



**Darryl Beckford**

Contact Centre Consultant

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## Removing Silent Calls

This service is part of our “fixed price with no extras” consultancy scheme.

### Why?

On 31<sup>st</sup> October 2005, OFCOM released a new statement of policy which made it illegal to:

- 1) Have a no agent available (NAA) rate of more than 3%
- 2) Terminate NAA calls with silence - a recorded message must be used.

Before this change of policy, most call centres terminated NAA calls with silence, and at a rate of 5%.

A recorded message must be used with caution - you could violate additional regulations, which are governed by the Office of the Information Commissioner, if the content is incorrect.

### What does that mean to my contact centre?

You must take immediate action to remove silent calls from your organisation, or you face both costly fines and the embarrassment of being subject to an OFCOM investigation.

### What are you offering?

We're offering to make your call centre silent call free.

We are experienced with all of the relevant regulations; we spent time understanding them when we constructed the DB Dialling code in the summer of 2005 (This code specifies that recorded messages must be used). This puts us in a position to help you remove silent calls quickly, and ensure that you still continue to dial efficiently.

We will review your dialling practice and report on the changes that must be made to comply with the regulations. If required, we will also project management the changes required. Additionally, we can train your staff on the finer points of the legislation.

### What else will we have to do?

A lot of diallers already have the ability to leave a recorded message. If your dialler does not have this functionality then additional investment may be required in order to leave a recorded message.

You may also have to change internal procedures to ensure that reporting required by OFCOM is produced and stored in an accessible format.

### How much does it cost?

Review and report only: £600.

Review, report and implementation: £900.

Training only: £1000.

All prices exclude VAT.

These are fixed prices and there will be no additional charges. These services can be ordered online now at [www.darrylbeckford.co.uk](http://www.darrylbeckford.co.uk).