

Telstra MPS Helpline Audit Standards

Rev 3.00

13 December 2018

Telstra MPS Helpline Audit Standards

Version History

Revision ¹	Effective Date	Details
1.03	1 June 2012	Audit standards were revised to reflect changes to the Mobile Premium Services Code. Changes included the following: <ul style="list-style-type: none">▪ Live agent greetings can now include a general welcome message;▪ Service names can now be displayed in the message body or header of unsubscribe confirmation messages; and▪ Code references were updated for the majority of infringements.
1.04	5 September 2016	The severity of audit standards regarding unsubscribing from a service were increased from Severity 1 to Severity 0.
2.00	1 April 2017	The audit standards document was revised to include a cover page and version history, and the style was updated. No audit standards were changed from the previous revision.
3.00	13 December 2018	From 13 December 2018, mobile premium services that are not authorised by Telstra, that fail to comply with the aggregator's relevant agreement with Telstra, or both will be considered to be breaching the audit standards.

¹ Revisions before the Mobile Premium Services Industry Code (C637:2011) are not included in the version history.

► **Yellow highlights** indicate all changes and additions since the previous revision.

Telstra MPS Helpline Audit Standards

Helpline		
Infringement	Severity	Actions Required
Helpline number nonfunctional 6.1.5	1	Operate fully functional helpline 24 hours/day, 7 days/week
Helpline number displayed inconsistently 6.1.3	1	Ensure helpline number displayed in advertisement matches helpline number displayed at www.19sms.com.au
Helpline unavailable outside normal business hours 6.1.5	1	Operate fully functional helpline 24 hours/day, 7 days/week
Helpline unavailable to blocked or landline number 6.1.3	1	Operate fully functional helpline regardless of Party A call method
Helpline number not associated with genuine source of assistance 6.1.3	1	Ensure helpline number connects to genuine source of assistance

IVR System ²		
Infringement	Severity	Actions Required
IVR system unavailable during normal business hours 6.1.5	1	Operate IVR system or staff helpline with live agent from 9:00 A.M. to 5:00 P.M. AEST or ADST, business days
IVR system unavailable outside normal business hours 6.1.5	1	Operate IVR system or staff helpline with live agent from 5:00 P.M. to 9:00 A.M. AEST or ADST, business days, and 24 hours/day, Saturday, Sunday, and public holidays

Answering Service		
Infringement	Severity	Actions Required
No mention that caller can leave voicemail message 6.1.5	1	Inform queuing callers they can leave message that will be returned
Caller attempt to leave voicemail message during normal business hours unsuccessful 6.1.5	1	Ensure callers can leave message 24 hours/day, 7 days/week
Caller attempt to leave voicemail message outside normal business hours unsuccessful 6.1.5	1	Ensure callers can leave message 24 hours/day, 7 days/week
Call not returned within one business day 6.1.5	1	Respond to all calls within one business day

Live Agent		
Infringement	Severity	Actions Required
No live agent available 6.1.5	1	Staff helpline from 9:00 A.M. to 5:00 P.M. AEST or ADST, business days
No mention that call will be answered by live agent or that caller can leave voicemail message 6.1.5	1	Inform queuing callers that call will be answered by live agent or that they can leave voicemail message
Caller unable to reach live agent or leave voicemail message 6.1.5	1	Answer all calls within 2 minutes, 30 seconds
Caller wait for live agent exceeds 2 minutes, 30 seconds 6.1.5	1	Answer all calls within 2 minutes, 30 seconds
Agent greeting fails to include content provider name or general welcome message 6.1.5	1	Ensure agent greeting includes content provider name or general welcome message, such as "Welcome to the Mobile Premium Services Helpline"
Opt-out from marketing messages via live agent unsuccessful 6.1.5	1	Ensure callers can opt out of marketing messages via live agent

► **Yellow highlights** indicate all changes and additions since the previous revision.