COMPLIANCE SOLUTIONS FOR VOICE AND TEXT

West helps you communicate with confidence

west ®

MITIGATE RISK AND MAXIMIZE YOUR COMMUNICATION INVESTMENTS

As businesses strive to take advantage of the latest and greatest ways to communicate with their customers, they are increasingly overwhelmed by the concern over TCPA regulations.

The Telephone Consumer Protection Act (TCPA) was passed by Congress in 1991 to, among other things, regulate the use of auto-dialers and prerecorded messages. The act was designed to safeguard consumer privacy. The FCC has clarified text messages are also covered by the TCPA Rules. It is crucial covered entities understand and comply with TCPA.

While managing TCPA compliance can be cumbersome for any company, West offers a number of solutions to confidently satisfy requirements and support your customers, in line with industry best practices.

These annual trends among U.S. consumers lead to the need for increased TCPA diligence:

- **63%** *OF HOUSEHOLDS ROUTE THEIR HOME PHONE NUMBERS TO MOBILE NUMBERS*

- **75M** *CHANGE PHONE CARRIER*

- **45M** *CHANGE PHONE NUMBERS*

- **42M** *MOBILE NUMBERS RECYCLED*

MAKE IT EASY FOR CUSTOMERS TO REVOKE CONSENT

- **Preference Management:** Provide customers easy access and the flexibility to opt out of receiving future communications via West's Preference Management Portal.

- **Text Messages:** Customers may text 'STOP' at any time to the shortcode they previously used to opt in to scrub their numbers from all future texts messages.

- **Outbound Voice:** Include opt-out response options within a prerecorded message.

- **Inbound Voice:** Provide customers with a toll-free number, allowing them 24/7 access to put themselves on a "do not call" list.

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IMPROVE CRM ACCURACY THROUGH VERIFICATIONS, SCRUBS AND MONITORING

- **Contact List Scrub:** Your customer phone numbers are matched against 5+ years of data, from multiple sources, to scrub numbers that have been ported or deactivated.

- **Real Time Campaign Protection:** Choose batch and/or real time updates, via a secure ReST API, to identify numbers that have been ported and those that are deactivated prior to any outbound campaigns.

- **Proactive Monitoring:** Monitor your entire customer subscription and preference data set for any events that indicate a phone number is no longer associated with one of your customers.

- **Wireline and Wireless Identifier:** Using data that covers over 700 million phone numbers, classify area codes, exchanges and blocks of numbers that are assigned to wireless carriers in North America. Additionally, identify numbers that have been moved from wireline to wireless and vice versa.

Common TCPA Myths

The worst that can happen is a fine.

Brand reputation is important to consumers, and a lawsuit could irreparably damage your image.

Under the TCPA, consumers can sue for up to $500 per violation (per message) and be awarded triple that, up to $1,500 per violation, if the violations are made willfully and intentionally. The Federal Communications Commission (FCC) has authority to assess civil monetary penalties of up to $18,936 per violation.

PROACTIVELY GAIN CUSTOMER CONSENT AND PREFERENCES

Customers appreciate the opportunity to choose how to interact with brands. West's Preference Management system is an opt-in service that allows you to connect with your customers based on their stated preferences, over multiple channels.

- **Easy access:** Seamlessly connect with your existing systems using our Software as a Service (SaaS) model, which has API accessibility to upload your customer database and allows the majority of interactions to be handled via web service operations.

- **Keep data clean:** Scrub your customer database against ported and deactivated phone numbers to create clean contact lists that can be monitored for future activity.

- **Reduce compliance risk:** Honor opt-in and opt-outs while storing unlimited amounts of contact preference data.

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