



# New Telemarketing Laws Effective Oct 16, 2013

## Outbound Compliance

### Be Prepared for the New Telemarketing Laws

As of October 16, 2013, the FCC will enforce new rules pertaining to AutoDialers and calls to Cell Phones. In today's communications world, many consumers have done away with their traditional "house phone", preferring to communicate through their cell phones. This makes calls more personal and as you've heard many times before, "no telemarketer calls". This trend, along with modifications to the Telephone Consumer Protection Act (TCPA), will now prohibit any AutoDialer from calling a cellphone, without prior consent.

This is prompting many Telemarketing firms to change their method of doing business, primarily outbound calling through "live" agents. No longer will a "robot" call consumers, however a live caller may call them on their cellphone. This has prompted many Contact Centers to move away from AutoDialers and into a larger, more cost effective manual system. This means that several advanced features, found inherently in AutoDialers, such as Call Recording, are no longer available to the Contact Center and must be purchased separately. This is further complicated when the Contact Center must adhere to Compliance Rules, where credit card information and financial transactions must be processed, and consumer credit information must be guarded and protected in the Call Recording System (PCI Compliance). This requirement is driving many Contact Centers to look into powerful, cost effective Call Recording System such as Majuda Voice.

### Majuda Voice Benefits

- Meets Compliance and Industry Regulations
- Encrypt Recorded Customer Interactions
- Record calls for liability protection
- Record calls for dispute resolution
- Improve Agent Performance
- Improve Customer Experience
- Continually improve the quality initiative
- Provides an intuitive user interface
- Improves Collection Rates & Performance

## Majuda Voice

Majuda Corporation can address the needs of these new laws with our popular Majuda Voice Call Recording and Quality Management System. Majuda Voice offers call recording functionality for a wide range of telephone system and can be triggered automatically, thus eliminating any need for the Contact Center Agent to activate another system prior to live dialing. By adding our optional Majuda Voice Desktop Client Software Module, agent screens can be captured along with agent notes to provide a complete picture of the call. Should your Contact Center deal in financial transactions, the Majuda Voice PCI Compliance Module can be added which enhances Majuda Voice to a comprehensive Recording and PCI Compliance solution at a fraction of large system pricing.

As with our standard product, Majuda Voice and our optional modules can be automatically activated and record based on the outbound selection, thus eliminating any confusion of “turning on” recording. All calls and screens are recorded, protected and stored for future evaluation. Through the Majuda Voice Compliance Module, all credit information for the consumer is hidden during playback in both the screen capture and the voice playback.

## Full-Time and On-Demand Recording

Proof is often necessary to mediate and resolve customer disputes. Having access to detailed call recordings and desktop screen capture data provides the verifiable facts you need to quickly mediate and resolve disputes. *CallTracker* provides flexible options for recording calls that enable Collection Agencies to meet their specific needs. Some Agencies record all calls, while others record calls on demand. Calls can be targeted by phone, call queue, extension amongst others.

## Quality Monitoring

Monitoring the quality of agent interactions helps to maintain an agency’s service level to its expected standards. Quality Monitoring is key in maintaining a positive customer experience, assisting the agent in difficult situations and helps mitigate litigation risk. The Majuda Voice Quality Module, *QualityTracker*, permits agencies to maintain a high agent performance thresholds without sacrificing time or resources. A quality management system provides an effective way to evaluate agent adherence to established procedures and maximize agent productivity. *QualityTracker*, is fully integrated within the Majuda Voice Suite, enabling supervisors to evaluate agents as they listen to their interactions. *QualityTracker*, combined with the Majuda Desktop Client offers supervisors a complete picture of any interaction, including voice activity and screen shots from the agents desktop.. Monitoring and evaluating agent behavior enables improvement through training and coaching, ensuring that agents are performing at their peak and in the best interest of their company.

## Quality Reporting

Majuda and our network of resellers work with Collection Agencies and law firms to design best-practice performance management processes. Majuda Voice’s quality performance reports help managers to spot emerging trends at group and individual collector levels. The quality assurance tool enables users to find top performers and use their recordings for collector coaching and training. Supervisors can identify individuals in need of coaching, and know specifically what the individual collectors need to do to improve. Majuda’s *QualityTracker* agent evaluation module equips supervisors with the knowledge to help them better understand agent strengths and weaknesses, fostering better performance, measured in terms of increased customer commitments to repay and of debts collected, as well as improved agent self-empowerment and morale.

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