NiCE Outbound Engagement compliance and controls

Learn how Outbound Engagement 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. Outbound Engagement 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.

Outbound Engagement consists of four separate dialing solutions including 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.

Outbound Engagement offers deep risk-mitigation for outbound dialing

The four separate outbound dialing systems that make up the Outbound Engagement 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 systems 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

Outbound Engagement 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.

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

Benefits

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

Key features

- Four separate outbound dialing systems
- Secure Payment Capture to automatically pause / resume call & screen recording to omit sensitive customer data, 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

NiCE CXone

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. Outbound Engagement helps contact centers with comprehensive 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, SMS & email consent management
- Do Not Call (DNC)
- Zip-area mismatch
- Cell phone scrubs
- PCI-DSS compliant

Manage compliance

Outbound Engagement 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) in Attempt Supervisor.
- Ensure optimum "safe dialing time zone" adherence by checking for accounts with conflicting zip and area code.
- DNC controls enable customizable and real-time voice and digital Do Not Contact lists.

- Lastly, cell phone scrubs help ensure potential cell phone contacts are engaged with properly.

Outbound Engagement 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

NiCE CXone

About NiCE

NiCE is transforming the world with AI that puts people first. Our purpose-built AI-powered platforms automate engagements into proactive, safe, intelligent actions, empowering individuals and organizations to innovate and act, from interaction to resolution. Trusted by organizations throughout 150+ countries worldwide, NiCE's platforms are widely adopted across industries connecting people, systems, and workflows to work smarter at scale, elevating performance across the organization, delivering proven measurable outcomes.

www.nice.com

Contact us