



COMPLIANCE BEST PRACTICE

MANAGING REGULATORY RISK
AND CUSTOMER EXPERIENCE

A WHITE PAPER



STRIKE A BALANCE BETWEEN REGULATORY RISK AND CUSTOMER EXPERIENCE

Customer engagement and loyalty has become complex. Today's empowered customer has ushered in a new era of expectations for the companies interacting with them. The notion of static, transactional, one-dimensional customer messages is obsolete; in its place, an omni-channel service experience that must:

- Allow fluid movement between channels;
- Adapt to the unique, personal attitudes of customers by utilizing their channel preference for different types of communications;
- Achieve heightened standards of speed and quality; and
- Remain compliant with current federal, state and local regulations (e.g., TCPA, Do Not Call)

Providing your customer an update or a promotional offer in our omni-channel world is not so simple these days. Many companies are asking if they need to choose compliance over customer engagement.

There is no silver bullet. However, there are best practices and technologies available that can augment your existing compliance strategies and companies you can partner with to help strike the balance.

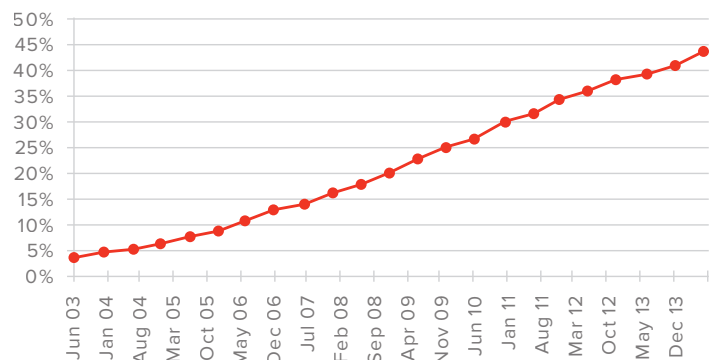
THE MARKET CHALLENGE

With the growing number of households cutting the cord on their landline home phone and going strictly mobile, keeping up with your customers has never been more challenging. In a recent CDC National Health Interview Survey conducted in 2014, over 40 percent of U.S. Households are mobile only; a number

expected to continue to grow. With the increase in mobile technologies, and changing demographics, customers are demanding more self-service in real-time plus the ability to receive relevant information in their preferred channel.

Couple customers' increasing reliance on mobile technologies with the strict rules contained in the Telephone Consumer Protection Act (TCPA), among other state and federal regulations, on making calls or text messages to mobile phones and the use of pre-recorded calls to landlines, clearly it is a challenge to support your customer interactions in a compliant and cost effective manner. The penalty for getting it wrong can be costly from a topline customer revenue number and also from the bottom line financial risk perspective.

WIRELESS-ONLY HOUSEHOLDS





HOW DO YOU MANAGE YOUR COST?

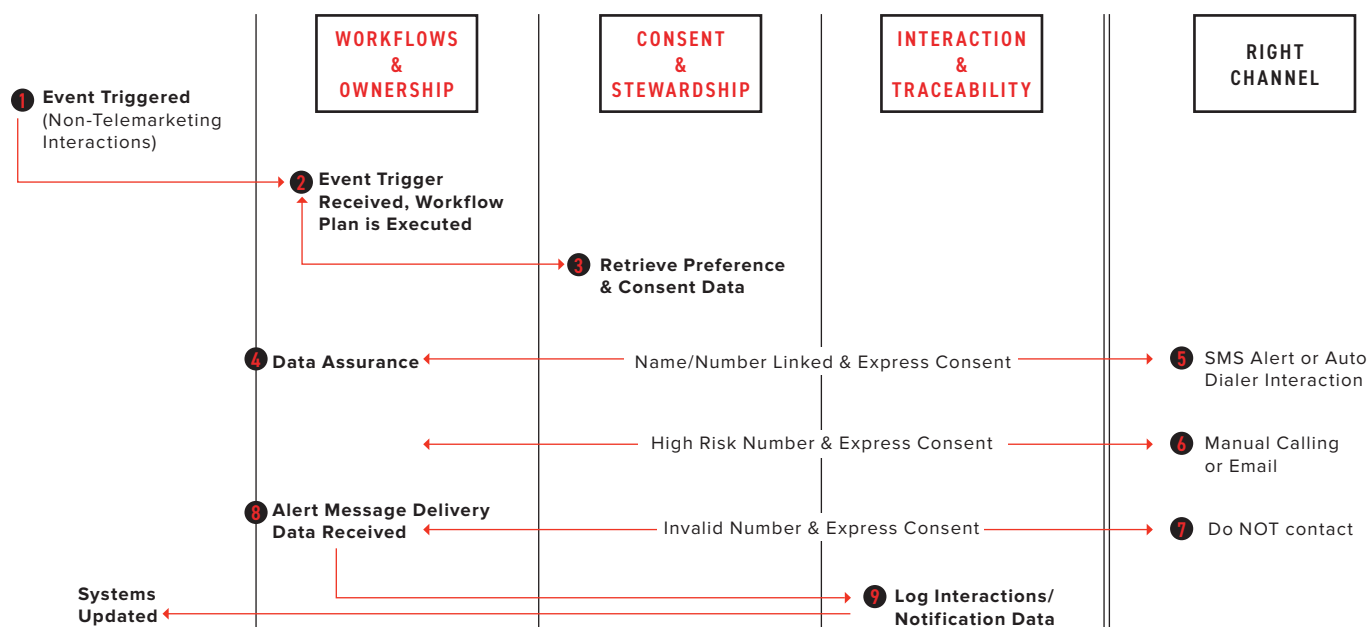
CSG services include technologies that support your efforts to balance compliance risk and overall customer experience. Most companies understand that a key best practice to staying out of the court room is to have a verifiable process managed in real-time, building on what we term as “COST”:

1. Consent – documenting proof of prior express consent and prior express written consent
2. Ownership – knowing the number receiving a text, or call, belongs to the same person who gave consent

3. Stewardship – managing customer preferences for opt-in, and opt-out, by channel (voice, text, email) across all lines of business
4. Traceability – demonstrating management of all the above including documented processes for your customers and employees

ONE PARTNER TO SUPPORT CONTROLLING YOUR COST

Help ensure your customer interactions are not just the right message at the right time – but the right message on the right device by partnering with CSG to deploy a combination of pre-integrated data assurance solutions along with customized business rules prior to message delivery.



Illustrative Workflow

This diagram depicts an example of the use of multiple technologies to help automate best practices in choosing the proper channel to contact your customer. It shows the use of third-party data assurance services feeding the CSG business rule engine to select the proper channel for contact in keeping with the customer’s compliance standards



Consent: The foundation for any customer interaction program

- > Continuously manage customer consent/enrollment by notification type and preferred channel
- > Create customized business rules, which apply consent verification and customer preference, prior to processing all messages

Ownership: Proof of Ownership – trust, but verify

- > Identify the current phone type (mobile, VoIP or landline)
- > Verify the current subscriber of a specified phone number matches your customer records

Stewardship: Provide real-time, fully integrated Stewardship of customer consent and preference

- > Create a plan and implement a process to address wrong/reassigned telephone numbers
- > Apply proper scripting to accommodate both opt-in and consent revocation (opt-outs)

Traceability: Ability to demonstrate Traceability of your processes across the customer lifecycle and across company silos

- > Maintain records for obtaining consent across written forms, verbal calls, and web forms
- > Provide Call Recordings, SMS, and Email records to verify “opt-in” and “opt-out” status

COLLABORATE. INNOVATE. ACCELERATE.

CSG offers our clients robust, secure, and reliable messaging solutions “in the cloud”. Mobility has changed when, how and why your customers want information from you. To enable you to strike the COST balance – we created a variety of partnerships with market leading vendors in the data assurance space to offer a variety of pre-integrated data assurance bundles. This allows our clients to manage fewer vendors to craft a best practice for messaging.

From developing and applying business rules to managing communication events and processing and delivering customer messages via our vast network, CSG mobilizes your business to meet your customers’ expectations. We set the standard for customer messaging, while maintaining your best practices via the use of real-time phone subscriber determination combined with consent validation (opt-in and opt-out).

