

VHA Helpline Infringements and Actions Required			
	<i>Infringements</i>	<i>Severity</i>	<i>Actions Required</i>
Helpline	Helpline number nonfunctional 6.1.5	1	Operate fully functional Helpline
	Helpline number displayed inconsistently 6.1.3	1	Ensure Helpline number displayed in advertisement matches Helpline number displayed at MPAPS and Hermes
	Helpline unavailable outside normal business hours 6.1.5	1	Operate functional Helpline 24 hours/day, 7 days/week for premium messaging subscription services
	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 [subscription only]	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 EDST, 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 EDST, 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
	Attempt to unsubscribe from service via IVR system unsuccessful 6.1.5	1	Ensure callers can unsubscribe via IVR system
Answering Service	No mention that caller can leave voicemail message 6.1.5	1	Inform queuing callers they can leave voicemail message that will be returned
	Caller attempt to leave voicemail message during normal business hours unsuccessful 6.1.5	1	Ensure callers can leave voicemail message during business hours if call not answered by live agent
	Call not returned within one business day 6.1.5	1	Respond to all calls within one business day
Live Agent	No live agent available 6.1.5	1	Staff Helpline from 9:00 A.M. to 5:00 P.M. AEST or EDST, 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"
	Attempt to unsubscribe from subscription service via live agent unsuccessful 6.1.5	1	Ensure callers can unsubscribe from subscription services via live agent
	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 [subscription only]	Failure to send unsubscribe confirmation message within one business day 7.2.5	1	Send message promptly informing customer that service has been terminated and that no more messages will be sent
	Failure to confirm service termination 7.2.5	1	Inform customer that service has been terminated
	Failure to identify service 4.4.9; VHA rule	1	Display service name in message body or header
	Failure to identify service clearly 4.4.9; VHA rule	1	Display service name in message body or header and consistently in all messages and ad