right party verification for messaging

mobile A2P messaging to validated customer numbers

the reassigned number trap

Today's cell phone is a concierge – sending reminders about a doctor's appointment, notifications that a package has arrived, or alerts of a fraudulent bank transaction. While these are important communications consumers want to receive, there are others they may not.

Fortunately the Telephone Consumer Protection Act (TCPA) - introduced in 1991 – is there to protect all of us against the harassment and annoyance of uninvited and often repeated communications. TCPA holds that a consumer must opt-in to receive marketing messages and has the right to opt-out as well. Those marketers who choose to ignore the rules risk getting a "spammer" label and can face hefty fines.

Complying with TCPA was tricky to begin with, due to consumers changing both their preferences and telephone numbers. Recently, the FCC made a small but highly significant change to the TCPA related to reassigned numbers. What this means is that companies that send mobile marketing messages now need to be certain, not only that they have permission to contact that phone number, but also that the phone numbers owner has expressly opted–in to receive communications.

That's a change that brings a whole new challenge to the marketplace. The mobile market is a very dynamic one. Customers let pre-pay numbers expire, elect to get a new number when they change their service provider or simply cancel contracts. Their old numbers don't just fade away; they get reassigned, and that is where it gets more complex. Marketers need a messaging partner – like iconectiv–that understands this changing landscape.

no free pass

The new Right Party Verification element of the TCPA can bite quickly and bite hard. It puts the onus squarely on marketers to make sure they have permission to contact the person, not just the number. Unlike in the past, there is also no provision for a free first attempt. No allowance for a company to effectively learn from its mistakes. Simply put: the first contact that reveals the number has been reassigned does not get a free pass, it is considered a violation and could be used to trigger a fine.

The regulations say that before a company attempts to make contact, it has to know it has permission. If it makes no attempt to know and simply acts on dated information it can receive a federal fine.

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the numbers add up fast

Not being able to track when numbers are reassigned could prove to be very costly for businesses engaged in mobile marketing. Sending a message to a reassigned number effectively counts as an unsolicited contact and triggers an immediate TCPA violation. Two or more violations can lead to litigation. Penalties are set at $500 for each unsolicited contact and can be increased to $1,500 per contact if companies willingly or knowingly approach customers who have opted out.

In recent times some high profile brands have suffered big fines in class action law suits. One pizza delivery company was hit with a settlement figure of $16 million. For one major financial institution it was $75 million. These are numbers that would give anyone pause – especially when you consider some 45 million mobile numbers are typically reassigned every year in the U.S. alone.

Yet an informal survey by PACE (Professional Association for Customer Engagement) at one of its events found that 65% of those attending did not have a TCPA solution in place for right party verification.

so what can be done?

Messaging solutions are available today that will help enterprises remain in compliance. The good news is that they are simple to use and work seamlessly with mobile marketing and SMS messaging platforms. With these solutions, marketers can focus on customer engagement not federal regulation.

Who better to deliver these messaging services than iconectiv. For more than three decades, the global communication industry has looked to iconectiv as a neutral and trusted third party to provide essential communications products and services. iconectiv Right Party Verification for Messaging helps brands, organizations and enterprises stay connected to customers and helps reduce their risk of potential TCPA violations.

Right Party Verification for Messaging will assist companies in only contacting known opt-in customers and also help companies clean up their databases so that they can keep their hard-earned prospects engaged.

The iconectiv service will flag and identify risky numbers to help companies avoid using them, which will potentially assist companies in defending themselves against TCPA-related violations and associated financial penalties. Right Party Verification for Messaging improves overall customer experience and engagement, while protecting the revenues that can be generated from properly targeted marketing.

why iconectiv?

Unlike other offers, our solution leverages messaging best practices and uses real-time numbering data. We also have access to historical data and the knowledge and experience neccessary to spot consumer identity-related activity. Simply put, no one is able to ensure accurate message delivery and evaluate number changes across more factors than iconectiv.

about iconectiv

At iconectiv, we envision a world without boundaries where the ability to access and exchange information is simple, secure and seamless. Our network and operations management, numbering, registry, fraud and revenue assurance, and messaging solutions enable the interconnection of networks, devices and applications for more than 1,000 customers globally and one billion people every day.

make the connection.

For more information about iconectiv, contact your local account executive, or you can reach us at:

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