



CSG PHONE AFFINITY

VERIFY CUSTOMER IDENTITIES AND COMPLY WITH TCPA

Staying on top of customer preferences is an integral part of delivering best-in-class customer experience—especially when it comes to contacting them via phone. Reduce your risk—and deliver the exceptional CX your customers expect—by understanding the association between a phone number and end user.

BUSINESSES THAT FAIL TO PROPERLY IDENTIFY PHONE OWNERS, PHONE TYPES AND CONSENT STATUS INVITE STAGGERING PENALTIES: VIOLATION FINES RANGE FROM \$500 TO \$1,500 PER INCIDENT.

The Telephone Consumer Protection Act (TCPA) protects consumers from unwanted messages. TCPA requires both that you have a business relationship with your customer and that you've received explicit permission to contact them.

Substantial changes to the Act were made in 2013 and 2015, and the number of new TCPA cases filed has increased more than 580 percent in the last five years. Dozens of high-profile lawsuits have incurred hefty multi-million-dollar settlements for not respecting consumer privacy.

MANAGE RIGHT PARTY VERIFICATION EASILY AND AFFORDABLY

CSG Phone Affinity is an easily integrated solution for IVR or SMS outreach to confirm an association between a phone number and an end user. This solution works in tandem with other outbound messaging programs.

WHY CSG PHONE AFFINITY?

Over 100,000 phone numbers are re-assigned daily. Confirming an individual customer's contact information is an essential step to delivering a great—and compliant—customer experience.

CSG Phone Affinity provides real-time validation of a customer's name, phone number, phone type and consent date via API or batch results.

Phone Affinity scrubbing establishes a documentable procedure, mitigating your risk of misdialing customers and unwanted outreach. Get results in real time or in batch so you always have the most current information. Operate confidently with almost instantaneous TCPA verification.





TCPA RISK

- **NEARLY 55 PERCENT OF HOMES ARE MOBILE-ONLY**
- **35 MILLION PHONE NUMBERS ARE DISCONNECTED ANNUALLY**
- **5 MILLION COMPLAINTS TO FTC IN FISCAL YEAR 2018**
- **100,000 PHONE NUMBERS ARE REASSIGNED DAILY**

CSG'S KEY DIFFERENTIATORS

- Easy integration for all outbound IVR and SMS customer engagements
- Daily identity updates for the most current phone type and ownership status
- Redundant load balanced systems available 24/7 with consistent 99.99 percent uptime
- On-demand API or batch capabilities
- Validate phone type, ported status and phone ownership status

ABOUT CSG

For more than 35 years, CSG has simplified the complexity of business, delivering innovative customer engagement solutions that help companies acquire, monetize, engage and retain customers. Operating across more than 120 countries worldwide, CSG manages billions of critical customer interactions annually, and its award-winning suite of software and services allow companies across dozens of industries to tackle their biggest business challenges and thrive in an ever-changing marketplace. CSG is the trusted partner for driving digital innovation for hundreds of leading global brands, including AT&T, Charter Communications, Comcast, DISH, Eastlink, Formula One, iflix, MTN and Telstra. To learn more, visit our website at csgi.com and connect with us on [LinkedIn](#), [Twitter](#) and [Facebook](#).