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Does your hotline have 'awareness blind spots'?

By Jay P. Anstine

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One blind spot that can sometimes exist in a compliance program is related to the hotline—more specifically, a lack of knowledge by your workforce members about the process itself. If they have never used a hotline, do they know what that experience is like? If not, it may be helpful to simulate that process the same way a sales team takes a potential customer through the experience of their products or services. I know if it were me, and I had never reported an issue, I would want to know what that experience is like—or I probably would be hesitant to use a hotline.



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