



Australian Government

Department of Communications and the Arts



National Relay Service

Quarterly Performance Report

Quarter 4, 2015 - 2016

Background

The NRS providers are required to submit activity and performance data to the Department of Communications and the Arts (DoCA) each quarter. We use these reports to review and manage the delivery of the NRS.

DoCA reports on:

- the cost of delivering the NRS on a quarterly basis;
- the performance of the NRS providers against the service levels, key activity measures and key performance indicators outlined in the NRS Plan; and
- information on how the NRS is used, including inbound and outbound call volumes and the service options that callers use to access the NRS.

This provides greater transparency of the NRS providers' performance and ongoing costs in delivering the NRS.

Cost of delivering the NRS

The annual cost of delivering the NRS varies, as the relay service component is based on the number of call minutes relayed during the financial year. The cost of providing the NRS is funded from the telecommunications industry levy paid by eligible telecommunications carriers.

The cost (GST-inclusive) of providing the NRS in Quarters 1 – 4, 2015-16 is outlined in the table below:

Table 1. Cost of delivering the NRS

	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total YTD
Relay service	\$5,152,548	\$5,246,979	\$5,593,155	\$6,154,666	\$22,147,348
Outreach service	\$1,047,549	\$1,047,549	\$1,047,549	\$1,047,548	\$4,190,195
Total	\$6,200,097	\$6,294,528	\$6,640,704	\$7,202,214	\$26,337,543

Service level performance: relay service provider

The relay service provider's performance in 2015-16 was measured monthly against the following service levels:

- **Service level 1 (a):** at least 85 per cent of calls are answered by a call taker within five seconds of reaching the relevant answering point for the call
- **Service level 1 (b):** at least 95 per cent of calls are answered by a call taker within 10 seconds of reaching the relevant answering point for the call
- **Service level 2:** no more than two per cent of calls abandoned after leaving the Interactive Voice Response (IVR) or being presented to the call routing queue (monthly average)
- **Service level 3:** no less than 95 per cent raw accuracy of words (excluding video relay). Raw accuracy is measured through monthly staff assessments of relay officers.

The relay service provider's performance against these service levels is outlined in the table below:

Table 2. Service level performance: relay service provider

	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16
Service level 1(a)	95.46%	95.45%	95.27%	94.60%	94.39%	94.62%	95.11%	94.36%	95.16%	94.46%	95.09%	94.64%
Service level 1(b)	96.09%	96.02%	95.89%	95.22%	95.11%	95.47%	95.90%	95.20%	95.82%	95.14%	95.76%	95.39%
Service level 2	0.78%	0.75%	0.69%	0.88%	0.98%	0.79%	0.54%	0.37%	0.64%	0.83%	0.69%	0.70%
Service level 3	97.28%	97.73%	97.67%	97.98%	97.57%	97.72%	97.55%	97.01%	96.80%	97.52%	97.76%	97.06%

The relay service provider has reported fully meeting all service levels in each quarter in 2015-16. The Department considers the performance of the relay service provider to be consistent with its obligations in the Relay Services Agreement.

Service level performance: outreach service provider

The outreach service provider's performance in 2015-16 was measured monthly against the following service levels:

- **Service level 1:** the service contractor personnel must answer greater than 85 per cent of all telephone calls from help desk users during the hours of operation of the Help Desk within 90 seconds. Any call other than a call that is ended by the user hanging up within 5 seconds from the first ring tone of the call is included in measurement of compliance with this Service Level;
- **Service level 2:** the service contractor personnel must acknowledge greater than 85 per cent of all enquiries received through public NRS email addresses or forms from the NRS website or from helpdesk users within 4 hours where the enquiry is received before 2 pm (AEST) on a business day or otherwise by 12 noon (AEST) on the next business day;
- **Service level 3:** the service contractor personnel must resolve greater than 85 per cent of all enquiries received from helpdesk users by telephone (that are not able to be resolved while on the call), website or email, that it is able to resolve without input from the Commonwealth or the relay service provider or a third party within 2 business days; and
- **Service level 4:** the service contractor personnel must resolve greater than 85 per cent of all complaints received during the month within the timeframes required under the agreement (including the complaint handling policy) for the type of complaint.

The outreach service provider's performance against these service levels is outlined in the table below:

Table 3. Service level performance: outreach service provider

	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16
Service level 1	99.96%	99.46%	99.56%	99.99%	N/A ¹	99.99%	98.10%	99.19%	99.41%	99.79%	99.62%	100%
Service level 2	100%	100%	100%	99.99%	99.99%	100%	99.37%	99.36%	100%	100%	100%	100%
Service level 3	99.55%	99.55%	98.46%	99.99%	99.99%	99.99%	98.99%	99.42%	97.53%	96.24%	98.02%	98.89%
Service level 4	100%	92.86%	91.67%	99.92%	100%	100%	92.86%	100%	100%	93.11%	94.75%	100%

The outreach service provider has reported fully meeting all service levels in each quarter in 2015-16, with the exception noted in November 2015. The Department considers the performance of the outreach service provider to be consistent with its obligations in the Outreach Services Agreement.

Outreach service provider performance against Key Activity Measures (KAMs)

In addition to the service levels, the performance of the outreach service provider in 2015-16 was measured against a number of Key Activity Measures (KAMs) and Key Performance Indicators (KPIs).

¹ Compliance with the call answer time requirements of Service Level 1 could not be determined for the month of November 2015 as Helpdesk call answer time data was not recorded for the period 13-25 November 2015 (9 business days) due to an external system fault. The outreach provider has introduced more frequent monitoring of data collection related to Service Level 1 as a mitigation strategy, following the events in November 2015.

The outreach service provider's performance against these measures, along with associated annual targets, are outlined in the table below:

Table 4. Outreach service provider performance against Key Activity Measures (KAMs)

	Q1 2015-16	Q2 2015-16	Q3 2015-16	Q4 2015-16	Actual Activity YTD	KPI Annual Target
KAM 1.1: # organisations with contact centre operations for the eleven phone numbers most frequently called through the NRS ² that are engaged with the Relay Service Friendly Programme	0	0	1	0	1	5
KAM 2.1: # simulated NRS call journeys completed between 1 January 2016 and 30 June 2016 (to commence in early 2016)	N/A	N/A	0	115	115	250
KAM 2.2: New NRS branding and related guidelines completed by 28 February 2016	N/A	N/A	Completed	N/A	Completed	Completed
KAM 2.3: Build of new NRS website is finalised by 30 June 2016	N/A	N/A	N/A	Not completed	Not completed	Not completed
KAM 2.4: # clickthroughs from Australia to simulated call portal (to commence in early 2016)	N/A	N/A	N/A	1225	1,225	2,000
KAM 3.1: # participants in Training Sessions relevant to people with complex communication needs which cover mobile NRS calls including through the NRS app	21	23	53	41	138	40
KAM 3.2: # participants in Awareness Sessions relevant to people with complex communication needs which cover mobile NRS calls including through the NRS app	77	36	137	40	290	100
KAM 3.3: # TTY users introduced to mobile NRS calls including through the NRS app	14	193	444	495	1,146	115

KAM 1.1. Outreach engaged with a number of major organisations regarding their participation in the Relay Service Friendly (RSF) Programme. However, due to the complex structures of these organisations, securing commitments to initiate RSF programme participation has been an extended process.

² In the 12 months prior to the commencement of the relevant financial year

The NRS Call Tutorial was deployed on 25 May 2016. Despite the tutorial only being live for five weeks (36 days) during the 2015-16 financial year, it generated 1,225 click-throughs [KAM 2.4] and 115 completed journeys [KAM 2.1]. Annual targets were originally based on the call tutorial being live for six months (182 days) in FY 2015/16.

KAM 2.2. In Quarter 4 Outreach commenced activities to facilitate subsequent implementation of NRS branding changes.

KAM 2.3. Completion of redevelopment of the NRS website has been deferred to FY 2016/17.

KAM 3.1 - 3.3 Quarter 4 results show that information about the NRS app continues to be introduced to participants at a range of training and awareness sessions conducted by the Outreach provider.

Outreach service provider performance against Key Performance Indicators (KPIs)

	Q1 2015-16	Q2 2015-16	Q3 2015-16	Q4 2015-16	Actual Activity YTD	KPI Annual Target	% Actual Activity against Anticipated
KPI 1.1: Number of participants at Awareness Sessions	860	807	637	917	3,221	1,500	215%
KPI 1.2: Number of promotion/conference events (National)	2	6	0	2	10	8	125%
KPI 2.1: Number of training sessions	106	134	125	185	550	380	145%
KPI 3.1: Number of orgs commencing Relay Service Friendly Program (RSFP)	9	12	14	14	49	70	70%
KPI 3.2: Number of orgs completing the training step within RSFP	8	10	6	14	38	23	165%
KPI 3.3: Number of orgs completing the RSFP	0	3	4	10	17	15	113%
KPI 3.4: Number of contact centres involved in Hearing Awareness Week (HAW) 2015	295	N/A	N/A	N/A	295	250	118%
KPI 3.5: Number of contact centre agents involved in HAW 2015	50,198	N/A	N/A	N/A	50,198	30,000	167%

KPI 1.1. Quarter 4 saw the highest number of participants (917) at Awareness Sessions for FY 2015/16 bringing the year to date total to 3,221. This exceeds the annual KPI 1.1 target by 115%.

Outreach provided 185 training sessions in Quarter 4, 30 of which were NRS app-specific training session. The total number of training sessions for FY 2015/16 was 550, exceeding the annual target by 45%.

KPI 3.1. Organisations of significance that commenced the RSF Program in Quarter 4 include the NSW Anti-Discrimination Board, Department of Industry (NSW), Department of Local Government and Communities WA, ACT Electoral Commission, and Black and White Cabs Qld.

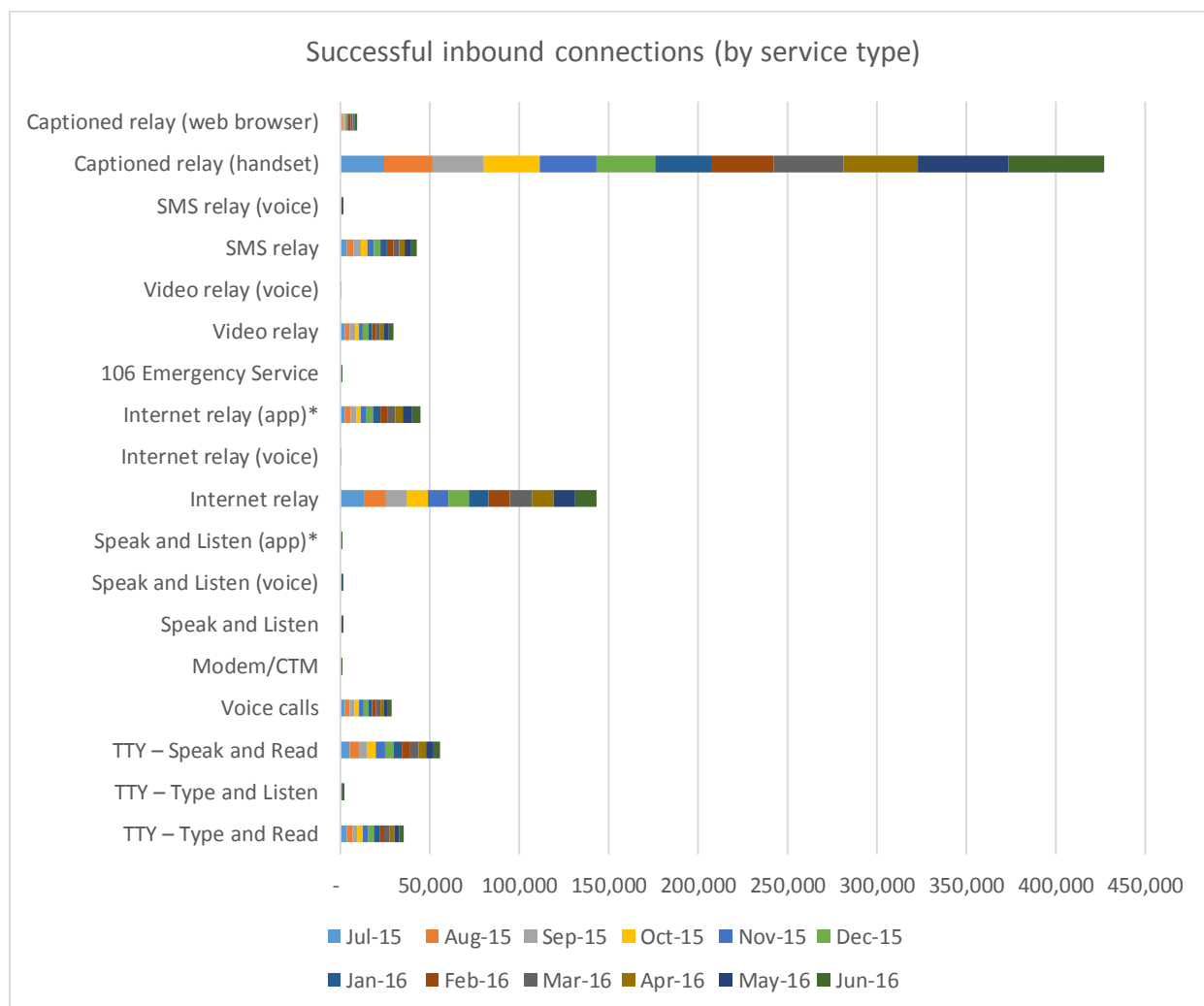
KPI 3.2. Outreach delivered 14 staff training sessions in Quarter 4 to organisations completing the training step in the RSF programme. The annual target for KPI 3.2 was exceeded by 165%.

Organisations that completed the RSF Programme in Quarter 4, 2015-16 [KPI 3.3] include the Insurance Commission of Western Australia, Breast Cancer Network Australia, Financial Ombudsman Service, and the Office of Director of Public Prosecution in WA.

Successful call connections (by inbound call service type)

Inbound connections are made by users of the relay service – either someone with a hearing and/or speech impairment or someone wishing to contact a person with such an impairment.

The graph below shows a breakdown of the successful call connections for each NRS inbound call service type in Quarters 1 - 4, 2015-16:



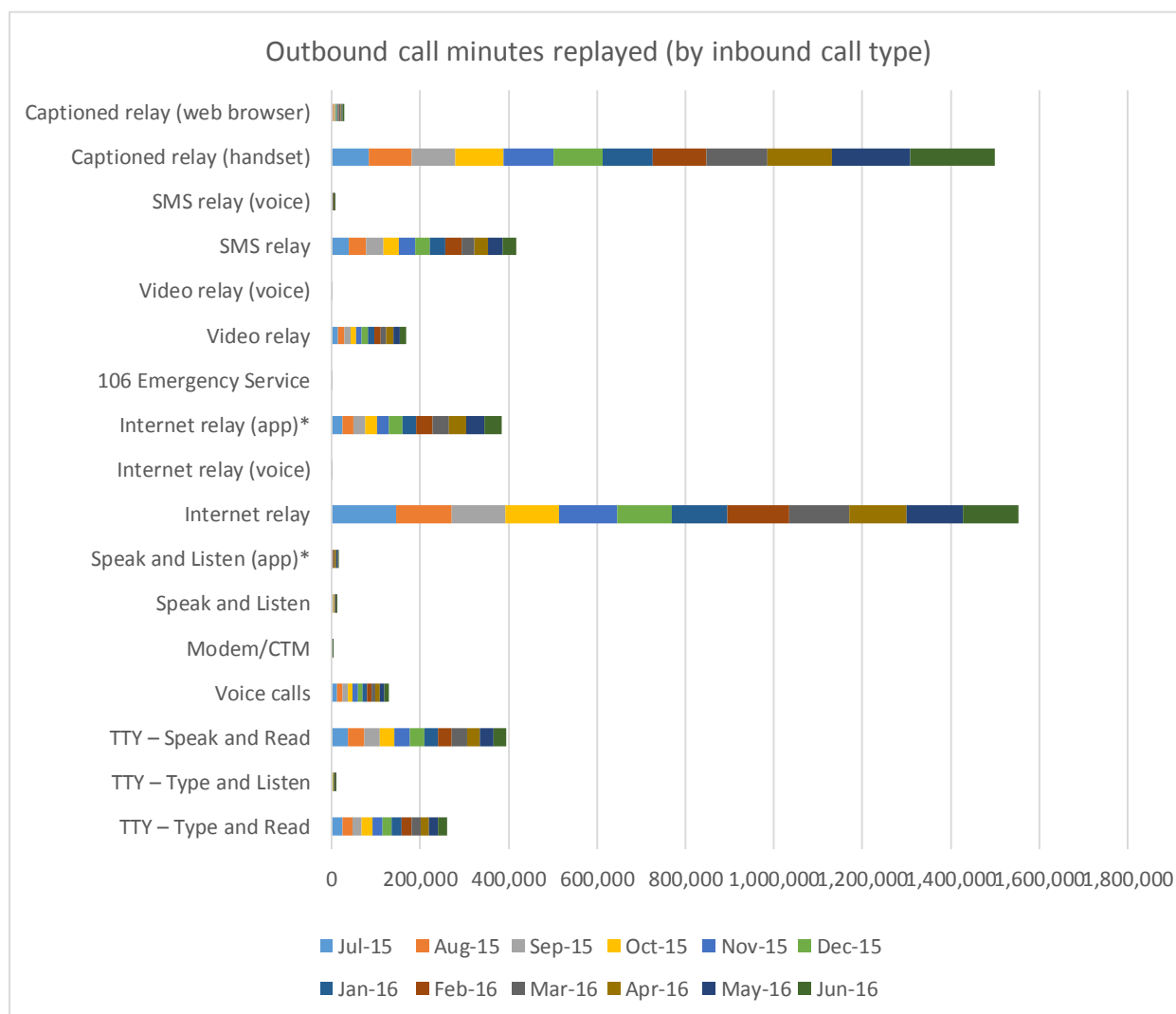
244,678 successful inbound connections were made to the NRS in Quarter 4, 2015-16 representing an increase of 20% from the previous quarter, with growth of more than 65% over the financial year.

Use of captioned relay and the NRS app by internet relay users continued to grow in this quarter, with small reductions in the number of successful connections by most other call types in the same period. More than 50% of all successful connections to the NRS in Quarter 4, 2015-16 were made by captioned relay handset users.

Outbound call minutes relayed (by inbound call type)

Outbound calls are placed by the relay service on behalf of users, primarily to businesses, government organisations, friends and family.

The following graph shows a breakdown of the outbound call minutes for each inbound call type in Quarters 1 – 4, 2015-16:

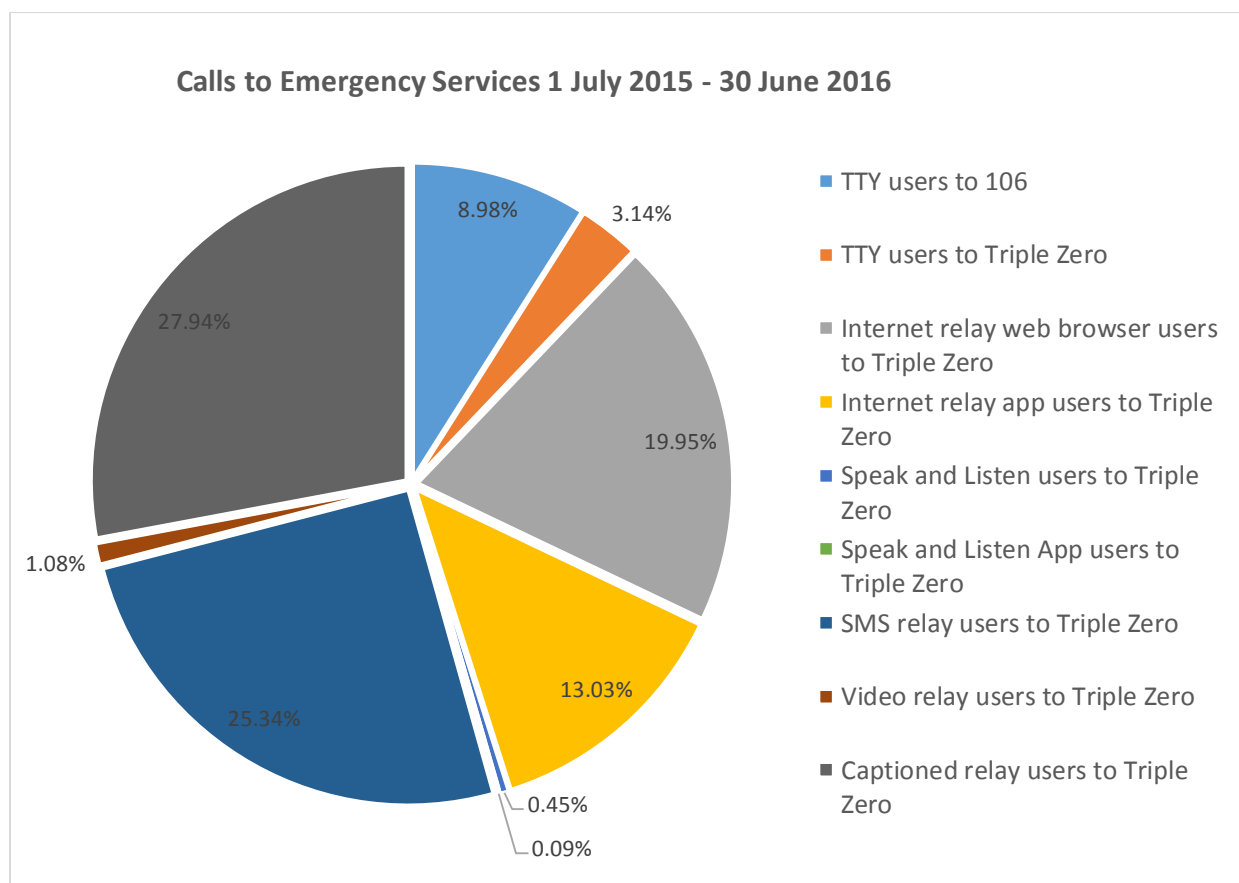


Over 1.35 million call minutes were relayed in Quarter 4, 2015-16. This is an increase of 10% on the previous quarter. Overall, more than 4.88 million calls minutes were relayed in FY 2015/16 representing an increase of 25% on the previous financial year (3.8 million in FY 2014/15).

Calls to emergency services relayed by the NRS

All NRS calls (except for the video relay service, which has limited operating hours) requiring emergency services are given priority access to a relay officer, before being connected to either a Triple Zero operator or directly to the appropriate emergency service organisation.

The chart below illustrates a proportional breakdown of the ways NRS users accessed emergency services in FY 2015/16:



343 calls to emergency services were relayed in Quarter 4, 2015-16, representing an increase of 28% on the previous quarter. Captioned relay was the most used access option, with a total of 159 genuine calls made via this service.

Overall a total of 1,113 calls to emergency services were relayed in FY 2015/16—an increase of 68% from the previous financial year (660 in FY 2014/15).

Use of captioned relay, SMS relay, and internet relay were the most popular access options, accounting for nearly 75% of all calls made to emergency services.

Helpdesk enquiries

The outreach service provider provides a helpdesk support function and handles complaints and feedback about the service.

The graph below illustrates a breakdown of the types of helpdesk enquiries received in FY 2015/16:

