Reduce TCPA Exposure and Amplify Outreach with HTI®
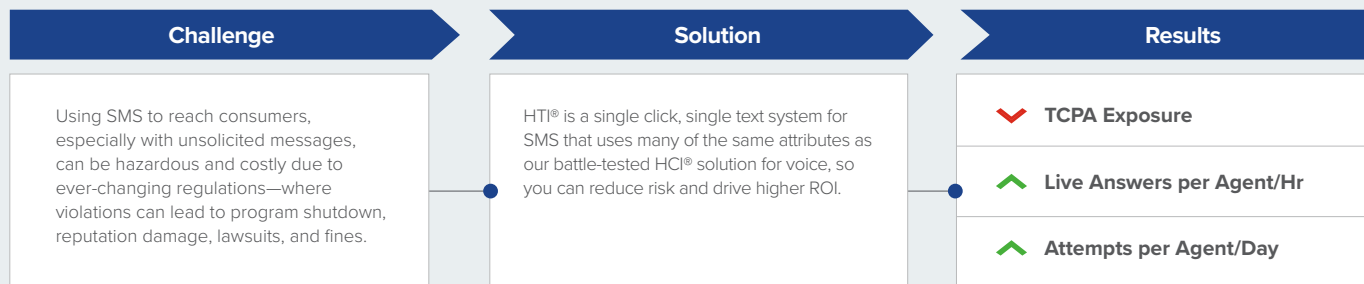
LIVEVOX

More than ever, consumers want to interact with your business via text message. But using SMS for outbound campaigns contains compliance risk and a potential loss in efficiency. That is, until now.

- When you run an outbound operation, the danger of running afoul of the TCPA is all too real.

- The threat still remains, even after the Supreme Court's ruling in Facebook v. Duguid, as courts have applied the decision in different ways.

- The TCPA threat is especially present in wrong-number lawsuits resulting from aged leads or servicing portfolios.

The solution? LiveVox's Human Text Initiator (HTI®): the only TCPA-focused tool for SMS engagement that helps you mitigate regulatory risk and realize productivity gains at the same time.

Challenge	Solution	Results
Using SMS to reach consumers, especially with unsolicited messages, can be hazardous and costly due to ever-changing regulations—where violations can lead to program shutdown, reputation damage, lawsuits, and fines.	HTI® is a single click, single text system for SMS that uses many of the same attributes as our battle-tested HCI® solution for voice, so you can reduce risk and drive higher ROI.	⌄ **TCPA Exposure** ⌃ **Live Answers per Agent/Hr** ⌃ **Attempts per Agent/Day**

HTI®: the Power of LiveVox's HCI®, Now For SMS/MMS

HTI® enables agents to text consumers by manually clicking individual phone numbers using pre-approved templates. By adding a layer of human intervention and other compliance safeguards, HTI® gives you similar peace of mind and productivity as LiveVox's HCI®, which has consistently been found not to qualify as an ATDS under TCPA law.

1

Create SMS campaign from LiveVox's Contact Manager & load into HTI®

2

An HTI® "clicker" agent confirms each SMS send with one press of a button

3

Responses are routed for review & connected to available "closer" agents

"Knowing that LiveVox offered the most battle-tested manual-intervention outbound platform on the market meant we could mitigate risk across the board."

— VP, Strategic Development, Business Servicer

90 seconds
Consumers engage with SMS faster than any other channel (90-sec avg. response time)[1]

98% Open Rate
Average open rates for SMS are above 98%[2]

Increased 1,279%
The # of TCPA lawsuits filed has increased 1,279% during the last decade.[3]

Built-In Compliance Controls	Fast, Easy Setup and Configuration
TCPA regulations. Even CTIA guidelines. HTI® helps ensure your SMS engagement is above board.	*Effective risk mitigation means nothing without the ability for quick and simple implementation.*
TCPA-focused solution that requires manual human intervention	Get HTI® up and running in as few as 3-5 business days
Client-controlled sending method for HTI® campaigns	Enable LiveVox's U-CRM® to equip agents with key consumer information & interaction history
Only client-approved & created templates used for SMS sends	Design & develop messaging templates to be used
Controls to designated team(s) & ability to manage utilization of messaging (View Only, Template Only, or Free-Form)	Create a strategy for handling responses & opt-outs
CTIA mandated opt-out controls & consent capture capability at account level	Segment list of consumers to receive SMS (or MMS) & launch HTI® campaign

High-Impact Use Cases for HTI® in Your Contact Center

Whether your business is origination, servicing, or collections, LiveVox's Human Text Initiator (HTI®) is a premier TCPA-focused solution for doing outbound SMS engagement in today's evolving regulatory environment.

- Alternate Support Channels
- Proactive Customer Service
- Sales Process Optimization
- Account Notifications
- Delinquency Alerts
- Application Processing

- Promotions
- Fraud Alerts
- Marketing
- Employee Communication
- Letter Replacement Strategy
- Call Center Volume Detection

Compared to other channels, texting is a highly productive and cost-effective way to reach consumers. Not only does HTI® amplify those ROI gains, but it also gives you increased confidence for SMS engagement. All made possible by LiveVox's battle-tested technology that mitigates risk and makes compliance a top priority.

To see the power of HTI® in action, schedule a demo today. We can also show you what your ROI could look like based on your unique data. Call us at 844-207-6663 or chat with us online at livevox.com.

1. https://sloanreview.mit.edu/article/the-future-of-customer-service-is-ai-human-collaboration/
2. https://c1.sfdcstatic.com/content/dam/web/en_us/www/assets/pdf/salesforce-state-of-the-connected-customer-report-2019.pdf
3. https://www.inquirer.com/philly/business/robocall-lawsuits-verizon-citibank-andrew-perrong-20181102.html