



# Five Capabilities to Help Manage Multichannel Consent

There is no doubt that customers want more options. But it doesn't mean they want all of them. Not only does mismanagement of channel preference impact customer satisfaction, it can also impact a business' exposure to costly consumer litigation.

In fact, regulatory bodies like the CFPB and FCC have already stepped in with legislation such as the TCPA (which dictates cell phone outreach) that is expected to impact the regulation of other new digital. understanding how to manage its use in line with how the consumer wants it used.

**Below are 5 multichannel consent management capabilities that should be embedded in any digital engagement strategy.**



## 1. ACCOUNT-LEVEL CONSENT FLAGS

Customer account-level consent flags for each channel that can be updated in real-time, at all times, and across all channels.



## 2. PREDEFINED EMAIL AND SMS TEMPLATES WITH UNSUBSCRIBE LINKS

Each channel interaction should also be provide the customer with the ability to revoke consent. This includes email and SMS unsubscribe links.



## 3. REAL-TIME UNSUBSCRIBE ACCOUNT-LEVEL CONSENT UPDATES

Real-time updates of any channel consent revocation should be automatically centralized at the customer account level.



## 4. AUTOMATIC CONTROLS PREVENTING EMAIL / SMS TO NON-CONSENT ACCOUNTS

Contact center agents must also be able to service the customer across new channels. Agents should be able to send Email /SMS interactions during or after a call from their desktops.



## 5. EMBEDDED CONSENT MANAGEMENT ON AN AGENT DESKTOP

When a consumer is speaking with an agent, it presents an opportunity to update a consumer's channel preference. Enabling the agent to capture the updated channel preference can help reinforce channel preference management.

## DOCUMENT, DOCUMENT, DOCUMENT.

The last key capability in managing channel preference is the ability to report on it. Because channel preference can change across multiple channels, contact centers must also have the ability to document channel preference changes with screen recordings on the agent desktop, audio recordings from the voice call, and optin/ opt-out changes across all channels.