

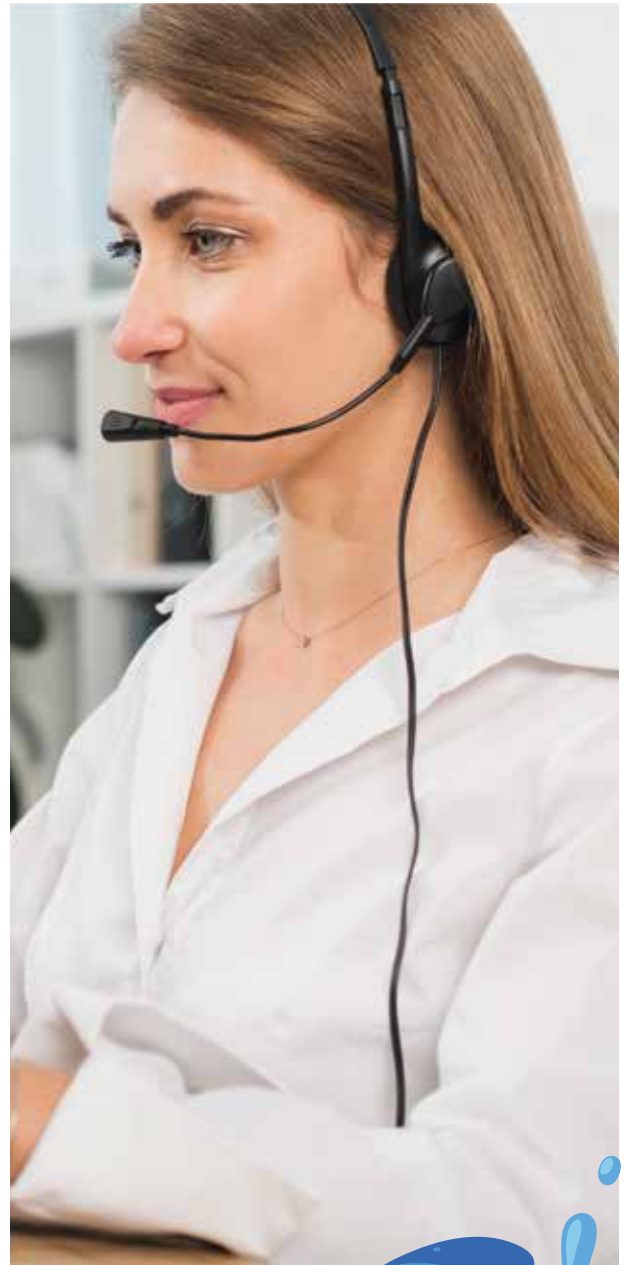
# Back Checking Explained

Here at DLM, we go further than the majority of distribution companies to evidence our distributions have taken place. Industry governing bodies recommend back-checking to be carried out, most companies provide face to face checks carried out by the team's leader through knocking on members of the public's doors. Back-checking is conducted retrospectively once a distribution has been completed and is a measurement of recollection of a delivery.

All of our Solus distributions are back-checked independently by a third-party Telephone back-checking company. We do this because an independent audit is impartial meaning the results are objective and have much greater value as evidence of the distribution. It also means the distributions are independently monitored, a more superior form of quality control than the industry required 'self-auditing' method.

## Independent Telephone Back-Checking

We contract DBC Online Partnership to conduct our telephone back-checking. Once we are informed an area of distribution is complete, they complete a spot-check by calling roads at random by telephone to ascertain if they can recall receiving the item. The back-checking company carry out 5 calls per 1,000 leaflets delivered. As there are many factors that can affect recall, we expect to achieve a level of 40-60% positive recall to substantiate distribution has been completed to the standard we expect of our teams. Back-checking has to be completed retrospectively once delivery has been made as people often have difficulty in recalling unsolicited mail.



# Understanding the Back-check Report

We expect to establish a level of positive recall of between 40% - 60% to substantiate that deliveries have been completed to the standards that we expect from our teams. As back-checking has to be completed retrospectively once deliveries have been completed, people often have difficulty in recalling leaflets. Elapsed time is one factor that can affect recall, but there are many other factors also that will impact on a person's ability to remember deliveries.

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**A Leading UK Based Independent Backchecking Service Provider**  
 Tel: 020 8408 0153 E-Mail: reports(at)dbcchecking.co.uk

Our Company Name

The post-code district where the calls have made

DBC Online confirm that this report was conducted for the Company listed below on the date listed below. This report and it's content remain the property of DBC Online at all times and may not be forwarded, copied, amended or changed by any means without written authority from DBC Online. We will not disclose any information contained within this report to any third party without written authorisation of the Company detailed below.  
 Complaints can only be reviewed for up to 24 hours from the date on this report

The DBC report reference number

Completed Telephone Research					
Report No	Company	Area	Item(s)		
4586	DLM	GU4	Guildford Liberal Democrats		
DATE COMMENCED	Job No/Ref	Image	Completed at the weekend		
20/03/2019	43138	yes			
Legend: M/F = Male or Female, Y = Yes, N = No, D/K = Don't Know					
Road	M/F	Y	N	D/K	Comments
Weald Close	M	X			
Weald Close	F		X		
Weald Close	F	X			
Station Road	F	X			
Little Orchard Way	F		X		
Little Orchard Way	M		X		
Little Orchard Way	M	X			
Oaklands Close	M	X			
Oaklands Close	F	X			
Oaklands Close	F		X		
Northfield	F	X			
Northfield	M		X		
Northfield	F	X			
Poplar Road	M	X			
Poplar Road	F		X		
<b>Calls Made</b>	<b>15</b>	<b>9</b>	<b>6</b>	<b>0</b>	
<b>Delivery Stats on</b>	<b>15</b>	<b>calls equals</b>	<b>60.00%</b>	<b>positive recall of item(s)</b>	

List of roads randomly selected by DBC for checking

Our job reference number

Results obtained are from an adult and represent their recall of the item(s) described  
 \*\*\*\*\*  
 (E&OE)  
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 If you have received this research result and are not the Company or Individual named above, please contact us

The level of positive recollection of delivery of your item

## Examples of factors that can affect Recall

**Item size** – larger sized items can be more memorable than smaller ones

**Brand Strength** – recognisable brands or items delivered regularly are usually more memorable than one-off deliveries

**Perceived Value** – items with a perceived value (e.g. Council publications, money-off coupons) can be more memorable

**Creative design** – an items creative design can impact positively or negatively on recollection

**Attitude towards Unsolicited deliveries** – unfortunately, some people dispose of leaflets immediately upon receipt

**Volume of other material delivered daily/weekly** – leaflet delivery is a popular form of advertising, but the more that people receive the more difficult it can become to recall individual items

**Multi-occupancy properties** – often the person who answers the phone when the back-check is made won't have seen the leaflet, if someone else in the house has picked it up