

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 9 AUGUST 1979
ISSUE I

Remimeo
All Orgs
All Staff

CALL-IN:

THE KEY TO DELIVERY AND FUTURE INCOME

(Cancels BPL 5 December 74, PHONE REGGING VS STANDARD ACTION and FO 1775, PHONE COMMUNICATION, as they both discourage the use of phones. While use of phones is not the most reliable means of registration, phones can be used to do local call-in actions and some registration actions.)

References:

HCO PL 9 Aug 79	SERVICE PRODUCT OFFICER
HCO PL 27 Jan 60	ACCOUNTS POLICIES
HCO PL 6 Jul 61	ACCOUNTS
HCO PL 13 Oct 66	INVOICE ROUTING
HCO PL 15 Nov 60	MODERN PROCUREMENT LETTERS
HCO PL 1 May 65	ORGANIZATION AND THE DESIGN OF ORGANIZATION
HCO PL 16 Nov 66	EXECUTIVE FACILITIES
HCO PL 15 Nov 74	PHONE TIPS
HCO PL 28 May 72	BOOM DATA
HCO PL 25 Jun 72	RECOVERING BLOWN STUDENTS AND PCS
LRH ED 120R INT	AUDITOR ASSOCIATION
HCO PL 13 Sep 62	COMMENTS ABOUT LETTER REGS
HCO PL 6 Jul 59	OUTFLOW
HCO PL 9 Aug 79	SERVICE/CALL-IN COMMITTEE
HCO PL 15 Nov 74	CFS, ARC BREAKS IN

THE ED/CO IS RESPONSIBLE FOR THE CALL-IN UNITS AND THE EXECUTION OF PROGRAMS NEEDED TO GET IT FULLY FUNCTIONAL, UNTIL SUCH TIME AS A SERVICE PRODUCT OFFICER IS APPOINTED.

There are many ways of getting pcs and students into the org for service or further service. One of the major ones is CALL-IN.

CALL-IN means to contact and get a paid public person to come in for his service. Call-in is usually referred to as the action of getting a person who is fully paid for his next service into the Org and delivered to, but it can also mean to get a partially paid person fully paid up and into the org.

CALL-IN LOCATION

FULLY PAID individuals are called in by Department 10, Department of Tech Services. An entirely new Call-In Unit is to be set up to handle PARTIALLY PAIDS, which is now located under the Advance Scheduling Registrar (ASR).

Service to the public is the reason an org is there. Call-in is the action of getting paid public into an org in order to train and process them. Just selling services is not enough. One also has to deliver them. If one does not deliver services, an org soon gets a reputation for not delivering and the public avoids them and an org can no longer sign people up. Furthermore, a large percentage of an org's income comes from signing up again people who are already in the org, just completing services. If you do not call people in to get their service, you do not get the additional sign-ups they will do. When an org does not deliver it soon makes less Gross Income (GI) and staff get less pay. Staffs that wonder about their pay or why it is low should look around and see whether or not there is any call-in occurring.

The four cycles an org, to be successful and prosperous, must engage in are:

- (1) Books and dissemination.
- (2) Sale of service.
- (3) Call-in of people for service.
- (4) Delivery of excellent quality service.

When one of these is omitted, the org does not prosper and the staff have difficulty in getting paid.

BASICS OF THE CALL-IN UNITS

There are three separate actions that must occur in an org for the call-in of paid and partial paid public to occur.

- (1) TREASURY: Invoice assembly.
- (2) DEPARTMENT OF TECH SERVICES: Call-in of fully paid.
- (3) ADVANCE SCHEDULING REGISTRAR: Making the partially paid into fully paid and called in.

INVOICE ASSEMBLY

It has been found that call-in has never been used to its full potential mainly due to incomplete lists of fully paid and partial paid, so call-in personnel end up going over the same names again and again. Therefore this project is essential to the existence of any Call-In Unit.

- A. Assign a task force of staff, after normal hours to do the action of getting invoices available for call-in.
- B. Get Treas accounts files into order and rapidly filed up-to-date. (References: HCO PL 27 Jan 60 ACCOUNTS POLICIES, OEC Vol 3 page 9; HCO PL 6 July 61 ACCOUNTS, OEC Vol 3 page 183; and HCO PL 13 Oct 66 INVOICE ROUTING, OEC Vol 2 page 393.)
- C. Keeping the files in order, cull through and determine for each person if he is fully paid for a service he has not yet taken, or if he is partially paid for a service. This data can be gotten from the statement sheet or invoices. Where you are unsure of whether he

actually took the service or not, check with Tech or Qual.

- D. Put the name, address, phone number, org services and monies on account on the appropriate list, either:
- (1) Fully Paid or
 - (2) Partial Paid.
- E. Xerox the fully paid and partially paid invoices or write down the needed data such as name, address, phone number, whether fully or partially paid, etc., and as fast as they are ready, get copies to the correct Call-In Unit as covered earlier in this issue. If these terminals are not immediately available, place the invoices in a basket labelled either "Fully Paid" or "Partially Paid", appropriately, so they can be picked up or delivered later. This is an immediate action as the full list will take longer to complete and call-in must have the names now.
- F. Locate from any place in the org, (Distribution, ASR Logs, CF (Central Files), interviews with old and current Distrib, Dissem and Tech personnel) any other fully paid or partial paid person; get the data on them and add it to the list.
- G. Complete the list of fully paid and partial paid and get the lists over to the respective Call-In Unit, (keeping copies of the full list in Treasury in case those sent out are later misplaced).
- H. Man the Income Department of Treasury with sufficient personnel so they are able to keep the accounts files up-to-date and call-in areas informed of fully paid and partial paid.

TECH CALL-IN

- A. Get your DTS (Director of Tech Services) calling in public from the fully paid list (by means of phone and letters). Beef up his actions with idle Auditors and Tech personnel being used to assist in call-in. If there is no DTS then use any other Tech personnel and get them calling in those fully paid.
- B. Have them study the Central File (CF) folder and get familiar with the person and what his next step is. (Ref: HCO PL 15 Nov 60, MODERN PROCUREMENT LETTERS.) If you find further data on the public person while studying the central file such as change of address or change of phone number, add this information to the fully paid call-in list, so the list is complete.
- C. The Call-In Officer would need to ensure, in liaison with the correct org terminal, that the org is actually prepared to handle the public individual in the way of schedules for Auditors.

As a caution, org execs and call-in personnel should be alert to those that tell them not to call-in, "due to lack of Auditors" or some other excuse. The above liaison is put in to ensure that Technical Division is prepared to handle the public. Auditors are to audit high hours and students are to be packed into standard course rooms.

Delivery is the whole intention of Call-In.

- D. The Call-In Unit is to schedule a pc or student to arrive as soon as possible. The Call-In terminal may have to also assist the public persons in so arranging their own lives as to make coming to the org possible. There is also policy that shows how one's life actually can be broken down into a 7 Division Org Board, therefore when looking at it you can see what is missing in one's life, and the lives of others, thus remedying the situation. This is fully covered in HCO PL 1 May AD15, Issue III, ORGANIZATION, THE DESIGN OF ORGANIZATION (OEC Vol 1, page 78) and HCO PL 16 Nov 66, EXECUTIVE FACILITIES (OEC Vol 7, pages 327-328, section on "Analysis"). To utilize this tech fully it is sometimes necessary to call the person in for an interview and by laying this all out on paper, they will see the areas in their life with omitted organization and then be able to handle them.

Call-In must use good intention, understand the individual they are calling in and use good 2-way comm in dealing with the person.

NOTE: For local areas, call-in by phone is customary. For more distant areas, use mailgrams and letters and promo. Keep phone logs of any phone calls made and what was said. A carbon copy goes to Central Files. This can be done by putting a sheet of paper and a sheet of carbon paper under the log book page.

- E. Get a phone or phones installed which cannot be called out on but can only be called in on by the public, and give the public these numbers. These numbers will be used for return calls. Ensure such phones are manned with a person drilled on handling public individuals, so that public are not lost off the lines because of no way to reach the org. If you do not have a full time person to put on this, utilize part time staff at certain hours and ensure the public are aware of these hours. But if its part time ensure the time in which the staff member will be at the phone is when the public will be most able to call.
- F. While calling in public you sometimes run across a situation where the person you are calling doesn't answer the phone, in this case send a mailgram in order to contact them fast.
- G. Put up a scheduling board and keep track of all confirmed arrivals. Make sure that all key terminals in the org who need to know that a preclear or student is arriving are fully informed. For public coming a distance away, make sure that a hotel or student/pc accommodations are arranged. Also make sure the person's pc folders are available and ready to go.

- H. Get them in. Get them delivered to.
- I. Get the re-sign line in with pcs and students being interviewed by a Body Reg (after completion of a service) and re-signed up on the spot for further service and their money collected.
- J. Ensure the Tech Sec and other org execs force more trained Auditors and Supervisors into the Tech Division, as well as more Tech Services personnel. A lack of Tech Services can cripple auditing hours.
- K. Get your Tech Call-In Unit manned, and onto getting in fully paid. Don't let this unit be converted into a registration unit.
- L. Keep calling in for all services and not concentrating on one service only.

The Product of a Tech Call-In Unit is FULLY PAID PUBLIC (STUDENTS AND PCS) GOTTEN INTO THE ORG AND ONTO THEIR NEXT SERVICE.

The Statistic for the Tech Call-In Unit is THE NUMBER OF FULLY PAID PUBLIC GOTTEN INTO THE ORG AND ONTO THEIR NEXT SERVICE, with a secondary stat of ADVANCED PAYMENTS USED.

ADVANCED SCHEDULING REGISTRAR

CALL-IN

(For Partially Paid Public)

- A. Put your Letter Regs a couple of hours a day onto getting the partially paid public fully paid up for their next service. If there are no Letter Regs, use other Division 2 personnel on an "all-hands basis", a few hours a day to call in partially paid. Ensure this is not used as an excuse to not handle their routine post functions, as these must continue as well.

If there is an ASR, put the ASR onto these call-in functions with help from the rest of the division while the ASR Call-In Unit gets manned up.
- B. Ensure they study the Central File folder, as well as the accounts data on each person. Get each person paying up using letters, promo, mailgrams. Get each one fully paid up. NOTE: This is partially a registration action, as the Call-In Unit is getting them paid up and into the org for service.
- C. Ensure there are two ASR Call-In log books to keep track of confirmed arrivals. One is for training and the other is for processing. (These logs do not replace the standard ASR log books.)
- D. Ensure your standard accounts actions stay in.
- E. Apply Tech Call-In points C, D, E, F and G, as all equally apply to ASR Call-In Unit.

- F. Ensure the Director of Tech Services and Tech Call-In Unit are informed immediately of any fully paid.
- G. Ensure they actually get into the org and serviced.
- H. Establish an ASR Call-In Unit with single-hatted and posted personnel. Get them working on getting partial paid fully paid and into the org.

NOTE: The main concern of this unit is getting the partial paid person up to fully paid and once the person is fully paid getting his or her name over to the Dept 10 Call-In Unit so the person can be gotten in for service. If however, the person is ready to come in now, after you have gotten him to fully pay, do not hesitate to handle the cycle. All you simply need to do is liaise with Dept 10 Call-In and make sure the necessary arrangements are made. Never turn down public who want to be serviced or shove them off onto another line. Handle the person in front of you is the key.

The Product of the ASR Call-In Unit is PARTIALLY PAID PUBLIC GOTTEN FULLY PAID UP AND INTO THE ORG AND ONTO THEIR NEXT SERVICE.

The statistic of the ASR Call-In Unit is: (1) NUMBER OF PARTIAL PAIDS NOW FULLY PAID UP AND (2) NUMBER OF PEOPLE GOTTEN INTO THE ORG THROUGH ASR CALL-IN ACTIONS.

USE OF PHONES

Insane use of long distance phone calls will bankrupt any company or organization. Therefore, phones are customarily used in local call-in only. Orgs that have WATS (Wide Area Telephone Service) which operates on a fixed monthly rate may use phones for non-local call-in. This would normally be viable in Major Sea Org orgs and large continental orgs.

HCO PL 15 Nov 74, PHONE TIPS, gives you further data you need to know on use of phones.

FURTHER ACTIONS OF CALL-IN

There are different types of public you will come across, and there are several ways of handling each. These are:

1. THE PERSON WHO IS READY TO COME INTO THE ORG IMMEDIATELY AND WHO REQUIRES ONLY MINOR DEBUGS TO GET HIM INTO THE ORG.

Some of the ways to handle this are:

(a) Use of Tours to contact individuals, handle their upsets or bugs and get them enthused and get them in. (Ref: HCO PL 28 May 72, BOOM DATA.)

(b) Use of LRH ED 302, DEBUG TECH BREAKTHROUGH; apply this to their personal life so it can be arranged that they do come in. It is amazing what some people consider "stops". These "stops" are easily handled using this debug tech and the public person gotten back on lines.

(c) Use of HCO PL 1 May AD15, Issue III, ORGANIZATION, THE DESIGN OF and HCO PL 16 Nov 66, EXECUTIVE FACILITIES, Section on "Analysis". See page 3 & 4, point D of this PL for a more complete explanation of how to do this.

2. THE PERSON WHO REQUIRES FURTHER HANDLING AND REHAB TO GET HIM TO COME INTO THE ORG. EXTENSIVE FOLLOW-UP AND CHECKING ON IS NEEDED TO ENSURE HE ACTUALLY DOES MAKE IT.

These can be handled by:

(a) Call-In personnel tagging with Division 2 Regs to assist on getting a person to arrive in the org or in getting the person fully paid. This is helpful especially if the Div 2 Reg was previously in comm with the public person.

(b) Use of staff who are experienced and have successfully handled public persons for use in calling in partial and fully paid.

(c) Use of any of the points covered in one above.

3. THE PERSON WHO IS ACTUALLY BLOWN OR PARKED OFF LINES.

(a) Use of HCO PL 25 June 72, RECOVERING BLOWN STUDENTS AND PCS. Find out what is going on, handle them and get them into the org.

(b) Use of Auditor Association as FSMs to contact and get in blown Auditors who are partial or fully paid but never came in for their service. (Ref: LRH ED 12OR, AUDITOR ASSOCIATION, Target 15.)

(c) Use of Tours to do personal contact with the public person and if possible, bring the Chaplain or a terminal from Tech or Qual who is able to sort out any grievances or out-ruds the person may have.

(d) Use of any of the points covered in one and two above.

4. THE ARC BROKEN PUBLIC.

(a) ARC Broken public who will not come into the org are usually turned over to a Ruds Auditor (located in the Chaplain's Department) who handles such public on a special program. The Ruds Auditor cures the ARC Breaks with Level III Tech and sends the person to the usual Registrar when done. (Ref: EXECUTIVE DIRECTIVE of 1 September 1967, ARC BREAK CLEAN-UP PROGRAMME (Vol 5, page 350).)

(b) In the case where you can get the ARC Broken person into the org for handling, which is usually simply done by 2-way comm with the individual locating the point of upset or the misunderstood which caused him/her to leave and then getting the person's agreement to come into the org for a free Ruds session, the person is routed to the Chaplain

in Division 6 for this action. The Chaplain must see to the needed handlings. A C/S 53RL (Ref: HCOB 24 Nov 73RC, SHORT HI-LO TA ASSESSMENT C/S) and/or Green Form run on any pc or an HCOB 15 Nov 74, STUDENT REHABILITATION LIST run on any blown student or student who failed in practice, will return a person to service.

In the absence of a Chaplain or Ruds Auditors within the Chaplain's Department, this duty is delegated to the Qual Sec or his deputy to see to the handling of these public persons.

(c) Many of the above actions listed can be used to assist in getting the public person handled, such as Tours, use of experienced org personnel or Regs, etc. The key however to handling any ARC Broken person is to GET HIM INTO THE ORG AND THE GRIEVANCE OR OUT-RUD SITUATION REMEDIED FAST THROUGH THE USE OF THE CHAPLAIN OR ANY PERSON IN THE ORG CAPABLE OF HANDLING SUCH A PERSON.

This does not by any means limit what other actions can be done to handle the above four types of public but serves only to give you an idea of what can be done.

RE-SIGN

The re-sign line is one of the reasons call-in is so beneficial to the org. Every person, when they have completed the service signed up for, will see the Reg to sign up again for another service while in the org.

The factor of re-sign alone can double your org's income and delivery.

COORDINATION

Coordination is a very important part of Call-In. Liaison with other divisions and departments can provide more names of fully or partial paid. It will also ensure you can deliver what you promised by knowing cold the existing scene in both auditing and training areas of the org. The following are some of the coordination lines of the Call-In Officer:

1. A line to Division 2, Division 6, and Treasury Division 3, so as to get further names of fully or partial paid, and so you know who is paying now so as to schedule them immediately after paying.
2. A line with the D of T to get briefings on the training scene.
3. A line to the D of P and C/S in order to get Tech estimates to enable you to better schedule the public, as they will then know how long to plan their stay for.
4. A line to the Execs and Technical Division so you can make known who is coming when, for the needed planning.

USE OF GIMMICKS

GIMMICK: An idea, scheme or stunt to attract attention.
The Gimmick is there for impact, mainly.

The use of gimmicks is a proven successful means of calling public in.

For example, Ron's Journal (RJ) 30 has a gimmick of "come in now and get up your RJ 30 bridge" or the use of the Free Case Analysis by the D of P to determine what their next step is. This gets them into the org and then they can be routed to the Reg.

Gimmicks are useful to spark interest in getting public into the org and therefore is a tool of the Call-In Units.

SUMMARY

Successful Call-In is the key to the future of the org.

Undelivered services called in and delivered will increase VSD, which in turn increases staff pay. To be without an operating Call-In is to curb your org's future GI and delivery, as well as your own pocket.

L. RON HUBBARD
FOUNDER

LRH:nc
Copyright © 1979
by L. Ron Hubbard
ALL RIGHTS RESERVED