

Response to Ofcom Call for Inputs

Accessibility

We believe that the complaints process should be as accessible and inclusive as possible, taking all available steps to make the experience straightforward and easy to understand. This should include using jargon-free and simple language wherever possible. ADR schemes should aim for AAA accessibility ratings and allow consumers to use their preferred channel of choice. This should be phone, online, social media and resolution handling platforms. This means all telecoms providers should have an accessible email address for raising issues and clearly explain on their websites when and how cases can be escalated to the Ombudsman.

Not all consumers are computer literate. Therefore, the option to make contact over the phone should always be made available by ADR's to ensure consumer accessibility. For future consumers, emerging channels should also be included.

Efficiency & cooperation

Customer service KPI's should be set to include all communication channels, not just telephone and email. More and more consumers are using social media to raise concerns, and this should be reflected in performance indicators.

Volume trends should be measured and utilised to identify potential increases in workload, so that ADR's may prepare accordingly. The large datasets compiled by tools like Resolver allow for the identification of these trends. Integration between organisations would allow this information to be used for the benefit of both ADR's and consumers.

Continuing in this vein, market data should also be shared. This data should be as 'complete' as possible, meaning it should include information from the start of the complaints process all the way to the end, from raising a complaint with a company, through to a final decision from the ADR.