



6 Tips for Compliance-Friendly Texting

Breaking through the noise has never been more challenging as consumers are inundated with spam texts, emails, and robocalls.

In an environment of information overload, how can your organization ensure that its messages are being sent, received, and responded to with compliance principles in mind? Texting is now the preferred channel of communication for most consumers and is a proven approach for boosting key KPIs across the board. But how do you do outbound SMS engagement efficiently while also mitigating the regulatory risk that comes with it? See below for our top six best practices:



1. OBTAIN EXPRESS CONSENT

Many of the same protections that apply to voice calls also apply to texting. The TCPA mandates that businesses must either obtain consent from consumers prior to contacting their mobile devices or use human intervention to make contact—a compliance capability at the core of LiveVox’s Human Text Initiator (HTI®) solution. Consent must be clearly stated. For example, consent can be given by entering their phone number or texting you a keyword.



2. INVITE CONSUMERS TO TEXT YOU FIRST

Kill two birds with one stone by inviting consumers to text you first. This is a smart and effective way to memorialize consent and begin a conversation in one fell swoop.



3. INCLUDE OPT-OUTS

If consent plays the leading role in your regulatory compliance effort then opt-outs are the best supporting actor. Include opt-out instructions in every message, in bold text if possible (e.g., “Reply **STOP** to unsubscribe”).



4. INCLUDE A CALL TO ACTION

Every SMS should have a purpose. Let your customers know what they’re signing up for up front. What is the frequency with which you’ll be texting them? What is the purpose of the messages? This is also a critical component when tracking the impact of SMS on your overall engagement strategy.



5. ADDRESS INDUSTRY-SPECIFIC REGULATIONS

Some organizations doing outbound engagement must adhere to additional rules applicable to their industry. For example, under the CFPB’s Reg. F, text messages don’t count against the “7 in 7” limit for contacting consumers about a particular debt, so you can shift people to SMS if they’re on an ongoing payment plan or cadence.



6. MAKE PEOPLE AWARE OF CARRIER NOTICES

Not all cell phone plans are created equally. While unlimited texting plans are the most common, not everyone will have one. Let your customers know about carrier and data usage fees upfront to avoid any confusion or frustration later down the road.

When you know how to navigate compliance, texting is proven to reach customers, integrate with other channels as part of targeted campaigns, and sync 2-way interactions into a single service. With the opportunity for a 98% open rate and 90-second average response time, SMS messages are an ingenious way to boost engagement, increase contact rates, and more.