

Telstra InfoCall Call Flow Audit Standards

Rev 2.0

1 April 2017

Telstra InfoCall Call Flow Audit Standards

Version History

Revision	Effective Date	Details
1.0	1 July 2012	InfoCall call flow audit standards were introduced based on the TISSC Code of Practice for InfoCall 190 Services (May 2012).
1.1	5 September 2016	The severity of infringements indicative of consumer risk was increased, including <ul style="list-style-type: none">▪ Prohibited or unauthorised products or services;▪ Misleading or deceptive advertising or opt-in processes; and▪ Inadequate or missing pricing information.
2.0	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.

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

Telstra InfoCall Call Flow Audit Standards

Call Flow		
Infringement	Severity	Actions Required
Telephone sex service* B.1.3.1	0	Discontinue service immediately
Offer confusing, misleading, or deceptive with respect to target audience B.1.2; E.4	0	Clarify offer's principal elements in language target audience likely will understand
Service constitutes billing mechanism for unsuitable material for minors B.1.4	1	Ensure service does not enable minors to download unsuitable material (e.g., ringtones or wallpapers with classification rating above M)
190 number operating service differs from advertised 190 number E.16	1	Ensure 190 number operating service and advertised 190 number are identical
Delay in service delivery [when callers are charged] B.2.4	0	Ensure prompt service delivery (e.g., customers not placed on hold or in queue while incurring charges)

*Subject to immediate escalation to Telstra.

Message Introduction [excludes Mass Calling Services, Short Duration Services, and Closed User Access Services]		
Infringement	Severity	Actions Required
Failure to deliver message introduction B.2.1; C.3.1	1	Deliver message introduction before service starts
Failure to identify service B.2.2	2	Disclose service name in message introduction
Failure to identify service clearly B.2.2	3	Disclose service name consistently among all messages, ad, and message introduction
No pricing B.2.2; C.3.1	0	Disclose full, accurate pricing in message introduction
Conflicting pricing B.2.2; C.3.1	0	Disclose pricing accurately, consistently, between message introduction and ad
Failure to advise action required to proceed with call B.2.2; C.3.1	1	Advise callers of action required to proceed with call (e.g., instructing callers to dial "0")
Call proceeds without caller confirmation B.2.3; C.3.1	0	Require callers to take positive action to proceed with call or to disconnect call before charges commence
Failure to advise, in message introduction or when caller takes positive action, that warning tone will sound at 5-minute intervals [services exceeding \$2.75/minute] B.2.17; C.3.6	1	Advise callers that three-beep warning tone will sound at 5-minute intervals (e.g., "Throughout this call, you'll hear a three-beep tone every 5 minutes.")
Failure to sound 5-minute warning tone [services exceeding \$2.75/minute] B.2.16	1	Sound three-beep warning tone at 5-minute intervals

Conference and Caller-to-Caller Services [excludes Closed User Access Services]		
Infringement	Severity	Actions Required
Failure to deliver information message B.2.5; B.2.6	1	Deliver information message as call starts
Failure to advise that caller must be age 18 or older B.2.5; B.2.6	1	Advise callers that they must be age 18 or older to proceed with call
No account holder authorisation disclosure B.2.5	1	Inform callers they must be bill payer or have bill payer's permission to proceed with call
Failure to instruct caller to disclose only <i>first</i> name B.2.5	1	Instruct callers that only <i>first</i> names may be used
Failure to instruct caller to refrain from disclosing phone numbers and addresses B.2.5	1	Instruct callers that they must not disclose their phone number and address or anyone else's
Failure to advise that call might be recorded B.2.5	1	Advise callers that call might be recorded for service purposes
Failure to advise that unidentified parties might overhear conversation [conference services only] B.2.6.2	1	Advise callers that conversation might be overheard by callers who've failed to identified themselves
Call proceeds without age verification [conference services only] B.2.6	1	Require callers to confirm that they're age 18 or older before proceeding with call, or disconnect call without charge

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

Telstra InfoCall Call Flow Audit Standards

Scientific, Statistical, and Research Data Services		
Infringement	Severity	Actions Required
Failure to deliver message introduction B.2.8	1	Deliver message introduction identifying data source
Failure to disclose data source B.2.8	1	Identify data source in message introduction

Professional Research and Advice Services		
Infringement	Severity	Actions Required
Failure to deliver message introduction B.2.9	1	Deliver message introduction stating “all advice is provided by a qualified, registered professional” or words to that effect
Failure to disclose professional’s specific qualifications or organisation’s accreditation B.2.9	1	Disclose professional’s specific qualifications, organisation’s accreditation, or both

Competitions [games of skill only]		
Infringement	Severity	Actions Required
Failure to disclose maximum call cost B.2.11	1	Disclose maximum call cost as service starts

Fund Raising Services#		
Infringement	Severity	Actions Required
Failure to disclose fundraising beneficiary B.2.12	1	Identify donation beneficiary or beneficiaries
No telephone number for beneficiary details B.2.12	1	Disclose telephone number to obtain further beneficiary details

#Services where a donation is debited from the caller’s telephone account.

Short Duration Services		
Infringement	Severity	Actions Required
No pricing B.2.13	0	Disclose full, accurate pricing in message introduction
Conflicting pricing B.2.13	0	Disclose pricing accurately, consistently, between message introduction and ad
Failure to identify service B.2.13	2	Disclose service name in message introduction
Failure to identify service clearly B.2.13	3	Disclose service name consistently among all messages, ad, and message introduction

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

Telstra InfoCall Call Flow Audit Standards

Timed Call Services [includes Variable Charge Services]		
Infringement	Severity	Actions Required
Failure to advise, in message introduction or when caller takes positive action, that warning tone will sound at 5-minute intervals [services exceeding \$2.75/minute] B.2.17	1	Advise callers that three-beep warning tone will sound at 5-minute intervals (e.g., "Throughout this call, you'll hear a three-beep tone every 5 minutes.")
Failure to sound 5-minute warning tone [services exceeding \$2.75/minute] B.2.16	1	Sound three-beep warning tone at 5-minute intervals
Call exceeds 30 minutes [services exceeding \$4.40/minute] B.2.14	1	Disconnect call after 30 minutes
Call exceeds 60 minutes [services up to and including \$4.40/minute] B.2.14	1	Disconnect call after 60 minutes
Failure to disclose that call cost varies [variable charge services only] C.3.2	1	Disclose rate at which next call segment will be charged
Failure to advise action required to proceed with call [variable charge services only] C.3.2	1	Advise callers of action required to proceed with call (e.g., "Touch '0' to proceed.")
Call segment proceeds without caller confirmation [variable charge services only] C.3.3	1	Require callers to take positive action to proceed with next call segment at variable rate

Recorded Services		
Infringement	Severity	Actions Required
Connection time to operator exceeds 35 seconds [live operator option only] B.2.4.1	1	Ensure connection time does not exceed 35 seconds
No pricing [services exceeding \$1.10 total cost] C.1.1	0	Inform callers of call cost per minute or total cost
Call proceeds without confirmation C.1.2; C.1.3; C.1.4	1	Require callers to take positive action every 10 minutes to proceed with call or to disconnect call
Failure to disclose call duration and cost promptly C.1.3; C.1.4	1	Disclose current call duration and cost 8–15 minutes into call and at similar intervals thereafter

Live Services		
Infringement	Severity	Actions Required
Failure to sound engaged signal when all operators are busy [excluding services with free recorded menu, caller queues, or both] C.2.2	1	Sound engaged signal when all operators are busy
Failure to sound ringtone for 90 seconds outside operating hours C.2.1	1	Sound ringtone for 90 seconds, or deliver message introduction, outside operating hours
Failure to deliver message introduction outside operating hours C.2.1	1	Sound ringtone for 90 seconds, or deliver message introduction, outside operating hours
Failure to disclose content provider name in message introduction outside operating hours C.2.1	2	Disclose service provider name in message introduction outside operating hours
Failure to disclose operating hours in message introduction outside operating hours C.2.1	2	Disclose operating hours in message introduction outside operating hours
Failure to disclose call cost in message introduction outside operating hours C.2.1	2	Disclose call cost in message introduction outside operating hours

Closed User Access Services		
Infringement	Severity	Actions Required
No personal identification number (PIN) instructions C.6	1	Inform callers how to use PIN to access service
No pricing C.6	0	Deliver message introduction disclosing full, accurate pricing
Conflicting pricing C.6	0	Disclose pricing accurately, consistently, between message introduction and ad

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

Telstra InfoCall Call Flow Audit Standards

Children's Premium Rate Services		
Infringement	Severity	Actions Required
Call exceeds \$1.10 (fixed rate) or \$3.30 per minute C.7.1	1	Ensure children's rate services don't exceed \$1.10 (fixed rate) or \$3.30 per minute
No pricing [services exceeding \$0.55] C.7.2	0	Deliver message introduction disclosing call total cost
No account holder authorisation disclosure ^A B.2.10; C.7.3	1	Disclose clearly that customers under age 14 must have account holder's permission (e.g., "If you're under 14 and don't have your parent's permission, hang up now")

^AAdvertisements reasonably likely to attract or to encourage a significant number of persons under age 14 to call the service will be subject to citation.

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