

SIMPLE STEPS TO TPS COMPLIANT TELEMARKETING

TEL: 0343 005 9576

TPS Services

Telephone: 0343 005 9576
Fax: 0844 774 8411
www.tpsservices.co.uk

TPS Checker

Telephone: 0844 774 8410*
Fax: 0844 774 8411
www.tpschecker.co.uk

I Want That Ltd
Unit A, 5 Colville Road
Acton, London, W3 8BL

“ I run businesses so I understand the desire and need to make money ”

THE BACKGROUND BEHIND TPS SERVICES

I founded I Want That Ltd in 2010 to create web based IT solutions for the telemarketing industry.

Like many people my business ideas are born from personal circumstance and experiences. My 91 year old grandfather, despite being registered with the Telephone Preference Service (TPS), still continued to receive marketing calls. It was obvious to me that this was becoming more and more stressful for him.



Vince Costa-Barnett - Director

THE PROBLEM

I run businesses so I understand the desire and need to make money, but often the problem seems to be that some businesses do not and cannot see some of the consequences of calling people registered on the TPS. To businesses, it's just an inconvenience and an apology away from moving on to the next call, but for some consumers it can be a genuine stress.

Working with telemarketing companies and outbound call teams, I've seen that the problems are:

- the TPS now consists of over 22 million numbers and the vast majority of small businesses (and some larger ones) simply don't have the IT skills to work with a database of that size;
- many companies still don't know about the TPS register and their responsibilities for adhering to it;
- many companies still don't appreciate the legal implications of calling people registered on the TPS; and
- most of all, there's still the everlasting challenge of educating companies that it's not just 'their' call that's the problem.



Scan Me

Some consumers are getting very stressed about receiving (in some cases) many calls from many companies despite being registered on the TPS. Some of these consumers, particularly the elderly and vulnerable, are getting genuinely upset.

It's not just consumers getting upset. Telemarketers become demotivated and have valuable conversion time take up with complaints from people registered on the TPS. Serious complainers can tie your business up in further correspondence, complaints, harassing your staff, your suppliers and your customers and in some cases taking their grievances to court. Is it really worth the risk?

“ To businesses, it's just an inconvenience and an apology away from moving on to the next call ”

The thing is the solution is already there in the form of the TPS register, it's more cost effective than you may think and makes a lot of sense for the future of your business.

ABOUT TPS SERVICES

TPS Services are an official licensee of the Telephone Preference Service (TPS), Corporate Telephone Preference Service (CTPS) and Fax Preference Service (FPS) registers.

We are full members of the Direct Marketing Association (DMA).

Unlike many of our competitors, TPS Services does not sell data. To avoid any potential conflict of interest in the services we provide, we will never sell data as a business model.

Our online systems meet the highest security standards using SSL encryption.

- A list of industry references is available.
- A list of customer references is available.



The Children's Society

TPS Services are proud to announce our support for The Children's Society. Established for over 100 years, the Children's Society runs local projects, helping children and young people when they are at their most vulnerable.

OUR SERVICES

TPS, CTPS & FPS screening via our easy to use, automated 24/7 online service putting control of the screening process at your fingertips.

TPS, CTPS, FPS & MPS screening via our Bureau service. Don't want to do it yourself? Send us your data and we will screen it manually for you.

Mobile Number Validation services. You would be surprised what you learn about your mobile data. For example, are the numbers live and operational? Ask us about our HLR checking services.



We have multiple connection options. Do you want us to integrate/connect with your dialler, CRM system or other system? We've integrated many in-house and online systems.

If we can't help you, we'll put you in touch with someone who can.

FREE TRIALS

Try our services for Free and see for yourself that our system is one of a kind.

Ask for one of our Free trial links before you sign up and use your free credits to familiarise yourself with our services and their features.

Try our TPS Health Check to test your data Free or Charge. For more details visit our website www.tpsservices.co.uk.



OUR PRICING

Take advantage of our Price Promise Guarantee. Show us your lowest quote and we will match it. We won't be beaten on price!

Once you're a client, you can take advantage of our 30% credit back loyalty programme. For example, purchase 3,000 credits and get 1,000 credits back free on your account for future use.

Unlike our competitors, our purchased credits don't expire*.

You can pay by Credit Card, PayPal, direct Bank transfer or Direct Debit.

Earn more free credits by referring friends and contacts or earn revenue via our Referrer program.

OUR SUPPORT & ADVICE

We have a keen and enthusiastic team of friendly and dedicated people behind our technology.

We're here to help you whether you are a potential client, an existing client or even if you just need some non committal independent advice about the rules and regulations surrounding our area of expertise.

Call one of my team today. We'll be more than pleased to help you.

THE SOLUTION

To solve the problem, I created two solutions.



www.tpschecker.co.uk

To allow consumers and small businesses to check individual numbers registered on the TPS.



www.tpsservices.co.uk

For companies wishing to check whole databases and marketing lists against the TPS with some additional list management features.

*Credits purchased in some special promotions may have an expiry date.

OUR GOALS

To offer a cost effective solution to any business that uses Telemarketing as part of their revenue generating process.

To provide these organisations with the opportunity to ensure both good practice and legal compliance as well as the assurance of remaining within the legislative boundaries of their specific industry regulators.

To give our clients a user friendly, cost and time effective online gateway that ultimately becomes a positive and essential asset to their business processes.



THE LAW

Calling consumers, sole traders or partnerships registered on the Telephone Preference Service (TPS) register is illegal without their prior consent. The same applies to companies registered on the Corporate Telephone Preference Service (CTPS). Calling consumers or businesses registered on either register can lead to big fines, bad publicity and complaints to regulators.....**Page 7**



THE IMPACT ON YOUR BUSINESS

Making calls to consumers or businesses registered on either the TPS or CTPS can have an adverse affect on your reputation and put you business in the spotlight for all the wrong reasons. Consumer groups, watchdogs and regulators all search the web nowadays for people willing to make complaints about those companies breaching the rules.....**Page 8**



WHAT WE CAN DO

TPS Services offers a range of solutions suitable for your business whether you're a sole trader or one of the world's largest corporate companies. We operate web based solutions available 24/7, integrated services working behind the scenes with your Customer Relationship Management (CRM) systems and a bureau service for those less technical.....**Page 9**

“ Both consumers and businesses can opt out of receiving unsolicited marketing calls ”

DID YOU KNOW?

The Telephone Preference Service, or TPS, is an ‘opt-out’ register which prevents individuals from receiving unsolicited marketing calls. It’s been a free service used by over 22 million people so far to avoid being cold called by companies and it’s also a legal requirement that companies making outbound calls must adhere to.

The definition of ‘individuals’ includes sole traders and partnerships which traditionally people thought wrongly of as ‘companies’ and therefore not covered by the TPS.

THE FINES

Historically, if you called someone registered on either the TPS or CTPS without their prior consent you could have been fined up to £5,000. However, since the legalisation governing TPS and CTPS was replaced by the Privacy and Electronic (EC Directive) Regulations in 2003 (the PECR) and more recently in 2016, the Information Commissioners Office (ICO) that polices and applies these regulations can now fine you up to £500,000.

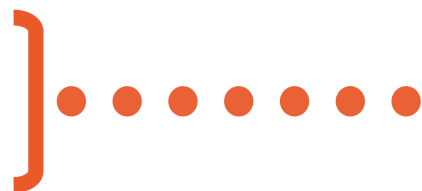


COMPANIES ARE ALSO COVERED

Companies can also register their numbers. This is thanks to the fact that the Corporate Telephone Preference Service (CTPS) was set up in June 2004, giving corporate businesses and organisations the chance to opt-out of being on the receiving end of unsolicited marketing calls.

This is a concept that many outbound businesses often overlook.

THE IMPACT ON YOUR BUSINESS



THE FINES

Fines are not the only potential impact on your business. If your business is regulated in any way by the Ministry of Justice (MOJ), the Financial Conduct Authority (FCA), the Financial Services Authority (FSA) or any other regulated body then it has been a proven and demonstrated fact that companies have either lost their licences to trade or had restrictions imposed on their licences (which are a matter of public record and therefore available on the internet) for failing to properly TPS screen their outbound call lists and that's not good for business.



The same is true of companies involved in the insurance industry who operate either as an Appointed Representative (AR) or as an Introducer Appointed Representative (IAR) as insurance companies have been known to restrict access to their referral systems almost immediately there is an enquiry from the ICO with even the suggestion of failing to clean their outbound lists against the TPS.

So the impact is not just about fines, it's about your whole business being at risk if you operate in a regulated industry.

THE WASTED TIME

Don't waste time contacting people registered on the TPS/CTPS, it's simply bad for business. Imagine converting that time into revenue generating calls and then you'll clearly see the benefits.

THE PRESS

Consumers and businesses are naturally more motivated to hit the blogs and the press to complain than they are to praise. Calling people registered on the TPS/CTPS is simply a guaranteed way to get your business a lot of the wrong type of publicity. If that's not bad enough, unlike newspapers, the internet never gets thrown away so yesterdays news will always be today's news!

WHAT WE CAN DO

“ One or one thousand employees...
we have the solution you need. ”

- Online Screening 24/7 - online access for you to upload, clean and download your data 24 hours a day 7 days a week using www.tpsservices.co.uk
- Bureau Services – you can send us your data by email or FTP and our bureau service will clean it and return it to you within 1 working day.
- Online TPS Checking – using our www.tpschecker.co.uk service you can check numbers against the TPS online to help you when dealing with individual customer complaints.
- Integrated Services – we can either feed into your systems or you can connect and download updates directly from us using web services which can allow you to check numbers live within your own systems such as outbound calling screens, CRM systems and so on (which means your users will never know about all the checking that’s going on in the background).

WHATS NEXT?

Why not contact us to discuss how we can best help you with our range of clever and innovative solutions.

Tel: **0343 005 9576**

Fax: **0844 774 8411**

Web: www.tpsservices.co.uk

Email: info@tpsservices.co.uk

