

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.

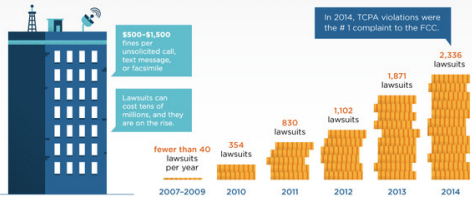
NEW TCPA REGULATIONS HAVE A SILVER LINING

Dialing for the Win-Win

On July 10, 2015, the FCC released new guidance strengthening consumer protection under the Telephone Consumer Protection Act (TCPA), a 1991 law protecting Americans against unwanted harassment from robocalls, autodialed telephone calls, and even SMS.

The new regulations are effective immediately. Are you ready?

WHAT YOU DON'T KNOW ABOUT TCPA CAN COST YOU

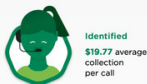


TCPA COMPLIANCE HELPS YOU INCREASE RIGHT-PARTY CONTACT RATES

TCPA may seem to burden a company's marketing or collections abilities with new restrictions and compliance costs, but implementing verification to mitigate your compliance risk can actually help make your efforts more effective! Technology to verify consumer phone data can also provide powerful insights for reaching the right individuals who gave consent—which is your goal anyway, right?

Paying attention to your audience pays off.

A collections case study noted that verifying the current phone type and subscriber not only helped mitigate their TCPA compliance risk, but also increased right-party contact rates and collections revenues.



Today's on-the-move consumers lead to compliance challenges.

EVERY YEAR:

- 2.1 million people legally change their names.
- 16 million people relocate households.
- 45 million people change part of their contact information.
- 75 million people change their phone carriers.

NOT ALL DATA IS CREATED EQUAL.

Verifying phone data, including the current phone type and subscriber, is a critical component to a data-driven dialer strategy. To mitigate your TCPA compliance risk, make sure your data verification provider can check these boxes.

- Accurate:** Can you verify with precision, including wireless, VOIP, and non-public phone numbers?
- Complete:** Do you have accurate data for a comprehensive set of United States households?
- Up to Date:** Is your data corroborated continuously and in real time?

TCPA COMPLIANCE BUILDS TRUST

Customers trust companies that meet their expectations and fulfill promises over time, and this trust can be built in a variety of ways.



Encourage community feedback, reviews, and ratings.



Offer "social proof" for a product.



Build superior user experiences.



Provide extreme transparency.



Honor privacy.

Your customers will take notice.



91%
of American adults believe consumers have lost control over how companies collect and use their personal information.



40%
of U.S. consumers have taken steps to avoid online observation.



A public lawsuit can wreak havoc on customer trust and your brand reputation. Following TCPA regulations helps to avoid costly lawsuits and mitigates the potential for harmful word-of-mouth accusations. Keeping up with changing customer information can help you improve the customer experience.

The TCPA's new regulations mean companies must carefully consider their marketing and collections strategies, but doing so pays off in dividends by implementing data-driven outbound dialing strategies and investing in verification.

Reaching the right person is more than a legal TCPA best practice; it's an investment in your operational effectiveness and brand reputation.

Sources: Proskauer Privacy Law Blog | McGuireWoods | Phelps & Phelps, LLP
Pew Research Center | Huge | Neustar

