



## **NUCOMM INTERNATIONAL, A TRANSCOM COMPANY CASE STUDY**

### The Compliance Guide by Contact Center Compliance

NuComm International is a Canadian-based provider of customer relationship and call center services. We have many clients both inside and outside the United States who make use of our expertise to accept calls from, and make calls to, consumers located throughout the United States. As an international call center services provider, NuComm takes great pride in ensuring that our compliance with United States rules is not only equal to, but surpasses, the efforts made by our competitors. We are constantly seeking out the best information sources to give us the information we need to ensure that we do not inadvertently miss a compliance requirement.

The new compliance guide from Contact Center Compliance represents just such a service, and has provided NuComm with the ability to quickly, and easily, access all of the rules and regulations that we need in order to make day to day compliance decisions. State and federal telemarketing rules have never been put together in a manner that allows for quick access to underlying statutory information, marked out specifically so that it's easy to find, along with the ability to instantly generate individual reports based upon the type and scope of campaign we are undertaking. As an example, NuComm very often has programs where we make calls on behalf of a client into some, but not all, states – the compliance guide enables us to quickly put together the exact report that we need, a report that contains only the information that we are seeking for that campaign. In addition, the guide presents this information in a manner that is easy to understand (e.g., via issue specific comparison charts), and gives immediate access to the exact source for the rule(s) in question.

Other sources (online and otherwise) for this information do not provide the ability to generate such specific results, lack detail, lack the ease of navigation of the compliance guide, and fail to direct our attention to the exact language in the statute for our research. The new compliance guide has already proven itself to be indispensable to our compliance efforts, and is a great time-saver as well. The additional information in the guide (maps, white papers, links) are also extremely important to us, and having a forum where we can go to post questions that will be answered by other compliance professionals is an addition to our compliance efforts that, quite frankly, is long overdue in the industry.

The State Registration Exemption Guide has been an incredible timesaver for us, since it allows us to complete in just a few short minutes what normally took many hours. Not only that, but the service allows us to maintain records of all the campaigns where we made use of it – something that will allow us to easily respond to inquiries from states, if and when appropriate.

Melissa Sue Bradley  
Compliance Officer (BPrM – Compliance)  
NUCOMM INTERNATIONAL, A TRANSCOM COMPANY

### **About NuComm International, A TRANSCOM COMPANY**

Transcom North America / Asia (NuComm International) was founded as Canada's largest privately-held provider of customer relationship and contact center services. A leader in the North American contact center marketplace, it was named one of Canada's 50 Best Managed Companies™ for six years in a row, and was also a Gold Trophy recipient of The National Quality Institute's Canada Awards for Excellence (CAE). Since its business launch in 1996, they have grown to 6,000 employees in 16 contact centers across North America and Asia, and are now part of the leading global BPO provider Transcom with nearly 20,000 employees in 29 countries.

### **About Contact Center Compliance**

As the leader, for over 6 years, in providing online "Do Not Call" compliance solutions, Contact Center Compliance (DNC.com) offers software as a service (SAAS) solutions that seamlessly manage the entire "Do Not Call" compliance process for a call center. Contact Center Compliance offers products that reduce the complexity of US and Canadian telemarketing laws concerning Do Not Call, wireless, and exemptions - including Existing Business Relationships - with an award winning set of enterprise-level software solutions.

Contact Center Compliance customers include contact centers and marketers from around the world. The Contact Center Compliance network generates over one billion scrubs per month and has a perfect track record in compliance.