2201: Do Not Market

2200: Marketing · https://milo.masseyservices.com/docs/2201-do-not-market/

Section: Marketing
Subject: Do Not Market
Approved by: Eddie Faircloth
Effective Date: 21 March 2022
Last Reviewed Date: 21 March 2022
Policy Owner: Director of Advertising & Corporate Communication

Policy

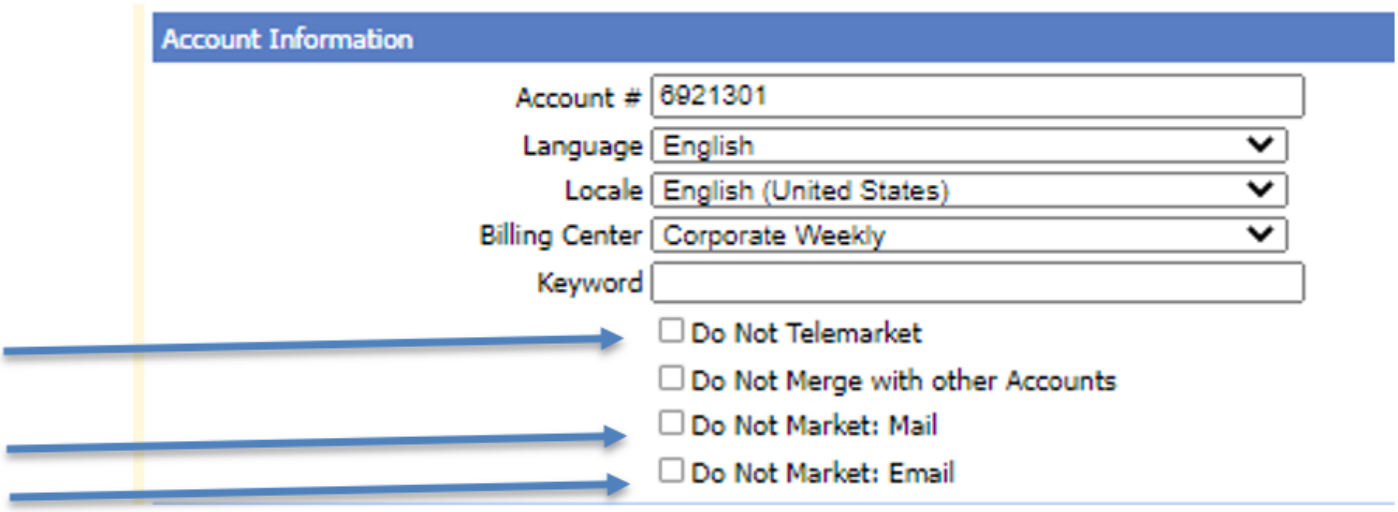
In order to build customer retention and grow our business, Massey Services will attempt to -cross-sell additional services to existing customers or bring back previous customers. These solicitations can be in the form of direct mail, email, text or phone call from a current Massey Services Team Member. On occasion, the existing or previous customer will ask that we discontinue mailing, emailing, or calling them regarding purchasing other services. It’s important to note the following:

- The request applies when contacting current or prior customers to offer new services
- The request does not apply when contacting current or prior customers regarding their service, payment or outstanding balance

How to Enter in Service Pro

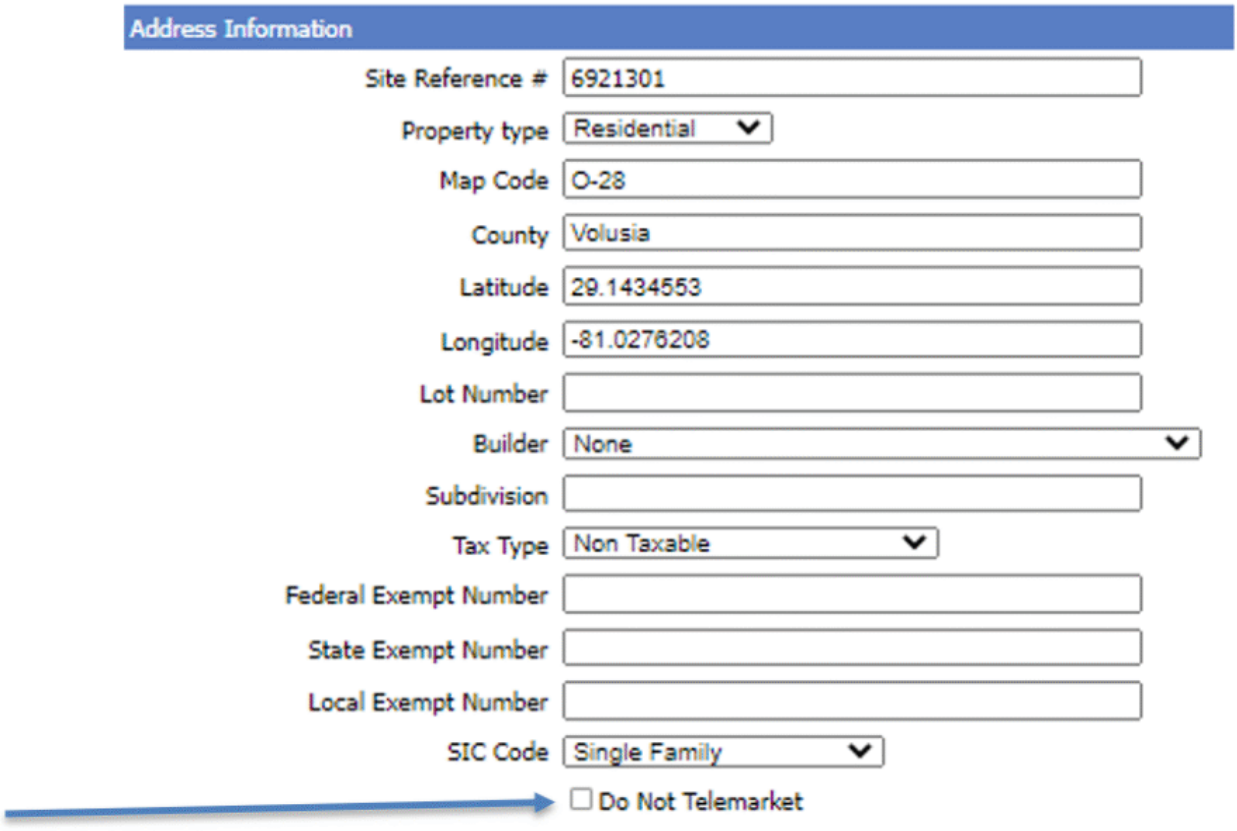
In the event a customer requests that they no longer be contacted regarding additional services, it is critical that we notate it properly in Service Pro. Please follow the steps below to update the information:

1. In the customer billing section of their Service Pro account, mark the account as “do not market” by checking the box based on the marketing type they no longer wish to receive.



Checking the boxes regarding the marketing communication types that the customer no longer wishes to receive will help ensure that we discontinue contacting them for additional services.

2. If the customer specifically asks not to be contacted via phone with sales promotions, update the Address Information. Under Site Menu, Edit Site, check the box for Do Not Telemarket (see below).



Marketing Lists

Additionally, Marketing may share customer lists that coincide with an existing program that is currently in market. These lists will be saved in a Shared Folder on the G:Drive. Service Centers will be notified of the exact location of these files at the start of the program.

Prior to sharing the lists, they will be scrubbed to remove any customer name that has requested “Do Not Telemarket.” Approximately two months after the program is initiated, these lists will be removed. It is very important that we stop contacting our customers after a short time period to prevent us from contacting a customer who may have since made a request to not be contacted for sales promotions.

Do Not Call Laws

The National Do Not Call Registry was established in 2003. It is a database maintained by the United States federal government, listing telephone numbers of individuals and families who have requested that telemarketers not contact them. The specific rules that relate to this Policy and Procedure are listed below, along with the ramifications if they are not followed:

- A company with which a consumer has an established business relationship may call for up to 18 months after the consumer’s last purchase or last delivery, or last payment, unless the consumer asks the company not to call again. In that case, the company must honor the request not to call. If the company calls again, it may be subject to a fine of up to $43,792.
- If a consumer makes an inquiry or submits an application to a company (via form fill on our website or through a phone call), the company can call for three months. Once again, if the consumer makes a specific request to that company not to call, the company may not call, even if it has an established business relationship with the consumer.
- Sellers and telemarketers may call a consumer whose number is on the National Do Not Call Registry if the seller on whose behalf the call is made has an established business relationship with the consumer—provided the consumer has not asked to be on the seller’s entity-specific do not call list.
- Calls must be made within business hours: 8:00am – 9:00pm.

Downloads

Embedded media: https://milo.masseyservices.com/wp-content/uploads/2025/09/2201-Do-Not-Market.pdf

2201 Do Not MarketDownload