

## The Results

PhonpayPlus research results from on-line survey of 1000 people in reference to 087 numbering.

### **Caller 0871 Stats**

- Only 5% made all 0871 calls from mobile
- 14% make half calls from mobile
- 39% make at least some calls from mobile
- 93-95% knew that charges applied to the call when the message or on-hold music started.

### **In the 6 months prior to survey**

- 20% have complained to information provider
- 25% had an issue with the wait time or level of service
- 24% had an issue but did not bother to complain

### **What did people complain about?**

- 57% felt the hold times were too long
- 18% complained about listening to music
- 18% complained about being billed incorrectly
- 14% found the IVR too long and confusing

### **Stats for on hold complaints**

- 14% found 'on hold' never acceptable
- 49% not acceptable for a simple query
- 40% when waiting for > 2mins

### **Stats for 'to avoid problems'**

- 11% expect longer waiting at peak times
- 30% expect longer waiting at peak times, but do not think it is acceptable
- 74% avoid peak times
- 18% did not know there were peak times

### **About PhonpayPlus**

- 50,000 unique visits to their website every month
- 70,000 [number checker](#) requests per month with an 80-85% success rate
- 4,000 calls per month to their contact centre
- 700 written complaints per month
- 1,500 complaints in Dec 08, 2,000 in nov 08
- 24,000 over the whole of 2008, 90% of which were related to mobile