

Glossary of Terms

Summary

Term	Explanation
Exception Reports	A summary of a report to highlight issues affecting KPI measures or Priority 1 incidents.
Self Serve	Where the customer contacts us via a channel in which there is no contact with an agent. Web and IVR are classed as self serve with all other contacts channels being classed as Served. Certain Self Serve transactions may still require back office processing where full automation is not in place. There is also a split in the main transaction types into Sales, General Enquiries and Change of Address.
Quality Auditing	Audits of Calls, Correspondence, E-Mail, Transcription & WEB - both Onshore & Offshore, Field and all processing areas to include
Quality Auditing - Levels and Bands	Levels reflect Individual performance and how well they processed the piece of work being measured when comparing to set criteria. Primarily focussed towards the Customer's Experience and following Policy & Work Instructions. % Bands within levels have been set which are categorised as acceptable, less than acceptable or unacceptable. These % Bands vary due to the volume of questions / tests that have been designed within each Business processing area.
Quality Auditing - Volumes & Frequencies	5 Calls per Agent, 10 Cases of Back Office work and 20 Cases in India are checked weekly / monthly.

Revenue

Term	Explanation
Non DDI Revenue Statement	Cashflow (except DDI, Cash scheme and Television Savings Card) into Capita less Refunds. Amount paid to DCMS and balances due to DCMS/Capita on a forecast basis.
DDI Revenue Statement	Direct Debit Instalment scheme (DDI) Cashflow into Capita less Refunds. Amount paid to DCMS and balances due to DCMS/Capita on a forecast basis.
Cash Schemes Revenue Statement	Cashflow into Capita via iQor for Cash schemes.
Television Savings Card Revenue Statement	Cashflow into Capita via iQor for Television Savings Card.
Great Britain and Northern Ireland Over 75 Claim	Over 75 licence claim available to BBC for Great Britain and Northern Ireland. Includes discounts allowed (claimable) and discounts disallowed.
Guernsey Over 75 Claim	Over 75 licence claim available to BBC from Guernsey.
Isle of Man Over 75 Claim	Over 75 licence claim available to BBC from Isle of Man.
TV Licence Cash Receipts - By Time of Renewal	TV Licence cash receipts by time of renewal, showing net cash collection, non cash transactions and DCMS funds collected.
Debtor /Creditor Movement Report	Debtor and Creditor movement for Monthly, Quarterly and annual Direct Debit schemes and iQor Cash Schemes
Performance against Contractor Forecast	Monthly and Cumulative performance against Contractor (Capita) forecast.

Sales

Term	Explanation
New Issues	Licence issued where no previous licence details are held for the customer.
CEE New Issues	Cash Easy Entry (CEE). Cash payment scheme with weekly payments made by customers by cash or debit card. Payments are made via PayPoint or iQor. No previous licence details are held for the customer.
MCP New Issues	Monthly Cash Plan (MCP). Cash payment scheme. Monthly payments made by customers by cash or debit card. Payments made via PayPoint or iQor. No previous licence details are held for the customer.
TOTAL NEW ISSUES	All New Issues included above.

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On Time Renewals	All licences renewed during the month after expiry of the previous licence. E.g. June expiry licences renewed during July.
CFL Early Renewals	All licences, excluding direct debit scheme licences, renewed during the month in which they expire. E.g. June expiry licences renewed during June.
Free Over 75 Licence Sales	All Free licences issued to Over 75's reduced for Short Term Licences issued in the same financial year.
Easy Payment Renewals	Direct debit scheme licences, renewed during the month in which they expire. E.g. June expiry licences renewed during June. These are then reported as sales in following month E.g. July.
Late Renewals	All licences renewed later than the month after expiry of the previous licence. E.g. June expiry licences renewed from August onward.
CEE Renewals	Cash Easy Entry (CEE). Cash payment scheme. Weekly payments made by customers by cash or debit card. Payments made via PayPoint or iQor. Customer previously paying on either CEE or another payment channel.
MCP Renewals	Monthly Cash Plan (MCP). Cash payment scheme. Monthly payments made by customers by cash or debit card. Payments made via PayPoint or iQor. No previous licence details are held for the customer. Customer previously paying on either CEE or another payment channel.
TOTAL RENEWALS	All Renewals included above.
Manual Licences	Licences issued in respect of Hotel, Multiple and Entertainment licence types.
Channel Islands	Sales relating to Jersey, Guernsey and the Isle of Man.
Miscellaneous Income	Late Fees taken and any other incidental sales.
Gross Sales	Total Sales made before cancellations, revocations, refunds and deletions.
EPS Cancellations - Direct Debit	Direct Debit licences cancelled with outstanding debt still awaiting collection against the licence fee. Volume only represents current 'in force' licences cancelled.
EPS Cancellations - CEE and MCP	CEE & MCP licences cancelled with outstanding debt still awaiting collection against the licence fee.
Refunds	Any refunds returned to customers against licences issued. Volume only represents current 'in force' licences cancelled.
Revocations	Direct Debit licences cancelled when NO payment has been collected against the licence fee. Volume only represents current 'in force' licences cancelled.
Other Deletions	Licences cancelled not classified as Cancellations, Refunds or Revocations.
TOTAL DELETIONS	Total reductions in sales being the sum of Cancellations, Refunds, Revocations and Other Deletions.
Net Sales	Total of Gross Sales less Cancellations, Refunds, Revocations and Other Deletions.
ARC	Customers who qualify for the concessionary (£7.50) Accommodation for Residential Care licence, customers must be over 60 or disabled and living in qualifying residential care accommodation.
QBS Premium	Additional £5 surcharge on the quarterly direct debit scheme.
Total Net Sales	Total of Gross Sales less Cancellations, Refunds, Revocations and Other Deletions.
MBP	Monthly Budget Plan. Direct Debit scheme with twelve monthly payments, six made in advance, six in arrears for a licence. Colour only scheme.
QBP	Quarterly Budget Plan (also known as QBS). Direct Debit scheme with four quarterly payments all in arrears for a licence. Colour only scheme.
DDA	Direct Debit Annual. Direct Debit scheme with one annual payment made in advance for a licence.
DDI	Direct Debit Instalments. Direct Debit scheme with ten monthly payments made in advance, during the lifecycle of a current DDI licence, for the following years licence.
Total Direct Debit	All direct debit licences issued. MBP, QBP, DDA and DDI.
Capita Cheque	Licences paid for by cheque via Capita TVL.
Credit/Debit Card	Full fee licence sales paid via Debit or Credit cards.
Homebanking	Licence sales made against payments made via internet banking.
Goldfish	Payment scheme no longer used.
Free Over 75	All Free licences issued to Over 75's reduced for Short Term Licences issued in the same financial year.

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Gross Capita Sales	Total Sales for Capita administered schemes before cancellations, revocations, refunds and deletions.
Post Office Network	Licences sold via the Post Office. The Post Office payment channel is only available on the 'Channel Islands'.
TSC	Television Savings Card. Scheme administered by iQor. An electronic savings card is used to collect savings toward and/or make payment of savings for a licence. Payments are made via PayPoint or iQor.
PayPoint	Sales of licences made at PayPoint outlets.
Gross Non-Capita Sales	Total Sales for NON Capita administered schemes before cancellations, revocations, refunds and deletions.
Total Gross Sales inc Free	Total Sales made before cancellations, revocations, refunds and deletions.
Capita Cancellations	Direct Debit licences cancelled with outstanding debt still awaiting collection against the licence fee. Volume only represents current 'in force' licences cancelled.
Capita Refunds	Any refunds returned to customers against licences issued. Volume only represents current 'in force' licences cancelled.
Capita Revocations	Direct Debit licences cancelled when NO payment has been collected against the licence fee. Volume only represents current 'in force' licences cancelled.
Capita Other Deletions	Licences cancelled not classified as Cancellations, Refunds or Revocations.
Capita Deletions	Total reductions in Capita sales being the sum of Capita Cancellations, Capita Refunds, Capita Revocations and Capita Other Deletions.
Non-Capita Cancellations	CEE & MCP licences cancelled with outstanding debt still awaiting collection against the licence fee.
Total Deletions	Total reductions in sales being the sum of Capita Deletions and Non-Capita Cancellations.
Total Net Sales	Total of Gross Sales less Cancellations, Refunds, Revocations and Other Deletions.
Easy Payment Scheme Churn	Ratio measuring the proportion of customers leaving a scheme in a twelve month period in relation to the scheme membership at the start of the twelve month period PLUS all joiners to the scheme in the twelve month period.
Joiners	Any customer joining a Direct Debit scheme whether for a current or future licence.
Leavers	Any customer leaving a Direct Debit scheme whether for a current or future licence.
Licences in Force (LIF)	Any licence that is current. E.g. During June 2012 licences with expiries between June 2012 and May 2013 will be current.
Direct Debit Penetration	Proportion of Licences In Force that are Direct Debit compared to total Licence In Force less those that are Free Over 75 licences.
Initial Payment by Channel	Volume of initial payments, split between Web, Call Centre and Field channels.
Variance Analysis	Volume and Price Variance against BBC target.
Capita Sales Volumes - Served and Self Served splits	The volume and percentage split of Capita sales with interaction and no interaction by payment channel.
Capita Sales Contact Volumes - Served and Self Served splits	The volume and percentage split of Capita sales with interaction by payment channel.
DDMI Joiners	Direct Debit joiners showing payment channel, timing of sale (early, on time or late) and previous scheme.
DDMI Leavers	Direct Debit leavers showing the timing of leaving direct debit schemes i.e after First, Second and Third and over payment plans.

Field

Field	
Term	Explanation
Field Sale	A sale resulting from any Field activity. The resulting sale must be on file within 28 days of contact or 112 days if a reply code of 8 has been returned.
Enforcement Sale	Sales from visits made by Capita Enforcement Officers
Crude Evasion	Number of unlicensed sites as a percentage of the number of licensable sites
Time to Lay Cases	Measure of time from visit date to the date the summons was printed

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Prong "FF9"	Field Force Letter FF9.
Licensable Visits	A visit where the result code is monitored for a sale e.g. 9, 9a, 9S, 8

Field Visit Codes

Term	Explanation
8	Evader Caught (Statement Taken)
9R	Contact Made Refused to Purchase
C	Confirmed No Set
2C	Interviewee Gone Away / Confirmed No Set
1C	Interviewee Moved Away / Confirmed No Set
A	Confirmed Mono Set
D	Unconfirmed Mono Set
4	Premise Non Existent
24	Interviewee Gone Away / Premise Non Existent
14	Interviewee Moved Away / Premise Non Existent
6	Business Premise No Set
26	Interviewee Gone Away / Business Premise No Set
16	Interviewee Moved Away / Business Premise No Set
3	Premise Unoccupied
23	Interviewee Gone Away / Premise Unoccupied
13	Interviewee Moved Away / Premise Unoccupied
7	Licence Seen/Held
27	Interviewee Gone Away / Licence Seen/Held
17	Interviewee Moved Away / Licence Seen/Held
57	Licence Seen/Held: Amendment Required
2	Interviewee Gone Away
1	Interviewee Moved Away
9P	Confirmed Occupied
9I	Unable to gain access due to Intercom
9X	Detection visit Required
9W	Search Warrant Requested
9	Not Resolved (TVL43 letter left, etc.)

Field RFI Codes

Field RFI Code No.	RFI Name	Visit Reasons For Investigation (RFI) Description
1	Non Renewal	Where a Counterfoil licence has expired.
2	Dealer Notification (Mono)	Where a dealer has notified that a mono service or receiver has been purchased.
3	Dealer Notification (Colour)	Where a dealer has notified that a colour service or receiver has been purchased.

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4	New Tenant (Vacant Premise Comb)	Where an address has become unlicensed due to : New Address, Licence has been moved away leaving address vacant, licence has been cancelled, time expired Non Renewal, Time expired Dealer Notification.
5	Postal Comb	Time expiry of a New Tenant visit
6	Van Comb	Non Automatic Visit - Commonly used as a channel for Student Visits
7	Multiple Occupancy (No licences)	No Longer Used
8	Multiple Occupancy (Some licences)	No Longer Used
10	Revocation	Where a licence has previously been revoked after the non payment process has been followed.
11	Anonymous	Manual Visit created after a Tip Off from a member of the public.
12	Manual Prosecution Follow Up	No Longer Used
13	Multi-Occupied	Manual Visit to multi occupied address not on file at time of original visit.
14	No Set Challenge	Where a customer with a Counterfoil licence makes contact & declares they no longer have a set. The subsequent Non Renewal visit is cancelled & a NSC visit is set up by LASSY.
15	Prosecution Follow Up	No Longer Used
16	Mono Challenge Declared	Where a customer has officially declared Mono use only. No longer used see Mono challenge.
17	Multiple Prosecution	No Longer Used
18	Non Domestic Premise Comb	See No 4 but where address has a business classification.
19	Cash Easy Entry	No Longer Used
20	Non Renewal (Ex-Payments Scheme)	Where the licence has expired of a customer who has been cancelled off a payment scheme and the licence converted to Counterfoil.
21	Budget Payments Instruction Requested	Where customer contact has provided a name and a request for a Direct Debit form to be sent.
22	ROCS (Licence Application Form) Requested	(Registration Of Customers) Where customer contact has provided a name and a request for a licence application form to be sent.
23	Unconfirmed No Set Challenge	Enables manual selection of RFI 25 type visits, no longer routinely used
24	Confirmed No Set Expired	Primarily only set by Field (complaints & Legal in exceptional circumstances). The time expiry of a previous visit which has confirmed No set and a flag has been applied.
25	Unconfirmed No Set Expired	Visit generated 4 weeks (previously 1 year) after a customer has declared there is No set on premise.
26	Cash Easy Entry Application Rejected	Where iQor has rejected an application for it's services.
27	Previous Case - PFU	A visit to an unlicensed address where TVLEO holds recently closed previously convicted case.
28	Previous Case - Other	A visit to an unlicensed address where TVLEO holds a recently closed case where the decision was taken not to proceed.
30	Dealer Notification (Colour Ex-Payments)	No Longer Used
31	Non Renewal (Blitz)	No Longer Used
32	Search Warrant Executed	Manual Visit type where authority has been given to execute a Search Warrant.
33	Over 75	Manual Visit type where a file has been received showing Over 75 licence customers with No National Insurance Number.
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Front Office

Inbound	
Term	Explanation
Total BT Network Calls	This is the total of Effective and Ineffective calls
Effective Calls	A call which is passed successfully from the telephone service provider to the Capita TVL telephony network.
Ineffective Calls	A call which cannot be passed from the telephone service provider to the Capita TVL telephony network (eg: the customer receives an engaged tone).
Calls Offered	The number of calls that are presented to an agent queue.
Calls Answered	The number of calls that have been answered by agents
Caller Early Release	This is where the call has been terminated by the originating caller within milliseconds of the last digit being dialled and no signalling has been sent to or received back from the destination to commence ringing tone. Calls greater than 5 milliseconds reach the Capita telephony network and calls less than this will not. This accounts for the variance between Total Call Attempts less Ineffective Calls and the Net Calls Proceeding into Capita Network.
Service Level	The measure of the percentage of calls that are answered within the 40 second target, with the target set at 80%. This is calculated as the number of calls that meet service level divided by agent calls answered.
Failed Service Day	A day where the target service level of answering 80% of agent answered calls within 40 seconds is not met.
Customer Abandoned Calls	A call which is waiting in a queue to be answered by an agent which is abandoned by the Customer before being answered.
Customer Abandoned %	Customer Abandoned calls as a percentage of Calls Offered
Customer Hang Ups	Where a customer initiates the termination of the call within the Capita telephony network during navigation of the menu options. This excludes customer hang ups within the IVR. The 'before making a selection' refers to the customer terminating the call at the first set of options, 'after making a selection' refers to the customer terminating the call at any other set of option played.
System Disconnect Calls	A call that has reached the Capita TVL telephony network where the system initiates the termination of the call.
IVR Successful Calls	Customers that successfully transact within IVR
Customer Hang Ups in IVR	Customers that initiate the termination of the call within IVR without performing a successful transaction
Calls Routed Out of IVR	Calls that cannot be successfully completed by IVR which attempt to route to an agent. Outside of opening hours these calls route to an out of hours message.
Minicom	A device used by deaf and hard-of-hearing people, allowing typed telephone messages to be sent and received. This is used for English and Welsh calls.
Call Steering	Call Steering is the series of options that are presented to the customer which determines the route of the call to an agent, IVR, externally or recorded message.
Calls Transferred to iQor	Calls that are routed to iQor via Call Steering
Forced Abandoned	A message that is used during busy periods to limit customer queuing time that advises customers that all agents are busy and either to call back later or that the query may be able to be resolved by visiting the TVL Website.
Forced Abandoned %	Forced Abandoned calls as a percentage of effective calls received within contracted hours. These calls are the only calls that have potential to be routed to the Forced Abandoned message.
IVR (Interactive Voice Response)	Services where a customer can perform a transaction via an automated service using either telephone key press or via speech recognition without speaking with a customer service agent. The IVR services used by TVL include allowing the customer to change their address, pay for a licence by debit/credit card, set up a new direct debit, locate a PayPoint outlet, provide a date they expect to occupy a property or verify a licence exists at an address.
QDOS	Query Driven Operating System. The name given to Capita's TV Licensing call centre's user interface system

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Call Log	A system which records customer contact reasons and transaction outcomes, which for the Contact Centre is driven by the script used appropriate to the reason for the customer calling.
Total Calls Attempted	All effective and ineffective calls made to 03 or 08 numbers which route to Call Steering or direct to the call centre. This also includes calls routed from iQor via a geographical number which are not counted in network level data and are added to give a true representation of total call volumes.
Repeat Calls	The volume of call attempts from a unique caller ID where a previous call attempt from that unique caller ID has been received that day (a day being from 00:00am to 23:59:59pm) - measured using data supplied by the Capita telephony provider.
Unique Repeat Calls	The number of customers that have made more than one call attempt during a day (a day being from 00:00am to 23:59:59pm) - measured using data supplied by the Capita telephony provider.
Average Speed to Answer	The average time taken for a call to be answered by a Call Centre agent. This is only applicable to agent answered calls.
Average Speed to Abandon	The average time before a customer initiates the termination of the call within an agent queue.
Forecast	The volume of calls forecast to be received on a given day.
Total Abandoned	The total of Customer Abandoned calls plus Forced Abandoned calls.
Total Abandoned %	The number of Total Abandoned calls as a percentage of effective calls received within contracted hours. These calls are the only calls that have potential to be routed to the Forced Abandoned message.
Days over forecast	The number of days within a month where the volume of calls offered exceeds the volumes of calls forecast.

Dialler	
Term	Explanation
New Data	The volume of data loaded into the dialler for calling on a particular campaign
Dials	The number of dialled attempts made by the Outbound dialler.
Connects	The number of dialled calls that connect to the dialled number.
Effective Calls	The number of connects that result in customer contact that have an effective outcome (sales opportunity)
DD Conversions/Sales	The volume of DD conversions/sales that result from effective calls.
DMC Calls	Decision Maker Contact - A collection of dialler outcomes in which contact has been made with the person authorised to make a decision to purchase a licence at that property.
Sales	Total sales taken by all payment methods
Hours	The total time agents are logged into the dialler handling outbound calls. This includes talk time, wrap time, waiting time and admin time associated with the outbound calls.

Dialler Effective Outcomes	
Term	Explanation
Change of Address	The customer has moved to a different address to that mentioned. A valid TV licence is held which the customer would like to transfer.
Paid Claim	Customer claims that they have made payment for a licence but is not willing to disclose information relating to details of purchase.
TVL Payment Card	The customer has expressed their intent to pay via TVL Payment Card and the telephone number has been provided.
No Set	The customer claims that no television signal is being received at the premises discussed. A TV may be used from DVD's/Video's/Gaming.
Promise to Pay	The customer has promised to pay the licence by an alternative method to those offered during outbound call.
BACS Payment	A business has been contacted who have promised to pay via BACS as this is their only viable method of payment.
Over 75 No Details	The customer claims to be Over 75 but we are unable to obtain a Date of Birth or NINO from customer or third party.

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Paid Claim-Cust Confirmed	Customer claims that they have made payment for a licence and provides appropriate details to substantiate their claim. Details are forwarded to Investigation Duty.
Gone Away	The customer has recently left the address. The property is unoccupied and the person contacted is not residing at the address.
Paid on File	The agent is able to confirm and identify a valid TV licence for the customer at the relevant address on LASSY/QDOS or with iQor.
Deceased	The customer is deceased and the address. The property is unoccupied and the person contacted is not residing at the address.
Duplicate Address	The customer informs that the address which TVL are trying to contact exists in another format on the system. The agent is able to confirm that the alias address is licensed.
Mono Licence Needed	The customer has answered questions adequately to confirm that only a monochrome TV licence is required for the premises discussed.
Wrong Number	Agents confirm the name (address if no name present) as part of the call and if either are incorrect, or claimed to be incorrect, then this code is used.
Customer Hang Up	The customer terminates the call after the agent has advised that the call is from TV Licensing.
Refused to Comment/Pay	The customer refuses to comment on all matters relating to the status of the address mentioned.
Agent Owned Recall	The configuration for this action has been disabled. However the option is still available for the agent to select this outcome. Calls with selected under this option are treated as recalls.
Abnormal Agent End	This is due to system failure and it is not possible to tell whether any conversation took place.
Recalls	Agent sets a time for calling back on the current day because they did not speak to the right person or the customer did not have the right details to hand, e.g. bank details.
1471 Sales	The number of sales where the customer has picked up the TVL Licensing telephone number as a result of an Outbound call, has returned the call and purchased or re-newed a licence.

Customer Administration

Term	Explanation
Transcription	All items of work which require manual entry by an agent
Transcription/Transcription	Page 2 refers to a Work Area and a Work Category both as Transcription. This occurs when the customer has been identified by their licence number but the system cannot recognise fully their new address details. The new address details are captured by voice. The record is displayed to an agent in India and identified by a call reference. The agent will dial up the transcription application service and listen only to the part of the call that was not recognised. These are transcribed and processed in India. The completed call will then be included on the next day's output file for inputting onto Lassy.
Smart Agent	A workflow system which collates work from various sources which requires processing within the Back Office. The system assigns the work to a queue based on translation of text using a natural language processor and this work is distributed to available agents based on ability to handle work types and KPI priority.
Non Smart Agent	Work that is currently unsuitable for entry into the Smart Agent system which is processed by agents manually.
Onshore/Offshore	A split of work processed within the UK or in India.
NLC	No Licence Needed Claim
NLCC	No Licence Needed Claim Confirmed
Guard	The application of a flag to the LASSY system which prevents the usual cycle of mailings. In this case due to the customer declaring that a licence is not needed.
Complaints - BBC Cases	A customer complaint that has been directed to the BBC and subsequently passed to TVL to handle.

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Complaints - MP cases	A customer complaint that has been forwarded to TVL through an MP.
Licences in Force	The total number of licences that are currently active.
Redirect	Page 7 refers to cases that are re-directed from Capita India to an on-shore team due to the complexity of the item of work.

Email & Web

Term		Explanation
Visits		Total visits made to the TVL Website, multiple visits can be made by one visitor
New Visitors		Visitors whose visit starts without any cookie information but acquires a cookie (or multiple cookies) during the visit.
Visitor Who Visited Once		The number of visitors that visited the TVL Website once
Total Visitors		The total number of people who have visited the TVL Website
Pages Viewed		The number of pages that have been viewed by all visitors on the TVL Website
Contact Us		A page within the TVL Website which customer can use to contact TV Licensing via e-mail. These are loaded into the Smart Agent system for Back Office processing.
Search Phrases		The most common phrases that customers use to find the TVL Website using a search engine.
Site Referrals		The site from which the customer accessed the TVL Website (ie via an advert or embedded link)
Web Receipts		The volumes of transactions performed on the TVL Website which may be automated or non automated. Non automated transactions are processed in the Back Office or Offshore.
	<i>Direct Debit</i>	The number of customers who have signed up for a licence to pay by Direct Debit.
	<i>Credit Card</i>	The number of customers who have made an on-line debit/credit card payment
	<i>Over 74</i>	The number of customer who have applied on line for a short term licence at the age of 74 to cover them up to their 75th Birthday when an Over 75 licence can be applied for.
	<i>NLN Check</i>	The number of customers who have visited a NLN check page which provides details on the criteria of requiring a TV licence.
	<i>NLN Declare</i>	Details completed on the website via an online declaration form to notify TVL that a TV is not required for this property.
	<i>DOEO</i>	Date of Expected Occupancy. The date supplied by the customer in which the premises will be occupied.
	<i>Refund on line Submission</i>	The number of customers who have completed the Online Refund Application Form.
	<i>Change of Details</i>	The total number of transactions performed on the TVL website where the customer has changed their details. Note: if a customer makes more than one detail change within the same transaction, it will be counted only once.
	<i>Change of Name</i>	The total number of transactions where the customer has amended their name.
	<i>Change of Bank</i>	The total number of transactions where the customer has amended their bank details.
	<i>Change of Address</i>	The total number of transactions where the customer has amended their address.
	<i>Clear Unpaid DD</i>	The number of customers who have made an on-line debit/credit card payment to account for a missed DD payment.
	<i>Order Literature</i>	The number of visits to the Order Leaflets page on the TV Licensing website.
	<i>Register TV Dealer</i>	The number of television dealers registering with TV Licensing
	<i>Contact Us</i>	The number of people completing a Contact Us form
Web Effectiveness		The number of successful web conversions for the transaction types listed above.
Derived Simple Enquiry Answered		The unique number of visitors to the TVL Website less DD, debit/credit card and total change of details via telephone, e-mail and web to leave simple enquiries.

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Telephone Contacts		The number of telephone contacts received on various telephone numbers available on-line.
Emails by reason		The number of e-mails received which are split into the high level reasons below.
<i>Email General Enquires, including System General</i>		Customer's reply to a basic marketing mailing, or a simple TV enquiry. Often does not require a reply, if a basic reply is required, Smart Agent hold standard replies. If there is no suitable reply within Smart Agent, the case is rejected and returned via SA for a more suitable reply to be composed. If the COS agent is unsure of the actions to take, these are also rejected via Smart Agent to On-Shore for further investigation.
<i>E-Mail Direct Debit Enquiries</i>		Customer's reply to a complex enquiry, often around a direct debit enquiry. Smart Agent hold standard replies. If there is no suitable reply within Smart Agent, the case is rejected and returned via SA for a more suitable reply to be composed. If the COS agent is unsure of the actions to take, these are also rejected via Smart Agent to On-Shore for further investigation.
<i>E-mail - Complex</i>		The number of e-mails that are of a more complex nature that cannot be handled offshore and are routed to a specialist onshore team.
<i>Email - Corres Refund</i>		The number of customer e-mail correspondence regarding Refunds.
<i>E-mail Over 75 Corres</i>		The number of customer e-mail correspondence regarding Over 75's.
<i>Other</i>		The number of customer correspondence for all other non high level work categories.
E-mail - Repeat Contacts	<i>Total Customers</i>	The total number of customers who contacted TV Licensing via e-mail
E-mail - Repeat Contacts	<i>Total Unique e-mail</i>	The number of customers only contacting TV Licensing by e-mail once.
E-mail - Repeat Contacts	<i>% Unique e-mail Customers</i>	The percentage of customers only contacting TV Licensing once against Total Customers.
E-mail - Repeat Contacts	<i>Volume of Repeat Contacts</i>	The number of e-mails where the customer has contacted TV Licensing more than once.
Direct Debit - DDA		The number of Direct Debit sales on the TVL Website for the annual Direct Debit scheme
Direct Debit -MBP		The number of Direct Debit sales on the TVL Website for the monthly Direct Debit scheme
Direct Debit - Quarterly		The number of Direct Debit sales on the TVL Website for the quarterly Direct Debit scheme
Web Non-Automated		The transactions performed on the TV Licensing website which were not processed automatically in LASSY.