

Glossary of Terms

Summary

Term	Explanation
P1 Incident	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.
Suppressions	Addresses that have been suppressed from visiting. Encompassing WOIRA Vulnerable Person or O75 No Set.
WOIRA	Where an occupant or owner of an address have withdrawn the implied right of access to the property for any TVL members of staff.
Vulnerable Person	Where we have made reasonable adjustments to suppress visits for an address based on the occupants mental or physical condition.
O75 No Set	Where we have made reasonable adjustments to suppress visits for an address where the occupant is able to prove that they would otherwise qualify for a free TV Licence if they did have a television.
Disability	A disability flag can be applied to any of the suppression types (WOIRA, Vulnerable Person or O75 No Set) to indicate that the person making the claim is disabled.
Contact Source	The point of contact from which the visit suppression request originated. Either Contact Centre, Field or TVL Cash.
NLN WOIRA	A WOIRA where the customer is unlicensed and claiming No Licence Needed.
Unlicensed WOIRA	A WOIRA where the customer is unlicensed and isn't claiming No Licence Needed.
Licensed WOIRA	Addresses that have been suppressed from visiting. Encompassing WOIRA Vulnerable Person or O75 No Set.
NLN	No Licence Needed
UNLN	Unconfirmed No Licence Needed
NLN Claim 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.

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.
Cash Schemes Revenue Statement	Cashflow into Capita for Cash schemes.
Television Savings Card Revenue Statement	Cashflow into Capita 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 (repayable).
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. TV Licence cash receipts by time of renewal, showing net cash collection, non cash transactions and TVL revenue claimable by BBC as DCMS funds collected.
Debtor /Creditor Movement Report	Debtor and Creditor movement for Monthly Quarterly and Annual Direct Debit and 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, Capita or Akinika. 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, Capita or Akinika. No previous licence details are held for the customer.
TOTAL NEW ISSUES	All New Issues included above.
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, Capita or Akinika. 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, Capita or Akinika. No previous licence details are held for the customer. Customer previously paying on either MCP 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 made via the Post Office.
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. Scheme now closed.
Total Direct Debit	All direct debit licences issued. MBP, QBP, DDA and DDI.
Capita Cheque	Licences paid for by cheque or cash 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.
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 Akinika. 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 Capita.
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.
Capita Sales Volumes - Served and Self Served splits	The volume and percentage split of Capita sales with interaction and no 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.

Scheme Performances

Term	Explanation
Collections 2015/16	Value of Total Net Collections by month for the current financial year.
Collections 2008 - 2015	Value of Total Net Collections by month for the previous financial year(s).
Licence Sales	Volume of Licence Sales in total for Cash Schemes.
Cancellation Target Model	Volume of Cancellations by Stage.
Cash by Scheme	Total Value of Gross Collections by month, Total Volume of Members & Total Value of Refunds in the Month.

TVL Retention Payments	Total Cash per Month Split by Payment Source.
Payment Type Split (Volumes)	Total Volume of Payments per Month Split by Payment Source.
Membership	Total Current Members per Month.
Membership by Stage	Total Current Members per Month split by Current Stage.
Collection by Stage	Total Value of Gross Collections by month Split by Stage Payment was Received.
Overall Applications	Total Applications and Accepted Applications to Cash Schemes by Month.
Headline Churn	Measures how the Applications have Churned since the Original Application was Accepted.
Churn by Source	Measures how the Applications have Churned since the Original Application was Accepted Split by Field and Other.
All Cancellations	Total Number of Cancellations for Cash Schemes Split by Reason for Cancel.
TSC Cancellations	Total Number of Cancellations for The Savings Card Scheme Split by Reason for Cancel.
Savings Card Payment Type Split (Values)	Total Savings Card Cash per Month Split by Payment Source.
Savings Card Payment Type Split (Volumes)	Total Savings Card Volume of Payments per Month Split by Payment Source.
Customer Breakdown	Savings Card Measures how the Applications have Churned since the Original Application was Accepted.
CASSIE in Your Pocket Payments	Total Volume and Value of Payments Received via CiyP.

Quality of Service

Term		Explanation
Monthly Complaints Analysis	Cases Outside Capita / Partners Control	Number of complaint cases attributed to non Capita parties, such as BBC Policy.
Monthly Complaints Analysis	Referred to Paypoint - Not included in total	Number of complaints received by TVL regarding PayPoint issues, which are referred directly to PayPoint to resolve.
Monthly Complaints Analysis	Paypoint (external)	The number of TVL related Paypoint complaints made to and resolved by PayPoint.
Monthly Complaints Analysis	akinika Recoveries (DCS)	The number of TVL related Paypoint complaints made to and resolved by Akinika
Monthly Complaints Analysis	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.
Complaints - Escalated	Stage 1	A customer complaint that has been received by TVL and is dealt with by Customer Relations.
Complaints - Escalated	Stage 2	If customer is unhappy with the way their complaint was handled they can escalate it. This reply will be drafted by Customer Relations and signed off at Director level.
Complaints - Escalated	Stage 3	If customer is unhappy with the way their complaint was handled they can escalate it. This reply will be drafted by Customer Relations and signed off by the BBC.
Complaints - Escalated	MP Cases	A customer complaint that has been forwarded to TVL through an MP.
Complaints - Escalated	BBC Cases	A customer complaint that has been directed to the BBC and subsequently passed to TVL to handle.
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.
Right First Time		Percentage of Inbound Customer Contacts actioned by Agents resolved "Right First Time" without the need for the Customer to re-contact within 91 days of the original Agent handled contact.
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.
Repeat Calls %		Repeat Calls as a percentage of Total Calls (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 Preston via a geographical number which are not counted in network level data and are added to give a true representation of total call volumes).
E-mail - Repeat Contacts	Total Customers	The total number of customers who contacted TV Licensing via e-mail
E-mail - Repeat Contacts	Unique Customers	The number of customers only contacting TV Licensing by e-mail once.
E-mail - Repeat Contacts	% Unique e-mail Customers	The percentage of customers only contacting TV Licensing once against Total Customers.
E-mail - Repeat Contacts	Repeat Emails	The number of e-mails where the customer has contacted TV Licensing more than once.

Contact Centre

Inbound		Explanation
Term		Explanation
Total Customer Calls In		These are all customer dials to all TVL 0300 numbers relating to the TVL Contract. The sum of 'Direct to Agent', 'IVR Self Serve Direct Dial', 'Back Office', 'Call Steering', 'Field', 'Fax' and 'Cash'. The Contact Centre Calls page displays the sum of only those relating to calls which route to the Call Centre ('Direct to Agent' 'IVR Self Serve Direct Dial' 'Call Steering' 'Cash').
Effective Calls		A call which is passed successfully from the telephone service provider (Gamma) to the Capita TVL telephony network.
Direct to Agent		Customer calls to 0300 numbers which are routed directly to an agent Call Centre queue in Darwen, by-passing any call steering. This report uses the "DNISCopy" spreadsheet maintained by the Ops Support team to categorise telephone numbers into the 'Direct to Agent' category.
IVR Self Serve Direct Dial		Calls made directly into the IVR self serve from an 0300 telephone number. This report uses the "DNISCopy" spreadsheet maintained by the Ops Support team to categorise telephone numbers into the 'IVR Self Serve Direct Dial' category.
Back Office		Customer calls to 0300 numbers which are routed directly to an agent Back Office queue (CLC, Address Structure and Customer Relations) in Darwen. This report uses the "DNISCopy" spreadsheet maintained by the Ops Support team to categorise telephone numbers into the 'Back Office' category.
Call Steering		Customer calls to 0300 numbers which are routed into the TVL main call menu (Call Steering). The customer must select options ultimately resulting in either the call being answered by an agent, the call being routed to IVR Self Serve or the customer hanging up. This report uses the "DNISCopy" spreadsheet maintained by the Ops Support team to categorise telephone numbers into the 'Call Steering' category.

Cash	Customer calls to 0300 numbers relating to the Cash schemes which are routed to Preston. Telephone number 03003038627 is excluded in this stat to avoid double counting as this is used for the transfer of calls to Preston out of IVR and would already have been counted under the original telephone number dialed by the customer. Telephone number 03005550290 is also excluded as this is the number used for call transfers from Darwen agents to Cash and are not customer initiated calls. This report uses the "DNISCopy" spreadsheet maintained by the Ops Support team to categorise telephone numbers into the 'Cash' category.
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). The percentage of Ineffective calls is measured against Total Customer Calls In. The PI states that the Ineffective call rate should not exceed 1% of all calls offered.
Calls Ending in Call Routing	The calls ends within the call routing. This is due to either the customer hanging up or the customer being disconnected by a system message. System messages include an out of hours message when a department is closed, an information message being played to the customer or the customer not making a selection after being prompted twice. This is a figure derived from deducting all the known call outcomes from Total Customer Calls In.
Calls Received in IVR	The total number of Cash and non Cash calls sent to the IVR.
% of Total Calls to IVR	Of the Total Customer Calls In, the percentage which are initially routed to IVR. Not all of these calls will complete a self serve transaction, IDV Only calls and some calls which error within IDV or self serve will route back to an agent.
IDV Only	Calls sent to the IVR from Call Steering to the Identification & Verification module (IDV) for the purposes of completing IDV only. The call will drop back to an agent displaying a prompt to the agent advising if IDV was completed, partially completed or failed. These calls do not route on to a self serve application.
Self Serve Calls	These calls are routed into the IVR intending to route on to complete a self serve application (eg: change of address, card payment, DD Setup etc)
TVL IVR	Of the 'Self Serve calls', the number that relate to non Cash scheme calls.
Cash IVR	Of the 'Self Serve calls', the number that relate to Cash calls.
Completed Calls	Calls which have completed a self serve transaction.
Completed Calls %	The number of calls which have completed a self serve transaction divided by the number of self serve calls.
Calls Ending	Calls that end in IDV, DisRules or in a self serve application, either due to the call centre being closed and being unable to transfer the call to an advisor or the caller hanging up.
Route to Agent	Calls that route to agents from IDV, DisRules or from a self serve application.
Business Rules	A rule built into the IVR which determines the handling of the call in pre-defined scenarios (eg: if a licence is not in the month of expiry within the card payment application, the call will be routed to an agent). Although this constitutes the call dropping to an agent, it is the expected handling of the system
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. This message is not in use with Cash calls.
Calls Offered to Agents	The number of calls that are presented to an agent queue. The sum of Calls Answered + Customer Abandoned + Disconnect from Agent Queue.
% of Total Calls to Agents	Of the Total Customer Calls In, the percentage which are routed to an agent queue. Calls may have originally routed into the IVR and subsequently dropped to an agent.
Calls Offered to Agents - Darwen	The number of calls that are presented to an agent queue answered by agents in Darwen front office. The sum of Calls Answered - Darwen + Customer Abandoned - Darwen + Disconnect from Agent Queue - Darwen.
Calls Offered to Agents - Cash	The number of calls that are presented to an agent queue answered by Cash agents in Preston. This includes TSC calls answered in Darwen and the Welsh TSC calls handled by the Welsh team. The sum of Calls Answered - Cash + Customer Abandoned - Cash.
Calls Answered	The number of calls that have been answered by agents.
Calls Answered - Darwen	The number of calls that have been answered by agents in Darwen front office.
Calls Answered - Cash	The number of calls that have been answered by Cash agents in Preston.
Customer Abandoned	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 - Darwen	A call which is waiting in a queue to be answered by an agent in Darwen front office which is abandoned by the Customer before being answered.
Customer Abandoned - Cash	A call which is waiting in a queue to be answered by a Cash agent in Preston which is abandoned by the Customer before being answered.
Disconnect from Agent Queue	A call which is disconnected by the system while the customer is queuing to speak with an agent. Generally this is at the end of the day when lines are reduced to enable only one customer to queue so that calls already in the system can be answered.
Total Abandoned	The sum of Forced Abandoned plus Customer Abandoned.
Calls Answered (Applicable to SL)	Of the total calls answered, this excludes calls answered which are internal calls (Field Ops skill - calls from Field Officers, Cash Transfers - these are internal calls and EAGA Digital Helpline - Not currently in use but the skill and routing are still in place and so form part of this report. Only calls that are answered within the defined contractual opening hours are included (Mon - Fri 8:30 - 18:30, Sat - 8:30 - 13:00). It's possible that as the opening check is made up front when the call reaches TVL, it can be before the closing time but by the time the customer has navigated through the call steering options and the call is presented to an agent, it is outside of the contractual times and does not form part of the service level declaration.
Calls Answered in SLA (Applicable to SL)	Of the calls applicable to the service level calculation as described in 'Calls Answered (Applicable to SL)', these are the number of calls answered within the service level time defined within the contract (currently set at 40 seconds).
Service Level %	The number of Calls Answered in SLA (Applicable to SL) divided by the Calls Answered (Applicable to SL). The service level PI 3.1 states that 80% of calls must be answered within 40 seconds.
Total Abandoned %	The sum of Forced Abandoned plus Customer Abandoned divided by Total Customer Calls In which route to the Call Centre ('Direct to Agent', 'IVR Self Serve Direct Dial', 'Call Steering', 'Cash'). The KPI states Total Abandoned % should not exceed 4% of all calls other than ineffective calls.
Forced Abandoned %	The number of calls routed to the Forced Abandoned message divided by Total Customer Calls In which route to Darwen ('Direct to Agent', 'IVR Self Serve Direct Dial', 'Call Steering'). This is not applicable to Cash calls.
Customer Abandoned %	Customer Abandoned volumes divided by Calls Offered to Agents.
Avg Speed to Answer (seconds)	The total time to answer calls divided by the number of Calls Answered. This level of data is not available for Cash calls.

Baseline	Forecast of calls offered to agent by day based upon estimated campaign mailing volumes that are provided by Proximity via the mail plan , <u>this is produced in advance of the month beginning.</u>
Latest	This is the in month tactical re-forecast of calls offered to agent based on actual confirmed mailing volumes and dates provided by Proximity on the mail plan.
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. This is based on Call Centre calls only and does not include Cash calls. It excludes calls where the caller ID is recorded as 'Unavailable' as this cannot be used to measure repeat calls.
% Repeat Calls	The volume of repeat calls divided by Total Customer Calls In which route to Darwen ('Direct to Agent', 'IVR Self Serve Direct Dial', 'Call Steering').
Darwen to Preston	The total number of calls transferred from Darwen to Preston both from options selected within Call Steering and transfers from agents.
from Call Steering (to Cash Call Steering)	Calls transferred from Darwen to Preston where the customer has selected an option within Call Steering which routes into the Cash Call Steering menu options.
from Agent to Preston	Calls transferred from Darwen to Preston where the call has been answered by an agent in Darwen and subsequently transferred.
From Agent to DCA	Calls transferred from Darwen to Akinika DCA in Preston where the call has been answered by an agent in Darwen and subsequently transferred.
Preston to Darwen	The total number of calls transferred from Cash in Preston to Darwen both from options selected within Call Steering and transfers from agents.
from Call Steering (to Darwen Call Steering)	Calls transferred from Preston to Darwen where the customer has selected an option within Call Steering which routes into the Darwen Call Steering menu options.
from Agent to Darwen	Calls transferred from Preston to Darwen where the call has been answered by an agent in Preston and subsequently transferred.
to COA IVR	Calls transferred from Cash in Preston to the Change of Address IVR.
to CP IVR	Calls transferred from Cash in Preston to the Card Payment IVR.
IDV	Identification and Verification.
Disambiguation Rules	This forms a set of Disambiguation (DIS) questions and logic which is applied after a caller has been successfully IDV d. The sole purpose of this is to ensure the correct caller goes into a Self Service application and is correctly identified, and therefore sent, to the correct team in terms of Cash or DD / CFL Payment Types.
IVR	Interactive Voice Response - a technology that allows a computer to interact with humans through the use of voice and DTMF tones input via the telephone keypad.
DNIS Copy	A spreadsheet maintained by the Operations Support team which records details of all TVL 0300 numbers, the call destination and details of subsequent call routing.
Call Steering	The set of call options presented to the customer to enable effective routing of the call to an advisor able to handle the type of call.

Customer Administration	
Term	Explanation
Transcription	All items of work which require manual entry by an agent
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.

Outbound Activity

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.
Human Connects	Calls answered by a live person
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.
Abandoned Calls	Any call to a live customer that is not answered by a live agent.
Sales (Positive Outcomes)	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.
Campaign Time	The combined total of Talk Time Update Time Idle Time and Preview Time.
Sales Per Hour	The total number of sales divided by Campaign Time.
Records Supplied by Proximity	The number of records supplied by Proximity for calling.
Suppressed	The number of records suppressed from dialling, for example, where licence sales have been made.
Total to Call	The number of records remaining to be called.
Not Dialled	The number of records available for calling which do not have a dialler outcome code.
Dialled Outside Window	The number of records outside the Window Start and Window End date range as defined by Proximity on the Outbound Activity Plan.

Dialled Inside Window	The number of records inside the Window Start and Window End date range as defined by Proximity on the Outbound Activity Plan.
% in Calling Window	Calls Dialled inside Window as a percentage of Total records to call.
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.
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.
Deceased	The customer is deceased and the address. The property is unoccupied and the person contacted is not residing at the address.
Change of Payment Date	The customer has made a change to the day of the month the direct debit is collected.
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 selected under this option are treated as recalls.
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 TV Licensing telephone number as a result of an Outbound call, has returned the call and purchased or re-newed a licence.
G Replace Ltr1	Relates to Campaign G of the SMS Campaigns.
E Prev Card Payer	Relates to Campaign E of the SMS Campaigns.
% Response	Percentage of texts sent that received a response from the number text to.
Amount Collected	Value of Collections as a result of an SMS text back confirming ok to take payment.
█	█
SIA	Subscriber in Arrears

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.
Single page views		A visit to the website in which only a single page is viewed.
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.
	Direct Debit	The number of customers who have signed up for a licence to pay by Direct Debit.
	Credit Card	The number of customers who have made an on-line debit/credit card payment.
	Over 74	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.
	NLN Check	The number of customers who have visited a NLN check page which provides details on the criteria of requiring a TV licence.
	NLN Declare	Details completed on the website via an online declaration form to notify TVL that a TV is not required for this property.
	DOEO	Date of Expected Occupancy. The date supplied by the customer in which the premises will be occupied.
	Refund on line Submission	The number of customers who have completed the Online Refund Application Form.
	Change of Details	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.
	Change of Name	The total number of transactions where the customer has amended their name.
	Change of Bank	The total number of transactions where the customer has amended their bank details.
	Change of Address	The total number of transactions where the customer has amended their address.
	Change specified licence format	
	Change of preferred payment date	
	Clear Unpaid DD	The number of customers who have made an on-line debit/credit card payment to account for a missed DD payment.
	Order Literature	The number of visits to the Order Leaflets page on the TV Licensing website.
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.

FAQ	Frequently asked questions
Web Effectiveness	The number of successful web conversions for the transaction types listed above.
Telephone Contacts	The number of telephone contacts received on various telephone numbers available on-line.
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.
Short Dating	A customer purchasing a licence on the web where the expiry date of the licence is in the past.

Field

Term	Explanation
Field Sale	A sale resulting from any field activity. A visit has to be on file and be monitored against DASSI for a sale. Only specific reply codes are monitored these are; Reply code 8 is monitored for -2 to 112 days All variations of reply code 9 e.g. 9A, 9S etc are monitored for -2 to 28 days If there is a corresponding sale recorded in LASSY within these timescales these are then classed as a Field GROSS sale. N.B. For any sale with an AKINIKA sales Scheme e.g. CEE or MCP the first licence issue fee should be received by AKINIKA and notified to the BI team. The 1st fee should be received by AKINIKA within the same timescales as the LASSY sales. This is a NET sale and is not routinely reported when calculating sales.
Enforcement Sale	Sales from visits made by Capita Enforcement Officers.
Time to Lay Cases	Measure of time from visit date to the date the summons was printed.
Strike rate	Percentage yield of code 8's from Enforcement visits.
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	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 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.
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
9	Mono Challenge	Visit created 5 months after mono licence purchased.
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 since change of visit generation to 4 weeks from 1 yr
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 TVL Cash 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.
34	Scheme Players	No Longer Used

DCA

Term	Explanation
Account Volumes & Movement	Volume of New Business Accounts Returned Accounts Recalled Accounts Settled.
Account Values & Movement	Value of New Business, Accounts Returned, Accounts Recalled, Accounts Settled and Value of Accruals Added.
Account Write Off Reasons	Reason Account has Been Returned Split by Type.
Revenue Collected	Value of Total Collections in DCA per Month Split by Payment Source.
Collections Effectiveness	Details of the Average Amount Referred per Account, Average Amount Closed per Account.
Placement Coll & Liq Cash	Value of New Business Referred for Cash Schemes, Value of Collections within the Month, 3 Month Liquidation and 7 Month Liquidation Percentage.
Placement Coll & Liq DD	Value of New Business Referred for Direct Debit Schemes, Value of Collections within the Month, 3 Month Liquidation and 7 Month Liquidation Percentage.
Inbound Calls	Total Number of Calls Received from Customers (also Split by Cash Scheme and Direct Debit).
Call Reasons	Measures what Prompted the Customer to Call into akinika (also Split by Cash Scheme and Direct Debit).
Call Outcomes	Outcome of the Call Split by Outcome Type (also Split by Cash Scheme and Direct Debit).
E-mail Outcomes	Outcome of E-mails Received Split by Outcome Type (also Split by Cash Scheme and Direct Debit).
Whitemail	Outcome of Mail Received Split by Outcome Type (also Split by Cash Scheme and Direct Debit).
Complaints	Measure of Complaints Split by Reason (also Split by Cash Scheme and Direct Debit).
Letters	Volume of Letters Sent to Customers Split by Letter Type.
Dialler Calls	Total Number of Accounts Available to Dial, Outbound Calls to Customers (also Split by Cash Scheme and Direct Debit) and the Spin Rate of Calls to Available.
Dialler Outcomes	Outcome of the Call Split by Outcome Type (also Split by Cash Scheme and Direct Debit).