Previous campaigns — 3

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Fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **No volume is forecast for Monday.** Three campaigns are not a law, and the coming one concerns a new scheme: this document gives a range and its assumptions.

Campaign	Day 1	Ordinary Monday	Ratio	Peak
January 2025	412 calls	121	**× 3.4**	8:30 – 10 am
September 2025	468 calls	118	**× 4.0**	8:30 – 10 am
January 2026	501 calls	122	**× 4.1**	8:30 – 10 am

The peak falls in the same place all three times, and never in the afternoon. That is the soundest observation of the three campaigns, and the most useful for organising the day.

Subjects of day-one calls

Subject	Average share	Answer in the base?	Transfer needed?
Documents to bring	**28%**	**Yes**	No
Closing date	**21%**	**Yes**	No
Can it be done online	**13%**	**Yes**	No
Individual circumstances	19%	No	**Yes**
Other	19%	Varies	Varies

Three questions account for 62% of day-one calls, and all three can be served without a transfer. That figure is what allows saying roughly six calls in ten will not reach an officer — not a promised performance, an addition.

What this document does not say

The volume expected on Monday. The scheme is new, its audience is not that of the three previous campaigns, and none of the three concerned a comparable subject. A range of 3.4 to 4.1 times an ordinary Monday is a working assumption, not a forecast.

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