



## FAQ- RECORDING REQUEST CIRCULATION OBTAINED VIA TELEMARKETING

### 1. Why recording? Why now?

*Telemarketing request has become the largest sources of controlled circulation for publishers. Over the last 10 years, personal direct request via telecommunications has increased by over 17 million subscriptions, an increase of almost 500%.*

*As telemarketing sources increased in scale and scope, so did our audit process. We began examining contracts, scripts and phone bills. In addition, all one-year telemarketing names on our audit tests are called back for confirmation. Despite these increased checks, too many calls fail to meet BPA Worldwide requirements: scripts are not followed; subscribers are led; full questions are not asked; and demographics carried over from previous years are confirmed—not gathered during the call.*

*Publishers receive “seed” calls from their competing publications, and challenge the validity of the request. In addition, we are beginning to receive inquiries regarding the quality of the telemarketing data beyond request, including business industry, title function, and supplementary data. Conducting more BPA confirmations is not the answer. The BPA Worldwide confirmations team cannot capture the dialog of the original call. Time challenges subscribers’ memories and leads to conflicting responses (even within very short time lapses).*

*Subscribers, concerned about identity theft, are growing weary of providing unnecessary personal data to strangers. Publishers are having difficulty continuously creating new personal identifying questions that are not intrusive. Lastly, advertisers are pushing for more accountability and return on their advertising investment.*

*In summary, call integrity, fair of competition, advertising pressure and subscribers concerns about privacy are driving the need for recording requests.*

### 2. When does the new recording rule go into effect?

*BPA Worldwide rules require all telecommunication request calls to be recorded effective January 1, 2008.*

### 3. Will recording hurt response rates?

*Each magazine is different, but tests by BPA Worldwide and many of our members, indicate there will not be a depression in response rates. In fact, some publishers have indicated their response rates rose because they no longer have to ask a personal identifier question and are able to elicit either requests for multiple magazines or multiple requests for one magazine in one call.*

### 4. Will it drive up costs?

*Many members of our Teleservices Advisory Committee have indicated it will not drive up costs; some have indicated it will. Many of the teleservices vendors are already recording telephone calls for other lines of business, and have simply expanded the call capability into the controlled circulation product line. Other vendors do need to*

*make the investment to record.*

*If a teleservices vendor has not been following the rules, and has been taking short cuts we expect the costs for such vendors will increase because now they must make the calls correctly.*

5. Are service providers equipped to record?

*As stated previously, many of the teleservices providers are already recording for other lines of business. Those vendors have simply extended their recording capability into the control circulation product line.*

6. What if I make my own telephone calls?

*Internal telemarketing calls must also be recorded. There are many solutions available to the publisher. A quick Google search on "telephone recording" will provide many options. BPA Worldwide recently purchased a USB recorder for \$149.00. The recorder came with hardware and robust software. Installation was easy and execution was fast. We were able to record phone calls and store them efficiently.*

7. Do I have to read the full script? Can I change the order of the questions?

*Our Audience Development Advisory committee, working with our Teleservices Advisory Committee developed this guidance for script execution:*

*Single Response Questions:*

*Read the question.....pause. If the subscriber provides an answer that matches one of the categories you can code directly. If the subscriber does not provide a match, the TSR must read the categories in order. The TSR may stop when the subscriber responds affirmatively.*

*Multiple Response Questions:*

*The full question along with all categories must be asked - in the order presented by the Audience Development Manager.*

8. What if call recordings are lost or corrupted?

*BPA Worldwide will have a tolerance for lost or corrupted telephone calls. We will implement alternate audit procedures for such calls.*

9. Will this new procedure result in additional BPA audit costs?

*We do not expect this procedure to increase BPA audit costs. In fact, we expect that the audit process will be more efficient using telephone recordings and may reduce BPA audit costs for members.*

10. Will BPA Worldwide still conduct confirmation callbacks to the subscriber?

*BPA will conduct callbacks to the subscribers, but will be done on a smaller scale.*

11. Do I still need to provide teleservice contracts, proof of payment and telephone bills?

*Yes, BPA Worldwide will still verify the teleservice contracts, payment for the services, and will also tie telephone calls to the original phone bills.*

12. Do I need to ask a personal identifier question if I am recording?

*No, recording the telephone conversation eliminates the need for the personal identifier question.*

13. What happens if a call is deemed unacceptable by the audit staff?

*If a call is deemed unacceptable by the audit staff, the call will be elevated to BPA Worldwide management review. If the manager also agrees the call is unacceptable BPA will reach out to the publisher, and all parties will listen to the call before making a final decision.*

14. Does the recording rule apply to both inbound and outbound telemarketing?

*No, only outbound telemarketing requests need to be recorded. Inbound calls do not need to be recorded, but the publisher must capture the personal identifier information.*

15. What formats are acceptable for recordings?

*BPA Worldwide will accept all formats including but not limited to MP3, wave, WVA, and vox files.*

16. Do we need to provide recordings for the entire analyzed file?

*No, the publisher only needs to provide the recordings for the test selections. If there are challenges or questions with the original test selection, BPA Worldwide will expand the test and recordings of those calls must be provided.*

17. When should the recordings be provided?

*The recordings should be sent to BPA Worldwide's electronic audit department by the requested due date—normally two weeks before the audit begins.*

18. Who do I contact if I have additional questions about recording telecommunication requests?

*Your Member Relations Manager is your best contact for answering all BPA-related questions.*