

# Jacobs News

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Issue 11 - March 2011

**Welcome** to 11th edition of Jacobs news keeping you updated on what is happening in our organisation and the enforcement profession.

2010 has been a difficult year in local government with the economic conditions, recession, and of late, the government's public spending review. Administration involved in collecting local taxation, road traffic and other sundry debts is now under the spotlight more, in order for the Authority to deliver its priority front line services, keep cash flow and protect reducing budgets.

The Bailiff Profession is not immune to these pressures, and the market has widened the focus of service delivery to include improved quality and the delivery of services that add value, creating savings and efficiencies for councils. The saying "Quality is remembered a long time after price is forgotten" is just as relevant to recovery and enforcement services, as any other.

Jacobs prides itself on being a family firm, which over the past 50 years, has had a clear focus on Quality, Performance, Customer Care and delivering services that Add Value. Through our service delivery we work in partnership with Councils to ensure that Best Value and Continuous Improvement is evident through enhanced collection rates and service to both Clients, and your Customers (debtors) who are ultimately the end user.

As part of our commitment to partnership working, we provide a whole host of seamless additional no cost services to ensure that we provide the very best in our focus on doing the right things, and doing them well (Effectiveness & Efficiency).

## **Added Value – Sales gimmick or true partnership working?**

We firmly believe that the answer is true partnership working – Partnerships should bring innovation, savings, and a joined up approach. Bailiff companies should be an extension of their client's recovery department with common aims, objectives and goals.

We automate to reduce administration, Innovate to focus on key core functions, and provide support throughout the process, including the third sector in our joined up approach to achieve common goals.

During 2010, we have continued to increase our client base in line with our sustainable and controlled business growth plan. Some of the new and continued partnerships are detailed in the opposite chart:

Local Taxation	Road Traffic	Debt Recovery
Bradford	Bradford	Torfaen
Newcastle	Newcastle	Vale of Glamorgan
Bedford	Bedford	Waverley
Trafford	Trafford	Preston
Broxbourne	Rotherham	Conwy
Kettering	Hastings	Aylesbury Vale
South Northamptonshire	North Lincolnshire	N.E. Lincolnshire
City of York	Conwy	Wyre
Conwy	Hampshire Framework	Salford
(reappointed) Solihull, Cornwall, Colchester Waveney, Calderdale	(reappointed) Cornwall City of York	Kirklees
Hampshire Framework	Solihull, Dudley, Wolverhampton, Walsall framework	Middlesbrough

As a national market leader, with state of the art technology, large experienced, managed and trained workforce, we can provide the very best in Performance, Quality, Customer Care and Added Value.

We strongly believe in putting our Clients at the centre of all we do and as such we work hard to achieve customer satisfaction and uphold our reputations as professional and progressive partnership working.

## **Do we deliver what we say ?**

The centre pages of this newsletter details our latest Client Perception Survey, you will see that we deliver what we promise, to consistently high standards.

We hope you enjoy reading this edition.

The Partners, Dave Cornes, Paula Jacobs, Simon Jacobs



### **Jacobs:**

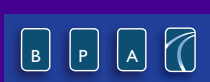
Delivering Services based on the very best of Quality, Performance, Customer Care and Added Value

**Jacobs**

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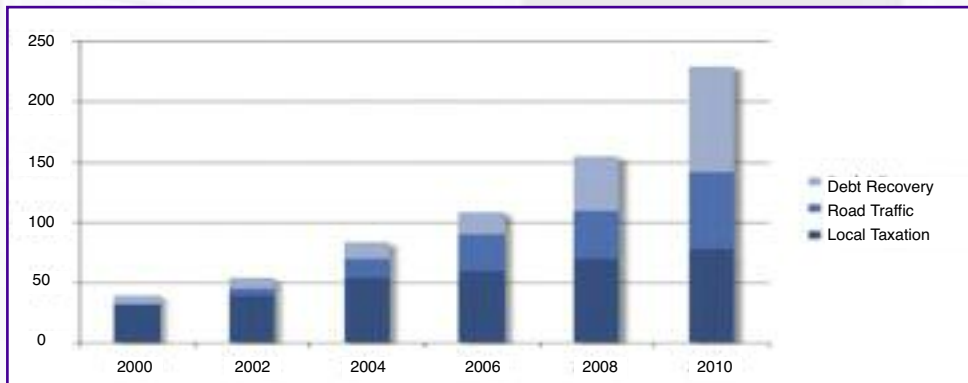
Established 1959

# Client Perception

Jacobs has Quality Management Systems and Procedures in place as part of our British Standards Institution (ISO 9001) accreditation, and we also operate a totally transparent “open book” policy for clients.

As part of Jacobs Quality Procedures and drive for continual year on year improvements, the Partners of Jacobs recognise the importance and potential benefits of carrying out regular “Customer Perception Surveys”. Surveys are used to assist the Partners to fully appreciate and understand client’s perception of the firm and of the services provided.

Surveys are, therefore, along with regular client liaison contact meetings, to identify continuous improvements as the client base grows, as detailed below:



The latest “Client Perception Survey” sent to clients in October 2010 was similar to those undertaken in 2007 and 2002. This has meant that direct and meaningful comparisons can take place in respect of service delivery over several years. Findings were analysed with the full report published in January 2011. This article summarises the content of the full report.

## Survey Objectives

- Issue a market questionnaire and carry out a survey of clients’ current perception of Jacobs from a representative sample of local authority clients.
- Obtain comments regarding Jacobs service delivery to use with prospective client marketing.
- Identify opportunities for improvement so that appropriate action can be taken.

## Client recommendations of Jacobs Bailiffs

47 out of the 50 local authority clients that took part in the survey stated they would act as referee in tenders for Jacobs and would recommend the firm to fellow revenue practitioners and other local authorities. The other 3 represent relatively new clients who felt it too early into their contract to formally act as references.

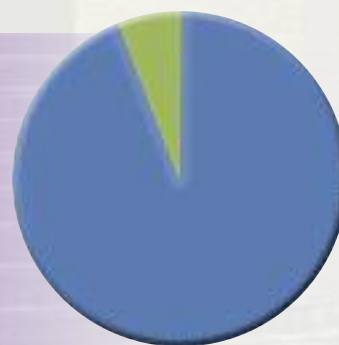
*“In this latest survey all categories relating to Jacobs service delivery and our client management arrangements scored an average of greater than 80%.*

*Overall the scoring has remained constant which is a very pleasing result given our continued expansion of our client base. This is the one fundamental theme that has been highlighted from the Survey.*

*The Partners are very proud of the long standing relationships we have with clients, and the high client retention rate at procurement and tenders in the last 10 years”*



Dave Cornes (Partner)



The level of commitment to giving recommendation proves that Jacobs reputation and standing amongst clients is that of a solid and established organisation.

# Survey 2011

## Summary Outcomes

The report summarises the responses from 50 of Jacobs local taxation and parking clients. The local authorities involved are established clients and currently make up 72% of Jacobs caseload each year. It is, therefore, a true representation of Jacobs clients perception of their Bailiff service delivery.

The report confirms, without doubt, that Jacobs perform to a high level of service to clients. The scoring matrix was based on clients marking Jacobs in key service delivery areas – a score of 1 (0%) = Very poor, 3 (60%) Satisfactory, rising to a possible score of 5 (100%) = Excellent.

**The key service delivery areas examined (and their individual scores) were -**

• Recovery Rates	82%
• General Office Administration	84%
• Day to Day contact with our office	85%
• Client Web facility	88%
• Complaints – level received	80%
• Complaints – timescale and explanation of response	86%
• Clarity & usefulness of return reports	82%
• Statistics format – monthly reports	82%
• Bailiff attitude	83%
• Your customers / debtors perception of our bailiffs	66%
• Client Management (x 4) – frequency of meetings	80%
usefulness of meetings	85%
satisfaction with follow up actions	84%
and the speed & effectiveness of resolving any issues	89%

**The overall score for all categories achieved was 83%.** This outcome means that in every category for all clients we averaged better than 4 out of a possible 5 marks.

It is widely accepted by independent assessors that a score of 66% in such surveys indicate a “satisfactory” service. To achieve 83%, therefore, reflects well on the organisation.

Further “open” questions with an option to make comment were asked –

**What area of our service are you particularly impressed with?** – 49 comments of which 16 specifically made reference to the efficiency of our Client Liaison / Office Staff, 9 commented on the Client Web facility and 7 made reference to our collection rates.

**How could we improve our service?** – just 24 comments with nothing showing as a major concern. Whilst satisfied with collections 5 commented that they “would always want more collected.” Some minor improvements to our return reports and monthly statistics were highlighted and these have now been implemented in the near future.

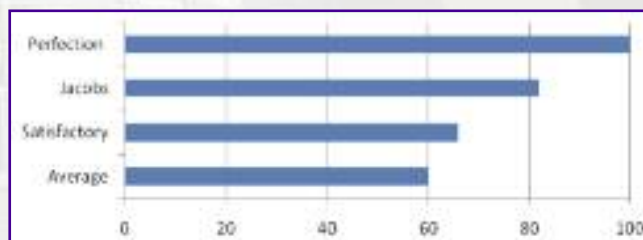
**Use 1 sentence to describe Jacobs –**

40 comments all positive received including –

- “We have been using Jacobs for 18 years – enough said!”
- “Jacobs provide a good service, it does what it says on the tin!!”
- “Well informed staff who go out of their way to provide a professional service”
- “Jacobs quietly get on with the job of providing a good service with excellent collection rates
- “Innovative professional service delivery, excellent performance and customer satisfaction”
- “A reputable, reliable and approachable debt enforcement partner with a good track record of collecting debts”
- “The knowledge of the management team is excellent, the staff are always willing to help, the website is clear and easy to follow”

It will be appreciated that “perfection” or “total excellence” perception would mean Jacobs need to score maximum marks on all categories from all clients – something that is, in reality, unachievable.

The chart below confirms that Jacobs average score was greater than 4 out of 5 (or 80%) for all categories from all clients. This figure being well above average (60%) and acceptable service standard delivery of 66%



The score of 83% mirrors similar outcomes to the surveys previously carried out in 2002 and 2007. Jacobs client base has grown significantly over the last 10 years but the level of client perception has remained consistently high. Prospective new clients should, therefore, note that this fact proves that Jacobs are able to deliver services to a high standard whilst undergoing sensible and controlled growth of business.

## Conclusions

As can be seen from the comments received, Jacobs Bailiffs is considered a professional firm providing a consistently good service to our clients. This survey has complimented our continuous improvement programme, and will therefore form a baseline in which we can build and shape our future service delivery.

With results demonstrating significantly better than average in every area tested, we are very pleased that high standards remain strong and consistent over the last 10 years despite the large expansion in workload.

The marketplace is a continuously changing environment and clients' needs. It is intended that similar surveys will be repeated every 2-3 years to ensure that Jacobs' services are kept focused on meeting client requirements effectively.



## Delivering Services In Wales

As a large provider of Services to Local Authorities within Wales, we have significant experience in providing first class customer care.

We have developed, in partnership with our clients and customers, comprehensive Welsh Language Policies & Procedures. We welcome communication in the language of the customer's choice.

To demonstrate this commitment, Jacobs have implemented the Welsh Language Boards 'Working Welsh / Iaith Gwaith ' Scheme. The scheme was launched to actively promote the use of the Welsh Language in every day life and in business.

### Speak Welsh Where You See This Sign

Our Local Welsh Speaking Bailiffs wear the 'Cymraeg' badges on their Jackets. Customers can identify, on the doorstep, that they are welcome to use the language of their choice.



- The scheme:**
- Removes barriers to communication
  - Ensures Social Inclusion
  - Maximises opportunity to collect debt
  - Invests in our workforce skills & knowledge



Alyn Lewis, Business Partnerships Manager, said:

" We are committed to treating the Welsh and English language on an equal basis. Customers can identify immediately by our visiting teams wearing the badge that they are welcome to communicate in the language of their choice. The scheme compliments our bilingual letters and notices and in turn reduces barriers to communication and increases the opportunity to collect debt "

## Conferences 2011

We will be exhibiting our services at the following conferences this year:

### Parkey

29th - 31st March 2011, NEC Birmingham

### IRRV Collection & Enforcement

7th - 8th June 2011, Majestic Hotel, Harrogate

### IRRV National

21st - 23rd September 2011, Telford International Centre.

We are also avid supporters of the **Welsh Conference** and will be in Llandrindod Wells on 15th / 16th June 2011

### Jacobs are:

Approved Suppliers on ESPO 984CC  
Corporate Bailiff Services

**Framework:** The contract is capable of being used **NATIONALLY** by all public sector establishments and is a fully compliant EU approved framework

Part of the Pro 5 Procurement Group

www.espo.com

## New Training Facility – HQ

At Jacobs we pride ourselves on our commitment to training and lifelong learning. As we conduct extensive training in house, using our approved internal trainers, we have improved our training facilities to include a purpose designed room that can accommodate up to 20 people.

Paula Jacobs, Partner, said:

"We put a lot of resources and investment into training, and wanted to create a new and improved facility that could comfortably accommodate our requirements. As well as Internal training, we have a number of client visits, meetings, presentations and training days here at HQ, and the investment of modern equipment and facilities compliments our commitment to professional training and life long learning"



## Stop Press!

### Enforcement Industry News

The Enforcement Services Association (ESA) and the Association of Civil Enforcement Agencies (ACEA) have merged, to create a single professional body. The new organisation is named The Civil Enforcement Association (CIVEA). We will bring you more details once the organisation is fully in place.

Simon Jacobs (Partner) and Co-Chairman of CIVEA said:

*"The members of both professional bodies saw the benefits of one main association and voted for the merger. Its makes sense to combine resources and create a single professional body. The new organisation will bring a stronger representation of the Enforcement Industry, and will have a single voice to consult and shape new developments and legislation"*



The Tribunals Courts & Enforcement Act is still taking shape and the Ministry of Justice are looking to release a formal consultation in the forthcoming months. The timetable for implementation is still anticipated to be 2012.



Paul Kelly, Client Services Manager, said:

*"This is an important, and welcomed piece of legislation, we would request that all authorities respond to the consultation document, and the Jacobs client management team will guide you through the various aspects, provide explanation and training, and assist in your responses".*

For further information, please contact Paul Kelly, Client Services Manager on 0151 650 4949 or email [pk@jacobsbailiffs.co.uk](mailto:pk@jacobsbailiffs.co.uk)

## Penalty Charge Notice Recovery & Enforcement

### We are in the Zone !

- Pre Tec Service
- Free Tracing & Bulk Tracing – Using several search engines and a tracing specialist
- Secure file transfers
- System Interfacing – seamless transfer of cases
- Multiple Warrants linked
- Letter issued within 24 hrs of receipt
- Visits within 7 days
- Specialist Road Traffic Bailiffs
- Digital Pens–Instant update of cases
- Full transparent Client Web View of cases
- Automatic SMS messages to bailiffs on case holds, recalls through Client Web
- Vehicle Trackers & GPS pens
- ANPR Software & Vehicles
- Free Training to staff/Members/CAB
- All outside area cases – no 'no go' areas
- Transfer of PCN to the County Court
- Bankruptcy & Charging Orders
- Persistent Evaders Strategy

With over 50 years of experience, we provide services based on the very best of Performance, Customer Care and Added Value.

For more information, please contact Alyn Lewis, Business Partnerships Manager on **0151 650 4979** or email [al@jacobsbailiffs.co.uk](mailto:al@jacobsbailiffs.co.uk)

We provide a national service and only use Bailiffs local to your area. We have no 'no go' areas, we will allocate your outer area cases to one of our employed bailiffs



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