

Telstra MPS Helpline Audit Standards

Rev 2.00

1 April 2017

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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.

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
Attempt to unsubscribe from service via IVR system unsuccessful 6.1.5	0	Ensure callers can unsubscribe via IVR system
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
No option to unsubscribe by entering mobile number or leaving voicemail message via IVR system 6.1.5	1	Allow callers to unsubscribe by entering mobile number or leaving voicemail message via IVR system

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

² Infringements and actions required in this section apply only to subscription services.

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Live Agent		
Infringement	Severity	Actions Required
Attempt to unsubscribe from subscription service via live agent unsuccessful 6.1.5	0	Ensure callers can unsubscribe via live agent
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

Unsubscribe Confirmation Message ³		
Infringement	Severity	Actions Required
Failure to send unsubscribe confirmation message within one business day 7.2.5	0	Send message promptly informing customer that service has been terminated and that no more messages will be sent
Failure to preface unsubscribe confirmation message with "FreeMsg" 7.2.6	1	Preface unsubscribe confirmation message with "FreeMsg"
Failure to confirm service termination 7.2.5	1	Inform customer that service has been terminated
Failure to identify service 4.4.9; Telstra rule	1	Display service name in message body or header
Failure to identify service clearly 4.4.9; Telstra rule	1	Display service name in message body or header and consistently in all messages and ad

³ Infringements and actions required in this section apply only to subscription services.

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