

CAPITA

March 2015

 **TV LICENSING**

Web

Confidential

Web SRP - Index

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Schedule Amendments/Additions:

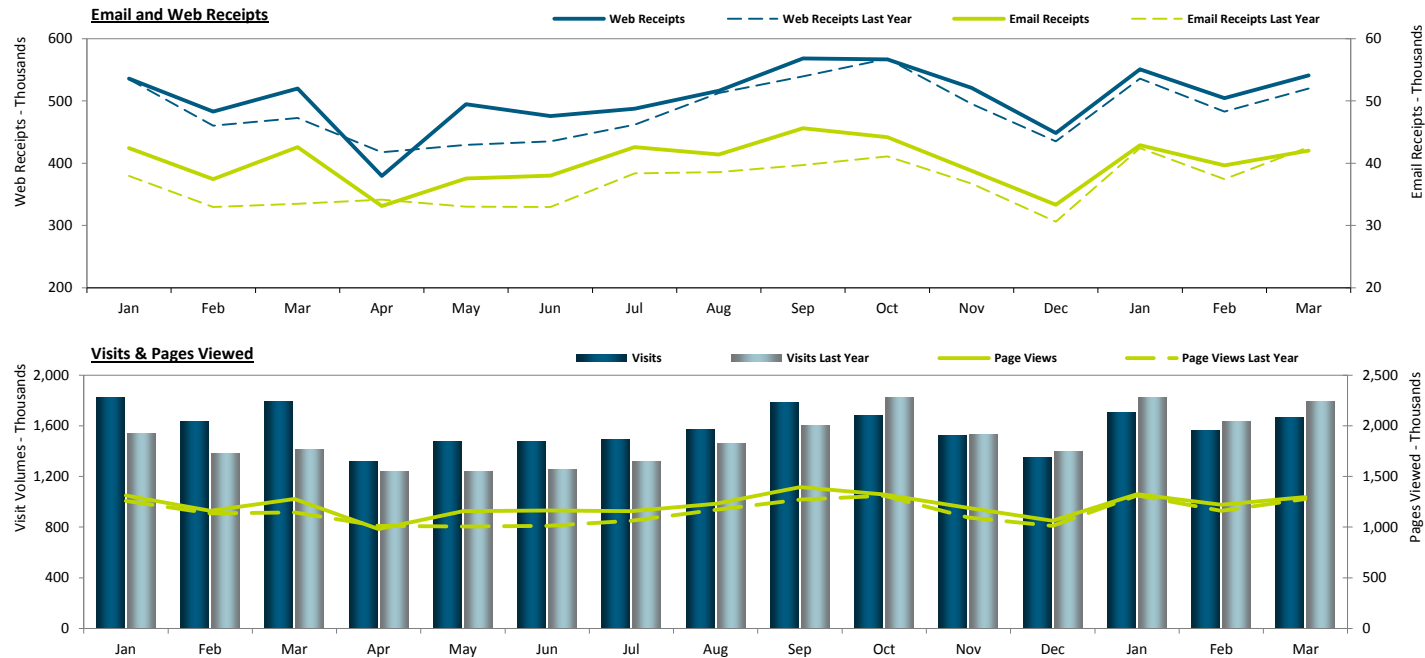
Note TV Licences by E-Mail statistics are currently not available. This will be issued as soon as this weekend's run has been made.

Summary & Digital Marketing Update

Summary:

WEB receipts increased by 4.0% (20,926) against the same period last year and also increased by 7.3% (36,602) when compared with last month.

Email receipt volumes decreased by -1.3% (-553) against the same period last year but increased by 5.9% (2,346) when compared with last month.



Comments:

Search campaigns for Brand, Home Movers and Foreign Nationals ran throughout March creating 102,675 visits, the majority from the Brand campaign which generated 92,487 visits. We have seen a significant increase in visits generated from MEC campaigns following tracking tags being added 23/03.

Short dating functionality has generated £142,725 in March 2015, this is an increase of £11,926 (9.12%) MOM. Short dating functionality to date has generated over £1.4m.

Total visitors for March 2015 were 1,664,211 down 129,955 (-7.24%) compared to March 2014 (1,794,166).

Total receipts for March 2015 were 541,104 up 20,926 transactions (4.02%) on March 2014 (520,178).

Sales for the month finished at 260,959 down 1,924 (-0.73%) on March 2014 (262,883).

The measure 'completing sale or COD as a percentage of visits' was 22.20% for March, down 0.30% MOM and up 1.00% YOY.

Monday 2nd March was our busiest day for visits at 78,993 a 1.30% decrease on last month's busiest day, a total of 14,627 licences were also issued on this day.

Self serve % has increased by 0.08% MOM and 1.30% YOY. The current self serve MAT is 64.36%.

WEB Performance Dashboard

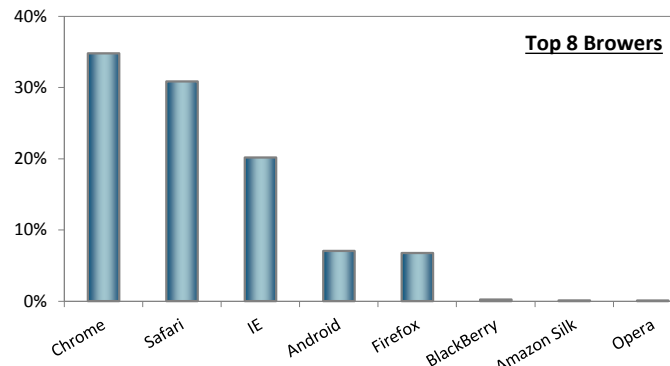
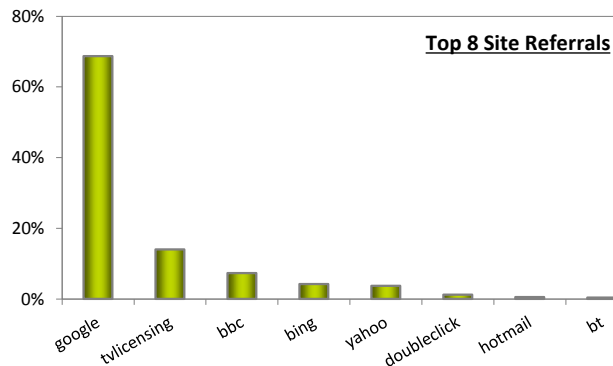
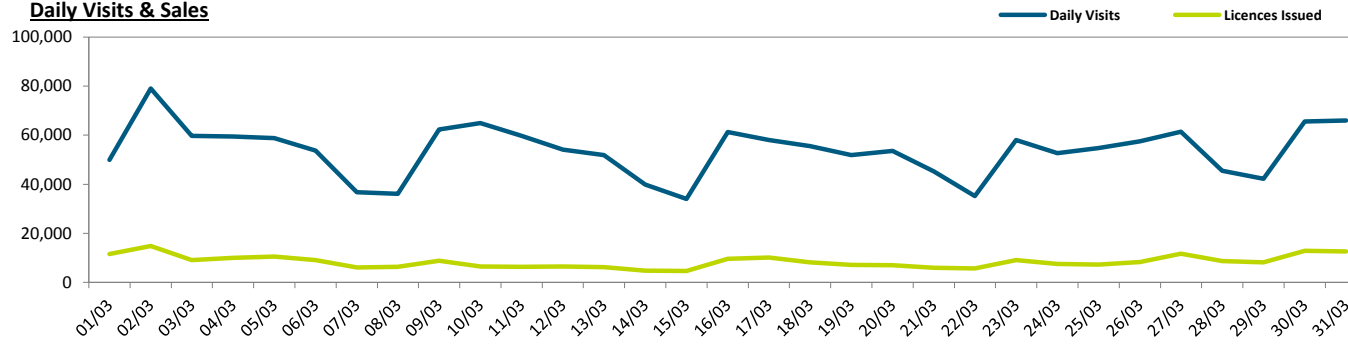
Key Stats	March 2015	Last Year	+/-	Last Month	+/-	Year to Date
Sales	260,959	262,883	-0.73%	251,193	3.89%	2,868,331
Receipts	541,104	520,178	4.02%	504,502	7.26%	6,055,519
Visits	1,664,211	1,794,166	-7.24%	1,562,933	6.48%	18,605,516
Overall % of visits that end in a transaction	32.51%	28.99%	12.15%	32.28%	0.73%	32.55%
Self Serve (MAT)	64.36%	63.06%	1.30%	64.28%	0.08%	63.76%
eLic/LIF **	0.00%	19.90%	-19.90%	22.62%	-22.62%	19.54%
eLic opt-in	77.95%	74.12%	3.83%	78.60%	-0.65%	77.99%
Contact Us (of Visits)	1.35%	1.22%	0.13%	1.35%	0.00%	1.37%
COD (Change of Details)	108,942	116,967	-6.86%	100,962	7.90%	1,338,676
Cash Plan Payments	100,134	84,874	17.98%	89,149	12.32%	1,069,432
NLN Declarations	39,524	23,698	66.78%	31,281	26.35%	411,246
Short dating: no.of licences	5,158	-	-	4,819	7.03%	56,909
Short dating: £	£142,725	-	-	£130,799	9.12%	£1,419,652
Short dating: % of licences short dated ("penetration")	6.78%	-	-	7.22%	-0.44%	6.83%
DD Sign Up Conversion	75.78%	69.90%	5.88%	75.13%	0.66%	74.34%
Card Conversion	93.48%	88.79%	4.69%	93.72%	-0.24%	94.30%
COD Conversion	74.42%	91.29%	-16.87%	73.37%	1.05%	75.42%
Overall Payment Conversion	21.91%	19.60%	2.31%	21.99%	-0.08%	21.40%
% of visits completing Sale or COD	22.23%	21.17%	1.06%	22.53%	-0.30%	22.61%
Automation %	94.73%	94.41%	0.32%	94.61%	0.12%	94.21%
Website calls as % of site visits	7.04%	5.47%	1.57%	7.01%	0.03%	6.77%
Mobile (phone/tablet) transactions as % of total transactions	24.39%	19.97%	4.43%	25.05%	-0.65%	22.87%
Mobile payment conversion % (i.e. % of mobile visits that end in payment)	12.16%	10.74%	1.41%	12.41%	-0.26%	12.43%
Mobile COD conversion	4.81%	5.11%	-0.30%	4.77%	0.03%	4.95%
% of Mobile visits completing Sale or COD	16.96%	15.85%	1.11%	17.19%	-0.22%	17.38%
Mobile (phone/tablet) transactions as % of mobile visits	18.81%	17.63%	1.18%	19.06%	-0.25%	19.47%
Mobile (phone/tablet) visits as % of total visits	42.16%	32.83%	9.33%	42.42%	-0.26%	38.23%
Channel Split	March 2015	Last Year	+/-	Last Month	+/-	Year to Date
WEB Sales as a % of Total Sales	58.23%	57.09%	1.15%	62.24%	-4.00%	61.49%
WEB Change of Details as a % of Total	76.59%	76.26%	0.33%	77.27%	-0.69%	76.78%
WEB Cash Plan Payments as a % of Total	5.82%	4.96%	0.87%	5.54%	0.28%	5.57%
WEB Card Payments as a % of Total	78.33%	78.07%	0.26%	80.50%	-2.17%	79.48%
WEB Direct Debit Set Ups as a % of Total	68.67%	68.48%	0.19%	69.39%	-0.72%	67.33%
WEB NLN Claims as a % of Total	59.73%	55.98%	3.75%	54.74%	4.99%	58.35%
WEB as % of all Self Serve (WEB, IVR & SMS)	76.73%	78.82%	-2.09%	77.55%	-0.82%	77.15%

** Please note that March's 'TV Licences by Email' volumes are not available yet.

Web Usage

	Visit & Contact Attempts									
	Visits	Average Duration	New Visitors	Visitors Who Visited Once	Total Visitors	Pages Viewed	Repeat Visits	Completing Sale or COD (as % of Visits)	Single-pages viewed	Single-pages (as % of visits)
Jan 14	1,824,912	00:06:49	1,086,419	1,101,747	1,313,307	15,614,817	723,165	20.9%	466,645	25.6%
Feb 14	1,634,862	00:06:49	945,243	968,126	1,161,494	14,081,001	666,736	21.7%	411,253	25.2%
Mar 14	1,794,166	00:06:41	1,037,790	1,067,683	1,277,383	15,022,771	726,483	21.2%	475,091	26.5%
Apr 14	1,319,335	00:07:10	775,839	814,146	982,000	11,912,861	505,189	18.9%	327,328	24.8%
May 14	1,475,094	00:06:54	896,302	955,807	1,157,329	13,920,849	519,287	23.2%	378,054	25.6%
Jun 14	1,477,370	00:06:55	910,961	961,266	1,163,020	14,115,540	516,104	22.4%	383,077	25.9%
Jul 14	1,491,570	00:07:02	893,089	946,841	1,158,101	14,328,461	544,729	22.9%	376,792	25.3%
Aug 14	1,572,682	00:06:55	953,321	1,009,719	1,229,263	14,826,229	562,963	23.3%	396,520	25.2%
Sep 14	1,785,944	00:06:58	1,094,023	1,147,709	1,395,055	16,775,618	638,235	22.7%	482,654	27.0%
Oct 14	1,682,989	00:07:04	1,028,250	1,092,590	1,322,824	16,083,971	590,399	23.2%	461,922	27.4%
Nov 14	1,520,260	00:07:07	925,092	977,335	1,188,990	14,631,773	542,925	24.2%	412,601	27.1%
Dec 14	1,345,729	00:06:58	832,249	883,037	1,063,850	12,661,777	462,692	23.1%	375,657	27.9%
Jan 15	1,707,399	00:06:56	1,051,412	1,083,560	1,325,716	16,116,287	623,839	22.1%	468,087	27.4%
Feb 15	1,562,933	00:06:56	958,141	1,001,834	1,221,041	14,789,183	561,099	22.5%	423,098	27.1%
Mar 15	1,664,211	00:06:51	1,017,471	1,062,967	1,296,366	15,703,355	601,244	22.2%	464,393	27.9%
12mth Total	18,605,516	00:06:59	11,336,150	11,936,811	14,503,555	175,865,904	6,668,705	22.6%	4,950,183	26.6%

Daily Visits & Sales



Automation:

The overall automation rate for March was 94.70%, a 0.30% increase on March 2014 and an increase of 0.10% MOM.

Conversion:

Card Payment has seen a decrease in conversion of 0.20% MOM and DD sign up has seen an increase in conversion of 0.70% MOM. Change of Details and Refund online submissions have seen increases in conversion of 1.00% and 0.40% respectively. Clear unpaid DDs has seen a decrease in conversion of 0.20% MOM and Go Paperless has seen a decrease of 4.9% MOM. Unsubscribe and licence number not known conversions have seen decreases MOM of 0.10% and 1.40% respectively. Contact us has seen a 0.40% decrease in conversion MOM. Cashplan payments both saw increases in conversion MOM with payment card 0.60% up and savings card 1.10%.

Contact Us:

Contact us as a % of visits is at 1.40%, this is the same MOM and a 0.20% increase on March 2014.

Telephone Calls:

Telephone calls as a % of visits is 7.00%, this is the same as last month but an increase of 1.50% on March 2014.

Web Receipts - 15 Month Summary

	12mth Total	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15
Receipts																
Direct Debit	1,053,959	102,698	90,569	98,018	70,927	81,854	86,497	83,934	88,389	99,666	96,287	90,254	76,506	97,163	86,097	96,385
Credit/Debit Card	1,857,406	168,445	161,184	168,853	78,277	153,316	135,616	139,017	156,134	186,039	179,393	173,142	143,010	176,910	168,414	168,138
Cash Plan Payment Card Payments	1,010,482	83,689	71,602	80,024	79,249	84,584	80,401	83,327	77,647	84,879	86,549	82,800	77,493	95,072	83,899	94,582
Cash Plan Savings Card Payments	58,950	4,739	4,284	4,850	4,161	4,630	4,422	4,239	4,362	5,328	6,007	4,910	4,443	5,646	5,250	5,552
<i>Sales Subtotal before rejections</i>	3,980,797	359,571	327,639	351,745	232,614	324,384	306,936	310,517	326,532	375,912	368,236	351,106	301,452	374,791	343,660	364,657
Over 74 online	30,468	4,207	3,573	3,540	1,908	2,007	1,975	1,932	2,308	2,568	2,864	2,854	2,452	3,480	3,695	2,425
NLN Check	14,796	1,086	833	860	710	876	861	932	1,551	1,209	1,128	834	923	1,146	1,911	2,715
NLN Declare	411,246	30,592	21,993	23,698	20,148	32,604	27,988	28,515	37,090	41,692	52,553	35,175	29,071	35,605	31,281	39,524
DOEO	173,520	16,583	13,809	14,613	12,536	13,772	14,509	14,297	14,305	14,600	14,241	14,381	13,487	17,926	14,973	14,493
Refund on line submission	54,273	4,050	3,790	4,451	4,356	6,416	7,084	5,938	4,969	4,278	4,010	3,564	3,088	3,706	3,282	3,582
Change of Details	1,338,676	114,623	107,500	116,967	103,318	110,577	112,644	121,301	126,180	124,184	119,335	109,013	93,728	108,492	100,962	108,942
<i>Change of Name</i>	105,314	9,163	8,115	8,253	7,476	8,711	8,733	8,961	9,838	10,034	10,004	8,806	6,880	9,164	8,333	8,374
<i>Change of Bank</i>	183,903	21,423	19,139	20,015	16,211	16,105	15,009	15,480	15,715	15,834	16,174	14,038	11,009	16,837	15,226	16,265
<i>Change of Address</i>	878,584	69,868	67,689	76,111	69,043	72,827	77,291	84,890	87,170	81,990	78,029	71,851	63,272	63,601	60,171	68,449
<i>Change/Specified Licence Format</i>	1,278,723	103,033	96,788	105,619	95,787	104,804	107,157	115,668	120,749	118,908	114,326	105,229	90,455	104,387	96,930	104,323
<i>Change of Preferred Payment Date</i>	237,128	23,333	20,948	21,957	19,256	20,463	19,173	19,690	20,088	20,339	20,824	18,508	14,998	22,357	20,165	21,267
Clear unpaid DD	51,713	5,150	4,035	4,304	3,960	4,258	3,780	4,233	3,334	3,776	4,640	4,060	4,372	5,803	4,734	4,763
Order Literature	30	3	1	0	3	4	1	2	0	0	2	7	1	3	4	3
Total Web Receipts	6,055,519	535,865	483,173	520,178	379,553	494,898	475,778	487,667	516,269	568,219	567,009	520,994	448,574	550,952	504,502	541,104
Items Processed Automatically																
Direct Debit	909,163	88,189	78,046	84,491	60,140	70,411	74,016	73,675	76,322	85,367	82,539	77,235	65,267	82,680	75,954	85,557
Credit/Debit Card	1,792,048	162,111	154,522	163,109	74,549	147,331	130,004	133,520	151,084	178,934	172,811	167,709	137,772	170,652	163,842	163,840
Cash Plan Payment Card Payments	1,010,482	83,689	71,602	80,024	79,249	84,584	80,401	83,327	77,647	84,879	86,549	82,800	77,493	95,072	83,899	94,582
Cash Plan Savings Card Payments	58,950	4,739	4,284	4,850	4,161	4,630	4,422	4,239	4,362	5,328	6,007	4,910	4,443	5,646	5,250	5,552
<i>Sales Subtotal before rejections</i>	3,770,643	338,728	308,454	332,474	218,099	306,956	288,843	294,761	309,415	354,508	347,906	332,654	284,975	354,050	328,945	349,531
NLN Declare	355,938	28,247	20,349	21,824	18,350	29,562	25,248	26,048	33,671	37,934	46,919	31,674	26,047	32,057	26,604	34,804
Change of Details	1,256,431	108,421	101,563	110,350	97,049	104,056	105,496	114,073	119,304	117,331	112,486	102,230	87,047	101,441	94,431	101,487
<i>Change of Name</i>	100,911	8,792	7,771	7,880	7,112	8,313	8,344	8,578	9,467	9,656	9,617	8,408	6,560	8,822	8,025	8,009
<i>Change of Bank</i>	175,016	20,687	18,404	19,409	15,572	15,503	14,421	14,884	15,086	15,257	15,517	13,471	10,344	15,684	14,152	15,125
<i>Change of Address</i>	818,600	64,924	63,002	70,616	63,990	67,897	71,663	79,187	81,753	76,742	73,100	66,752	58,417	59,389	56,159	63,551
<i>Change/Specified Licence Format</i>	1,202,534	97,287	91,291	99,423	89,917	98,689	100,409	108,876	114,229	112,394	107,856	98,773	84,239	98,134	91,195	97,823
<i>Change of Preferred Payment Date</i>	218,623	22,302	19,928	21,080	18,255	19,195	17,919	18,411	18,872	19,113	19,334	17,072	13,474	19,877	18,019	19,082
Clear unpaid DD	51,713	5,150	4,035	4,304	3,960	4,258	3,780	4,233	3,334	3,776	4,640	4,060	4,372	5,803	4,734	4,763
Total Automated Receipts	5,447,705	480,546	434,401	468,952	337,458	444,832	423,367	439,115	465,724	513,549	511,951	470,618	402,441	493,351	454,714	490,585

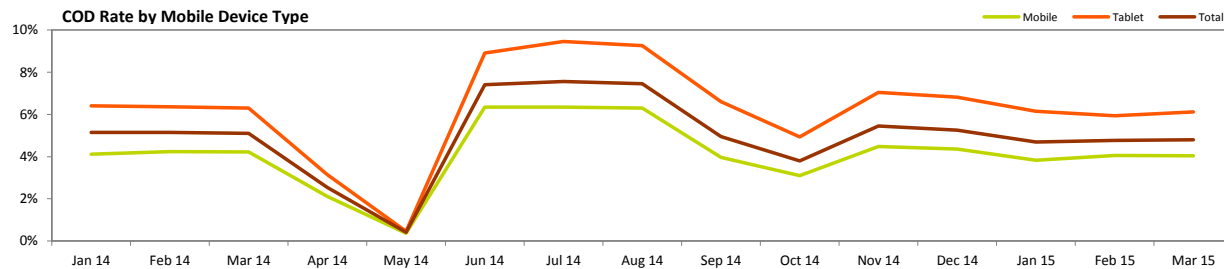
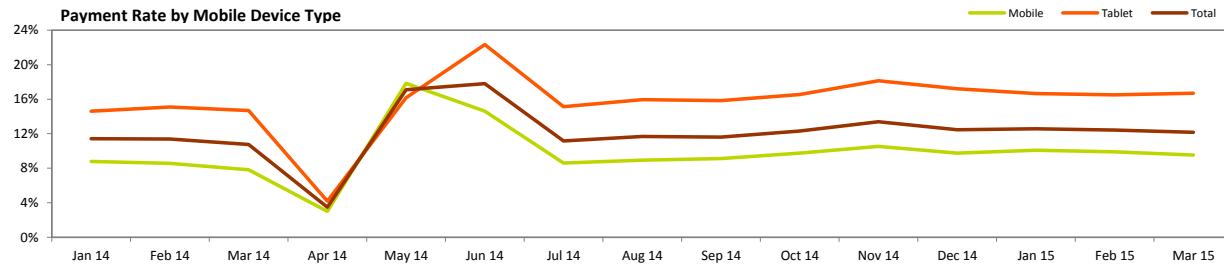
Web Receipts - 15 Month Summary

	12mth Total	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15
Automation %																
Direct Debit	86.3%	85.9%	86.2%	86.2%	84.8%	86.0%	85.6%	87.8%	86.3%	85.7%	85.7%	85.6%	85.3%	85.1%	88.2%	88.8%
Credit/Debit Card	96.5%	96.2%	95.9%	96.6%	95.2%	96.1%	95.9%	96.0%	96.8%	96.2%	96.3%	96.9%	96.3%	96.5%	97.3%	97.4%
Cash Plan Payment Card Payments	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Cash Plan Savings Card Payments	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sales Subtotal before rejections	94.7%	94.2%	94.1%	94.5%	93.8%	94.6%	94.1%	94.9%	94.8%	94.3%	94.5%	94.7%	94.5%	94.5%	95.7%	95.9%
NLN Declare	88.1%	92.3%	92.5%	92.1%	91.1%	90.7%	90.2%	91.3%	90.8%	91.0%	89.3%	90.0%	89.6%	90.0%	85.0%	88.1%
Change of Details	93.9%	94.6%	94.5%	94.3%	93.9%	94.1%	93.7%	94.0%	94.6%	94.5%	94.3%	93.8%	92.9%	93.5%	93.5%	93.2%
Change of Name	95.8%	96.0%	95.8%	95.5%	95.1%	95.4%	95.5%	95.7%	96.2%	96.2%	96.1%	95.5%	95.3%	96.3%	96.3%	95.6%
Change of Bank	95.2%	96.6%	96.2%	97.0%	96.1%	96.3%	96.1%	96.1%	96.0%	96.4%	95.9%	96.0%	94.0%	93.2%	92.9%	93.0%
Change of Address	93.2%	92.9%	93.1%	92.8%	92.7%	93.2%	92.7%	93.3%	93.8%	93.6%	93.7%	92.9%	92.3%	93.4%	93.3%	92.8%
Change/Specified Licence Format	94.0%	94.4%	94.3%	94.1%	93.9%	94.2%	93.7%	94.1%	94.6%	94.5%	94.3%	93.9%	93.1%	94.0%	94.1%	93.8%
Change of Preferred Payment Date	92.2%	95.6%	95.1%	96.0%	94.8%	93.8%	93.5%	93.5%	93.9%	94.0%	92.8%	92.2%	89.8%	88.9%	89.4%	89.7%
Clear unpaid DD	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
% Automated against Automated Receipts *	94.7%	94.2%	94.2%	94.4%	93.7%	94.3%	93.8%	94.5%	94.4%	94.1%	94.0%	94.2%	93.9%	94.0%	94.6%	94.7%
% Automated against Total Web Receipts	90.0%	89.7%	89.9%	90.2%	88.9%	89.9%	89.0%	90.0%	90.2%	90.4%	90.3%	90.3%	89.7%	89.5%	90.1%	90.7%
Current Licences Issued and Future Licences to be Issued																
Direct Debit Licences Issued	1,011,878	98,333	86,959	94,207	67,648	78,601	83,405	80,975	84,877	95,610	92,303	86,469	73,559	92,708	82,841	92,882
Direct Debit Licences Issued %	35.3%	36.9%	35.1%	35.8%	46.4%	33.9%	38.1%	36.8%	35.2%	34.0%	34.0%	33.3%	34.0%	34.4%	33.0%	35.6%
Credit/Debit Card Licences Issued	1,856,453	168,297	161,052	168,676	78,194	153,256	135,544	138,953	156,036	185,888	179,307	173,059	142,954	176,833	168,352	168,077
Credit/Debit Card Licences Issued %	64.7%	63.1%	64.9%	64.2%	53.6%	66.1%	61.9%	63.2%	64.8%	66.0%	66.0%	66.7%	66.0%	65.6%	67.0%	64.4%
Total Licences Issued	2,868,331	266,630	248,011	262,883	145,842	231,857	218,949	219,928	240,913	281,498	271,610	259,528	216,513	269,541	251,193	260,959
New Licences Issued	969,649	85,632	74,299	83,646	66,605	69,354	81,090	77,114	82,760	106,571	92,909	82,292	70,493	82,812	73,898	83,751
New Licences Issued %	33.8%	32.1%	30.0%	31.8%	45.7%	29.9%	37.0%	35.1%	34.4%	37.9%	34.2%	31.7%	32.6%	30.7%	29.4%	32.1%
Renewal Licences Issued	1,898,571	180,997	173,694	179,236	79,220	162,502	137,859	142,814	158,152	174,873	178,700	177,235	146,018	186,713	177,285	177,200
Renewal Licences Issued %	66.2%	67.9%	70.0%	68.2%	54.3%	70.1%	63.0%	64.9%	65.6%	62.1%	65.8%	68.3%	67.4%	69.3%	70.6%	67.9%
Other Licences Issued	111	1	18	1	17	1	0	0	1	54	1	1	2	16	10	8
Other Licences Issued %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rejections																
Direct Debit Applications Rejected	42,081	4,365	3,610	3,811	3,279	3,253	3,092	2,959	3,512	4,056	3,984	3,785	2,947	4,455	3,256	3,503
Credit/Debit Card Applications Rejected	953	148	132	177	83	60	72	64	98	151	86	83	56	77	62	61
Total Rejects	43,034	4,513	3,742	3,988	3,362	3,313	3,164	3,023	3,610	4,207	4,070	3,868	3,003	4,532	3,318	3,564
Outstanding Applications																
Direct Debit Outstanding Applications	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Credit/Debit Card Outstanding Applications	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Outstanding	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Derived Simple Enquiry Answered																
Derived Simple Enquiry Answered	6,255,928	613,545	517,784	585,220	479,062	508,318	502,282	470,398	508,757	594,634	554,649	476,763	459,715	557,052	553,406	590,892

* Please Note that the Automated Receipts Percentage does not include Over 74 online submission, NLN or Refunds online submission.

Transactions by Mobile Device

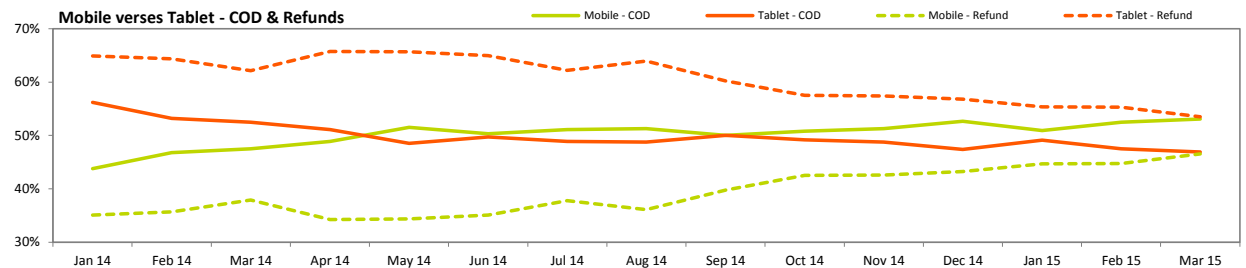
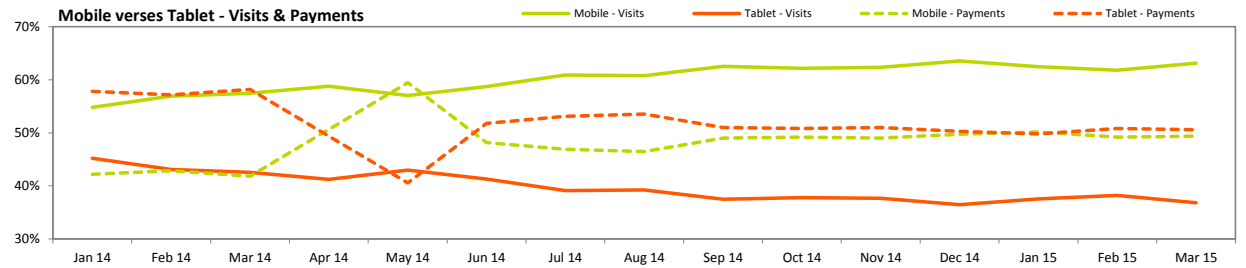
		12mth Total	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15
Mobile	Visits	4,360,477	290,167	299,217	338,450	272,139	311,298	316,319	336,530	363,315	416,750	381,072	357,953	333,569	418,713	409,747	443,072
	Payments	441,459	25,504	25,614	26,460	8,171	55,517	46,200	28,876	32,491	37,932	37,129	37,707	32,557	42,266	40,478	42,135
	Payment %	10.1%	8.8%	8.6%	7.8%	3.0%	17.8%	14.6%	8.6%	8.9%	9.1%	9.7%	10.5%	9.8%	10.1%	9.9%	9.5%
	COD	180,612	11,934	12,662	14,297	5,747	1,145	20,061	21,377	22,875	16,496	11,826	16,024	14,517	16,036	16,606	17,902
	COD %	4.1%	4.1%	4.2%	4.2%	2.1%	0.4%	6.3%	6.4%	6.3%	4.0%	3.1%	4.5%	4.4%	3.8%	4.1%	4.0%
	Contact Us	34,051	2,542	2,378	2,859	988	137	2,148	2,436	2,778	3,644	3,698	3,514	2,988	3,928	3,754	4,038
	Contact Us %	0.8%	0.9%	0.8%	0.8%	0.4%	0.0%	0.7%	0.7%	0.8%	0.9%	1.0%	1.0%	0.9%	0.9%	0.9%	0.9%
	Refund	33,460	1,565	1,504	1,721	575	1,346	8,068	2,784	2,661	2,912	2,842	2,225	2,105	2,658	2,532	2,752
	Refund %	0.8%	0.5%	0.5%	0.5%	0.2%	0.4%	2.6%	0.8%	0.7%	0.7%	0.7%	0.6%	0.6%	0.6%	0.6%	0.6%
Tablet	Visits	2,751,510	239,164	226,523	250,590	190,750	234,638	222,538	216,226	234,582	249,708	231,710	216,415	191,297	251,891	253,246	258,509
	Payments	442,546	34,967	34,148	36,819	7,961	37,903	49,679	32,726	37,410	39,503	38,338	39,207	32,884	41,959	41,818	43,158
	Payment %	16.1%	14.6%	15.1%	14.7%	4.2%	16.2%	22.3%	15.1%	15.9%	15.8%	16.5%	18.1%	17.2%	16.7%	16.5%	16.7%
	COD	171,662	15,319	14,404	15,798	6,008	1,079	19,828	20,453	21,736	16,498	11,447	15,243	13,052	15,473	15,034	15,811
	COD %	6.2%	6.4%	6.4%	6.3%	3.1%	0.5%	8.9%	9.5%	9.3%	6.6%	4.9%	7.0%	6.8%	6.1%	5.9%	6.1%
	Contact Us	29,537	2,965	2,721	3,077	1,038	156	2,394	2,581	2,864	3,043	3,166	2,827	2,315	3,117	3,005	3,031
	Contact Us %	1.1%	1.2%	1.2%	1.2%	0.5%	0.1%	1.1%	1.2%	1.2%	1.2%	1.4%	1.3%	1.2%	1.2%	1.2%	1.2%
	Refund	51,518	2,894	2,715	2,824	1,104	2,573	14,935	4,582	4,715	4,409	3,844	2,999	2,767	3,295	3,130	3,165
	Refund %	1.9%	1.2%	1.2%	1.1%	0.6%	1.1%	6.7%	2.1%	2.0%	1.8%	1.7%	1.4%	1.4%	1.3%	1.2%	1.2%



Transactions by Mobile Device

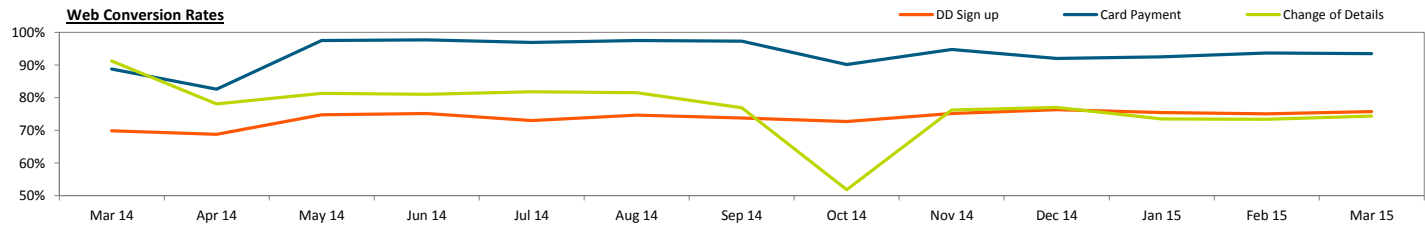
		12mth Total	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15
Total	Visits	7,111,987	529,331	525,740	589,040	462,889	545,936	538,857	552,756	597,897	666,458	612,782	574,368	524,866	670,604	662,993	701,581
	Payments	884,005	60,471	59,762	63,279	16,132	93,420	95,879	61,602	69,901	77,435	75,467	76,914	65,441	84,225	82,296	85,293
	Payment %	12.4%	11.4%	11.4%	10.7%	3.5%	17.1%	17.8%	11.1%	11.7%	11.6%	12.3%	13.4%	12.5%	12.6%	12.4%	12.2%
	COD	352,274	27,253	27,066	30,095	11,755	2,224	39,889	41,830	44,611	32,994	23,273	31,267	27,569	31,509	31,640	33,713
	COD %	5.0%	5.1%	5.1%	5.1%	2.5%	0.4%	7.4%	7.6%	7.5%	5.0%	3.8%	5.4%	5.3%	4.7%	4.8%	4.8%
	Contact Us	63,588	5,507	5,099	5,936	2,026	293	4,542	5,017	5,642	6,687	6,864	6,341	5,303	7,045	6,759	7,069
	Contact Us %	0.9%	1.0%	1.0%	1.0%	0.4%	0.1%	0.8%	0.9%	0.9%	1.0%	1.1%	1.1%	1.0%	1.1%	1.0%	1.0%
	Refund	84,978	4,459	4,219	4,545	1,679	3,919	23,003	7,366	7,376	7,321	6,686	5,224	4,872	5,953	5,662	5,917
	Refund %	1.2%	0.8%	0.8%	0.8%	0.4%	0.7%	4.3%	1.3%	1.2%	1.1%	1.1%	0.9%	0.9%	0.9%	0.9%	0.8%

Visits	61.3%	54.8%	56.9%	57.5%	58.8%	57.0%	58.7%	60.9%	60.8%	62.5%	62.2%	62.3%	63.6%	62.4%	61.8%	63.2%
	38.7%	45.2%	43.1%	42.5%	41.2%	43.0%	41.3%	39.1%	39.2%	37.5%	37.8%	37.7%	36.4%	37.6%	38.2%	36.8%
Payments	49.9%	42.2%	42.9%	41.8%	50.7%	59.4%	48.2%	46.9%	46.5%	49.0%	49.2%	49.0%	49.8%	50.2%	49.2%	49.4%
	50.1%	57.8%	57.1%	58.2%	49.3%	40.6%	51.8%	53.1%	53.5%	51.0%	50.8%	51.0%	50.2%	49.8%	50.8%	50.6%
COD	51.3%	43.8%	46.8%	47.5%	48.9%	51.5%	50.3%	51.1%	51.3%	50.0%	50.8%	51.2%	52.7%	50.9%	52.5%	53.1%
	48.7%	56.2%	53.2%	52.5%	51.1%	48.5%	49.7%	48.9%	48.7%	50.0%	49.2%	48.8%	47.3%	49.1%	47.5%	46.9%
Contact Us	53.5%	46.2%	46.6%	48.2%	48.8%	46.8%	47.3%	48.6%	49.2%	54.5%	53.9%	55.4%	56.3%	55.8%	55.5%	57.1%
	46.5%	53.8%	53.4%	51.8%	51.2%	53.2%	52.7%	51.4%	50.8%	45.5%	46.1%	44.6%	43.7%	44.2%	44.5%	42.9%
Refund	39.4%	35.1%	35.6%	37.9%	34.2%	34.3%	35.1%	37.8%	36.1%	39.8%	42.5%	42.6%	43.2%	44.6%	44.7%	46.5%
	60.6%	64.9%	64.4%	62.1%	65.8%	65.7%	64.9%	62.2%	63.9%	60.2%	57.5%	57.4%	56.8%	55.4%	55.3%	53.5%



Web Effectiveness

		12mth Total	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15
Conversions (start & end points)																	
DD Sign up	Start	1,360,730	145,706	129,425	139,719	93,534	108,030	113,514	113,277	116,799	133,082	98,348	118,278	99,092	127,479	113,509	125,788
	End	1,011,609	102,306	90,352	97,665	64,358	80,822	85,375	82,723	87,254	98,202	71,490	88,909	75,684	96,190	85,276	95,326
	%	74.3%	70.2%	69.8%	69.9%	68.8%	74.8%	75.2%	73.0%	74.7%	73.8%	72.7%	75.2%	76.4%	75.5%	75.1%	75.8%
Card Payment	Start	1,892,915	187,879	179,879	188,040	40,558	101,534	139,399	144,663	159,864	190,112	223,454	182,826	156,535	192,688	180,628	180,654
	End	1,785,077	166,195	159,367	166,958	33,495	99,012	136,283	140,162	155,956	184,950	201,416	173,317	144,033	178,301	169,279	168,873
	%	94.3%	88.5%	88.6%	88.8%	82.6%	97.5%	97.8%	96.9%	97.6%	97.3%	90.1%	94.8%	92.0%	92.5%	93.7%	93.5%
Change of Details	Start	1,539,508	112,851	106,407	116,836	108,645	121,949	125,965	133,843	139,179	145,515	140,840	128,817	110,034	131,726	122,625	130,370
	End	1,161,126	104,840	98,171	106,664	84,898	99,230	102,071	109,504	113,485	111,978	73,068	98,230	84,803	96,865	89,971	97,023
	%	75.4%	92.9%	92.3%	91.3%	78.1%	81.4%	81.0%	81.8%	81.5%	77.0%	51.9%	76.3%	77.1%	73.5%	73.4%	74.4%
Go Paperless	Start	57,067	7,976	6,757	6,901	4,709	4,612	4,388	4,731	5,238	4,711	3,625	4,517	4,064	5,484	5,420	5,568
	End	49,131	6,509	5,448	5,483	4,009	4,049	3,586	4,148	4,625	4,037	3,178	3,905	3,555	4,887	4,649	4,503
	%	86.1%	81.6%	80.6%	79.5%	85.1%	87.8%	81.7%	87.7%	88.3%	85.7%	87.7%	86.5%	87.5%	89.1%	85.8%	80.9%
Refund online submission	Start	450,928	35,002	31,788	35,102	32,112	40,568	44,153	42,632	41,499	43,189	40,313	34,219	29,168	36,280	32,378	34,417
	End	219,638	19,656	17,806	19,564	15,218	19,864	21,749	20,992	20,712	20,609	19,284	16,609	14,224	17,830	15,700	16,847
	%	48.7%	56.2%	56.0%	55.7%	47.4%	49.0%	49.3%	49.2%	49.9%	47.7%	47.8%	48.5%	48.8%	49.1%	48.5%	48.9%
Clear unpaid DD	Start	140,950	9,451	7,127	7,147	9,441	12,758	11,180	11,396	9,535	10,625	7,561	11,386	11,585	17,320	13,985	14,178
	End	45,348	3,055	2,313	2,488	2,801	4,136	3,679	4,127	3,230	3,448	2,616	3,644	4,009	5,183	4,221	4,254
	%	32.2%	32.3%	32.5%	34.8%	29.7%	32.4%	32.9%	36.2%	33.9%	32.5%	34.6%	32.0%	34.6%	29.9%	30.2%	30.0%
Over 74 online	Start	22,186	3,127	2,759	2,432	1,278	1,641	1,397	1,361	1,677	1,927	2,258	2,009	1,795	2,514	2,564	1,765
	End	14,902	1,872	1,620	1,475	787	1,040	951	949	1,120	1,279	1,464	1,363	1,195	1,766	1,751	1,237
	%	67.2%	59.9%	58.7%	60.6%	61.6%	63.4%	68.1%	69.7%	66.8%	66.4%	64.8%	67.8%	66.6%	70.2%	68.3%	70.1%
Over 75 online	Start	31,819	6,517	5,574	5,361	2,883	2,935	2,691	2,705	3,201	3,586	4,015	1,860	1,552	2,093	2,345	1,953
	End	24,478	4,599	3,850	3,763	2,018	2,081	2,037	2,025	2,362	2,652	2,942	1,574	1,333	1,788	2,017	1,649
	%	76.9%	70.6%	69.1%	70.2%	70.0%	70.9%	75.7%	74.9%	73.8%	74.0%	73.3%	84.6%	85.9%	85.4%	86.0%	84.4%
Order Literature	Start	493	36	29	37	61	28	28	25	103	36	58	25	19	25	42	43
	End	13	3	1	1	3	3	1	1	0	0	0	0	0	0	2	3
	%	2.6%	8.3%	3.4%	2.7%	4.9%	10.7%	3.6%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	7.0%
Unsubscribe	Start	18,965	1,394	1,182	1,292	752	1,519	1,318	1,789	1,937	2,001	1,645	1,633	1,085	1,939	1,677	1,670
	End	13,650	1,086	922	996	466	1,103	922	1,265	1,419	1,426	1,184	1,148	813	1,432	1,239	1,233
	%	72.0%	77.9%	78.0%	77.1%	62.0%	72.6%	70.0%	70.7%	73.3%	71.3%	72.0%	70.3%	74.9%	73.9%	73.9%	73.8%
Licence Number Not Known	Start	1,815,778	169,635	154,355	155,593	128,987	149,281	152,600	156,308	160,789	162,059	154,349	150,427	130,775	167,642	150,279	152,282
	End	672,355	65,199	60,889	57,074	46,282	54,164	49,598	55,139	61,761	64,358	60,322	58,326	49,620	62,437	55,835	54,513
	%	37.0%	38.4%	39.4%	36.7%	35.9%	36.3%	32.5%	35.3%	38.4%	39.7%	39.1%	38.8%	37.2%	37.2%	37.2%	35.8%
Contact Us	Start	1,579,318	131,604	115,835	127,379	115,582	130,468	130,159	136,988	138,997	148,662	143,490	126,241	108,337	139,457	125,318	135,619
	End	246,138	22,904	20,552	22,220	15,762	18,258	18,833	20,173	21,458	24,269	23,677	20,841	17,424	23,163	20,523	21,757
	%	15.6%	17.4%	17.7%	17.4%	13.6%	14.0%	14.5%	14.7%	15.4%	16.3%	16.5%	16.5%	16.1%	16.6%	16.4%	16.0%
NLN	Start	896,765	68,840	53,733	58,634	49,989	69,446	65,009	66,379	76,912	94,001	98,078	74,849	86,568	89,651	56,125	69,758
	End	623,367	46,373	35,306	37,695	29,124	48,262	44,119	44,876	53,038	59,011	67,869	50,723	47,210	56,925	58,079	64,131
	%	69.5%	67.4%	65.7%	64.3%	58.3%	69.5%	67.9%	67.6%	69.0%	62.8%	69.2%	67.8%	54.5%	63.5%	103.5%	91.9%
Cash Plan Payment Card	Start	830,050	0	0	0	0	0	0	0	0	118,214	87,115	118,508	110,563	138,867	121,222	135,561
	End	601,414	0	0	0	0	0	0	0	0	81,019	86,549	82,800	77,493	95,072	83,899	94,582
	%	72.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	68.5%	99.4%	69.9%	70.1%	68.5%	69.2%	69.8%
Cash Plan Saving Card	Start	72,517	0	0	0	0	0	0	0	0	10,702	10,651	10,078	8,636	11,501	10,295	10,654
	End	36,738	0	0	0	0	0	0	0	0	4,930	6,007	4,910	4,443	5,646	5,250	5,552
	%	50.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.1%	56.4%	48.7%	51.4%	49.1%	51.0%	52.1%



Please Note: Due to a Webtrends reporting issue from 6th to 15th October 2014 some reported conversion rates have been impacted, mainly COD and Card Payment dropping 25% and 7% respectively, also due to an additional reporting issue in February 15 the NLN

Contact Us Summary

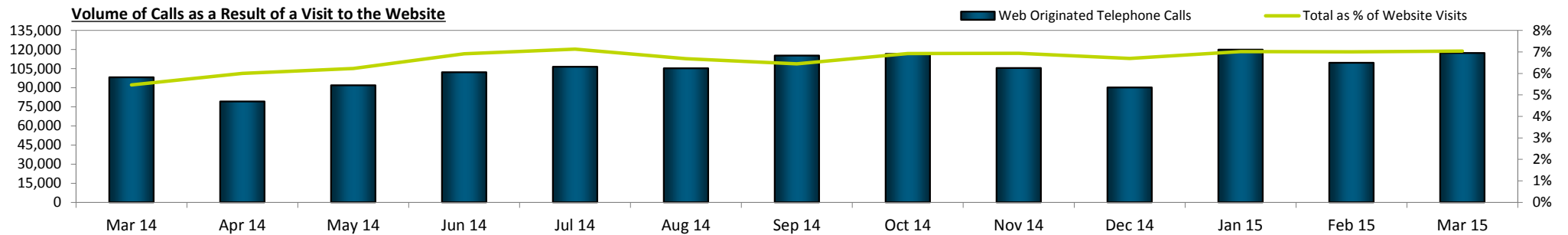
12mth Total	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15
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Web Telephone Volumes

External WEB Number [03007906131]	336,926	50,225	45,072	46,765	41,010	55,371	64,442	68,178	68,805	23,592	3,454	2,820	2,127	2,443	2,334	2,350
TVL WEB Licence Number Not Known [03007900364]	101,485	9,763	8,586	9,273	8,434	8,816	10,219	10,158	8,907	8,407	8,133	7,643	6,750	8,354	7,432	8,232
TVL WEB FAQ11 [03007906144]	5,977	1	0	0	0	2	0	0	0	0	0	0	1	0	0	5,974
TVL WEB CANX [03007906143]	193	2	0	2	2	1	2	0	0	0	2	4	0	0	3	179
TVL Sign In Page [03007906081]	119,768	8,601	7,843	8,652	7,450	9,850	9,551	9,668	9,619	10,841	12,005	10,867	9,054	11,474	9,722	9,667
TVL WEB O75 [03007906117]	6,171	941	999	677	335	545	387	340	470	528	703	581	544	608	712	418
TVL Website [03007906165]	472,719	0	1	0	266	279	338	340	277	53,488	73,700	66,559	57,574	77,232	71,928	70,738
TVL WEB Contact Us [03007906130]	19,295	14,771	13,192	14,710	7,729	2,797	1,282	910	776	699	745	880	692	909	824	1,052
TVL WEB Payment Card [03005550286]	187,742	18,304	16,029	16,801	13,011	13,442	15,188	16,085	15,574	16,939	17,128	15,427	12,926	18,140	15,974	17,908
TVL WEB Savings Card [03005550281]	8,417	1,737	1,321	1,270	920	760	703	728	785	718	655	644	493	691	615	705
TVL Website calls as a % of site visits	6.8%	5.7%	5.7%	5.5%	6.0%	6.2%	6.9%	7.1%	6.7%	6.5%	6.9%	6.9%	6.7%	7.0%	7.0%	7.0%

Email Contact Us

Contact Us	255,342	22,731	20,330	21,926	17,237	18,935	19,502	20,944	22,178	25,051	24,480	21,485	18,022	23,880	21,149	22,479
Contact Us (as % of Visits)	1.4%	1.2%	1.2%	1.2%	1.3%	1.3%	1.3%	1.4%	1.4%	1.4%	1.5%	1.4%	1.3%	1.4%	1.4%	1.4%

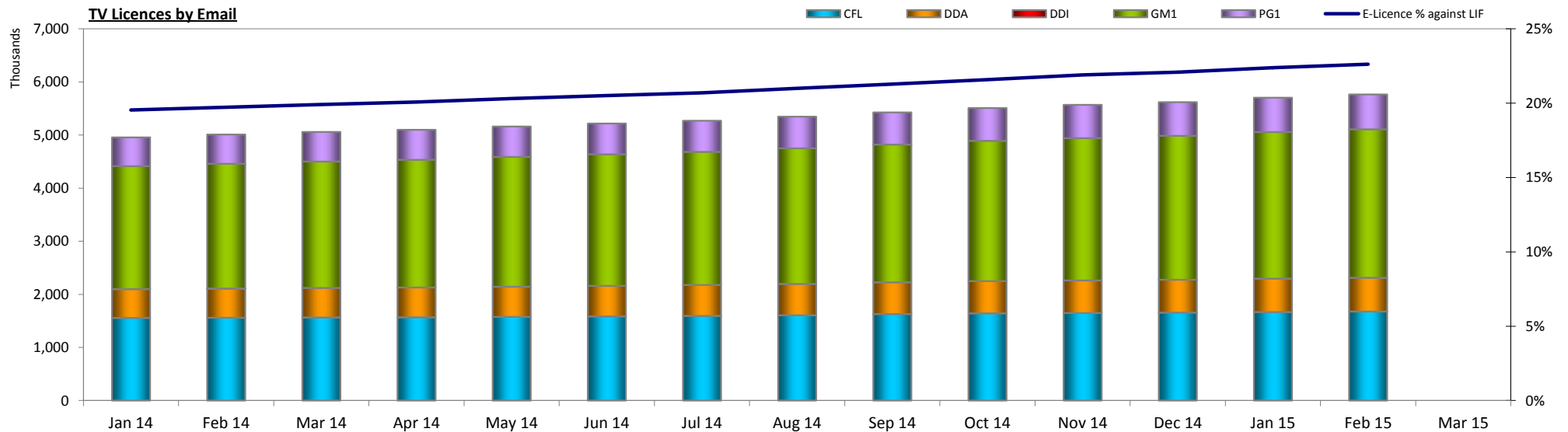


TV Licences by Email

	12mth Total	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15
Registered Total																
CFL	396,911	36,636	32,246	34,252	24,227	30,207	32,609	34,851	33,565	54,324	48,725	33,838	33,347	37,283	33,935	0
DDA	84,134	8,245	6,961	7,556	6,454	6,784	7,548	7,906	8,121	9,467	9,181	6,928	7,286	7,640	6,819	0
DDI	0	23	6	0	0	0	0	0	0	0	0	0	0	0	0	0
GM1	592,808	55,843	48,694	53,035	47,939	50,235	54,805	55,896	54,729	62,828	61,442	50,730	49,821	55,041	49,342	0
PG1	155,343	15,824	13,213	14,269	12,734	12,979	14,320	14,606	13,866	16,761	16,201	13,215	12,767	14,950	12,944	0
De-Registered Total																
CFL	51,242	5,792	5,595	7,213	2,943	5,327	4,516	4,967	4,750	5,543	5,298	4,322	4,255	4,786	4,535	0
DDA	4,442	466	447	491	313	435	404	438	424	481	448	359	375	407	358	0
DDI	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
GM1	25,644	2,589	2,505	2,740	2,184	2,451	2,312	2,556	2,516	2,675	2,510	2,048	1,988	2,291	2,113	0
PG1	7,483	805	689	786	669	688	681	724	731	789	696	618	575	721	591	0
Total MAT																
CFL		1,557,295	1,560,106	1,565,332	1,568,470	1,576,155	1,585,428	1,595,675	1,606,628	1,629,939	1,642,985	1,648,567	1,656,392	1,667,303	1,676,703	0
DDA		542,342	550,034	556,452	561,413	568,434	574,926	581,117	589,986	597,835	606,992	613,675	619,787	628,820	636,288	0
DDI		718	290	0	0	0	0	0	0	0	0	0	0	0	0	0
GM1		2,314,140	2,348,802	2,379,283	2,405,441	2,444,366	2,477,643	2,507,405	2,553,840	2,593,402	2,641,610	2,680,398	2,709,805	2,760,801	2,796,281	0
PG1		542,232	551,109	558,247	564,445	572,704	579,746	586,024	596,107	606,097	617,448	627,231	634,134	647,276	656,184	0
Licences In Force *		25,356,836	25,391,597	25,419,296	25,400,949	25,405,484	25,434,601	25,457,866	25,465,879	25,497,985	25,527,351	25,427,831	25,449,898	25,474,249	25,492,092	25,507,911
E-Licence % against LIF		19.5%	19.7%	19.9%	20.1%	20.3%	20.5%	20.7%	21.0%	21.3%	21.6%	21.9%	22.1%	22.4%	22.6%	0.0%
E-Licence % Opt In		75.2%	74.9%	74.1%	75.4%	76.7%	76.7%	76.9%	77.4%	79.7%	78.4%	78.4%	79.2%	78.9%	78.6%	78.0%

* Please note that the 'Licence in Force' volume includes Over 75 and cash licences.

** Please note that Marches's 'TV Licences by Email' volumes are not available yet.

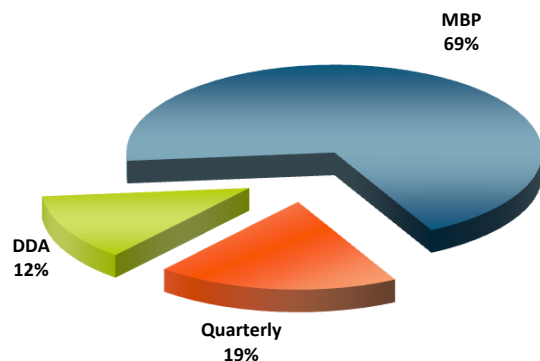


Web Sales

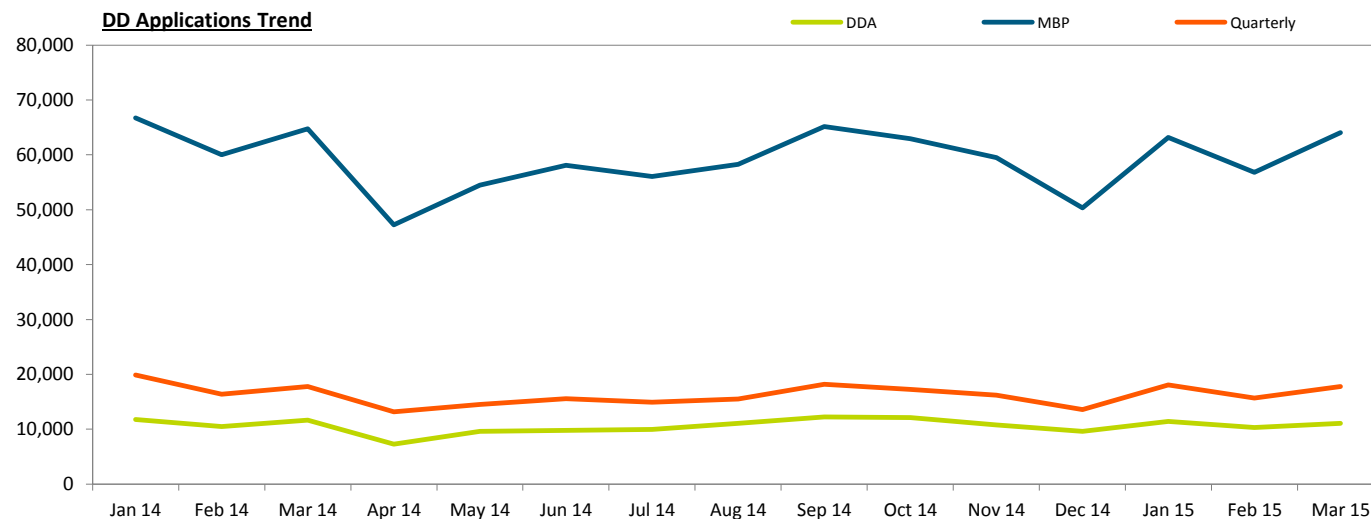
	12mth Total	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15
Direct Debit																
DDA	125,276	11,749	10,511	11,659	7,279	9,595	9,778	9,958	11,095	12,247	12,138	10,771	9,625	11,437	10,302	11,051
MBP	696,116	66,732	60,043	64,748	47,224	54,473	58,075	56,076	58,295	65,158	62,931	59,468	50,344	63,188	56,828	64,056
Quarterly	190,411	19,854	16,397	17,797	13,142	14,528	15,542	14,929	15,476	18,202	17,227	16,219	13,588	18,082	15,706	17,770
Other	71	0	1	0	2	5	10	11	11	2	6	10	3	1	5	5
Total	1,011,874	98,335	86,952	94,204	67,647	78,601	83,405	80,974	84,877	95,609	92,302	86,468	73,560	92,708	82,841	92,882

Debit / Credit Card *																
Credit Card	591,576	58,388	54,619	54,422	22,880	53,933	41,802	46,514	50,546	58,931	58,292	55,816	45,115	53,004	50,320	
Debit Card	1,265,476	109,909	106,433	114,254	55,314	99,323	93,742	92,439	105,490	126,957	121,015	117,243	97,839	123,829	118,032	
Credit Card %	31.9%	34.7%	33.9%	32.3%	29.3%	35.2%	30.8%	33.5%	32.4%	31.7%	32.5%	32.3%	31.6%	30.0%	29.9%	
Debit Card %	68.1%	65.3%	66.1%	67.7%	70.7%	64.8%	69.2%	66.5%	67.6%	68.3%	67.5%	67.7%	68.4%	70.0%	70.1%	

DD Web Applications 12 Month Total



DD Applications Trend



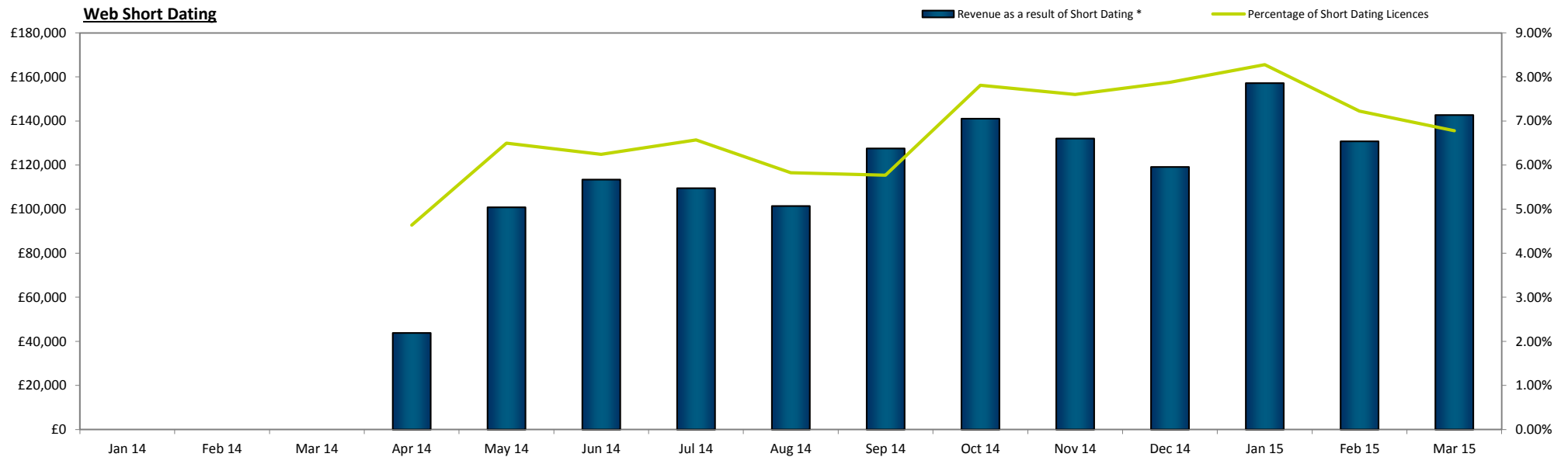
* Please note - the previous months data is only available mid month and therefore will always be one month in arrears.

Web Short Dating

	12mth Total	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15
Total New Licences	832,767				32,810	60,942	70,448	69,028	73,421	94,649	82,233	72,541	61,503	72,434	66,702	76,056
New Short Dating Licences	56,909				1,521	3,958	4,400	4,536	4,277	5,463	6,422	5,513	4,847	5,995	4,819	5,158
Percentage of Short Dating Licences	6.83%				4.64%	6.49%	6.25%	6.57%	5.83%	5.77%	7.81%	7.60%	7.88%	8.28%	7.22%	6.78%
Revenue as a result of Short Dating *	£ 1,419,652				£43,826	£100,851	£113,431	£109,516	£101,432	£127,563	£141,077	£132,060	£119,164	£157,209	£130,799	£142,725
Average collection per Short Dated Licence *	£24.95				£28.81	£25.48	£25.78	£24.14	£23.72	£23.35	£21.97	£23.95	£24.59	£26.22	£27.14	£27.67
Average months short dated	2.06				2.38	2.10	2.13	1.99	1.96	1.93	1.81	1.98	2.03	2.16	2.24	2.28
Null Records	6,089				437	221	565	550	464	1398	639	554	447	551	184	79
Excluded Records (more than 12 months)	486				7	19	15	22	33	48	58	59	48	75	52	50

* Assuming cost per licence is £12.12 per month.

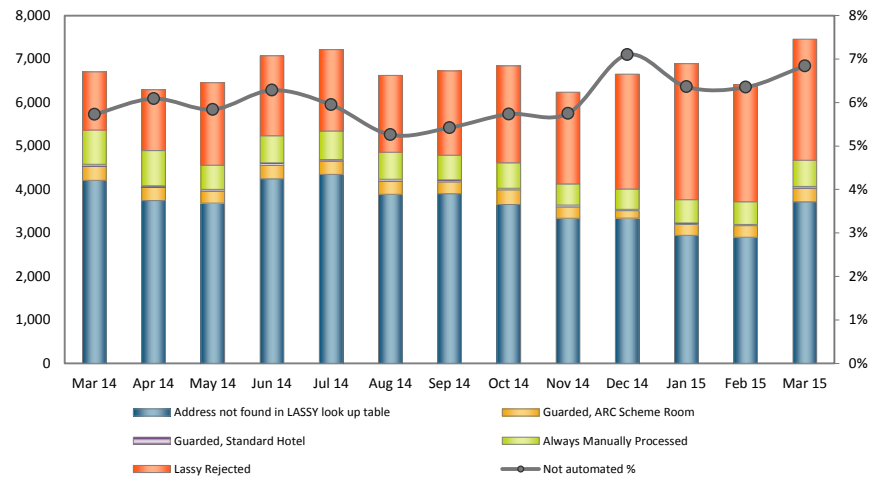
Please Note April's volumes start from the 13th of the month.



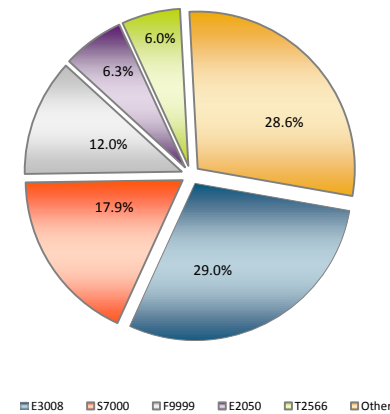
Volumes are lower for April than other months because new licence purchases and new short-dated licences are generally very high at the beginning of the month and April's data only started from the 13th missing out on these high volumes.

Web Non-Automated Analysis

Change of Address Transactions



LASSY Rejected Change of Address



Change of Address

E3008: An Instalment Plan cannot be created as the current Direct Debit Instruction is closed.

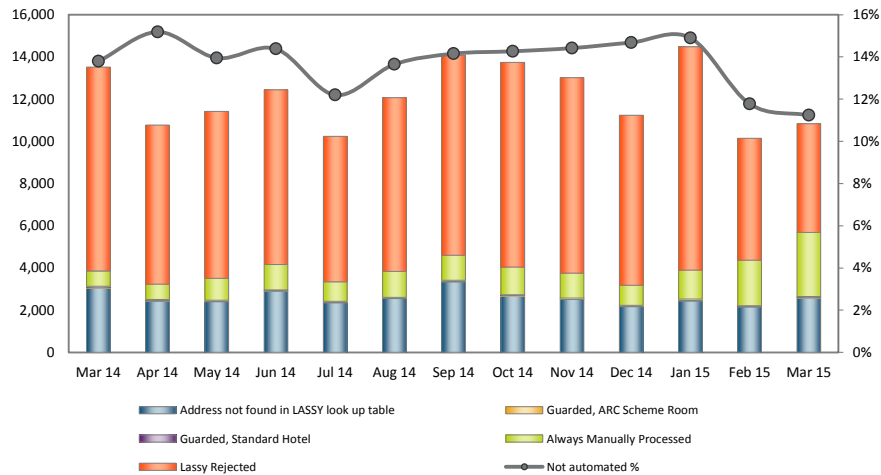
S7000: LASSY was performing batch updates and was therefore unable to accept updates.

F9999: LASSY has returned an error. This can occur because batches are running and the data is held or it can be due to a data issue.

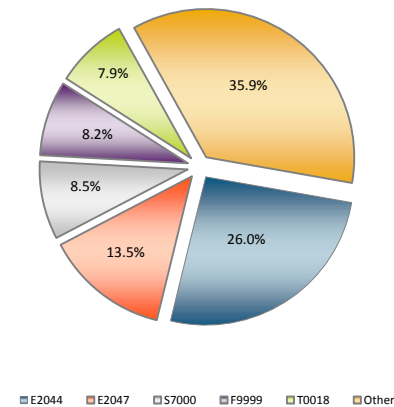
E2050: An email address has not been provided by the customer which is needed for eLicensing.

T2566: Licence is frozen

Direct Debit Setups



LASSY Rejected Direct Debit Setups



Direct Debit Signups

E2044: Customer is trying to renew or join DD with a cancelled Licence.

E2047: Customer has been matched to a Licence but that Licence is a potential.

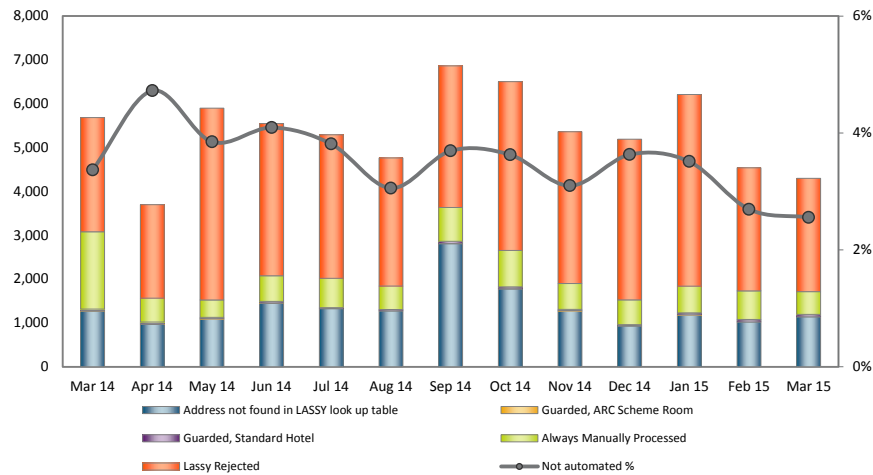
S7000: LASSY was performing batch updates and was therefore unable to accept updates.

F9999: LASSY has returned an error. This can occur because batches are running and the data is held or it can be due to a data issue.

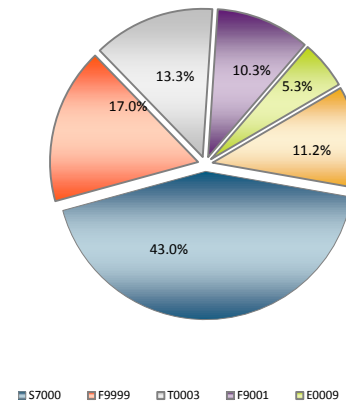
T0018: The licence has been converted to counterfoil so that it can be revoked and therefore it is not allowed to rejoin DD.

Web Non-Automated Analysis

Credit/Debit Card Transactions



LASSY Rejected Credit/Debit Card



Credit/Debit Card

S7000: LASSY was performing batch updates and was therefore unable to accept updates.

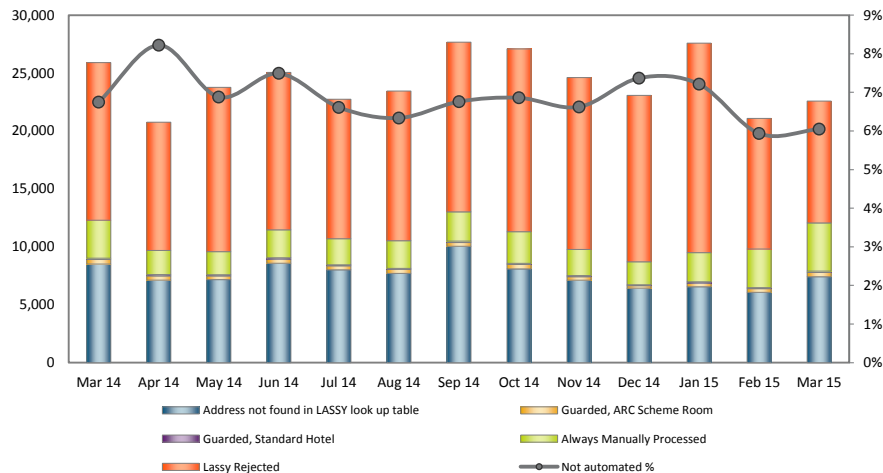
F9999: LASSY has returned an error. This can occur because batches are running and the data is held or it can be due to a data issue.

T0003: This is where an application has been made, matched to a Licence but that Licence is revoked.

F9001: Data has been sent to LASSY that does not match the criteria required, therefore LASSY is unable to read that data.

E0009: The Customer has input an Invalid Character In their Surname.

All Transactions



Key

LASSY Rejected

LASSY rejected the transaction as it could not automate - this should have an associated LASSY error code for the reason.

Always Manually Processed

Some transactions, such as Blind and Mono etc are always handled manually to make sure that they are correct.

Guarded, Standard Hotel

The customer has tried to buy a "standard" TV Licence at as address we have listed as an hotel. Again this needs to be investigated.

Guarded, ARC Scheme Room

The customer has tried to buy a "standard" TV Licence at as address we have listed as an ARC room. Again this needs to be investigated.

Address not found in LASSY look up table

The customer has provided an address manually and we cannot automate these as the address needs to be checked and possibly built on by address structure.