

# LIFELINE *Anytime*

## Annual Report 2022



# Contents

<b>Our Overview</b> .....	2
Welcome to our Annual Report for 2022 .....	2
<b>Our Aim &amp; Mission</b> .....	3
Our aim .....	3
Our mission .....	3
<b>Our Achievements</b> .....	4
Over the last year we have .....	4
<b>Our Performance</b> .....	5
Call Response Times.....	5
Operator Quality Checks .....	6
<b>Customer Satisfaction 2022</b> .....	7
<b>Customer Feedback</b> .....	8
<b>Looking Forward to 2023</b> .....	9
<b>How to Contact Us</b> .....	10

# Our Overview

## Welcome to our Annual Report for 2022

Lifeline Anytime is a personal emergency response system that enables people to remain independent and more confident in their own homes, offering reassurance to our customers and their loved ones. Lifeline Anytime has been in operation for over 30 years and is a service that Ashford Borough Council is proud of. We provide emergency assistance 24 hours per day, 365 days of the year to over 1900 customers.

In the event of an emergency, customers can alert our control centre by simply pressing their pendant or a button on the alarm unit. Depending on the circumstances we can contact a friend, neighbour or family member, or if necessary, the emergency services.

We are able to provide our customers with tailored packages to suit their individual requirements. We offer a basic package of a lifeline unit and pendant and additional sensors can be added such as fall detectors, smoke detectors and flood detectors as required. We are also able to provide additional items to keep a customer's property safe and secure but will allow the emergency services to gain access if necessary.

Lifeline Anytime is accredited by the Telecare Service Association (TSA). This accreditation gives the confidence to our customers that we are dedicated to delivering a high standard of service and that our procedures comply with the TSA Codes of Practice; which are the national accreditation standards.

The annual surveys of our customers prove that we continue to meet the key performance indicators set by the TSA for the service quality, speed, response and value for money.

# Our Aim & Mission

## Our aim

Our aim has always been to deliver a high quality, professional and caring service while being sensitive to the needs and wishes of our customers, their family, carers or friends, regardless of race, culture, religion, age, disability, vulnerability and gender.

With this in mind our mission statement affirms that Lifeline Anytime will continue to promote a customer focused approach, building and strengthening relationships based on honesty and quality.

## Our mission

- Respond to all calls within the Telecare Services Association (TSA) code of practice time frame.
- Provide a friendly, courteous, prompt and quality service at all times.
- Listen and respond efficiently to customer needs.
- Treat all customers in a fair and equal way.
- Continually looking to transform and improve the service, technology and delivery of the service.
- Demonstrate confidence, reassurance and efficiency in emergency situations.

# Our Achievements

Over the last year we have

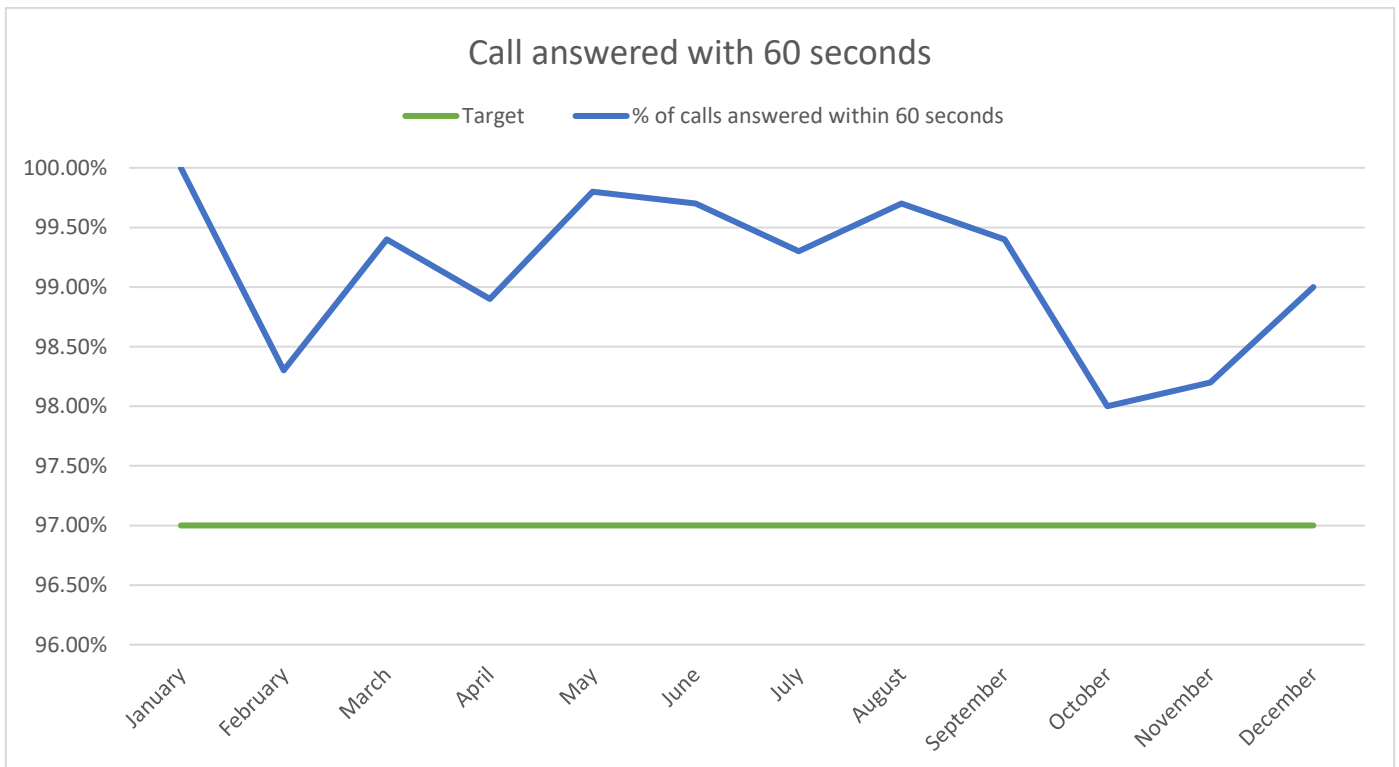
- Had our Telecare Services Association (TSA) accreditation status renewed after our processes, procedures and monthly performance targets were inspected by the TSA.
- Rebranded and changed our name from Ashford Lifeline to Lifeline Anytime. This widened our target appeal by removing the word Ashford.
- Built a new standalone website. This is still a work in progress and we are looking to further improve and add to this.
- Supported new customers in a digital application process which has resulted in efficiencies for both the customer and back office. For the customer this means less paperwork, a quicker more straight forward application process. Improvements for the back office is less double handling and improved internal communication between departments.
- Continued to promote a self-install option via post or collection for new and existing customers. We have found that this is quicker and more convenient for the customer rather than an engineer visit.
- Achieved the monthly code of practise targets set for us by the TSA.
- Between 1<sup>st</sup> January and 31<sup>st</sup> December 2022 we made and received a total of 81,867 calls.
- Supported customers through the digital upgrade of their phones lines to ensure that there was minimal impact on their lifeline service.
- Carried out a large advertising campaign which included providing 50,000 pharmacy bags to pharmacies within Kent, advertising in East Kent hospitals, social media campaigns and more.

# Our Performance

## Call Response Times

In line with the TSA target of answering 97% of our Lifeline calls within 60 seconds we are extremely proud to announce that we have met this target every month over the past year as detailed in the below table and graph;

2022	% of calls answered within 60 seconds
January	100.0%
February	98.3%
March	99.4%
April	98.9%
May	99.8%
June	99.7%
July	99.3%
August	99.7%
September	99.4%
October	98.0%
November	98.2%
December	99.0%



## Operator Quality Checks

All calls made to, and from, our monitoring centre are recorded. Each month the Monitoring Centre Supervisors will randomly listen to a selection of calls to confirm that procedures are being followed. When listening to calls the supervisor will check that each operator has met the TSA requirements, which include;

- Did the operator greet the caller and introduce the service?
- Did the operator speak clearly and in a professional and polite manner?
- Did the operator keep control of the call?
- Did the call conclude appropriately with the objectives met?

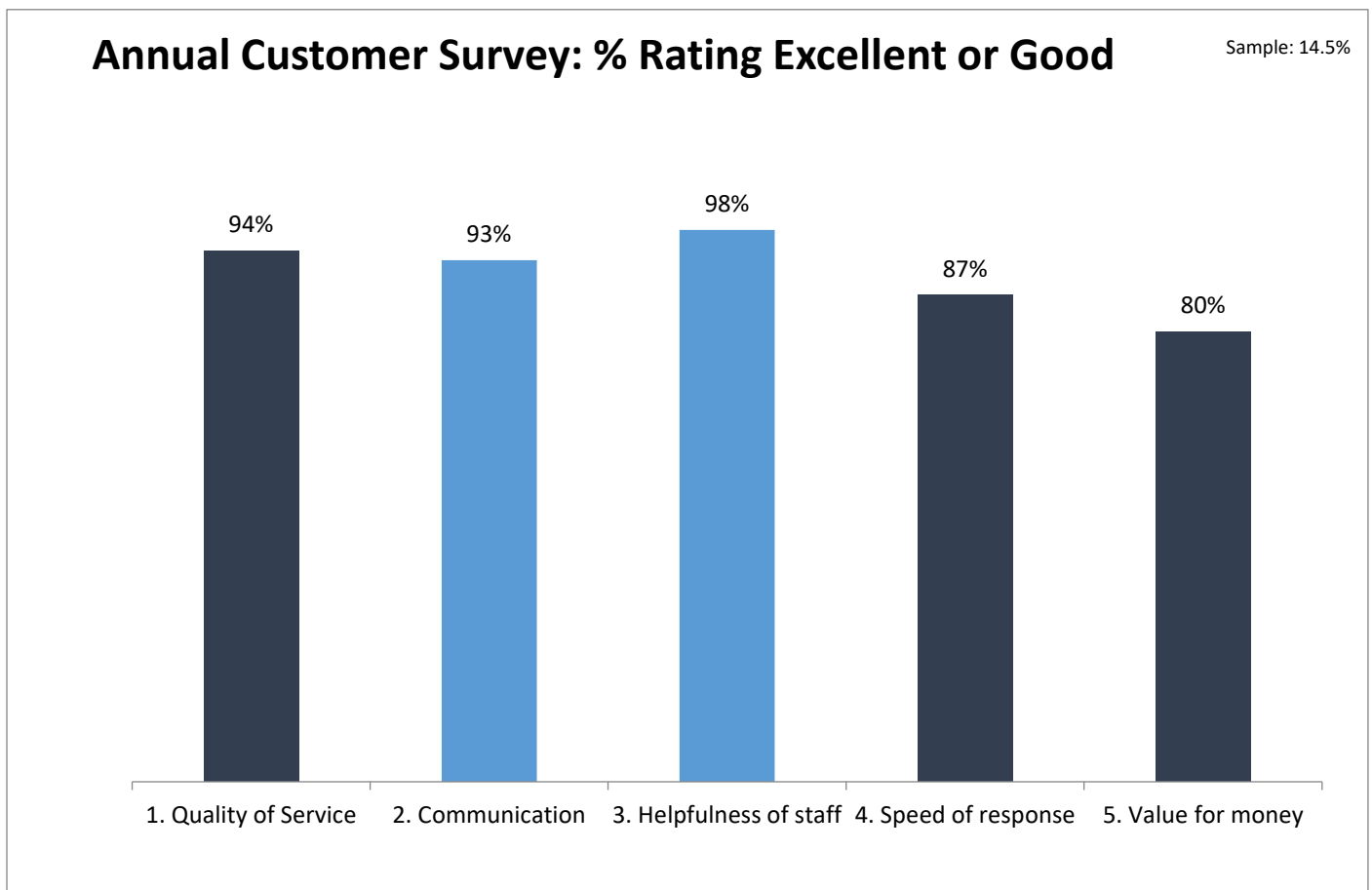
Where possible we will involve the operator and carry out this task with them. This is a great way for them to listen to their own calls and hear what they have done well and where they could improve. If it is not possible then the operator is sent the scores with comments and can request to hear the calls listened to.

# Customer Satisfaction 2022

We are pleased to report that we had a good response to this year's customer satisfaction survey. Thank you to all of those that took the time to complete the form. We contact our new customers 7 days after installation has taken place to ask for their comments on the installation process. In addition we find out how customers are getting on with the service we provide or if they have any questions.

We value all of the comments received as they help us to identify areas of work that customers are happy with, but more importantly areas where changes can be made to improve our service. It may not always be possible to implement the suggested changes, but each is seriously considered.

Each survey will contain the four mandatory questions required to comply with the TSA requirements: Quality of Service, Speed of Response, Helpfulness of Staff and Value for Money. Below are the results of the 2022 customer satisfaction survey:





# Customer Feedback

All customers can leave feedback via our [website](#) alternatively customers can write to us at Lifeline Anytime, Civic Centre, Tannery Lane, Ashford, Kent TN23 1PL. Below is some feedback we have received over the last 12 months.

*“Thank you for the service I have received from Ashford Lifeline over the last five years. Thank you so much”*

The Reverend B

*“Lifeline anytime provide reassurance to me as a parent of a disabled child. Each interaction I have had with operators has been positive and professional.”*

Miss B

*“My dad suffers with dementia and the lifeline facility gives me peace of mind that, now he is on his own he at least will be able to gain assistance whenever he needs it. I did try to explain to him recently that you would not necessarily ring for an ambulance if he say fell, but it would be myself as a contact but I think this will take a little time for him to gain confidence in it.*

*Regular calls are made to ensure that the system is working correctly and I cannot fault the team recently when it was transferred across from my mum to my dad, when she passed away without any issues.”*

Mrs M

# Looking Forward to 2023

- Strive to maintain our existing TSA accreditation status.
- Continue to help and assist our customers to live independently 365 days a year, 24 hours a day.
- Continue with our commercial work and look to widen and grow our customer base.
- Continue to develop our website and online application process as well as additional payment methods for the convenience of our existing and potential customers.
- Develop an application programming interface (API) between the application system and the lifeline system to further reduce double handling of data.
- Seek out new opportunities to develop the service to support the future needs of the customers.
- We will continue to be aware of technological developments and work with our partners in the development of new innovative telecare products to best support vulnerable people, especially around the digital upgrade.
- Gather and analyse data in order to provide a proactive and responsive service.
- Look at the possibility of setting up Lifeline Anytime social media platforms.
- Further improve customer feedback opportunities.

# How to Contact Us

As a customer focused service we welcome and encourage your comments and feedback on anything in this annual report and indeed any aspect of our Lifeline Anytime service. Our fully trained and experienced team can be contacted 365 days a year, 24 hours a day to assist you with any question that you may have.

We are contactable in the following ways:

Email: [support@lifelineanytime.co.uk](mailto:support@lifelineanytime.co.uk)

Website: [www.lifelineanytime.co.uk](http://www.lifelineanytime.co.uk)

Telephone: 01233 642095

Post: Lifeline Anytime, Civic Centre, Tannery Lane, Ashford, TN23 1PL

You can also find answers to a number of frequently asked questions on our website <https://www.lifelineanytime.co.uk/what-is-lifeline/frequently-asked-questions/>