*Manning survey hotline*

To effectively mane the survey hotline, the availability of the hotline and relevance of response should be considered. In terms of hotline availability, respondents or consumers should be informed of the hotline number and operating hours. The hotline should adopt an automated response system to categories and facilitate call queue. Below is an example of the guideline on manning the survey hotline.

**Availability of the hotline**

Should you have any queries pertaining to the survey, please call +1 718 250 7189 between Monday to Friday, 9am to 6pm.

**Relevance of response (Automated response system)**

Thank you for calling Burke Marketing Research.

1. To enquire on the status of your survey, please press 1;
2. For description of the survey questions, please press 2;
3. If you would like to speak to our customer service officers, please press 0.

*Scenarios*

May I confirm that my personal information is kept confidential?

Dear caller, please rest assure that your personal information is kept in strictest confidence. We will not share or disclose your personal information without your permission. For more information on data security for consumers, you may refer to Section 5 of the Federal Trade Commission Act under United State’s regulations.

I would like to change my responses for a few of the survey questions, may I re-submit the survey?

Dear caller, my apologies. You will not be able to make changes to the survey responses after you have submitted. Hence, it is encouraged that you read and answer the survey questions carefully.

How will I be notified of the $100 gift certificates drawing result?

Dear caller, you will be notified of the drawing result via email. The draw will be held on 10 May, if you are one of the lucky winner; the gift certificate will be sent to the email address you had provided in 3 working days. As it is an electronic gift certificate, you would need to follow the instructions in the email to download it. Only winners will be notified.