If you’re a company that makes numerous outbound calls to consumers, you probably know something about the federal Telephone Consumer Protection Act (TCPA). Operations departments are faced with not only creating an efficient and profitable group that maximizes right-party contacts and revenue-per-dial, but also managing the dynamic legal requirements involved in maintaining compliance with TCPA regulations.

Companies that don’t proactively incorporate best practices for compliance management are putting themselves at risk of significant regulatory penalties, potential class action damages, and decreased effectiveness in their outbound communications.

TCPA compliance is greatly complicated by constantly changing consumer phone data. Mitigating your TCPA risk means implementing a phone intelligence solution that incorporates and integrates data elements from a variety of authoritative and trusted sources, so you can make informed decisions in conjunction with your risk tolerance when dialing or texting a consumer.

DID YOU KNOW

Each time you erroneously contact a consumer, your business is at risk of a civil liability that could cost a minimum of $500 per violation.

Your potential liability for violation of applicable TCPA requirements can grow quickly when using outdated contact information, for example:

- **$50,000 Penalty**
  100 Consumers in One Day

- **$200,000 Penalty**
  400 Consumers in One Month

- **$2.4 Million Penalty**
  4,800 Consumers in One Year
Supercharge Your Operational Efficiency and Mitigate Your Risk

Contact Compliance Risk not only mitigates your risk of violations; it also supercharges your operations by allowing you to quickly identify and prioritize the right telephone numbers for a given consumer, filling in gaps in your identity records. Not only are your consumer records kept complete and up-to-date, but you’ll also have deep insights into predictive phone characteristics to increase your Right Party Contact (RPC) rates.

Neustar is also the only identity provider offering Proactive Change Notifications, meaning that changes in consumer records are pushed to you in near-real-time. Rather than inefficient bulk updates that leave your records in danger of going stale, Proactive Change Notifications ensure your CRM database always remains fresh and accurate as consumer information changes.

Let Neustar Be Your TCPA Compliance Partner

We are the industry leader in TCPA compliance and right-party contact, and are trusted by:

- The Top 10 U.S. Banks
- The Top 10 Credit Card Issuers
- Hundreds of the top brands across a wide range of verticals, including finance, retail, healthcare, utilities, insurance, collections, and travel and hospitality
- Plus, Neustar was the only solution provider mentioned in the FCC’s declaratory ruling

Why Neustar?

Neustar Contact Compliance Risk constantly refreshed consumer data. Leveraging the most extensive list of authoritative data sources in the industry, Neustar OneID continuously corroborates, verifies, and appends consumer identifiers, attributes, and information. This includes the consumer’s name, phone number, valid consent, and other attributes that provide insights on who to call or text, as well as phone numbers representing high risk. Neustar also has unparalleled relationships with major Mobile Network Operators (MNO) to support our solutions with the most up-to-date consumer data available, helping ensure you reach the right person, lower your risk exposure, and mitigate the risk of TCPA violations.

Verify wireless phone numbers and subscribers in real time

Fill in gaps in your consumer records

Improve accuracy and right-party contact rates

Mitigate risk of TCPA violations

With 11 billion daily updates to consumer data, Neustar proactively gives you the most accurate, up-to-date contact information — meaning you have the right information, right now to accurately and confidently identify your customers’ phone numbers to mitigate risk and improve operational efficiencies.

For more information about Neustar Contact Compliance Risk, please contact us at 1-855-898-0036 or send an email to risk@team.neustar.