

7th June 2006

Committee Secretary
Senate Environment, Communications, Information Technology and the Arts
Committee
Department of the Senate
PO Box 6100
Parliament House
Canberra ACT 2600
Australia

Email: ecita.sen@aph.gov.au

Re: Inquiry into the provisions of the Do Not Call Register Bill 2006

I write in response to the above Inquiry. As a member of the Australian Direct Marketing Association and an organisation that conducts responsible telephone marketing practices, I would like to support the submission made by the Association in relation to the provisions of the Do Not Call Register Bill 2006.

Company/ organisation overview

[Provide a brief overview of your company including:

- **Company name**; International Masters Publishers (IMP)
- **Nature of the company and services offered**; Direct Mail continuity collections, educational based card products and documentary type DVDs
- **Number employed** : 50, including call centre staff
- **Number of customers** : Approx 30 - 50,000, varies through out the year
- **Use of telephone marketing / reason for using telephone marketing/ contribution to your business/ response rate from consumers –**
 - 1) – Welcome calls – Welcoming the customers to IMP, letting them know our details and guarantees, advising them of their shipment and payment options – while there is no definitive monetary contribution to the business, these calls are loyalty/relationship builders that enhances the trust between IMP and our customers – 30% customer upgrade shipping units and 15% go onto automated payment methods, either credit cards or bank account
 - 2) Reinstatement calls – calling customers who have recently cancelled to see if there was a more suitable way for them to continue collecting – approximately 50% of customers take up a suitable offer to begin collecting again, the contribution to IMP varies on the product that they decide to collect, it is a monetary and customer loyalty benefit.
 - 3) Service calls once they have completed their collection to make sure everything was ok and an offer of a new product – approximately 25 - 30% of people take up a new product, the contribution to IMP varies on the product that they decide to collect, it is a monetary and customer loyalty benefit.

- **Current measures that you have in place to ensure (a) high quality calls (b) that opt-out requests are adhered to - i.e. in-house suppression procedures –**
Call quality is extremely important for both IMP and our call centre partner, at IMP we have remote monitoring access that allows us to dial in and listen to any agent at any time, we follow very tight guidelines set between us and our partner and provide feedback to them daily, we also have filters set on each customer allowing them to not be called if they don't want to and these are run at the start of each campaign, our call centre partner also quality monitor each agent up-to 5 calls per day during outbound campaign and our outbound scripts have opt out questions as part of them

Support for industry submission

For the reasons outlined in ADMA's submission, the Bill, as currently drafted, will significantly hinder the ability for [Company name] to [effectively service our existing customers/ respond to requests for marketing information/ conduct responsible telephone marketing/ other]. [Company name] submits that the amendments proposed by the Association are essential to ensure the legislation can deliver on its objectives – i.e. to provide individuals with the choice whether or not to receive future unsolicited telephone calls.

Conclusion

In concluding I would like to [add a closing statement e.g.

- IMP have been a great supporter of ADMA and what you are trying to achieve, we will continue to do our best so that we can meet or exceed the expectations set by the public as we feel telemarketing is an extremely important and valuable part to our business and so long as is done in the correct way is very important to Australia, consumers can gain a lot from services offered, IMP does support regulations being in place as it ensures that everyone is following the right guidelines
- request that IMP be consulted on future developments relating to a national 'Do Not Call' register

Yours sincerely,

Jason Gunn
Customer Service Manager
International Masters Publishers