



Pure CallerID Highlights re: FCC Proposed Rule Changes from 11/22/2023

- The FCC's proposal from November 22, 2023, could have a profound impact on businesses that rely on outbound calling, particularly those in the lead generation sector. These proposed rule changes are likely to significantly impact outbound calling businesses. They will introduce new compliance requirements, potentially slow down operations, increase costs, and require a strategic overhaul of sales processes. Businesses will have to adapt quickly to these changes to maintain their competitiveness and ensure compliance.
- The new regulations call for explicit consent for each company a lead is sold to, moving away from previous, more generalized consent practices. This means lead generators will have to implement new systems to obtain and document specific permissions, leading to increased administrative burdens and potentially slowing down the efficiency of lead generation. Higher operational costs could result, potentially increasing lead prices and affecting market dynamics.
- For lead buyers, the ruling introduces new compliance challenges, including the need to validate each lead's consent meticulously. They might have to shift more resources into advertising, which is costlier and offers no guaranteed returns, impacting their marketing budgets and ROI.
- Carriers are also facing challenges due to these regulatory changes. They are required to block calls from numbers flagged by the FCC and must implement the STIR/SHAKEN caller ID authentication framework to combat spoofing.
- This necessitates significant investment in new technologies and training, along with a need to balance rigorous enforcement with the protection of legitimate business communications.



- Carriers will have to work closely with their clients to ensure that legitimate business activities are not hindered by anti-fraud measures.
- CCaaS vendors must integrate compliant practices and technologies like STIR/SHAKEN in anticipation of these changes. They will need to focus on educating their clients about the new regulations and providing support to help them navigate these changes effectively.
- Additionally, they must provide strategic guidance on communication strategies that align with anticipated regulations and assist in revising scripts and workflows.
- The ruling also imposes uniformity and enforcement challenges across the telecommunications industry, with varying approaches by carriers and CCaaS vendors.
- This could lead to a lack of standardization and the need for collaborative efforts within the industry to create frameworks for compliance that are universally adopted. Such efforts could result in shared databases for consent verification and standardized protocols for data sharing and privacy.
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Most importantly, the impact on outbound operations will be severe:

- **Increased Training Requirements:** Operators will need to invest in extensive training for staff to understand and comply with the new regulations. This includes educating agents about obtaining explicit consent and documenting these permissions accurately.



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- **Upgraded Scripts and Processes:** Scripts and communication processes will need to be upgraded to ensure compliance. This might involve script revisions to include consent language and creating processes to verify consent in real-time.
- **Enhanced Quality Assurance:** There will be a greater need for robust quality assurance mechanisms to ensure that every call made or lead generated complies with the new rules. This could involve more frequent call audits and compliance checks.
- **Investment in Compliance Tooling:** Operators may need to invest in new tools for consent management and data verification to keep up with the documentation and verification demands of the new regulations.
- **Expanded Knowledge Bases:** Operators will need to expand their knowledge bases to include information on the new regulations and compliance strategies. This ensures that all team members have access to the necessary information to remain compliant.
- **Additional Managerial Oversight:** With the new rules, there will likely be a need for additional managerial oversight to monitor compliance, handle training, and oversee the implementation of new tools and processes.
- **Heightened Legal and Compliance Consultation:** Operators may find themselves consulting more frequently with legal and compliance experts to navigate the complexities of the new FCC rules and avoid potential penalties.

In essence, the proposed FCC rule changes will require operators to make substantial investments in training, technology, and compliance to ensure they can continue to operate effectively and legally in the new regulatory environment.