

Automate Do Not Call compliance for high volume contact centre environments.

Guardian service from Bell

With the Do Not Call Registry now in effect, businesses that rely on the telephone for outbound marketing must ensure they meet regulatory compliance requirements or risk exposure. In order to adapt to the new environment, reduce liability and protect their brand, many organizations are turning to industry partners such as Bell to implement centralized, proven Do Not Call solutions.

The solution

Guardian™, part of the Do Not Call service portfolio from Bell, is a highly flexible and scalable hosting solution that delivers real-time Do Not Call management, based on your specific contact centre requirements.

Features

Guardian service from Bell easily integrates with existing data process flow, to provide reliable batch Do Not Call List certification of files against Do Not Call regulations. Our services are supported by a team of dedicated Do Not Call professionals, who manage your administrative needs, from regulatory compliance to system administration and support.

Guardian features include:

- Secure, password-protected access to a hosted database
- Advanced network and data encryption
- Web-based user interface to manage Do Not Call data, network access and permission levels
- Complete Do Not Call List certification – national, internal and optional CMA and exemptions



- Automatic removal of Do Not Call numbers before routing to the dialing queue
- On-demand or pre-scheduled certification of lead lists
- Automatic download of your National Do Not Call subscription
- Three-year hosted record keeping with date/time stamp for certified and blocked numbers
- Audit trails for certification review
- Online user training materials

Add more power to your direct sales campaigns with complementary products that drive additional compliance and productivity.

Other Do Not Call service offerings from Bell include:

Call Advisor™ service - Provides real-time Do Not Call and call curfew blocking, delivered entirely through any telephone as you call. A number of call accounting and productivity management tools complement the service.

The Bell logo, consisting of the word "Bell" in a bold, blue, sans-serif font.

Call Search™ service - Provides a cost-effective solution for Do Not Call and call curfew blocking, delivered anywhere an Internet connection and computer are available. A number of reporting and productivity management tools complement the service.

Exemption Advisor™ service - Available as an optional feature to the above services. Exemption Advisor manages your company's permissible exemptions. Create a quantifiable competitive advantage by increasing your pool of prospects and sales opportunities.

Complementary services - Professional services including readiness assessments.

Benefits

- Avoid costly penalties
- Ensure customer contact practices are consistent with compliance policies

- Protect your customer and your brand integrity
- Improve internal communications and agent efficiency
- Reduce administration time and costs
- Lower infrastructure costs

Why Bell?

Bell is a Canadian leader in converging information, communication and technologies (ICT) strategies to help enterprises improve business performance, speed time-to-market, and realize peace of mind. The foundation of our world-class ICT infrastructure is a high-powered reliable network backed by a multi-disciplinary team of experts. Our highly-skilled professionals offer diverse expertise in business process assessment, as well as solution design and deployment across a wide range of industries. Bell solutions and services can be customized to meet industry-specific needs and the business demands of today and the future.

Guardian Service

Campaign Name	Contact Method	Defined By
Guardian Demo	Phone	Admin,Test
Kelly Test	Phone	Kosh,Kelly
Kelly Testing	Phone	Kosh,Kelly
Test	Phone	Kosh,Kelly
Test Campaign	Phone	Admin,Test
test wil	Phone	Gale,Joanne

The interface allows for straight forward verification of lead lists, and the loading of internal Do Not Call lists or exemptions with the assistance of a wizard. Activities can be scheduled or completed on demand. Compliance records are maintained for historical review.

For more information visit bell.ca/enterprise, or request to be contacted by a Bell representative at bell.ca/contact-enterprise.

