

Council Meeting 25th March 2010

Customer Services feedback report for February 2010

Executive summary and recommendations

Introduction

This paper represents all 'non-FTP' customer service feedback received for the period 1 February to the 28 February 2010. The complaints, positive feedback, and letters that HPC received are summarised. The top five areas of feedback and the root cause analysis of complaints are summarised. Corrective action taken for each complaint is noted.

Decision

This paper is for information only. No decision is required.

Background information

HPC promotes an environment where positive and negative feedback is encouraged.

HPC started logging customer service feedback from January 2006.

The EMT review customer service feedback monthly. In April 2009, EMT requested that a more proactive approach to reviewing customer feedback be taken. Customer service feedback is now an item on the agenda each month, where a summary report similar to this paper is presented. A corrective action approach is taken. Feedback provided to the EMT enables the organisation to bring about change, continually improve, and be part of the organisation's wider approach to quality management.

This paper is a snap shot of the customer feedback we receive, which will enable HPC to provide a high level annual customer services report.

Resource implications

Documented in the attached paper

Financial implications

None

Appendices

None

Date of paper

15th March 2010

Summary

This paper represents all 'non-FTP' customer service feedback received for the period 1 February to 28 February 2010.

Feedback in this report includes positive feedback, negative feedback, and letters requesting us to explain a process or making a request.

Positive feedback – implying that the organisation, its goals and values have matches or exceeded those that could be expected by external stakeholders.

Negative feedback (complaint) – implying that the organisation, its goals and values have not reached those that could reasonably be expected by external stakeholders.

Letters – special consideration and requests in respect of personal circumstances or general letters of request.

1) Complaints

(a) We received 18 complaint letters which is slightly above the monthly average. 8 of these complaints were from Radiographers who have just renewed their registration. Most of the complaints from Radiographers were regarding the renewal process. The deadline for Radiographers to renew their registration was the 28th February 2010.

(b) All of the complaints received were registration related.

Top five areas of feedback

1. Application process - time taken to process applications and lack of communication throughout the process.
2. Renewal process - lapse in registration and general administration errors.
3. Incorrect advice via email and on the telephone.
4. Complaints by registrants concerning pre-lapsing letters to employers.
5. Questioning the benefits of HPC registration.

2) Letters

We received 4 letters which were requests for special consideration and general letters.

The letters were regarding:

1. The use of the HPC logo on a website.
2. A request to be placed back on the register on sympathetic grounds.

3. The handling of an FTP case.

4. From a member of the public regarding treatment received.

3) Positive Feedback

Unusually, we only received 1 compliment letter this month. This is below the monthly average of 3.5 letters.

Area of positive feedback

The AHP team in NES wrote to thank Michael Guthrie for this invaluable contribution to the conference; for a clear and concise presentation and subsequent responses to the questions generated from the participants.

4) Customer Service Policy

(a) All feedback and letters were answered within our standard of eighteen working days (100%). Please see graph 4 on page 10.

Outstanding negative feedback:

(b) All complaints received in February are closed, except for 1 complaint that is under investigation but is still within eighteen working days period.

5) Root cause analysis

The primary reason for failure to the process that are assigned to either HPC; the applicant or registrant; or cannot be assigned as external causes such as industrial action or legislation are the root cause.

(a) 7 out of 17 negative feedback were due to HPC's errors (41%)

These were due to administrative errors during the CPD process (1), renewal process (3), and the application process (3).

(b) 3 out of 17 negative feedback were due to registrant's errors (18%)

Registrant failed to return the renewal forms (2) or failed to complete their renewal form correctly (1).

(c) 7 out of 17 negative feedback (41%) were not applicable to a root cause analysis as the complaints were due to requests for explanation on HPC's power and remit.

Examples of this are:

1. The benefits of writing to employers to encourage their employees to register one month before the deadline.
2. The online facility was explained for employers to check the registration status of multiple employees was explained.

Table 1: Closed complaints

No.	Date	Dept	Summary description of complaint	Summary of Response	Response Time	Root analysis	Corrective Action (Taken or to Action)	ISO Clause
1	30 Jan	REG	<p>The applicant applying through the grand-parenting application (PYL) process complained that he was told that we hadn't received his application forms, so we advised the applicant to resend the forms.</p> <p>When the applicant re-sent us his forms we processed two payments, one from his debit card and one from his credit card.</p>	<p>It was explained that we made an error when we entered the applicant's details on our system when we first received the application. When the registrant called to check we received the applicant, it appeared that we didn't receive the original documents.</p>	1 day	HPC	<p>Corrective Action: We reimbursed the applicant for the 2nd application.</p> <p>Preventative Action: Ensure that data is correctly entered into the system.</p>	7.2.3 (c)
2	01 Feb	REG	<p>The applicant applying through the application process (AS) complained about the customer service she has received. The applicant was given contradictory information on approved qualifications.</p> <p>The applicant requested that we provide detailed information to her in writing.</p>	<p>It was explained that we have fully investigated the matter. Information provided during the first call was correct. The applicant will need to take a period of adaptation before she can apply to become HPC registered. This information was not been correctly recorded in all data sources. This has now been rectified.</p>	3 days	HPC	<p>Corrective Action: We apologised for providing misleading and conflicting information.</p> <p>Information has been correctly recorded in all data sources and this has been rectified.</p>	7.2.3 (c)
3	01 Feb	REG	<p>The registrant (OT) complained that we removed him from the register because he did not return the signed declaration.</p> <p>The registrant explained that the renewal forms were not received.</p>	<p>The renewal process was explained.</p> <p>Our records indicate that the registrant's previous address was correct at the time the renewal notices were sent.</p>	10 days	Ext	<p>Action: The renewal process was explained.</p>	7.2.3 (b)
4	01 Feb	REG	<p>The registrant (RA) requested to be removed from the register. The registrant complained that the stringent requirements now needed to comply with HPC's standards and the documented evidence for CPD is beyond the capacity of part time Radiographers.</p>	<p>The benefits of HPC registration were explained.</p> <p>The CPD process was explained.</p>	8 days	N/A	<p>Action: The benefits of HPC registration were explained. The CPD process was explained.</p> <p>Preventative Action: Continue to communicate the standards required to fulfil the CPD process for part time and full time registrants.</p>	

5	04 Feb	REG	<p>The registrant (RA) complained that her renewal form was returned as she incorrectly dated the declaration.</p> <p>The returned renewal form had a cheque stapled to it. The name on the cheque is clearly not the registrants and the payees' registration number was stated on the reverse of the cheque.</p>	<p>We apologised and explained that it was a manual error. The CSM has spoken to the individual who handled the form and contact has been made with the registrant whom the cheque belonged.</p>	3 days	HPC	<p>Corrective Action: We apologised for our mistake. We explained that it was a manual error.</p> <p>Preventative Action: The CSM has spoken to the individual who handled the form and contact has been made with the registrant whom the cheque belonged.</p>	7.2.3 (c)
6	04 Feb	REG	<p>The registrant (RA) requested that she have her refund cheque cancelled and asked that she be refunded via her credit card – the same way in which she paid it. She now lives overseas and is unable to cash in a cheque overseas.</p>	<p>We explained that we are unable to credit the registrants account but were able to send a refund cheque.</p> <p>We offered to provide a refund cheque to be made payable to a third party if requested.</p>	4 days	N/A	<p>Action: The refund process was explained.</p> <p>We offered to provide a refund cheque to be made payable to a third party if requested.</p> <p>Credit card not refunded as a matter of credit card fraud.</p>	
7	05 Feb	REG	<p>The registrant (PO) complained that her renewal forms have been sent long before the renewal date but because of postal strikes it didn't arrive on time.</p>	<p>We extended the deadline due to the postal strikes.</p> <p>The registrant's renewal form was returned because it was incomplete.</p> <p>The renewal process was explained.</p>	3 days	Ext	<p>Action: The renewal process was explained and the applicant will need to apply through the re-admission process.</p>	7.2.3 (b)
8	08 Feb	REG	<p>The registrant (BS) complained that her renewal forms were sent long before the renewal date.</p>	<p>The renewal process was explained.</p> <p>We extended the deadline due to the postal strikes.</p> <p>The registrant failed to return the renewal forms back on time, therefore the registrant will need to apply through the re-admission process.</p>	6 days	Ext	<p>Action: The renewal process was explained and the applicant will need to apply through the re-admission process.</p>	7.2.3 (b)
9	09 Feb	REG	<p>The applicant (PYL) complained about the length of time it is taking to process his</p>	<p>We explained that the application has been processed within our service level</p>	1 day	HPC	<p>Action: We apologised for our mistake. We</p>	7.2.3 (c)

			<p>application and the lack of timely communication throughout the process.</p> <p>A confirmation of application received letter was received 9 weeks after the application was submitted.</p>	<p>of 12 weeks.</p> <p>The confirmation of application letter should have been posted to the registrant immediately after receiving it; this was an oversight by one of our registration advisors.</p>			<p>explained that application has been processed within our service level of 12 weeks.</p> <p>Preventative Action: Continue to improve communication throughout the application process.</p>	
10	10 Feb	REG	<p>The registrant (RA) complained that we wrote to his employer to encourage the registrant to return his renewal forms.</p>	<p>The benefits of writing to employers were explained.</p> <p>The registrants' application had not yet been processed at the point we issued the final reminders and contacted employers.</p>	9 days	N/A	<p>Action: The benefits of writing to employers were explained.</p>	
11	11 Feb	REG	<p>The registrant (RA) complained that his employees and colleagues have received final renewal notices but have not received renewal forms.</p>	<p>The renewal process was explained.</p> <p>We requested more information such a registrant names and numbers to investigate the matter further.</p> <p>The online renewals system was explained.</p>	6 days	N/A	<p>Action: We requested more information such a registrant names and numbers to investigate the matter further.</p> <p><i>[Investigation will need to take place once registrant information is provided].</i></p> <p>Preventative Action: The online renewals system was explained.</p>	
12	16 Feb	REG	<p>The registrant (PYL) complained that unclear information was given to her with regards to providing evidence of 'accredited' status. The registrant provided us with a letter from the BPS.</p>	<p>The process of being registered as a Counselling psychologist was explained.</p>	8 days	N/A	<p>Action: The process of being registered as a Counselling psychologist was explained.</p>	
13	16 Feb	REG	<p>The registrant (RA) complained that we address employer renewal notices are poorly addressed. The letter received was addressed to 'Manager', St James Hospital. With 13,000 employees this makes it</p>	<p>We explained that registrants are asked to provide us with their work address, and it is this information we use in order to contact employers. We rely on the accuracy of the information provided by</p>	4 days	N/A	<p>Action: We explained that registrants are asked to provide us with their work address, and it is this information we</p>	

			<p>impossible to deliver the letter without first opening and reading the content if a letter marked Private and Confidential.</p> <p>The registrant highlighted that he is unhappy with the fact that personal information can be read by any number of individuals deciding who the intended recipient is.</p>	<p>individual registrants.</p> <p>It was explained that the letter does not contain any personal or sensitive information. All the information contained in the letter is in the public domain.</p>			<p>use in order to contact employers. We rely on the accuracy of the information provided by individual registrants.</p> <p>It was explained that the letter does not contain any personal or sensitive information. All the information contained in the letter is in the public domain.</p>	
14	16 Feb	REG	<p>The registrant (RA) complained that the registrant search on the website is time consuming and difficult when having to enter the registrant's profession every time they check the status of an individual.</p>	<p>We explained that our online facility allow employers to check the registration status of multiple employees.</p> <p>Instructions on how to use the new online facility were explained.</p>	3 days	N/A	<p>Action: We explained that on our online facility allows employers to check the registration status of multiple employees.</p> <p>Preventative Action: The online renewals system was explained.</p>	
15	18 Feb	REG	<p>The registrant (RA) complained that he received two letters informing him that he has been selected for CPD audit and notified him of the submission date. One letter said the 28th Feb and the other said the 30th April.</p> <p>A third letter arrived on the 18th Feb which "casually mentioned that a mistake had been made with the dates, yet it in no way aimed to apologise for the inconvenience that this caused, nor did it address the inadequacies of the Registration department where the mistake originated."</p>	<p>The CSM apologised and explained that the letters the registrant had received regarding his selection for the CDP audit were incorrect.</p> <p>This was caused by an error in the proof reading process.</p>	3 days	HPC	<p>Corrective Action: The CSM apologised and explained that the letters the registrant had received regarding his selection for the CDP audit were incorrect.</p> <p>This was caused by an error in the proof reading process.</p> <p>Preventative Action: Improve the proof reading process – get other people to read correspondence before it is sent out.</p>	7.2.3 (c)

16	18 Feb	REG	The registrant (PH) complained that she applied for registration via the readmission process. The registrant explained that she was charged £76 for 4 working days of Registration.	<p>We explained that when an applicant applies for readmission close to the end of a professional year we endeavour to make contact with registrants to ask if they wish to be registered immediately or if they wish to wait for the start of the next professional year.</p> <p>On this occasion this did not happen and as a goodwill gesture we transferred the payment to cover the first year of the registration cycle.</p>	11 days	HPC	<p>Corrective Action: We apologised for our mistake. We transferred the payment to cover the first year of the registration cycle.</p> <p>Preventative Action: Continue to contact registrants when they apply for readmission close the end of the professional year.</p>	7.2.3 (c)
17	18 Jan / Rec' 02 Feb	REG	<p>The registrant (PYL) complained that we removed her from the register because she sent in her renewal forms in a day late.</p> <p>The registrant was on maternity leave and all correspondence from us was sent to the registrants work address instead of her home address. The registrant would like the re-admission fee to be waived.</p>	<p>The renewal process was explained.</p> <p>Given that all previous correspondence was sent to the registrant's home address and the registrant expected all further correspondence to be sent to her home address – we agreed to waiver the £115 readmission fee.</p>	9 days	HPC	<p>Corrective Action: We agreed to waiver the fee, given that all previous correspondence was sent to the registrant's work address, the registrant expected all further correspondence to be sent to her home address.</p> <p>Preventative Action: We need to clarify which address we send correspondence to when sending renewal packs.</p>	7.2.3 (c)

Table 2: Open complaints

No.	Date	Dept	Summary description of complaint	Reason why open
18	22 Feb	REG	The applicant complained about the International application process; time taken to process the application and the difficulties encountered.	<i>In progress:</i> This complaint is under investigation.

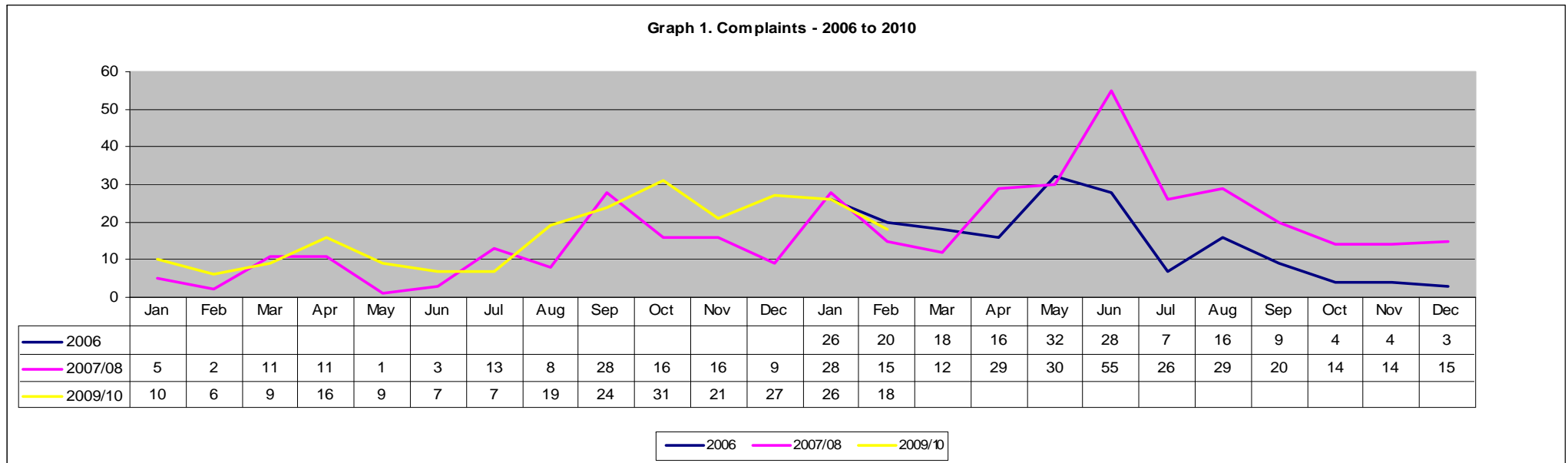
Table 3: Letters received

No.	Date	Dept	Summary description of complaint	Summary of Response	Res- ponse Time	Root anal- ysis	Corrective Action (Taken or to Action)	ISO Clause
1	01 Feb	COM	We received a call from a registrant with regards to the use of the HPC logo that is being used on the website. The registrant was concerned that we were charging for CPD services and that it was HPC certified because the website had our logo on it.	We wrote to the website and asked them to remove the HPC logo from their website. The logo has now been removed.	1 day	N/A	Corrective Action: We wrote to the website and asked them to remove the HPC logo from their website. The logo has now been removed. Enforce HPC copyright.	
2	08 Feb	REG	The registrants (PYL) requested that we place her back on the register on sympathetic grounds.	The renewal process was explained. The registrant will need to apply for readmission.	1 day	N/A	Action: The registrant has not understood the renewal process following the migration from the BPS. The renewal process was explained. The registrant will need to apply for readmission.	
3	22 Feb	FTP	Handling of an FTP case.	N/A	Ticket closed	N/A	N/A	N/A
4	18 Feb	FTP	Treatment received at an NHS hospital.	N/A	Ticket closed	N/A	Action: Letter passed onto FTP to investigate further.	N/A

1) Complaint Analysis

Complaints	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Yearly monthly average
2006	26	20	18	16	32	28	7	16	9	4	4	3	15.25
2007	5	2	11	11	1	3	13	8	28	16	16	9	10.25
2008	28	15	12	29	30	55	26	29	20	14	14	15	26.30
2009	10	6	9	16	9	7	7	19	24	31	21	27	15.50
2010	26	18											

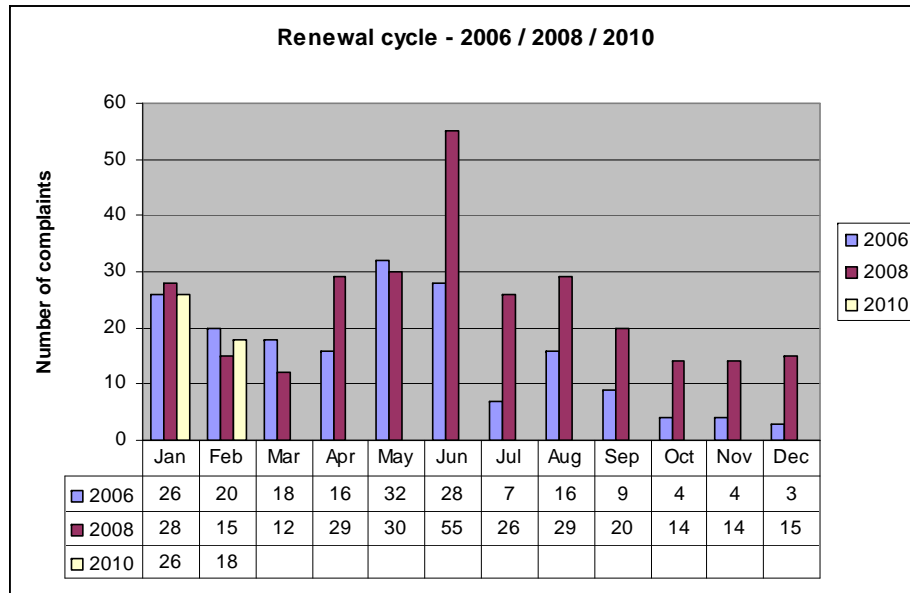
Table 1: Number of complaints received from January 2006 to February 2010



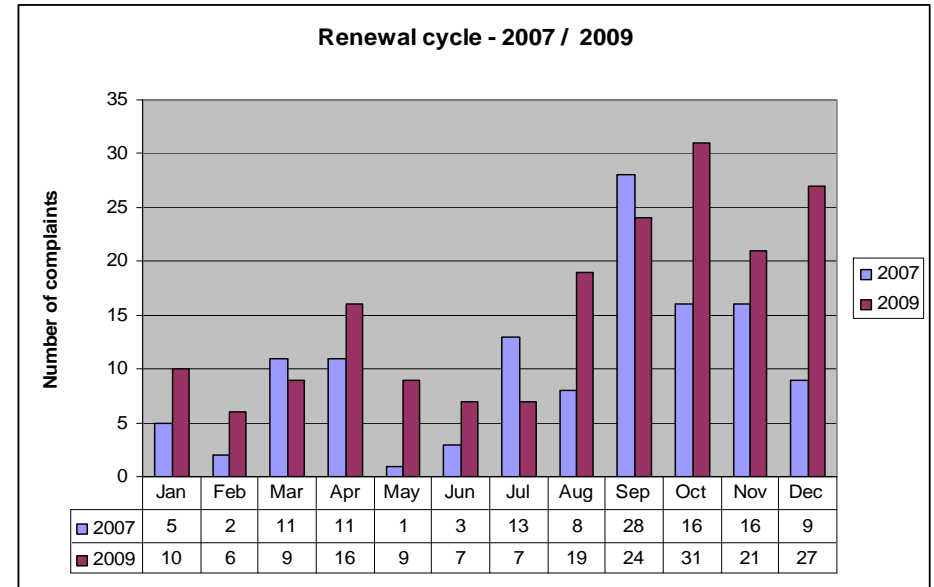
Graph 1: Number of complaints received from January 2006 to February 2010

*Please note that these graphs will not be the same as the graphs found in the Management Report on feedback presented at the Finance and Resources Committee because figures are collated at different times of the month.

Renewal cycle comparison



Graph 2: Complaints during renewal cycles, 2006, 2008, and 2010



Graph 3: Complaints during renewal cycles, 2007 and 2009

Graphs analysis

1. Comparing “like for like”, magnitudes are different, but the trend of complaints are consistent overall.
2. No significant trends, however further detailed analysis may reveal further trends.
3. More complained were received in the 2007 / 2009 cycle than the 2006 and 2008 cycle – this is because the larger professions renew their registration in even years.
4. 8 professions (approximately 102,000 registrants) renew their registration in even years, which is 57% of the register and 6 professions (approximately 102,000 registrants) renew their registration in odd years which is 43% of the register.
5. At the end of 2009 we saw an increase in activity from the Psychologist profession, due to the profession being new to the register.
6. Disparity between 2007 and 2009 is also down to improved tracking and logging of feedback. More feedback has been logged since April 2009 due to EMT requesting that all feedback be logged. HPC promote an environment where feedback is actively encouraged.

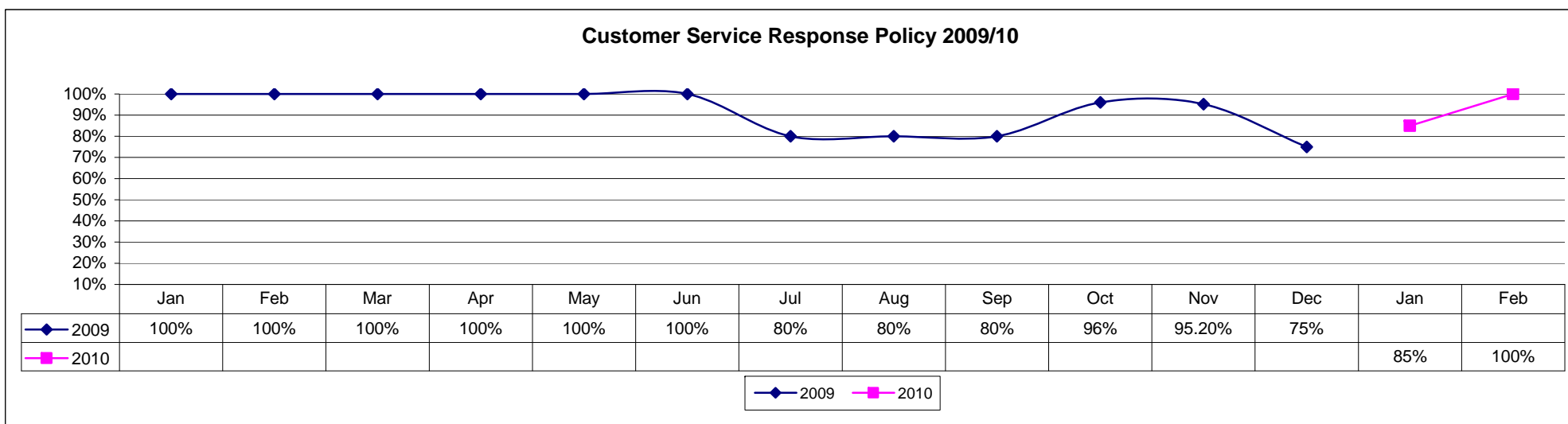
Customer Service Policy

As an organisation, our aim is to provide the best customer service we can for all our registrants; that is why your feedback, good or bad, is so important to us. If your enquiry can be answered straight away, you will receive a reply within 18 working days, however if further investigations need to be carried out, an acknowledgement with details of progress will be sent within 18 days.

Our Aims

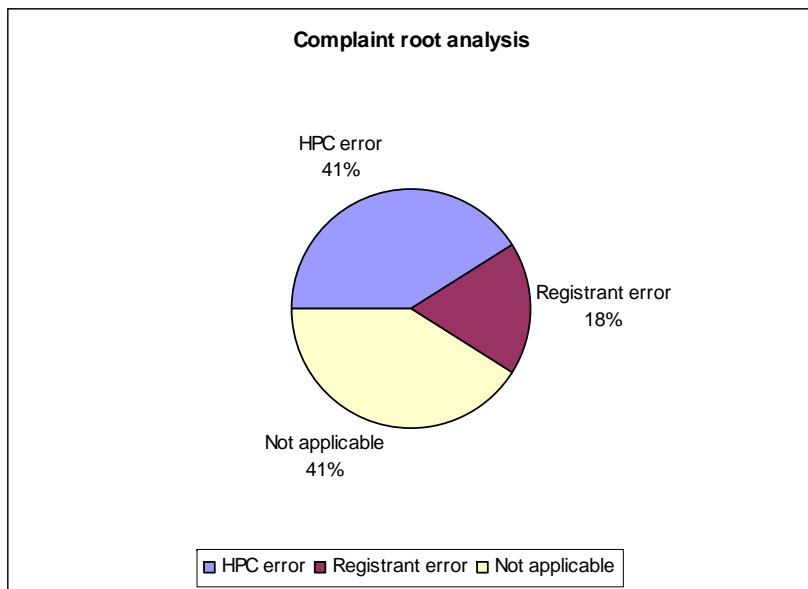
1. To deal with all complaints in an effective, fair and confidential manner.
2. To respond to letters within 18 working days.
3. To keep you regularly updated as to the progress of your enquiry if the issue has not been resolved within agreed times.

Meeting our Customer Service Policy requirements



Graph 4: Meeting our customer service response policy target 2009/10

Root cause analysis



Graph 5: Root cause analysis for complaints received in February 2010

Breakdown of complaints by profession

Profession	Complaints received
Radiographers	8
Psychologists	4
Occupational Therapists	1
Arts Therapists	1
Prosthetists / Orhotists	1
Biomedical Scientists	1
Physiotherapists	1

Table 2: Breakdown of complaints by profession received in February 2010

Graph analysis

5) Root cause analysis

The primary reason for failure to the process that are assigned to either HPC; the applicant or registrant; or cannot be assigned as external causes such as industrial action or legislation are the root cause.

(a) 7 out of 17 negative feedback were due to HPC's errors (41%)

These were due to administrative errors during the CPD process (1), renewal process (3), and the application process (3).

(b) 3 out of 17 negative feedback were due to registrant's errors (18%)

Registrant failed to return the renewal forms (2) or failed to complete their renewal form correctly (1).

(c) 7 out of 17 negative feedback (41%) were not applicable to a root cause analysis as the complaints were due to requests for explanation on HPC's power and remit.

Examples of this are:

1. The benefits of writing to employers to encourage their employees to register one month before the deadline.
2. The online facility was explained for employers to check the registration status of multiple employees was explained.

2) Positive Feedback

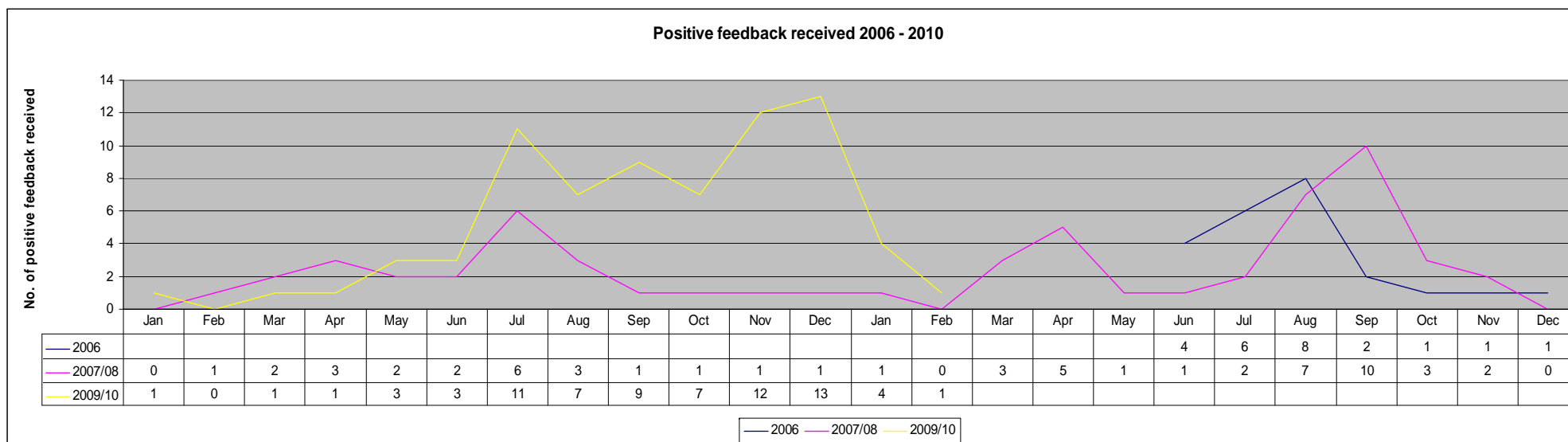
No.	Date	Name & Ref.	Dept	Summary of Positive Feedback	Action taken	Is this due to corrective action taken? / ISO
1	01 Feb	S.L. 1886	POL	The AHP team in NES wrote to thank Michael Guthrie for this invaluable contribution to the conference; for a clear and concise presentation and subsequent responses to the questions generated from the participants.	Manager informed and employee congratulated.	7.2.3 (c)

Table 1: Positive Feedback received in February 2010

Positive Feedback Analysis

Positive Feedback	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Yearly monthly average
2006						4	6	8	2	1	1	1	3.3
2007	0	1	2	3	2	2	6	3	1	1	1	1	1.91
2008	1	0	3	5	1	1	2	7	10	3	2	0	2.91
2009	1	0	1	1	3	3	11	7	9	7	12	13	5.3
2010	4	1											

Table 2: Positive Feedback received from January 2006 to February 2010



Graph 1: Positive Feedback received in 2006 to February 2010.

Graph analysis: Overall more positive feedback in being received and logged.