



Information Commissioner's Office



Each call must ring for at least 15 seconds or until answered



Abandoned calls measured as a % of live calls



No more than 3% abandoned calls



**Calls connected to live agent with 2 seconds
Include “reasoned estimate” of false positives
Do not predictively re-try for 24 hours**



Informational message – no marketing



**Calls must have CLI
National rate or cheaper**



72 hour rule – may not call predictively for 72 hours after an abandoned call



Archive data for 6 months or more





In the October 2012 statement, Ofcom formally endorsed the DMA method of calculating abandoned call rates

Go to www.dma.org.uk, click “Toolkit”, search on “Calculating abandoned calls”

Without AMD:

$$R = \frac{D}{D + A_L + A_M}$$

With AMD:

$$R = \frac{D + (F_R \times (A_L + A_M))}{D + A_L + A_M}$$

D	Abandoned Calls dropped by the predictive dialler
A _L	Call answered by a live individual and passed to an agent
A _M	Call answered by an answering machine and passed to an agent
F _R	False positive rate as a function of live calls
R	The abandoned call rate – the proportion of calls answered by live individuals which are disconnected by the dialler

- DMA has championed responsible outbound for than 15 years
 - DMA Code of Practice
 - DMA “Best Practice”
 - Telephone Preference Service (TPS)
- The alternative is “Opt-in” and tighter regulation
- Current activity
 - Calling the vulnterable
 - Robo-Calls

■ Can you perform?

