PossibleNOW + Drips

Conversations as a Service

A total solution for safe outreach and consent management

2024 FCC Consent Revocation Rule Updates

The February 2024 FCC Report and Order introduced three major updates 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.

POSSIBLENOW®
Consent, Preferences, Insights, Compliance
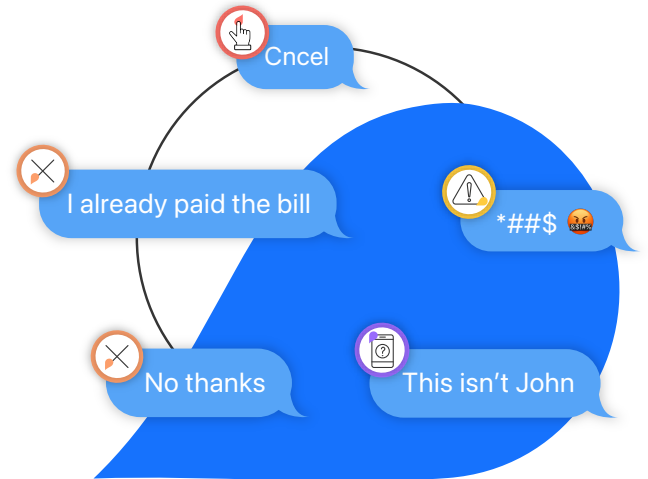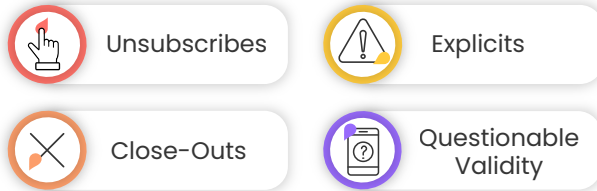
It's all about how you say it™

drips

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

Disqualified by Drips uses natural language understanding technology to recognize the millions of ways a user can ask to be removed from a campaign.

Drips reports back with tiered disposition data:

- Unsubscribes
- Explicits
- Close-Outs
- Questionable Validity

Cncel

I already paid the bill

*##$ 🤬

No thanks

This isn't John

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

Confirm and Clarify Scope of Opt-Outs

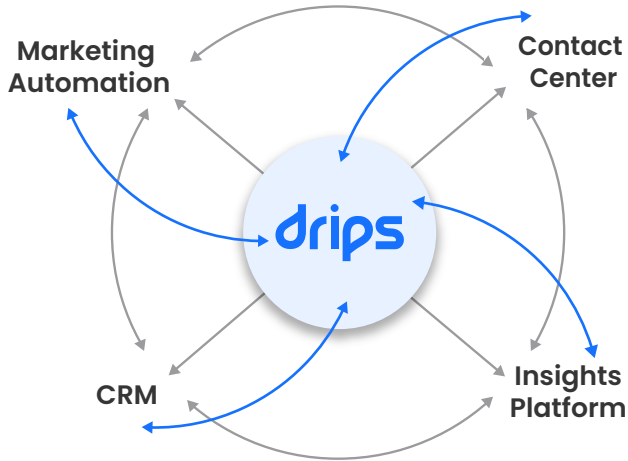A one-time message is permitted to confirm an opt-out and clarify the scope (global or partial).

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.
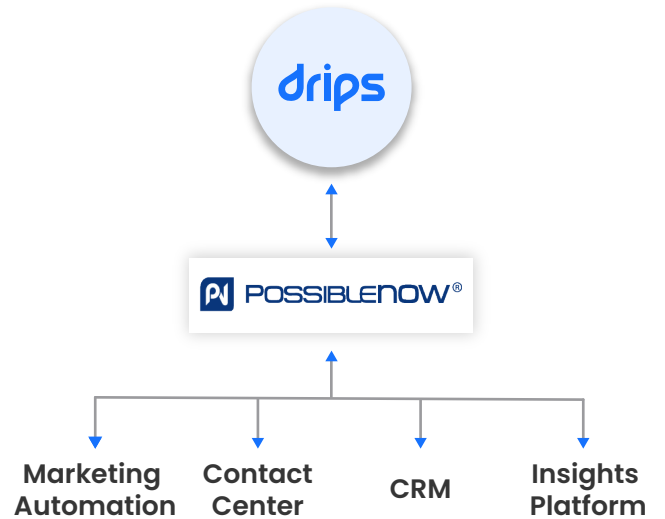
Hey Maria, following up about your health risk assessment. Let us know if you've already handled this.

yes, all done

How Drips Works with PossibleNOW

Before Centralized Preference Management

Drips + PossibleNOW with Centralized Preference Management

End-to-End Compliance

Contact Record → **Retrieve Consent Data** → **Drips Conversations as a Service**

Updated Live   Close-Out

"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