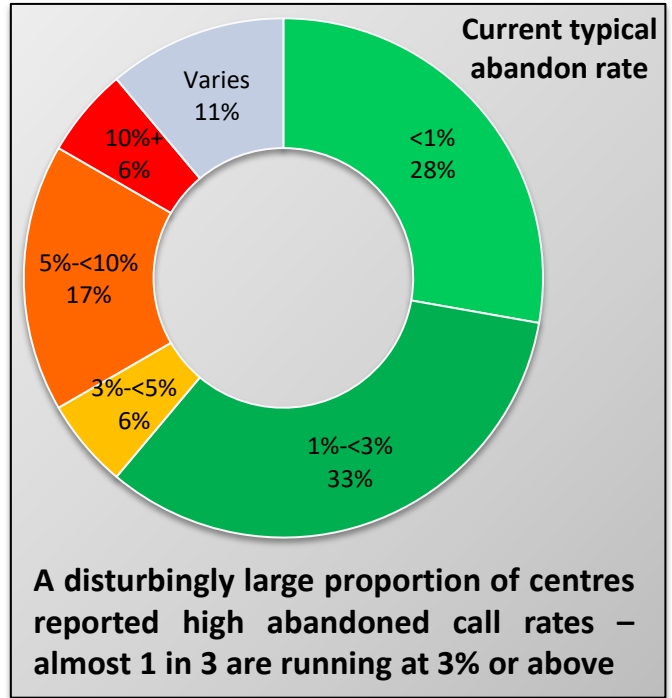
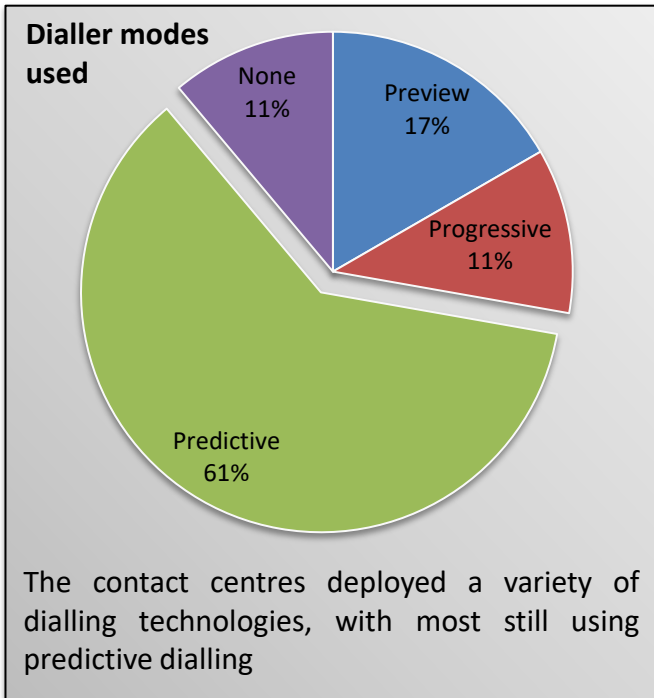
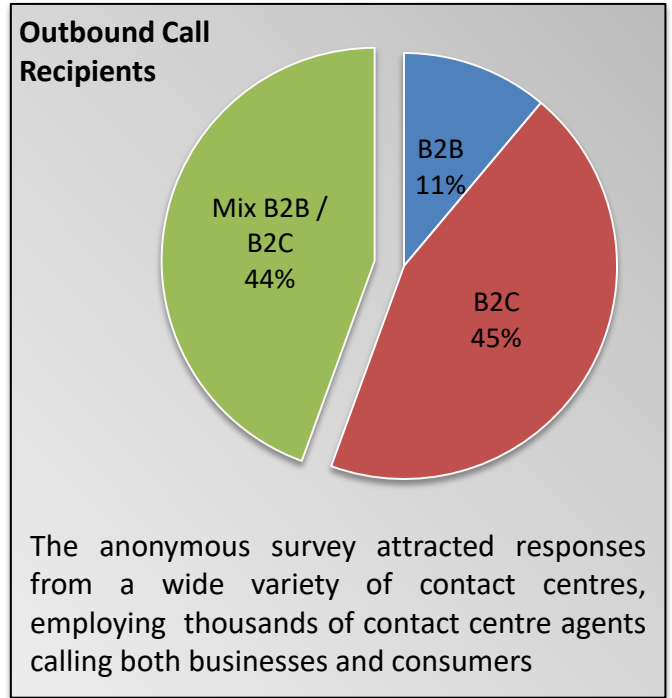
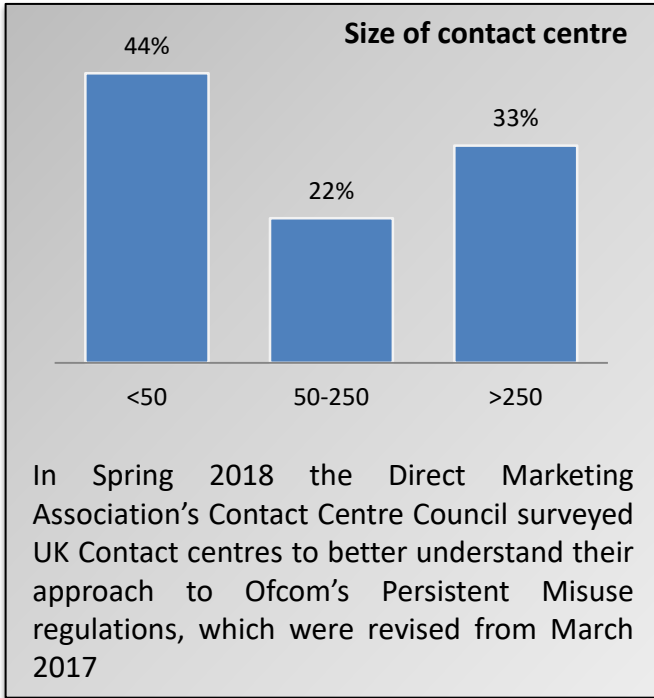


Contact Centre Compliance and Confusion



Over a year on, there is still a lot of confusion about what Ofcom expects of outbound dialling contact centres:

"[Ofcom]'s expectations are woolly"

"I know the company rules, but not crystal clear on Ofcom's"

"Unfortunately, Ofcom do leave a lot open to interpretation, which does cause difficulties"



The DMA's Advice on Persistent Misuse document offers a balanced guide to ensuring contact centres remain compliant while outbound calling. Click on the doc to open.