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CRM company in Arizona provides “Do Not Call” solution

Now that the much-anticipated Do Not Call legislation is firmly in place, millions of small business owners (many of whom are on this list themselves) are facing the very real problem of complying with the new law. Everyone who’s anyone has added his or her name to the growing list. Those who have elected to continue conversing with their telemarketing phone pals are ostracized by friends and family and are spoken about in the hushed tones once reserved for only lepers and communists.

50,000,000 Americans signed up for inclusion on the Do Not Call List within weeks of its announcement and are all apparently lying in wait for the unsuspecting free vacation gal to call, exposing her employer to an \$11,000.00 slap on the wrist. For small business owners, the joy of rendering the predictive dialers and automatic phone attendants impotent was quickly replaced with the reality that some big changes were necessary in order to keep one’s own enterprise out of the FTC’s ire.

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- David Goodison

President & CEO, ProResponse, Inc. on addressing the Do Not Call issue for his clients.

There are some basic policies and procedures that will keep a small business compliant and protected from liability if an employee were to call a number that is included on the Do Not Call List. The TSR has a “safe harbor” for inadvertent mistakes. If a seller or telemarketer can show that, as part of its routine business, it meets all of the requirements of the safe harbor, it will not be subject to civil penalties or sanctions for mistakenly calling a consumer who has asked for no more calls, or for calling a person on the registry. To meet the safe harbor requirements, the seller or telemarketer must demonstrate the following:

Safe Harbor Requirements

1. The business has written procedures to comply with the Do Not Call requirements.
2. The business provides ongoing procedural training for all impacted personnel.
3. The business monitors and enforces compliance with Do Not Call procedures.
4. The business maintains a company-specific list of telephone numbers that it may not call.
5. The business accesses the national registry no more than 90 days before calling any customer and maintains records documenting this process.
6. Calls made in violation of the Do Not Call Rules were the result of an error.

Opposition to Do Not Call legislation sited massive job losses in the telemarketing industry and that prediction has already started to materialize. As the Do Not Call List grows, the telemarketing industry will continue suffer job losses but from the ashes of one industry emerges a new one predicated on keeping small businesses compliant with the Do Not Call requirements. One of the first companies to market a small business solution addressing the Do Not Call requirement issue is an Arizona based company called ProResponse. ProResponse specializes in automobile dealership database management and marketing.

CEO and President of ProResponse, David Goodison explains, “We knew early on that our customers were not equipped or inclined to focus the necessary attention and resources to Do Not Call compliance issues. Our mission was to develop the technology that would enable our dealers to identify and isolate those customers and prospective customers that are on the Do Not Call list and deal with them accordingly, without disrupting normal business.”

The times, they definitely “are a changin’!” No more solicitous late night phone calls. Annoying pop-ups and Spam (the e-mail variety) are quickly on their way to becoming cyber-dinosaurs as well. Still, business

will continue to find ways to advertise their products and convey their messages. It's been said that business is cyclical. Door-to-door salespeople were replaced by catalogs that were replaced by telemarketers who were replaced by the cyber marketers . . . Maybe someday soon I will have young girls knocking on my door saying, "Congratulations! You have been pre-approved for a Discover card!" ■