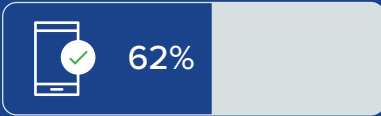




LIVEVOX

LiveVox's Human Call Initiator (HCI®) & Human Text Initiator (HTI®): Reduce Risk and Drive Efficiency for Outbound Voice & SMS



62% of American adults are wireless-only and don't live in a household with a landline.¹

THESE DAYS, DOING OUTBOUND ENGAGEMENT IS TOUGHER THAN EVER.

Regulations such as the TCPA and CFPB continue to change the compliance landscape, causing a rise in both fines and lawsuits. At the same time, consumers of all ages are cutting the cord. This move to newer technology has also shifted consumers' relationship with their phones, leading to a widespread adoption of call screening and blocking, plus a strong preference for digital channels, especially SMS.

As regional and mid-sized financial institutions jockey for position in a consolidating marketplace, efficiency and productivity become key differentiators between success or failure to thrive. For many organizations, though, achieving their best results in the face of the current conditions is complicated by:

Confusion around compliance. Uncertainty about what the regulations are and how to adapt is widespread, although reactions vary. Some companies freeze, choosing to do no outbound dialing or SMS for fear of running afoul of the law. Others forge blindly ahead, rolling the dice on getting fined or sued. Neither of these options is a positive choice, and both could impact your bottom line either through lost revenue or legal costs.

Loss of productivity. With the new rules, losses are nearly inevitable in terms of both work and revenue output. If you stop calling or texting entirely, your numbers fall. If you follow the new rules but keep the same amount of staffing, your efficiency is compromised. You can add more labor to try producing the same outbound volume, but that's a huge increase in operating costs. And should

you get caught ignoring the rules, time and other resources need to be siphoned from other areas to deal with legal ramifications.

Siloed solutions. Sales, marketing, and recovery all need strategies. But if they each operate on different systems, you can't flatten that strategy across your organization. For example, one system could be calling a cell phone while another has the same consumer's home phone cued up, meaning it's possible for even careful companies to incur violations.

With so much at stake, it's no wonder many organizations have put themselves—and their productivity—on hold. But what if you could mitigate regulatory risk without sacrificing efficiency? And maximize each outbound voice and SMS interaction to boost your bottom line?

Communication tools from LiveVox **reduce friction, eliminate silos, and offer 24x7 response options** — allowing you to deliver pleasing, “always on” customer engagement that sets your employees and your business up for success.



84,029 total lawsuits filed under consumer statutes, plus CFPB complaints filed, in 2021.²

Industry-Leading Innovation

LiveVox's HCI® and HTI® solutions are built to give you the perfect balance of compliance and performance. We also continually invest in new technology and legal innovations so you can stay confident and ahead of the competition. By partnering with LiveVox, you have the opportunity to:

Open new revenue opportunities that are easier to manage: Without consent to contact cell numbers, calling or texting consumers can be risky. HCI® and HTI® use human intervention and built-in compliance controls to reduce your regulatory exposure, so you can reach new consumers.

Reduce risk without compromising productivity: TCPA, CFPB, and other regulatory concerns call for outbound solutions that address the whole compliance landscape. HCI® provides you the confidence of a formidable TCPA court record and HTI® offers a smart digital messaging alternative to CFPB phone contact limits.

Rely on innovative yet battle-tested technology:

HCI® has repeatedly proven itself as the industry standard for outbound calling with human intervention in both the marketplace and in the federal courts. HTI® is built with the same HCI® compliance principles in mind, giving you similar levels of performance and risk mitigation for outbound texting.

Enjoy proactive expertise and protection:

HCI® and HTI® were created in response to a changing regulatory environment. We actively invest in monitoring legal developments to provide you peace of mind, while continually innovating new compliance solutions, such as our optional HCI® Select feature for enhanced risk mitigation that addresses state-specific "Mini-TCPA" laws from Florida and several others.

Conclusion

Whether your focus is origination, servicing, or collections, LiveVox HCI® and HTI® are efficient and compliance-focused solutions for doing outbound dialing and SMS in today's ever-changing environment. It's more effective and less expensive to reach people on their cellphones—and to do it with human intervention that mitigates risk. Our solutions are used by savvy companies keenly aware of the challenges facing their businesses. Are you ready to overcome yours?

¹ <https://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless202102-508.pdf>

² <https://webrecon.com/fcra-leads-the-way-webrecon-stats-for-dec-2021-year-in-review/>