

Title:

Mr

Forename:

B J

Surname:

Russell

Representing:

Self

Organisation (if applicable):

Email:

bssl@hotmail.com

What do you want Ofcom to keep confidential?:

Keep nothing 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:

Yes

Additional comments:

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?:

Given the same approach, eg no repeat calls to the same number within an 72 hour period unless call is prereserved to an agent , where the call has been previously silent /abandoned. then my agreement would be yes.

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?:

No i do not believe this is appropriate, certainly there a number of dialling platforms where the retry interval thresholds can be set in hours and minutes, however there is a strong reliance of the system vendors to initiate such a change, until such time as the change to a system can be implemented, a certain amount of manual intervention would be required. I would accept a 3 month implementation period

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?:

Yes

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? :

Yes

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'?:

Yes

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?:

No ,The current freephone 080 prefix should be sufficient

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

Yes