

Implementation of Person-to-Person Telemarketing Code of Practice

人對人電話促銷專業守則推行計劃



Agenda

- Background of the Plan
- Objective
- Approach
- Code of Practice Interpretation
- Code of Practice Implementation Launch
- Audit and Certification
- Hotline for Enquiries and Complains
- Training Series for Frontline Telemarketes
- Timetable

Background of the plan

- ❑ The Unsolicited Electronic Messages Ordinance (UEMO 非應邀電子訊息條例) was enforced in 2007
- ❑ There have been calls to regulate Person-to-Person (P2P) telemarketing as well. That could impact the industry greatly – SME telemarketers in particular.
- ❑ HKCCA worked with HKDMA and key telemarketers, with the support of OFTA, to develop P2P Telemarketing Code of Practice (CoP) for self-governance

Objective

- ❑ To encourage best practices and improve the performance of telemarketing businesses
- ❑ To promote cooperation within the telemarketing industry and project a positive image to the public
- ❑ To outline expectations of performance in conducting the P2P telemarketing business
- ❑ To seek from those involved within the telemarketing industry a commitment to comply with all the laws, regulations and code of practice relating to the industry.

Approach

- HKCCA developed the CoP, with the support from OFTA, it became effective from 1 July 2010
- HKCCA to further launch the CoP within the telemarketing industry through seminars, workshops and press conference
- HKCCA to work with HKQAA to conduct audit on the CoP and certify participating telemarketers who passed the audit

Approach

- HKCCA to set up a hotline for public enquiries of UEMO, CoP and related complaints (subject to approval of the applied Fund)
- Structured training programmes to be provided for frontline telemarketers

CoP Interpretation

Hours of Calling

7. P2P Marketing calls should be made between 09:00 to 22:00 unless the called party has advised that a call at another time would be more convenient and acceptable
8. A telemarketer who makes a P2P marketing call should not conceal or withhold from the called party the calling line identification information of the sending telephone number

CoP Interpretation

Identity and Purpose

9. At the commencement of the call, the following information should be provided to the called party
 - a) The name of the principal that authorized the making of the call, and (b) the purposes of the call

CoP Interpretation

Identity and Purpose

10. As far as practicable, the called party should be informed of a “Contact Telephone Number” which he can call during normal business hours to lodge complaints or enquires regarding the P2P marketing calls made or authorized to be made by the principal

CoP Interpretation

Unsubscribe Request

11. A principal should not make or authorise to make any further P2P marketing calls to a number after the registered user of that number has made an unsubscribe request the principal or to a telemarketer.

Or

11. A telemarketer should not make any further P2P marketing calls to a number after the registered user of that number has made an unsubscribe request to him or to his principal

CoP Interpretation

Unsubscribe Request

12. A telemarketer should accept an unsubscribe request made during a P2P marketing calls, as well as an unsubscribe request made when a person calls at the “Contact Telephone Number” mentioned in 10. above. A telemarketer may choose to offer additional channels for unsubscribe request

13. A telemarketer and a principal should ensure the unsubscribe request list to be properly maintained and updated as soon as practicable.

CoP Interpretation

Statistic of Complaints

14. A telemarketer or a principal should keep a proper record of statistic of complaints in relation to P2P marketing calls, and provide the statistics to HKCCA and the relevant authority or public body from time to time as requested by HKCCA and the relevant authority or public body for the purpose of monitoring the compliance situation.

Required Information in Statistic of Complaints

- Total number of complaints received for the last month
- Number of complaints resolved
- Number of complaints being processed
- A summary with details of each complaint including complaint nature, solution offered, feedback of the complainant

CoP Interpretation

Use of Automated Dialing Equipment

15. Telemarketers using automated dialing equipment should allow 15 seconds or 4 rings before disconnecting an unanswered call.
16. The called party should be connected to a live agent within 2 seconds after the call has been answered. The maximum percentage of abandoned calls should be 5%. Telemarketers should frequently review the percentage of abandoned calls and make every effort to reduced it.
17. The automated dialing equipment deployed should be capable of generating relevant statistics for monitoring and ensuring compliance with the CoP.

CoP Interpretation

Called Party who is traveling overseas when the call is made

18. If a telemarketer, when making a P2P marketing call, is aware that the called party is traveling overseas, s/he should endeavor disconnecting the call immediately (if the call has not yet been answered) or terminate the conversation as soon as practicable (if the call has been answered by the called party)

CoP Launch

- ❑ Press conference to announce the implementation of the CoP and the compliance assurance mechanism.
- ❑ Three half-day seminars to introduce the CoP for Telemarketing Industry
- ❑ HKCCA Chairman/ Executive Director/ Telemarketing Expert to attend radio phone-in shows to introduce the CoP and answer questions from the audiences
- ❑ CoP Certification signing ceremony for participating telemarketers to demonstrate their support and commitment to comply with the requirements.



Audit and Certification

- HKQAA to conduct audit for the participating telemarketers to ensure compliance to the the CoP.
- The area of evaluation is divided into six parts with contents identical to the CoP I.e.
 - “Hours of Calling” 致電時間
 - “Identity and Purpose” 身分和目的
 - “Unsubscribe Request” 取消接收要求
 - “Statistic of complaints” 有關投訴的統計數字
 - “Use of Automated Dialing Equipment” 使用自動撥號設備
 - “Called Party Who is Traveling Overseas when the Call is Made”. 致電時接電者正身處海外

The sampling plan is based on International Standard ISO 2859:2005

Audit and Certification

- Different assessment methodologies are used for each checkpoint, that include:
 - “recorded calls assessment”
 - ‘live’ calls monitoring”
 - “data inspection”
 - “equipment setting checking”
 - “on-the-spot interview”

- One man-day to be required for the Certification Audit

- HKCCA to issue Compliance Certificate to telemarketers that had passed the audit

Audit and Certification

- ❑ Telemarketers that failed the first audit to be re-audited within 3 months
- ❑ HKCCA to maintain a list of certified telemarketers on the HKCCA website for public access. The updated list to be submitted to OFTA
- ❑ The Certified Telemarketers to be re-audited every 12 months (half man-day every 6 months)
- ❑ Audit Fee to be HK\$ 7,800 per man-day; first 30 SME Telemarketers are free for the Certification Audit (subject to approval of the applied Fund)

Hotline for Enquiry and Complaint

- ❑ HKCCA to set up a hotline for public enquiry and receive complaints regarding non-compliance of telemarketers
- ❑ The complaints received to be record and feedback to the related telemarketer for follow-up/remedial actions. Such complaints will be copied to OFTA for record
- ❑ HKCCA to check with the related telemarketers and complainants to ensure the complaints are settled/followed up
- ❑ HKCCA to keep statistics of enquiries and complaints, provide such statistics to the relevant authority on a monthly basis for the purpose of monitoring the compliance situation

Training Series for Frontline Telemarketers

Module 1 – Introduction to P2P Telemarketing Code of Practice
Implementation and Certification

人對人電話促銷專業守則應用及認證

Module 2 - First Call to Success

— “Call”即中

Module 3 - Effective Communications

高效溝通

Module 4 - Handle Difficult Customer Situations

處理棘手客戶問題

Module 5 - Performing through EQ and Stress Management

EQ顯績效

Module 6 - Telemarketing Putonghua

電話促銷普通話

Certificate to be issued to participants who completed the programme

Timetable

1 July 2010	P2P Telemarketing CoP effective
Nov, Dec 2010	P2P Telemarketing CoP Implementation and Certification Launch
31 Jan 2011	Deadline for registration for the first batch of audit
Feb 2011 (date to be confirmed)	Sign-up Ceremony for the first batch of participating companies
1 April 2011	Certification audit starts
1 April 2011	Hotline to answer enquiries and complaints in operation
1 May 2011	Training Series for Frontline Telemarketers start
June 2011 (date to be confirmed)	Certificate Presentation Ceremony for the first batch of Certified Telemarketers

Thank You !!

