



Agent Initiated Contact Consent-based Routing for Outbound Wireless Contact

Agent Initiated Contact makes it easier for companies to comply with TCPA regulations for outbound contact to wireless devices, which ensure compliant outreach, improve productivity and streamline operations – all while lowering total cost of ownership.

Nearly everyone today thinks about the explosion and proliferation of mobile device use and how it has brought with it greater consumer convenience, entertainment or safety as a good thing. Everyone but contact centers. Today 55% of households can only be contacted via a wireless device which makes life difficult and complicated for contact centers trying to connect with their customers. The Telephone Consumer Protection Act (TCPA) has strict regulations about contacting consumers' mobile phones devices so sending a reminder, delivering an important notification or collecting a debt without explicit consent for mobile phone communication could result in big fines. TCPA violations cost businesses hundreds of thousands – even millions of dollars a year. And these fines are becoming more frequent, the beginning of 2014 alone saw a 30 percent increase in TCPA filings.

If a business has any outbound contact processes in their environment today, especially in light of recent rulings from the FCC and FTC, they require a better strategy and solution to manage your wireless contacts. Agent Initiated Contact which leverages the routing and tracking capability that Aspect® Unified IP® is known for – but with no capacity to auto dial, send SMS texts or auto message. This is significant since we have removed the capabilities that trigger the TCPA “autodial/auto-message capacity” criteria, allowing businesses to regain efficiencies lost when moving to manual dialing for wireless device contact to ensure compliance.

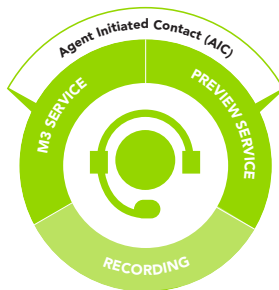
Key Differentiators

- ✓ **Consent-based Routing for Wireless Contact**
We tie the Aspect Unified IP and Agent Initiated Contact platforms together with Advanced List Management via attempt-by-attempt routing to these two systems based on consent driven controls to help with your compliance efforts.
- ✓ **Mitigates Worry when Contacting Wireless Devices**
Eliminates the need for you to choose between over complying with reduced profitability or under complying while risking significant legal and financial exposure.
- ✓ **Regain Lost Efficiencies**
Make attempts from the new non-auto dialing Agent Initiated Contact system while still taking advantage of the routing, tracking and recording capabilities that support your other compliance requirements.
- ✓ **Enhanced Compliance Reporting**
Canvass providing real-time visibility to the system performance characteristics related to the OFCOM settings offered by Unified IP.

Key Benefits of Consent-based Routing for Outbound Wireless Contact:

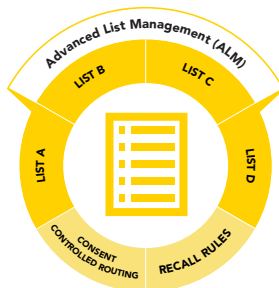
Agent Initiated Contact system

- Designed to not trigger TCPA auto-dialer and pre-recorded message criteria
 - Agent Initiated one to one calls
 - No capacity for the system to place the called party on hold or to drop the call without the agent initiating the action
 - No capacity to play pre-recorded messages
- Recapture efficiency lost by conversion to full manual dialing
 - Restore on system telephony in order to support integrated recording and capture consent
 - Restore tracking and control to support other compliance requirements
 - Provide consistent and integrated management and reporting



Advanced List Management

- Precise routing control of consent vs. non-consent wireless numbers within the same record
 - Land lines and numbers with consent worked predictively by Aspect® Unified IP® system
 - Wireless numbers without consent worked via the Agent Initiated Contact system
 - Eliminates inefficient list segmentation of mixed records based on (non)auto-dialer destination
- Reduce cost of regulatory overhead for mixed consent and number type outbound strategies
 - Increases contact efficiency for the 49.5% of mixed wireless and landline households and wireless numbers where express consent has been acquired



- Consent tracking and control required to support compliant contact for 88.9% of households

Consent Contact System – Basic Flow

1. When Advanced List Management connects to either a Unified IP or an Agent Initiated Contact system, that system will register its license type with Advanced List Management.
 - Setting is not editable by users. It is for display purposes only.
 - If for any reason Advanced List Management does not receive the license information from a dialer (e.g. a Unified IP 7.2 system), then the dialer is treated as a full-fledged predictive dialer and not routed any numbers that require but do not have consent.
2. Based on the per number/per record consent flag values, Advanced List Management will govern which systems a particular number can be sent to in order to fulfill demand.
 - Reserved fields @CONSENT - @CONSENT09
3. A number that requires but does not have consent can only be sent to an Agent Initiated Contact system
 - Controlled entirely by consent flag values and license type. Control values are predefined.
 - No parameters can override or circumvent this check
 - If consent flag reserved fields are not included in the schema, then consent routing is not in play.
 - If consent flag reserved fields are included in the schema, but are blank or populated with an unrecognized value, then associated record number is treated and routed as requiring consent but not having it.

A good outbound contact strategy can eliminate the need to choose between over complying with reduced profitability or under complying while risking significant legal and financial exposure. Aspect works with hundreds of companies to help them understand TCPA, the implications on their business and how they can be more effective with their outbound engagement strategies while staying in compliance.

Corporate and Americas Headquarters
 2325 E. Camelback Road,
 Suite 700
 Phoenix, AZ 85016
 +(1) 602 282 1500 office
 +(1) 602 956 2294 fax

Europe & Africa Headquarters
 2 The Square, Stockley Park
 Uxbridge
 Middlesex UB11 1AD
 +(44) 20 8589 1000 office
 +(44) 20 8589 1001 fax

Asia Pacific & Middle East Headquarters
 7 Temasek Boulevard
 #08-02 Suntec Tower One
 Singapore 038987
 +(65) 6590 0388 office
 +(65) 6324 1003 fax

About Aspect

Aspect helps enterprises break down the walls between people, processes, systems and data sources, empowering organizations to unite around the customer journey. Our customer engagement center offers native [interaction management](#), [workforce optimization](#) and [self-service](#) capabilities that drive dynamic, conversational interactions and create a truly frictionless omni-channel customer experience. Leveraging all the benefits of the cloud and over 40 years of industry ingenuity, Aspect conveniently and easily connects questions to answers while helping enterprises keep service levels high and operational costs contained. For more information, visit www.aspect.com.

Aspect® and other marks as indicated, are the trademarks or registered trademarks of Aspect Software, Inc. in the United States and other countries.

