

CCMA (UK) Ltd. - CODE OF CONDUCT



Call Centre Management Association (UK) Limited

Code of Conduct.

Version 1.1

TARGET READERSHIP

This document is intended for guidance and governance
of Members and Directors of CCMA (UK) Ltd.

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CCMA (UK) Ltd. MAY 2004

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1. INTRODUCTION

CCMA (UK) Ltd (CCMA) is a focus group for Managers and Supervisors in call and contact centres in the UK and overseas.

In applying to join the Call Centre Management Association (UK), every member of the Association is bound, under the Articles of Association, to 'observe all the rules, bye-laws, and regulations of the Association'. The rules of ethical practice set out below were approved by the CCMA's Board, subject to ratification at the Annual General Meeting of 2004, and are binding on members.

The case of any member (including a Director) reported to have breached any rule of the Association will be investigated by a Disciplinary Committee appointed by the Board; where a case is proven, a member may, depending on the circumstances and the gravity of the charge, be admonished, suspended from membership or removed entirely from membership. Cases in which members are found to be in breach of the Code may be notified in the publications of the Association. See 13. below for complaints and disciplinary procedures.

2. DEFINITION OF TERMS

Board	A group elected by the members to represent them and their concerns.
Director	A CCMA member who has been formally elected to the board by other CCMA members at an Annual General Meeting and is a legally registered Director of CCMA (UK) Ltd.
Co-opted	Other non-elected members of the Board who are not directors; nor do they have voting rights.
Contractor	A person who is not employed by CCMA but either works as an employee of another company or is self-employed.
Employee	A person who is employed directly by CCMA.
CCMA	The Call Centre Management Association (UK) Ltd. A Company Registered in the United Kingdom. All references to 'CCMA' in this document are taken to mean CCMA (UK) Limited.
CCMA Logo	CCMA corporate logo, as shown on the front cover of this document.
Hospitality	Entertainment of any kind.
Inducements	Offers of gifts or services, which might be construed as being intended to influence the recipient.
Member	An individual who has been approved for membership of CCMA by the CCMA Board or someone representing the Board.
The Association	CCMA (UK) Limited

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3. PROFESSIONALISM AND COMPETENCE

Members of CCMA must conduct themselves in such a way that their professional colleagues would not reasonably regard their conduct as professional misconduct. In consequence, all members must:

- a. Comply with this Code of Conduct.
- b. Carry out their responsibilities toward the Association with honesty and integrity.
- c. Avoid doing anything that could adversely reflect on, or injure the standing of, the Association and its members.
- d. Endeavour to participate, within business constraints, in the activities and meetings of CCMA and promote the interests of the Association.
- e. Follow the ethical guidance of the Association as outlined in this Code and conduct themselves in a manner which does not bring the Association into disrepute.
- f. Maintain an unimpeachable standard of integrity in all their business relationships, both within and outside of the organisation in which they are employed.
- g. Foster the highest levels of professional competence amongst those for whom they are responsible

4. PRINCIPLES OF MEMBERSHIP

Members of CCMA commit to:

- a. a continuing interest in the membership of CCMA
- b. respect the confidentiality of information, concerning either vendors or CCMA members, which is furnished in connection with the activities of CCMA.
- c. pay membership and/or renewal fees on time
- d. attend at least one CCMA event in any 12-month period.
- e. advise the Secretary when their circumstances change such that they would no longer remain within the membership criteria of CCMA.

5. DIRECTORS

Members of CCMA Board are legally registered Directors, under the laws of the United Kingdom. It is accepted that:

- a. All Directors will have permission from their Company to be a legal Director of CCMA.
- b. No Director shall be paid remuneration for his/her services to CCMA, except for legitimate and reasonable expenses, incurred on the business of the Association.
- c. All Directors undertake to attend at least fifty percent of board meetings (either physical or audio) during any 12 month period. Failure to attend such a minimum number of meetings would result in a Director being requested to review his or her commitment to Board membership. Article 12.1(e) of the Articles of Association also applies.

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- d. *Directors should not seek to gain overt benefit for their own company or commercial organisation, from membership of the Board or of CCMA.*

6. CONTRACTORS

Contractors or self-employed persons may, with the agreement of the whole Board, be employed to carry out work for, or on behalf of, CCMA.

- a. Contractors must have an authorised agreement or contract setting out the work agreed.
- b. All costs and expenses incurred whilst working for CCMA must be pre-authorised.

7. CONFIDENTIALITY

Members of the Association must always fully respect the confidentiality of information obtained in the course of meetings or other gatherings of CCMA. In consequence, all members must:

- a. Comply with legal confidentiality requirements and any commercial confidentiality safeguards imposed by CCMA, vendors or other organisations, when requested.
- b. Subject to paragraph 7a. obtain consent from CCMA, vendors or other organisations prior to the use of, or disclosure of, information for any purpose other than that for which it was intended.
- c. Subject to a. (above), consider carefully and conscientiously any lawful requests for the disclosure of any confidential information on the grounds of professional or public duty.
- d. Not use, or appear to use, any information acquired in the course of CCMA membership for personal advantage or for the advantage of a third party.
- e. Not disclose or use any information obtained during a membership of CCMA in any way that could be detrimental to the Association.

8. INTEGRITY

The professionalism, integrity and international standing of CCMA is well known. With this in mind:

- a. No member should use CCMA's name, or claim to represent the Association, without the express agreement of the Board.
- b. No contractor or self-employed person shall claim to represent CCMA without the express agreement of the Board.
- c. Members (including Directors) shall declare any conflicts of interest which may impinge on a member's impartiality, in matters concerning the CCMA, in any form.
- d. Members should not seek to gain overt benefit for their own company or commercial organisation, from membership of the Board or of CCMA

9. FEES & PAYMENTS

CCMA will charge a fee for annual membership, which is determined from time to time and ratified at the annual general meeting.

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- a. Members undertake, under this Code of Conduct, to pay this membership fee within the time scale shown on the membership invoice.
- b. Non-payment of membership fees within a reasonable time (as determined by the Board of CCMA) will result in membership being first suspended and then withdrawn completely.
- c. Fees are currently payable in Pounds Sterling.
- d. No member or Director shall receive any fee, gift or other reward in recognition of any task or assignment, whilst representing CCMA in any capacity, without the express agreement of the Board.

10. GIFTS & HOSPITALITY

Gifts or hospitality which may be offered to CCMA members – usually, but not always, in the course of a meeting – are subject to the member's own company rules regarding acceptance of gifts.

11. SOCIAL AND ETHICAL OBLIGATIONS

Members must never intentionally injure, directly or indirectly, the professional reputation, prospects or business of CCMA or other members.

Members and Directors must show courtesy and consideration for others. Those members who have authority, title or offices delegated to them must use that authority for the delegated purposes only and none other.

12. PUBLIC STATEMENTS

Members may from time to time be involved in giving public presentations, interviews, opinions or statements. On these occasions, they must bear the following points in mind:

- a. When making a statement on behalf CCMA they must ensure that they have the permission of the Association to do so.
- b. When expressing opinions, they must make it clear that the views expressed are their own.
- c. No statement or opinion, qualified or otherwise, must be expressed without careful consideration of its possible consequences, particularly for the Association or its members.
- d. They must remember that an audience or readers may regard them as authoritative, and that they may be quoted.
- e. They must make clear to all concerned their reasons and qualifications for making statements, and clarify the capacity in which they speak or write.
- f. They must also clarify their relationship with any party affected by their statement.

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13. COMPLAINTS & DISCIPLINARY PROCEDURES

Members must:

- a. Respond to any requests from the Board for comments or information on a complaint.
- b. Attend a meeting or hearing when requested to do so.

Members who wish to make a complaint should write in confidence to Chairman or Secretary of CCMA who will then institute appropriate enquiries before proceeding further.

In the case of a complaint against any member who is accused of non-compliance with this Code of Conduct, the Board will consider the complaint and determine any subsequent course of action. Should the course of action determined be unacceptable to the member then a sub-committee comprising two Board members (but not the chairman) and two ordinary members will be convened, to further consider the complaint and to make recommendations to the Chairman. The Chairman's decision on this recommendation will be binding.

14. FAILURE TO COMPLY WITH THIS CODE OF CONDUCT

Failure to comply with this Code of Conduct shall, following investigation by the Board, render the member concerned liable to be suspended or expelled from the Association.