

Unsolicited Commercial Communications

Consent-as-a-Service: A solution that enables the telco to manage Customer Consent for their Business Partners/Clients

Disparate Systems

Since multiple parties capture customer's profile, the system doesn't provide single view

01

Customer Focus

Organizations run marketing/promotions campaigns without considering customers' preferences

02

Low Traceability

Very low traceability of calls
Very low conviction rate leading to high number of spam calls

03

High TAT

High Turn Around Time for the Preference & Consent data availability to Telcos and Telemarketers

04

1. Preference Registration

2. Consent Management

3. Dynamic Preference Setting

4. Stakeholder Onboarding

5. Header Registration

6. Template Registration

7. Scrubbing Service

8. Message Delivery Function

9. Audit Log

10. Compliant Management

11. Reporting

12. Analytics

Proposed Solution

- Hybrid solution architecture (On-Chain and Off-Chain) due to the volume of the data. Data intensive functions like Scrubbing and Reporting offered as Off-chain
- Cloud and On-premise hosting agnostic solution using Hyperledger Fabric to meet enterprise's hosting, security and capex requirements
- Clear delegation of UCC functions among PE's, RTM's and Telco's and all activities tracked on Blockchain
- Integration with network elements of each of the Telcos

