Neustar Infographic Shows Silver Lining in New TCPA Regulations

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Neustar, Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today released an infographic that shows what the FCC’s Telephone Consumer Protection Act (TCPA) means for companies who engage consumers via robocalls, autodialed telephone calls, and SMS.

The new TCPA regulations will have significant implications for consumer-facing organizations and their communications efforts.

In accordance with the new regulations, companies can be fined anywhere from $500 to $1,500 per contact for an unsolicited call, text or facsimile. However, through the proper verification of data, the TCPA regulations can be used to build customer trust, and brand reputation.

This infographic shows you what you need to know to avoid the dark cloud of costly TCPA violations.
NEW TCPA REGULATIONS HAVE A SILVER LINING

Dialing for the Win-Win

On July 10, 2013, the FCC released new audience-targeting consumer protection under the Telephone Consumer Protection Act. In the wake of these changes, marketers can now identify and engage only the individuals who are likely to be interested in their product or service.

The new regulations are effective immediately. Are you ready?

WHAT YOU DON’T KNOW ABOUT TCPA CAN COST YOU

TOTAL MARKET SIZE

- $1 billion
- $8 billion
- $2 billion
- $3 billion
- $4 billion

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TCPA-COMPLIANCE HELPS YOU INCREASE RIGHT-PARTY CONTACT RATES

TCPA compliance is essential to ensure that your marketing and contact efforts are compliant with the regulations. Neustar’s compliance platform helps marketers to identify and engage only the right-party consumers, reducing the risk of regulatory violations.

Playing attention to your audience pays off.

A recent study has shown that when phone calls are made to the right-party, the return on investment (ROI) is significantly higher. The current compliance rates, however, are surprisingly low. Neustar can help you meet the 92% compliance rate by identifying the right-party consumers.

92% of revenue can be generated at just 36%

Dialing capacity by better targeting your call.

Today’s on-the-move consumers tend to compliance challenges.

Every Year:

- 2 million people switch phone carriers.
- 1 million people misunderstand TCPA.
- 1 million people call the wrong number.
- 1 million people opt out of contact information.

NOT ALL DATA IS CREATED EQUAL.

Verifying phone data, including the current phone type and number, is not only necessary for TCPA compliance, but also increases right-party contact rates and profitability.

Neustar can help you:

- Identify number portability.
- Detect number portability.
- Identify number portability.
- Leverage the right-party contact data.

TCPA COMPLIANCE BUILDS TRUST

Customers trust companies that meet their expectations and requirements. In today’s world, trust is built on transparency, accountability, and integrity.

Your customers will take notice.

91% of consumers will purchase from a company that respects their privacy and takes steps to safeguard personal information.

40% of the consumers have taken steps to avoid past experiences.

A public lawsuit can cost a business up to $25 million and a brand reputation.

TCPA regulations help protect consumers and enhance the overall experience. Neustar’s compliance platform helps marketers to identify and engage only the right-party consumers, reducing the risk of regulatory violations.

Marketing is a science. It’s not just about targeting the right audience. It’s about understanding the right-party consumers and engaging them effectively.

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