

PPL CODE OF CONDUCT REPORT - 2015

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. This report covers 2015 and, where possible, compares results against the 2014 statistics. The first report setting out this information was for the calendar year 2014 (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 139,198 calls, 85,636 emails and 5,964 items of post into our Public Performance department and 31,715 calls, 15,886 emails, 3,937 online queries and 689 items of post into our Member Services department. In addition in excess of 400,000 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 license.

A. KEY CUSTOMER SERVICE COMMITMENTS

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

	2014	2015
Member Services	89%	86%
Public Performance	88%	87%

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

	2014	2015
Member Services	99%	99%
Public Performance	97%	96%

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

	2014	2015
Member Services	98%	93%
Public Performance	99%	99%

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

	2014	2015
Member Services	98%	97%
Public Performance	96%	99%

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

	2014	2015
Member Services	92%	90%

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%

	2014	2015
Member Services Telephone	94%	86%
Member Services Email Communication	97%	96%
Public Performance Telephone	90%	84%
Public Performance Email Communication	96%	95%

Notes

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

A new, more robust, Public Performance quality standard was introduced in 2015 and we have therefore seen a reduction in the score as we embed this new process.

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	20	0.08%	2	0
(2014 figures)	(24)	(0.05%)	(1)	(0)
Public Performance	88	0.06%	0	0
(2014 figures)	(78)	(0.03%)	(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 Institute of Customer Services awards, in both cases for the third year in a row.
- During 2015, PPL's Member Services continued to extend the personal approach, through a programme of open days and outreach events. They held or participated in 62 events between January and December (56 UK, 6 internationally). 'PPL in Session' events ran 14 times in 2015, and offered PPL members the ability to participate remotely using a screen sharing facility ('Webex').
- PPL delivered improvements to the MyPPL member portal, including functionality allowing members to share access to their myPPL account with other organisations or individuals that they work with, giving them quick and easy access to statements and other account information.
- PPL made the first distribution of the session fund created as part of the copyright term extension on sound recordings from 50 years to 70 years. During 2015 £78k was collected from Recording Rightsholders with amounts allocated to over 1,200 performers.
- PPL has continued to increase the number of tariffs that customers can purchase online via our website and has introduced the ability to set up a direct debit online.
- A new 'Call Quality Standard' has been developed and rolled out across the customer services team to ensure our telephone call audits remain effective and we demonstrate continuous improvement.
- PPL agreed a three year deal with the Department for Education (DfE) where the DfE will centrally purchase public performance licences for all state maintained schools in England. This delivers a smoother and easier experience for our schools customers.