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

Customer Focus
Organizations run marketing/promotions campaigns without considering customers’ preferences

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

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

Disparate Systems
Since multiple parties capture customer’s profile, the system doesn’t provide single view

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

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