

Rapid Opt-In Capture & Confirmation

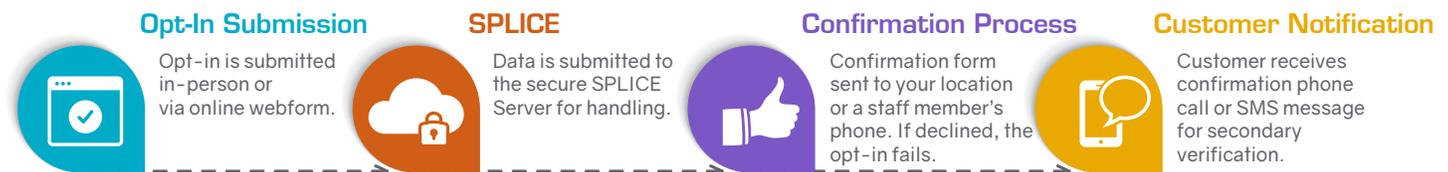
Are Your Express Consents ROCC-Solid?

Drive Traffic, Boost Engagement & Increase Sales

Express consent marks the start of the client-brand relationship. It is from this point forward that you can deliver personalized marketing via your clients' channels of choice. With legislation in place in many jurisdictions and a recent uptick in consent-related lawsuits, most organizations know they **need** to ask for consent from clients but don't know **how** to properly collect this consent. The key to legally defensible consent is secure capture and independent validation of the data.

The **Rapid Opt-In Capture & Confirmation (ROCC) Program** enables organizations to capture client contact data and permissions at any point along their journey—and increase client engagement and revenue along the way. The ROCC Program allows you to collect opt-ins in person, or via proprietary webform housed on your website or linked-to in email or promotional materials.

A Workflow to Meet Your Needs



Rest Assured with ROCC

The capture of client preference and consent data is invaluable for customer service, marketing initiatives, and other key communications. The ability to legally leverage this data is dependent on the certainty that this information has been knowingly provided by the client.

The ROCC program is designed to ensure ease of use and authentication of opt-ins through a double opt-in process. If a client declines to opt-in at any time during the process, the lead capture process fails and the data will not be recorded. Client data is then maintained within both the SPLICE Dialog Controller™ and your database, which makes it easy to leverage across SMS and voice dialogs for phone, Voice First devices, and your call center.

Why SPLICE?

SPLICE's award-winning, omnichannel solutions strengthen clients' relationship with your brand by delivering personalized communications at the most critical moments along their journey. The cloud-based Dialog Suite™ uses big data and AI to deliver Data-Driven Dialogs™ that can be leveraged across phone, SMS and AI-assistant devices—depending on the communication channel preferences designated by each client. It's all part of how SPLICE combines art & science to help you connect with your clients in new ways.

For more information on the ROCC Program and how to get started, please contact SPLICE at [855.777.5423](tel:855.777.5423) or splicesoftware.com/contact.

Combining Art & Science in Connecting You with Your Customer.