

Customer Care

M E A S U R E M E N T
& C O N S U L T I N G

Update to 2004 National Do Not Call List Study: *Perceived Violations of National Do Not Call Law*

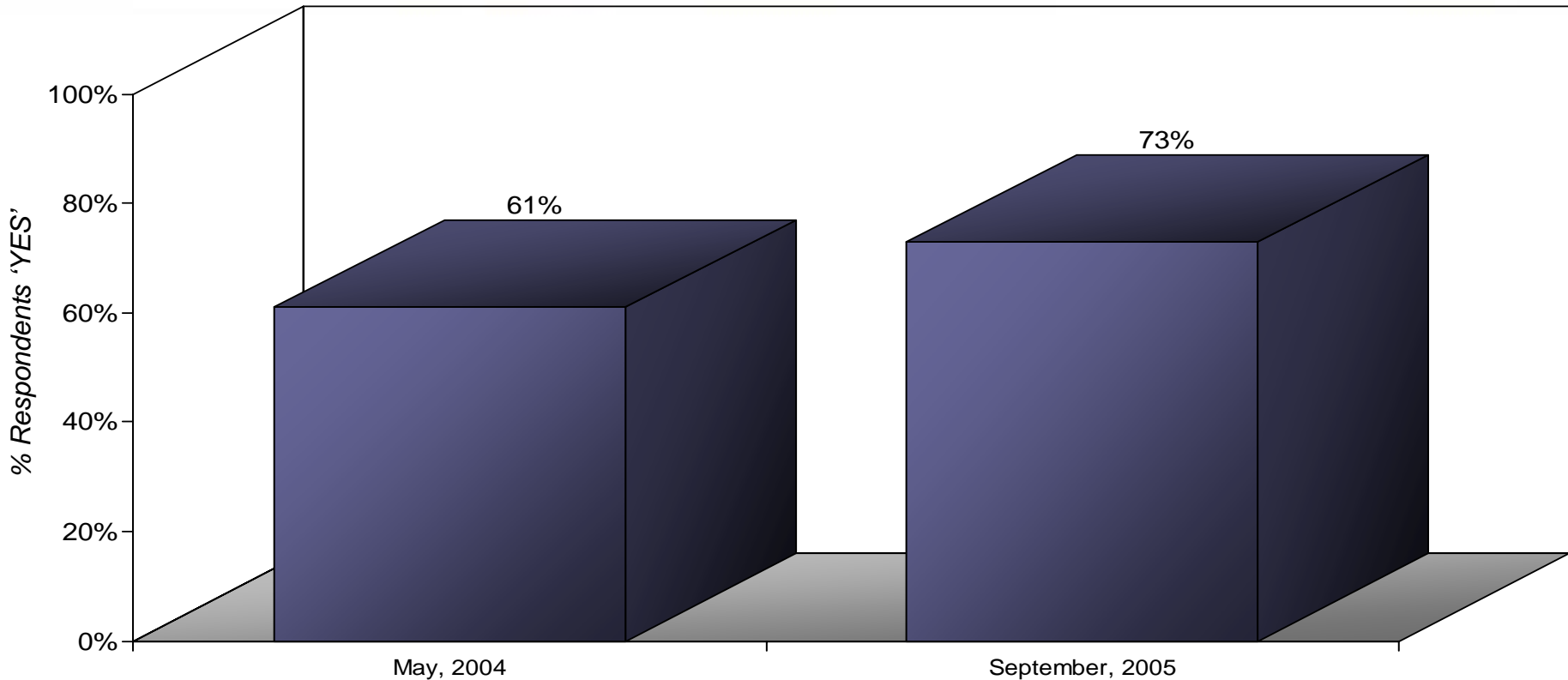
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Customer Care Measurement & Consulting (CCMC)**

*September 19, 2005
Privileged & Proprietary*

Update to 2004 National Do Not Call List Study

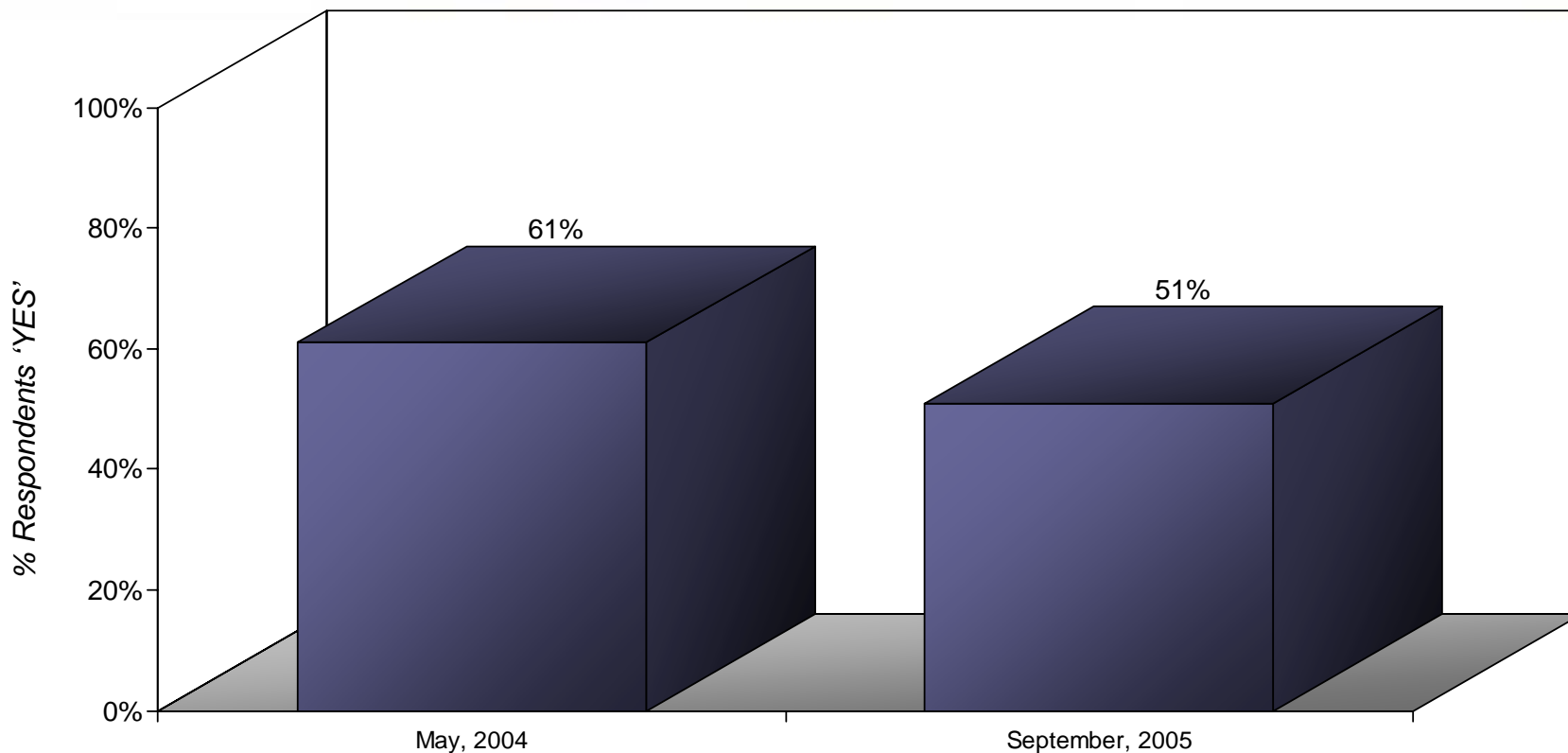
- ▶ Customer Care Alliance fielded a national survey in 2004 to measure consumer behaviors and opinions related to the Do Not Call legislation
- ▶ In September, 2005, Customer Care Alliance conducted a two-question follow up survey
 - **Question #1: “The nationwide DO NOT CALL law establishes a list of people who do not want to receive telemarketing calls. Telemarketers are not allowed to call people on the list and can be penalized by fines if they do so. Have you placed your primary home telephone number on the national DO NOT CALL list?”**
 - **Question # 2: “Based on your understanding of the national DO NOT CALL law, have you received ANY telemarketing calls that you believe to be in violation of the national DO NOT CALL law?” (only asked of those indicating that they signed up for the national Do Not Call list in Question #1.)**
- ▶ Telephone interview methodology using a national random household sample – 421 completed interviews (+/- 4.4% margin of error, 95% confidence level)

Signed Up For National Do Not Call List?



The nationwide DO NOT CALL law establishes a list of people who do not want to receive telemarketing calls. Telemarketers are not allowed to call people on the list and can be penalized by fines if they do so. Have you placed your primary home telephone number on the national DO NOT CALL list?

Perceived Violations of National Do Not Call Law?



Based on your understanding of the national DO NOT CALL law, have you received ANY telemarketing calls that you believe to be in violation of the national DO NOT CALL law?

Implications

- ▶ The percentage of respondents to the 2005 study indicating they have placed their primary home telephone number on the national Do Not Call list *increased* (vs. the 2004 Do Not Call study)
- ▶ Among respondents to the 2005 study who placed their primary home telephone number on the national Do Not Call list, the percentage of registrants indicating they *believe* they received any call in violation of the national Do Not Call law *decreased* (vs. the 2004 Do Not Call study)
- ▶ The findings from the 2004 Do Not Call study and the continued high rate of *perceived* violations reported in the 2005 study (i.e., more than 50% of registrants report perceived violations in 2005) suggest many consumers still do not understand which types of calls are allowed and prohibited

Further Information?

- ▶ Contact Scott M. Broetzmann (President, Customer Care Measurement & Consulting, LLC) at 703-519-6984 or scott@customercaremc.com for further information about this or other Customer Care Alliance studies

Who Is Customer Care Alliance?

- ▶ Study conducted by Customer Care Alliance



**CUSTOMER CARE
ALLIANCE**

Dedicated to fostering customer care innovation and best practices that increase customer satisfaction/loyalty and show a positive return on investment

Who Is Customer Care Alliance?



**CUSTOMER CARE
ALLIANCE**



CARECALL, INC.



DeMars
& Associates, Ltd.
Innovative Dispute Resolution

