

Telecoms Bridgend Ltd – Sales & Marketing Code of Practice

Introduction to our company and services

Telecoms Bridgend Ltd is an independent company that delivers communications services to business customers. Whilst we may not provide all the component parts of our services ourselves, we do take the responsibility for the services delivered and will liaise with our suppliers to ensure that any problems with their services are promptly resolved.

Purpose of this Code of Practice

The Code sets out guidelines on the way we conduct ourselves with regards to all forms of sales of sales and marketing activity, in accordance with Ofcom requirements.

How to Contact Us

Please contact our Customer Service Team –

By Phone: **0845 293 7380** – This service is available from Monday to Friday, 9am to 5pm (if all lines are busy then please leave a message which we will aim to respond to within 1 hour).

By email: customer@telbridge.co.uk

By fax: 01656

By post: Telecoms Bridgend Ltd, Unit 9C Garth Drive, Brackla Industrial Estate, Bridgend, CF31 2AQ

Our commitment to our customers

We are committed to acting honestly, truthfully and lawfully at all times. We take active measures to ensure all staff, in particular sales staff, are fully aware of how they must behave both in terms of the law and in maintaining our own high levels of customer service. All sales and marketing literature is scrutinised to ensure accuracy and clarity for recipients.

Our products and services

- ❖ The supply and installation of Telephone Systems
- ❖ The provision of telephone and data cabling
- ❖ Landline calls using BT and other Tier One Networks
- ❖ The supply and rental of business telephone lines (ISDN30, ISDN2e and PSTN)
- ❖ Broadband Internet Access
- ❖ Mobile phone handsets with network contracts for voice and data

For more information on any of our products and services please contact our Customer Service Team on **0845 293 7380**.

Sales Staff Recruitment and Training

The recruitment of sales staff follows internal company procedures that identify those individuals who will conduct themselves in a professional and honest manner at all times. Candidates are required to submit their CV, attend interview and undergo regular training programmes.

New employees are measured against a number of factors including their experience, skills, attitude, appearance, qualifications, convictions and overall presentation. Proof of identification and references are required before employment can commence.

Telephone sales staff are routinely monitored to guarantee quality levels are maintained, whilst field staff are required to submit details of every appointment they attend, whilst also being accompanied on appointments at various times throughout the term of their employment.

Formal training includes, but is not limited to, market analysis, product training, sales techniques, industry processes and timescales, competitor analysis, role and responsibilities, technical support and after-sales service.

Mis-selling

The problem of mis-selling is highlighted early in the training programme; making everyone aware of the problems it causes the company, customers and the industry as a whole. Clear reference is made to internal disciplinary procedures that would be enforced for reported cases of mis-selling.

Remuneration & Earnings

Our remuneration package for sales staff is targeted towards ongoing rewards from satisfied customers. Staff are paid a percentage of the customers' bills throughout the term of their agreement, thereby encouraging the highest levels of customer satisfaction.

Telephone Preference Service

When contacting potential customers we endeavour to screen against the Telephone Preference Service List, respecting organisations' wishes not to be contacted.

When sending out marketing communications via email, the company purchases only data lists from suppliers who ensure that the emails are "opt in", plus all email marketing communications will have the facility for the recipient to decline further emails.

Marketing

Material is proof read in house by a senior member of staff before publication to eradicate any unintentional discrepancies that may occur. We work to the principles within the British Code of Advertising, Sales Promotion and Direct Marketing, which may found on the website www.cap.org.uk

Information is presented in clear basic English that is unambiguous, honest and truthful. Competitors or any other organisation are never referenced to in a negative way.

Industry Standards

At all times we make all efforts to adhere to standard industry practices in relation to fixed-line services, as set out by Ofcom. Further details can be found by referring to our main Consumer Code of Conduct, which can be found at www.telbridge.co.uk

Auditing Procedures for order taking

Strict guidelines are followed for every order processed by Telecoms Bridgend Ltd. Once a completed order form is sent to the office a quality check is carried out to confirm the details are correct and the customer is happy to proceed with the agreement. This includes clarification that the customer is entering a 12-month agreement. All technical details are also confirmed before the order is processed to the next stage.

The quality check is executed in the form of a telephone call and a welcome letter is also sent as written confirmation of the order.

Sales representatives are also given clear instructions that they must explain all sections of the order form to ensure full understanding at all times.

Sales training covers the problems of mis-spelling, slamming and any other dishonest or misleading behaviour.

Order taking processes are regularly monitored to identify and respond to potential problems, with remedial action undertaken as and when required.

Sales Processes and Procedures

During sales training there is specific emphasis on standard sales procedures, including the information that must be presented to potential new customers that will ensure full understanding of any agreement they sign up to.

Staff are given a copy of our Code of Conduct, as well as this document, to guarantee complete understanding. Similarly, a thorough analysis of our standard Terms and Conditions is also undertaken. It is made clear that all sales staff are expected to explain the major details of the Terms and Conditions and guarantee customers are left with a full copy for their own records.

Customer Contact

As a business to business company, Telecoms Bridgend Ltd sales staff operate during normal working hours. They are provided with identification and sales literature that clearly indicates who they are and who they represent. Upon making contact with customers, all staff are instructed to introduce themselves in a polite and professional manner. If a customer is unavailable at that time, at no point with the sales person attempt to insist on seeing them, instead requesting a mutually agreeable re-scheduling.

Availability

All Terms and Conditions, the Code of Conduct and Sales & Marketing Code of Conduct are available to customers free of charge, upon request.

Entering into a contract

All orders must be completed and signed by the customer, who receives a copy of their own. Any other paperwork that requires a customer signature is completed before an account is activated. Customers may cancel an order within 5 working days of placing it, without charge. Numerous quality checks are carried out, including contacting the customer before the account is activated, to verify details and confirm the customer is happy to proceed. Contract order forms are clear and legible with a full explanation given by the sales person present.

Rights of cancellation are explained and are also present in the Terms and Conditions, as well as the length of the agreement the customer is signing into. Details of call charges are also entered before the customer signs.

Upon signing a contract customers are sent details confirming their order, dates that their services will be activated and that they can cancel their order without charge should they wish to do so (for 5 days from signing their contract).

Complaints

A formal complaints procedure exists for customer who experience difficulties. Details of this procedure can be found on our website at www.telbridge.co.uk