Why Real-Time Contact Compliance Matters

TCPA/DNC fines and penalties

$500-$1500 TCPA fines

Up to $50K Federal/State

No cap on statutory damages
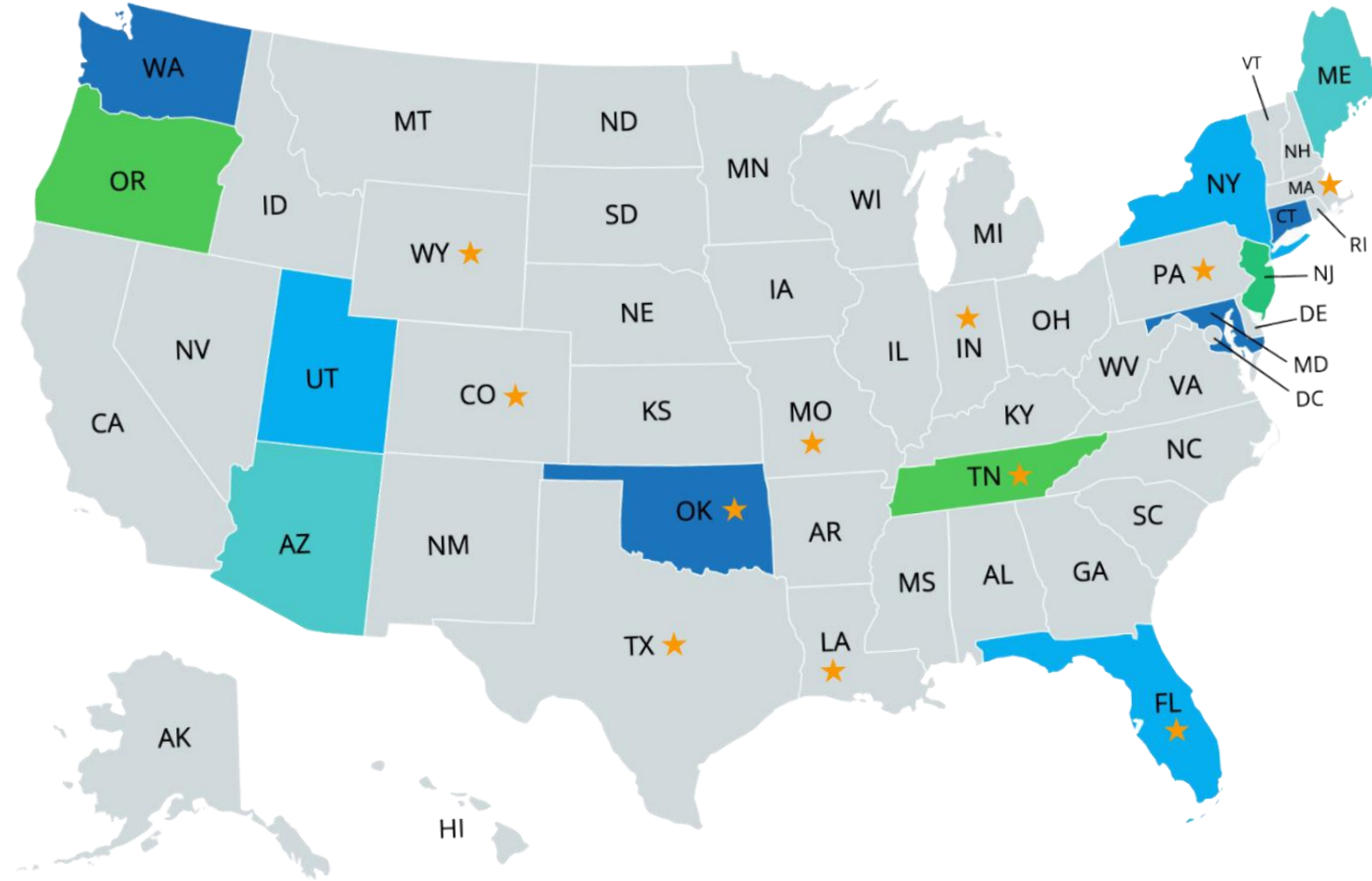
Lawsuits and Reputation damage

In 2023, FCC issued its largest fine ever of $299,997,000 on 10 companies for making over 5 billion illegal robocalls.

Save time and money

Manual data processing takes significant resources and increases the risk of human error.

State-by-State Map

The ever-changing Federal regulatory landscape

FCC's Update on Robocall and Robotexting

The FCC banned robocalls using cloned voices developed with AI in February 2024. In March, the FCC codified the National DNC registry's protections to extend to text messages. In July, mobile wireless carriers were required to block text messages from numbers provided by FCC.

Lead Generator "Loophole" Law

Effective January 2025, organizations will have to obtain explicit, individual consent from each consumer before contacting them. This eliminates the ability to leverage leads from mass marketing campaigns based on generic consent forms.
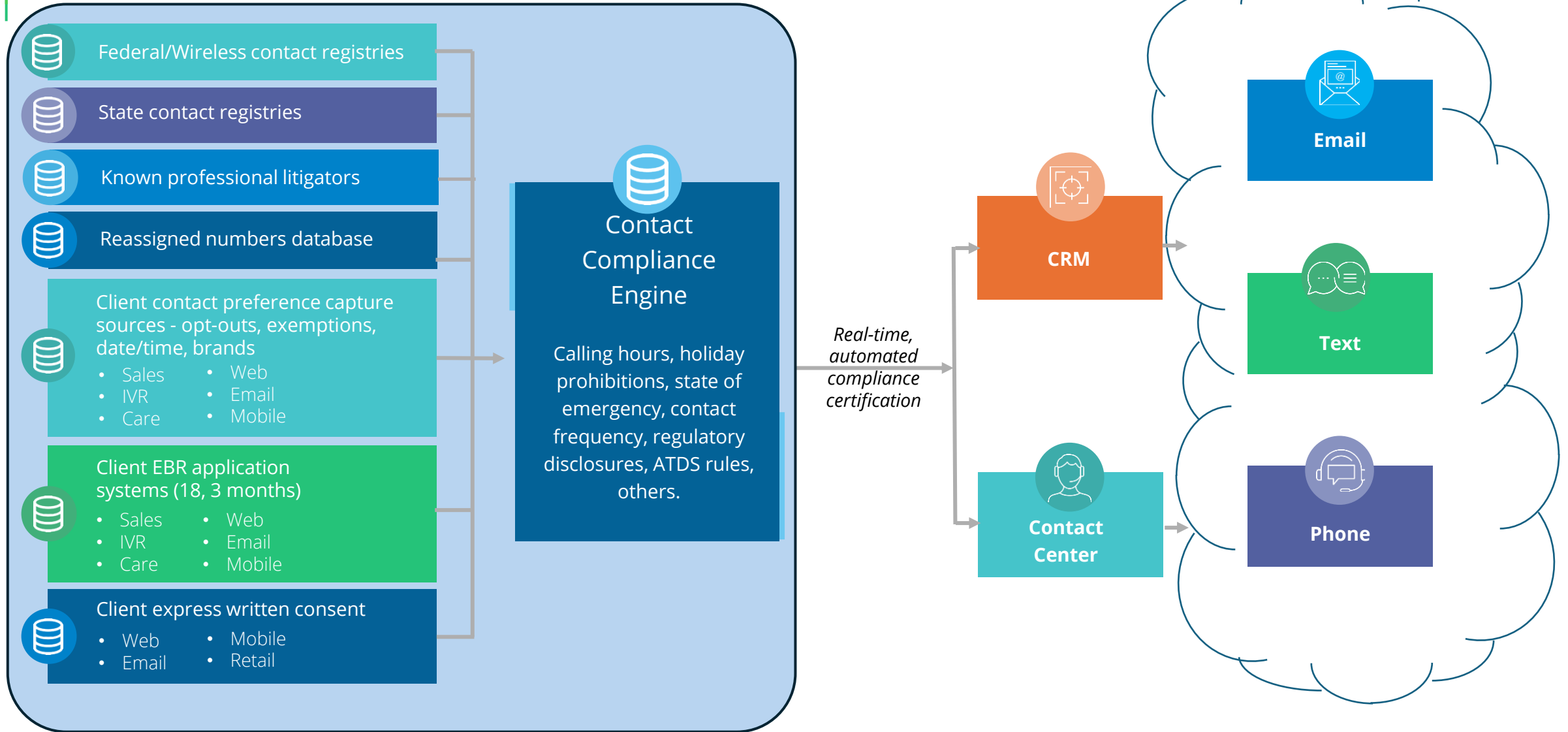
Revocation of Consent

Passed in February 2024, this new rule enables the ability for consumers to revoke prior consent, through any reasonable means. It also, among other things, requires Opt Outs be honored within 10 business days (or faster.) Targeted effective timeframe is Fall 2024.

Options for maintaining contact compliance: Build vs. Buy

Build

Are you looking to gain competitive advantage with a solution not currently on the market? If you have the expertise and ability to do so, your solution may be to build.

If you are a large enterprise organization with budget, resources, talent, time, and bandwidth at your disposal, you may consider building a solution if there is not a perfect fit for your company in the market.

If the solution and the intellectual property does not exist, and your team is able to support building and maintaining a large in-house software initiative, you may consider building a solution yourself.

Expertise

Budget

Resources

Time

Support

Intellectual Property

Buy

Are there reputable experts in the marketplace? If so, evaluate your options to see if an established solution could be the right fit for your organization.

If budget, time, and upkeep are of concern, consider how buying an established solution may benefit your organization.

If the solution and the intellectual property does exist, and ongoing support and maintenance is a potential long-term resource drain, consider buying and customizing an established solution.

Best Practices for Contact Compliance Infrastructure

Federal/Wireless contact registries

State contact registries

Known professional litigators

Reassigned numbers database

Client contact preference capture sources - opt-outs, exemptions, date/time, brands
- Sales
- IVR
- Care
- Web
- Email
- Mobile

Client EBR application systems (18, 3 months)
- Sales
- IVR
- Care
- Web
- Email
- Mobile

Client express written consent
- Web
- Email
- Mobile
- Retail

Contact Compliance Engine

Calling hours, holiday prohibitions, state of emergency, contact frequency, regulatory disclosures, ATDS rules, others.

Real-time, automated compliance certification

CRM

Contact Center
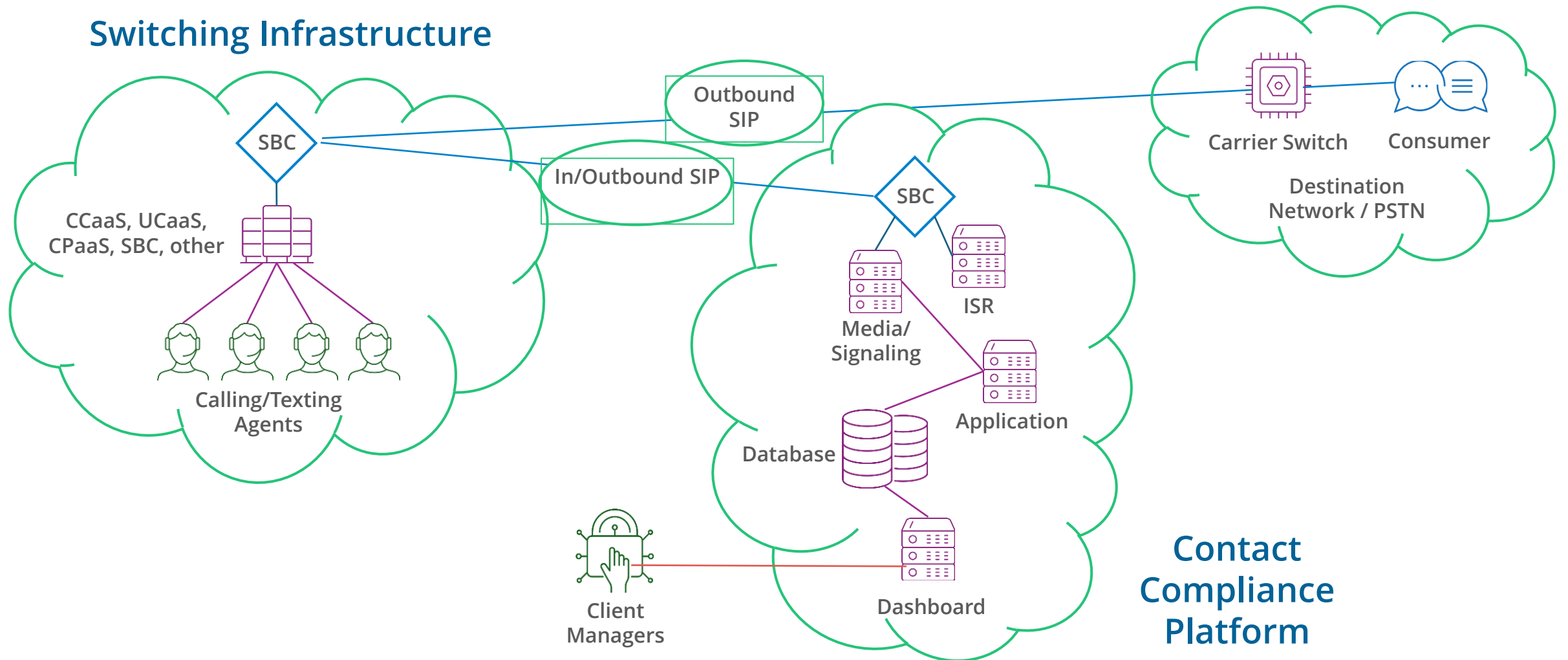
Email

Text

Phone

Network-Delivered, Bullet-Proof Contact Compliance

- Deliver an End–to–End managed solution across client's applications/systems of record.

- Provide network-enabled capabilities to help mitigate Risk in real-time at the point of dial/text with full audit trail.

- Help subscribers avoid Risk and empower Reach utilizing hygiene and legal loopholes.

- Enable across any CCaaS, UCaas, CRM, SIP carrier and Streaming Media platforms.

- Simple database look-up that does not degrade performance or add latency.

- Offering subscribers a solution to protect consumers privacy right and not facilitating undesired behavior.

- Create additional revenue stream via value-added solution; Strategic sale vs. commodity.
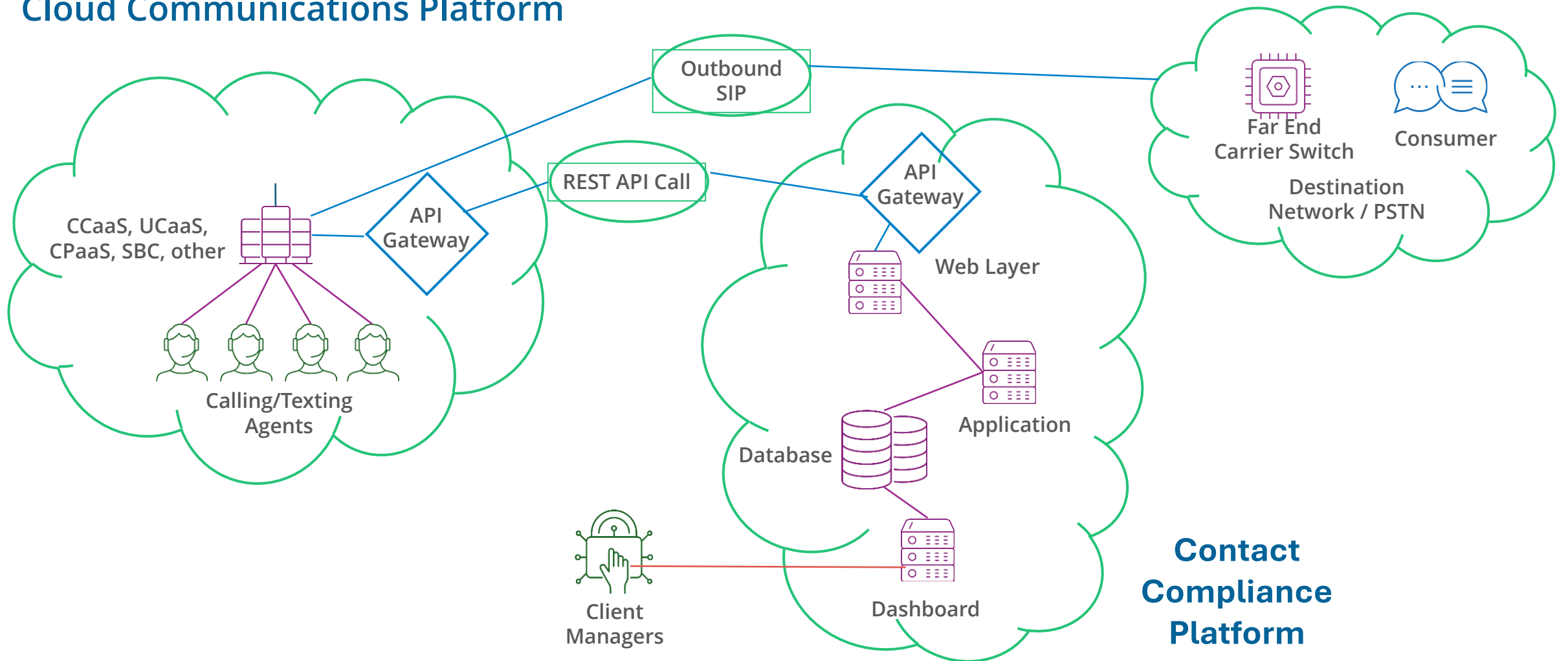
Gryphon Automated Call Blocking (**SIP**) – Generic Telephony

Switching Infrastructure

Outbound
SIP

In/Outbound SIP

SBC

CCaaS, UCaaS,
CPaaS, SBC, other

Calling/Texting
Agents

Carrier Switch

Consumer

Destination
Network / PSTN

SBC

Media/
Signaling

ISR

Application

Database

Client
Managers

Dashboard

**Contact
Compliance
Platform**

Gryphon Automated Call Blocking (**REST**) – Generic API

Key Takeaways

- Real-time contact compliance matters to companies performing outreach due to hefty fines, fear of litigation/class actions, and damaged reputation/brand.

- Big changes are being made at the State and Federal level.

- How can companies mitigate risk? 2 options: Build or Buy

- An automatic, real-time, network-delivered solution is the only way an organization can mitigate risk directly at the point of dial/text.

Q & A