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What is Telephone Preference Service? by Antonsky8@gmail.com

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Telephone Preference Service is a free service available in the United Kingdom. It is basically an official opt-out register which implies that here consumers can register their preference whether they want to receive tele-marketing phone calls or not. Once a customer registers with Telephone Preference Service (TPS) stating that they are not interested in any marketing or sales calls, no marketing or sales company can make a call to them. All the companies are then not permitted to call on any number which is registered with TPS and are thus bound legally to restrict their calls on all such numbers.

If a customer registers with TPS, the only way a company can make calls to them is when they have consent to do so. In case, any business or organization fails to comply can face charges in the form of penalty. Only those organizations will be allowed to call you, who have an on-going relation with you. For instance, if you have a specific car dealer or car service centres that takes care of your car for you and if they are having a special offer, they can call and offer you the service. Some companies can approach you for consent if you deal with them and if you give your consent, they will be allowed or entitled to call you even if your number is registered with TPS or else you need to tell the companies specifically if you have any objections regarding them calling you for marketing or sales purposes.

There are however certain limitations to the TPS as well. You can register your local as well as mobile numbers with TPS however TPS can only stop voice calls, SMS messages will still continue to come. Similarly, if there are genuine marketing research companies, they can call you for data gathering or research proposes as well. As a customer, you also need to be aware of the fact that once you register with TPS the service will be activated in 28 days and once you register, it will remain active and enabled till your telephone number is alive.

Therefore, all such businesses out there that are opting for such tele marketing and direct telephonic sale techniques needs to select the right direct marketing company as you can face a fine of up to 5000 pounds in case your marketing company makes a call to a consumer registered with TPS and a complaint is forwarded by them. So, you should select any good marketing firm for your business which carries all the essential TPS data in order to avoid any fuss later on. LBM Direct Marketing, surely, is one such company which has expertise in telemarketing and can be your ideal choice without any doubt.

LBM Direct Marketing is basically UK's largest independent marketing company and has a reputation of delivering the desired results to their customers. LBM is a marketing agency of today and can very well cater to the needs of its customers. Instead of going to random marketing agencies which may get you in trouble with TPS registered customers, going to LBM is a much better idea as LBM Direct Marketing is a one window solution to all your marketing needs. The best thing about being with LBM is that once you link your company with LBM as your marketing agency, the possibilities for you are truly endless.

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