

## Maximize Call Center Performance while Complying with the New FTC/FCC Telemarketing Regulations



Organizations that rely upon telemarketing to solicit new business are discovering that significant technological and operational changes are required in order to comply with the recent changes to the telemarketing rules and regulations. Compliance will be enforced more aggressively than ever, through stiff penalties and fines. To make matters worse, there is a great deal of confusion over compliance requirements and whether or not legacy systems can support compliance. Some suppliers have suggested that these systems can only comply if answering machine detection is disabled. These same suppliers are now promoting their new "compliance" message while suggesting that predictive dialer performance is a thing of the past.

Customers, however, expect agents to be talking with consumers instead of spending up to three quarters of their time screening out answering machines. Of course, customers also expect their solutions to comply with these new regulations and therefore reduce consumer annoyance. TeleDirect understands that performance and compliance are equally important, and their customers have found that with their Liberation 6000 system it is possible to enjoy both.

### Industry Experience Matters

With over 20 years of experience building advanced technical solutions for telemarketers, TeleDirect has come up with a better approach. Instead of simply passing every answering machine to an agent, TeleDirect customers are able to maintain the value that led them to implement a predictive dialer in the first place — incredible dialing efficiency and a higher rate of contacts per agent. TeleDirect has spent the past 20 years developing high

performance solutions for leading teleservices companies in the business to consumer market sector. Liberation 6000 is the direct result of this experience and is the only solution available today that will allow you to comply without sacrificing performance. Liberation 6000 delivers a comprehensive ConsumerCare™ package including: simple and precise do-not-call management, campaign selectable abandonment rates and pacing variables, minimum wait to answer setting (15 seconds), immediate detect and connect (under 2 seconds), announce before disconnect, campaign configurable Caller ID/ANI, effective scripting, and compliance tracking and reporting. All of these features are available at no additional charge for TeleDirect Liberation 6000 customers who are under a customer support agreement.

### Liberation 6000 Delivers

Liberation 6000 is a comprehensive contact center solution that delivers custom campaign management, dialog management, unsurpassed predictive dialing, and complete compliance management. In the words of one customer, *"TeleDirect solutions help drive our success. Liberation 6000 allows us to optimize the effectiveness of our customer dialogs and campaigns. The open nature of the solution allows us to easily integrate with our clients' data sources. And we rest easy knowing that we're always in compliance with FTC regulations."* Although the FTC and FCC have changed the telemarketing ground rules, TeleDirect delivers a solution that enables teleservices organizations to effectively continue their outbound dialing operations to increase revenues while complying with the regulations and eliminating consumer annoyance.



We can help you comply with all telemarketing laws without sacrificing dialing productivity. And with 20 years of building business to consumer relationships, we guarantee:

- > More Contacts
- > Less Annoyance
- > Better Consumer Dialogs
- > ...and More Success

Contact us at **1-800-531-6440** to learn how to comply — without sacrificing your contact center performance.

