

CAPITA

March 2013

 TV LICENSING



Front Office

Confidential

Front Office MPP - Index

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Schedule Amendments/Additions:

Additions:

Amendments:

Front Office Analysis

Summary/Headlines:

March continued the trend of recent months by being under forecast, but the variance has narrowed considerably to 4%.

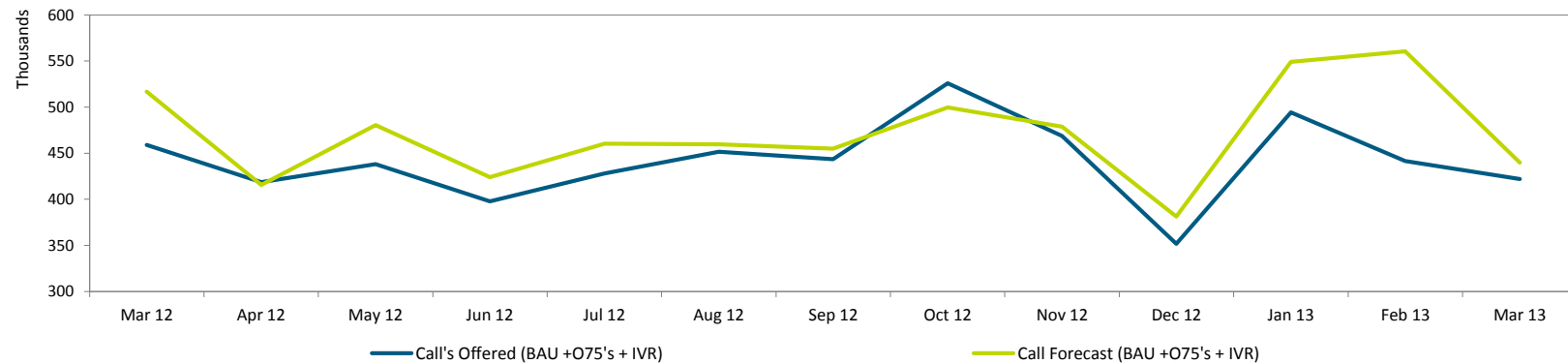
Comparing year on year, March 2013 Calls Offered saw a reduction of 8% of volume compared to the previous period last year which is consistent with the trends being seen over previous months.

Service level saw an increase of 5.6% over the previous month and ended at 86.9%. A reduction in the abandon rate was also seen on the previous month with March ending at 1.9%.

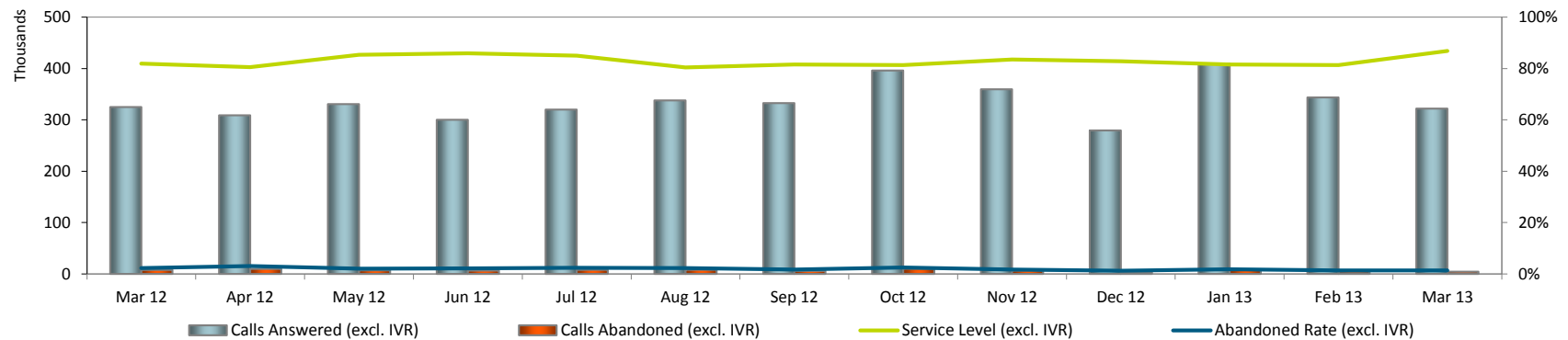
P's ran at a conversion rate of 52.8% an increase of 5.9% from February 2013, with an IP revenue of £490,435 generated from the inbound contact centre.

Inbound Calls

Calls Offered versus Call Forecast



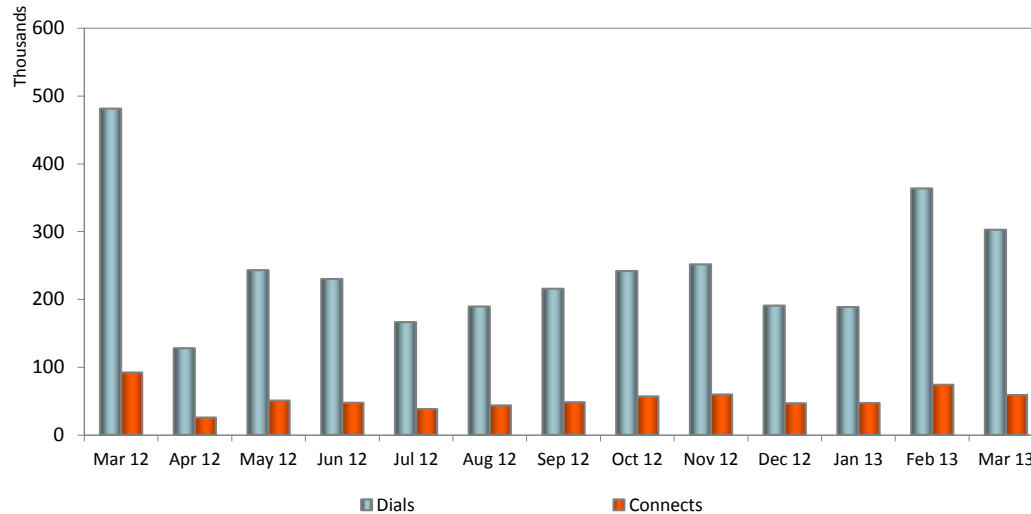
Calls Answered and Calls Abandoned (excl. IVR)



Front Office Analysis

Dialler Calling

Dials and Connects



Dialler Overview:

Data volumes reduced by 16,867 records in comparison to March 2012 due to the removal of Q4 pre expiry campaigns that were dialled in 2012. We have also seen a reduction in Mixed and Zero compared to 2012.

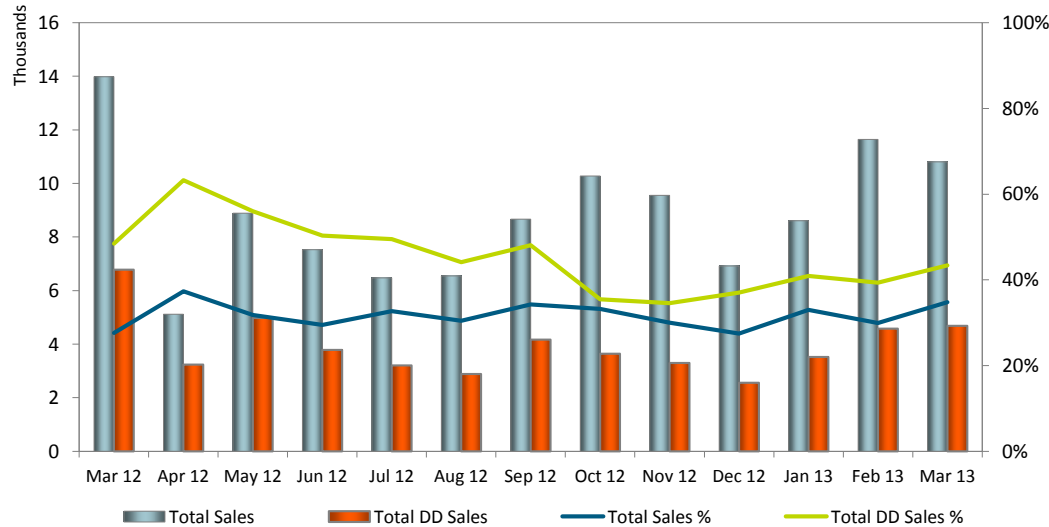
Dials reduced in line with reduced data volumes.

SPH at 3.40 in comparison to 3.07 in March 2012 and 2.93 in February 2013.

Dialler usage at 94.3% with calls per record averaging at 5.

Initial Payments increased by 275% from previous year.

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
	7,588	7,586	100.0%
	1,834	1,834	100.0%
	525	525	100.0%
	6,047	6,047	100.0%
	626	626	100.0%
	2,885	2,736	94.8%
	3,358	3,357	100.0%
	6,363	3,397	53.4%
	1,224	1,224	100.0%
			0.0%
	26,566	26,414	99.4%
	0	0	0.0%
	0	0	0.0%
Total	57,016	53,746	94.3%

Front Office Analysis

Customer Satisfaction Survey

CSS Overview

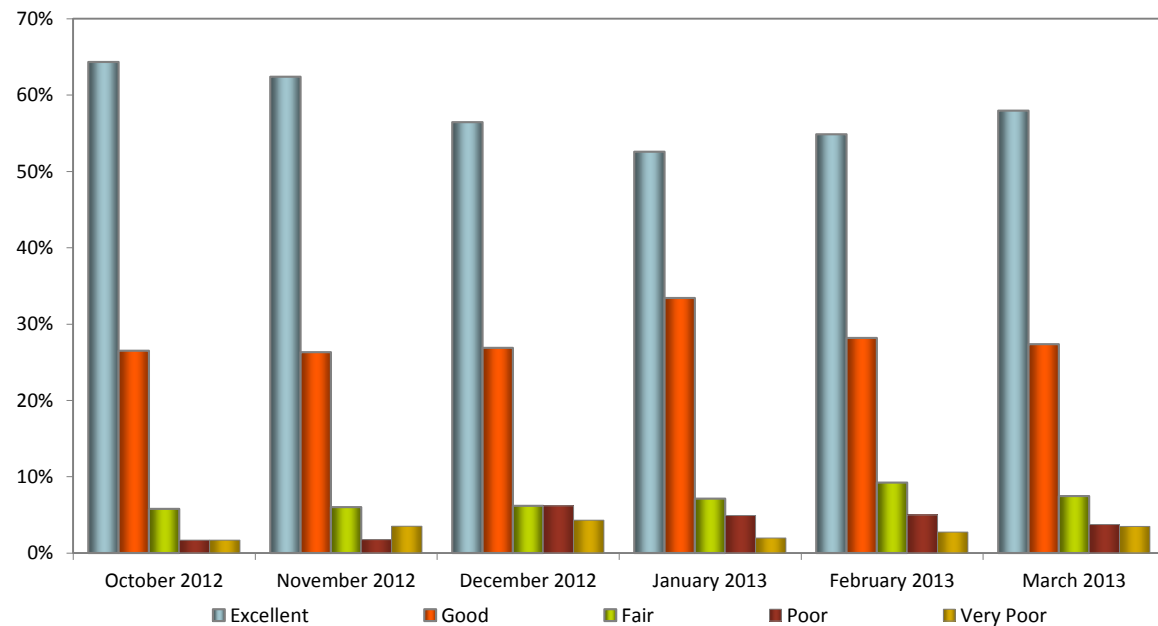
March saw an improvement in customer satisfaction on the previous month with 85.4% of customers rating the overall service as Excellent or Good and 63% of customers rating TVL as better or much better when compared to other companies, up from 56% last month.

The automated service (IVR) also continued to see an increase in satisfaction levels with 80% of customers in the sample rating it as Good or Excellent, an improvement on February and also up on the 12 month average. This is further backed up by March seeing the highest completion rate since May 2012.

There were improvements also witnessed in the positive measures across many of the questions related to agent performance with regard to clarity, accuracy, speed, knowledge and making customers feel valued. Unfortunately, there was a slight increase on the previous month (and against the rolling average of Agent interaction) of those rated as Very Poor and a slight dip in the overall positive measure of staff helpfulness. This will be monitored very closely over the coming month.

Overall, a positive improvement in customer satisfaction on the previous month.

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



	Excellent	Good	Fair	Poor	Very Poor
October 2012	64.3%	26.5%	5.8%	1.7%	1.7%
November 2012	62.4%	26.3%	6.0%	1.8%	3.5%
December 2012	56.5%	26.9%	6.2%	6.2%	4.3%
January 2013	52.6%	33.4%	7.1%	4.9%	2.0%
February 2013	54.9%	28.2%	9.2%	5.0%	2.7%
March 2013	58.0%	27.4%	7.5%	3.7%	3.5%

Call Centre Volumes - 13 Months Summary

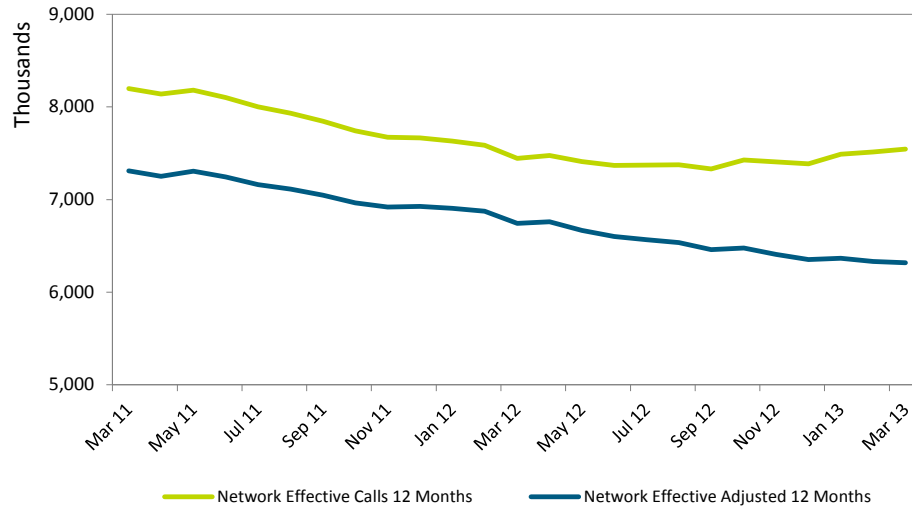
	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	Jan 13	Feb 13	Mar 13
Calls Offered													
Total Call Attempts		573,363	609,553	565,969	610,216	634,885	625,244	795,332	636,524	496,437	776,837	637,652	592,836
Total Ineffective Calls		936	31	1,744	665	2,734	1,629	510	19	1	0	1	1,347
Ineffective Call Percentage		0.17%	0.01%	0.33%	0.12%	0.46%	0.28%	0.07%	0.00%	0.00%	0.00%	0.00%	0.24%
Caller Early Release (duration less than 0.5ms)		-1,031	15,758	13,219	28,488	28,317	31,406	32,333	3,456	6,079	19,812	22,993	22,716
Net Calls Proceeding into Capita Network		573,458	593,764	551,006	581,063	603,834	592,209	762,489	633,049	490,357	757,025	614,658	568,773
Capita Telephony Network Calls													
Customer Hang Ups													
before making a selection		27,083	32,715	30,896	31,016	30,070	32,752	60,380	38,238	25,267	42,230	37,855	38,967
after making a selection		57,406	59,109	56,537	68,175	58,658	59,736	80,410	63,625	52,979	104,971	74,070	65,213
System Disconnect Calls													
After self serve		8,045	7,653	7,070	7,916	7,937	8,371	8,949	7,270	6,710	7,794	6,651	6,252
Out of Hours Message Played		25,573	23,991	25,318	22,702	24,674	24,017	19,369	13,325	14,846	16,771	13,633	15,231
Customer Selection not made		10,785	11,983	12,422	11,986	11,575	12,383	34,269	17,472	13,255	44,268	23,249	13,025
Unable to Transfer to Iqor		63	48	82	67	88	519	325	30	108	74	81	94
Calls Externally transferred													
to Iqor		14,494	14,970	13,680	13,495	13,997	13,284	17,509	16,037	12,192	20,328	17,116	14,425
Net Calls to be handled		430,009	443,295	405,001	425,706	456,835	441,147	541,278	477,052	365,000	520,589	442,003	415,566
Calls Offered to IVR													
Calls received in IVR		155,261	154,541	143,560	157,898	170,434	161,646	182,583	161,991	134,408	173,473	153,120	149,815
Successful Calls		69,629	70,339	63,970	65,466	68,267	67,956	77,560	58,522	40,814	42,878	64,834	68,006
Customer Hang ups		29,467	29,625	27,018	34,062	36,914	36,965	41,657	43,836	27,685	33,683	28,482	27,946
Calls routed out of IVR:		56,165	54,577	52,572	58,370	65,253	56,725	63,366	59,633	65,909	96,912	59,804	53,863
Out of Hours Message		9,588	8,811	9,241	8,552	9,321	8,425	4,493	127	1,809	1,555	410	781
Customer Hang ups		1,472	1,182	1,280	1,646	1,852	1,450	971	912	817	1,396	712	607
Forced Abandoned		2,626	1,600	1,620	1,127	3,558	1,880	6,621	1,422	2,197	7,339	1,611	856
Net Calls Transferred to Agent		42,479	42,984	40,431	47,045	50,522	44,970	51,281	57,172	61,086	86,622	57,071	51,619
Forced Abandoned													
Forced Abandoned		16,557	9,837	11,439	7,061	20,368	13,155	25,494	8,737	10,315	33,701	10,365	5,663
Calls Offered to Agent													
Calls transferred from IVR		42,479	42,984	40,431	47,045	50,522	44,970	51,281	57,172	61,086	86,622	57,071	51,619
Calls Offered direct to agent		277,082	295,137	266,403	281,331	295,750	293,733	355,283	309,158	222,164	330,953	291,186	274,599
Total Calls offered to Agent		319,561	338,121	306,834	328,376	346,272	338,703	406,564	366,330	283,250	417,575	348,257	326,218
Total Calls Answered		308,772	330,561	300,073	319,930	337,769	332,520	395,972	359,427	279,325	409,620	343,567	321,831
Customer Abandoned		9,857	7,046	6,570	8,047	8,110	5,836	10,193	6,543	3,754	7,913	4,683	4,381
Forced Abandoned		932	514	191	399	393	347	399	360	171	42	7	6
Minicom		756	725	655	780	835	903	730	0	0	0	1,732	1,409
Total Calls Handled		418,657	438,085	397,822	427,904	451,453	443,624	525,781	468,688	351,749	494,136	441,573	422,170

Call Centre Volumes - 13 Months Summary

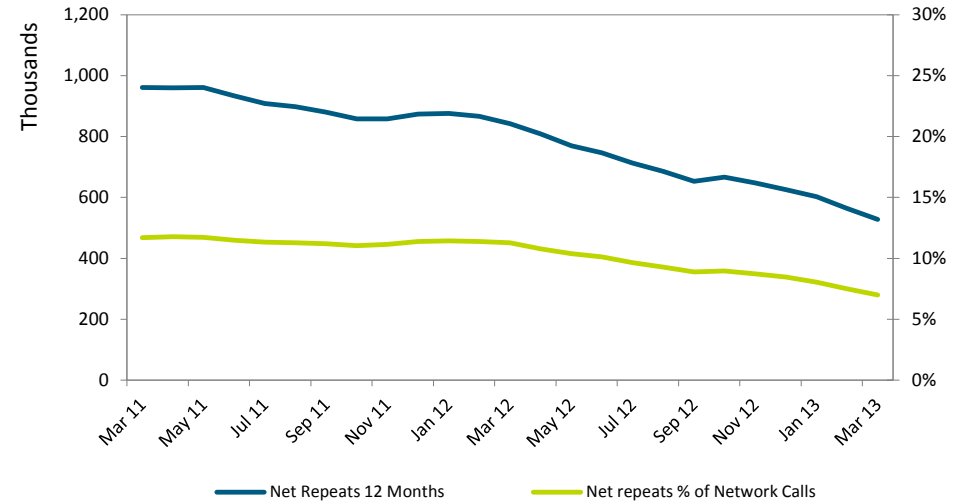
	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	Jan 13	Feb 13	Mar 13
Service Level Performance													
Total Calls Answered		308,772	330,561	300,073	319,930	337,769	332,520	395,972	359,427	279,325	409,620	343,567	321,831
Total Calls Answered - Applicable to SL Calculation		297,009	317,402	288,486	307,192	321,673	315,821	379,141	343,957	268,179	391,712	327,478	306,104
Total Calls Answered in SLA - Applicable to SL Calculation		239,322	271,037	247,875	261,117	258,587	257,422	308,516	287,259	221,976	319,586	266,177	265,977
Service Level		80.6%	85.4%	85.9%	85.0%	80.4%	81.5%	81.4%	83.5%	82.8%	81.6%	81.3%	86.9%
Average Speed to Answer (seconds)		34	25	28	28	33	26	28	21	22	27	25	21
Failed Service Days		11	7	8	10	12	13	13	12	9	11	9	4
Days Over Forecast		13	6	7	9	11	11	19	12	14	17	3	7
Service Level excluding Surge													
Total Calls Answered		308,772	330,561	300,073	319,930	337,769	332,520	395,972	359,427	279,325	409,620	343,567	321,831
Total Calls Answered - Applicable to SL Calculation		297,009	317,402	288,486	307,192	321,673	315,821	379,141	343,957	268,179	391,712	327,478	306,104
Total Calls Answered in SLA - Applicable to SL Calculation		239,322	271,037	247,875	261,117	258,587	257,422	308,516	287,259	221,976	319,586	266,177	265,977
Service Level		80.6%	85.4%	85.9%	85.0%	80.4%	81.5%	81.4%	83.5%	82.8%	81.6%	81.3%	86.9%
Abandoned Calls													
Forced Abandoned		16,557	9,837	11,439	7,061	20,368	13,155	25,494	8,737	10,315	33,701	10,365	5,663
Forced Abandoned %		3.26%	1.81%	2.30%	1.30%	3.59%	2.39%	3.51%	1.52%	2.35%	4.79%	1.81%	1.08%
Customer Abandoned		9,857	7,046	6,570	8,047	8,110	5,836	10,193	6,543	3,754	7,913	4,683	4,381
Customer Abandoned %		3.08%	2.08%	2.14%	2.45%	2.34%	1.72%	2.51%	1.79%	1.33%	1.89%	1.34%	1.34%
Avg time for Customers to Abandon (secs)		123.3	99.1	156.3	190.2	117.4	141.9	95.1	66.6	109	76	54	137
Total Abandoned		26,414	16,883	18,009	15,108	28,478	18,991	35,687	15,280	14,069	41,614	15,048	10,044
Total Abandoned %		5.2%	3.1%	3.6%	2.8%	5.0%	3.4%	4.9%	2.7%	3.2%	5.9%	2.6%	1.9%
Repeat Calls													
Repeat Calls		113,223	126,802	119,299	130,023	133,197	135,959	243,531	158,561	116,680	209,132	143,695	125,890
Repeat Calls %		21.0%	22.1%	22.4%	22.7%	22.4%	23.2%	31.5%	26.3%	24.9%	28.6%	23.9%	22.6%
Customers Calling		426,807	447,582	415,870	442,963	463,740	452,134	530,909	444,479	351,957	521,624	458,173	432,706
Unique Repeat Calls		80,782	90,254	84,482	92,155	93,786	92,532	141,019	108,121	80,576	133,900	98,557	88,926
Unique Repeat Calls %		18.9%	20.2%	20.3%	20.8%	20.2%	20.5%	26.6%	24.3%	22.9%	25.7%	21.5%	20.6%

Call Centre Graphs - MAT

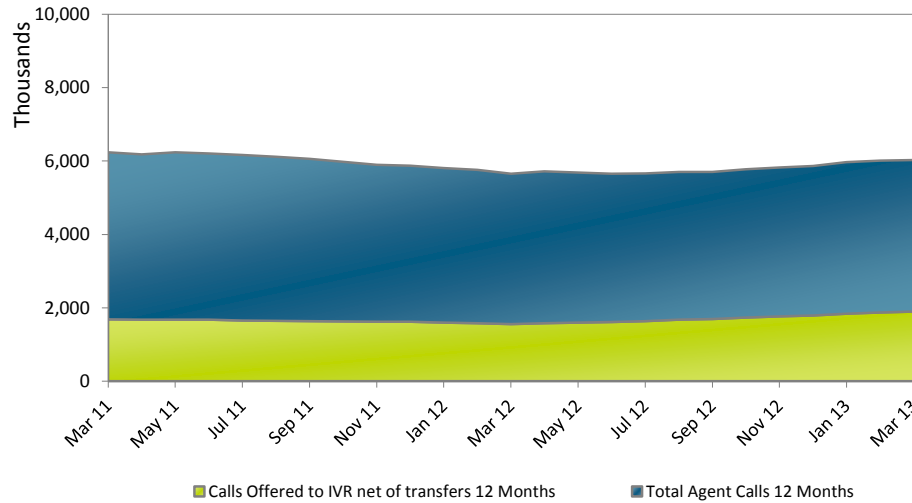
Network Effective Calls



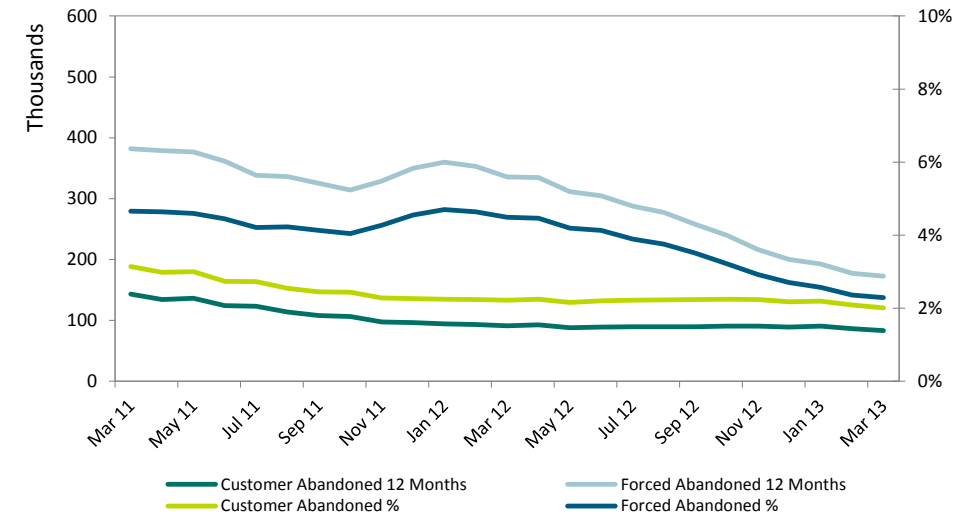
Net Repeats



Total Calls Handled

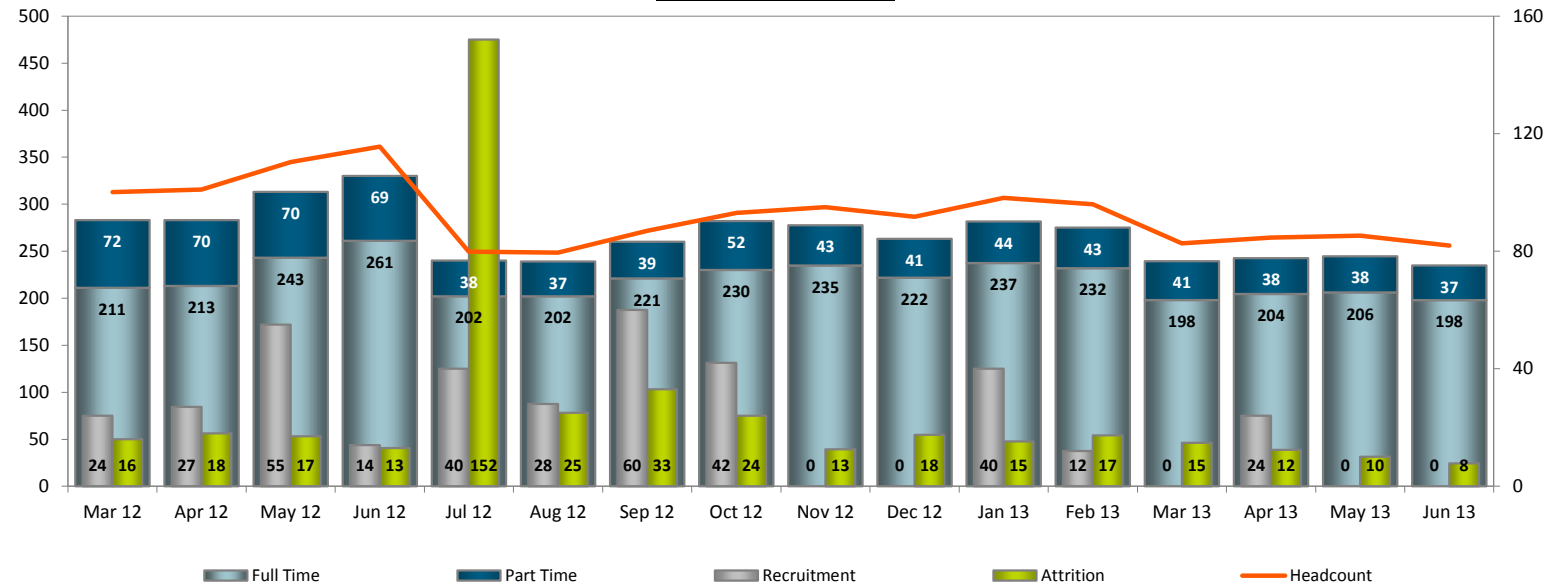


Abandoned

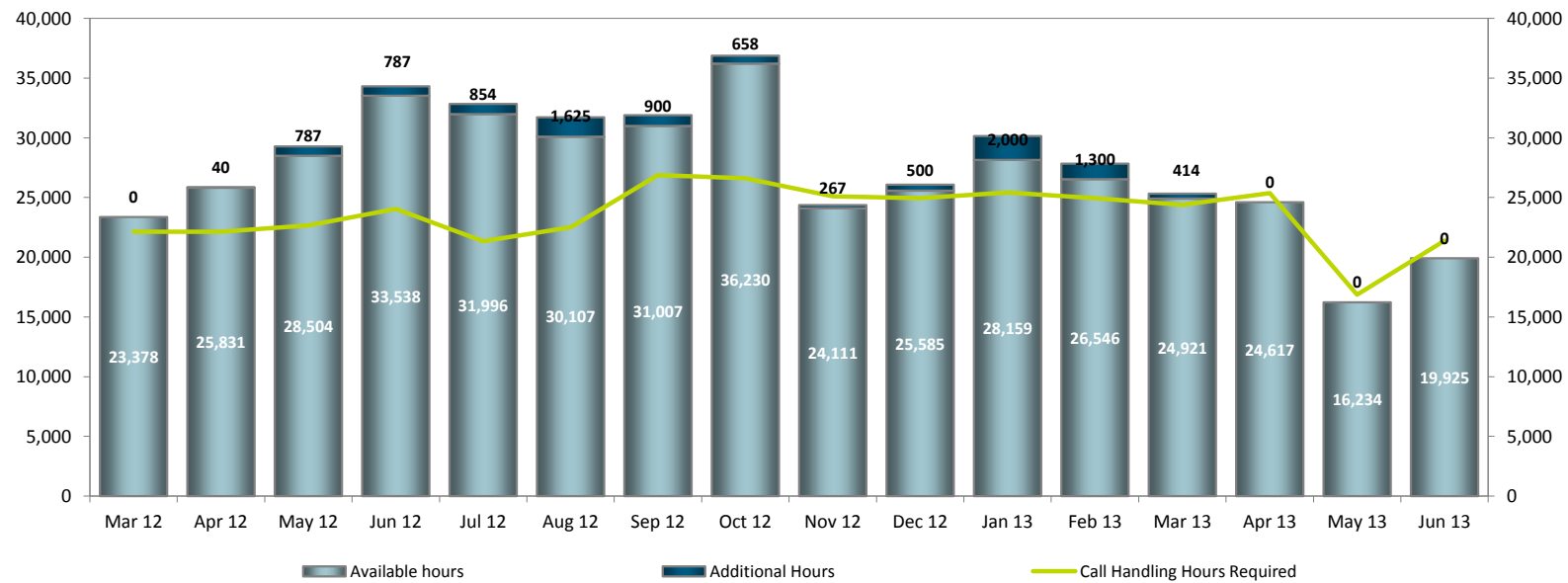


Capacity Graphs

Contact Centre FTE Levels



Capacity vs Demand



Telephony Self Serve - 13 Months Summary

	Total	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	Jan 13	Feb 13	Mar 13
Gross Volumes														
Change of Address	718,697	62,737	59,734	58,206	55,186	58,251	64,999	58,492	68,317	62,996	54,743	65,746	54,207	57,820
DD Set up	156,839	14,819	13,567	13,699	12,432	11,222	11,929	11,560	15,705	13,546	10,685	15,504	14,413	12,577
DD Amend	162,192	15,377	14,801	15,296	12,587	12,453	14,245	13,021	16,025	13,679	9,556	14,474	13,013	13,042
DOEO	172,988	14,820	14,517	14,201	13,380	12,617	15,140	14,095	16,088	14,010	12,612	17,143	15,039	14,146
Paypoint	78,157	7,012	6,435	6,346	6,248	6,332	6,619	6,714	7,738	7,400	5,083	7,832	5,834	5,576
Licence Verification	133,787	11,882	11,695	11,387	9,633	8,575	10,676	10,565	12,314	11,585	10,170	13,343	11,932	11,912
DD/CC Payments	476,070	48,157	34,512	35,406	34,094	48,448	46,826	47,199	46,396	38,775	31,559	39,431	38,682	34,742
Total	1,898,730	174,804	155,261	154,541	143,560	157,898	170,434	161,646	182,583	161,991	134,408	173,473	153,120	149,815
Completed Calls														
Change of Address	305,079	32,109	30,534	29,490	28,382	29,199	31,000	29,560	30,552	24,108	12,134	9,444	22,223	28,453
DD Set up	55,242	5,811	5,265	5,171	4,560	4,147	4,254	4,456	5,481	4,024	3,239	4,332	5,570	4,743
DD Amend	61,969	6,540	6,064	6,159	5,123	5,077	5,456	5,300	5,979	4,530	3,296	4,556	5,167	5,262
DOEO	30,666	2,855	3,135	2,500	2,378	2,090	3,005	2,661	2,730	1,947	1,950	2,127	3,282	2,861
Paypoint	26,574	3,336	3,075	2,975	2,921	2,708	3,041	3,145	2,513	921	839	875	1,713	1,848
Licence Verification	38,384	3,517	3,545	3,599	2,979	2,435	3,087	3,178	3,699	2,826	2,533	3,119	3,524	3,860
DD/CC Payments	240,327	30,852	18,011	20,445	17,627	19,810	18,424	19,656	26,606	20,166	16,823	18,425	23,355	20,979
Total	758,241	85,020	69,629	70,339	63,970	65,466	68,267	67,956	77,560	58,522	40,814	42,878	64,834	68,006
Percentage	39.9%	48.6%	44.8%	45.5%	44.6%	41.5%	40.1%	42.0%	42.5%	36.1%	30.4%	24.7%	42.3%	45.4%
Hang Up's														
Change of Address	133,895	11,684	10,690	10,777	9,954	9,639	10,771	10,327	15,450	16,878	10,032	10,334	9,068	9,975
DD Set up	31,629	2,942	2,689	2,675	2,334	2,133	2,290	2,258	3,614	3,498	2,226	2,783	2,688	2,441
DD Amend	32,339	2,946	2,837	2,922	2,442	2,296	2,626	2,583	3,673	3,342	1,945	2,784	2,414	2,475
DOEO	28,236	2,534	2,540	2,514	2,387	2,223	2,540	2,457	2,656	2,108	1,722	2,240	2,593	2,256
Paypoint	51,583	3,676	3,360	3,371	3,327	3,624	3,578	3,569	5,225	6,479	4,244	6,957	4,121	3,728
Licence Verification	24,818	1,995	1,976	2,015	1,597	1,411	1,769	1,794	2,632	3,321	2,315	2,417	1,834	1,737
DD/CC Payments	94,840	6,472	5,375	5,351	4,977	12,736	13,340	13,977	8,407	8,210	5,201	6,168	5,764	5,334
Total	397,340	32,249	29,467	29,625	27,018	34,062	36,914	36,965	41,657	43,836	27,685	33,683	28,482	27,946
Percentage	20.9%	18.4%	19.0%	19.2%	18.8%	21.6%	21.7%	22.9%	22.8%	27.1%	20.6%	19.4%	18.6%	18.7%
Agent Transfers														
Change of Address	279,723	18,944	18,510	17,939	16,850	19,413	23,228	18,605	22,315	22,010	32,577	45,968	22,916	19,392
DD Set up	69,968	6,066	5,613	5,853	5,538	4,942	5,385	4,846	6,610	6,024	5,220	8,389	6,155	5,393
DD Amend	67,884	5,891	5,900	6,215	5,022	5,080	6,163	5,138	6,373	5,807	4,315	7,134	5,432	5,305
DOEO	114,086	9,431	8,842	9,187	8,615	8,304	9,595	8,977	10,702	9,955	8,940	12,776	9,164	9,029
Licence Verification	70,585	6,370	6,174	5,773	5,057	4,729	5,820	5,593	5,983	5,438	5,322	7,807	6,574	6,315
DD/CC Payments	140,903	10,833	11,126	9,610	11,490	15,902	15,062	13,566	11,383	10,399	9,535	14,838	9,563	8,429
Total	743,149	57,535	56,165	54,577	52,572	58,370	65,253	56,725	63,366	59,633	65,909	96,912	59,804	53,863
Percentage	39.1%	32.9%	36.2%	35.3%	36.6%	37.0%	38.3%	35.1%	34.7%	36.8%	49.0%	55.9%	39.1%	36.0%

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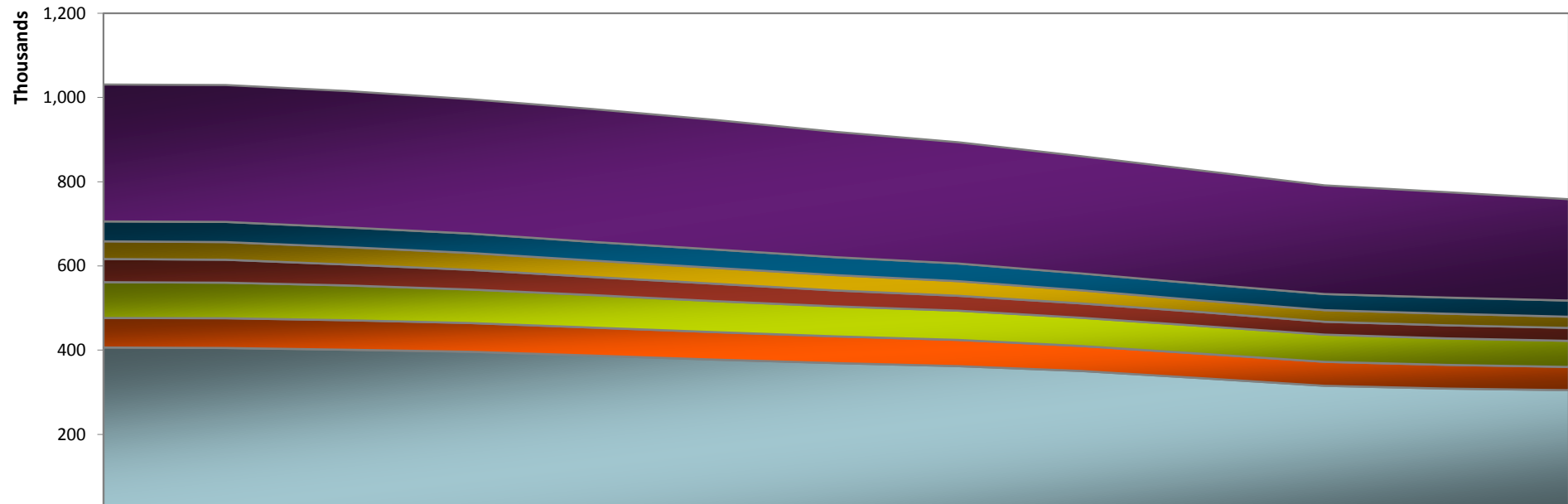
Schedule 4 - Section 3.4 - Item 11

Front Office

8

Telephony Self Serve - 13 Months Summary

	Total	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	Jan 13	Feb 13	Mar 13
MAT Completed Calls														
Change of Address	4,313,397	406,580	405,596	401,242	396,093	387,219	377,761	369,635	362,462	350,540	333,477	315,558	308,735	305,079
DD Set up	751,567	70,010	70,290	69,690	68,426	66,819	65,078	62,978	61,848	59,739	58,265	56,882	56,310	55,242
DD Amend	860,645	85,105	84,329	82,574	79,409	76,707	74,087	71,371	69,656	67,147	65,747	64,402	63,247	61,969
DOEO	468,112	55,134	54,522	50,164	47,097	43,441	40,913	37,815	35,471	33,940	32,656	30,767	30,660	30,666
Paypoint	411,486	41,588	41,736	40,834	40,056	38,899	37,918	36,637	34,742	30,761	27,956	27,311	28,062	26,574
Licence Verification	508,167	47,514	47,872	46,946	45,977	44,330	43,729	42,541	41,895	40,467	39,499	38,486	38,041	38,384
DD/CC Payments	3,471,339	324,829	325,180	323,835	319,138	315,240	307,641	297,263	287,819	278,287	268,574	257,835	250,200	240,327
Total	10,784,713	1,030,760	1,029,525	1,015,285	996,196	972,655	947,127	918,240	893,893	860,881	826,174	791,241	775,255	758,241



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	Successful Calls %	Hang Ups %	Calls Routed Out of IVR %	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 - Fri	26,522	-	-	25,346	3,901	1,125	764	19,556	6,848	46.2%	19.5%	34.3%	15,803	14,675	1,128	14,934	14,322	95.9%	118	0.7%	110	0.4%	228	0.9%
02 Mar - Sat	11,924	-	-	11,431	2,716	1,385	160	7,170	3,240	47.8%	19.4%	32.8%	4,453	3,784	669	4,137	2,967	71.7%	73	1.6%	475	6.4%	548	7.4%
03 Mar - Sun	2,429	-	-	2,419	991	589	-	839	847	47.1%	18.9%	34.0%	-	-	-	-	-	-	-	-	-	-	-	-
04 Mar - Mon	39,515	-	-	37,868	7,157	1,794	1,033	27,884	9,129	47.5%	18.4%	34.1%	21,747	19,711	2,036	20,457	16,048	78.4%	331	1.5%	1,265	3.4%	1,596	4.3%
05 Mar - Tue	22,995	11	0.05%	22,062	3,461	1,109	687	16,805	5,702	46.2%	18.7%	35.0%	13,627	13,105	522	12,748	11,598	91.0%	137	1.0%	80	0.4%	217	1.0%
06 Mar - Wed	25,386	125	0.53%	24,320	4,164	1,163	738	18,255	6,435	47.3%	18.5%	34.3%	14,620	14,954	(334)	13,741	12,622	91.9%	133	0.9%	2	0.0%	135	0.6%
07 Mar - Thu	25,303	-	-	24,398	3,978	1,199	715	18,506	6,514	44.5%	18.2%	37.3%	14,520	13,603	917	13,649	11,177	81.9%	186	1.3%	450	1.9%	636	2.7%
08 Mar - Fri	22,155	-	-	21,353	3,739	975	611	16,028	5,504	45.5%	18.8%	35.6%	13,096	12,689	407	12,471	12,185	97.7%	46	0.4%	3	0.0%	49	0.2%
09 Mar - Sat	8,857	-	-	8,455	2,024	1,065	108	5,258	2,630	44.6%	20.6%	34.8%	3,436	3,235	201	3,249	3,235	99.6%	6	0.2%	3	0.1%	9	0.2%
10 Mar - Sun	1,892	-	-	1,891	699	508	-	684	689	45.4%	19.3%	35.3%	-	-	-	-	-	-	-	-	-	-	-	-
11 Mar - Mon	27,740	7	0.03%	26,576	4,138	1,249	678	20,511	6,737	45.8%	18.7%	35.5%	16,975	17,645	(670)	16,160	15,686	97.1%	67	0.4%	2	0.0%	69	0.3%
12 Mar - Tue	20,292	826	4.57%	18,674	2,947	851	534	14,342	4,709	45.2%	19.0%	35.8%	11,940	12,651	(711)	11,171	10,927	97.8%	102	0.9%	3	0.0%	105	0.6%
13 Mar - Wed	25,899	-	-	24,876	4,161	1,258	731	18,726	5,942	42.1%	20.4%	37.5%	15,136	15,899	(763)	13,981	10,550	75.5%	472	3.1%	565	2.3%	1,037	4.3%
14 Mar - Thu	24,811	83	0.36%	23,801	3,846	1,224	697	18,034	6,089	40.9%	19.5%	39.6%	14,749	15,269	(520)	13,870	11,342	81.8%	226	1.5%	175	0.8%	401	1.7%
15 Mar - Fri	24,756	104	0.45%	23,735	3,749	1,091	609	18,286	5,867	41.0%	18.6%	40.3%	15,401	15,661	(260)	14,642	12,564	85.8%	115	0.7%	6	0.0%	121	0.5%
16 Mar - Sat	11,539	-	-	11,140	2,596	1,600	168	6,776	3,365	39.2%	19.1%	41.7%	4,501	4,927	(426)	4,250	4,226	99.4%	8	0.2%	-	-	8	0.1%
17 Mar - Sun	2,388	-	-	2,394	926	673	-	795	800	44.8%	22.4%	32.9%	-	-	-	-	-	-	-	-	-	-	-	-
18 Mar - Mon	38,079	191	0.53%	36,587	6,952	1,690	855	27,090	8,468	43.7%	18.9%	37.4%	21,283	19,798	1,485	19,986	16,070	80.4%	301	1.4%	1,344	3.8%	1,645	4.6%
19 Mar - Tue	23,742	-	-	22,941	3,979	1,143	630	17,189	5,519	44.5%	19.0%	36.4%	14,001	13,694	307	12,992	9,981	76.8%	294	2.1%	208	0.9%	502	2.3%
20 Mar - Wed	23,475	-	-	22,468	3,766	1,076	655	16,971	5,710	44.0%	20.0%	36.0%	13,852	13,112	740	12,956	11,002	84.9%	185	1.3%	163	0.7%	348	1.6%
21 Mar - Thu	25,269	-	-	31,375	5,859	1,190	642	23,684	5,856	42.0%	18.6%	39.4%	13,526	13,138	388	12,779	12,011	94.0%	123	0.9%	109	0.5%	232	1.0%
22 Mar - Fri	21,606	-	-	20,737	3,228	925	547	16,037	5,511	45.3%	18.8%	35.9%	13,160	14,369	(1,209)	12,496	10,951	87.6%	114	0.9%	1	0.0%	115	0.6%
23 Mar - Sat	9,652	-	-	9,247	2,248	1,189	110	5,700	2,889	46.6%	18.4%	34.9%	3,689	4,184	(495)	3,504	3,446	98.3%	11	0.3%	-	-	11	0.2%
24 Mar - Sun	2,761	-	-	2,761	976	636	-	1,149	1,163	53.0%	15.0%	32.1%	-	-	-	-	-	-	-	-	-	-	-	-
25 Mar - Mon	33,917	-	-	32,652	6,101	1,368	663	24,520	8,048	48.3%	17.0%	34.6%	19,876	19,717	159	18,714	15,662	83.7%	351	1.8%	228	0.7%	579	1.8%
26 Mar - Tue	22,739	-	-	21,811	3,398	1,008	543	16,862	6,004	48.2%	17.9%	34.0%	13,506	14,097	(591)	12,793	11,991	93.7%	78	0.6%	47	0.2%	125	0.6%
27 Mar - Wed	23,252	-	-	22,254	3,540	1,077	637	17,000	6,203	47.6%	16.9%	35.5%	13,663	15,469	(1,806)	12,851	10,823	84.2%	162	1.2%	35	0.2%	197	0.9%
28 Mar - Thu	26,110	-	-	24,967	4,187	1,069	697	19,014	7,463	47.6%	17.4%	35.0%	14,952	16,042	(1,090)	14,112	11,421	80.9%	162	1.1%	284	1.2%	446	1.9%
29 Mar - Fri	6,894	-	-	6,804	2,691	2,423	-	1,690	2,345	43.5%	20.7%	35.9%	-	-	-	-	-	-	-	-	-	-	-	-
30 Mar - Sat	9,441	-	-	8,991	1,509	689	213	6,580	2,971	47.8%	17.7%	34.5%	4,706	4,149	557	3,461	3,170	91.6%	580	12.3%	105	2.2%	685	14.1%
31 Mar - Sun	1,496	-	-	1,488	553	261	-	674	618	60.8%	15.2%	23.9%	-	-	-	-	-	-	-	-	-	-	-	-
Total	592,836	1,347	0.24%	575,822	104,180	34,602	14,425	422,615	149,815	45.4%	18.7%	36.0%	326,218	325,577	641	306,104	265,977	86.9%	4,381	1.3%	5,663	1.1%	10,044	1.9%

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

Mail Plan Adherence Report

Forecast	208,880	145,270	280,125	0	0	0	1,420,498	5,758	0	304,455	132,399	55,340	0	20,000	75,000	26,800	18,760	18,500	30,097	18,000	36,600	2,796,482
Extract	227,781	158,654	239,541	0	0	0	1,248,086	5,758	102,079	310,427	130,084	41,592	0	13,387	48,494	24,158	18,457	15,186	29,776	18,036	36,816	2,668,311
Despatch	227,781	158,654	239,541	0	0	0	1,248,086	5,758	102,079	308,853	130,084	41,592	0	14,055	47,932	24,158	18,457	15,186	29,906	18,036	36,816	2,666,974
01 Mar - Fri							0.00%			-0.59%	-1.68%										-1159	-0.86%
02 Mar - Sat																					0	0.00%
04 Mar - Mon							0.00%	0.00%		1.17%	1.68%										1691	0.74%
05 Mar - Tue	7.06%	0.00%					0.00%														1896	1.17%
06 Mar - Wed	-7.06%						0.00%								0.00%	0.00%	0.00%		0.00%	0.00%	-1896	-1.27%
07 Mar - Thu							0.00%														-1	0.00%
08 Mar - Fri							0.00%														0	0.00%
09 Mar - Sat																					0	0.00%
11 Mar - Mon	1.75%		-1.87%				0.21%						0.00%	0.00%							-135	-0.07%
12 Mar - Tue	-1.75%	0.00%	-1.87%				0.04%						9.98%	-2.32%							-1218	-0.59%
13 Mar - Wed			-0.28%				0.04%					-1.66%			0.00%	0.00%	0.00%		0.00%	0.00%	-200	-0.15%
14 Mar - Thu			-1.88%				0.04%			-29.66%		1.66%									-12069	-8.32%
15 Mar - Fri			24.09%				-1.83%		0.00%	29.66%											13728	14.32%
16 Mar - Sat																					0	0.00%
18 Mar - Mon	4.92%						0.76%														2396	1.56%
19 Mar - Tue	-4.92%	0.00%	0.00%				0.00%														-1461	-0.79%
20 Mar - Wed							0.00%			-5.57%				0.00%	0.00%	-2.44%		0.00%	0.00%		-1696	-1.19%
21 Mar - Thu							-1.11%			5.57%						2.44%					761	0.64%
22 Mar - Fri							0.00%														0	0.00%
23 Mar - Sat																					0	0.00%
25 Mar - Mon	1.99%						-0.79%		0.00%		-0.56%										149	0.18%
26 Mar - Tue	-1.99%	0.00%	0.00%				-0.80%				0.56%										-784	-0.56%
27 Mar - Wed							-0.80%							0.00%	0.00%	0.00%	0.32%	0.00%	0.00%		-255	-0.30%
28 Mar - Thu							2.00%		0.00%	-4.14%							0.67%				-1085	-0.62%
29 Mar - Fri																					0	0.00%
30 Mar - Sat																					0	0.00%

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 12		Apr 12		May 12		Jun 12		Jul 12		Aug 12		Sep 12		Oct 12		Nov 12		Dec 12		Jan 13		Feb 13		Mar 13	
New Data		126,717	0	0.0%	0	0.0%	11,047	6.6%	10,237	10.6%	10,100	6.4%	11,548	8.6%	11,259	11.6%	15,388	7.7%	7,398	3.4%	13,876	16.4%	12,253	7.2%	14,433	12.1%	9,178	8.7%
	Dials	313,521	9,010	1.9%	0	0.0%	41,736	17.2%	42,007	18.3%	29,837	17.9%	23,601	12.5%	19,377	9.0%	29,667	12.3%	11,213	4.5%	31,812	16.7%	6,313	3.3%	48,799	13.4%	29,159	9.6%
	Connects	54,771	538	0.6%	0	0.0%	6,072	12.0%	5,528	11.7%	4,874	12.8%	4,992	11.5%	3,892	8.1%	5,930	10.4%	2,484	4.2%	6,508	13.9%	1,338	2.8%	8,492	11.5%	4,661	7.9%
	Effective Calls	43,871	353	0.5%	0	0.0%	4,711	11.3%	4,045	10.6%	3,762	11.7%	3,960	11.1%	3,178	7.9%	4,808	9.7%	2,007	3.9%	5,367	13.1%	1,161	2.7%	7,012	11.1%	3,860	7.6%
	DMC Calls	26,298	218	0.4%	0	0.0%	3,072	11.0%	2,530	9.9%	2,009	10.1%	2,283	10.6%	1,895	7.5%	3,043	9.8%	1,153	3.6%	3,192	12.7%	630	2.4%	4,243	10.9%	2,248	7.2%
	Sales	4,827	39	0.3%	0	0.0%	618	7.0%	502	6.7%	456	7.0%	576	8.8%	455	5.2%	290	2.8%	180	1.9%	399	5.8%	145	1.7%	831	7.1%	375	3.5%
	Sales per Hour	1.7	0.9		0.0		1.8		1.4		1.7		2.3		2.6		1.1		1.6		1.3		2.2		2.0		1.4	
	Hours	2823:59:45	41:48:05	1.0%	00:00:00	0.0%	348:52:59	13.4%	355:09:25	14.5%	266:40:40	13.4%	254:47:15	11.4%	177:45:03	7.2%	256:17:31	9.3%	113:04:57	3.9%	307:13:51	13.2%	65:55:20	2.7%	411:26:48	10.5%	266:45:56	8.2%
New Data		76,443	0	0.0%	0	0.0%	571	0.3%	8,332	8.6%	6,662	4.3%	6,575	4.9%	6,979	7.2%	10,802	5.4%	7,765	3.5%	0	0.0%	6,641	3.9%	8,994	7.6%	13,122	12.5%
	Dials	101,531	14,852	3.1%	0	0.0%	392	0.2%	9,688	4.2%	6,889	4.1%	21,889	11.6%	19,540	9.1%	640	0.3%	22,671	9.0%	0	0.0%	5,759	3.1%	2,179	0.6%	11,884	3.9%
	Connects	20,565	1,639	1.8%	0	0.0%	73	0.1%	2,201	4.6%	1,511	4.0%	4,260	9.8%	3,717	7.7%	159	0.3%	5,295	8.9%	0	0.0%	1,181	2.5%	320	0.4%	1,848	3.1%
	Effective Calls	16,658	1,266	1.7%	0	0.0%	64	0.2%	1,828	4.8%	1,215	3.8%	3,419	9.6%	2,990	7.5%	129	0.3%	4,105	8.1%	0	0.0%	1,083	2.6%	281	0.4%	1,544	3.0%
	DMC Calls	9,721	703	1.4%	0	0.0%	35	0.1%	1,163	4.6%	742	3.7%	1,820	8.5%	1,673	6.6%	89	0.3%	2,503	7.9%	0	0.0%	563	2.2%	179	0.5%	954	3.1%
	Sales	1,411	129	0.9%	0	0.0%	8	0.1%	240	3.2%	164	2.5%	297	4.5%	244	2.8%	5	0.0%	222	2.3%	0	0.0%	79	0.9%	22	0.2%	130	1.2%
	Sales per Hour	1.4	1.4		0.0	2.1		1.9		2.3		1.5		1.4		0.7		0.9		0.0		1.5		1.1		1.3		
	Hours	991:32:10	90:39:10	2.1%	00:00:00	0.0%	03:50:36	0.1%	125:32:25	5.1%	71:16:32	3.6%	204:48:35	9.2%	169:02:10	6.9%	07:19:06	0.3%	238:39:33	8.2%	00:00:00	0.0%	54:04:12	2.2%	20:22:09	0.5%	96:36:52	3.0%
New Data		4,651	950	0.8%	1,849	2.9%	646	0.4%	787	0.8%	637	0.4%	732	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Dials	11,970	2,168	0.5%	5,606	4.4%	3,881	1.6%	777	0.3%	1,566	0.9%	140	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Connects	2,333	486	0.5%	1,129	4.4%	628	1.2%	199	0.4%	340	0.9%	37	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Effective Calls	1,870	421	0.6%	897	4.3%	511	1.2%	171	0.4%	265	0.8%	26	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	DMC Calls	1,042	249	0.5%	488	3.6%	303	1.1%	107	0.4%	132	0.7%	12	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Sales	97	20	0.1%	41	0.8%	26	0.3%	12	0.2%	15	0.2%	3	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	0.7	0.8		0.6		0.6		1.1		0.9		2.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0	
	Hours	146:35:46	26:31:56	0.6%	74:26:01	5.4%	43:55:57	1.7%	10:30:10	0.4%	16:11:34	0.8%	01:32:04	0.1%	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		3,407	0	0.0%	0	0.0%	0	0.0%	0	0.0%	716	0.5%	0	0.0%	0	0.0%	702	0.4%	0	0.0%	0	0.0%	1,277	0.7%	0	0.0%	712	0.7%
	Dials	9,751	0	0.0%	0	0.0%	2,939	1.2%	0	0.0%	1,404	0.8%	0	0.0%	0	0.0%	668	0.3%	260	0.1%	0	0.0%	2,284	1.2%	583	0.2%	1,613	0.5%
	Connects	2,727	0	0.0%	0	0.0%	648	1.3%	0	0.0%	467	1.2%	0	0.0%	0	0.0%	247	0.4%	93	0.2%	0	0.0%	795	1.7%	92	0.1%	385	0.7%
	Effective Calls	2,428	0	0.0%	0	0.0%	552	1.3%	0	0.0%	370	1.2%	0	0.0%	0	0.0%	236	0.5%	87	0.2%	0	0.0%	736	1.7%	89	0.1%	358	0.7%
	DMC Calls	1,734	0	0.0%	0	0.0%	364	1.3%	0	0.0%	238	1.2%	0	0.0%	0	0.0%	158	0.5%	54	0.2%	0	0.0%	556	2.1%	76	0.2%	288	0.9%
	Sales	1,199	0	0.0%	0	0.0%	193	2.2%	0	0.0%	130	2.0%	0	0.0%	0	0.0%	109	1.1%	33	0.3%	0	0.0%	436	5.1%	57	0.5%	241	2.2%
	Sales per Hour	8.5	0.0		0.0	5.7		0.0		6.3		0.0		0.0		8.5		7.5		0.0		11.0		9.5		10.4		
	Hours	140:26:51	00:00:00	0.0%	00:00:00	0.0%	33:49:46	1.3%	00:00:00	0.0%	20:31:01	1.0%	00:00:00	0.0%	00:00:00	0.0%	12:48:02	0.5%	04:25:01	0.2%	00:00:00	0.0%	39:40:11	1.6%	06:01:21	0.2%	23:11:29	0.7%
New Data		14,585	992	0.8%	1,672	2.6%	1,798	1.1%	2,900	3.0%	1,191	0.8%	1,191	0.9%	1,262	1.3%	0	0.0%	923	0.4%	1,309	1.5%	1,320	0.8%	495	0.4%	524	0.5%
	Dials	32,972	4,714	1.0%	7,413	5.8%	9,143	3.8%	6,566	2.9%	55	0.0%	3,531	1.9%	1,359	0.6%	0	0.0%	944	0.4%	1,320	0.7%	1,346	0.7%	765	0.2%	530	0.2%
	Connects	6,228	764	0.8%	1,270	5.0%	1,495	3.0%	1,168	2.5%	15	0.0%	623	1.4%	345	0.7%	0	0.0%	242	0.4%	324	0.7%	358	0.8%	222	0.3%	166	0.3%
	Effective Calls	5,155	644	0.9%	1,056	5.0%	1,240	3.0%	910	2.4%	14	0.0%	475	1.3%	299	0.7%	0	0.0%	226	0.4%	259	0.6%	322	0.8%	194	0.3%	160	0.3%
	DMC Calls	2,946	389	0.8%	597	4.4%	727	2.6%	499	2.0%	7	0.0%	259	1.2%	174	0.7%	0	0.0%	144	0.5%	162	0.6%	171	0.7%	119	0.3%	87	0.3%
	Sales	876	115	0.8%	189	3.7%	209	2.4%	125	1.7%	2	0.0%	84	1.3%	38	0.4%	0	0.0%	65	0.7%	33	0.5%	56	0.7%	49	0.4%	26	0.2%
	Sales per Hour	2.5	2.5		2.6	2.3	2.0		2.0		2.7		2.2		2.4		0.0		4.4		1.7		2.6		4.8		2.6	
	Hours	354:53:02	45:26:10	1.1%	72:12:31	5.2%	89:41:50	3.4%	62:38:48	2.6%	00:44:11	0.0%	38:01:26	1.7%	16:00:04	0.7%	00:00:00	0.0%	14:40:48	0.5%	19:32:58	0.8%	21:12:56	0.9%	10:15:12	0.3%	09:52:18	0.3%
New Data		46,082	3,890	3.2%	4,404	6.9%	3,551	2.1%	4,522	4.7%	4,117	2.6%	0	0.0%	4,386	4.5%	3,529	1.8%	5,181	2.3%	4,280	5.1%	4,050	2.4%	4,469	3.8%	3,593	3.4%
	Dials	135,831	19,699	4.1%	18,510	14.5%	18,960	7.8%	21,014	9.1%	9,390	5.6%	6,644	3.5%	10,240	4.7%	5,150	2.1%	12,034	4.8%	5,411	2.8%	6,622	3.5%	10,717	2.9%	11,139	3.7%
	Connects	22,849	2,519	2.7%	2,774	10.8%	2,478	4.9%	2,938	6.2%	1,903	5.0%	666	1.5%	1,826	3.8%	933	1.6%	2,532	4.2%	1,217	2.6%	1,419	3.0%	2,244	3.0%	1,919	3.3%
	Effective Calls	19,127	1,994	2.6%	2,245	10.7%	1,841	4.4%	2,276	5.9%	1,618	5.0%	457	1.3%	1,561	3.9%	861	1.7%	2,286	4.5%	1,089	2.7%	1,250	3.0%	1,945	3.1%	1,698	3.3%
	DMC Calls	11,726	1,262	2.5%	1,382	10.1%	1,128	4.0%	1,383	5.4%	941	4.7%	235	1.1%	998	3.9%	542	1.8%	1,453	4.6%	670	2.7%	740	2.8%	1,210	3.1%	1,044	3.4%
	Sales	5,608	586	4.2%	682	13.3%	552	6.2%	664	8.8%	457	7.1%	89	1.4%	432	5.0%	310	3.0%	739	7.7%	226	3.3%	314	3.6%	539	4.6%	604	5.6%
	Sales per Hour	4.7	4.4		4.7	3.9	4.1		5.1		2.5		4.7		7.6		6.1		3.7		4.8		4.8		4.9		4.9	
	Hours	1187:54:31	134:15:17	3.1%	143:45:14	10.4%	141:53:14	5.4%	162:54:28	6.7%	90:07:11	4.5%	35:38:01	1.6%	92:29:43	3.8%	40:57:20	1.5%	122:02:56	4.2%	60:28:30	2.6%	65:58:16	2.7%	109:11:18	2.8%	122:28:20	3.8%
New Data		103,334	0	0.0%																								

TVL Dialler Calling Results - 13 Month Summary

	Total	Mar 12		Apr 12		May 12		Jun 12		Jul 12		Aug 12		Sep 12		Oct 12		Nov 12		Dec 12		Jan 13		Feb 13		Mar 13	
New Data	54,095	0	0.0%	0	0.0%	8,679	5.1%	3,928	4.1%	6,662	4.3%	8,115	6.1%	4,108	4.2%	4,171	2.1%	3,132	1.4%	4,902	5.8%	3,175	1.9%	3,586	3.0%	3,637	3.5%
Dials	76,782	9,419	2.0%	0	0.0%	8,687	3.6%	9,091	4.0%	2,872	1.7%	5,179	2.7%	7,606	3.5%	6,961	2.9%	4,474	1.8%	2,990	1.6%	9,415	5.0%	9,101	2.5%	10,406	3.4%
Connects	22,336	2,513	2.7%	0	0.0%	2,579	5.1%	2,537	5.4%	946	2.5%	1,627	3.7%	2,366	4.9%	2,026	3.6%	1,484	2.5%	883	1.9%	3,029	6.0%	2,137	2.9%	2,722	4.6%
Effective Calls	19,647	2,120	2.8%	0	0.0%	2,195	5.3%	2,095	5.5%	832	2.6%	1,399	3.9%	2,043	5.1%	1,849	3.7%	1,213	2.4%	833	2.0%	2,834	6.7%	1,896	3.0%	2,458	4.8%
DMC Calls	11,458	1,443	2.8%	0	0.0%	1,473	5.3%	1,417	5.5%	460	2.3%	723	3.4%	1,169	4.6%	1,092	3.5%	738	2.3%	474	1.9%	1,578	6.0%	1,013	2.6%	1,321	4.3%
Sales	3,284	380	2.7%	0	0.0%	373	4.2%	379	5.0%	133	2.1%	231	3.5%	381	4.4%	395	3.8%	183	1.9%	127	1.8%	433	5.0%	280	2.4%	369	3.4%
Sales per Hour	3.2	3.8		0.0		3.4		3.7		3.0		3.0		3.4		3.8		2.9		3.2		3.0		2.7		3.1	
Hours	1019:45:52	100:19:48	2.3%	00:00:00	0.0%	108:20:35	4.2%	103:37:26	4.2%	43:37:06	2.2%	75:46:30	3.4%	110:45:39	4.5%	104:58:32	3.8%	63:21:16	2.2%	39:42:37	1.7%	146:12:42	5.9%	102:52:25	2.6%	120:31:04	3.7%
New Data	192,982	0	0.0%	0	0.0%	37,634	22.3%	18,962	19.6%	17,466	11.1%	16,057	12.0%	15,024	15.5%	15,921	8.0%	13,888	6.3%	0	0.0%	30,186	17.6%	18,442	15.5%	9,402	8.9%
Dials	350,332	87,330	18.1%	0	0.0%	33,819	13.9%	27,273	11.9%	2,605	1.6%	11,214	5.9%	33,634	15.6%	22,623	9.4%	21,795	8.7%	31,640	16.6%	31,059	16.5%	73,644	20.3%	61,026	20.2%
Connects	69,330	14,550	15.8%	0	0.0%	7,295	14.4%	6,139	13.0%	624	1.6%	2,650	6.1%	6,839	14.2%	5,260	9.3%	5,109	8.6%	7,150	15.3%	5,736	12.2%	12,188	16.5%	10,340	17.6%
Effective Calls	58,394	11,442	15.1%	0	0.0%	6,161	14.8%	5,132	13.4%	561	1.7%	2,292	6.4%	5,499	13.7%	4,376	8.9%	4,128	8.1%	6,496	15.8%	5,029	11.9%	9,997	15.9%	8,723	17.1%
DMC Calls	35,759	7,564	14.9%	0	0.0%	4,150	14.8%	3,470	13.6%	322	1.6%	1,347	6.3%	3,474	13.7%	2,678	8.7%	2,560	8.0%	3,890	15.4%	3,018	11.6%	5,894	15.1%	4,956	16.0%
Sales	10,997	2,226	15.9%	0	0.0%	1,199	13.5%	908	12.1%	124	1.9%	429	6.5%	1,062	12.3%	764	7.4%	600	6.0%	1,242	17.9%	976	11.3%	1,830	15.7%	1,863	17.2%
Sales per Hour	3.3	3.2		0.0		3.5		3.5		3.8		3.3		3.2		3.2		2.5		3.5		3.3		2.9		3.7	
Hours	3365:13:54	686:06:27	15.9%	00:00:00	0.0%	341:21:04	13.1%	261:18:31	10.7%	32:29:05	1.6%	128:29:47	5.7%	330:38:44	13.5%	235:28:42	8.5%	242:01:29	8.3%	351:08:38	15.1%	295:51:33	12.0%	641:46:05	16.4%	504:40:16	15.5%
New Data	40,901	0	0.0%	0	0.0%	6,529	3.9%	0	0.0%	4,509	2.9%	6,575	4.9%	1,647	1.7%	5,026	2.5%	0	0.0%	5,374	6.3%	6,714	3.9%	2,711	2.3%	1,816	1.7%
Dials	34,981	4,654	1.0%	0	0.0%	1,098	0.5%	235	0.1%	5,776	3.5%	4,817	2.5%	1,486	0.7%	1,535	0.6%	3,225	1.3%	5,641	3.0%	3,862	2.0%	3,240	0.9%	4,066	1.3%
Connects	6,420	463	0.5%	0	0.0%	272	0.5%	56	0.1%	1,178	3.1%	698	1.6%	250	0.5%	257	0.5%	606	1.0%	1,189	2.5%	766	1.6%	570	0.8%	578	1.0%
Effective Calls	5,446	350	0.5%	0	0.0%	241	0.6%	40	0.1%	1,037	3.2%	509	1.4%	214	0.5%	206	0.4%	476	0.9%	1,071	2.6%	701	1.7%	490	0.8%	461	0.9%
DMC Calls	3,028	153	0.3%	0	0.0%	152	0.5%	26	0.1%	597	3.0%	253	1.2%	98	0.4%	98	0.3%	252	0.8%	619	2.5%	398	1.5%	268	0.7%	267	0.9%
Sales	368	25	0.2%	0	0.0%	24	0.3%	1	0.0%	122	1.9%	36	0.5%	8	0.1%	11	0.1%	24	0.3%	33	0.5%	27	0.3%	38	0.3%	44	0.4%
Sales per Hour	1.3	1.0		0.0		2.2		0.5		2.0		1.1		0.6		1.1		1.0		0.7		0.9		1.7		1.2	
Hours	290:46:29	24:59:29	0.6%	00:00:00	0.0%	10:58:11	0.4%	01:56:19	0.1%	59:55:47	3.0%	33:45:39	1.5%	12:31:55	0.5%	09:33:57	0.3%	24:54:40	0.9%	47:30:09	2.0%	30:50:14	1.3%	22:36:10	0.6%	36:13:28	1.1%
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	35,024	0	0.0%	0	0.0%	6,680	4.0%	2,948	3.0%	3,281	2.1%	3,072	2.3%	2,858	3.0%	3,229	1.6%	2,960	1.3%	3,434	4.1%	3,319	1.9%	1,759	1.5%	1,484	1.4%
Dials	59,062	14,203	3.0%	0	0.0%	7,978	3.3%	6,549	2.8%	6,203	3.7%	4,844	2.6%	2,660	1.2%	2,299	1.0%	2,305	0.9%	3,892	2.0%	7,423	3.9%	9,205	2.5%	5,704	1.9%
Connects	19,300	3,506	3.8%	0	0.0%	2,442	4.8%	2,049	4.3%	1,854	4.9%	1,593	3.7%	884	1.8%	764	1.3%	828	1.4%	1,413	3.0%	2,953	6.3%	2,771	3.7%	1,749	3.0%
Effective Calls	17,115	3,008	4.0%	0	0.0%	2,063	4.9%	1,717	4.5%	1,637	5.1%	1,373	3.8%	746	1.9%	659	1.3%	647	1.3%	1,351	3.3%	2,804	6.6%	2,514	4.0%	1,604	3.2%
DMC Calls	10,088	2,036	4.0%	0	0.0%	1,434	5.1%	1,158	4.5%	904	4.6%	783	3.6%	447	1.8%	396	1.3%	382	1.2%	770	3.1%	1,605	6.2%	1,379	3.5%	830	2.7%
Sales	2,950	478	3.4%	0	0.0%	319	3.6%	326	4.3%	309	4.8%	270	4.1%	144	1.7%	100	1.0%	87	0.9%	259	3.7%	438	5.1%	438	3.8%	260	2.4%
Sales per Hour	3.3	3.3		0.0		3.1		4.0		3.3		3.7		3.7		3.2		2.6		3.9		2.9		3.3		3.4	
Hours	883:10:03	143:27:32	3.3%	00:00:00	0.0%	104:00:49	4.0%	81:09:47	3.3%	92:22:41	4.6%	73:18:59	3.3%	39:08:10	1.6%	31:41:54	1.1%	33:30:31	1.1%	66:59:00	2.9%	152:23:38	6.2%	131:42:40	3.4%	76:51:54	2.4%
New Data	15,060	0	0.0%	0	0.0%	2,474	1.5%	1,114	1.2%	1,138	0.7%	1,067	0.8%	795	0.8%	1,004	0.5%	1,111	0.5%	0	0.0%	920	0.5%	4,092	3.4%	1,345	1.3%
Dials	25,276	7,000	1.5%	0	0.0%	2,867	1.2%	2,952	1.3%	2,629	1.6%	2,353	1.2%	858	0.4%	649	0.3%	643	0.3%	1,307	0.7%	495	0.3%	949	0.3%	9,574	3.2%
Connects	6,037	1,352	1.5%	0	0.0%	553	1.1%	670	1.4%	530	1.4%	537	1.2%	195	0.4%	157	0.3%	146	0.2%	312	0.7%	158	0.3%	256	0.3%	2,523	4.3%
Effective Calls	5,347	1,170	1.5%	0	0.0%	467	1.1%	581	1.5%	453	1.4%	456	1.3%	172	0.4%	144	0.3%	109	0.2%	288	0.7%	149	0.4%	226	0.4%	2,302	4.5%
DMC Calls	3,284	825	1.6%	0	0.0%	325	1.2%	425	1.7%	279	1.4%	272	1.3%	113	0.4%	92	0.3%	72	0.2%	174	0.7%	84	0.3%	134	0.3%	1,314	4.2%
Sales	1,123	235	1.7%	0	0.0%	97	1.1%	121	1.6%	105	1.6%	88	1.3%	37	0.4%	30	0.3%	16	0.2%	78	1.1%	23	0.3%	50	0.4%	478	4.4%
Sales per Hour	3.8	3.7		0.0		3.4		4.0		3.9		3.1		3.7		3.8		2.5		4.1		2.9		3.8		4.0	
Hours	298:48:07	63:35:35	1.5%	00:00:00	0.0%	28:21:55	1.1%	30:12:33	1.2%	27:08:52	1.4%	28:00:13	1.3%	09:59:28	0.4%	07:53:26	0.3%	06:30:45	0.2%	19:03:14	0.8%	07:54:29	0.3%	13:07:33	0.3%	120:35:39	3.7%
New Data	26,405	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%																

TVL Dialler Calling Results - 13 Month Summary

	Total	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	Jan 13	Feb 13	Mar 13													
New Data	8,984	0	0.0%	0	0.0%	0	0.0%	0	0.0%	347	0.2%	363	0.2%	0	0.0%	8,274	4.8%	0	0.0%	0	0.0%						
Dials	15,116	0	0.0%	0	0.0%	0	0.0%	0	0.0%	165	0.1%	196	0.1%	228	0.1%	14,527	7.7%	0	0.0%	0	0.0%						
Connects	5,169	0	0.0%	0	0.0%	0	0.0%	0	0.0%	25	0.0%	40	0.1%	58	0.1%	5,046	10.7%	0	0.0%	0	0.0%						
Effective Calls	4,624	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11	0.0%	34	0.1%	49	0.1%	4,530	10.7%	0	0.0%	0	0.0%						
DMC Calls	3,077	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11	0.0%	23	0.1%	24	0.1%	3,019	11.6%	0	0.0%	0	0.0%						
Sales	780	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	0.1%	6	0.1%	769	8.9%	0	0.0%	0	0.0%						
Sales per Hour	3.1	0.0		0.0		0.0		0.0		2.1		2.2		3.1		0.0		0.0		0.0							
Hours	252:57:46	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	01:09:39	0.0%	02:22:08	0.1%	02:40:10	0.1%	246:45:49	10.0%	00:00:00	0.0%	00:00:00	0.0%						
New Data	254,943	1,812	1.5%	0	0.0%	36,887	21.9%	0	0.0%	41,498	26.5%	22,892	17.1%	0	0.0%	32,662	16.4%	42,541	19.3%	0	0.0%	41,683	24.3%	18,390	15.4%	18,390	17.5%
Dials	344,594	5,953	1.2%	0	0.0%	9,197	3.8%	19,859	8.6%	21,314	12.8%	41,452	21.9%	35,210	16.3%	27,115	11.2%	12,035	4.8%	41,384	21.7%	25,650	13.6%	81,992	22.5%	29,386	9.7%
Connects	86,936	1,268	1.4%	0	0.0%	2,810	5.5%	5,665	12.0%	5,893	15.4%	10,793	24.8%	8,940	18.5%	7,257	12.8%	3,263	5.5%	10,788	23.1%	6,719	14.3%	18,990	25.7%	5,818	9.9%
Effective Calls	74,135	1,080	1.4%	0	0.0%	2,426	5.8%	4,624	12.1%	5,060	15.7%	8,998	25.2%	7,379	18.4%	5,964	12.1%	2,591	5.1%	9,521	23.2%	6,037	14.3%	16,522	26.2%	5,013	9.8%
DMC Calls	45,808	746	1.5%	0	0.0%	1,699	6.1%	3,222	12.6%	3,207	16.2%	5,346	24.9%	4,601	18.2%	3,648	11.8%	1,676	5.3%	5,655	22.5%	3,583	13.7%	10,107	26.0%	3,064	9.9%
Sales	9,415	155	1.1%	0	0.0%	347	3.9%	689	9.2%	736	11.4%	1,179	18.0%	962	11.1%	596	5.8%	216	2.3%	1,285	18.6%	855	9.9%	2,184	18.8%	366	3.4%
Sales per Hour	2.4	2.7		0.0		3.0		3.1		2.9		2.6		2.4		2.0		1.6		2.5		2.5		2.4		1.3	
Hours	3924:01:49	56:32:15	1.3%	00:00:00	0.0%	116:12:02	4.5%	225:10:25	9.2%	256:54:55	12.9%	460:44:23	20.6%	398:49:56	16.2%	300:45:23	10.9%	133:52:05	4.6%	512:15:30	22.0%	337:11:20	13.7%	910:55:17	23.3%	271:10:33	8.3%
New Data	0	16,926	13.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	46,019	9.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	11,514	12.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	9,642	12.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DMC Calls	0	7,447	14.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	1,087	7.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sales per Hour	0.0	2.5		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	442:24:39	10.2%	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	16,852	13.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dials	0	66,731	13.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	10,234	11.1%	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%	0	0.0%	0	0.0%	0	0.0%
Effective Calls	0	8,111	10.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	5,362	10.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	894	6.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	1.9		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	467:15:42	10.8%	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	3,302	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	1,533	9,465	2.0%	1,533	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	0.0%	0	0.0%	0	0.0%
Connects	196	2,389	2.6%	196	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%	0	0.0%	0	0.0%	0	0.0%
Effective Calls	149	1,996	2.6%	149	0.7%	0	0.0%	0	0.0%	0	0.0%	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	81	1,332	2.6%	81	0.6%	0	0.0%	0	0.0%	0	0.0%	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	24	243	1.7%	24	0.5%	0	0.0%	0	0.0%	0	0.0%	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	2.0	2.6		2.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0	
Hours	12:10:29	92:05:10	2.1%	12:10:29	0.9%	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	20,102	16.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	15,680	46,395	9.6%	15,680	12.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Connects	1,813	9,598	10.4%	1,813	7.1%	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%	0	0.0%	0	0.0%
Effective Calls	1,351	7,740	10.2%	1,351	6.4%	0	0.0%	0	0.0%	0	0.0%	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	780	5,052	10.0%	780	5.7%	0	0.0%	0	0.0%	0	0.0%	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	248	1,337	9.6%	248	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sales per Hour	2.3	3.3		2.3		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0	
Hours	109:43:03	404:02:19	9.4%	109:43:03	7.9%	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	3,346	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	1,257	9,766	2.0%	1,257	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	0.0%	0	0.0%	0	0.0%
Connects	151	2,645	2.9%	151	0.6%	0	0.0%	0	0.0%	0	0.0%	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	122	2,261	3.0%	122	0.6%	0	0.0%	0	0.0%	0	0.0%	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	64	1,432	2.8%	64	0.5%	0	0.0%	0	0.0%	0	0.0%	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	13	226	1.6%	13	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sales per Hour	1.3	2.3		1.3		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0	
Hours	09:43:45	96:24:48	2.2%	09:43:45	0.7%	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%

TVL Dialler Calling Results - 13 Month Summary

	Total	Mar 12		Apr 12		May 12		Jun 12		Jul 12		Aug 12		Sep 12		Oct 12		Nov 12		Dec 12		Jan 13		Feb 13		Mar 13	
New Data	0	1,586	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dials	797	4,821	1.0%	797	0.6%	0	0.0%	0	0.0%	0	0.0%	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	88	1,006	1.1%	88	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Effective Calls	60	827	1.1%	60	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DMC Calls	33	571	1.1%	33	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	0.0%	0	0.0%
Sales	8	122	0.9%	8	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	0.0%	0	0.0%
Sales per Hour	1.5	2.8		1.5		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0	
Hours	05:21:08	42:50:54	1.0%	05:21:08	0.4%	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%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%
New Data	108,554	18,138	14.9%	18,826	29.5%	15,685	9.3%	13,074	13.5%	18,444	11.8%	15,777	11.8%	14,639	15.1%	12,109	6.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dials	81,991	21,559	4.5%	12,249	9.6%	20,092	8.3%	14,047	6.1%	13,777	8.3%	5,307	2.8%	10,546	4.9%	5,973	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Connects	18,258	4,296	4.7%	2,837	11.1%	4,197	8.3%	2,900	6.1%	3,070	8.0%	1,299	3.0%	2,469	5.1%	1,486	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Effective Calls	15,383	3,571	4.7%	2,373	11.3%	3,502	8.4%	2,358	6.2%	2,603	8.1%	1,083	3.0%	2,135	5.3%	1,329	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DMC Calls	9,853	2,226	4.4%	1,507	11.0%	2,199	7.9%	1,487	5.8%	1,641	8.3%	737	3.4%	1,381	5.5%	901	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sales	5,091	1,162	8.3%	756	14.8%	1,112	12.5%	708	9.4%	869	13.4%	388	5.9%	759	8.8%	499	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sales per Hour	5.0	5.0		5.1		4.6		4.5		4.8		5.5		5.6		6.3		0.0		0.0		0.0		0.0		0.0	
Hours	1010:28:37	231:54:08	5.4%	147:05:32	10.6%	240:01:19	9.2%	158:14:52	6.5%	179:25:38	9.0%	70:13:22	3.1%	135:56:13	5.5%	79:31:41	2.9%	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	494,357	34,149	28.0%	37,136	58.1%	36,461	21.6%	30,001	31.0%	40,293	25.7%	40,096	30.0%	33,844	35.0%	45,205	22.6%	51,691	23.4%	44,364	52.4%	51,556	30.1%	41,735	35.0%	41,975	39.9%
Dials	928,564	97,584	20.3%	64,870	50.7%	82,243	33.8%	69,919	30.4%	62,110	37.3%	58,402	30.8%	73,093	33.9%	67,849	28.1%	71,824	28.5%	53,847	28.2%	73,831	39.1%	122,432	33.7%	128,144	42.3%
Connects	212,420	20,788	22.6%	15,355	60.0%	19,094	37.7%	15,346	32.4%	14,997	39.3%	13,755	31.6%	16,509	34.2%	16,893	29.7%	17,547	29.4%	13,391	28.7%	17,631	37.4%	25,702	34.7%	26,200	44.5%
Effective Calls	181,476	17,573	23.3%	12,790	60.8%	15,771	37.8%	12,504	32.7%	12,710	39.5%	11,253	31.5%	13,855	34.6%	15,250	30.9%	15,689	30.8%	11,506	28.1%	15,598	36.9%	21,825	34.6%	22,725	44.6%
DMC Calls	120,439	11,657	23.0%	8,788	64.1%	10,922	39.0%	8,671	33.9%	8,340	42.1%	7,411	34.5%	9,268	36.6%	10,094	32.6%	10,278	32.3%	7,533	29.9%	10,148	38.9%	14,298	36.7%	14,688	47.3%
Sales	41,095	3,818	27.3%	2,872	56.1%	3,388	38.1%	2,461	32.7%	2,511	38.8%	2,503	38.2%	3,711	42.8%	3,730	36.3%	3,766	39.4%	2,260	32.7%	3,594	41.7%	4,673	40.1%	5,626	52.1%
Sales per Hour	3.8	3.8		3.7		3.6		3.1		3.4		3.5		4.3		4.4		4.1		3.4		3.9		3.4		4.0	
Hours	10940:52:03	1010:02:54	23.4%	774:28:05	55.8%	946:49:34	36.3%	797:37:52	32.6%	748:28:11	37.7%	709:46:40	31.7%	857:10:18	34.9%	854:36:21	30.9%	907:31:54	31.1%	659:33:38	28.4%	917:18:07	37.3%	1365:09:12	34.9%	1402:22:11	43.0%
New Data	10,767	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10,767	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dials	973	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	973	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Connects	212	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	212	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Effective Calls	70	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	70	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DMC Calls	68	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	68	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sales	27	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	27	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sales per Hour	2.9	0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		2.9		0.0		0.0		0.0		0.0	
Hours	09:24:57	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%	09:24:57	0.3%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%	00:00:00	0.0%
New Data	1,617,291	122,045	100.0%	63,887	100.0%	168,642	100.0%	96,805	100.0%	156,714	100.0%	133,697	100.0%	96,801	100.0%	199,615	100.0%	220,829	100.0%	84,649	100.0%	171,368	100.0%	119,106	100.0%	105,178	100.0%
Dials	2,711,298	481,342	100.0%	127,915	100.0%	243,032	100.0%	229,977	100.0%	166,427	100.0%	189,373	100.0%	215,609	100.0%	241,738	100.0%	251,630	100.0%	190,774	100.0%	188,586	100.0%	363,606	100.0%	302,631	100.0%
Connects	596,709	92,068	100.0%	25,613	100.0%	50,636	100.0%	47,396	100.0%	38,202	100.0%	43,530	100.0%	48,232	100.0%	56,816	100.0%	59,599	100.0%	46,663	100.0%	47,129	100.0%	73,984	100.0%	58,909	100.0%
Effective Calls	506,408	75,569	100.0%	21,043	100.0%	41,745	100.0%	38,281	100.0%	32,137	100.0%	35,700	100.0%	40,071	100.0%	49,324	100.0%	50,961	100.0%	41,015	100.0%	42,234	100.0%	62,991	100.0%	50,906	100.0%
DMC Calls	317,870	50,667	100.0%	13,720	100.0%	27,983	100.0%	25,558	100.0%	19,819	100.0%	21,481	100.0%	25,291	100.0%	30,936	100.0%	31,825	100.0%	25,183	100.0%	26,093	100.0%	38,920	100.0%	31,061	100.0%
Sales *	101,051	13,985	100.0%	5,119	100.0%	8,891	100.0%	7,528	100.0%	6,476	100.0%	6,550	100.0%	8,668	100.0%	10,280	100.0%	9,557	100.0%	6,921	100.0%	8,609	100.0%	11,645	100.0%	10,807	100.0%
Sales per Hour	3.3	3.2		3.7		3.4		3.1		3.3		2.9		3.5		3.7		3.3		3.0		3.5		3.0		3.3	
Hours	30765:38:30	4319:20:33	100.0%	1388:44:21	100.0%	2608:24:39	100.0%	2447:57:33	100.0%	1987:31:48	100.0%	2237:17:42	100.0%	2457:44:48	100.0%	2763:29:21	100.0%	2918:58:07	100.0%	2323:59:48	100.0%	2462:11:47	100.0%	3910:41:55	100.0%	3258:36:41	100.0%

* This sales total includes the '1471' sales that can't be attributed to a campaign. Volumes are shown on the 'Dialler Effective Outcomes' page.

TVL Dialler Calling Effective Outcomes - 13 Month Summary

	Total	Mar 12		Apr 12		May 12		Jun 12		Jul 12		Aug 12		Sep 12		Oct 12		Nov 12		Dec 12		Jan 13		Feb 13		Mar 13	
Effective Outcomes																											
Change of Address	180	51	0.1%	6	0.0%	32	0.1%	30	0.1%	8	0.0%	6	0.0%	9	0.0%	5	0.0%	5	0.0%	17	0.0%	11	0.0%	40	0.1%	11	0.0%
Paid Claim	2,150	637	0.8%	68	0.3%	184	0.4%	207	0.5%	85	0.3%	150	0.4%	134	0.3%	109	0.2%	145	0.3%	124	0.3%	151	0.4%	462	0.7%	331	0.7%
No Set	8,920	1,354	1.8%	444	2.1%	893	2.1%	840	2.2%	617	1.9%	736	2.1%	833	2.1%	767	1.6%	570	1.1%	611	1.5%	601	1.4%	1,197	1.9%	811	1.6%
Promise to Pay	31,077	11,839	15.7%	705	3.4%	4,024	9.6%	3,932	10.3%	1,425	4.4%	1,757	4.9%	2,120	5.3%	4,299	8.7%	4,836	9.5%	1,865	4.5%	1,942	4.6%	2,613	4.1%	1,559	3.1%
BACS Payment	1	0	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Paid Claim-Cust Confirmed	1,314	187	0.2%	12	0.1%	62	0.1%	63	0.2%	47	0.1%	72	0.2%	85	0.2%	59	0.1%	48	0.1%	124	0.3%	102	0.2%	328	0.5%	312	0.6%
Gone Away	52,541	7,724	10.2%	2,666	12.7%	5,115	12.3%	5,390	14.1%	3,923	12.2%	4,438	12.4%	4,895	12.2%	5,007	10.2%	4,054	8.0%	3,368	8.2%	3,229	7.6%	5,559	8.8%	4,897	9.6%
Paid on File	19,243	5,286	7.0%	817	3.9%	1,911	4.6%	1,561	4.1%	1,256	3.9%	1,366	3.8%	1,013	2.5%	1,251	2.5%	1,295	2.5%	1,212	3.0%	1,729	4.1%	2,833	4.5%	2,999	5.9%
Change of Payment Date	278	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	168	0.3%	109	0.2%	0	0.0%	0	0.0%	1	0.0%	0	0.0%
Wrong Number	51,375	7,032	9.3%	1,883	8.9%	3,890	9.3%	3,591	9.4%	3,485	10.8%	4,150	11.6%	4,458	11.1%	4,902	9.9%	5,224	10.3%	4,362	10.6%	4,277	10.1%	6,417	10.2%	4,736	9.3%
Customer Hang Up	79,382	7,249	9.6%	2,119	10.1%	4,865	11.7%	4,603	12.0%	4,273	13.3%	4,741	13.3%	5,834	14.6%	7,437	15.1%	9,805	19.2%	9,279	22.6%	7,938	18.8%	11,456	18.2%	7,032	13.8%
Refused to Comment/Pay	27,043	3,063	4.1%	2,050	9.7%	2,432	5.8%	1,796	4.7%	2,052	6.4%	2,042	5.7%	2,133	5.3%	2,104	4.3%	1,920	3.8%	2,102	5.1%	2,245	5.3%	3,440	5.5%	2,727	5.4%
Agent Owned Recall	1,620	116	0.2%	31	0.1%	51	0.1%	53	0.1%	399	1.2%	270	0.8%	312	0.8%	53	0.1%	40	0.1%	207	0.5%	45	0.1%	98	0.2%	61	0.1%
Recalls	135,543	17,754	23.5%	5,409	25.7%	9,821	23.5%	9,079	23.7%	8,434	26.2%	9,799	27.4%	10,010	25.0%	13,433	27.2%	13,872	27.2%	11,263	27.5%	11,819	28.0%	17,556	27.9%	15,048	29.6%
Total	410,668	62,292	82.4%	16,210	77.0%	33,280	79.7%	31,145	81.4%	26,004	80.9%	29,527	82.7%	31,838	79.5%	39,594	80.3%	41,923	82.3%	34,534	84.2%	34,089	80.7%	52,000	82.6%	40,524	79.6%
Sales																											
Direct Debit Sales	44,570	6,782	9.0%	3,239	15.4%	4,980	11.9%	3,787	9.9%	3,208	10.0%	2,888	8.1%	4,171	10.4%	3,645	7.4%	3,300	6.5%	2,561	6.2%	3,524	8.3%	4,581	7.3%	4,686	9.2%
Initial Payment Direct Debit	8,053	460	0.6%	168	0.8%	372	0.9%	332	0.9%	709	2.2%	675	1.9%	698	1.7%	552	1.1%	418	0.8%	863	2.1%	850	2.0%	1,149	1.8%	1,267	2.5%
Unpaid Amount	4,420	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2,404	4.9%	2,016	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Debit Card Sales	14,450	2,781	3.7%	101	0.5%	933	2.2%	1,191	3.1%	870	2.7%	1,142	3.2%	1,190	3.0%	873	1.8%	816	1.6%	1,808	4.4%	1,804	4.3%	2,292	3.6%	1,430	2.8%
Credit Card Sales	2,760	630	0.8%	11	0.1%	194	0.5%	229	0.6%	177	0.6%	224	0.6%	189	0.5%	160	0.3%	135	0.3%	380	0.9%	357	0.8%	447	0.7%	257	0.5%
Over 75 Registration	1,604	160	0.2%	74	0.4%	159	0.4%	92	0.2%	108	0.3%	70	0.2%	105	0.3%	105	0.2%	78	0.2%	80	0.2%	280	0.7%	248	0.4%	205	0.4%
Over 75 Short Term Licence	1,784	96	0.1%	17	0.1%	187	0.4%	49	0.1%	108	0.3%	51	0.1%	45	0.1%	133	0.3%	87	0.2%	61	0.1%	468	1.1%	261	0.4%	317	0.6%
TVL Payment Card	18,099	2,368	3.1%	1,223	5.8%	1,640	3.9%	1,456	3.8%	953	3.0%	1,123	3.1%	1,835	4.6%	1,858	3.8%	2,188	4.3%	728	1.8%	862	2.0%	2,013	3.2%	2,220	4.4%
Total	101,051	13,985	17.6%	5,119	23.0%	8,891	20.3%	7,528	18.6%	6,476	19.1%	6,550	17.3%	8,668	20.5%	10,280	19.7%	9,557	17.7%	6,921	15.8%	8,609	19.3%	11,645	17.4%	10,807	20.4%
Total Effective Calls	506,408	75,569	100.0%	21,043	100.0%	41,745	100.0%	38,281	100.0%	32,137	100.0%	35,700	100.0%	40,071	100.0%	49,324	100.0%	50,961	100.0%	41,015	100.0%	42,234	100.0%	62,991	100.0%	50,906	100.0%
1471 Contacts																											
1471 Sales	5,311	708	0.0%	286	0.0%	426	0.0%	392	0.0%	343	0.0%	377	0.0%	435	0.0%	550	0.0%	519	0.0%	440	0.0%	464	0.0%	654	0.0%	425	0.0%
1471 Change of Address	766	87	0.0%	52	0.0%	64	0.0%	66	0.0%	52	0.0%	54	0.0%	59	0.0%	77	0.0%	72	0.0%	61	0.0%	51	0.0%	96	0.0%	62	0.0%
Total	6,077	795	0.0%	338	0.0%	490	0.0%	458	0.0%	395	0.0%	431	0.0%	494	0.0%	627	0.0%	591	0.0%	501	0.0%	515	0.0%	750	0.0%	487	0.0%

Call Log Volumes - Reasons & Outcomes - 13 Month Summary

	Total	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	Jan 13	Feb 13	Mar 13
Total Calls Answered	4,039,367	324,867	308,772	330,561	300,073	319,930	337,769	332,520	395,972	359,427	279,325	409,620	343,567	321,831
Recorded on Call Log	4,281,271	361,205	312,157	353,224	321,958	337,558	358,553	362,333	420,805	382,139	280,480	426,401	373,559	352,104
Not recorded	-241,904	-36,338	-3,385	-22,663	-21,885	-17,628	-20,784	-29,813	-24,833	-22,712	-1,155	-16,781	-29,992	-30,273
% Recorded	106.0%	111.2%	101.1%	106.9%	107.3%	105.5%	106.2%	109.0%	106.3%	106.3%	100.4%	104.1%	108.7%	109.4%

Reasons

Application/Renewal	25.1%	27.8%	23.8%	24.5%	25.7%	24.9%	24.7%	26.5%	24.4%	23.9%	25.1%	25.3%	27.0%	25.5%
General Enquiry	22.5%	19.5%	16.8%	18.1%	19.1%	20.3%	20.8%	21.6%	25.5%	28.5%	23.0%	22.9%	25.3%	26.8%
Change of Details	11.2%	11.1%	11.4%	12.3%	10.6%	10.9%	11.4%	10.5%	9.6%	10.8%	12.2%	13.2%	11.0%	10.4%
Over 75	10.2%	10.3%	10.0%	9.8%	10.4%	10.1%	9.7%	11.4%	12.8%	8.0%	8.2%	10.0%	10.4%	11.4%
Gone Away	8.5%	10.2%	7.8%	8.9%	9.6%	9.7%	9.7%	9.6%	8.2%	7.7%	7.1%	6.7%	8.5%	8.9%
Request for Information	7.0%	10.3%	9.2%	9.6%	8.7%	7.6%	7.3%	7.3%	6.0%	6.4%	5.7%	5.4%	5.9%	5.6%
Unoccupied	6.5%	6.7%	6.6%	6.7%	6.0%	5.9%	6.2%	6.3%	5.4%	5.8%	7.3%	7.2%	7.3%	7.0%
No Licence Needed	6.4%	4.3%	5.2%	7.0%	7.5%	6.7%	7.1%	7.0%	6.0%	7.5%	5.3%	6.5%	5.6%	5.1%
Other recorded	5.0%	5.9%	5.7%	5.7%	5.6%	5.5%	5.2%	5.1%	4.6%	4.3%	4.0%	4.4%	4.8%	5.1%
Direct Debit Cancellations	1.9%	2.8%	2.7%	2.8%	2.9%	2.3%	2.2%	1.8%	1.6%	1.5%	1.2%	1.2%	1.5%	1.8%
Clear Unpaid	1.1%	0.8%	0.8%	0.8%	0.7%	1.0%	1.0%	0.9%	1.6%	1.5%	1.0%	1.0%	1.1%	1.3%
DSHS	0.2%	0.8%	0.6%	0.4%	0.3%	0.4%	0.4%	0.6%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%
Cross Over Mailing	0.2%	0.4%	0.4%	0.3%	0.3%	0.2%	0.2%	0.2%	0.1%	0.1%	0.2%	0.1%	0.2%	0.2%
Licence Held in Different Name	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%
Direct Debit Setup	0.0%	0.0%	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	-6.0%	-11.2%	-1.1%	-6.9%	-7.3%	-5.5%	-6.2%	-9.0%	-6.3%	-6.3%	-0.4%	-4.1%	-8.7%	-9.4%

Outcomes

Query Resolved	29.7%	32.9%	27.4%	28.0%	28.3%	28.2%	27.9%	28.5%	31.2%	34.1%	28.6%	28.2%	31.7%	33.7%
Change of details complete	20.0%	21.7%	19.6%	19.6%	19.4%	19.8%	20.4%	20.1%	18.7%	19.0%	21.6%	21.3%	20.5%	20.5%
Sale	13.8%	15.5%	14.5%	14.8%	14.5%	14.4%	13.9%	14.5%	13.1%	12.6%	12.1%	13.0%	14.0%	13.9%
Other recorded outcomes	8.1%	6.1%	6.0%	5.9%	5.3%	5.2%	5.5%	5.3%	4.7%	5.0%	6.4%	6.5%	6.6%	6.4%
General Enquiry	7.0%	6.2%	6.3%	5.6%	6.1%	6.2%	5.9%	7.3%	7.5%	4.5%	4.4%	5.6%	5.9%	7.1%
# Tel Acceptance Over 75	6.1%	8.3%	7.8%	9.3%	9.8%	9.3%	8.6%	8.6%	8.7%	7.2%	6.8%	6.9%	7.4%	7.0%
Unoccupied Guard	5.7%	3.3%	4.3%	5.9%	5.7%	5.3%	5.9%	5.6%	5.0%	6.5%	4.3%	5.6%	4.7%	4.2%
No Licence Needed	5.3%	5.6%	5.3%	6.4%	6.9%	6.6%	7.0%	8.4%	7.8%	7.8%	7.0%	7.1%	7.2%	6.6%
Gone Away	3.4%	4.2%	2.8%	3.5%	3.8%	3.6%	3.8%	4.0%	3.5%	3.1%	3.1%	2.6%	3.5%	3.3%
Call Transferred	2.9%	1.9%	1.9%	2.0%	2.1%	2.1%	1.9%	1.9%	1.6%	1.6%	1.5%	1.4%	1.6%	1.8%
Refund	1.8%	3.5%	3.1%	3.2%	3.2%	2.7%	2.8%	2.8%	2.6%	2.6%	2.6%	3.0%	3.2%	3.0%
# Address Structure Amendment	1.4%	1.1%	1.3%	1.8%	1.3%	1.2%	1.7%	1.0%	0.9%	1.7%	1.2%	2.0%	1.5%	1.3%
# Multi Form	0.8%	0.8%	0.8%	0.8%	0.9%	0.8%	0.8%	0.8%	0.9%	0.7%	0.9%	0.9%	0.9%	0.9%
# Debit / Credit Card Manual Data Capt	0.0%	0.0%	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	-6.0%	-11.2%	-1.1%	-6.9%	-7.3%	-5.5%	-6.2%	-9.0%	-6.3%	-6.3%	-0.4%	-4.1%	-8.7%	-9.4%

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)