

SMART CAMPAIGN COMPLIANCE CRITERIA FOR CODE OF CONDUCT

- All staff sign a document acknowledging that they will abide by the code of conduct.
- The provider has an effective training program in place to ensure that staff understand and have the skills to implement policies and procedures related to fair and responsible treatment of clients and aligned with the code of conduct. Unacceptable behavior is highlighted.
- The provider verifies that third parties (agent network managers, etc.) train their own representatives on fair and responsible treatment of clients. The training is aligned with the provider's code of conduct and spells out unacceptable behavior.
- Employee and agent performance evaluations include reviews of adherence to the code of conduct, ethical behavior, and the quality of interaction with customers.

Having a code of conduct alone is not enough to make the values “come alive.” HR policies like recruitment, evaluation and training should reflect and support the standards laid out in the code.