

PUBLIC CONSULTATION ISSUED BY THE PERSONAL DATA PROTECTION COMMISSION

Submitted by:

Company: eFusion Solutions Pte Ltd

Address: 1 Lorong 2 Toa Payoh #01-03 Yellow Pages Building
Singapore 319637

Contact: Lynn Ng

Job Title: Head, Sales Operations

Tel: 65174727

Email: lynn.ng@efusion.com.sg

About eFusion Solutions Pte Ltd

eFusion increases sales for companies by reaching the right customers. We provide direct sales and marketing solutions via telesales and telemarketing, road shows and direct sales channels as well as targeted customer lists and profiled databases.

We currently service the banking and finance sectors as our core client in terms of credit cards and personal loans acquisitions.

We currently have 150 agents in our organisation who makes about 20,000 outbound calls daily.

SUMMARY

All items proposed were made in reference to Proposed Business Operation of the Do not Call Registry dated 15 May, 2013.

1) Item 6 Making Payment on the DNC Registry: 6.6 Proposed Pre-paid rates

For an organisation whose core business is in making outbound telesales calls, can there be an annual subscription plan that allows for unlimited checking considering the volume of calls we are making daily.

7) Retrieving Filtered List from the DNC Registry

Instead of submitting the full call lists for dedup, can you consider allowing organisations to download either the full list of DNC numbers or updates filtered by date range so that organisations can do their dedupping offline.

What will happen if customer who previously registered DNC change mobile?

COMMENTS

The proposed business operations should take into considerations how SME operators, like eFusion can adapt and still continue to function as a business entity.

Having worked with major banks, like HSBC, Standard Chartered Bank, ANZ and OCBC over the last few years, eFusion has been in full compliance where customer data management is concerned. We have developed a system of ensuring that all requests by customers to be barred are being duly updated through our CRM which is then linked to our call logger system. Rigorous measures are put in place to ensure full compliance at all times.

CONCLUSION

We hope that provisions can be made for SME operators like eFusion with business focus in telemarketing.