

## **Guidance on reporting for Sales and Marketing activities including Cancel Own/Cancel Other (COCO)**

### **1. Introduction**

- a. This document has been produced by Ofcom to provide guidance to Wholesale CPs who undertake their own intra-footprint NoT-based order transactions.
  - i. Ofcom require this data to be provided on a regular monthly basis (3-month rolling view) to enable Ofcom to monitor compliance with sales and marketing rules including potential miss-selling and inappropriate use of cancel other.
  - ii. Monthly reports should be submitted to Ofcom ([wholesalereporting@ofcom.org.uk](mailto:wholesalereporting@ofcom.org.uk)) on the 18<sup>th</sup> of each month commencing 18<sup>th</sup> August 2015 for July data.
- b. The CoCo data is to be supplied by only those Wholesalers who process their own 'intra-footprint' NoT transactions, (i.e. where the Gaining & Losing Retailer CPs are contained within the Wholesaler's own footprint estate).
- c. In-scope Products
  - i. WLR-PSTN
  - ii. WLR-ISDN2
  - iii. WLR-ISDN30
  - iv. LLU-SMPF
  - v. GEA-FTTC
  - vi. LLU-MPF
  - vii. SLU-SMPF
  - viii. SLU-MPF
  - ix. CPS (BTW only)

### **2. The CoCo data reports**

These reports are required by Ofcom and they are specified at 2 Levels:-

- a. Level 1 – Aggregate view
- b. Level 2 – RID level view
- c. These reports are to be provided on a regular (monthly) basis & should include a 3-month rolling view

### **3. Level 1 – Wholesaler-supplied Aggregate data**

There are 2 x Level 1 reports:-

- a. Report 1.1 (Fig 1)
  - i. *Total volume of Cancel Other orders received from all Losing Retail CPs divided by Total volume of related NoT switch orders raised by all Gaining Retail CPs...in the month.....expressed as a %*
- b. Report 1.2 (Fig 2)
  - i. *The distribution (i.e. percentage splits) of cancel other reason codes pertaining to the cancel other orders received from all Losing Retail CPs in the month*
- c. These reports are required for:-
  - i. each in-scope product
  - ii. a single consolidated 'all products' report

### **4. Level 2 – Wholesaler-supplied RID-level data**

There are 3 x Level 2 reports – These reports are intended to enable Ofcom to monitor compliance with sales and marketing rules including potential miss-selling and inappropriate use of cancel other.

- a. Report 2.1 – For each Gaining Retail CP (Fig 3)
  - i. *Total volume of Cancel Other orders received from Losing Retail CPs divided by Total volume of related NoT switch orders raised by each individual Gaining retail CP...in the month.....expressed as a %*
- b. Report 2.2 – For each Gaining Retail CP (Fig 4)
  - i. *The distribution (i.e. percentage splits) of cancel other reason codes pertaining to the cancel other orders received from Losing Retail CPs .....in the month*
- c. Report 2.3 – For each Losing Retail CP (Fig 5)
  - i. *The distribution (i.e. percentage splits) of cancel other reason codes pertaining to the cancel other orders raised by each individual Losing Retail CP.... in the month*
- d. These reports are only required as a single consolidated ‘all products’ report

#### **5. Cancel Other – Codes & Reasons**

- a. As part of the Consumer Switching Programme, the intention is to Harmonise the 3 existing Cancel Other code lists into a single ‘harmonised’ list of Cancel Other Codes & reasons.
- b. The definitive ‘harmonised’ list is being introduced alongside the existing codes/reasons but the legacy codes will be removed completely on 20<sup>th</sup> June’15.
- c. The definitive ‘Harmonised’ list of Cancel Other Codes & Reasons is as shown below (Fig.6)
- d. The Cancel Other codes to be captured in the abovementioned reports are
  - i. **9111, 9120, 9150, 9160, 9170, 9180, 9190.**

**FIG 1**

<b>% Cancel Others raised against Valid Transfer orders (Aggregate view)</b>				
Wholesaler XX	Month	July	August	September
Wholesaler Aggregate Data (Level 1)	Result (%CO v Setups)	9.22%	13.29%	9.25%
	Numerator (COs)	1241	1567	1345
	Denominator (setups)	13456	11789	14536

**FIG 2**

<b>Distribution of Cancel Other Reason Codes (Aggregate view)</b>							
Wholesaler XX	Reason Code	July	%	August	%	September	%
Wholesaler Aggregate Data (Level 1)	9111	1	1%	4	1%	5	1%
	9120	22	15%	88	20%	85	14%
	9150	21	14%	56	12%	152	25%
	9160	23	16%	45	10%	141	23%
	9170	56	38%	111	25%	130	21%
	9180	22	15%	144	32%	98	16%
	9190	1	1%	2	0%	1	0%
	Total	146	100%	450	100%	612	100%

**FIG 3**

<b>Indication of potential 'Mis-selling' by Gaining Retail CPs (RID Level view)</b>						
Wholesaler XX	Gaining CP	RID	Data	Month		
				July	August	September
Wholesaler-supplied RID-level data (Level 2)	Gaining Retailer x	DDD	Result (%CO v Setups)	9.22%	13.29%	9.25%
			Numerator (COs)	1241	1567	1345
			Denominator (setups)	13456	11789	14536
	Gaining Retailer y	GGG	Result (%CO v Setups)	9.22%	13.29%	9.25%
			Numerator (COs)	1241	1567	1345
			Denominator (setups)	13456	11789	14536

**FIG 4**

<b>Indication of potential mis-selling by Gaining retail CPs – Breakdown of Cancel Other Reason Codes received by each Gaining retail CP (RID level view)</b>										
Wholesaler XX	Gaining CP	RID	Cancel Other Reason Codes							Grand Total
			9111	9120	9150	9160	9170	9180	9190	
Wholesaler-supplied RID-level data (Level 2)	Gaining Retailer w	QQQ	1	5	12	44	22	14	1	99
	Gaining Retailer x	AAA	1	12	22	8	7	22	2	74
	Gaining Retailer y	OOO	1	18	50	11	5	5	1	91
	Gaining Retailer z	YUI	1	4	18	45	33	58	2	161

**FIG 5**

Indication of potential incorrect use of Cancel Other by Losing retail CPs – Breakdown of Cancel Other Reason Codes received from each Losing Retail CP (RID Level view)										
Wholesaler XX	Losing CP	RID	Cancel Other Reason Codes							Grand Total
			9111	9120	9150	9160	9170	9180	9190	
Wholesaler-supplied RID-level data (Level 2)	Losing Retailer w	QQQ	1	5	12	44	22	14	1	99
	Losing Retailer x	AAA	1	12	22	8	7	22	2	74
	Losing Retailer y	OOO	1	18	50	11	5	5	1	91
	Losing Retailer z	YUI	1	4	18	45	33	58	2	161

**Fig 6**

<b>9111</b>	SP Requested Cancel Other - Current CP Inflight Order
<b>9120</b>	SP Requested Cancel Other - No authorisation given to transfer
<b>9150</b>	SP Requested Cancel Other - Customer has never been contacted
<b>9160</b>	SP Requested Cancel Other - Deliberate attempt to mislead
<b>9170</b>	SP Requested Cancel Other - Purchased a different service/product
<b>9180</b>	SP Requested Cancel Other - Failure to cancel
<b>9190</b>	SP Requested Cancel Other - End User not moving