



Your TCPA Compliance Checklist

The Telephone Consumer Protection Act (TCPA) can keep call center operators up at night. Keep on the straight and narrow path to TCPA compliance by checking things off this list of best practices, tips, and strategies.

Consent: Get and keep the consent you need to make compliant calls.

- Obtain Consumer Consent:** Know that your data is TCPA-compliant by obtaining prior express written consent from all consumers you attempt to contact.
- Maintain a Record of Consent:** Keep a record of when you obtained a customer’s consent to receive communications—and have a plan to keep that data for several years.
- Always Offer Customers an Opt-Out:** Ensure that calls, texts, and prerecorded messages all offer a clear, unambiguous opportunity to opt out of communications.

Calling: Contact your potential customers compliantly.

- Restrict Calls to Compliant (and Effective) Times:** Follow state-by-state restrictions on the times you’re allowed to contact consumers.
- Limit Your Redialing:** Avoid overdialing your data using automated workflow dialing and intelligent redial/recycling logic.
- Audit Your Pre-Recorded Scripts:** Make sure every campaign’s script is TCPA-compliant before it’s used.

■ **Campaign and List Management:** Manage your data and campaigns with compliance in mind.

- **Check the National Do Not Call Registry Often:** Scrub your data against the DNC registry at least monthly and maintain your own internal DNC list.
- **Scrub Your Lists for Litigators:** Eliminate litigators and predatory plaintiffs from your campaign lists using litigation firewall solutions.
- **Segment Cell and Landline Numbers:** Separate cell and landline phone numbers to account for differing regulations. The right dialer software can automatically segment these numbers.

■ **Get Outside Help:** Find external resources you can lean on to stay informed and on top of TCPA compliance.

- **Obtain Legal Counsel:** Enlist the help of outside legal counsel to stay on top of regulatory changes and seek expert advice.
- **Conduct Annual Audits:** Work with a third-party to conduct a TCPA compliance audit, validate successes, and identify areas of risk.

■ **Partner with the right dialing software provider:** Choose dialer software that puts compliance at the top of their priorities and supports compliance with solutions like these:

- **Omnichannel Workflow Dialing:** Avoid over-calling and reach customers at the right time, in the right channel.
- **Custom Call Scheduling:** Follow state-by-state regulations that limit callable hours with customizable dial-level scheduling.
- **Simple DNC Uploads:** Easily upload internal DNC lists and scrub non-compliant numbers from your call lists.
- **Call Recording and Log Management:** Access and review calls to ensure your operation is staying compliant.
- **Caller ID Reputation Management:** Avoid the negative impact of blocked and flagged numbers to support business-critical KPIs.