



3 Things to Know Before Sending an Automated Call or Text

When done responsibly, automated text or phone messages play an important role in customer experience strategy. But if you're not careful, a short message could turn into a long-lasting headache. Make sure to ask these three questions before pressing "send."



1 Are you contacting a cell phone or a landline?

This is good to know for several reasons. First, and perhaps most obvious, is that landlines can't receive text messages. If you try to text a landline, money spent is truly money wasted. Secondly, knowing the phone number type can help you determine what time of day you're most likely to get an answer. Call someone's home phone from 8 a.m. to 5 p.m., and chances are you'll be talking to the answering machine ... but at least you can leave a message.

2 Who is on the other end?

Even if someone opted in to receive your voice or text notifications, there's no guarantee that number is still safe to contact. Phone numbers don't stick with people for life, and if that number you're calling or texting has been reassigned, you could be on the hook for a substantial penalty courtesy of the Telephone Consumer Protection Act (TCPA). Maintain updated databases by confirming customers' opt-in preferences, and confirm their phone numbers during interactions with your contact center.

According to the FCC, about **35 million phone numbers** are disconnected each year. As many as **10,000** are reassigned every day.¹

3 Does this person want to be contacted?

You may be calling the intended person. And that person may have given consent to receive your messages. But that doesn't necessarily mean you should contact them. The TCPA requires companies to make it easy for customers to opt out of voice and text notifications. Companies must honor opt-out requests from any channel, including in-person requests to a company representative. Include an "unsubscribe" option when appropriate, and keep your communication channels connected so you can update customer preferences in real time.

The onus of both being compliant with regulations and creating exceptional customer experiences lies with each individual company. Make sure you have a communication partner who can help you navigate and effectively use every channel to cut costs and offer service your customers will remember.

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¹ Federal Communications Commission. "FCC Fact Sheet: Advanced Methods to Target and Eliminate Unlawful Robocalls." FCC, 22 June 2017. https://apps.fcc.gov/edocs_public/attachmatch/DOC-345473A1.pdf