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Call Tracking System

This system is designed for businesses with more than one person who might potentially make a telephone call to a consumer in Canada for a purpose connected with sales.

It is intended to aid compliance with the DNCL (do not call list) requirements effective from the end of September, 2008.

Operation

This system is designed to be operated using a web browser to access a remote server over the internet. Data is stored on the server in a SQL database. Printing is managed through the browser printing services of the client operating system. It is ideal for a distributed operation since the full capabilities of the system can be made available anywhere broadband internet access is available.

Requirements

Client Requirements:

A computer running a W3C compliant web browser that supports AJAX. Firefox is a suitable browser, also Google Chrome. Though Microsoft Internet Explorer is not W3C compliant, most features of Call Tracker will work with it. Safari will also work but more care must be used with Safari to employ the Tab key rather than the Enter key.

You can download Firefox from http://www.getfirefox.com.

The browser must allow pop-ups from the server, and must run Javascript and handle XML translation using XML style sheets and CSS. These are all basic features of a modern W3C compliant web browser. Internet Explorer is non-standard in its handling of http requests and the document object model and may not work with every feature of the system. We try to ensure it will work with all the basic options.

Reports can be printed on any desired printer with printer selection managed through the browser.

Server Requirements:

The server side programs are designed for Linux using Apache, Postgresql, PHP and Perl. It could be easily adapted to other Unix environments, and there ought to be little difficulty altering it to run on a Microsoft server. Since Windows is a less secure and less efficient environment we have no plans to make a Microsoft version.

User Interface

The user display is in three columns, and is best suited to a 1400x800 display. It can be viewed adequately on a 1280x1024 or 1024x768 display using an appropriate choice of font size. The left column of the screen is the menu and the right column is used to for help messages. The center pane is where the data entry and response takes place.

It is possible to use the system without logging in, however only the most basic features will be available to the default user, and access will be restricted to an area of the database reserved for training and demonstration.

The browser *Back* button will not work in an AJAX application. Using the *Back* button will simply refresh the screen to an initial state and log you in again.

Use the Tab key in preference to the Enter key. In some situations the Enter key may result in an error, but the Tab key will always work. Tab moves you from field to field, but Enter is like clicking on a field. Clicking on buttons causes things to happen. Clicking on data usually does nothing, but sometimes, when there is only one data field on a form, it may misdirect you to an error page.

Login

A user can log in through the menu pane where the user name and password boxes show. Type your user name and password into the appropriate spaces. As soon as the cursor moves off the password box a login attempt will be made. If you are successfully logged in then a confirming message will display in a pop-up and the menu will redisplay to show your company name and all of the options you are permitted to access.

An alternative and more versatile login is provided through the *Configure>Application>Login* area of the menu provided for users with connections to more than one independent operation.

Once you have logged in, you will be accessing the database space reserved for that location of your company's live data. Your company name will show at the head of the menu. You can also see the settings on the *Help>Status* display.

Your login will be remembered for one hour or until you log off using *File>Log Off*. If you refresh your browser screen or restart the application while your login is current, then you will automatically be logged in again and a message will inform you of the fact.

Using the Menu

The menu represents a table of contents. It automatically expands and collapses to reveal and conceal sub-menus as you navigate through them. To the left of a menu entry there may be a small arrowhead shaped wedge or a dot. These are navigation aids used as described below. Click on a menu entry to expand or select it. If you hold down the *Ctrl* key while clicking a menu option then menus will not be collapsed, but will remain expanded with their options visible.

Only those menu options which you are allowed to use on your login will show on the menu. Other users may see and be able to access more or less of the menu than you can.

A GREEN arrow means the menu entry has sub-items. Click the arrow or the entry to expand it into a sub-list.

A RED arrow signifies a menu which is collapsible. It was a green arrow, but you clicked on it, the menu expanded and the arrow colour changed to red. You can click a menu entry with a red arrow to shorten the menu.

Clicking a final level entry will make its web page display in the center column, and its help text will show in the right column.   Help text for menus may also appear on the right when a sub-menu is displayed.

A RED dot indicates an application entry which you have just clicked it. Its page should be in the center and its help on the right.

A BLUE dot indicates the application entry which you clicked before clicking the red dot (most recent) entry.   Since you cannot use the browser *Back* button to return to the previous state, the blue dot helps you remember where you just came from.   You can click the blue dot entry to go back to that page.   However it will be a fresh, empty page, and any data which you had entered on it will be gone.

Going from an expanded section of the menu to a higher or collapsed section will automatically collapse the current section when the new section expands.   Holding down *Ctrl* while clicking a green arrow item prevents this collapse.   Doing this has the potential to make the menu get very long.   The web page will automatically expand to fit the largest column, whether that is the menu, the help text, or the application pane.

There is nothing to prevent a user having multiple browser windows open on the application. This can be useful when attempting to fill in one form with data that needs to be looked up on another. For instance you can cut and paste a phone number from a lookup into client maintenance.

Language

The menu and associated applications are available in the English language. Though provisions have been made for alternate languages, this feature is not active and no material is currently available in any language other than English.   The database is structured in Unicode, so future expansion to other languages is not unduly hindered by any fundamental features of design.

Help

Help text will appear in the right pane whenever a menu option with associated help is selected. Most application panes will have help text, and some of the higher level menu entries will also have help associated with them.

Several help options are available through the menu.   The **status** display will show you the state of the server and the programs it is running which affect the operation of your application as well as your current login information.   The **versions** display will show you information about the server as well as a history of the recent development path of the application.   The **about** display will show you a general overview of the system capabilities and features along with the projected future development path.   It is a much condensed but more recent version of the information here in the Application Summary section.

The Application

Summary

Unless we manage your downloads, you must take a regular download of the portion you require of the national DNCL, and upload it to the Call Tracker at least every 30 days. This will keep the public DNCL up to date within the 31 day limit specified by the regulations.

You can upload your client list to the Call Tracker, and subsequently add new clients as appropriate. Any clients you add without an expiry date will continue indefinitely, but those you give an expiry date will remain clients only so long as their entry has not expired.

When you look up a telephone number you will get a reply indicating whether or not it is safe to call. This will be based on the combination of the public DNCL (not safe to call unless you have an existing business relationship) your company DNCL (definitely not safe to call) and your company client list (clients can be called if they have not asked otherwise, even if they are on the public DNCL). You will be provided with the reason for the safe/DNC result, and if the number is for a client you will be told who in your company is the primary contact for the client (whose client list they are on) so you can avoid conflicts if necessary. You will also see when they were last queried.

Reports are available to show the company DNCL, your client list, the company wide client list, and the query history for any range of time or numbers. Selection parameters aid in restricting the volume of information to only that which you need to see.

Lookup

Put in a telephone number and press the Tab or Enter key.

If you must not call the number then an screen pop-up will inform you and require an acknowledgment before you continue.

The result of the query will display in the large box below the number. You will see if it is on the public DNCL, the company DNCL, or anyone's client list, with the list owner and contact identified. Even if you can call the client you may decide not to if the client is not your own contact but someone else's.

Any subsidiary information relating to the relationship between the client and the company will also be shown in this box. If the client is on the company DNCL, the client record is current, and you are not the primary contact, you should not call unless it is in regard to the relationship described.

Place your call.

If the person you call asks to be added to the company do not call list, simply click the corresponding button at the bottom. The company DNCL will be updated with the addition and the client entry will be expired. If for any reason the client entry should not be expired, because it is an exception to the client's request not to be called, then the primary contact must extend the client expiry date.

In general you should not call a client who is not your contact. You will not be able to update relationship information, and you will not be able to extend the relationship if it is an exception to their request to be added to the DNCL.

The number you query must be the full ten digit number. When you enter the area code, the NDNCL data will be queried to show the date on which that area code was last updated in the Call Tracker database. The area code and phone number will remain on the screen to make the entry of a series of numbers easier.

Your conversation can establish a relationship that will entitle you to call again:

- if the contact initiates a sales related enquiry you may call again in the next 6 months
- if the contact specifically asks you to call back at some particular time you may call again at that time
- if the contact gives you specific permission to call again at any time you may do so

You can employ the button to extend a relationship with an existing client, and the relationship expiry date will be extended to end 6 months from today. A note should be added to document the circumstances that led to the extension of the relationship.

You can add a new contact and a relationship will be created that will expire 6 months from today. A note should be added to document the circumstances that led to the creation of the new relationship.

If you specify a call back date and then add the number as a new contact or extend the current relationship, the call back date will be logged and the relationship will be extended at least to the end of the month in which the call back was requested. A note should be added to document the circumstances leading to the request to call back along with any information likely to be useful at the time the call is to be returned.

There are reporting features available to produce reports of upcoming call backs and expiring relationships so they can be actioned.

You must comply with any rules that are relevant to your industry for documenting permission to call. This may include oral third party verification, audio recording, verification in writing or by email, or some other acceptable evidence of the consent or relationship that may vary by industry (eg. a real estate listing or showing appointment).

If a person with whom you have a business relationship adds their number to the NDNCL, Call Tracker will still give you 'OK to call' messages until the relationship has expired. You will see in the Results box a note to warn you that they are on the NDNCL or DNCL in case this information may be of use.

Be extremely careful about any decision to call a person with an existing business relationship who is on your company DNCL. Call them ONLY for a reason for which they have given specific documented consent that has not been withdrawn.

Clients

You can upload a client list.

The list should be a comma separated value file consisting of the area code, telephone number, expiry date and relationship.

The expiry date is optional. If it is omitted the relationship is considered to be ongoing and will never expire unless the client asks to be added to the company DNCL.

The relationship details are optional. Quotes are not required for text data. Please avoid the use of special symbols and restrict your data to letters, numbers and basic punctuation.

An example of some upload data follows:

```
416,1235555,,RJT: Peter Brown wants monthly updates on rates
416,1236666,20110723,DMT: Ron and Carol bought LR drapes
416,1237777
```

You can maintain individual client data using the client screen. The full ten digit phone number is required: do not use seven digit numbers.

Expiry dates are in the form YYYYMMDDHHMMSS (year, month, day, hour, minute, second). Use 235959 as the HHMMSS for expiry at the end of the day.

When describing a client relationship it is a good idea to identify the primary contact (RJT or DMT in the example above) as well as the name of the client(s) and the nature of the relationship. This will help others in the company decide whether or not to call depending on company policy, and how best to approach the client.

Business relationships can also be created and extended using the Lookup screen. See that section of te manual for a fuller treatment of te subject.

Reports

A number of reports are available. The reports have parameters and some common features.

One of these features is the 'limit'. To avoid anyone unintentionally starting up a report of all the activity for the last five years and potentially monopolising server resources or crashing their browser, the limit is set to 400 entries. If you need to report more than this then you may increase the limit. If you initiate a report and there are more entries available to be reported than the limit you provided, then at the foot of each page a warning will appear to this effect.

When specifying content it is a word or phrase, or part of a word, which if found will cause the entry to be included. If not found, the entry will be omitted from the report.

The content test is not case sensitive. For example 'rate' will match 'rate', 'Rate', 'RATE', 'grate', 'Rates' and lots of other combinations involving 'rate' located anywhere and in any mixture of upper and lower case letters. A phrase such as 'monthly update' will match 'Monthly Updates' but not 'next month update' or 'monthly update' (note there are two spaces instead of one between 'monthly' and 'update', causing the failure to match).

Client List

You can obtain a list of your own clients. These are clients which you added to the system. The report can be by range of telephone area and/or based on the content the relationship description and/or on the expiry date or call back date. The expiry date can be used to produce an action list for keeping your relationships current or for seeking documented consent to call. The call back date is also useful for producing an action list.

A version of the client list is also available which is company wide and selectable by the user who created the client record and is therefore the primary contact.

Company DNCL

A list of all the do not call requests received by your company.

This list is selectable by area code and/or user. The user is the login of the individual who did the lookup which led to the call which resulted in the addition to the company DNCL.

The content query references the information relating to the DNCL entry itself, and is not necessarily related to any client relationship information.

History

Activity history can be reported for any combination of ranges of dates, phone numbers, area codes or user logins.

Management can examine the use of the Call Tracker system using the activity history. The sort of questions the reports can answer include:

1. What took place around this date (and time)?
2. Was the company DNCL updated?
3. Who has been looking up this phone number, and when?
4. What were the query results for the lookup on this phone number and why?
5. Who has been adding entries to the DNCL?
6. Who has been doing queries during this time period?

The content references the query results as well as the activity description and is likely to include relationship details as well.

Compliance

If you find yourself in a position where you need to show what has been done to support compliance with the telecommunications regulations, then the Call Tracker activity history should prove helpful. Every use of the system is serialised and time stamped to provide a full record of queries and results. If an auditor wishes to see your use of the system or investigate the activity surrounding one or more telephone numbers, then it is easy to produce appropriate reports in few minutes.

System Maintenance

Passwords

A user password can be altered by an administrator. Only your own password or those of users in your organisation who have ratings lower than your own can be altered by you.

Users

Users can be maintained through the *Configure>System>Users* menu entry. Use of this screen is restricted to administrators and so the details are not included in this document. Users can be assigned a company, a rating, and a list of functions, which in combination control the menu options which they are allowed to access.

A user cannot increase his own rating or add functions or companies to his allowed list, nor can he create other users with a higher rating or with companies or functions not on his allowed list. Neither can a user edit the records of another user with a higher rating or in another company, or with functions not on his own list.

Special exceptions to some of these restrictions apply to users with administrator permissions and capabilities.

Menus

Menus can be maintained through the *Configure>System>Menu* option. Since the structure of the menu can affect all users and companies, use of this screen is restricted to the overall system administrator(s) and details are not included in this document.

It is possible for particular menu options to be added or customised for specific locations using the system so that the menu is not the same for everyone. In addition, since the menu will only show those options which the logged in user is permitted to access, it is possible customise the menu appearance for each individual user, as well as to have the menu customised by company. Thus the same user, if permitted access to the data of more than one location, can see a different menu at each location.

Company Maintenance

Your company details are maintained through *Configure>Application>Company*. Normally only system administrators will have access to this function. Using it you can change your company name, address and short name. The short name appears at the head of the menu. The other information is used for reports and labels. You can register a logo image on the server which will be used for report headings. The image should be full size for the reports as they appear on the screen.

Various other company specific data is maintained that configures the operation of the system for the company in question. The use of a common parent company code for multiple locations permits the joining together of data distributed by location into a single consolidated company report, as well as the use of a single common data set for the company.