



TECHNET
THE VOICE OF THE
INNOVATION ECONOMY

TechNet Northwest | Telephone 206.326.0712
1102 A Street POB 445, Tacoma WA 98401
www.technet.org | @TechNet_NW

March 5, 2025

The Honorable Nathan Sosa, Chair
House Committee on Commerce & Consumer Protection
900 Court St. NE
Salem Oregon 97301

RE: HB 3255 Says that an online business must have a telephone number and electronic mail address to hear and respond to customer concerns

Dear Chair Sosa and Members of the Committee:

The Committee on Commerce & Consumer Protection will be considering HB 3255 and I would like to explain why TechNet opposes this legislation.

I am Rose Feliciano, Executive Director of Washington + Northwest for TechNet. TechNet is the national, bipartisan network of technology CEOs and senior executives that promotes the growth of the innovation economy by advocating a targeted policy agenda at the federal and 50-state level. TechNet's diverse membership includes dynamic American businesses ranging from startups to the most iconic companies on the planet and represents over 4.5 million employees and countless customers in the fields of information technology, artificial intelligence, e-commerce, the sharing and gig economies, advanced energy, transportation, cybersecurity, venture capital, and finance. TechNet has offices in Austin, Boston, Chicago, Denver, Harrisburg, Olympia, Sacramento, Silicon Valley, Tallahassee, and Washington, D.C.

TechNet believes this proposal will be quite difficult for companies to comply with. The bill mandates that all online businesses maintain a permanent telephone number and email address to respond to customer concerns within 24 hours. While well-intentioned, this requirement places a substantial administrative and financial strain on businesses operating predominantly online.

This will be a particular burden for small businesses and startups. Compliance would necessitate significant investments in customer service infrastructure, including expanded staffing, technology upgrades, and potential 24/7 operational support. These new costs would disproportionately impact small and medium-sized enterprises (SMEs) and could deter startups and SMEs from entering the Oregon market, stifling competition and innovation.

The requirement for a singular point of contact (one phone number and email address) for all customer concerns imposes an inefficient and overly restrictive approach to customer service. Modern online businesses often employ specialized channels—such as technical support, billing inquiries, and general customer service—to ensure that consumers connect with the appropriate team to address their specific needs.

Centralizing all concerns through a single channel may lead to delays, confusion, and a diminished quality of service for consumers. This could also lead to security risks for both the customer and the company. Phone number can be spoofed

The rigid 24-hour response requirement might also lead to generic or automated replies, diminishing the quality of customer interactions and creating poor customer experience. Customers want to resolve their issue, setting up rigid requirements will not necessarily lead to resolution.

Grace periods and safe harbors for businesses that demonstrate good-faith efforts to address customer concerns but may occasionally fail to meet the 24-hour response window due to the nature of the request or circumstance should also be included in any bill considered. However, TechNet recommends you consider not include a strict requirement in providing a response. This allows companies time to provide an appropriate response without having to rush to answer.

Also, by not allowing a company the ability to offer a live chat feature the bill is out of sync with how companies operate and the expectations of customers. Live chat features utilized by many companies have demonstrated an easy way for customers to make inquiries and receive appropriate responses. The legislature should consider allowing companies to respond via email or some form of electronic communication


TechNet would welcome the opportunity to work with you on developing bill language which will ensure customers can easily make inquiries but also allows companies to offer innovative solutions. TechNet suggests you consider allowing businesses to use a mix of communication channels (e.g. Live chat, support tickets, specialized emails, and phone support) to provide targeted and effective customer service.

We also believe the penalty of authorizing the Secretary of State to administratively dissolve an online business or revoking the online business's authority to transact business in this state is extreme. TechNet recommends you consider allowing the Secretary of State to issue a civil penalty of a maximum of \$100 for violation.

Finally, I must point out the cost to implement a program as required in HB 3255 will be a significant endeavor. The cost for companies to be able to comply will come at a great cost, of not just money but of human capital and diverted attention to their core business. For small and medium sized companies, it may simply mean not offering services in Oregon.

For these reasons, TechNet requests the committee not move HB 3255 forward. I appreciate your consideration.

Sincerely,



Rose Feliciano
Executive Director
Washington + Northwest