

SMSCountry Networks want to give you my response to the TRAI's consultation paper on UCC. Following is my response to why Do call registry will not work,

I believe that a Do Call registry is a non-starter.

In the absence of any set quantitative standards for success or failure, Do Call Registry too will fail. In fact, the fear is that there will be so many complaints that the system will collapse.

From the users point of view:

No customer will voluntarily sign into a Do Call Registry giving a carte blanche to all telemarketers. Any other form of registration will be too complicated. Customers will be deprived of sometimes vital information and legitimate opportunities. Again, registering Do Call with one operator will not exempt a non-registered user getting calls and smses from other operators through telemarketers

Finally, if the redressal process remains the same, given the increased volume of complaints, the system will collapse. From the perspective of registered and legitimate telemarketers: Most of them would go out of business. And the mobile marketing industry will remain stillborn. The unregistered and fly-by-night operators will have a field day since the entire subscriber base will not be available to them.

Overall then, replacing the Do Not Call Registry with a Do Call one will not address the fundamental problems of unsolicited calls and smses. Unless, of course, the problems that plague the Do Not Call Registry [which are also going to plague the Do Call Registry] are addressed first.

This is where I suggest that give NDNC a chance, spruce up the process and plug the lacunae. A system that cannot make a NDNC work will also not be able to work a Do Call Registry.

I do suggest the you should Continue with Do Not Call Registry regime and for NDNC to work the following should be done.

* Create metrics for measurement of abuse/complaints etc. to monitor and control. This will allow for creation of suitable incentives and penalties for a better enforcement of the DNC registry within the eco-system. Also this will provide a suitable system to demonstrate the effectiveness of the system as it matures.

* Split Voice & SMS DNC registrations (people have different views on receiving a voice call and a SMS).

* Consumer registration/de-registration on DNC for VOICE (without the consumer operator involvement) - instant registration/de-registration via a single email/shortcode/ voicecall.

* Consumer registration/deregistration on DNC for SMS (without the consumer operator involvement) - instant registration/de-registration via a singleemail/ shortcode/ voicecall.

* Improve technology to allow for online – real-time scrubbing.

- Advertise the DNC service better – use the operator reach to educate subscribers (consumers)

* Improve complaint redressal system

* Increase Telemarketer registration (maybe even make registration mandatory before allowing Telemarketing activity)

* Allow promotional content where explicit opt-in available (companies like mginger, netcore, webaroo, google sms channels,loyalty programmes etc.)

* Make it clear that Opt-in overrides DNC registration (as that expresses consumer wish to receive specific communication)

* Solve the problem of genuine transactional messages getting dropped owing to DNC scrubbing

- Take cognisance of the fact that telemarketers who buy/use telecom resources from the Network Operators further resell to a next layer of players(telemarketers).

* Enforce the DNC compliance better

* Increase the penalty for Telemarketers for each illegal breach

* Penalise brand/corporates who use rogue and unregistered telemarketing companies for promoting their goods and services.

The tragedy of NDNC is simply that enough efforts and time have not been given to it to become a success. The irony of the situation is that Do Not Call and Do Call are two side of the same coin. If one side does not work the other side will be invalid too. The respite of the situation is, therefore, in the fact that if there is a working Do Not Call Registry, there is no need for a Do Call Registry.