

# TelNet SMS

## Compliance and Regulatory Guide

## Overview

The current 10DLC regulations are incredibly complex and challenging for customers. We prioritize simplicity and customer experience above all else. That's why we've developed automated systems to streamline the brand registration process while ensuring compliance with all regulatory and legal requirements.

The industry has seen numerous rejections, with registration processes taking weeks or even months. After analyzing these rejections, we've implemented process automations and AI workflows to simplify the process. As a result, our registration success rate now exceeds 98%. Below, we outline some common rejection reasons and the steps we've taken to overcome them.

## What is 10DLC?

10DLC, or 10-digit long code, refers to a standard phone number format used for business messaging, particularly for Application-to-Person (A2P) messaging in the United States. Here's a detailed look into what 10DLC entails:

### Definition:

A 10DLC is essentially a regular phone number with a local area code, designed for businesses to send SMS and MMS messages to customers. Unlike short codes, which are five or six-digit numbers used for similar purposes, 10DLCs look like standard phone numbers.

### Purpose and Benefits

**Compliance and Spam Reduction:** The introduction of 10DLC was partly in response to combating spam and ensuring message deliverability. By registering these numbers, businesses ensure that their messages are less likely to be blocked or flagged as spam by carriers.

**Cost-Effectiveness:** Compared to short codes, 10DLCs can be more cost-effective, especially for businesses that don't require the high throughput or recognition of short codes but still need to send a significant volume of messages

**Scalability:** 10DLC supports a high volume of messages, making it scalable for businesses of various sizes. This scalability is crucial for campaigns that might need to send thousands of messages without the cost associated with short codes.

**Local Presence:** Using a 10DLC with a local area code can enhance local outreach, making businesses appear more familiar and trustworthy to local customers.

### **Registration Process:**

Businesses must register their 10DLC through The Campaign Registry (TCR), a process involving submitting details about the intended use of the number, the type of messages to be sent, and ensuring compliance with carrier guidelines. This registration is mandatory to avoid message blocking by carriers.

### **Why It Matters:**

For businesses, understanding and utilizing 10DLC can significantly impact message delivery rates, customer trust, and compliance with carrier regulations. It represents a shift towards more regulated, secure, and efficient business communication via SMS. In summary, 10DLC is a pivotal development in business messaging, offering a blend of cost-effectiveness, compliance, and scalability, making it an attractive option for businesses looking to leverage SMS marketing and communication effectively.

## **What are the current issues with 10DLC?**

- 10DLC brand and campaign registration is overly complicated, requiring users to understand the types of campaigns they are sending. The process is lengthy, with a minimum of 3-4 weeks required for company approval.
- Inconsistency between website, brand name, sample message, and use-cases. Customers often provide sample messages that are incorrectly written, leading to issues where content attributes don't align with other fields in the Campaign Registry. For instance, mismatches can occur with embedded phone numbers or links, or when the sample messages, campaign descriptions, or website/brand information are inconsistent with each other.
- 10DLC fees are overly complicated, with each carrier and various campaign types having their own unique fees and pricing structures.
- Campaigns that involve 49 or more phone numbers must undergo an extra process, incurring additional fees and requiring several layers of approval.
- The campaign vetting process mandates a proper Privacy Policy and opt-in form for approval. However, many customers lack the correct language or a suitable website.

## **How do we solve this?**

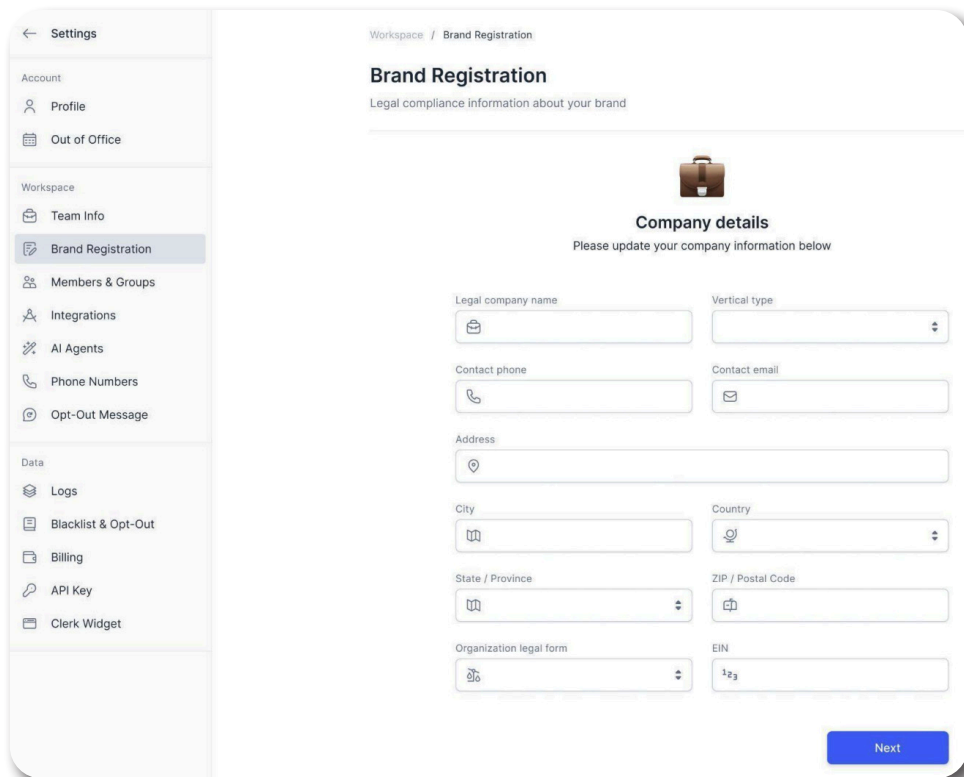
- Our platform seamlessly integrates with the core entities responsible for campaign registration, such as The Campaign Registry (TCR) and Net Number, by establishing direct API connections. This strategic integration allows us to bypass the common bottlenecks that many carriers, including Twilio and Bandwidth, often face, ensuring a smoother and more efficient registration process.
- We harness the power of AI to automatically generate accurate and compliant campaign information tailored to the specific details of each business (EIN + address verification and website data). This AI-driven approach not only automates the entire process but also ensures that all campaign details align with the strict guidelines and requirements set forth by TCR, thereby reducing the risk of errors and non-compliance.
- To simplify cost management for our clients, we absorb the 10DLC fees, eliminating the often confusing and variable costs associated with each number and brand registration type. This approach provides our clients with a clear and predictable pricing structure.

- Our system is designed to automatically select the most appropriate campaign type based on the nature of the business. This intelligent default setting ensures that each business is aligned with the optimal campaign type from the start, streamlining the registration process and improving overall efficiency.
- For brand registration, we automatically enroll brands in the standard vetting process, which is suitable for the vast majority (98%) of brands. For the remaining brands that require a higher level of scrutiny, our system seamlessly transitions them into the enhanced vetting process. This advanced vetting dives deeper into aspects such as the brand’s history, any legal issues, employee count, and other critical factors, ensuring a comprehensive evaluation that meets the highest standards.

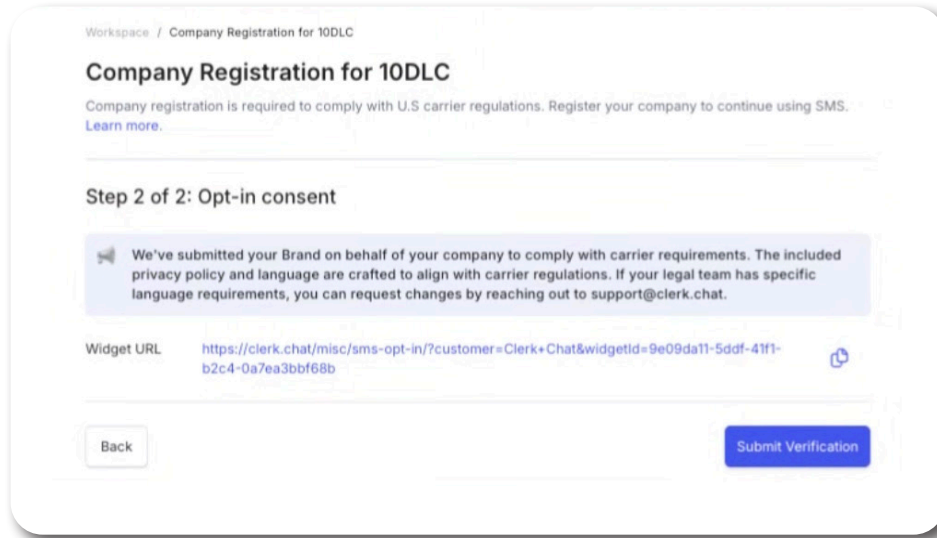
## Brand Registration Process

What is the process to get a brand and campaign registered with the application?

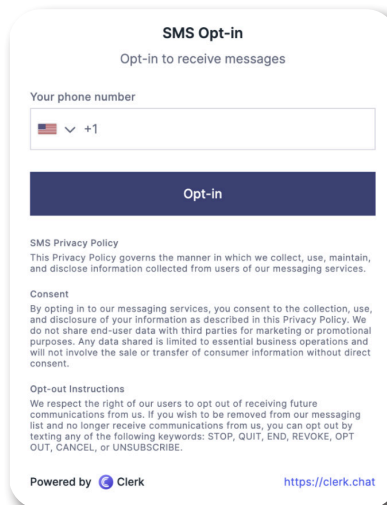
To register a company for 10DLC we require just the address and the EIN of the business.



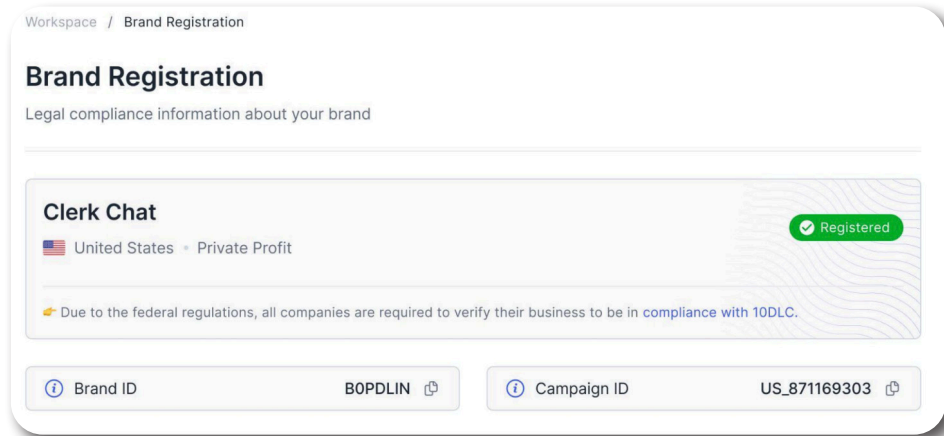
After your brand and campaign are registered, there will be a URL available for use on this screen. This URL can be used for Opting-in and out to SMS communications.



Below is an image of what appears on the URL once it is available. This can be forwarded to by a URL on your website or just sent adhoc as necessary.



Brand and campaigns are fully registered within 3-4 business days.



## Conclusion

The current 10DLC regulations are incredibly complex and challenging for customers. Choosing the correct partner for your SMS and messaging solution is more important than ever. This is what we do every day, and we constantly strive to provide simple, intuitive solutions to allow you to focus on what matters most in your business.