

Selecting a telemarketing agency

Quality and Compliance Checklist

1. General Data Protection Regulations

To stay compliant with the complex marketing and data laws, any prospective agency must have robust processes in place. If they don't, both you and they are exposed to legal risks and brand damage and fines are a possibility. Ask for details of their GDPR compliance and TPS (Telephone Preference Services) processes and check if they are registered with the ICO (Information Commissioners Office)



2. Call recordings, Live call listening

Any reputable agency will record every call they make and should not be shy of sharing call recordings or having you listen in on live calls. If they aren't able to offer that, you need to ask yourself what they might be hiding.



3. Real-time reporting

Transparency is fundamental to a collaborative and trusted partnership. A prospective agency should be able to provide real-time access to programme results, performance statistics and data downloads as standard.



4. Pricing and Contracts

Telemarketing pricing models vary dramatically. Every agency should be explicit about what their fees do and don't include. Also, before you sign any contract, ask yourself what will happen if the quality or quantity of their work falls short; be wary of getting tied into long-term contracts with lengthy notice periods.



5. Information Security - ISO 27001

If you are to trust an agency with sensitive customer data, it is essential they can demonstrate how they will prevent it from being accessed, corrupted, lost or stolen. Ideally they will be ISO 27001 accredited, the highest standard of information security recognised internationally.



6. Quality Management - ISO 9001

If you are paying for a product or service, it is critical that you get what you pay for and the work of your agency meets the necessary quality and regulatory standards. An ISO 9001 accreditation provides assurance that they will deliver a high-quality service that meets your expectations.



7. Industry-specific accreditations

If you are working in a regulated or specialist sector, your agency's work must be compliant with the relevant regulations for that industry. For the financial services sector for example, the agency should be authorised by the FCA (Financial Conduct Authority).



8. Testimonials

Hearing from similar businesses in your own sector is one of the best ways to confirm that an agency can do a good job for you. If they can't provide examples of work they have done with other clients in your industry, or won't allow you to speak to any of their existing or past clients, alarm bells should ring.



9. Investment in staff

If an agency doesn't care for their own staff or invest in their development, those employees are unlikely to be motivated and able to deliver a good service for clients. Check the agency's rating on Glassdoor, see what their own employees say, and ask if they hold Investors in People accreditation.



10. Training standards

In addition to what staff say, it is important to understand what framework is used for training and development. Ideally, an agency will work to an externally recognised framework that gives you a clear understanding of the standards you can expect.

