

WHITEPAPER #2

Ethics sells



How respecting the Do Not Call Me list boosts ROI and reduces costs.

An economic perspective on compliant telemarketing by Do Not Call Me VZW



Introduction

Telemarketing is often seen as a costly and high-risk channel. Yet, when executed correctly, it remains one of the most direct and impactful ways to engage prospects. The difference is not in calling more, but in calling smarter. This paper shows that ethical telemarketing is not just a legal requirement; it is a commercial advantage.

The Q-ROI of respectful telemarketing: 5 value drivers

Traditional, volume-driven telemarketing approaches focus on short-term sales output. In contrast, value-driven telemarketing evaluates performance more holistically—through Quality-Adjusted ROI (Q-ROI).

Every call you are not allowed to make is a (double) cost you can avoid.

 Burt Riské — Managing Director Do Not Call Me ASBL

1 — Acquisition Quality

Defined by cost per lead and audience fit, acquisition quality determines how efficiently your pipeline is built. Higher-quality inputs reduce

waste and allow commercial teams to focus where it matters most.

- The Do Not Call Me list ensures a **higher effective audience fit + a cleaner pipeline**

2 — Conversion Efficiency

Driven by conversion rate and effective conversation time per conversion. Together, these factors determine the efficiency of commercial interactions and increase the return per contact moment. This results in higher output per conversation and a more efficient use of sales capacity.

3 — Delayed Conversion Value

Telemarketing is not a closing channel, but a first touchpoint in the conversion journey. Conversions can occur up to 24 months after the initial contact, confirming the long-term nurturing effect of conversations.



Q-ROI CONTROLLED VALUE CREATION IN TELEMARKETING

-  MORE VALUE PER CONTACT
-  MORE PROFITABILITY OVER THE LONG TERM
-  TRUST, COMPLIANCE AND CONTROL

4 — Customer Lifetime Value

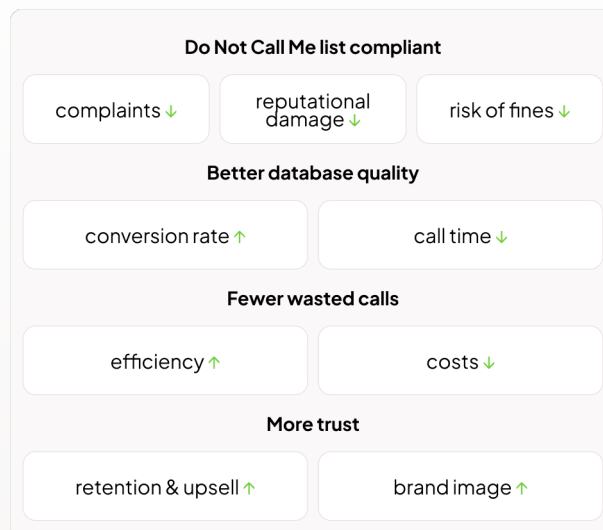
Driven by retention, upsell/cross-sell, and contract duration. These factors determine the total value a customer generates over their lifecycle and therefore represent the true economic value of new customers.

5 — Compliance & Risk Efficiency

Based on GDPR-compliant contact policies and adherence to the Do Not Call Me list. This reduces legal and reputational risks and contributes to cost reduction, risk management, and strengthening brand trust.

- The impact of the Do Not Call Me list: **structural risk reduction + brand protection + cost savings**

Together, these 5 value drivers form an integrated model in which commercial growth is not only driven by efficiency and conversion, but also by long-term value creation and ethical constraints. In this context, telemarketing is not merely a tool for direct sales, but a strategic starting point within a sustainable customer relationship.



By excluding unauthorized or non-receptive contacts upfront, you can improve data quality before the first call is even made.

This has three immediate advantages:

- 1. Lower costs:** fewer calls to schedule, fewer useless calls, less waste of commercial capacity
- 2. Less risk:** no fines, no complaints, no reputational damage
- 3. Better conversations:** fewer negative interactions, higher likelihood of conversion

Bottom line: fewer calls, better results.

Why the Do Not Call Me list acts as a strategic quality filter

From obligation to strategy

Many organizations still treat the Do Not Call Me list as a legal checkbox or operational limitation. In reality, it acts as a built-in quality filter within the commercial process.

If you plan to contact 100 people and 10 are on the Do Not Call Me list, you already know those 10 conversations will be negative.

 **Mathias Van Rietvelde** — Managing Director Victus Sales

The hidden cost of non-compliance

1. Fines and legal risks

Non-compliance with telemarketing legislation can lead to significant administrative sanctions and reputational damage.

2. Operational waste

Time spent on poor-quality leads or complaint handling directly erodes productivity & motivation of your team and increases cost per acquisition

3. Reputational damage

Negative word-of-mouth spreads faster than ever. A bad experience can deter dozens of potential future customers.

How ethics drives efficiency

Ethical telemarketing is not about following rules, but about building quality into the process.

Organizations that embed compliance into their processes see measurable gains across:

- **Data quality** – by filtering in advance, you work with up-to-date, relevant data
- **Conversation quality** – well-trained agents achieve better conversions
- **Process optimization** – integrating the Do Not Call Me check into CRM or call software saves hours of work
- **Long-term relationships** – respect builds trust, and trust creates customer loyalty

Thought leadership in action

Do Not Call Me VZW supports the telemarketing ecosystem by fostering knowledge, providing tools, and encouraging dialogue.

The organization collaborates with advertisers, contact centers, and policymakers to:

- simplify compliance,
- increase awareness of the Do Not Call Me list,
- rebuild public trust in telemarketing.

In telemarketing, reputation is the only thing you cannot buy—only earn.

 **Burt Riské** – Managing Director DNCM VZW

Conclusion: ROI starts with trust

Organizations that respect the rules gain more than legal protection—they gain strategic advantage.

Every compliant call is an opportunity to create value instead of friction.

The future of telemarketing belongs to companies that prioritize quality over quantity. Respect costs nothing—but delivers measurable returns.

Download the whitepaper “Smart calling starts with respect” and discover how compliance is the first step toward sustainable growth.

Do you dare to look in the mirror?

Do you work for a telemarketing company that walks the talk?

Are you the professional that:

- ✓ knows exactly who he may call thanks to the Do Not Call Me list?
- ✓ accepts a 'no' respectfully?
- ✓ exclusively works with clean, correct lists?
- ✓ bases him- or herself on data and respect.



Calling respectfully starts with the **Do Not Call Me list**.
Go to dncm.be for all market insights and rules.