Effective Hotlines Valuable for More than Fraud Detection

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Anonymous hotlines are a valuable tool for detecting fraud in an organization because most frauds are detected by tips, according to the 2010 "Report to the Nations" from the Association of Certified Fraud Examiners. An effective hotline can be a great tool for encouraging employees and others to report suspected fraud in an organization but can be a cost with little benefit if done poorly.

How can an organization increase the odds that a hotline will be effective and worthwhile, and can it be beneficial for more than detecting fraud? A recent article in Fraud Magazine highlights the issue as a timely topic and has some useful suggestions. Some employees are reluctant to use hotlines because they don’t really believe the hotlines are anonymous. They fear retribution or being labeled “snitches.” A first step is to address this with an effective internal marketing campaign that emphasizes the positive aspects of the hotline program rather than focusing heavily on the fraud or whistle-blower idea.

Management should strongly support the hotline and communicate this support at every opportunity. This is an important opportunity for managers to exhibit the “tone at the top” that is so important for effective leadership in organizations. Another possibility is to expand the purpose of the organization’s hotline to include improving organizational efficiency, cost savings and/or quality improvement. Employees or vendors are often in a good position to be aware of problems or opportunities for improvement first. Given the chance and encouragement, employees may welcome the opportunity to contribute to improving their workplace. Management should publicly highlight areas of improvement that result from tips to communicate.

Thinking About Replacing Your Old Windows?
See What Your Neighbors Say About Us!

Mr. Gil Sasser
Window World
2708 Legion Drive
Thunderbolt, GA 31404

Dear Mr. Sasser,
Sitting here in my much cooler house, I want to thank you for your excellent service with the purchase and installation of my windows. Everything was done as you said, when you said. Even when I needed the workers to come back and make an adjustment for some hanging shutters, they were there the next day.

I love the look of the windows and the way the air seems to bounce off of them and then back into the room, circulating all of that nice cool air. I feel sure this will be true of the warm air also.
I have to tell you that one of the reasons I chose Window World was because of the three estimates I received, yours was the only one that did not put down another company. I appreciated that very much. I think I made an excellent choice. Thank you again for your efficiency.

Sincerely,
Angela Strait