

Outbound Activity

Outbound Activity - Index

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Schedule Amendments/Additions:

Additions:

Amendments:


Dialler Calling

	Total	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17
Combined														
New Data	4,045,168	360,863	301,369	359,622	322,864	315,241	343,113	314,838	355,128	340,848	336,165	377,979	302,624	375,377
Number of Dials	7,145,211	891,014	837,925	661,568	661,401	626,290	584,546	587,104	665,075	670,250	583,999	373,726	401,267	492,060
Number of Connects	1,827,342	224,659	201,369	163,247	166,811	154,009	149,799	147,820	164,635	161,996	143,711	96,645	103,772	173,528
% of Connects	25.6%	25.2%	24.0%	24.7%	25.2%	24.6%	25.6%	25.2%	24.8%	24.2%	24.6%	25.9%	25.9%	35.3%
Human Connects	1,168,453	142,202	125,759	104,532	107,243	98,676	94,530	98,233	109,718	107,737	95,355	67,698	71,542	87,430
Human Connects %	16.5%	16.2%	16.0%	15.8%	16.2%	15.8%	16.2%	16.7%	16.5%	16.1%	16.3%	18.1%	17.8%	17.8%
Abandoned Calls	30,820	4,466	3,436	2,979	3,117	3,067	2,537	2,944	3,046	3,119	2,513	1,915	2,024	123
Abandon Rate	1.7%	2.0%	1.7%	1.8%	1.9%	2.0%	1.7%	2.0%	1.9%	1.9%	1.7%	2.0%	2.0%	0.1%
Effective Calls	763,208	87,071	71,826	62,768	68,705	59,467	60,802	62,925	70,615	70,170	61,643	48,028	48,266	77,993
% Effective Calls	65.3%	61.2%	57.1%	60.0%	64.1%	60.3%	64.3%	64.1%	64.4%	65.1%	64.6%	70.9%	67.5%	89.2%
DMC Calls	936,902	120,998	110,397	90,875	89,537	85,633	80,059	84,547	93,770	92,068	81,534	56,266	61,515	10,701
% DMC Calls	51.3%	53.9%	54.8%	55.7%	53.7%	55.6%	53.4%	57.2%	57.0%	56.8%	56.7%	58.2%	59.3%	6.2%
Sales (Positive Outcomes)	148,109	16,938	13,200	11,997	13,970	11,393	12,197	12,686	13,815	14,085	12,453	10,968	10,644	10,701
% Sales (Positive Outcomes)	15.8%	14.0%	12.0%	13.2%	15.6%	13.3%	15.2%	15.0%	14.7%	15.3%	15.3%	19.5%	17.3%	100.0%
Darwen														
New Data	1,171,091	105,001	70,156	91,481	85,161	75,049	106,955	98,250	124,274	101,851	104,152	103,047	97,642	113,073
Number of Dials	2,380,197	297,230	215,247	190,580	281,079	194,237	234,520	196,948	225,161	232,969	189,456	156,960	129,486	133,554
Number of Connects	595,334	68,062	44,386	43,473	64,234	41,458	52,700	47,170	53,311	52,009	43,714	38,042	32,989	81,848
% of Connects	25.0%	22.9%	20.6%	22.8%	22.9%	21.3%	22.5%	24.0%	23.7%	22.3%	23.1%	24.2%	25.5%	61.3%
Human Connects	375,318	46,036	28,007	28,700	40,780	26,818	34,086	33,264	37,713	36,656	31,065	28,700	24,767	24,762
Human Connects %	16.7%	15.8%	15.0%	16.2%	16.6%	14.9%	16.1%	17.0%	17.0%	16.2%	16.9%	18.9%	19.1%	18.5%
Abandoned Calls	5,127	683	346	383	536	302	384	451	486	549	491	497	474	228
Abandon Rate	0.9%	1.0%	0.8%	0.9%	0.8%	0.7%	0.7%	1.0%	0.9%	1.1%	1.1%	1.3%	1.4%	0.3%
Effective Calls	341,340	41,312	24,911	25,795	36,253	24,188	30,805	30,150	33,968	33,391	28,161	26,163	22,791	24,764
% Effective Calls	90.9%	89.7%	88.9%	89.9%	88.9%	90.2%	90.4%	90.6%	90.1%	91.1%	90.7%	91.2%	92.0%	100.0%
DMC Calls	248,256	30,192	18,231	18,727	26,286	17,140	22,322	22,418	24,991	24,220	20,145	18,902	16,789	18,085
% DMC Calls	41.7%	44.4%	41.1%	43.1%	40.9%	41.3%	42.4%	47.5%	46.9%	46.6%	46.1%	49.7%	50.9%	22.1%
Sales (Positive Outcomes)	89,233	10,164	6,398	6,715	9,368	6,251	7,710	7,987	8,495	8,824	7,715	7,223	6,792	5,755
% Sales (Positive Outcomes)	35.9%	33.7%	35.1%	35.9%	35.6%	36.5%	34.5%	35.6%	34.0%	36.4%	38.3%	38.2%	40.5%	31.8%
Preston														
New Data	2,874,077	255,862	231,213	268,141	237,703	240,192	236,158	216,588	230,854	238,997	232,013	274,932	204,982	262,304
Number of Dials	4,765,014	593,784	622,678	470,988	380,322	432,053	350,026	390,156	439,914	437,281	394,543	216,766	271,781	358,506
Number of Connects	1,232,008	156,597	156,983	119,774	102,577	112,551	97,099	100,650	111,324	109,987	99,997	58,603	70,783	91,680
% of Connects	25.9%	26.4%	25.2%	25.4%	27.0%	26.1%	27.7%	25.8%	25.3%	25.2%	25.3%	27.0%	26.0%	25.6%
Human Connects	793,135	96,166	97,752	75,832	66,463	71,858	60,444	64,969	72,005	71,081	64,290	38,998	46,775	62,668
Human Connects %	16.8%	17.0%	17.0%	16.1%	17.5%	16.6%	17.3%	16.7%	16.4%	16.3%	16.6%	18.0%	17.2%	17.5%
Abandoned Calls	27,684	3,783	3,090	2,596	2,581	2,765	2,153	2,493	2,560	2,570	2,022	1,418	1,550	1,886
Abandon Rate	2.2%	2.4%	2.0%	2.2%	2.5%	2.5%	2.2%	2.5%	2.3%	2.3%	2.0%	2.4%	2.2%	2.0%
Effective Calls	403,931	45,759	46,915	36,973	32,452	35,279	29,997	32,775	36,647	36,779	33,482	21,865	25,475	35,292
% Effective Calls	50.9%	47.6%	48.0%	48.8%	48.8%	49.1%	49.6%	50.4%	50.9%	51.7%	52.1%	56.1%	54.5%	56.3%
DMC Calls	755,938	90,806	92,166	72,148	63,251	68,493	57,737	62,129	68,779	67,848	61,389	37,364	44,726	59,908
% DMC Calls	61.4%	58.0%	58.7%	60.2%	61.7%	60.9%	59.5%	61.7%	61.8%	61.7%	61.4%	63.8%	63.2%	65.3%
Sales (Positive Outcomes)	58,876	6,774	6,802	5,282	4,602	5,142	4,487	4,699	5,320	5,261	4,738	3,745	3,852	4,946
% Sales (Positive Outcomes)	7.8%	7.5%	7.4%	7.3%	7.3%	7.5%	7.8%	7.6%	7.7%	7.8%	7.7%	10.0%	8.6%	8.3%

TVL Dialler Calling Effective Outcomes - 13 Month Summary

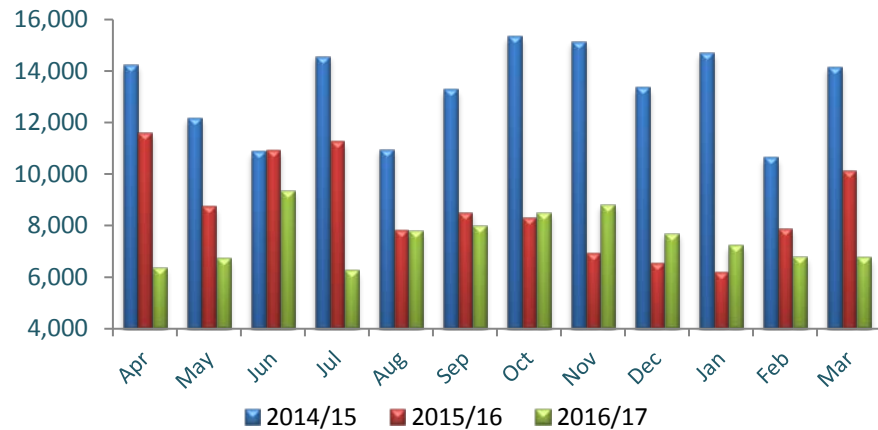
	Total	Mar 16		Apr 16		May 16		Jun 16		Jul 16		Aug 16		Sep 16		Oct 16		Nov 16		Dec 16		Jan 17		Feb 17		Mar 17	
Effective Outcomes																											
Darwen																											
Change of Address	205	22	0.1%	13	0.1%	22	0.1%	38	0.1%	5	0.0%	9	0.0%	18	0.1%	26	0.1%	16	0.0%	19	0.1%	11	0.0%	13	0.1%	15	0.1%
Paid Claim	2,893	423	1.0%	152	0.6%	247	1.0%	315	0.9%	192	0.8%	309	1.0%	231	0.8%	275	0.8%	211	0.6%	181	0.6%	306	1.2%	248	1.1%	226	0.9%
No Set	9,826	1,400	3.4%	787	3.2%	864	3.3%	1,107	3.1%	638	2.6%	853	2.8%	929	3.1%	981	2.9%	945	2.8%	718	2.5%	678	2.6%	633	2.8%	693	2.8%
Promise to Pay	26,055	3,564	8.6%	2,020	8.1%	2,122	8.2%	3,226	8.9%	2,181	9.0%	2,233	7.2%	1,899	6.3%	2,443	7.2%	2,228	6.7%	1,942	6.9%	1,995	7.6%	1,529	6.7%	2,237	9.0%
BACS Payment	0	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Over 75 No Details	7	1	0.0%	0	0.0%	1	0.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	1	0.0%
Paid Claim-Cust Confirmed	739	261	0.6%	79	0.3%	88	0.3%	102	0.3%	45	0.2%	64	0.2%	54	0.2%	63	0.2%	49	0.1%	42	0.1%	71	0.3%	30	0.1%	52	0.2%
Gone Away	42,392	4,758	11.5%	2,565	10.3%	2,763	10.7%	4,114	11.3%	2,451	10.1%	3,795	12.3%	4,269	14.2%	5,480	16.1%	4,747	14.2%	3,393	12.0%	2,907	11.1%	2,597	11.4%	3,311	13.4%
Paid on File	27,111	3,060	7.4%	1,898	7.6%	1,951	7.6%	2,677	7.4%	1,617	6.7%	2,607	8.5%	2,594	8.6%	2,571	7.6%	2,647	7.9%	2,272	8.1%	2,159	8.3%	2,063	9.1%	2,055	8.3%
Deceased	12	0	0.0%	0	0.0%	2	0.0%	4	0.0%	3	0.0%	0	0.0%	0	0.0%	1	0.0%	1	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%
Change of Payment Date	20	0	0.0%	0	0.0%	1	0.0%	4	0.0%	4	0.0%	1	0.0%	1	0.0%	4	0.0%	0	0.0%	2	0.0%	1	0.0%	2	0.0%	0	0.0%
Wrong Number	27,396	3,249	7.9%	2,047	8.2%	2,165	8.4%	2,800	7.7%	1,921	7.9%	2,437	7.9%	2,345	7.8%	2,699	7.9%	2,700	8.1%	2,357	8.4%	2,184	8.3%	1,815	8.0%	1,926	7.8%
Customer Hang Up	31,922	3,866	9.4%	2,625	10.5%	2,413	9.4%	3,300	9.1%	2,497	10.3%	3,085	10.0%	2,882	9.6%	3,105	9.1%	2,978	8.9%	2,779	9.9%	2,273	8.7%	1,908	8.4%	2,077	8.4%
Refused to Comment/Pay	23,239	3,383	8.2%	2,109	8.5%	2,001	7.8%	2,652	7.3%	1,688	7.0%	2,154	7.0%	1,981	6.6%	2,024	6.0%	2,129	6.4%	1,626	5.8%	1,779	6.8%	1,433	6.3%	1,663	6.7%
Agent Owned Recall	136	2	0.0%	2	0.0%	3	0.0%	1	0.0%	1	0.0%	2	0.0%	8	0.0%	37	0.1%	51	0.2%	15	0.1%	10	0.0%	5	0.0%	1	0.0%
Recalls	65,552	7,869	19.0%	4,631	18.6%	4,900	19.0%	7,166	19.8%	5,126	21.2%	6,044	19.6%	5,379	17.8%	6,241	18.4%	6,420	19.2%	5,644	20.0%	5,067	19.4%	4,182	18.3%	4,752	19.2%
Darwen Total	257,505	31,858	77.1%	18,928	76.0%	19,543	75.8%	27,510	75.9%	18,369	75.9%	23,593	76.6%	22,590	74.9%	25,950	76.4%	25,122	75.2%	20,991	74.5%	19,442	74.3%	16,458	72.2%	19,009	76.8%
Preston																											
Right Party-Promise To Pay	345,055	38,985	85.2%	40,113	85.5%	31,691	85.7%	27,850	85.8%	30,137	85.4%	25,510	85.0%	28,076	85.7%	31,327	85.5%	31,518	85.7%	28,744	85.8%	18,120	82.9%	21,623	84.9%	30,346	86.0%
Total Effective Outcomes	602,560	70,843	81.4%	59,041	82.2%	51,234	81.6%	55,360	80.6%	48,506	81.6%	49,103	80.8%	50,666	80.5%	57,277	81.1%	56,640	80.7%	49,735	80.7%	37,562	78.2%	38,081	78.9%	49,355	82.2%
Sales (Positive Outcomes)																											
Darwen																											
Direct Debit Sales	38,106	3,231	3.7%	2,555	3.6%	2,725	4.3%	3,357	4.9%	2,392	4.0%	2,986	4.9%	3,641	5.8%	3,662	5.2%	3,930	5.6%	3,521	5.7%	3,313	6.9%	3,261	6.8%	2,763	11.2%
Initial Payment Direct Debit	2,031	391	0.4%	169	0.2%	160	0.3%	248	0.4%	156	0.3%	213	0.4%	166	0.3%	177	0.3%	180	0.3%	150	0.2%	158	0.3%	139	0.3%	115	0.5%
Unpaid Amount	8,037	759	0.9%	640	0.9%	649	1.0%	788	1.1%	638	1.1%	609	1.0%	560	0.9%	662	0.9%	902	1.3%	733	1.2%	671	1.4%	556	1.2%	629	2.5%
Debit Card Sales	12,437	2,405	2.8%	842	1.2%	1,077	1.7%	1,915	2.8%	840	1.4%	1,481	2.4%	1,137	1.8%	1,284	1.8%	849	1.2%	575	0.9%	889	1.9%	757	1.6%	791	3.2%
Credit Card Sales	1,955	300	0.3%	115	0.2%	118	0.2%	273	0.4%	168	0.3%	205	0.3%	108	0.2%	209	0.3%	213	0.3%	191	0.3%	158	0.3%	42	0.1%	155	0.6%
Over 75 Registration	1,830	239	0.3%	87	0.1%	93	0.1%	188	0.3%	76	0.1%	107	0.2%	230	0.4%	149	0.2%	192	0.3%	279	0.5%	123	0.3%	146	0.3%	160	0.6%
Over 75 Short Term Licence	1,032	280	0.3%	74	0.1%	60	0.1%	228	0.3%	36	0.1%	33	0.1%	173	0.3%	57	0.1%	55	0.1%	137	0.2%	40	0.1%	29	0.1%	110	0.4%
TVL Payment Card	18,407	1,849	2.1%	1,501	2.1%	1,370	2.2%	1,746	2.5%	1,513	2.5%	1,578	2.6%	1,545	2.5%	1,818	2.6%	1,948	2.8%	1,584	2.6%	1,369	2.9%	1,403	2.9%	1,032	4.2%
Darwen Total	83,835	10,164	22.9%	6,398	24.0%	6,715	24.2%	9,368	24.1%	6,251	24.1%	7,710	23.4%	7,987	25.1%	8,495	23.6%	8,824	24.8%	7,715	25.5%	7,223	25.7%	6,792	27.8%	6,768	23.2%
Preston																											
Card Payment	58,876	6,774	14.8%	6,802	14.5%	5,282	14.3%	4,602	14.2%	5,142	14.6%	4,487	15.0%	4,699	14.3%	5,320	14.5%	5,261	14.3%	4,738	14.2%	3,745	17.1%	3,852	15.1%	4,946	14.0%
Total Sales	149,122	16,938	18.6%	13,200	17.8%	11,997	18.4%	13,970	19.4%	11,393	18.4%	12,197	19.2%	12,686	19.5%	13,815	18.9%	14,085	19.3%	12,453	19.3%	10,968	21.8%	10,644	21.1%	11,714	17.8%
Effective Calls																											
Darwen	341,340	41,312	47.4%	24,911	34.7%	25,795	41.1%	36,253	52.8%	24,188	40.7%	30,805	50.7%	30,150	47.9%	33,968	48.1%	33,391	47.6%	28,161	45.7%	26,163	54.5%	22,791	47.2%	24,764	41.2%
Preston	403,931	45,759	52.6%	46,915	65.3%	36,973	58.9%	32,452	47.2%	35,279	59.3%	29,997	49.3%	32,775	52.1%	36,647	51.9%	36,779	52.4%	33,482	54.3%	21,865	45.5%	25,475	52.8%	35,292	58.8%
Total Effective Calls	745,271	87,071	100.0%	71,826	100.0%	62,768	100.0%	68,705	100.0%	59,467	100.0%	60,802	100.0%	62,925	100.0%	70,615	100.0%	70,170	100.0%	61,643	100.0%	48,028	100.0%	48,266	100.0%	60,056	100.0%
1471 Contacts																											
1471 Sales	6,411	710	0.0%	415	0.0%	463	0.0%	625	0.0%	432	0.0%	498	0.0%	427	0.0%	477	0.0%	555	0.0%	545	0.0%	502	0.0%	459	0.0%	1,013	0.0%
1471 Change of Address	813	51	0.0%	50	0.0%	53	0.0%	62	0.0%	42	0.0%	52	0.0%	69	0.0%	80	0.0%	71	0.0%	63	0.0%	71	0.0%	53	0.0%	147	0.0%
Total	7,224	761	0.0%	465	0.0%	516	0.0%	687	0.0%	474	0.0%	550	0.0%	496	0.0%	557	0.0%	626	0.0%	608	0.0%	573	0.0%	512	0.0%	1,160	0.0%

Dialler KPI/PI Performance

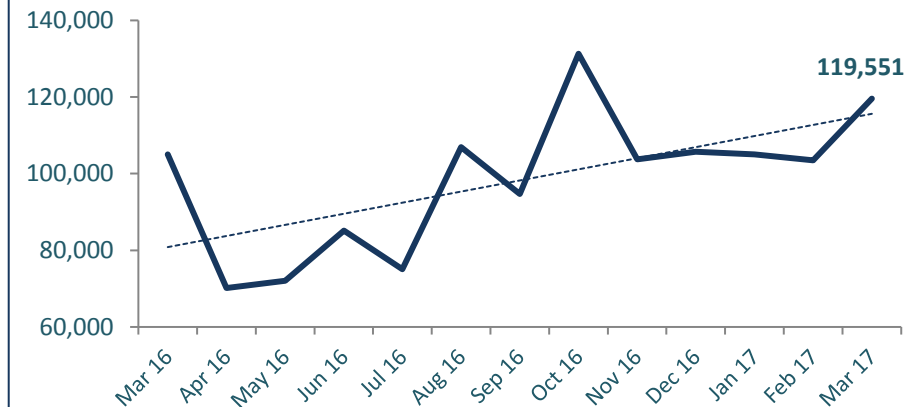
	Records Supplied by Proximity	Suppressed	Total to Call	Not Dialed	Dialled Outside Window	Dialled Inside Window	% in calling window 
Campaign	111,746	36,938	74,808	2,548	0	72,260	96.59%
2nd Reminder	10,019	6,749	3,270	0	0	3,270	100.00%
3rd Reminder	2,106	1,078	1,028	0	0	1,028	100.00%
3rd Reminder Churn	4,390	1,740	2,650	0	0	2,650	100.00%
3rd Reminder Churn Paperless	7,897	3,535	4,362	0	0	4,362	100.00%
3rd Reminder Paperless	3,905	1,804	2,101	247	0	1,854	88.24%
DCA Exit	5,062	1,132	3,930	955	0	2,975	75.70%
DCA14	18,046	0	18,046	0	0	18,046	100.00%
DCA21	7,526	2,467	5,059	964	0	4,095	80.94%
Insufficient Funds 2	2,648	528	2,120	310	0	1,810	85.38%
Mixed	39,206	14,061	25,145	49	0	25,096	99.81%
PreVisit	828	125	703	0	0	703	100.00%
PreVisit Paperless	1,467	204	1,263	0	0	1,263	100.00%
Zero	8,646	3,515	5,131	23	0	5,108	99.55%

Dialler Overview - Darwen (RBU & IBU)

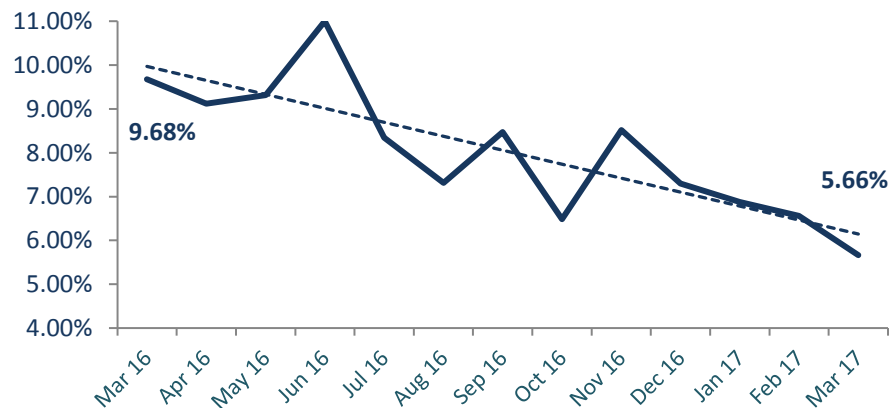
Positive Outcomes



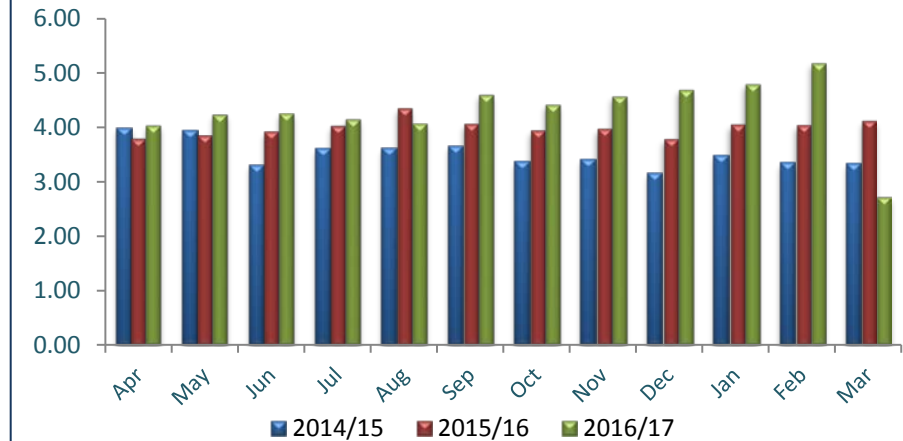
New Data



% Positive Outcomes to Data



Sales Per Hour



SMS Summary

	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17
Total Texts Sent	829,483	765,259	875,595	764,411	787,168	815,320	782,690	838,978	763,830	681,084	742,047	709,638	806,686

CEE

G - Replace Ltr 1 (prev Card Pymnt)

% Response	23.85%	26.66%	23.62%	25.99%	24.25%	26.56%	24.86%	23.40%	26.69%	26.15%	34.91%	24.20%	24.62%
Amount Collected	£118,800.51	£128,143.02	£115,537.38	£123,493.53	£114,358.99	£127,195.72	£113,489.74	£110,703.27	£127,390.85	£176,136.47	£172,082.01	£106,934.30	£115,983.82

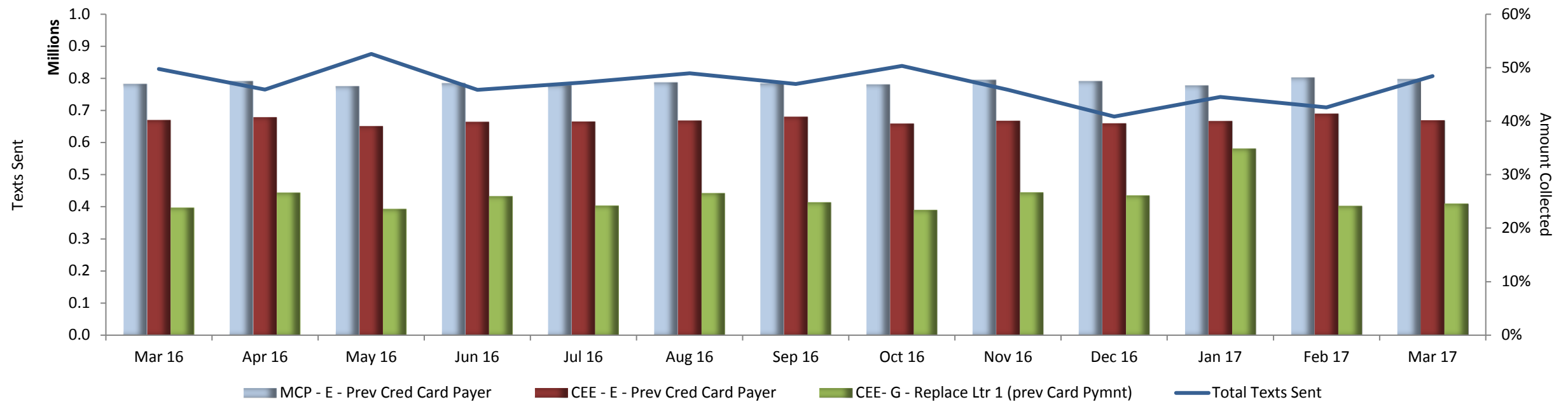
E - Prev Cred Card Payer

% Response	40.23%	40.75%	39.07%	39.90%	39.93%	40.12%	40.83%	39.53%	40.07%	39.60%	40.02%	41.39%	40.16%
Amount Collected	£547,589.31	£528,677.21	£594,003.22	£527,862.22	£533,106.63	£568,705.68	£555,119.30	£575,940.14	£525,655.16	£428,433.60	£593,606.95	£517,096.48	£570,608.71

MCP

E - Prev Cred Card Payer

% Response	46.98%	47.50%	46.52%	47.09%	46.71%	47.27%	47.07%	46.87%	47.74%	47.50%	46.66%	48.14%	47.89%
Amount Collected	£307,328.09	£256,483.58	£309,682.90	£262,880.08	£272,054.12	£293,241.73	£263,225.18	£292,217.09	£260,527.48	£217,819.67	£288,691.22	£247,230.00	£320,826.91



Letter Success Month on Month Comparison Overview

	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17
Other Letter Types													
Licences	85,660	84,773	85,826	86,031	77,587	98,912	93,412	97,892	79,053	79,939	101,216	98,190	80,756
New Schedules	51,232	52,876	49,492	47,872	45,369	56,359	53,756	49,664	51,410	47,985	54,099	50,090	54,495
Cancellation	10,745	10,828	9,810	9,761	9,219	10,515	10,508	9,907	10,143	7,518	10,693	9,484	11,561
Other Letters	1,342	1,562	1,125	1,711	1,219	1,469	1,393	1,153	1,220	1,201	1,520	1,504	1,634
TOTAL	148,979	150,039	146,253	145,375	133,394	167,255	159,069	158,616	141,826	136,643	167,528	159,268	148,446
Total Cash Schemes Arrears Mail Out	485,116	451,069	458,878	470,143	412,736	524,794	477,798	444,227	457,783	446,094	507,516	410,486	465,589
Overall Total Mail Out	634,095	601,108	605,131	615,518	546,130	692,049	636,867	602,843	599,609	582,737	675,044	569,754	614,035
Monthly Average													
LNP % No Arrears	9.21%	8.70%	9.05%	8.05%	10.76%	8.39%	8.43%	9.07%	8.83%	7.03%	7.53%	8.36%	8.80%
LNP % Paid	4.45%	3.80%	3.82%	3.81%	3.38%	3.82%	3.50%	3.90%	3.61%	3.23%	3.10%	3.53%	4.02%
SIA % No Arrears	25.92%	25.58%	24.43%	23.85%	24.08%	24.60%	24.77%	24.87%	24.37%	21.73%	21.75%	24.77%	24.30%
SIA % Paid	12.36%	13.13%	12.85%	12.68%	11.70%	13.14%	12.59%	13.34%	12.83%	11.60%	11.61%	13.02%	13.03%