

Title:

Forename:

Surname:

Representing:

Organisation

Organisation (if applicable):

Email:

What do you want Ofcom to keep confidential?:

Keep name confidential, Keep organisation confidential

If you want part of your response kept confidential, which parts?:

Ofcom may publish a response summary:

Yes

I confirm that I have read the declaration:

Yes

Ofcom should only publish this response after the consultation has ended:

You may publish my response on receipt

Additional comments:

Ofcom should allow companies to use and an outbound wait queue to play a message, which works well in the U.S., where customers don't get silence, and have the ability to either wait for an agent or hang up. Customers can appreciate this better than hanging up and then calling back the company that called them in the case of important transactions.

Question 1: Do you agree that Ofcom should limit the number of times a company can call an answer machine without guaranteeing the presence of a live operator to once every 24 hours?:

Question 2: Do you agree with Ofcom that a two month implementation period (from publication of Ofcom's revised statement) would be an appropriate length of time for industry stakeholders to adopt any changes to comply with the proposed 24 hour policy?:

Question 3: Has Ofcom provided sufficient clarity on how the abandoned call rate is to be calculated?:

Yes

Question 4: Do you agree with the factors set out by Ofcom for determining a reasoned estimate of AMD false positives in an ACS user's abandoned call rate?:

Question 5: Has Ofcom provided sufficient clarity on how AMD users should calculate an abandoned call rate that includes a reasoned estimate of AMD false positives?:

Yes

Question 6: Has Ofcom provided sufficient clarity on how non-AMD users should calculate an abandoned call rate that includes an estimate of abandoned calls picked up by answer machines? :

Question 7: Do you agree that Ofcom should not amend the existing two second policy as set out in the 2009 Amendment from 'start of salutation' to 'end of salutation'?:

The timer should be moved to the end of the salutation, as it makes much more sense for most customers to get a response after their greeting instead of being abruptly interrupted in the middle of their greeting.

Question 8: Do you agree with Ofcom's policy proposal that companies provide a geographic contact number (01, 02 or 03) in addition to a freephone (080) number in the information message provided in the event of an abandoned call?:

Question 9: Has Ofcom provided sufficient clarity on what constitutes a 'campaign'?: