



**Call24**

24 hour help when you need it

**Annual Report Year End 31st March 2011**



## **Our Mission**

Independent living through technology

## Our Values


Call24 believes in making a difference to people's lives.  
Our staff are committed to the Company's core values, as summarised below:-

- we pride ourselves on always being there to offer peace of mind;
- our dedicated staff genuinely care;
- we handle emergency calls confidently and effectively; and
- we enable independent living.

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**'Providing a much needed  
24 hour, 7 days a week  
lifeline to its customers...'**

## Introduction

Jeremy Tudor, Managing Director, Call24

Our ageing society poses one of the UK's greatest challenges.

Some commentators are forecasting that by 2026 the over 65's will account for almost 48% of the total number of households in the country. An increasing number of older people want to stay in their own homes and that is where 'telecare' services can play a vital role.

Call24 is based in Plymouth, Devon and has been providing a much needed 24 hour, 7 days a week lifeline to its customers for the past 25 years. We are very proud of the dedicated and caring response we provide to those who have had to use their telecare alarms for prompt assistance. The response centre uses up-to-date call response computer software, so that calls are dealt with as calmly and efficiently as possible. And that is not just us saying that, our customers also agree. Every year we ask them what they think of the service and for this year the results were:

- **98.82% of customers rated the call response service as "good or excellent".**
- **96.53% of customers rated the installation and repair services as "good or excellent".**
- **92.66% of customers rated the finance and administration services as "good or excellent".**

Offering the feeling of security and peace of mind is what the service provides. It has been recognised that the service provided is an essential part of allowing older customers to live their lives with dignity and independence, knowing that support will always be there if they need it.

Not only do we provide the standard 'lifeline' alarm, the company provides a range of telecare sensors to its product portfolio including bogus caller alert buttons, detectors that monitor for smoke, carbon monoxide and extreme temperatures, flood detectors, falls detectors and sensors that detect general inactivity. We are continually evaluating new forms of assistive technology that is available, to ensure that we can meet our customers' current and future needs.

As in previous years, we continue to check the prices that competitors are charging to ensure that we offer the best value possible. We therefore care that the services we offer are affordable and as such we actively monitor our competitors to ensure that our charges are as competitive as we can make them. We also have links to local authorities and regional and national charities, who may in certain circumstances be able to offer financial assistance to acquire services from Call24.





**'Call24 has successfully made the transition to the even more challenging standards contained within the 2009 TSA code of practice.'**

## Annual operational report

Call24 is one of the largest telecare alarm-response monitoring centres in the South West, with approaching 10,000 alarm connections and a turnover of almost £1million. We at Call24 are committed to the values of the services which the company provides. Consequently this year has seen a continuation of our plans to expand the number of customers that we serve.

### Looking back

In December 2010 Call24 successfully passed its fourth annual audit inspection for the Telecare Services Association Code of Practice, achieving compliance to the latest revision of the Code. The Telecare Services Association (TSA) is the representative body for the telecare industry within the UK, whose purpose is to ensure the provision of a quality customer service by officially recognising service providers that meet its demanding criteria.

Call24 achieved accreditation for both aspects of its business; Service Set Up – Installation, and Telecare Alarm Monitoring, and is a Premium member of the TSA. Out of that process the TSA gave Call24 a glowing report having identified several areas of industry wide best practice and no improvement needs, which is a real achievement and reflects the hard work and commitment of the staff team throughout the year.

The TSA Telecare Code of Practice is the only bespoke standard available in the UK. To achieve this standard organisations must undergo a robust audit process by a UKAS\* accredited organisation, and once the standard has been achieved organisations are then subject to annual audits to ensure such standards are being maintained.

Trevor Single, Chief Executive Officer of the TSA, said, "I am delighted that Call 24 has achieved accreditation to the TSA 2009 Telecare Code of Practice across the two areas of its service delivery – the Installation and Monitoring Modules. The Code of Practice is recognised as the national quality standard for the delivery of telecare across the UK and Call 24, having previously achieved accreditation to the 2005 Code has successfully made the transition to the even more challenging standards contained within the 2009 version".

\*UK Accreditation Service

## Achievement against the key commitments

During the year, Call24 continued to build upon the partnership with Plymouth City Council to mainstream the delivery of Telecare within the city. We have now delivered 800 telecare installations for Plymouth City Council. Telecare involves monitoring emergencies and also lifestyle changes to manage the risks associated with living independently. Telecare supports the independence and well-being of predominantly older people but also other vulnerable groups. Call24 treats the referrals for a telecare alarm within this agreement, as urgent under Telecare Services Association (TSA) guidelines. As such, we installed 100% of referrals within 5 working days in 2010/11.

Call24 has invested in the software reporting tools to enable comprehensive reporting of our installation and maintenance performance for 2010/11 and subsequent years, and brings Call24 into line with the requirements of the revised TSA Code of Practice. We continue to invest in a dedicated team to install our telecare alarms and to meet our key commitment to deliver an in-house maintenance service for dispersed alarms having taken the decision that this would provide a better quality service to our telecare clients.

As a result of this change, Call24 is proud to be able to report the following performance:

### Alarm Installations

Month	% installations within 15 days	Month	% installations within 15 days
April 2010	98.0	October 2010	100
May 2010	100	November 2010	100
June 2010	100	December 2010	90.2
July 2010	100	January 2011	98.5
August 2010	100	February 2011	98.6
September 2010	100	March 2011	98.2

## Alarm Maintenance & Repair

100% of critical faults were dealt with within 48 hours in every month except March 2011 (96.3), and 100% of all non critical faults were dealt with within 10 days, throughout the year.

Another priority for the Company was to enhance the marketing of its products and services. As such, Call24 employed a full-time Marketing Assistant. This post is devoted to raising awareness of the Call24 brand and increasing sales through various forms of marketing activity.

Further projects for the year included maintaining high calls handling performance, in which more detail on this specific achievement is given on page ???. There was also the implementation of a lone worker monitoring solution for the Local Authority and a number of housing association's and the aim to widen the use of Call24's disaster recovery capability, which proved highly valuable for the Devon and Cornwall Housing Group during the adverse weather conditions that were experienced in the later part of 2010. Call24 was able to take over calls handling for their customer services' telephone lines that would otherwise have been compromised due to staff members not being able to access the various offices.

Call24 continues to receive software upgrades from its supplier. This has included a significant upgrade during 2010/11, to the latest revision of Answerlink 3G, call handling system.

Call24 recognises the importance and value of customers being involved in shaping the service. We continue to offer customers the opportunity to take part in its customer focus groups, which we hope to further expand in the coming year. Customers expressing an interest should contact our Business Support Manager on **freephone 0800 085 0407**.

We are also pleased to continue to attend coffee mornings and resident meetings, which has proved a useful means to consult on our service with a wide range of telecare users.

## Key performance indicators

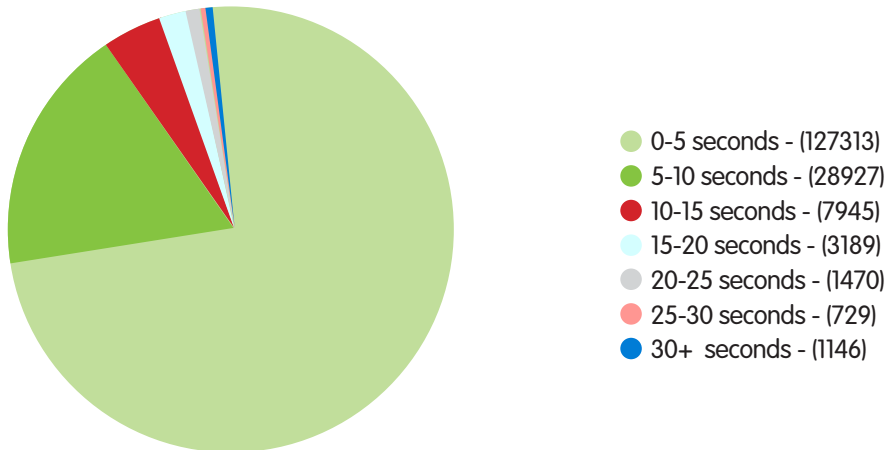
The Company's Board of Management measure performance against a number of criteria in relation to financial, operational, business development and human resource targets. Actual performance against those Key Performance Indicators (KPIs) are summarised below:

Performance Indicator	Target 2009/10	As at 31st March 2010
<b>Financial</b>		
1. Net profit margin (Net profit as % of Turnover)	> 2.4%	7.2%
2. Turnover	£987,861	101%
<b>Operational</b>		
3. Calls answered within 60 seconds	> 98.5%	99.85%
4. % of customers with records unchecked in last 12 months	< 2%	0%
5. Complaints as % of customers	< 0.35%	<0.3%
6. % of social alarm customers rating the service good or better	> 87.55%	>98.82%
<b>Business Development</b>		
7. Annualised net increase in number of private domestic customers	> 5%	0.72%
<b>People</b>		
8. Staff turnover ratio	7.5% – 17.5%	6.47%
9. Working days lost through sickness	< 4.5%	2.0%

## Customer Service and Involvement

During the year ended 31st March 2011, Call24 responded to 224,688 calls, of which 170,719 were emergency calls.

### Number of emergency calls accepted within each time band



Call24 continues to exceed the Telecare Services Association standards for call answering performance, recording a response rate for 2010-11 of 99.85% in 60 seconds against a target of 98.5%, and 99.99% within 180 seconds against a target of 99%.

Line utilization is closely monitored to ensure that sufficient capacity is available. This is recorded monthly and Call24 has a line utilization per line bank of <5% against a TSA target of <50%. To further enhance the availability of lines Call24 has also switched from cyclical to sequential call routing.

Call24 is committed to learning from the experiences of its customers. Approximately two thirds of Call24's turnover comes from alarms monitored for private individuals in the community and Call24 conducts an annual survey of these customers to assess customer satisfaction. In 2010 -11, 7.48% of respondents considered that our performance had improved.

**This year's key findings are as follows:-**

- 11 out of 12 areas achieved average satisfaction ratings above 90%.
- The percentage of customers rating the service as good or better remains exceptionally high with scores between 92.66% – 98.82%.
- These results are impressive in service ratings across all activities and competencies. This should also be viewed against the backdrop of strong baseline performance for the last seven years.

Positive feedback from customers referred to the 'peace of mind' and the 'confidence' that the service offers. Further analysis and information on Call24's customer survey and any comments/ complaints received can be found within the Appendices to this report.

As well as learning from customer feedback received within the annual survey, Call24 also sent feedback forms to every client following an installation and encourages customers to join its consultation group by for example, advertising the group on its website.

Call24 uses Answer-Link 3G, the latest generation of Telecare Response Centre technology, as supplier for its calls handling requirements. The system is fully Web enabled, complies with the TSA Codes of Practice and is in line with the Supporting People requirements for more flexible and cost-effective methods of working.



## Business Development

2010-11 has been a very busy year for Call24. We have witnessed growth in the take up of our self installation alarm, which has enabled Call24 to expand its geographical remit, now offering a call response service to customers on a national basis.

Call24 has been undertaking work for an increased number of corporate clients including Plymouth City Council – local, regional and national housing associations – charities and support providers. This work is in the area of both corporate calls handling and lone worker monitoring.

The above was supported by various forms of marketing activity, including raising brand awareness of the Company's image by advertising in a series of key publications. Call24 continued to build upon relationships with other local charity groups and for example, GP/nursing staff within local surgeries and hospitals. These relationships are highly valued in respect of the communication and promotion of the Company's products and services. Further, Call24 sponsored a number of local events run by for example; district nurses, Befriending and care centres/groups in order to support the wider community in helping elderly and vulnerable adults stay independent.

As part of the Company's value added service, Call24 continues to see an increase in KeySafe sales, supplying and installing KeySafes from the preferred manufacturer Supra UK. KeySafes are a useful tool when it comes to providing the most efficient response for customers. This is because once an alarm has been raised and Call24 has provided an effective response, if an emergency situation has arisen, it is essential that 999 services can gain access to the client's property without delay. KeySafes also remove the expensive costs that are associated with forced entry and are therefore beneficial to our clients.

And that's not all; there are lots of developments in the pipe-line for the next year. This includes a pilot project that offers a dynamic lone worker monitoring solution using mobile phones with Global Positioning System technology. The trial of this new product has been extended to staff employed in Call24 and the service is being appraised with other members of the Devon and Cornwall Housing Group, who have a vast number of lone workers throughout the organisation. Once the testing phase is complete, officers will be looking to offer a mobile solution for private customers meaning that they can have 24/7 reassurance beyond the confines of their own home. Further, we will be looking in-depth at the range of telecare that we currently offer and assess new advances in telehealth technology available on the market throughout the course of the year.



**'The key to the company's ongoing success is the dedication and efficiency of the staff.'**

## Targets set for the next year

### 1: To continue to outperform the TSA target response times which have been revised as follows:-

#### Calls handling:

- a. 100% of calls to be answered within 60 seconds  
(TSA target, 97.5% of calls to be answered within 60 seconds).
- b. 99% of calls to be answered within 30 seconds  
(TSA target, 99% of calls to be answered within 180 seconds).

#### Installation:

- a. To complete 100% of urgent installations within 2 working days.
- b. To complete 100% of non-urgent installations within 15 working days.

#### Repairs and maintenance:

- a. To complete 100% of critical repairs within 2 working days.
- b. To complete 100% of non-critical repairs within 15 working days.

#### Line utilization:

- a. < 50% on each line bank

### 2: Improve customer satisfaction from 2010 results over the three service areas i.e.:

- a. Speed of response. New target of 9.50.
- b. Knowledge of staff. New target of 9.50.
- c. Helpfulness of staff. New target of 9.50.
- d. Courtesy of staff. New target of 9.60.
- e. Overall service rating. New target 9.50

### 3: To be an employer of choice

- a. Achievement of the target of working days lost through sickness. Target is less than 4.5%.
- b. Senior managers to undertake Leadership Development training.

### 4. To achieve an annualised net increase in the number of private customers greater than 5 alarms per week.

## Staff

The key to the Company's on-going success is the dedication and efficiency of the staff. Our customer feedback, the re-accreditation of the TSA standards and the strong call answering performance statistics, reflects that the staff at Call24 operate at a high level. This is supported by a robust induction process for all new call operators (they are not allowed to take emergency calls on their own until they have successfully finished three months of being shadowed by an experienced call operator), as well as on-going training to ensure they are kept up-to-date.

## Financial Summary

<b>Profit and Loss account</b> Year ended 31 March 2011	<b>Year ended</b> <b>31 March 2011</b>	Year ended 31 March 2010
Turnover	<b>£991,216</b>	£989,998
Operating costs	<b>(£943,474)</b>	(£916,037)
<b>Operating profit</b>	<b>£109,742</b>	£73,961
Interest receivable and similar income	<b>£2,065</b>	£1,795
Interest payable and similar charges	<b>(£3,143)</b>	(£14,714)
<b>Profit on ordinary activities before taxation</b>	<b>£108,664</b>	£61,042
Taxation	<b>(£37,656)</b>	(£8,868)
<b>Profit for the financial year</b>	<b>£71,008</b>	£52,174

The Company's achievement of a net profit of £71,008 is being re-invested in improving the service for its customers. Call24 has not paid any dividend, nor gift aided any surplus to its stakeholders.

## Balance sheet

at 31 March 2011

	31 March 2011	31 March 2010
<b>Fixed assets</b>	<b>£248,173</b>	£286,063
<b>Current Assets</b>	<b>£553,202</b>	£454,786
<b>Creditors:</b> amounts falling due within one year	<b>(£243,915)</b>	(£232,494)
<b>Net current assets</b>	<b>£289,287</b>	£222,292
<b>Total assets less current liabilities</b>	<b>£537,460</b>	£508,355
<b>Creditors:</b> amounts falling due after more than one year	-	(£10,719)
<b>Pension Liability</b>	<b>(£10,000)</b>	(£165,000)
<b>Net assets</b>	<b>£501,644</b>	£332,636
<b>Capital and reserves:</b>		
Called up share capital	<b>£165,400</b>	£165,400
Revenue reserves	<b>£336,244</b>	£167,236
	<b>£501,644</b>	£332,636

The financial information is taken from the audited accounts of Call24 for the year ended 31st March 2011. If you would like a full copy of our financial statements then please contact us on freephone 0800 085 0407.



**'Ensuring services are delivered  
in line with our published  
standards'**

## Management Team



**Jeremy Tudor**  
Managing Director  
Contact:  
0800 085 0407  
Mob 07794 218721



**Andrea Moore**  
Telecare Response  
Centre - Operations  
Manager  
Contact:  
01752 777565



**Andrew Hodgkins**  
Telecare Response  
Centre - Business  
Support Manager  
Contact:  
01752 787683

Howard Toplis, Chief Executive and Board Member (pictured below) is also part of Call24's management team.

## Board Members



**Andrew Tonkin, Chair**  
Contact:  
01803 869511



**David Norman**  
Contact:  
01803 869504



**Giles Perritt**  
Contact:  
01752 304464



**Howard Toplis**  
**Chief Executive**  
Contact:  
01803 869501



**Diane Webley**  
Service User  
Representative



## Appendix 1

### Customer Survey 2010-11

**1.1** The Company is committed to learning from the experiences of its customers, and in late 2003 commenced a survey to gauge private customers' views on an annual basis. This is also a requirement of the Telecare Services Association.

Below are the results of the 2010/11 customer survey.

The importance of customer satisfaction is reinforced through the Company's strategic Key Performance Indicators. The Company aims to survey one third of its private customer base on an annual basis, and 1,200 questionnaires were distributed in March 2011 to a random sample of private customers.

**1.2** When planning the postal survey, the Company has historically sought a response rate of 35%. The number of survey forms returned for the 2010/11 survey was 485 (40.4%).

**Table 1 - Survey populations, and respondents in each category (2004 to 2010)**

	2004		2005		2006		2007		2008		2009		2010	
	No	%	No	%	No	%	No	%	No	%	No	%	No	%
Surveys Returned	474	-	556	-	624	-	581	-	649	-	574	-	485	-
Call Centre Experience	410	86.5	477	86.0	558	89.4	524	90.2	559	86.1	498	86.8	425	87.6
Install / Repair Experience	145	30.6	126	22.7	134	21.5	111	19.1	418	71.9	428	74.6	375	77.3
Finance Experience	126	26.6	96	17.3	83	13.3	119	20.5	356	61.3	265	46.2	218	44.9

The survey form retained the simplified design used in 2008 and this has resulted in many more service users completing the form in full over the last three years rather than just the initial section of "call centre experience".

For all areas of the Company's service, customers were asked to score performance on a scale of 1 to 10, where 1 was highly dissatisfied and 10 was highly satisfied. The mean average performance scores are summarised in Table 2, with prior year comparators below and a graphical analysis in Appendix 2.



## Appendix 1 cont...

**Table 2 – Average customer ratings, 2003 to 2010**

Service area	Year	Speed of response	Knowledge of staff	Helpfulness of staff	Courtesy of staff	Overall Service rating	% rating overall service good or better (1)	No. of responses
		Target 9.50	Target 9.50	Target 9.50	Target 9.60	Target 9.50		
Call Centre	2010	9.42	9.33	9.40	9.56	9.46	98.82%	425
	2009	9.32	9.30	9.37	9.50	9.39	97.39%	498
	2008	9.47	9.27	9.47	9.58	9.48	98.93%	559
	2007	9.22	9.27	9.51	9.66	9.50	95.56%	524
	2006	8.99	9.12	9.36	9.42	9.32	94.44%	558
	2005	8.81	9.01	9.27	9.37	9.29	94.55%	477
	2004	8.93	9.07	9.43	9.49	9.35	95.12%	410
	2003	8.58	8.81	9.13	9.15	8.99	89.34%	333
Installation and Repairs	2010	9.20	9.31	9.29	9.40	9.23	96.53%	375
	2009	9.27	9.32	9.32	9.43	9.28	99.53%	428
	2008	9.81	9.17	9.29	9.56	9.59	97.61%	418
	2007	9.44	9.35	9.45	9.52	9.60	96.40%	111
	2006	9.17	9.01	9.26	9.38	9.40	94.78%	134
	2005	9.21	9.33	9.51	9.58	9.57	98.41%	126
	2004	9.29	9.13	9.31	9.47	9.43	95.17%	145
	2003	8.89	8.96	9.13	9.29	9.10	89.06%	128
Finance and Admin.	2010	9.23	8.80	9.27	9.04	9.03	92.66%	218
	2009	9.26	8.95	9.01	9.07	9.06	100.00%	265
	2008	9.56	8.88	9.05	9.11	9.28	96.63%	356
	2007	9.27	9.05	9.39	9.45	9.44	96.64%	115
	2006	8.92	9.04	9.24	9.35	9.33	93.98%	83
	2005	9.18	8.95	9.45	9.48	9.32	92.71%	96
	2004	9.28	8.95	9.42	9.56	9.43	95.24%	126
	2003	8.90	8.70	9.06	9.13	8.99	88.44%	147

Note: (1) A score of 7 or above within a ten point scale has been used to define good or higher.

**Key findings are as follows:** All 12 areas assessed by the Company have maintained high levels of customer satisfaction.

- 11 out of 12 areas achieved average satisfaction ratings above 9.0 (on a 1 to 10 scale).
- The % of customers rating the service as good or better remains exceptionally high with scores between 92.66% - 98.82%.
- These results are impressive in service ratings across all activities and competencies.

This should also be viewed against the backdrop of strong baseline performance for the last seven years.



## Appendix 1 cont...

In addition, customers were asked whether the service had improved, worsened or stayed the same in the last twelve months. Results were as follows:

	2004	2005	2006	2007	2008	2009	2010
Improved	8.7% (41 cases)	8.3% (46 cases)	7.37% (46 cases)	5.16% (30 cases)	9.09%(59 cases)	9.06% (52 cases)	7.48% (36 cases)
Worsened	0.6% (3)	0.2% (1)	0.96% (6)	0.34% (2)	0.15% (1)	0.00%	0.00%
Unchanged	76.6%	80.0%	77.08%	84.85%	63.33	58.54% (336 cases)	65.49% (315 cases)
No view	14.1%	11.5%	14.58%	9.64%	27.43	32.41% (186 cases)	27.03% (130 cases)

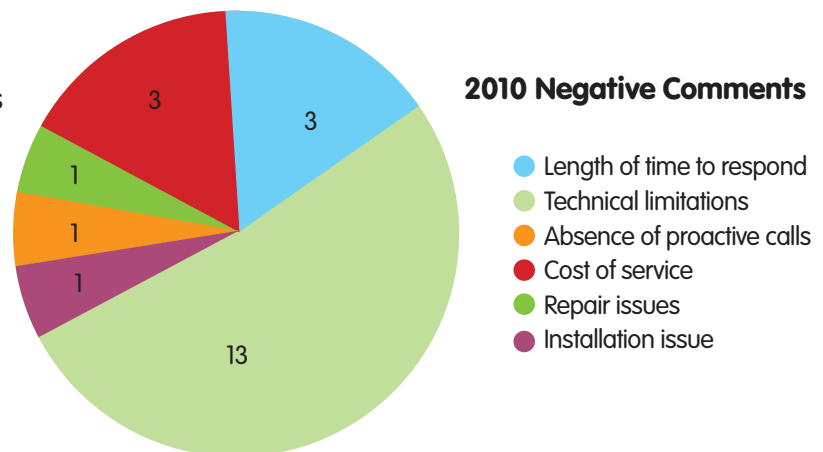
The 2010 survey saw the continuation of an additional set of questions introduced in 2009, against which customers were again asked to score performance on a scale of 1 to 10, where 1 was highly dissatisfied and 10 was highly satisfied. The mean average performance scores are summarised right.

2010/11 saw a small increase in the number of negative comments, rising to 22 from 17 the previous year, but representing less than 5 % of the survey replies received. Of the 22 adverse comments received, 3 were about perceived delays in responding, and a further 4 were from people concerned about range issues from the base unit. Customers were also asked for any general comments on the service. There were 101 "non-generic" favourable comments - that is, positive comments on the way the service is delivered (101 last year).

A sample of positive comments received are shown in Appendix 3. These can be used in future marketing campaigns to differentiate Call24 services from other providers.

	2009	2010
Do you feel that Call24 offers good value for money?	9.08	8.91
How do you rate our response to complaints?	9.06	8.98
Was the alarm information booklet useful?	8.81	8.71
In general how satisfied are you with the information and literature provided by Call24?	9.05	8.97

**Graph 3 – Reasons for negative comments given by Customers (total of 22 comments)**



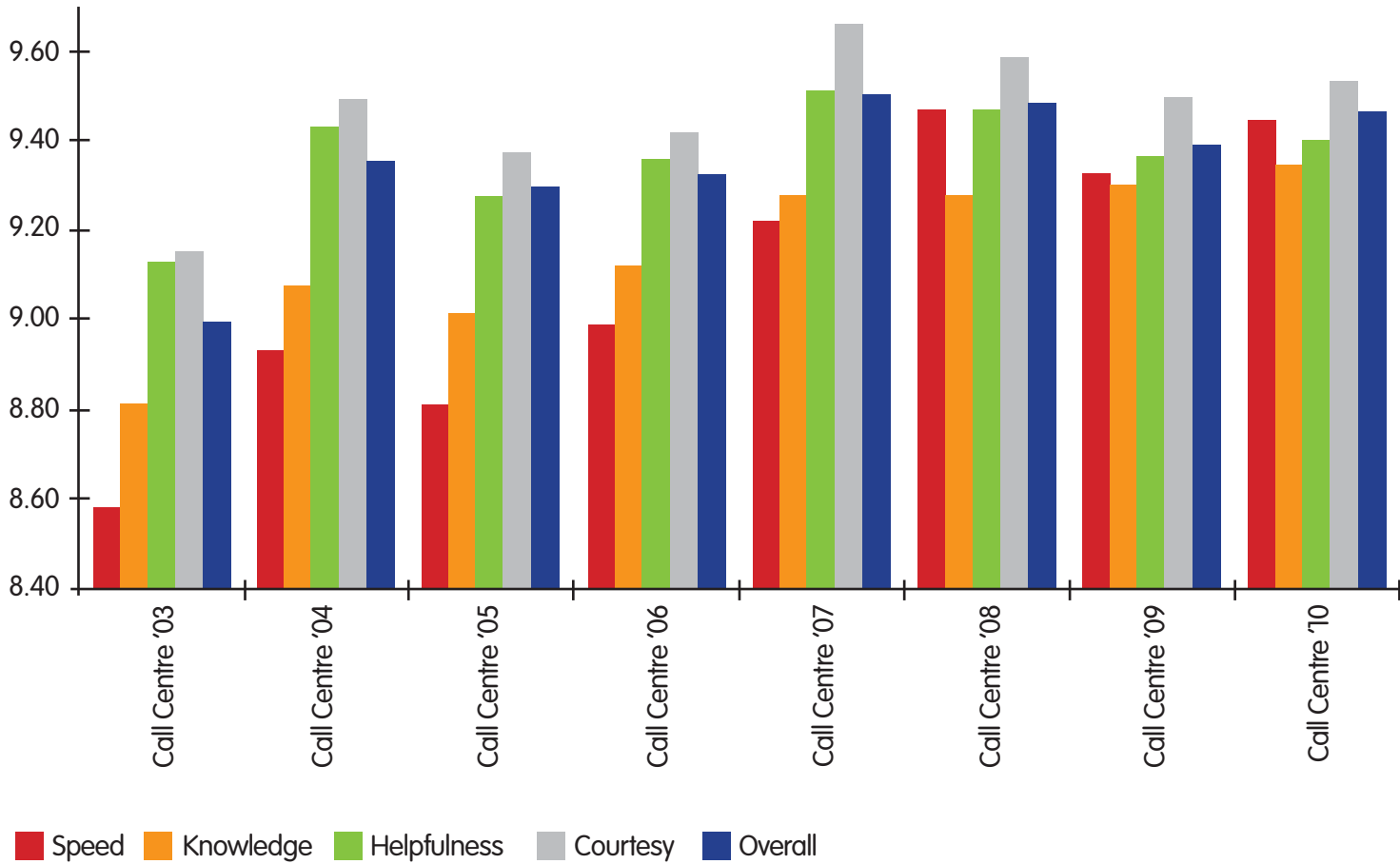


## Appendix 2

### Year on Year Comparison – the call centre experience

Year on year comparison average scores.

Scores given on a ten point scale with a score of 7 or above being used to define performance as good or higher.



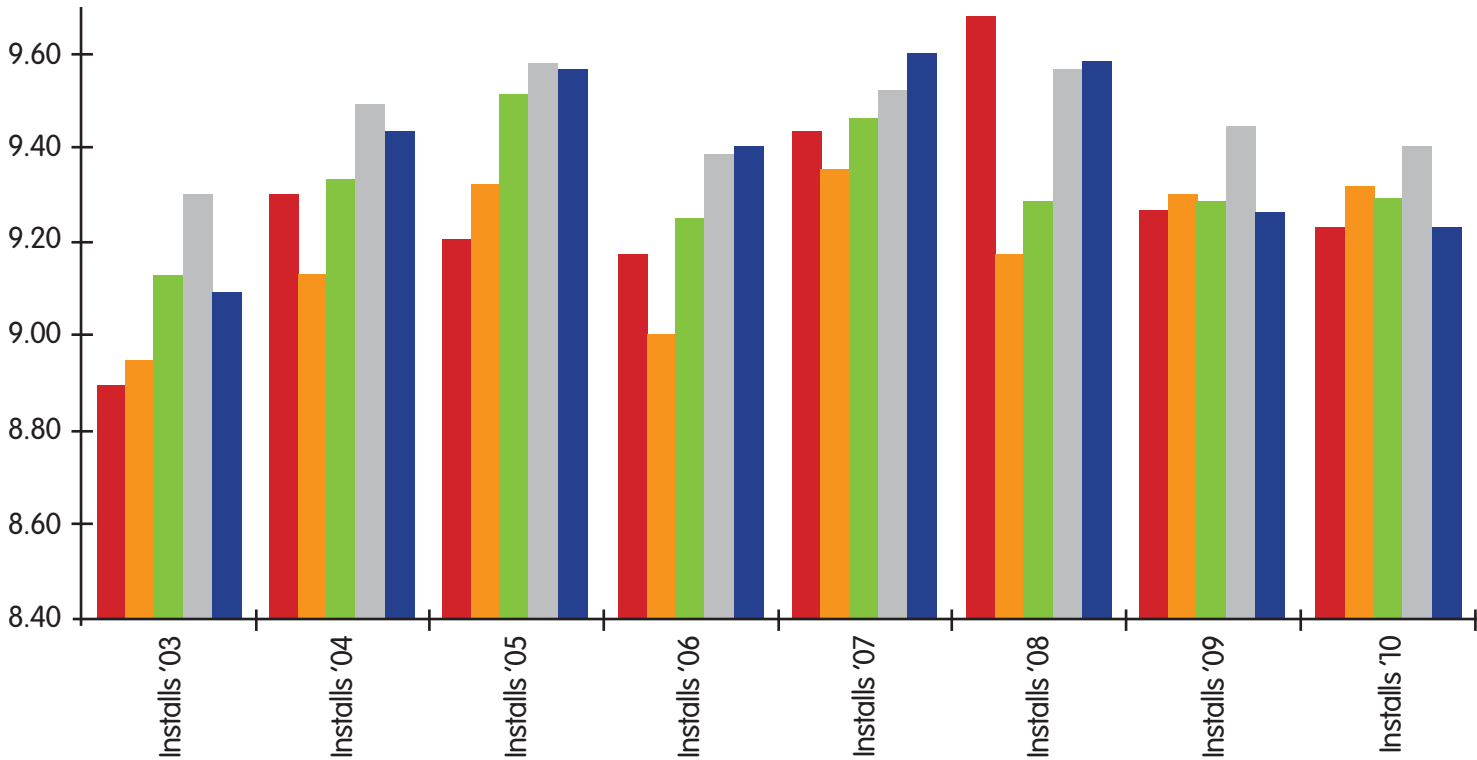


## Appendix 2 cont...

### Year on Year Comparison – our installation service

Year on year comparison average scores.

Scores given on a ten point scale with a score of 7 or above being used to define performance as good or higher.



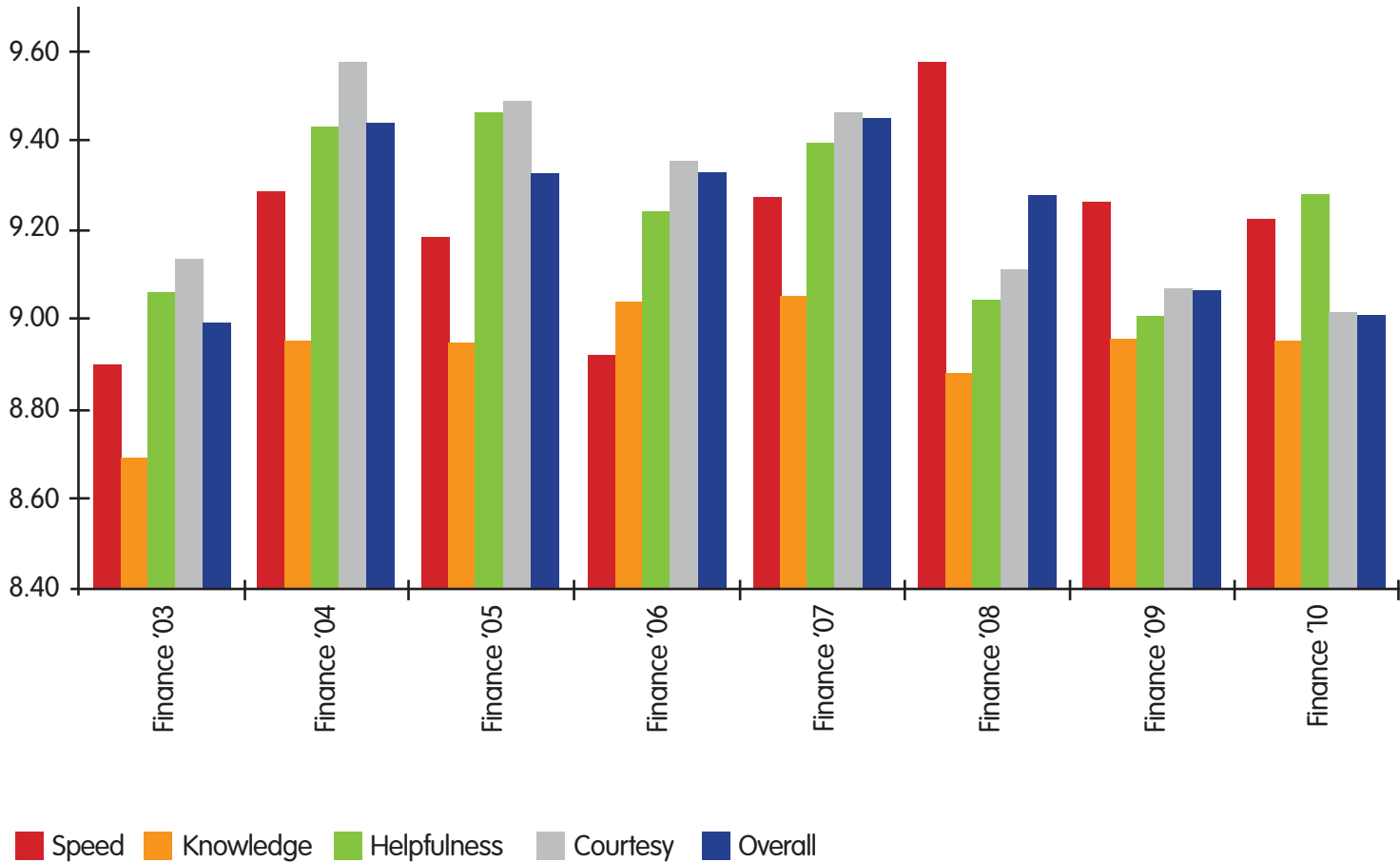
Speed Knowledge Helpfulness Courtesy Overall



## Appendix 2 cont...

### Year on Year Comparison – our finance department

Year on year comparison average scores.  
Scores given on a ten point scale with a score of 7 or above  
being used to define performance as good or higher.





## Appendix 3

### Sample of favourable customer comments.

"A very kind and courteous band of ladies, will help in any way Although Mum is no longer with us, I know that without this alarm Mum would not have been here for the extra 9 weeks we had her".

"Always helpful"

"Always I have found everyone polite and helpful".

"Always charming and give me a safe feeling".

"Because I am deaf I take comfort in the fact that if I couldn't hear you would take action as necessary".

"Equipment upgraded and much better".

"Even over the Christmas holiday you sent out an engineer".

"Everything satisfactory".

"Excellent service".

"Great comfort".

"I always get immediate response to my call".

"I couldn't manage without Call24".

"I am more than satisfied with Call24".

"I am pleased to know that there is someone at the other end if anything should happen when I press the button, thank you for your help".

"I am quite satisfied with all the arrangements".

"I am very happy with the whole system".

"I am very lucky, I have never had to call the Call24 service but I feel very safe having one pendant to wear and to know I have you to call on".

"I cannot find fault with your service in any way".

"I feel Call24 should be installed in all pensioners homes".

"I feel very secure and happy".

"I find the service very good".

"I have been happy with the service I have received".

"I needed help via Call24, the response was good and the ambulance was here quickly, also two of my key holders. I do feel safer".

"I was very glad of Call24 when I fell and had to go into hospital. Thank you".

"Installation was perfectly satisfactory".

"It does not seem to take so long to respond now, it is a very good service, I would not be without it".

"It gives me confidence".

"It is a wonderful reassuring service which gives one great piece of mind".

"It is reassuring that the service is available and can be answered at the press of a button".

"It's a great comfort to know help is at hand at the press of a button".

"Keep up the good work".

"Maintained a constant high service in difficult financial times".

"No emergency yet but when I test staff are very pleasant and reassuring".

"Over the last 12 months I understand it better and feel safer".

"Please continue giving good service".

"Quite happy with the service".

"Satisfactory service which helps give reassurance that someone can be quickly contacted. A must for those living alone".

"Service always excellent".

"Still very good".

"Thank you, very grateful".

"Very satisfied with quick response to my recent fall".

"When I used the service it went like clockwork".



## Appendix 3 cont...

### Summary of customer comments/complaints

During the period 1st April 2010 to 31st March 2011 there were 7 complaints raised with Call24 and a further 29 positive comments expressed by satisfied customers outside of the annual survey results noted previously. The table below provides a sample of complaints received and action taken as well as detailing a selection of the positive comments highlighted by customers:

Brief description of complaint	Action taken
Dissatisfied with the delay in visiting to replace a faulty pendant	Pendant was fixed within 6 days of the fault being reported and within TSA guidelines for a non critical fault
Operator appeared rushed when I tried to report a fault	Voice recording indicates the complaint was unjustified, and that the operator had followed the correct procedure to ensure the call was not an immediate emergency.
The ambulance service couldn't gain access to the scheme	Voice recording indicates that the key safe details were passed to the emergency operator, client's representative reassured.
Pendant failed to activate	The pendant was replaced within 48 hours of notification; successful test calls had been made in each of the three previous months.

### Further general comments sent into Call24 included:

- Well worth the money and does its job well
- Just to say thanks again. A nice change to have people willing to do what they can to help and a huge relief to have the alarm
- The way I was dealt with was very reassuring and I can't express my gratitude enough
- I now feel very safe in the knowledge that I can get help anytime
- Your representative was very helpful and informative, and most of all very polite
- A pleasure to have the alarm fitted, a perfect gentleman
- The response was virtually instant, thank you for being there
- Thank you for the excellence service you gave to my father which enabled him to remain in his home
- Your response was faultless
- Installer very kind and courteous
- I would like to tell you how much the Call24 service has helped and made me feel so much safer

# Call24

24 hour help when you need it

Telecare Response Centre, Runnymede Court,  
125 Leypark Walk, Estover, Plymouth, PL6 8UF  
Tel: 0800 085 0407 Fax: 01752 771863

Would you like to know more about our work or prefer this report in an alternative format for example, a large print, audio or Braille version? Please see our website at [www.call24hour.com](http://www.call24hour.com) or contact either our **freephone number: 0800 085 0407** or **email: [info@call24hour.com](mailto:info@call24hour.com)**

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