

VHA Helpline Infringements and Actions Required			
	<i>Infringements</i>	<i>Severity</i>	<i>Actions Required</i>
Helpline	Helpline number nonfunctional 6.1.4	1	Operate fully functional Helpline
	Helpline number displayed inconsistently 6.1.2	1	Ensure Helpline number displayed in advertisement matches Helpline number displayed at MPAPS and Hermes
	Helpline unavailable outside normal business hours 6.1.4	1	Operate functional Helpline 24 hours/day, 7 days/week for premium messaging subscription services
	Helpline unavailable to blocked or landline number 6.1.2	1	Operate fully functional Helpline regardless of Party A call method
	Helpline number not associated with genuine source of assistance 6.1.2	1	Ensure helpline number connects to genuine source of assistance
IVR System [subscription only]	IVR system unavailable during normal business hours 6.1.4	1	Operate IVR system or staff Helpline with live agent from 9:00 A.M. to 5:00 P.M. AEST, business days
	IVR system unavailable outside normal business hours 6.1.4	1	Operate IVR system or staff Helpline with live agent from 5:00 P.M. to 9:00 A.M. AEST, business days, and 24 hours/day, Saturday, Sunday, and public holidays
	No option to unsubscribe by entering mobile number or leaving voicemail message via IVR system 6.1.4	1	Allow callers to unsubscribe by entering mobile number or leaving voicemail message via IVR system
	Attempt to unsubscribe from service via IVR system unsuccessful 6.1.4	1	Ensure callers can unsubscribe via IVR system
Answering Service	No mention that caller can leave voicemail message 6.1.4	1	Inform queuing callers they can leave voicemail message that will be returned
	Caller attempt to leave voicemail message during normal business hours unsuccessful 6.1.4	1	Ensure callers can leave voicemail message during business hours if call not answered by live agent
	Call not returned within one business day 6.1.4	1	Respond to all calls within one business day
Live Agent	No live agent available 6.1.4	1	Staff Helpline from 9:00 A.M. to 5:00 P.M. AEST, business days
	No mention that call will be answered by live agent or that caller can leave voicemail message 6.1.4	1	Inform queuing callers that call will be answered by live agent or that they can leave voicemail message
	Caller unable to reach live agent or leave voicemail message 6.1.4	1	Answer all calls within 2 minutes, 30 seconds
	Caller wait for live agent exceeds 2 minutes, 30 seconds 6.1.4	1	Answer all calls within 2 minutes, 30 seconds
	Agent fails to identify content provider in greeting 6.1.4	1	Ensure agent identifies content provider in greeting
	Attempt to unsubscribe from subscription service via live agent unsuccessful 6.1.4	1	Ensure callers can unsubscribe from subscription services via live agent
	Opt-out from marketing messages via live agent unsuccessful 6.1.4	1	Ensure callers can opt out of marketing messages via live agent
Unsubscribe Confirmation Message [subscription only]	Failure to send unsubscribe confirmation message within one business day 7.2.5	1	Send message promptly informing customer that service has been terminated and that no more messages will be sent
	Failure to preface unsubscribe confirmation message with "FreeMsg" 7.2.6	1	Preface unsubscribe confirmation message with "FreeMsg"
	Failure to confirm service termination 7.2.5	1	Inform customer that service has been terminated
	Failure to identify service VHA rule	1	Display service name
	Failure to identify service clearly VHA rule	1	Display service name consistently in unsubscribe confirmation message and ad
	No content provider contact details 4.4.9	1	Display content provider contact details in Australia