

4G/TV Co-existence Oversight Board Report

Chair's report to Ministers and Ofcom: October 2015

1. Executive Summary

- 1.1 In keeping with the bi-monthly timetable and as there were no urgent issues requiring discussion, the Board agreed not to meet on Thursday 22 October. This report reflects the updates provided via the regular Board papers.
- 1.2 The position on interference remains lower than expected with 9,560 confirmed cases of 4G interference at 800MHz as of the end of September, excluding the 35 cases during the pilots.
- 1.3 All KPI targets were met with KPIA achieving a 100% pass rate of service restoration, as all 852 4G interference cases confirmed in September were resolved within the 10 working day target.

2. at800 update

Roll-out

- 2.1 At the end of September, there were 9,560 confirmed cases of DTT interference caused by 4G at 800MHz, excluding the 35 cases found within the pilots.
- 2.2 Last month, I reported that August 2015 had been the busiest month for at800 so far since their operation began. This has been superseded by September: in terms of the number of cases of confirmed 4G cases and volume of engineer visits (para. 2.6) and audits undertaken (para.2.7), this has been the most active month to date.

Mast Analysis

- 2.3 The cumulative cases of interference reported within 28 days of mast activation increased marginally for both 900m and 1.5km from 0.25 and 0.38 (respectively) in July to 0.28 and 0.41 in August.
- 2.4 The increases in the monthly cases in August for 900m from 0.67 (in July) to 0.99 and for 1.5km, from 0.81 to 1.13 are a continuation of the circumstances reported last month regarding the impacts upon confirmed cases through increases in mast activations and additional mailings.

- 2.5 The rolling average of confirmed cases per activated mast across a 3-month period to September was 1.42 and the average number of cumulative cases per mast is at 1.18. These figures remain within the at800 threshold of total estimated numbers of interference.

Installer Scheme and Audit Summary

- 2.6 To date, there have been 24,114 engineer appointments to unique addresses; of the 2,373 engineer visits originally scheduled to take place in September, the majority (2,200) were undertaken and closed as arranged, with nearly 90% taking place within the 3 working day target.
- 2.7 There were 100 audits completed in September of engineer visits originally undertaken in August (95) and September (5). From these audits, there were four cases overturned: two from non-4G to confirmed 4G and two from 4G to non-4G. The underlying factor for the overturns from non-4G to 4G was that the engineers were not able to rule out a contribution of 4G signals to other interference issues.
- 2.8 In addition, there were a further seven additional potential overturns which were discounted due to form completion errors.

Contact Centre

- 2.9 As a result of the additional mailings and escalation of mast activations during the summer period, the numbers of calls to the contact centre has steadily increased, rising from 5,704 in June to 9,022 in September (an approx. increase of 63%). In response, at800 has increased the contact centre staff resource from 15 agents to 24. It is likely that this staffing level will remain up to the end of the year at least.

Case management

- 2.10 The Viewer Experience Management (VEM) function, which enhances the interaction and experience of viewers from first contact until completion by monitoring the end-to-end systems, is continuing to identify and develop process improvements.
- 2.11 To assist those viewers that require a specific type of connector cable for outdoor filter installation (and are not within the policy remit of at800 assistance to resolve primary DTT interference issues e.g. with cable or satellite services), the contact centre process now includes automatic despatch of the correct connection where it has been established this is required.

- 2.12 The inclusion of this service as part of the contact centre process was identified through the regularity and steady increase in the number of calls relating to this specific issue that were being escalated to the VEM team. As part of usual practice, it will reduce the need, and inconvenience, of viewers to contact at800 again to source the correct equipment.

Mailings

- 2.13 In September I reported on the discovery by at800 that during the trial period in 2014, assumptions of the probabilities of a standard domestic installation (SDI) or domestic installation with an amplifier (DIA) for risk categorisation meant a number of households were not mailed as they should have been and postcards were to be sent by at800 to those 'missed' properties. As planned, at800 has now completed mailing those households where mast activations had already changed the risk (125,081) and those where activations are planned (142,614).
- 2.14 As a reminder, should any household in an at-risk area have contacted at800 (or BBC or DUK contact centres) prior to receiving a postcard they would have been triaged correctly and provided appropriate support as the active mast data was correct and up to date. Those viewers who contact at800 after having arranged independent work to restore their DTT service as a result of not having received prior notification, and who would have been eligible for support from at800, will be compensated.
- 2.15 Additional analysis work to inform the proposals to modify the reminder mailings to narrow the time between a viewer receiving a postcard and a nearby mast activating has been completed. Subject to review and once at800 are sure the processes are robust, the proposal will be submitted to the Board for consideration.

Communications – website

- 2.16 at800 recently introduced a facility in the FAQ section of the website for visitors to like, dislike or comment on the information provided. In September, there were 3,506 visits to the FAQ pages of which 222 'liked' the answer given, 96 'disliked' the response and 31 left a comment. The comments are being reviewed and the FAQ section adjusted accordingly with four responses already updated. A link to the appropriate page on the Ofcom website on predicted mobile voice and data coverage has been included as a direct result of the feedback on the FAQ relating to when and where activations are taking place.

Research

Communications

- 2.17 During September at800 conducted qualitative research with 100 viewers from Poole, Glasgow, Birmingham and Manchester taking part in a short interview to understand the initial impressions of at800 formed from the postcards, whether the postcard content is clear and being understood, how targeted communication from at800 might be improved to aid viewer recall and whether support for TV related issues could be simpler and better.
- 2.18 Key findings from the research show that the postcard message is struggling to reach the audience in the way it is intended to. Participants revealed that they would not spend the time required to read and understand the content as they considered it 'text heavy': the postcard is trying to communicate too much at once. It was also unclear that at800 was the organisation that had sent the postcard; the 'Let's be clear' logo confused the viewers into thinking that that was the name of the company responsible. Also, there was an assumption that the postcard was sales related and it was suggested that greater emphasis on the free support available could be considered.
- 2.19 The at800 communications team will review the content of the postcard, and all other current communication materials, with a view to simplifying the language used and removing jargon and ensuring the postcard design is more eye-catching.

Outbound surveys

- 2.20 As an on-going activity, at800 seek feedback from viewers who have been assisted by engineers via an Outbound Survey; the information is used to provide assurance that the engineers are performing well and to identify potential areas of improvement. For instance, following viewer comments, engineers must ensure that their identification badges are on prominent display and to ensure compliance, viewers are specifically asked that this is the case in the questionnaire.
- 2.21 During September, at800 conducted the highest number of outbound surveys so far; 385 surveys took place in comparison to the 283 conducted in August, 132 in July and 112 in June.
- 2.22 The latest results show that when asked if at800 engineers were polite and courteous, 99.74% of viewers gave a rating of excellent or good; this compares to 96% in August (and 100% in July and June). When asked to rate the at800 service

overall, 99% rated it as excellent or good which is in keeping with results from June onwards, varying between 98% and 99%.

2.23 In September, two viewers (<1%) stated they were not totally happy with some parts of the service but overall the service was acceptable; again, this continues the pattern of responses since June. Since July, no viewers have rated at800's service or quality of work as poor.

2.24 at800 will continue to monitor the results and report their findings to the Board.

3. KPI Report

3.1 at800 reported passes against all KPIs with pass-rates ranging between 96% and 100%. For KPIA Service Restoration where a household is a primary DTT user, all 852 confirmed 4G interference cases in September were resolved within the 10 working day target.

3.2 The Service Level Agreement (SLA) targets were also met with a 100% pass-rate for SLAB1, which relates to identified addresses mailed at least once no more than 12 weeks ahead of mast activation, for the first time since March this year.

4. AOB & Next Meeting

4.1 The Board will next meet on Wednesday 18 November 2015.

David Hendon

Chair

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