

# CXone Mpower SmartReach Compliance and Controls



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Learn how SmartReach enables contact centers to easily and successfully balance outbound engagement success and efficiency with the need to operate in compliance with the many laws, rules and regulations that govern proactive outreach.

## THE LAY OF THE LAND

Voice continues to be one of the most effective engagement channels but digital channels have grown significantly over the last several years with many consumers showing a preference to using them. Increasingly, an abundance of complex regulatory standards, alongside changing consumer sentiment, have made proactive, outbound consumer outreach one of the most difficult operations to manage on both voice and digital channels. CXone SmartReach helps solve for this with some of the most comprehensive compliance controls available for outbound dialing that span the TCPA, CFPB, and other regulatory requirements.

SmartReach consists of four separate dialing solutions that span Manual, Preview-All, Human Call Initiator (HCI®), and fully Automated dialing. Each dialing system is available for contact centers to choose based on their business needs. HCI® is backed by a successful track record of numerous positive TCPA court rulings, and has a proven track record of keeping organizations within compliance for outbound engagement

## SMARTREACH OFFERS DEEP RISK-MITIGATION FOR OUTBOUND DIALING

The four separate outbound dialing systems that make up the SmartReach solution can be leveraged based on a contact center's specific business and

compliance needs. Each dialing solution is fully separated at both the hardware and software level. For outreach programs that include cell phones, which adds TCPA exposure, you can use Human Call Initiator (HCI®), which offers the right amount of manual human intervention to help mitigate the compliance risk.

Each of the dialing modalities can be applied to achieve the goals and strategies of an organization; including but not limited to, the following:

### Human Call Initiator - HCI®



A "clicker agent" clicks a button to launch a call. Use HCI® to improve productivity over manual dialing while keeping TCPA compliance in mind, including our optional HCI® Select feature that addresses state-level regulations.

**Recommended for:** Agents calling cell phones where express written consent may not be readily available and/or well documented while balancing risk mitigation.



### Manual and 10DMT

SmartReach manual dialing includes two dialing modes, Manual and 10 Digit Manual with Transfer (10DMT). Use the Manual Dialer to give agents maximum flexibility to easily launch outbound calls while keeping compliance in mind.

## KEY FEATURES

- Four separate outbound dialing systems
- Secure Payment Capture to automatically pause / resume calls where sensitive customer data is transferred, ensuring the highest levels of privacy.
- Built-in compliance controls & workflows
- Embedded Multichannel Consent Management
- Detect ZIP/Area code mismatch to support "safe dialing time zone" adherence
- Customizable and real-time voice and digital Do Not Contact (DNC) lists

## BENEFITS

- Reduce risk without compromising productivity
- Open new, easier to manage revenue opportunities
- Rely on innovative, yet battle-tested technology
- Use a single solution for compliant voice and digital outreach

**Recommended for:** Giving agents maximum flexibility in an account ownership model.



**Preview-All**

The agent is presented with a number and manually clicks a button to launch (or skip) a call to that number, and then handles the call.

Use Preview-All to provide agents relevant insights before the call and to empower performance during the call.

**Recommended for:** Agents that need time to prepare before speaking with high-touch, high value contacts.



**Automated**

Calls are launched automatically under a variety of dialing strategies, including Right Party Connect, Quick Connect, and Message Only.

Use the Automated System to leverage predictive dialing that maximizes agent performance and minimizes agent idle time.

**Recommended for:** Improving contact rates and reducing agent idle time.

**COMPREHENSIVE COMPLIANCE CONTROLS**

Managing complex and often fluid contact attempt requirements and preferences can be very challenging. SmartReach helps contact centers with comprehensive, automatic controls that can be customized by consumer account, phone, zip code, or campaign level. This approach lays the foundation for a continual risk mitigation model.

Key native Controls include:

- State Dialing Settings
- Time Zone Settings
- Maximum Dial Attempt Settings
- (Account & Phone)
- Do Not Call (DNC)
- Zip-Area Mismatch
- Cell Phone Scrubs
- PCI-DSS 3rd Party Payment Lines

**MANAGE COMPLIANCE**

SmartReach offers many other valuable features across both voice and digital channels that simplify compliance management, such as:

- Embedded multichannel consent management that natively captures and tracks consent across channels.
- Easily centralize and configure dynamic contact attempt controls across campaigns and channels (voice, email, SMS, WhatsApp) in Attempt Supervisor.
- Ensure optimum “safe dialing time zone” adherence by automatically checking for accounts with conflicting zip and area code.
- DNC controls enable customizable and real-time voice and digital Do Not Contact lists, including cell phone scrubs.
- Lastly, cell phone scrubs help ensure potential cell phone contacts are engaged with properly.


SmartReach has you covered with options that empower contact centers with the right tools and solutions to create the coveted balance between productivity, efficiency and compliance—for outbound voice and digital interactions.

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone Mpower, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

[www.nice.com](http://www.nice.com)

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