

## Sytel Limited Meets the Californian Predictive Dialing Challenge

Sytel announces its compliance with the new predictive dialing rules determined by the commissioners of the **California Public Utilities Commission (CPUC)** at their meeting on 27 June 2002.

Sytel's predictive dialing software, **Softdial Plugin®** has been designed to bring substantial benefits to users under the toughest of regulatory codes and Sytel welcomes the move by California to curb the very high levels of non-agent calls that have been experienced by Californian consumers.

The new rules are summarized as follows:

The allowable '**error rate**' for all predictive dialer calls answered by a live person:

- **3%** effective 01 Jul 02
- **1%** effective 01 Jan 03 (subject to review)

An '**error**' is defined as a call answered by a live person in which:

- 1) the predictive dialer disconnects the call after the called party has answered
- 2) the called party does not receive a response from the calling agent or telemarketer within 2 seconds of the called party's completed greeting
- 3) no agent or telemarketer is available within 4 seconds of the called party's telephone going off-hook (to be phased out in 6 months)

For the full text, see **Item H-8** at [www.cpuc.ca.gov/published/agenda/docs/3090\\_results.pdf](http://www.cpuc.ca.gov/published/agenda/docs/3090_results.pdf)

Sytel CEO **Michael McKinlay** commented:

"Self regulation has not been as successful in the US as many of us in the industry hoped, and we welcome this legislative action now as a necessary step in the development of a more mature and responsible outbound market in the US.



"We think that California still have some thinking to do about the final shape of their outbound rules. Before other states rush in to produce their own rules, we hope that the recent entrance of the **Federal Trade Commission (FTC)** into this debate may see them come up with a standard for other legislators to follow in the US. This could then avoid a proliferation of different rules, at a state level, as has happened with 'do not call' legislation in the US.

"Because of its size, the US outbound market is seen, inevitably, as an example that other countries seek to follow, and any progress towards an acceptable legislative standard in the US will be closely watched from around the world.

"We are looking in detail at these recent US legislative activities in the latest **Outbound Focus** newsletter, sponsored by Sytel."

See [www.outboundfocus.com/newsletter.htm](http://www.outboundfocus.com/newsletter.htm) for the July 2002 issue.

