

**NOTES OF THE ILP MEETING ON TUESDAY 19th August 2008**

**Present:**

Nicola Robbins (Chair)  
Michael Eagle  
David Ashman  
Robert Dirskovski  
Andrew Monk  
Ann Cook  
Iain McCallum  
Mike Round  
Spencer Gunson  
Mark Hawkins  
Hamish MacLeod  
Stuart Godfree  
Ed Boddington  
Ben Farr (Player X - part)  
Phil Cooke (Player X - part)  
Adam Maxted

Sir Alistair Graham  
George Kidd  
Paul Whiteing  
Brian Lund (part)  
Stephanie Ratcliffe (minutes)  
Cara Shummen (minutes)

## On going action log

Meeting/ Action number	Description	Owner	Status
2.1	Clarity with PhonepayPlus over live service permission and aggregators to be sought in October.	Paul Whiteing confirmed PhonepayPlus are scoping the review of a live services compensation scheme.	CLOSED – Consultation document on PhonepayPlus website. Members to provide feedback by end Sept 08.
7.1	Stuart Godfree to follow up best practice for customer service.	Stuart Godfree	PENDING – in progress of completing guidelines and references
7.6	Iain McCallum to present on O2 red/yellow cards.	Iain McCallum	CLOSED
8.2	Hamish MacLeod to liaise with Paul Whiteing on sharing collection data.	Stuart Godfree to take over and follow up: liaise with Hamish MacLeod on research concerning sharing mobile networks. Hamish MacLeod to investigate whether Vodafone classifications would help define the service groups. Mark Gracey to obtain information on fixed line operators' willingness to supply market data on part of their financial returns to PhonepayPlus.	PENDING - continue to redevelop websites with the aim to bring together the industry's statistics in one place.
9.4	Nicola Robbins and Paul Whiteing to discuss and work around new ways of working together and ideas for 2008/9 improvements.	Paul Whiteing & Nicola Robbins	PENDING
9.6	PayForIt presentation – circulate version 2 of PFI slides to the ILP.	Iain McCallum/Mike Round	PENDING
9.9	Membership Review, ILP		PENDING

	<p>agree requirements for a:</p> <ul style="list-style-type: none"> <li>• DQ member – Jacqui Brooks following up</li> <li>• CCA member – Customer Contact Centre, Robert Dirskovski to investigate</li> <li>• Housekeeping and review of ILP Membership List</li> </ul>	<p>Jacqui Brooks</p> <p>Robert Dirskovski</p> <p>Nicola Robbins/Cara Shummen</p>	<p>NEW</p>
10.2	PayForIt – review whether pr service or micro payment scheme with FSA & Ofcom.	Ann Hoitink	CLOSED Thjs is a longer term issue.
10.3	ILP Terms of Reference finalise.	Jacqui Brooks and Paul Whiteing	PENDING – final version due end August 08.
10.4	Network Audits - findings present at next meeting.	Brian Lund	CLOSED
10.5	ILP Working Group Terms of Reference draw up.	Nicola Robbins	CLOSED
10.6	Present overview of code compliance at next meeting.	James Harris and Team	CLOSED
10.7	Regulatory/market situation: Mobile Services Review update and liaise with industry.	Paul Whiteing	CLOSED
10.8	Check with AIME membership in regard to possible problems with competitions in the print sector.	Paul Whiteing	PENDING – publishing trade bodies have been informed
12.1	Code Compliance overview – circulate welcome pack for SP's to ILP and work with Stuart Godfree on best practise guidelines for customer service, jointly review testing of services, provide scope for secondments.	James Harris	NEW
12.2	Network Audit letters reissue, publish findings and format for next audit.	Brian Lund	NEW
12.3	Mobile Services survey – industry debrief.	Paul Whiteing/Nicola Robbins	NEW
12.4	Review appointment of new Chair.	ILP Members	NEW
12.5	Annual Budget issues and timescales circulate to ILP.	George Kidd	NEW
12.6	Circulate the PayforIt Bug Reporting spreadsheet to the ILP for information.	Iain McCullum	NEW
12.7	Consider if PhonepayPlus brand awareness can be	Paul Whiteing	NEW

	added to the Ofcom tracker.		
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### Working Group Actions

1.0	Introduction of 0871 Regulation: ensure ILP are kept informed and involved.	Trays O'Reilly	PENDING
2.0	Higher Rate of Premium Rate Services and Extension of Greater Price Transparency.	Roy Ellyatt	PENDING –AIME is currently compiling a report, to be presented at next meeting.
3.0	Research and Identification of Trends and Complaints	David Oatway	PENDING
4.0	Terms of Reference for each Working Group draw up	Nicola Robbins	PENDING
5.0	Due Diligence guidance notes and template finalised on PhonepayPlus website	Mark Gracey	CLOSED
5.1	Market Collection Data – Paul to advise the categories of PRS that Analysis Mason are using. Stuart to use these categories to see what additional information industry might be able to provide twice yearly.	Stuart Godfree/Paul Whiteing	NEW
5.2	Key Measures – circulate ToR for further comment and liaise with PhonepayPlus and ILP.	David Ashman	NEW
5.3	Mobile complaints – consider a new working group to understand the Mobile Services research and proactively address problems e.g. T&Cs format, complaint process, etc.	To be assigned	NEW

### Apologies

Were received from Suhail Bhat, Peter Cowley, Suzanne Gillies, Neil Dennett, Michael Taylor, Jack Wraith, Mike Short, Roy Ellyatt, Tony Maher, Jacqui Brooks, Mark Gracey, Anne Hoitink, Trays O'Reilly, David Oatway, Ted Lean

### 1.0 Summary Notes of Last Meeting held on 12th June 2008

The minutes were approved with no further comment.

## 2.0 Matters Arising, Actions, Working Group Updates from Last Meeting held on 12<sup>th</sup> June 2008

- The action log was updated

### 3.0 Working Group Updates

**3.1 Due Diligence** – notes and template have been finalised and information posted on the PhonepayPlus website.

**3.2 Customer Service Best Practise** – guide for service providers currently under review, aim to work 'offline' with industry on final version.

**(Action: Stuart Godfree)**

**3.3 Market Collection Data** - improve understanding of the market including % of business split into various groups inclusive of short code breakdowns. With aid of Fathom research, develop and define breakdown of categories of services. Paul Whiteing to advise ILP of categories. Stuart then to use the categories to see what information that industry might supply twice a year.

**(Action: Stuart Godfree/Paul Whiteing)**

**3.4 Key Measures** – David Ashman circulated the Terms of Reference and explained the objective to work closely with the Code Compliance Panel as well as trade associations to encourage compliance. Main KPI criteria should incorporate a degree of compliance across industry and an increase in consumer confidence. David Ashman to liaise with ILP and PhonepayPlus and circulate ToR for further comment.

**(Action: David Ashman)**

### 4.0 Overview of Code Compliance

James Harris presented an overview of the Industry Support team including its functions:

- Stakeholder relationship management
- Provision of compliance advice
- Admission of prior permission
- Trends in service innovation

James Harris confirmed that new categories of prior permission include Broadcast PRS, Anonymous SMS and Voice Based Text-Charged Services. He advised the ILP of the promotion of service, products, events and workshops being undertaken to increase consumer and service provider awareness and demonstrated the team's objectives for 2008/9.

James Harris agreed to circulate the Welcome Pack provided to new service providers to the ILP for review and to combine efforts with Stuart Godfree 'off line' on best practise guidelines for customer service.

The ILP recommended the need to look at the testing of services to improve compliance and work closely together with PhonepayPlus. It was agreed that in order to gain a better insight, both the ILP and PhonepayPlus provide scope for secondments and exchange visits i.e. visits to contact centre.

**(Action: James Harris)**

## **5.0 O2 Red/Yellow Card Process and Payfort**

Ben Farr from Player X presented a slideshow on the testing of compliance with Payfort. He confirmed the failure rate of compliance remains low at 3-4% with over 90% compliance. The red/yellow card system was explained whereby yellow cards are issued for stylistic issues with wap sites, red cards are issued for all other offences.

Iain McCallum agreed to circulate the Bug Reporting spreadsheet to the ILP for information.

A centralised testing system for all operators to ensure compliance was discussed and it was agreed there was a need to consider and improve on how the industry test services.

**(Action: Iain McCallum)**

## **6.0 Regulatory/Market Situation Report Q1 2008/09**

George Kidd presented the Quarterly Report Q1 2008/09 to the ILP.

He confirmed:

1. the number of mobile complaints continues to account for the largest majority of complaints logged.
2. most complaints received are about the same services.
3. the increase in number checks for 2007/8 may be due to the relaunch of PhonepayPlus on the consumer side.

Other interests:

- The ILP recommended a working group is set up to investigate mobile complaints
- The Chairman recommended that research of the current awareness and recognition of the PhonepayPlus re-branding is carried out. Paul Whiteing to consider if this can be added to the Ofcom tracker.

**(Action: Paul Whiteing)**

## **7.0 Network Audit Findings Update**

Letters to networks involved in the audits have been issued and feedback on audits

requested by end August '08. Responses from the audit will be published on the website in September. Timings and format for the next audit due this year, will be published on the website and networks involved, informed.

Brian Lund agreed to resend feedback letters to networks who had failed to receive them.  
**(Action: Brian Lund)**

## **8.0 Consumer Research on Phonepaid Advertising & T's and C's**

Paul Whiteing presented the findings from the Mobile Services survey carried out by Recom on published use of some categories of PP+ services and their mixed experiences. It was noted that reactions to the survey were varied.

The panel agreed the need for a separate meeting to discuss this research in fuller detail.  
**Action: Paul Whiteing/Nicola Robbins)**

## **9.0 AOB**

- **The 12<sup>th</sup> Code of Practice**

A pre-consultation to scope the project is in draft and due for publication soon. Completion is expected by Autumn 2008. A timescale for completion of the Code will be approx. 18-24 months.

- **Fines and Uplifts**

George Kidd explained the uplift of fines to be directed mainly at repeat offenders. The CCP aim for transparency in their adjudications, answers to all queries can be found in the sanctions guide.

- **Re-appointment of Chair**

Nicola Robbins will be stepping down from her position as Chairman of the ILP in November. Michael Traynor will replace Nicola as BT representative on the panel. Next meeting agenda item to include the process and appointment of a new Chair.

- **Annual Budget**

George Kidd agreed to circulate budget issues and timelines to the ILP.

The next ILP meeting will be held on **Tuesday 18th November at 10.30am**