# Navigating the Evolving Landscape of Call Center Compliance: Key Updates as of February 16, 2025

## Overturning of the FCC's One-to-One Consent Rule

The Federal Communications Commission (FCC) initially enforced the one-to-one consent rule, which required businesses to obtain explicit, individual consent from consumers for each entity intending to make contact. However, this rule has since been overturned, allowing businesses to continue using broader consent agreements, provided they remain transparent and compliant with other applicable regulations such as the Telephone Consumer Protection Act (TCPA). Despite this reversal, call centers should still prioritize clear and well-documented consent practices to mitigate risks and maintain consumer trust.

## Enhanced Consumer Rights for Consent Revocation

Effective April 11, 2025, consumers have been granted expanded rights to revoke consent across multiple communication channels. Call centers are now required to honor opt-out requests within ten business days, irrespective of the medium through which the request was made. This underscores the importance for call centers to implement robust systems capable of tracking and processing consent revocations promptly to avoid potential penalties.

## Decline in Unwanted Telemarketing Complaints

The Federal Trade Commission (FTC) has reported a significant reduction in complaints regarding unwanted telemarketing calls, with a decline of over 50% since 2021. This positive trend is attributed to intensified governmental efforts targeting illegal telemarketing and phone scams. Despite this progress, there has been an 85% increase in reports related to debt reduction calls, indicating areas where call centers must exercise heightened vigilance.

## Enforcement Actions on AI-Generated Robocalls

In response to the misuse of artificial intelligence in generating deceptive robocalls, the FCC has taken decisive action. Notably, Lingo Telecom agreed to a $1 million settlement after transmitting a deepfake robocall mimicking President Joe Biden's voice. This incident highlights the necessity for call centers to implement stringent verification processes and ensure transparency when utilizing AI technologies in customer interactions.

## Settlements for Non-Compliance with Outage Notification Rules

Several major telecommunications companies have faced substantial penalties for failing to adhere to network and 911 outage notification regulations. For instance, Charter Communications agreed to pay a $15 million civil penalty following an FCC investigation into its compliance practices. This serves as a critical reminder for call centers to establish and maintain rigorous protocols for outage reporting to comply with federal requirements.

## How CallShaper Supports Compliance

Navigating the complex landscape of call center compliance can be challenging. CallShaper offers a cloud-based software solution designed to help call centers maintain compliance with evolving regulations. Key features include:
-Dynamic Scripting: Enables real-time updates to call scripts, ensuring agents have the most current and compliant information during customer interactions.
- Lead Management: Provides tools to manage and document consumer consents effectively, ensuring transparency and compliance.
- Real-Time Reporting: Offers immediate insights into call activities, facilitating prompt responses to opt-out requests and compliance monitoring.
- Quality Assurance: Includes built-in scorecards to monitor and enforce compliance standards across all agent interactions.

By integrating CallShaper into their operations, call centers can enhance their compliance posture and adapt swiftly to regulatory changes. To learn more about how CallShaper can support your compliance needs, visit our contact page: https://www.callshaper.com/contact/.

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