

PossibleNOW + Drips Conversations as a Service

A total solution for safe
outreach and consent management



FCC Consent Revocation Rule Updates

Three major updates are coming April 11, 2025 that could
impact your customer experience.

UPDATE 1

Process Opt-Outs in No More than 10 Days

The FCC order places a deadline to process consent revocation across systems.

Solution 1

Manage Consent and Preference Data

Centralize all customer zero-party data, including consents and preferences, to enable up-to-date compliance data access across every customer touchpoint. PossibleNOW tools empower enterprises to process and implement opt-out requests well within the proposed 10-day deadline.



UPDATE 2

Accept Consent Revocation in Any Reasonable Manner

Consumers will be able to revoke consent in any way — not just robotic keywords like STOP or END.

Solution 2

Understand Conversational Opt-Outs and Close-Outs

Disqualified by Drips is a natural language understanding model that can recognize user intent and categorize inbound responses with detailed disposition information.



Opt-Outs



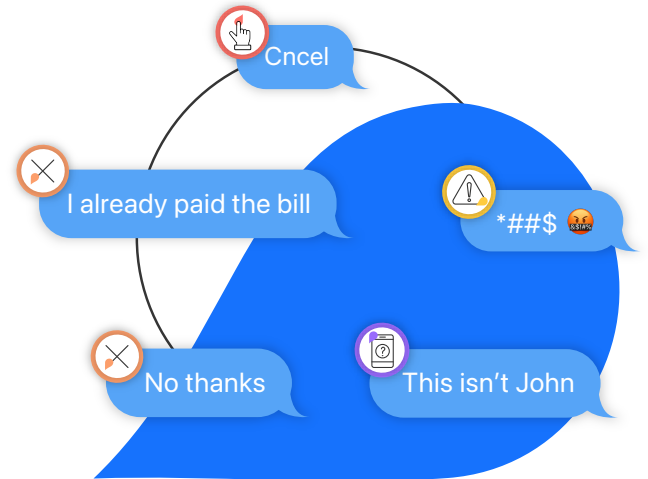
Close-Outs



Explicits



Questionable Validity



Even unpredictable and misspelled requests could be considered "reasonable."

UPDATE 3

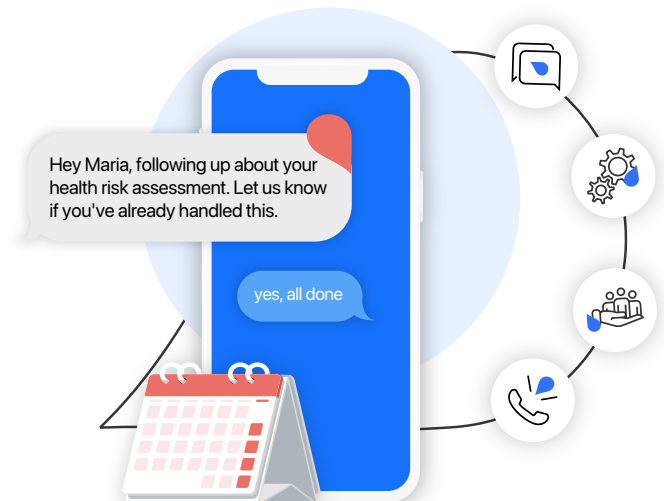
Confirm and Clarify Scope of Opt-Outs

A one-time message is permitted to confirm an opt-out and clarify the scope (global or partial).

Solution 3

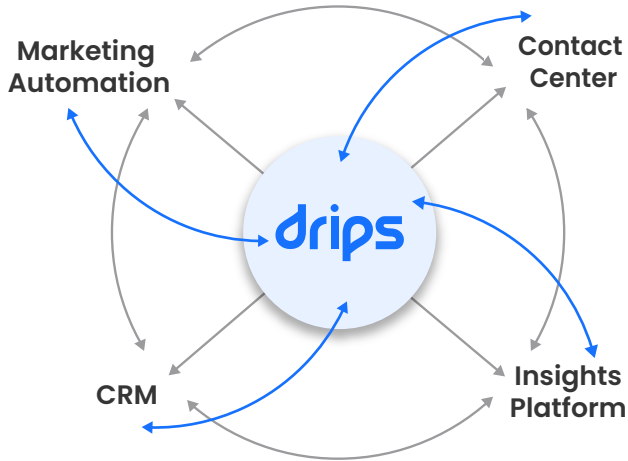
Offer Smarter Close-Outs

Drips SMS scripting packages help confirm opt-outs and retain partial consent. Plus, conversational close-outs can recognize when conversations are ending and close out before a global opt-out.

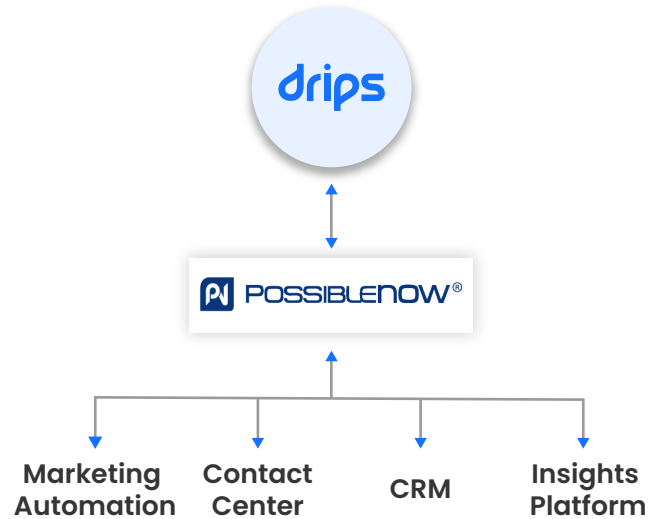


How Drips Works with PossibleNOW

Before Centralized Preference Management



Drips + PossibleNOW with Centralized Preference Management



End-to-End Compliance



"Drips gives our clients more detailed consent preference insights compared with global opt-outs that stop all outreach."

Scott Frey
CEO, PossibleNOW

Outreach That Keeps It Safe

PossibleNOW is the premier solution for consent and preference management. Drips goes even further to support compliance throughout two-way customer interactions at scale.

Get in touch to learn how Conversations as a Service helps major enterprises improve both performance and compliance.

Contact Drips