6%	44:41:37	1.6%	32:06:04	1.1%	54:58:30	1.6%	37:13:50	1.1%	61:03:03	1.9%	48:57:39	1.4%	50:03:44	1.3%	21:13:28	0.7%	25:37:25	0.9%	16:17:42	0.5%	21:46:56	0.6%
New Data	12,911	1,345	1.3%	1,070	0.8%	1,120	0.8%	651	0.5%	624	0.3%	637	0.4%	1,467	0.8%	1,162	0.6%	976	0.6%	1,440	0.9%	1,276	0.7%	1,402	0.8%	1,086	0.6%
Dials	20,829	5,574	3.2%	2,217	1.2%																						

TVL Dialler Calling Results - 13 Month Summary

	Total	Mar 13		Apr 13		May 13		Jun 13		Jul 13		Aug 13		Sep 13		Oct 13		Nov 13		Dec 13		Jan 14		Feb 14		Mar 14	
New Data	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dials	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Connects	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Effective Calls	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DMC Calls	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sales	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sales per Hour	0.0	0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0	
Hours	00:00:00	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%
New Data	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dials	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Connects	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Effective Calls	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DMC Calls	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sales	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sales per Hour	0.0	0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0	
Hours	00:00:00	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%
New Data	162,733	18,390	17.5%	37,432	27.3%	21,485	15.8%	10,459	7.8%	11,369	6.0%	12,033	6.8%	12,358	6.9%	11,724	5.8%	11,485	7.2%	0	0.0%	12,967	7.0%	10,943	6.5%	10,478	6.1%
Dials	257,414	29,386	9.7%	27,127	15.1%	30,121	13.6%	39,571	14.4%	26,160	8.0%	13,710	4.0%	5,578	1.8%	19,495	6.6%	19,055	5.7%	0	0.0%	33,411	12.0%	15,342	4.4%	27,844	7.5%
Connects	77,035	5,818	9.9%	7,122	17.5%	7,936	15.9%	10,133	17.3%	6,264	9.3%	3,926	5.4%	1,528	2.4%	6,245	8.9%	7,482	5.7%	0	0.0%	11,806	15.3%	4,951	5.6%	9,642	10.1%
Effective Calls	58,615	5,013	9.8%	6,488	17.8%	6,791	15.7%	8,570	16.9%	5,429	9.3%	3,493	5.5%	1,378	2.5%	4,832	8.6%	4,387	6.9%	0	0.0%	8,012	15.6%	3,223	5.7%	6,012	10.3%
DMC Calls	38,010	3,064	9.9%	3,901	16.9%	4,001	14.7%	5,203	16.2%	3,356	8.8%	2,360	5.5%	944	2.5%	3,282	8.4%	2,894	6.6%	0	0.0%	5,412	15.2%	2,281	5.8%	4,376	10.6%
Sales	9,642	366	3.4%	1,150	12.8%	941	9.8%	1,196	10.8%	925	6.8%	441	3.2%	207	1.6%	723	6.0%	737	5.6%	0	0.0%	1,548	12.3%	620	4.6%	1,154	8.0%
Sales per Hour	3.1	1.3		3.2		2.4		2.9		3.1		2.6		2.9		2.7		3.0		0.0		3.5		3.6		3.4	
Hours	3156:14:13	271:10:33	8.3%	354:01:57	16.2%	391:44:46	14.4%	415:14:47	13.7%	294:52:05	8.5%	170:35:56	5.1%	70:12:36	2.1%	265:40:35	7.9%	245:59:51	6.3%	00:00:00	0.0%	436:34:59	15.0%	170:26:31	5.0%	340:50:10	9.4%
New Data	119,909	0	0.0%	0	0.0%	0	0.0%	0	0.0%	20,540	10.9%	12,477	7.1%	16,549	9.2%	14,326	7.1%	11,636	7.3%	10,306	6.3%	12,597	6.8%	0	0.0%	21,478	12.4%
Dials	176,287	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8,323	2.5%	30,191	8.7%	19,257	6.3%	18,930	6.4%	37,883	11.4%	7,490	2.4%	14,656	5.2%	18,752	5.4%	20,805	5.6%
Connects	53,414	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2,185	3.3%	7,030	9.7%	4,832	7.5%	5,062	7.2%	13,779	10.6%	3,066	3.3%	4,805	6.2%	6,323	7.2%	6,332	6.6%
Effective Calls	37,720	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1,968	3.4%	6,112	9.7%	4,163	7.5%	4,506	8.0%	8,026	12.7%	1,667	3.4%	3,121	6.1%	4,049	7.1%	4,108	7.0%
DMC Calls	26,419	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1,243	3.3%	4,123	9.6%	3,013	7.9%	3,395	8.7%	5,693	13.0%	1,198	3.6%	2,141	6.0%	2,800	7.1%	2,813	6.8%
Sales	5,534	0	0.0%	0	0.0%	0	0.0%	0	0.0%	311	2.3%	866	6.2%	535	4.2%	587	4.9%	1,087	8.2%	250	2.3%	509	4.1%	735	5.5%	654	4.5%
Sales per Hour	2.8	0.0		0.0		0.0		0.0		2.8		3.5		2.5		2.3		2.4		2.8		3.1		3.4		3.0	
Hours	1965:04:58	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	110:40:21	3.2%	244:50:53	7.3%	216:45:56	6.6%	256:06:58	7.6%	444:47:51	11.5%	90:50:10	3.1%	166:47:42	5.7%	216:33:18	6.3%	217:41:49	6.0%
New Data	4,245	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4,245	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dials	4,127	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4,127	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Connects	738	0	0.0%	0	0.0%	0	0.0%	0	0.0%	738	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Effective Calls	452	0	0.0%	0	0.0%	0	0.0%	0	0.0%	452	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DMC Calls	451	0	0.0%	0	0.0%	0	0.0%	0	0.0%	451	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sales	137	0	0.0%	0	0.0%	0	0.0%	0	0.0%	137	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sales per Hour	2.7	0.0		0.0		0.0		0.0		2.7		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0	
Hours	50:06:07	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	50:06:07	1.4%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%
New Data	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dials	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Connects	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Effective Calls	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DMC Calls	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sales	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sales per Hour	0.0	0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0	
Hours	00:00:00	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%
New Data	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dials	964	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Connects	176	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	176	0.2%	0	0.0%	0	0.0%	0	0.0%
Effective Calls	129	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	129	0.3%	0	0.0%	0	0.0%	0	0.0%
DMC Calls	66	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	66	0.2%	0	0.0%	0	0.0%	0	0.0%
Sales	12	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12	0.1%	0	0.0%	0	0.0%</		

TVL Dialler Calling Results - 13 Month Summary

	Total	Mar 13		Apr 13		May 13		Jun 13		Jul 13		Aug 13		Sep 13		Oct 13		Nov 13		Dec 13		Jan 14		Feb 14		Mar 14	
New Data	53,768	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11,066	5.5%	9,912	6.2%	8,368	5.1%	6,436	3.5%	17,986	10.7%	0	0.0%
Dials	99,369	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13,071	4.4%	19,879	6.0%	18,675	6.0%	7,115	2.5%	27,290	7.9%	13,339	3.6%
Connects	28,502	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3,056	4.4%	9,555	7.3%	5,001	5.3%	1,786	2.3%	6,088	6.9%	3,016	3.2%
Effective Calls	16,429	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2,584	4.6%	3,472	5.5%	2,982	6.1%	1,265	2.5%	3,958	7.0%	2,168	3.7%
DMC Calls	11,846	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1,976	5.0%	2,608	5.9%	2,056	6.1%	859	2.4%	2,785	7.1%	1,562	3.8%
Sales	1,725	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	201	1.7%	311	2.4%	330	3.0%	181	1.4%	473	3.5%	229	1.6%
Sales per Hour	1.7	0.0		0.0		0.0		0.0		0.0		0.0		0.0		1.4		1.2		1.9		2.4		2.0		1.9	
Hours	992:38:38	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	141:13:17	4.2%	249:59:35	6.4%	171:16:40	5.8%	75:28:06	2.6%	233:54:00	6.8%	120:47:00	3.3%
New Data	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dials	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Connects	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Effective Calls	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DMC Calls	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sales	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sales per Hour	0.0	0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0	
Hours	00:00:00	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%
New Data	91,818	0	0.0%	10,870	7.9%	6,965	5.1%	5,562	4.2%	7,542	4.0%	6,671	3.8%	7,338	4.1%	7,101	3.5%	5,853	3.7%	6,982	4.3%	11,711	6.3%	6,663	4.0%	8,560	4.9%
Dials	142,442	0	0.0%	14,923	8.3%	8,137	3.7%	9,002	3.3%	12,357	3.8%	13,281	3.8%	13,764	4.5%	9,969	3.4%	11,076	3.3%	10,371	3.4%	8,755	3.1%	13,192	3.8%	17,615	4.8%
Connects	35,357	0	0.0%	3,372	8.3%	1,925	3.9%	1,989	3.4%	2,336	3.5%	2,757	3.8%	2,808	4.4%	3,626	5.2%	3,923	3.0%	2,717	2.9%	2,300	3.0%	3,607	4.1%	3,997	4.2%
Effective Calls	26,131	0	0.0%	3,019	8.3%	1,694	3.9%	1,781	3.5%	2,029	3.5%	2,408	3.8%	2,460	4.4%	1,887	3.3%	2,098	3.3%	1,899	3.9%	1,651	3.2%	2,559	4.5%	2,646	4.5%
DMC Calls	17,926	0	0.0%	2,050	8.9%	1,105	4.1%	1,157	3.6%	1,306	3.4%	1,695	4.0%	1,660	4.4%	1,330	3.4%	1,473	3.4%	1,301	3.9%	1,157	3.3%	1,810	4.6%	1,882	4.6%
Sales	8,608	0	0.0%	802	8.9%	615	6.4%	631	5.7%	672	4.9%	767	5.5%	773	6.1%	635	5.3%	684	5.2%	559	5.1%	608	4.8%	917	6.8%	945	6.5%
Sales per Hour	5.4	0.0		4.4		5.8		6.0		5.4		5.5		5.2		5.0		5.2		5.5		6.3		6.2		5.6	
Hours	1580:11:20	00:00:00	0.0%	182:04:25	8.3%	105:54:43	3.9%	105:19:22	3.5%	123:53:22	3.6%	138:38:49	4.1%	149:38:10	4.6%	126:26:59	3.7%	132:21:11	3.4%	101:27:07	3.4%	96:53:54	3.3%	147:26:07	4.3%	170:07:11	4.7%
New Data	579,525	41,975	39.9%	44,332	32.3%	48,928	36.0%	42,581	31.9%	59,315	31.3%	48,493	27.4%	51,223	28.6%	48,961	24.3%	43,809	27.6%	50,892	31.2%	45,440	24.5%	41,911	25.0%	53,640	31.0%
Dials	1,157,115	128,144	42.3%	78,096	43.5%	84,788	38.4%	79,145	28.7%	113,911	34.7%	129,633	37.5%	103,131	33.9%	104,816	35.4%	76,861	23.1%	106,515	34.5%	85,588	30.6%	94,702	27.3%	99,929	27.1%
Connects	276,932	26,200	44.5%	17,169	42.1%	19,770	39.6%	17,424	29.8%	22,970	34.3%	26,212	36.0%	20,676	32.0%	21,970	31.4%	26,438	20.3%	30,868	32.8%	22,379	29.1%	24,807	28.2%	26,249	27.5%
Effective Calls	203,561	22,725	44.6%	15,190	41.8%	17,337	40.1%	15,142	29.9%	20,120	34.5%	22,558	35.7%	17,594	31.6%	17,695	31.4%	14,303	22.6%	16,628	33.9%	14,655	28.5%	16,566	29.3%	15,773	27.0%
DMC Calls	143,863	14,688	47.3%	10,158	44.1%	11,619	42.6%	10,335	32.1%	13,935	36.6%	15,978	37.4%	12,520	32.9%	12,735	32.5%	10,240	23.3%	11,921	35.6%	10,632	30.0%	12,077	30.7%	11,713	28.4%
Sales	50,761	5,626	52.1%	4,203	46.7%	4,410	45.9%	3,809	34.4%	4,786	34.9%	5,584	40.0%	4,304	33.9%	4,304	35.6%	3,426	25.9%	3,937	35.6%	3,930	31.3%	4,175	31.0%	3,893	26.8%
Sales per Hour	4.3	4.0		4.8		4.4		4.2		4.0		4.4		4.2		4.0		4.1		4.3		5.0		4.4		4.2	
Hours	11756:14:44	1402:22:11	43.0%	883:36:00	40.3%	991:39:25	36.3%	907:01:34	29.9%	1185:30:24	34.1%	1283:15:38	38.3%	1032:45:54	31.5%	1071:17:42	31.7%	830:01:44	21.4%	913:05:50	30.8%	787:35:40	27.1%	947:27:31	27.5%	922:57:22	25.5%
New Data	15,385	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3,997	2.5%	2,896	1.8%	2,557	1.4%	3,083	1.8%	2,852	1.6%
Dials	29,617	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8,244	2.5%	4,213	1.4%	2,692	1.0%	7,020	2.0%	7,448	2.0%
Connects	7,402	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2,170	1.7%	1,393	1.5%	620	0.8%	1,624	1.8%	1,595	1.7%
Effective Calls	4,218	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1,490	2.4%	638	1.3%	400	0.8%	821	1.4%	869	1.5%
DMC Calls	3,006	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1,126	2.6%	444	1.3%	282	0.8%	564	1.4%	590	1.4%
Sales	283	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	67	0.5%	36	0.3%	29	0.2%	89	0.7%	62	0.4%
Sales per Hour	1.2	0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.9		1.0		1.4		1.6		1.2	
Hours	239:22:46	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	74:25:08	1.9%	36:29:35	1.2%	20:25:03	0.7%	55:21:12	1.6%	52:41:48	1.5%
<b>Total</b>																											
New Data	2,001,763	105,178	100.0%	137,231	100.0%	135,933	100.0%	133,597	100.0%	189,232	100.0%	176,668	100.0%	179,322	100.0%	201,211	100.0%	158,788	100.0%	163,273	100.0%	185,723	100.0%	167,776	100.0%	173,009	100.0%
Dials	3,587,497	302,631	100.0%	179,404	100.0%	220,949	100.0%	275,589	100.0%	328,009	100.0%	345,908	100.0%	304,641	100.0%	296,509	100.0%	332,323	100.0%	309,182	100.0%	279,362	100.0%	346,576	100.0%	369,045	100.0%
Connects	908,877	58,909	100.0%	40,800	100.0%	49,880	100.0%	58,515	100.0%	67,600	100.0%	72,838	100.0%	64,541	100.0%	69,923	100.0%	130,471	100.0%	94,248	100.0%	76,940	100.0%	88,108	100.0%	95,553	100.0%
Effective Calls	642,470	50,906	100.0%	36,358	100.0%	43,273	100.0%	50,675	100.0%	58,236	100.0%	63,118	100.0%	55,608	100.0%	56,377	100.0%	63,221	100.0%	49,040	100.0%	51,437	100.0%	56,631	100.0%	58,496	100.0%
DMC Calls	433,858	31,061	100.0%	23,031	100.0%	27,268	100.0%	32,174	100.0%	38,084	100.0%	42,745	100.0%	38,013	100.0%	39,174	100.0%	43,893	100.0%	33,444	100.0%	35,489	100.0%	39,281	100.0%	41,262	100.0%
Sales	146,889	10,807	100.0%	8,995	100.0%	9,605	100.0%	11,082	100.0%	13,694	100.0%	13,949	100.0%	12,698	100.0%	12,086	100.0%	13,206	100.0%	11,049	100.0%	12,563	100.0%	13,455	100.0%	14,507	100.0%
Sales per Hour	3.8	3.3		4.1		3.5		3.6		3.9		4.2		3.9		3.6		3.4		3.7		4.3		3.9		4.0	
Hours	38253:32:27	3258:36:41	100.0%	2191:50:53	100.0%	2729:30:45	100.0%	3036:15:28	100.0%	3473:52:21	100.0%	3352:04:21	100.0%	3279:16:52	100.0%	3379:14:02	100.0%	3877:23:38	100.0%	2963:35:19	100.0%	2902:31:05	1				



## TVL Dialler Calling Effective Outcomes - 13 Month Summary

	Total	Mar 13		Apr 13		May 13		Jun 13		Jul 13		Aug 13		Sep 13		Oct 13		Nov 13		Dec 13		Jan 14		Feb 14		Mar 14	
Effective Outcomes																											
Change of Address	263	11	0.0%	6	0.0%	9	0.0%	5	0.0%	11	0.0%	10	0.0%	7	0.0%	13	0.0%	17	0.0%	28	0.1%	59	0.1%	53	0.1%	45	0.1%
Paid Claim	2,933	331	0.7%	236	0.6%	163	0.4%	160	0.3%	219	0.4%	144	0.2%	207	0.4%	237	0.4%	289	0.5%	151	0.3%	377	0.7%	353	0.6%	397	0.7%
No Set	10,611	811	1.6%	661	1.8%	890	2.1%	719	1.4%	816	1.4%	792	1.4%	918	1.7%	1,108	2.0%	1,251	2.0%	646	1.3%	751	1.5%	1,113	2.0%	946	1.6%
Promise to Pay	37,440	1,559	3.1%	1,031	2.8%	1,667	3.9%	3,499	6.9%	3,135	5.4%	3,028	5.2%	3,125	5.6%	2,926	5.2%	3,886	6.1%	3,041	6.2%	3,687	7.2%	3,826	6.8%	4,589	7.8%
BACS Payment	3	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Paid Claim-Cust Confirmed	20,346	312	0.6%	165	0.5%	380	0.9%	2,412	4.8%	2,350	4.0%	1,659	2.8%	1,763	3.2%	1,628	2.9%	1,999	3.2%	2,367	4.8%	2,267	4.4%	1,738	3.1%	1,618	2.8%
Gone Away	54,085	4,897	9.6%	3,659	10.1%	4,138	9.6%	3,927	7.7%	4,568	7.8%	5,555	9.5%	4,871	8.8%	5,682	10.1%	6,014	9.5%	4,206	8.6%	4,242	8.2%	4,159	7.3%	3,064	5.2%
Paid on File	25,578	2,999	5.9%	1,506	4.1%	1,784	4.1%	1,256	2.5%	1,620	2.8%	2,441	4.2%	1,657	3.0%	1,767	3.1%	2,227	3.5%	1,695	3.5%	2,105	4.1%	3,514	6.2%	4,006	6.8%
Change of Payment Date	272	0	0.0%	0	0.0%	11	0.0%	57	0.1%	16	0.0%	22	0.0%	35	0.1%	29	0.1%	24	0.0%	5	0.0%	9	0.0%	32	0.1%	32	0.1%
Wrong Number	54,277	4,736	9.3%	3,451	9.5%	4,062	9.4%	4,399	8.7%	4,672	8.0%	4,701	8.1%	4,633	8.3%	4,860	8.6%	5,676	9.0%	4,124	8.4%	4,619	9.0%	5,036	8.9%	4,044	6.9%
Customer Hang Up	108,749	7,032	13.8%	5,026	13.8%	6,997	16.2%	7,654	15.1%	9,382	16.1%	10,414	17.9%	10,581	19.0%	10,794	19.1%	12,468	19.7%	9,158	18.7%	8,051	15.7%	8,896	15.7%	9,328	15.9%
Refused to Comment/Pay	32,700	2,727	5.4%	2,157	5.9%	2,185	5.0%	2,155	4.3%	3,099	5.3%	3,227	5.5%	2,907	5.2%	3,538	6.3%	3,322	5.3%	1,853	3.8%	2,008	3.9%	2,743	4.8%	3,506	6.0%
Agent Owned Recall	555	61	0.1%	21	0.1%	49	0.1%	89	0.2%	77	0.1%	28	0.0%	32	0.1%	21	0.0%	77	0.1%	34	0.1%	43	0.1%	39	0.1%	45	0.1%
Recalls	152,110	15,048	29.6%	9,855	27.1%	11,894	27.5%	14,013	27.7%	15,403	26.4%	13,974	24.0%	12,930	23.3%	12,322	21.9%	13,575	21.5%	11,438	23.3%	11,286	21.9%	12,275	21.7%	13,145	22.5%
Total	500,184	40,524	79.6%	27,774	76.4%	34,229	79.1%	40,345	79.6%	45,371	77.9%	45,995	79.0%	43,666	78.5%	44,925	79.7%	50,825	80.4%	38,753	79.0%	39,545	76.9%	43,905	77.5%	44,851	76.7%
Sales																											
Direct Debit Sales	51,342	4,686	9.2%	4,591	12.6%	4,354	10.1%	3,937	7.8%	4,802	8.2%	5,446	9.4%	4,651	8.4%	4,302	7.6%	3,643	5.8%	3,446	7.0%	3,827	7.4%	4,311	7.6%	4,032	6.9%
Initial Payment Direct Debit	11,388	1,267	2.5%	1,225	3.4%	1,239	2.9%	948	1.9%	1,106	1.9%	1,173	2.0%	940	1.7%	1,097	1.9%	993	1.6%	727	1.5%	783	1.5%	629	1.1%	528	0.9%
Unpaid Amount	20,133	0	0.0%	0	0.0%	199	0.5%	1,943	3.8%	2,066	3.5%	1,677	2.9%	1,860	3.3%	1,540	2.7%	1,987	3.1%	2,330	4.8%	1,823	3.5%	2,113	3.7%	2,595	4.4%
Debit Card Sales	15,900	1,430	2.8%	1,007	2.8%	1,004	2.3%	1,044	2.1%	1,287	2.2%	937	1.6%	1,172	2.1%	1,247	2.2%	2,169	3.4%	803	1.6%	1,687	3.3%	1,539	2.7%	2,004	3.4%
Credit Card Sales	2,036	257	0.5%	141	0.4%	181	0.4%	148	0.3%	176	0.3%	116	0.2%	114	0.2%	147	0.3%	216	0.3%	131	0.3%	228	0.4%	193	0.3%	245	0.4%
Over 75 Registration	1,748	205	0.4%	69	0.2%	108	0.2%	88	0.2%	146	0.3%	121	0.2%	112	0.2%	214	0.4%	176	0.3%	104	0.2%	204	0.4%	216	0.4%	190	0.3%
Over 75 Short Term Licence	1,489	317	0.6%	50	0.1%	54	0.1%	90	0.2%	111	0.2%	120	0.2%	67	0.1%	209	0.4%	192	0.3%	62	0.1%	134	0.3%	140	0.2%	260	0.4%
TVL Payment Card	33,349	2,220	4.4%	1,501	4.1%	1,905	4.4%	2,132	4.2%	3,171	5.4%	2,632	4.5%	3,026	5.4%	2,696	4.8%	3,020	4.8%	2,684	5.5%	3,206	6.2%	3,585	6.3%	3,791	6.5%
Total	145,966	10,807	20.4%	8,995	23.6%	9,605	20.9%	11,082	20.4%	13,694	22.1%	13,026	21.0%	12,698	21.5%	12,086	20.3%	13,206	19.6%	11,049	21.0%	12,563	23.1%	13,455	22.5%	14,507	23.3%
Total Effective Calls	637,569	50,906	100.0%	36,358	100.0%	43,273	100.0%	50,675	100.0%	58,236	100.0%	58,217	100.0%	55,608	100.0%	56,377	100.0%	63,221	100.0%	49,040	100.0%	51,437	100.0%	56,631	100.0%	58,496	100.0%
1471 Contacts																											
1471 Sales	8,581	425	0.0%	411	0.0%	561	0.0%	752	0.0%	829	0.0%	804	0.0%	756	0.0%	634	0.0%	810	0.0%	762	0.0%	671	0.0%	729	0.0%	862	0.0%
1471 Change of Address	1,121	62	0.0%	59	0.0%	71	0.0%	84	0.0%	122	0.0%	108	0.0%	118	0.0%	97	0.0%	106	0.0%	83	0.0%	76	0.0%	101	0.0%	96	0.0%
Total	9,702	487	0.0%	470	0.0%	632	0.0%	836	0.0%	951	0.0%	912	0.0%	874	0.0%	731	0.0%	916	0.0%	845	0.0%	747	0.0%	830	0.0%	958	0.0%

## Sales Conversion Rate - 13 Month Summary

	Total	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mar 14
Calls Answered inc transfers	12,174,118	326,976	328,892	312,787	298,443	351,281	337,058	339,592	381,029	355,088	270,960	389,303	334,040	345,720
<b>IP</b>														
IP Sales	526,187	17,985	20,631	21,238	18,896	21,416	20,826	20,952	21,481	17,582	13,364	17,012	15,399	16,276
IP Conversion Rate	40.20%	52.80%	58.97%	58.67%	58.57%	58.55%	57.69%	57.89%	57.42%	52.67%	51.14%	46.42%	47.84%	50.42%
IP Revenue	£10,015,209.2	£490,435.4	£552,904.5	£574,571.5	£507,409.4	£577,175.6	£565,563.7	£571,129.3	£584,952.0	£488,082.6	£373,250.5	£472,434.4	£422,734.3	£448,493.2
<b>DD</b>														
DD Sales	1,309,010	34,060	34,987	36,200	32,260	36,580	36,102	36,192	37,412	33,381	26,132	36,645	32,190	32,284
DD Excl. IP	782,823	16,075	14,356	14,962	13,364	15,164	15,276	15,240	15,931	15,799	12,768	19,633	16,791	16,008
DD Movement YOY	0	3,704	6,195	3,711	1,791	6,111	5,633	5,723	6,943	2,912	-4,337	6,176	1,721	1,815
DD Conversion Rate	10.75%	10.42%	10.64%	11.57%	10.81%	10.41%	10.71%	10.66%	9.82%	9.40%	9.64%	9.41%	9.64%	9.34%
GM1	316,189	10,610	9,830	10,218	9,279	10,405	10,405	10,342	10,754	10,419	8,318	12,935	11,161	10,577
PG1	94,060	3,417	2,764	2,925	2,443	2,906	2,990	2,996	3,118	3,282	2,740	4,173	3,170	3,167
DDA	27,392	1,052	864	864	781	933	960	994	1,105	1,246	969	1,482	1,553	1,394
EP	1,637	65	64	55	55	74	69	65	51	36	57	86	56	51
No Scheme	469,894	18,915	21,465	22,137	19,702	22,260	21,678	21,794	22,382	18,397	14,047	17,969	16,250	17,095
<b>CC</b>														
CC Sales	758,549	21,256	16,604	18,100	17,738	20,946	20,698	21,179	24,941	27,338	21,473	29,289	27,653	27,308
CC Conversion Rate	6.23%	6.50%	5.05%	5.79%	5.94%	5.96%	6.14%	6.24%	6.55%	7.70%	7.92%	7.52%	8.28%	7.90%
Full Fee	353,446	17,547	13,913	15,482	15,102	18,379	17,997	17,946	20,156	23,331	18,171	25,440	23,559	23,600
Full Fee % of Total	46.60%	82.55%	83.79%	85.54%	85.14%	87.74%	86.95%	84.73%	80.81%	85.34%	84.62%	86.86%	85.20%	86.42%
Full Fee %	2.90%	5.37%	4.23%	4.95%	5.06%	5.23%	5.34%	5.28%	5.29%	6.57%	6.71%	6.53%	7.05%	6.83%
Blind	1,881	151	138	126	102	68	87	80	87	74	62	86	109	90
Mono	1,179	51	40	51	82	72	61	63	71	72	65	78	96	84
O75	57,592	3,350	2,384	2,293	2,292	2,313	2,432	2,988	4,523	3,786	3,091	3,579	3,818	3,444
Unpaid	2,189	157	129	148	160	114	121	102	104	75	84	106	71	90
CC Revenue	£58,655,209.2	£2,776,192.3	£2,183,909.2	£2,410,225.2	£2,360,812.4	£2,832,602.1	£2,784,866.4	£2,811,813.6	£3,232,663.1	£3,640,582.3	£2,844,510.2	£3,929,019.8	£3,672,506.6	£3,660,821.7
Full Fee	£51,275,624.9	£2,552,492.3	£2,024,220.2	£2,252,338.9	£2,197,580.1	£2,674,707.1	£2,617,966.2	£2,610,866.8	£2,932,555.0	£3,394,471.4	£2,643,572.6	£3,700,749.2	£3,427,081.8	£3,433,214.6
Blind	£136,842.8	£10,985.3	£10,039.5	£9,166.5	£7,420.5	£4,947.0	£6,329.3	£5,820.0	£6,329.3	£5,383.5	£4,510.5	£6,256.5	£7,929.8	£6,547.5
Mono	£57,733.9	£2,499.0	£1,960.0	£2,499.0	£4,018.0	£3,491.9	£2,989.0	£3,087.0	£3,479.0	£3,528.0	£3,185.0	£3,822.0	£4,704.0	£4,116.0
O75	£3,593,416.3	£206,740.5	£144,717.7	£143,020.2	£147,979.4	£146,761.0	£154,850.4	£189,677.4	£287,850.0	£235,629.1	£191,224.0	£215,857.7	£230,830.1	£214,734.7
Unpaid	£50,031.5	£3,475.3	£2,971.8	£3,200.6	£3,814.4	£2,695.1	£2,731.6	£2,362.4	£2,449.8	£1,570.3	£2,018.1	£2,334.4	£1,961.0	£2,209.0
<b>Total</b>														
Total Sales	2,067,559	55,316	51,591	54,300	49,998	57,526	56,800	57,371	62,353	60,719	47,605	65,934	59,843	59,592
Total Sales Conversion Rate	16.98%	16.92%	15.69%	17.36%	16.75%	16.38%	16.85%	16.89%	16.36%	17.10%	17.57%	16.94%	17.91%	17.24%

## Call Log Volumes - Reasons & Outcomes - 13 Month Summary

	Total	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mar 14
Total Calls Answered	<b>3,975,265</b>	321,831	318,993	307,937	291,169	345,593	331,461	336,653	375,695	349,654	271,112	381,100	321,128	344,770
Recorded on Call Log	<b>4,260,687</b>	352,104	332,735	329,013	323,995	370,831	358,414	358,275	399,846	375,593	292,339	401,251	351,998	366,397
Not recorded	<b>-285,422</b>	-30,273	-13,742	-21,076	-32,826	-25,238	-26,953	-21,622	-24,151	-25,939	-21,227	-20,151	-30,870	-21,627
% Recorded	<b>107.2%</b>	109.4%	104.3%	106.8%	111.3%	107.3%	108.1%	106.4%	106.4%	107.4%	107.8%	105.3%	109.6%	106.3%
<b>Reasons</b>														
Application/Renewal	<b>25.0%</b>	25.5%	23.3%	25.4%	24.8%	24.1%	24.8%	25.3%	24.5%	25.4%	25.5%	24.9%	26.7%	25.3%
General Enquiry	<b>24.3%</b>	26.8%	24.9%	24.7%	25.4%	23.9%	24.6%	23.2%	23.0%	23.3%	22.9%	23.7%	26.9%	25.5%
Change of Details	<b>11.7%</b>	10.4%	10.7%	11.6%	12.6%	14.3%	12.9%	11.3%	11.1%	11.6%	12.0%	10.7%	10.8%	10.8%
Over 75	<b>9.9%</b>	11.4%	10.3%	9.3%	9.3%	7.9%	8.3%	10.4%	11.4%	10.0%	11.2%	11.1%	10.2%	9.7%
Gone Away	<b>8.8%</b>	8.9%	8.3%	9.1%	9.9%	9.4%	9.9%	9.4%	8.8%	8.6%	8.5%	7.6%	8.3%	8.2%
No Licence Needed	<b>6.8%</b>	5.1%	6.4%	6.0%	7.6%	7.0%	7.5%	6.2%	8.0%	8.3%	6.0%	7.0%	5.5%	5.5%
Unoccupied	<b>6.7%</b>	7.0%	7.3%	7.2%	6.5%	6.3%	6.1%	6.0%	6.4%	6.5%	7.0%	6.9%	6.8%	6.9%
Request for Information	<b>4.9%</b>	5.6%	4.8%	4.7%	4.9%	4.7%	4.7%	5.2%	4.7%	5.2%	5.3%	4.8%	5.0%	4.9%
Other recorded	<b>4.8%</b>	5.1%	5.0%	5.2%	5.5%	5.1%	4.9%	4.9%	4.5%	4.5%	4.6%	4.6%	4.8%	4.7%
Clear Unpaid	<b>2.2%</b>	1.3%	1.2%	1.5%	2.7%	2.5%	2.3%	2.3%	2.0%	2.1%	2.7%	2.2%	2.3%	2.4%
Direct Debit Cancellations	<b>1.7%</b>	1.8%	1.6%	1.6%	1.8%	1.8%	1.7%	1.7%	1.6%	1.5%	1.7%	1.5%	1.8%	1.9%
Cross Over Mailing	<b>0.2%</b>	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%	0.3%	0.3%	0.2%	0.2%	0.3%
Licence Held in Different Name	<b>0.1%</b>	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%
Direct Debit Setup	<b>0.0%</b>	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%
DSHS	<b>0.0%</b>	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other not recorded	<b>-7.2%</b>	-9.4%	-4.3%	-6.8%	-11.3%	-7.3%	-8.1%	-6.4%	-6.4%	-7.4%	-7.8%	-5.3%	-9.6%	-6.3%
<b>Outcomes</b>														
Query Resolved	<b>31.1%</b>	33.7%	31.5%	30.9%	32.0%	29.9%	30.6%	30.3%	30.0%	30.5%	30.3%	30.4%	34.1%	32.8%
Change of details complete	<b>22.5%</b>	20.5%	18.4%	20.6%	23.8%	24.9%	23.0%	21.8%	21.2%	23.1%	24.4%	21.8%	23.7%	23.7%
Sale	<b>13.1%</b>	13.9%	14.0%	14.8%	14.2%	13.5%	14.0%	13.6%	12.5%	12.0%	12.3%	12.0%	12.7%	12.2%
Other recorded outcomes	<b>6.5%</b>	7.0%	6.6%	6.5%	6.6%	6.3%	6.2%	6.9%	7.5%	6.2%	6.5%	6.0%	6.6%	6.3%
General Enquiry	<b>6.1%</b>	6.6%	6.0%	6.4%	6.3%	6.3%	6.5%	6.7%	6.4%	6.0%	6.0%	5.8%	5.9%	5.5%
# Tel Acceptance Over 75	<b>5.9%</b>	7.1%	6.1%	5.6%	5.5%	4.5%	4.8%	6.3%	6.0%	6.1%	6.9%	7.1%	6.4%	5.9%
Unoccupied Guard	<b>5.9%</b>	6.4%	6.7%	6.5%	5.8%	5.6%	5.4%	5.3%	5.7%	5.9%	6.4%	6.2%	5.9%	6.1%
No Licence Needed	<b>5.7%</b>	4.2%	5.5%	5.1%	6.4%	6.0%	6.4%	5.1%	6.9%	7.2%	4.9%	5.9%	4.4%	4.4%
Gone Away	<b>3.5%</b>	3.3%	2.7%	3.4%	3.7%	3.6%	3.8%	3.8%	3.7%	3.7%	3.5%	3.0%	3.4%	3.3%
Call Transferred	<b>3.3%</b>	3.0%	2.7%	3.3%	3.4%	3.2%	3.1%	3.2%	3.2%	3.6%	3.5%	3.6%	3.4%	3.1%
# Address Structure Amendment	<b>1.5%</b>	1.3%	1.6%	1.5%	1.3%	1.5%	1.9%	1.3%	1.6%	1.6%	1.4%	1.8%	1.3%	1.2%
Refund	<b>1.3%</b>	1.8%	1.8%	1.5%	1.6%	1.6%	1.6%	1.4%	1.1%	1.1%	1.2%	1.0%	1.1%	1.2%
# Multi Form	<b>0.6%</b>	0.9%	0.7%	0.6%	0.6%	0.5%	0.6%	0.8%	0.6%	0.5%	0.6%	0.6%	0.6%	0.6%
# Debit / Credit Card Manual Data Capt	<b>0.0%</b>	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other not recorded	<b>-7.2%</b>	-9.4%	-4.3%	-6.8%	-11.3%	-7.3%	-8.1%	-6.4%	-6.4%	-7.4%	-7.8%	-5.3%	-9.6%	-6.3%

The volume of Call Log Outcomes and Call Log Reasons will not correlate exactly to the calls answered by agents volumes. The differences are caused by the following factors:

1, Some individual calls can result in 2 records on call log (for multiple transactions on the call, or when the first record on call log is completed of a form and then when the form is acted upon call log is updated again).

2, Not all calls are recorded in call log (e.g. calls answered where the customer hangs up, or through agent error)