



As readers of this magazine are undoubtedly aware, the FTC's amended Telemarketing Sales Rule goes into effect October 1st, 2003. Through our extensive coverage of this Rule and its implications, the editors of *Customer Inter@ction Solutions*® have discovered that many call centers, teleservices agencies and technology vendors are shockingly unaware of the details of the Rule and its possible ramifications. The Rule is broad and complex (and sometimes downright contradictory when one reads the directives created by both the FTC and FCC). It covers not only the well-publicized federal do-not-call registry, but also rules regarding charities/non-profits, abandoned call thresholds, jurisdiction rules, record-keeping, fees and fines, preemption of state do-not-call registries, rules governing predictive dialers and caller I.D. technologies, faxing, rules regarding contact with existing customers and companies' internal do-not-call procedures.

As with many shining new pieces of legislation, it can be expected that the FTC and FCC, once they begin enforcing their rules, will seek to make examples out of some call centers and agencies performing outbound work. It is our goal to make sure none of our readers are targeted for such a dubious honor. At a staggering \$11,000 per error in fines, a call center could rack up over one million dollars in fines for committing just 91 errors.

While this magazine has frequently pointed out the unfairness of many aspects of the TSR, and several industry groups including the American Teleservices Association and the Direct Marketing Association have filed lawsuits to overturn parts of the Rule (we maintain vigilant hope that these groups succeed in their efforts), the fact remains that the amended TSR becomes the law of the land on October 1st. If your call center is not 100 percent, water-tight compliant, you are risking the very existence of your business. The federal government has instituted compliance procedures for the general public that will make it very easy for consumers to file grievances...essentially doing all the work in supplying the FTC and FCC with a ready-made "hit list." The exposure provided by the national news media has done a very good job in making sure every American is aware of the legislation and understands that he or she has recourse and resources to complain and help mete out "justice."

This special advertorial section, which will appear in three parts in our September, October and November issues, was created for our readers to act as a primer to help foster understanding of the technologies and services behind compliance. Have you wondered whether your dialer is compliant? Do you know how to comply with the new caller I.D. transmission regulations? Are you nervous that perhaps your internal list scrubbing procedures are insufficient to ensure zero mistakes? You should be. Incorrect assumptions can lead to enormous fines.

The companies profiled in this section are ready, willing and able to make your call center flawlessly compliant. We encourage you to carefully read their advertorials to better understand why and how you need to alter your procedures to protect your company. Additionally, be sure to read in this month's issue the in-depth analysis of the Rule in the article called "Do Not Call: The Gathering Storm?" by Joseph Sanscrainte, director of regulatory affairs and general counsel with Call Compliance, Inc. Finally, we encourage you to visit TMC Forums at forums.tmcnet.com for further discussion of call center legislative issues.

Sincerely,

A handwritten signature in black ink, appearing to read "Nadjji Tehrani".

Nadjji Tehrani

TMC Chairman, CEO and Executive Group Publisher

