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I know this will make NO difference to the outcome of this consultation but I wanted to put into writing the significance of the Ofcom changes thus far and what I expect will happen in the future.

1. Ofcom 2 second rule (Collections)

From 20 + years in the outbound telemarketing / collections environment I can see a definite justification in such a rule

But 2 seconds with the technology that is currently available is impossible so companies are forced to run campaigns that are not predictive, making campaigns less effective. Remember these are people who owe money that a small number of them will do /say anything to not pay.

2. Ofcom 2 second rule (Telemarketing)

Yes 2 seconds for these type of campaigns is fair.

I have personally investigated 100's of complaints for clients who's customers have complained of having silent calls or being called "100's" of times a day. We have proven that 99.999% of these complaints were not true and on talking to some of the complaining parties it transpires that they are in great financial difficulties and only complain as a way of trying to put off the debt.

Fully understanding that there has to be rules does not negate the fact that legitimate companies are being chastised for the other companies who flaunt the rules. Personally I have received texts and calls from pension companies who withhold CLI and when questioned hangup (should Ofcom not be targeting these companies ?) rather than the ones who inadvertently break the 3% rule.

The government are making rules forcing small companies to close, let's work together to make things right not belligerently making rules that are negative to a already over governed industry.

Please feel free to contact me and I can give company names that have ceased due to Ofcom rules. How about Ofcom looking into manufactures products and giving a Ofcom star rating thus helping the industry.