

Sent: 06 January 2006 12:45 PM
To: Frank Phillips
Subject: Outbound Calling
Importance: High

Frank,

I am writing to inform you of an important use of Outbound Calling (OBC) that you may or may not be aware.

I have been following the debate over the future of OBC closely and am concerned that irresponsible users may cause Ofcom to regulate impossibly against it.

The National Blood Service (I am the National Contact Centre Manager for the NBS) make around 50,000 calls each week to donors reminding them of their upcoming donation session. we do this because it increases the likelihood of their attendance by between 2 - 20%. Overall it has the effect of adding 6% to the donation total we need to meet the demand from all Hospitals in England and North Wales. Currently we are at critically low stock levels and are in danger of not being able to supply lifesaving blood products when needed. At this time we have increased our OBC to the maximum we can realistically achieve consistent with good management. Hence to us, or more precisely patients, this service is genuinely a life-enhancing service.

We are currently working with our supplier (MM Teleperformance) to reduce the level of silent calls we tolerate. We are aiming at less than 3.5% if not better. Although this may not meet the expectations of the public the effort at least shows we are keen to minimise difficulties presented to the public. We also generate our Helpline number so that they know who has called.