

PPL CODE OF CONDUCT REPORT - 2014

In November 2012 PPL introduced a new Code of Conduct for Members and a new Code of Conduct for Licensees. As well as bringing lots of useful information together into one place, each Code also set out certain customer service commitments and set out how PPL will handle comments, feedback and complaints.

PPL also committed to regularly publish information reporting on PPL's performance against the standards set out in the Codes. For ease of reference, PPL has decided to publish this information in an annual report covering a calendar year, to be published in the following year. This second report covers 2014 and, where possible, compares results against the 2013 statistics. The first report setting out this information was for the calendar year 2013 (as well as the period from the introduction of the Codes until the end of 2012).

In the period covered by this report, PPL received 144,503 calls, 39,831 emails and 15,408 items of post into our Public Performance department and 31,118 calls, 12,888 emails, 2,977 online queries and 774 items of post into our Member Services department. In addition in excess of 250,000 outbound calls were made to businesses around the UK to make them aware of music licensing and (should they be using recorded music) to assist them with the application process for a licence.

A. KEY CUSTOMER SERVICE COMMITMENTS

Target 1: Answer licensee or member telephone calls within 30 seconds

	2013	2014
Member Services	91%	89%
Public Performance	89%	88%

Target 2: Respond to any outstanding queries received by telephone within 10 working days

	2013	2014
Member Services	95%	99%
Public Performance	96%	97%

Target 3: Respond to licensee or member emails within 10 working days

	2013	2014
Member Services	87%	98%
Public Performance	95%	99%

Target 4: Respond to licensee or member letters within 10 working days

	2013	2014
Member Services	88%	98%
Public Performance	72%	96%

Target 5: to respond to member online queries within 10 working days

	2013	2014
Member Services	86%	92%

Notes

Some queries will take longer to resolve, but the aim is to acknowledge where this is the case and provide timelines around anticipated resolution times.

B. QUALITY

PPL reviews a selection of telephone calls and written communications and assesses these against various quality criteria such as clearly explaining any relevant information and acting in a professional and courteous manner.

Target: Quality Score of >90%

	2013	2014
Member Services Telephone	94%	94%
Member Services Email Communication	98%	97%
Public Performance Telephone	92%	90%
Public Performance Email Communication	94%	96%

Notes

Each member of staff is audited every month, with an average of 5 activities being checked.

C. CUSTOMER SERVICE COMPLAINTS

	Number of Complaints	Complaints as a percentage of interactions (i.e. all calls, emails out and post out)	Number of complaints referred to highest internal stage	Number of complaints accepted by Independent Complaints Reviewer
Member Services (2013 figures)	24 (20)	0.05% (0.04%)	1 (5)	0 (0)
Public Performance (2013 figures)	78 (78)	0.02% (0.03%)	1 (0)	0 (0)

D. OTHER DEVELOPMENTS

In addition to PPL's performance in respect of the customer service targets set out in the Codes of Conduct, there were other developments related to our Code of Conduct over the period covered by this report.

- PPL Member Services once more reached the finals of both UK Customer Experience Awards and the European Call Centre and Customer Service Awards, in both cases for the second year in a row and following in the footsteps of PPL's public performance teams in 2012.
- During 2014, PPL's Member Services continued to extend the personal approach started in 2012, through a programme of open days and outreach events. They held or participated in 73 events between January and December (60 UK, 13 internationally). 'PPL In Session' events ran 14 times in 2014, and offered PPL members the ability to participate remotely using a screen sharing facility ('Webex').
- PPL has introduced end-to-end online licensing for certain of its tariffs and has continued to develop ways for licensees to pay, including via the PPL website and by Direct Debit.
- PPL further extended its joint licensing work with PRS for Music to include Amateur Sports Clubs (effective 1 January 2014) and Background Music on Websites for small businesses (launched in May 2014). PPL and PRS continued to work together on marketing activities such as trade exhibitions and hosting member events to raise awareness of our licences and services as well as carrying out more research which provides insights into the value of music to businesses. Details of all of these tariffs and joint work with PRS are set out on our website at ppluk.com.
- PPL encouraged its members and licensees to participate in the Independent Code Review conducted by Walter Merricks CBE during 2014. PPL was pleased by the Review's assessment that PPL and the other CMOs covered by the Review have demonstrated not only compliance with their respective Codes of Conduct but also a collective commitment to make self-regulation work. The Review also recognised and commended PPL's ongoing joint working with PRS for Music.