

Mandatory Telemarketing Requirements



**Merchant (Short-)
Name:**

Telephone number/s:

Disclosure requirements

Description

Identification [Which company name do your employees use to answer the phone?]

Location [Which location of the company is named to your customer?]

Price display [In which way do you advise your customer explicitly of the total order sum at the end of the order form?]

Transaction currency [In which way and position do you explicitly advise the customer of the underlying transaction currency?]

Narrative [In which way do you advise your customer of the narrative being used when the credit card account is debited?]

Debiting time of the credit card holder [In which way do you inform your customer of the debiting time for the respective transaction?]

Issuing of invoices/Time of contract fulfillment [In which way do you inform your customer about the invoicing date and the delivery date?]

Promise of immediate processing of orders [Do you send your customer an acknowledgement of order, informing him of the exact delivery date?]

Returns, refunds, cancellations [In which way do you advise your customer of his/her right to return goods? Please describe your refund/ cancellation policy]

Promise of reaction times for all customer requests [What is your time-frame for the answering of customer requests?]

Delivery policy/Delivery options [What kind of information does your customer receive concerning your company's delivery policy?]

Invoicing documents [How long after the placing do you issue the invoice to your customer?]

Export restrictions [Are the products distributed by you subject to export restrictions?
In which way do you inform your customers about this fact?]

Online address of the contracting company [Is your company represented in the Internet? What is the respective URL?]

Checking of customer details [In which way do you check the customer details and the accuracy of the order data? Does your call center regularly confirm the data?]

Additionally Required Telemarketing Documents

Samplepage / Shadowpage / Screenshots of the gateway [Where the telemarketer asks the customer for the first name, last name, address, city, state, zip, card type, creditcard number, cvv, date and show the invoice number and the trade date]

Detailed Marketing strategy [Which media are used to draw your customer's attention to your products / services on offer]

Copy of a typical advertisement of your company

Copy of an invoice [merchant must be able to proof confirmation of order or delivery note which is signed by card holder]

Provide a tape / recording / wave file or a script of a typical sales conversation
[Especially showing the name and location of the merchant]

Confirm in a letter or PDF [merchant must be the owner of the shop and the receivables, and that he is responsible for the content and the billing]