

Code of Practice for Sales and Marketing of Fixed-Line Telephone

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Introduction

Gaelic Telecom provides telephone services to residential and business customers. We are committed to providing the highest standard of service and quality customer care and best practice in all our dealing with our customers or potential customers. As such we have introduced best practice policies and codes of practice to ensure we maintain and improve the level of service we offer. This code of practice has been prepared in accordance with guidelines published by Oftel on 23 May 2007 and approved by the communications industry regulator- Oftel/OFCOM.

How to contact us

By phone:

0870 22 44 233 (8:45am-8pm Monday to Friday, Saturday 9am - 5pm. Calls may be recorded. Calls are charged at up to 4p per minute from BT landlines. Other providers may vary).

By fax:

0870 22 44 221

By email:

customerservice@gaelictelecom.ie
support@gaelictelecom.ie

By letter:

Gaelic Telecom ,
Customer Service Department,
Communications House,
Barrow Street,
Dublin 4

Our Products & Services

All our services are offered on a contract basis and include standard Terms and Conditions, which are available to you on request or can be found on our web page www.gaelictelecom.ie. Please note that most of our contracts do not tie you to the service for any period of time. If you have a query concerning the service, contracts or Terms and Conditions then please contact our Customer Care on 0870 22 44 233 , 8:45am to 9:00 pm Monday to Friday and 9:am to 5 pm Saturdays Calls may be recorded. Calls charged at up to 4p per minute from BT landlines. Other providers may vary.) Or by e-mail to customerservice@gaelictelecom.ie

Line Rental Service

We provide a line rental service, which enables you to have a phone line and number which can be used to make telephone calls or calls to the internet through Gaelic Telecom. Please note if you take our line rental product then you must also take or voice calls service. This means that Gaelic Telecom will provide you with one bill for all your voice calls and your line rental.

Please note that there is no minimum contract period for this service and we aim to provide the service within 28 days of your order request, subject to availability. If there are any delays to this process due to special circumstances you will be advised and a revised timescale will be given to you.

Voice Calls Service

The voice calls service enables you to use your phone line to make calls through our service at our published rates. If you are a line rental customer with us then your voice calls will automatically be billed by us at our published rates. If your line rental is not with us then only your voice calls that have been supplied to us through the CPS mechanism will be billed for. All pricing for these packages are available on our website: www.gaelictelecom.ie

CPS or Carrier pre-selection is an industry mechanism that enables you to pre-select an alternative telecommunications provider other than BT for certain kinds of calls, and to be billed directly by that chosen carrier without needing to dial a prefix before each call or have a router on the your line when dialling your destination number. All pricing for these packages are available on our website: www.gaelictelecom.ie

Please note that there is no minimum contract period for this service and we aim to provide the service within 28 days of your order request, subject to availability. If there are any delays to this process due to special circumstances you will be advised and a revised timescale will be given to you. All pricing for these packages are available on our website: www.gaelictelecom.ie

Broadband Service

Our broadband service enables you to connect to the Internet over your existing phone line and the broadband speed is dependant on your line

Please note that there is a minimum contract period of 6 months for this service and we aim to provide the service within 28 days of your order request, subject to availability. If there are any delays to this process due to special circumstances you will be advised and a revised timescale will be given to you.

Code of Practice for Sales and Marketing of Fixed-Line Telephone Introduction and Overview

The purpose of our Code of Practice is:

- to show that Gaelic Telecom adopts responsible best-practice selling techniques when marketing our fixed line-telecommunications services.
- to help our customers and potential customers understand our services and the behaviour to be expected from our representatives.
- To show our customers that we provide a high standard of protection and to reassure them that we adopt responsible best-practice selling techniques when marketing our services
- To clearly define our products and services

The code applies to the sales and marketing of our services to residential and business customers and covers all aspects of the sales process. Our aim is to avoid mis-selling and misrepresentation of our products and services and to ensure that you fully understand these services and the terms of the contracts we offer you.

All our sales and marketing staff and agents are trained on this code and we routinely monitor their compliance with it.

If you feel that any representative of Gaelic Telecom has breached the terms of the code, please report your concerns to:

Deborah Tierney - Gaelic Telecom Customer Care Manager

who has responsibility for compliance with this code, and for handling associated complaints. Contact can be made in the following ways

By phone:

0870 22 44 233 (8:45am-8pm Monday to Friday, Saturday 9am - 5pm. Calls may be recorded. Calls are charged at up to 4p per minute from BT landlines. Other providers may vary).

By email:

customerservice@gaelictelecom.ie
support@gaelictelecom.ie

By letter:

Gaelic Telecom ,
Customer Service Department,
Communications House,
Barrow Street,
Dublin 4

Copies of this code are available free of charge on request, or can be viewed on our website at www.gaelictelecom.ie. The code has been prepared in line with guidelines published by Ofcom, the industry regulator, on 23 May 2007.

Sales, marketing, advertising and promotional activity

Gaelic Telecom use various means to make customers aware of and promote our products and services. In all cases, we act responsibly and try to comply with all relevant legislation. We always aim to provide clear, accurate and a fair representation of our products and services and we ensure that our literature and marketing material does not contain any false or misleading information about our prices, products and services and value and in no way denigrates any other company.

If you have registered with any of the following preference service:

Mailing Preference Service
Telephone Preference Service
Fax Preference Service and the
E-mail Preference Service.

Then we will respect your wish not to be contacted or alternatively you can contact us directly to be removed from our databases by phoning our customer care department at 0870 22 44 233

We work to the principles within the British Code of Advertising, Sales Promotion and Direct Marketing, which may be found on the web site, www.cap.org.uk

Generally we do business on standard contracts that include standard terms and conditions, copies of which are available to you on request or at www.gaelictelecom.ie. If you have any questions on our standard terms and conditions please phone our Customer Services team

Recruitment and sales training

With the aim to ensure that our Telesales, Sales and Marketing staff act responsibly, we require our employees in this area to complete various steps before they are able to engage in any Sales or Marketing activity:

Recruitment:

We ensure that the right person is employed for the role and that that employee will act responsibly at all times.
We follow strict procedures in the selection and training of staff who have direct sales and marketing contact with customers. We also ensure that all our sub-contractors and agencies use

equivalent selection and training procedures and remuneration (payment) systems.

Comprehensive training:

We train our Telesales, sales and marketing employees to ensure they have a full understanding of our products and services and of the general industry practices before they engage in any Sales or Marketing activities.

We also ensure that our sales staff are trained and are aware of the content and interpretation of this code of practice and the benefits it provides to customers and that our sales staff are familiar with the relevant aspects of consumer protection law.

Our remuneration systems for sales and marketing personnel are designed to discourage misleading or exploitative sales practices.

Customer contact:

Time Of Contact:

Our sales staff are given clear guidelines on contacting residential customers at home, and will only contact you between the hours of 9am to 9pm, Monday to Saturday unless you have requested them to do so outside of these times.

Representatives involved in face-to-face sales and marketing will only contact you between the hours of 9am to 8pm, Monday to Saturday unless you have requested them to do so outside of these times.

Identification

On making contact, our representatives will immediately identify themselves, state our company name, the purpose of the call and how long it should take.

Representatives involved in face-to-face sales and marketing have identity cards or badges that clearly display our company name and the representative's own identification number. If visiting or meeting in person, they will show you their identity card. The identity badge also displays the representative's name and photograph and a date showing the validity of the card. Information on the card is clear and easy to read without close examination

General Intent of the contact

In all cases our representatives are trained to use only clear and appropriate language, in order to clearly explain our products and services that are on offer and only use factual and accurate information about these products and services and any terms and conditions or contacts that may apply. Our representatives should answer or give a clear explanation and representation on a question or query that you raise concerning the services or products that you may have, and must not misrepresent our

services or those of other companies. Our representatives should always be courteous and polite in any dealings with you.

Our representatives will not abuse the trust of vulnerable customers, for example people who are elderly or who have special needs, or whose first language is not English.

We will not aim sales or marketing activity at people who are under the legal age for entering into contracts.

When visiting sheltered housing, nursing homes or residential care facilities, our representatives will make contact with the warden or other person in authority before approaching a customer.

Ceasing Contact

If you are contacted by one of our representatives and the time of the contact is inconvenient or unwelcome, at your request our representative will cease contact with you and the discussion will be ended immediately. If you do not wish to receive any further contact from us then please advise our representative who will then, at your request, remove you from our contact lists.

Contact Complaints / customer Complaints

To ensure we maintain these standards, we keep records of our sales and marketing activity. Records include the date and the time of the contact with you and the identity of the Telesales, Sales or Marketing person who contacted you and the outcome of that contact. If at any stage you would like to make a complaint about one of our representatives then this can be done through our complaints procedure.

Complaints are taken very seriously by Gaelic Telecom and as such we will endeavour to investigate your complaint and contact you as soon as possible on receipt.

If you would like to register a complaint in this regard, then you should first contact Gaelic Telecom by any of the following means:

By Phone

You can contact our Customer Service Team directly on 0870 22 44 233 (8:45am-8pm Monday to Friday, Saturday 9am - 5pm. Calls may be recorded. Calls are charged at up to 4p per minute from BT landlines. Other providers may vary).

The Customer Care Executive will provide his / her own name and provide you with your ticket number and acknowledge your complaint on the phone. Our aim is to resolve your complaint to your complete satisfaction. Our Customer Service Team will resolve your complaint as quickly as possible, preferably during your phone call. If this is not possible we will inform you of the length of time (to the best of our ability) we expect it to take to investigate and resolve the complaint.

By Letter

If you prefer to put the complaint in writing, you can send it to the following address:

Gaelic Telecom ,
Customer Service Department,
Communications House,
Barrow Street,
Dublin 4

By Fax

If you wish to send us your letter of complaint by fax, you may fax us on 0870 22 44 221

By Email

You can send your complaint by email to complaints@gaelictelecom.ie.

(To ensure your complaint is effectively resolved, please ensure you specify the cause of your complaint and your phone number name and address).

Entering into a contract for services

When you enter into a contract with Gaelic Telecom we follow a Confirmation process which is designed to protect you the customer and ensure that the order is processed efficiently and correctly and removes any confusion or mis-understandings concerning the service, products or contracts relating to the order.

The Confirmation Process incorporates other employees, not involved within any Sales or Marketing activities, and are outside of the sales and marketing department. In some cases this process will involve an independent company.

Orders placed with us by distance-selling methods (such as phone, fax or internet) comply with distance-selling regulations. As with order forms, our telephone scripts are designed to ensure that you understand that you are entering into a contract and will be sent the information detailed below in the Order Confirmation Letter.

The confirmation process is covered by three activities when orders are Received over the telephone:

Confirmation Recording

Once you have agreed to avail of our services with our Telesales or Sales staff then we will have another representative independent to the Sales or Telesales department contact you to confirm your order.

As part of this confirmation process we will record the call in order to serve as a record of your intent to join the service and to serve as a confirmation of the products and services that you wish to avail of. This record will serve as a verbal contract and will confirm the following:

- That you are authorised to enter into the contract for services on behalf of the business or household.
- That you understand the product and services that you are entering into
- That you understand that you are entering into a contract
- That you understand that the products and services will be supplied and billed by us once the transfer completes.
- That you understand that you can change your mind during the transfer process to us and that there is no cost or cancellation fee to you during this period
- Confirmation of your payment details
- Advise of the existence of this Code

Confirmation order Letter:

Once the above confirmation record is confirmed the order will be processed and in addition a confirmation order letter will be sent to the customer.

This confirmation order letter (or notification of transfer letter) will be sent to you in accordance with the industry-agreed process.

The letter may be sent electronically if you have applied online and have confirmed online that you wish future correspondence to be sent electronically.

This letter will clearly confirm the following:

- Confirmation of our company's identity and full contact details.
- A list of the services or products that you have chosen and the cost of these products.
- An estimation of when your order will complete and the services will transfer over to Gaelic Telecom and when you will start availing of these products and services.
- Confirmation of your payment method and the payment terms related to the products and services

- How you may cancel the product or service
- The contact period and minimum contract charges, if any.
- how long the charges will remain valid
- The letter will clearly indicate the date
- The letter will also advise on what services and features that may be affected by the transfer

Confirmation Call or Welcome Call

We contact all new customers in order to welcome them to the service, In addition as part of this call we will also confirm the following:

- That the customer clearly understands the products and services
- That the customer understands that they are entering into a contract.
- Confirm that the customer is happy to proceed with the order
- Address any query or question the customer may have concerning the products or services.
- Ensure the customer is happy with the way in which we conducted the sales and marketing.

This call will take place within 5 working days after a contract is agreed.

Other Documentation

Our representatives have a full summary of our tariffs and of our terms and conditions which are available on request or can be downloaded from our website: www.gaelictelecom.ie.

In addition this Code of Practice is also available on request, and free of charge, or can be downloaded from our website: www.gaelictelecom.ie.

Internet Sign up

In the case of internet orders, a well signposted and easy-to-see hyperlink to this information is prominently displayed and the information is readily available for downloading and printing.

Once an order is received then the above stated confirmation process of a Confirmation Order Letter and a Confirmation Welcome Call will be made to you

Written Contracts

Our order forms and contract forms are designed to ensure that you understand that you are entering a contract, and each document states this and each document states this immediately next to where you sign

Where our representative meets you in person, they will give you the information in writing. When you sign an order form, or enter into a written contract, you will also get a copy of the order form or contract, as well as information about any after-sales services or guarantees and arrangements for ending the contract.

You will get this information at the same time as you sign, or within 5 working days, unless you received it in writing before signing the contract.

Once an order is received then the above stated confirmation process of a Confirmation Order Letter and a Confirmation Welcome Call will be made to you

There is no minimum contract for our service. We aim to provide telephone service within 28 days of your original request, subject to the availability of lines to your premises. If there are special circumstances we will advise you of the revised timescales

How to Cancel your service:

We will terminate the contract without charge or other penalty to the customer if we find that the customer did not understand the contract or it was not what the customer intended or if the customer notifies us that they will to cancel within the switchover / transfer period.

If you decide to cancel your service, outside of the switchover transfer period, i.e. outside of 10 days for your date of order then, your cancellation request will be processed and will complete within 3 weeks of your request. We will charge you for any calls you make within this time and for a proportion of your monthly charge for line rental for the period that you were with us.

You may cancel orders or services and end contracts by the following means:

- By phone:

0870 22 44 233 (8:45am-8pm Monday to Friday, Saturday 9am - 5pm. Calls may be recorded. Calls are charged at up to 4p per minute from BT landlines. Other providers may vary).

- By email:

customerservice@gaelictelecom.ie

- By letter:

Gaelic Telecom ,
Customer Service Department,
Communications House,
Barrow Street,
Dublin 4

Customer Complaints

Complaints about sales and marketing are dealt with under the procedures set out in our Complaints Code of Practice.

Our complaints Code of Practice is available for download at www.gaelictelecom.ie.

This procedure explains how you may complain, and this includes complaints about our sales and marketing. It also explains what to do next if you believe the complaint has not been dealt with to your satisfaction.

With regard to all complaints you should first direct your complaint to Gaelic Telecom. If we cannot resolve the complaint to your satisfaction, you may contact:

Ofcom

Riverside House
2a Southwark Bridge Road
London
SE1 9HA.
Tel: 020 7981 3000/ 0845 456 3000.
www.ofcom.org.uk

Otelo

Wilderspool Park
Greenall's Avenue
Warrington, Cheshire
WA4 6HL.
Tel: 01925 430870
www.otelo.org.uk

You can also ask for advice from your local Trading Standards Department or Citizens Advice Bureau.

Contract review

We constantly wish to ensure best practice policies are in place throughout our company and as such we review our processes and procedures on an ongoing basis in order to minimise the risk of errors or mis-selling. As part of this review we will adjust our procedures, systems and documentation in use by our Telesales, Sales and Marketing departments in order to ensure best practice or to prevent the recurrence of any problem identified.

Audit

We carry out regular audits of the systems, procedures and documents we use in sales and marketing.

Legal status of this code

By law, all companies marketing services to customers must issue a code of practice for sales and marketing.

This Code is in compliance with the guidelines and with the provision of the code as defined by Ofcom General Condition 14.5

Compliance with this code does not guarantee that it complies with any other legal requirement.

Non-compliance with this code does not affect the validity of any contract between the company and the consumer, unless the law states otherwise.

Useful addresses

Ofcom

Riverside House
2a Southwark Bridge Road
London
SE1 9HA.
Tel: 020 7981 3000/ 0845 456 3000.
www.ofcom.org.uk

Otelo

Wilderspool Park
Greenall's Avenue
Warrington, Cheshire
WA4 6HL.
Tel: 01925 430870
www.otelo.org.uk

Direct Marketing Association

DMA House
70 Margaret Street
London
W1W 8SS
Tel: 020 7291 3308
www.dma.org.uk