TruOps TRA Telemarketing Data Source

Master TCPA Compliance for Effective Outreach

Efficient and compliant telephone outreach is vital for businesses, but challenges arise from changing contact data, evolving regulations and potential fines. Without a reliable source of phone number information, companies risk inefficiency and violating the Telephone

Consumer Protection Act (TCPA). The TCPA sets strict rules to protect consumers, restricting practices like automated calls, unsolicited outreach before 8:00 am or after 9:00 pm, and calling mobile phones without consent. It also prohibits calling unallocated or unassigned numbers. Adhering to these guidelines ensures effective communication while avoiding regulatory penalties and safeguarding both businesses and consumers.

Achieve Efficiencies, Cost Savings and Compliance

TruOps® TRA Telemarketing Data Source (TDS) helps companies relying on outbound voice communications – such as call centers, financial services, telemarketers and debt collectors – enhance call campaign efficiency, cut costs and comply with the TCPA.

An essential tool for companies with call center operations or those needing to verify phone numbers, process customer contact information or suppress wireless or pager numbers from their databases, TDS provides an economical way to access authoritative data for area codes (NPA) and phone number exchanges (NXX).

By proactively verifying valid phone numbers and optimal contact times, TDS minimizes manual efforts, reduces dialing errors and avoids costly fines. For example, by keeping service types current, TDS provides the transparency company's need to enhance its return on investment (ROI) by eliminating ineffective outreach to pager numbers, unassigned or unallocated phone numbers. TDS' authoritative data includes state, time zone, area codes, line types (wireline, wireless, pager) and ported numbers, which enables companies to verify phone numbers within the North American Numbering Plan (NANP), covering the U.S., its territories, Canada and parts of the Caribbean. This data, when integrated in a call management platform, helps companies prevent possible fines for violating TCPA regulations on calling the wrong types of phone numbers or calling during prohibited hours.

Its intuitive web-based Graphical User Interface (GUI) enables seamless number data management, custom reporting and automated reports that can be extracted via API integration. Its ability to ensure comprehensive, cost-effective and efficient operations, makes TDS the premier trusted solution for call center needs.

TruOps TRA Telemarketing Data

Use Cases

Improve Efficiency and ROI

By ensuring calls are only made to valid, allowed phone numbers, companies can maximize their telemarketing efficiency, improve call campaigns' KPIs and reduce operational costs.

Have Confidence in the Data

Data from an authoritative source can be used to verify and enhance customer contact information, ensure compliance with regulations and improve the accuracy of targeted outreach campaigns.

Comply with Regulations

By identifying area codes, prefixes, thousand blocks, state, time zone, daylight savings and line type data, TDS helps companies reduce the risk of calling numbers during prohibited hours and comply with the TCPA.

Beneficiaries

- Call centers
- Financial nstitutions
- Market research firms
- Telemarketers
- Debt collectors

Wide Applicability

Any business or organization that requires accurate and up-to-date consumer contact information for outreach and outbound calling campaigns.

Be Empowered with Key Features

The feature-rich TDS:

- Identifies area codes, prefixes, thousand blocks, state, time zone, daylight savings, line type data and phone numbers that have been ported between wireless and wireline.

- Offers flexible data output files that can be integrated with other databases used in assigning calls.

- Is updated daily to ensure access to the most upto-date information, which drives operational efficiency.

- Streamlines viewing, processing and reporting of telephone number data via an intuitive web-based GUI.

- Delivers Custom Reports that allow for personalized data analysis that enable users to extract and analyze phone number data according to their needs.

- Leverages RESTful API capabilities to aid in automated reporting and file extraction. For example, users can automatically upload a call log through the API to have the system return their log with the line type of each phone number. Users can also automatically extract TDS data files to their systems through the API and run their own analytics locally.

Count on TruOps TRA Telemarketing Data Source (TDS) to confidently execute compliant, efficient and cost-effective call campaigns, while ensuring better results and peace of mind.

Find out how TNS can help you with a wide range of telecom solutions:

solutions@tnsi.com
tnsi.com

USA	+1 703 453 8300
Europe	+44 (0)114 292 0200
Asia Pacific	+61 2 9959 0800