

## SOCIALLY RESPONSIBLE CALLING

We have a Policy and Procedure in place to ensure that we do not take advantage of vulnerable people (Full policy available by request).

### EXCLUSION, DUTY OF CARE AND RESPONSIBILITY

lifestylesurvey.co.uk ensures that if the person we are talking to requests that we never call them again, we remove them from our calling list by marking them as Do Not Calls (or Never Calls).

If the person we are speaking to does not understand what we are telling them, or doesn't engage in conversation and responds to everything we say with 'yes', and we have doubts if we should proceed with the survey, we ALWAYS CHECK with senior staff.

If we are unsure of a person's age — we politely ask if they are over 18.

All information given to our prospects must be accurate and clear— we follow our call structure and mandatory scripts.

If a person who answers the phone is too old or unwell — we apologize and end the call politely.

We are sensitive when the person we are talking to has learning or physical disabilities.

We are trained to identify if the individual has alcohol or drug use problems.

A sensitive communication strategy will be capable of engaging with disadvantaged groups via sensitive and responsive telephone discussion in an appropriate way e.g. resisting the temptation to speak louder as a reaction to someone who does not speak English very well; instead choosing to eliminate the use of metaphors and phrases like 'second to none', speaking at a steady pace using standard non-embellished language.

We make ourselves the person on the other end of the phone — we try to see what the other person sees

Timeframes set for outbound calling is carefully considered. The systematic targeting of talk times may well be counterproductive; on the other side the person should not be given cause to feel 'hostage' on the phone either. Hence a careful balance is required regarding talk times, with some element of flexibility built into to efficiency targets.

If the customer is over 75 years old, we will not supply the record to our clients unless specifically requested. (NOTE: Age is not always reliable as it depends on the accuracy of the information provided by the customer).



### VERIFICATION TASKS & ESCALATION PROCEDURES

We conduct robust monitoring through Quality Assurance listening and monitoring of calls.

We have implemented an Escalation Process to ensure that any call which is a possible SRC violation will undergo at least 2 levels of verification and if confirmed to have violated the SRC standards will be handled accordingly.

#### Verification Level 1 (VLI):

Calls are reviewed and evaluated by QC Verifier and QA Officer through listening to the call recording. Any possible violation of SRC standards means escalation We are trained to be able to identify if the individual has mental illness.

to QA Manager for further review (VL2).

#### Verification Level 2 (VL2):

QA Manager reviews all calls in this category. He/she will make the final decision if there was a SRC violation was committed. He/she will also provide a recommendation on action plans and/or disciplinary action that should be taken.