

# Industry Guide to Selling compliantly (GC22)

## 1. Introduction

This document provides guidance to communication providers (CPs) and resellers on the rules to follow when selling Fixed Line Telephony (WLR, MPF, CPS and Wholesale Calls) and Broadband Services. General Condition 22 (Service Migrations) clearly defines the minimum action CPs need to take in relation to marketing, training, selling and record keeping.

This guide has been produced as a quick reference for CPs so they are fully aware of the requirements. There is an associated 'Industry Guide to Cancel Other' detailing how and when 'Cancel-other' should be used.

## 2. Miss-selling Prohibition

CPs are responsible for any agents that act on their behalf and must not

- engage in dishonest, misleading or deceptive conduct.
- engage in aggressive conduct
- contact the customer in an inappropriate manner e.g. after 8pm, not clearly introducing themselves or their company etc.
- engage in 'slamming' i.e. transferring a service without the customer's agreement

## 3. Information at Point of Sale

CPs must

- publish or make available a link to GC22 and provide a copy free of charge on request.
- make the following information available to customer prior to sale
  - Identity of the CP and contact details (telephone, website and/or email contact details)
  - Details of product, to include charges, term, minimum contract charges, early termination charges, payment terms and likely transfer date, termination rights, procedures to terminate and right to cancel at no cost from the point of sale to the completion of the transfer period.
- confirm customer is authorised and is agreeing to the sale i.e. enter into a contract

## 4. After Sale

CPs must confirm the sale either by letter or email (if customer has given prior consent or ordering online). This letter must include the following information

- the date of the letter;
- the telephone number involved, the product agreed, and services which might be impacted and the transfer date
- contact details and the right to cancel prior to the transfer (by telephone, email and or letter).

## 5. Training, Monitoring and Audit Trail

CPs must

- Ensure all their sales people are trained to comply with GC22 requirements
- Monitor and undertake audits to ensure compliance with GC22, including identify and resolving any identified issues

- Create and retain records of sale for at least 6 months to enable identification of sale and salesperson. This record could be a contract, check list, email or recording of the sales call.
- Create and retain a record of consent as provided by the customer for a period of not less than 12 months.