

## Frequently Asked Questions

### Enterprise

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### Telemarketer (TM)

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- 2. Principle Entity Registration
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## 1. Definitions & Abbreviations

- **“Access Providers”** – Includes the Basic Telephone Service Provider, Cellular Mobile Telephone Service Provider, Unified Access Service Provider, Universal Access Service Provider and Virtual Network Operator (VNO) as defined in the respective licenses issued by Department of Telecommunications (DoT).
- **“Auto Dialer Call”** - means a call which is initiated automatically by an equipment, in accordance to a stored and/ or programmable instruction(s), to a telephone number(s), already stored or a list auto generated by the software, and once the call has been answered, equipment either plays a recorded message; or connects the call to a live person.
- **“Commercial Communication”**- means any voice call using telecommunication services, where the primary purpose is to inform about or advertise or solicit business for (A) goods or services; or (B) a supplier or prospective supplier of offered goods or services; or (C) a business or investment opportunity; or (D) a provider or prospective provider of such an opportunity.
- **“Consent”** means any voluntary permission given by the customer to sender to receive commercial communication related to specific purpose, product, or service. Consent may be explicit or inferred as defined in these regulations.
- **“Content Template”** a template of content registered by any sender with the access provider for making promotional calls for the purpose of commercial communication.
- **“Content Template Registrar”** is an authorized entity under the relevant regulations responsible for maintaining the Content template register and Content template registration facility.
- **“Customer”** means subscriber.
- **“Distributed Ledger Technologies (DLT)”** means a set of technological solutions that enables a single, sequenced, standardized and cryptographically-secured record of activities to be safely distributed to, and acted upon, by a network of varied participants and their database can be spread across multiple sites or institutions; records are stored one after the other in a continuous ledger and can only be added when the participants reach a consensus.
- **“Fully blocked”** means stoppage of all types of commercial communication.
- **“Header”** means a numeric string of 10 numbers assigned to a business or legal entity under these regulations to make commercial communications.
- **“Originating Access Provider” (OAP)** means the Access Provider who has provided the telecom resources to a sender.

- **“PAN”** - Permanent Account Number (PAN) is a ten-digit alphanumeric number issued by the Income Tax Department to a person.
- **“Preference of Category of Commercial Communication”** means preference exercised by the customer to permit only a selected category of commercial communications out of available choices prescribed by relevant regulations.
- **“Promotional voice call”** means commercial communication voice call for which the Sender has not taken any explicit consent from the Recipient to make such voice calls to him.
- **“Registered Telemarketer (RTM)”** means any telemarketer who is registered with the access provider(s) in accordance with the procedure and conditions specified in these regulations.
- **“Regulations”** means the Telecom Commercial Communications Customer Preference Regulations, 2018, unless otherwise indicated.
- **“Relationship”** means a prior or existing relationship
  - For business or commercial reasons, between a person or entity and a subscriber with or without an exchange of consideration,
  - On basis of the purchase or transaction made by or done by the recipient with the sender within the twelve months immediately preceding the date of the communication; or
  - On basis of inquiry or application regarding products or services made by or submitted by recipient to sender within the three months immediately preceding the date of the receiving of communication, which relationship has not been previously terminated by either party
  - For social reasons, between a person or entity and a subscriber with or without an exchange of consideration, by voluntary two-way communication, initiated from both sides at different points in time
- **“Robo Calls”** means any call made to any customer using an artificial or prerecorded voice to interactively deliver a voice message without the involvement of human being on calling side for participating in the dialogue.
- **“Scrubbing”** means process of comparing target list of telephone number(s) provided by the Sender, to whom it wishes to send commercial communication with the list of telephone number(s) in DL-Preference and DL-Consent to check whether commercial communication(s) can be sent to the Recipient as per his registered preference(s) or as per consent.
- **“Sender”**, in relation to a commercial communication, means
  - The person or entity who owns the telephone number or the header(s) that were used
  - A person or entity that publicly asserts or uses a Calling Line Identity (CLI) or the phone number(s) referred to in the communication, except where such assertion is fraudulent
  - The person who made a voice call or the voice call to be made
  - The person or legal entity dealing with goods, or services, or land or property, or a business or investment opportunity that is offered or promoted; except where such

entity maintains a distinct legal identity for the division or line of business dealing with offered goods, services or opportunity, in which case such division or line of business;

- **Service Call**” means voice call made to recipient either with his consent or using a template registered for the purpose, the primary purpose of which is
  - to facilitate, complete, or confirm a commercial transaction that the recipient has previously consented to enter with the sender; or
  - to provide warranty information, product recall information, safety or security information with respect to a commercial product or service used or purchased by the recipient
  - to provide— (A) notification concerning a change in the terms or features of; or (B) notification of a change in the recipient’s standing or status with respect to; or (C) at regular periodic intervals, account balance information or other type of account statement with respect to, a subscription, membership, account, loan, or comparable ongoing; or (D) commercial relationship involving the ongoing purchase or use by the recipient of products or services offered by the sender; or (E) information directly related to an employment relationship or related benefit plan in which the Recipient is currently involved, participating, or enrolled; or (F) information relating to delivery of goods or services, including product updates or upgrades, that the recipient is entitled to receive under the terms of a transaction that the recipient has previously consented to enter into with the sender;
- **“Silent Call”** means any unsolicited call made by a person or an entity to a customer for a very short duration in which either called party has not yet been alerted by his or her device, or it is very unlikely to be answered, wherein the intention of caller is to get call back from called party and then enter into commercial communication.
- **“Subscriber”** means a person or legal entity who subscribes to a telecom service provided by an Access Provider.
- **“TAN”** stands for Tax Deduction and Collection Account Number. It is a unique 10 digit alpha numeric number allotted by the Income Tax Department (ITD) of India. TAN number to be obtained by all persons who are responsible for deducting or collecting the tax.
- **“Telecom resources”** means any resource used to make voice call.
- **“Telemarketer (TM)”** means a person or legal entity engaged in the activity of transmission or delivery of commercial communication or scrubbing or aggregation.
- **“Telephone number”** means a number which may or may not have been assigned to the subscriber of a Public Switched Telecom Network (PSTN) or a wireless access network or a mobile network from a numbering series already assigned to a telecom service providers.
- **“Transactional Voice Call”** means a voice call which is not promotional in nature and is for the purpose of alerts to its own customers or account holders and information to be communicated by the voice call is time critical in the nature.

- **“Unsolicited commercial communication or UCC”** means any commercial communication that is neither as per the consent nor as per registered preference(s) of recipient, but shall not include:
  - Any transactional voice call
  - Any service voice call
  - Any voice calls transmitted on the directions of the Central Government or the State Government or bodies established under the Constitution, when such communication is in Public Interest
  - Any voice calls transmitted by or on the direction of the Authority or by an agency expressly authorized for the purpose by the Authority.

## 3.2. Preference

### a. How can a customer register/modify the preference?

- UCC portal login link will be available on Reliance XpressCare Portal.
- Customer can login into the UCC portal using Xpresscare credentials.
  - a. Username
  - b. Password
  - c. CAN ( Customer Account Number)
- On successful login, customer will get the display page where he can select either DN or Pilot Number.
- Customer email id shall be auto populated. If email id is returned as blank, customer will not be able to register preference and should contact Reliance for updating email information.-
- Preference page shall be displayed after submitting the DN or pilot number.
- If any preference already existing, then same preference will be displayed which customer can modify.
- Customer need to choose from given preference options.
- Preference saved for Pilot number will be automatically applied to all DN numbers against this pilot number.

### b. Does customer get any notification post preference registration / modification?

- After submitting the preference, customer will receive email confirmation from "[RCOM.UCC@relianceada.com](mailto:RCOM.UCC@relianceada.com)" on registered email id.
- Customer can also send an email to "[Enterprise.NDNC@relianceada.com](mailto:Enterprise.NDNC@relianceada.com)" to set the preference.
- In case customer email id not updated or want to modify the email id, customer need to reach to respective CSM. CSM will send request to xpresscare team for email updation.
- In case xpresscare credentials not available, then customer need to get in touch with respective CSM.
- CSM will initiate a mail to Xpresscare team (Rcom Xpresscare/RCOM/RelianceADA) for customer xpresscare credentials.

### c. What are the different categories available for preference registration/modification?

Variable categories for preference modification are as follows:

- i. Content category:
  - a. Banking/Insurance/Financial products/ credit cards,
  - b. Real Estate
  - c. Education
  - d. Health
  - e. Consumer goods and automobiles
  - f. Communication/Broadcasting/ Entertainment/ IT



- g. Tourism and Leisure
- h. Food and Beverages
- ii. Mode of commercial communication:
  - a. Voice call
  - b. Auto dialer call (with pre-recorded announcement)
- iii. Time band:
  - a. 00:00 hrs. to 06:00 hrs.
  - b. 06:00 hrs. to 08:00 hrs.
  - c. 08:00 hrs. to 10:00 hrs.
  - d. 10:00 hrs. to 12:00 hrs.
  - e. 12:00 hrs. to 14:00 hrs.
  - f. 14:00 hrs. to 16:00 hrs.
  - g. 16:00 hrs. to 18:00 hrs.
  - h. 18:00 hrs. to 21:00 hrs.
  - i. 21:00 hrs. to 24:00 hrs.
- iv. Day-type:
  - a. Monday
  - b. Tuesday
  - c. Wednesday
  - d. Thursday
  - e. Friday
  - f. Saturday
  - g. Sunday
  - h. Public holiday and National holiday

#### d. What is Fully Block and Promo/partial Block preference scenario?

FULLY BLOCK option shall block customer from receiving all possible commercial communication.

BLOCK PROMO option shall block only promotional types of commercial communications for all categories of content, mode, time band and day types except service and transaction type of commercial communications.

## 4.3. Complaint

#### a. What is process of complaint registration?

- RCOM customer will login to UCC portal using XpressCare credentials.
- If customer is not having the login credentials then customer need to contact respective CSM.
- Customer will enter mandatory details for complaint like:
  - Complainant Number ( Number on which UCC call received)
  - Date/ Time of UCC received.
  - Telemarketer Number.

- UCC Type like Voice Call, Robo calls, Auto Dialler call.
- Category of UCC
  - 0- Other
  - 1- Banking/Insurance /Financial products/ credit cards.
  - 2- Real Estate
  - 3- Education
  - 4- Health
  - 5- Consumer Goods & Automobiles
  - 6- Communication/Broadcasting/ Entertainment/IT
  - 7- Tourism and Leisure
  - 8- Food & Beverages
- Brief description of complaint.
- Customer will click submit to generate a complaint with Complaint Reference Number.
- On successful complaint generation , customer will also receive confirmation in registered email ID from RCOM.UCC@relianceada.com as acknowledgement.

## b. What is the other mode of complaint registration?

- Customer can send an email to [Enterprise.NDNC@relianceada.com](mailto:Enterprise.NDNC@relianceada.com) to register the complaint.
- If Customer Care registers the complaint, they will enter mandatory details:-
  - Complainant Number ( Number on which UCC call received)
  - Date/ Time of UCC received.
  - Telemarketer Number.
  - UCC Type like Voice Call, Robo calls, Auto Dialler call.
  - Category of UCC
    - 0- Other
    - 1- Banking/Insurance /Financial products/ credit cards.
    - 2- Real Estate
    - 3- Education
    - 4- Health
    - 5- Consumer Goods & Automobiles
    - 6- Communication/Broadcasting/ Entertainment/IT
    - 7- Tourism and Leisure
    - 8- Food & Beverages
  - Brief description of complaint.
  - Complaint source – Email, Web
  - Complaint Registered in UCC portal and unique complaint number will be generated for reference.

## 5.4. Telemarketer (TM)

### a. Who is a registered telemarketer?

A registered telemarketer (RTM) refers to any telemarketer who is registered with any one Telecom Operator/Access provider(s)/ DLT platforms in accordance with the requisite procedures stated in the regulation.

### b. What are the functions of a Telemarketer?

To facilitate commercial communication, a registered telemarketer (RTM) is eligible to perform following functions:

- Register on DLT platform as Telemarketer for making commercial communication.
- Providing resources to Principal entities.
- Initiate scrubbing of commercial communication by providing relevant details.

### c. How to register as Telemarketer on DLT platform?

- TM to enter following details on registration page:
  - Authorized person First Name & Last Name
  - Valid Email Id
  - Contact Number
  - CAN (Customer Account Number)
  - TM License Number. (optional)
  - Billing Address of entity (Should be of India only)
  - Upload TM License document. (File size -5MB, File format - PDF) (optional)
- Post uploading the documents, request will be submitted to registrar.

### d. What happen if registrar reject the TM request?

- In case the TM request gets rejected due to deficiency in documents, TM can reinitiate the request after correction of details.
- Post TM activation, each TM can login to the portal and carry out its functions as per business requirement.

### e. Does telemarketer get notification post registration?

- After submitting the request an email communication will go to customer email id with copy to RCOM Entity Registrar with URN (Unique Reference Number).
- Entity Registrar would approve or reject the request post verification of details and documents. An email communication will go to customer with status of request after registrar action.
- If approver accept the request, an email communication will go to customer with URN (Unique Reference Number) and login password.

f. What are the DLT charges of TM registration?

Registration charge for TM is INR 5,000/- + GST

g. Is there any security deposit required to be paid by TM?

Yes, Security deposit (refundable) of INR 50,000/- to be paid by Telemarketer (Delivery) to the operator at the time of resource allocation.

h. What is the validity of Telemarketer registration certificate?

The validity of a Telemarketer (TM) registration is 5 Year.

i. Does an existing Telemarketer who was registered by TRAI or the operator and have valid Telemarketer ID/certificate need to do DLT registration?

Yes, all Telemarketers need to register with Originating Access Provider's DLT platform to be able to deliver commercial communication.

j. Can a telemarketer continue to deliver commercial communication without registering itself on DLT?

No, as per the regulation, it is mandatory for a Telemarketer to register on DLT platform for the purpose of facilitating commercial communication.

k. Is the DLT Telemarketer ID unique across all the operators?

Yes, registered telemarketer (RTM) ID is unique across all access providers/ DLT platforms.

l. Does a Telemarketer have to register with all operators?

Yes, a telemarketer needs to complete the KYC process with all operators, however the Telemarketer ID would be unique across all DLT platforms with all operators.

## 6.5. Principal Entity (PE)

a. Principal Entity

An organization who wants to communicate with customers through voice, using Reliance network, with respect to the goods/ services dealt by them.

b. How to register as Principal Entity on DLT platform:

i. Visit RCOM DLT platform and select to sign up as a Principal Entity

- ii. Enter email Id
- iii. Authorized person First Name & Last Name
- iv. Contact Number
- v. Billing Address of the entity
- vi. Select proof of identity (PAN/ TAN) and upload document. (File format – PDF, File size 5MB)
- vii. Select Proof of address (GST certificate/ Certificate of Incorporation) and upload document. (File format – PDF, File size 5MB)
- viii. Post uploading the documents, entity request will be submitted to registrar.

c. What happen if registrar reject the entity request?

- iii. In case the Entity request gets rejected due to deficiency in documents, Principal Entity can reinitiate the request after correction of details.
- iv. Post Principal Entity activation, each Principal Entity can login to the portal and carry out its functions as per business requirement.

d. Does Principle Entity get notification post registration?

- After submitting the request an email communication will go to customer email id with copy to RCOM Entity Registrar with URN (Unique Reference Number).
- Entity Registrar would approve or reject the request post verification of details and documents. An email communication will go to customer with status of request after registrar action.
- If approver accept the request, an email communication will go to customer with URN (Unique Reference Number) and login password.

e. What is the validity of Principal Entity registration certificate?

The validity of a Principal Entity (PE) registration is 5 Year.

f. Can a registered Principal Entity deliver voice communication to customers?

As per the regulation, all Principal Entities and Telemarketers need to register on the DLT platform to facilitate commercial communication. A Principal Entity willing to perform the telemarketer function needs to register as a telemarketer separately.

g. Can a registered Principal Entity assign more than one Telemarketer for delivery function?

Yes, a Principal Entity can assign multiple telemarketers to manage their accounts for delivering of commercial communication to their customers.

## 7.6. Header

### a. What is Voice Header?

Voice Header is a unique 10-digit telephone number provided by a service provider and used by an entity for making voice calls meant for commercial communication.

### b. What is the number series allowed to make voice commercial communication?

As per the regulation, number series for making promotional calls are "140xx-xxxxx".

### c. Can one header will be transferred from one entity to another?

Yes. Headers are transferrable. Telemarketers must delete a registered header allocated to one entity and assign to another entity.

### d. What is the process of header registration?

- Telemarketers, who are registered with RCOM can request for Header Registration.

- TM will login using user credentials and go to Header menu.

- On successful login below fields will be auto populated: -

- Entity / TM ID
- Entity / TM Name
- Industry Categories
- Contact Number
- Customer Email ID

- TM selects Header Type from below options:

- Promotional
- Transactional
- Service Explicit
- Service Implicit

- TM selects Header Category from below options: -

- 0- Others
- 1- Banking/ Insurance/ Financial/ Products/ Credit cards
- 2- Real Estate
- 3- Education
- 4- Health
- 5- Consumer Goods & Automobiles
- 6- Communication/ Broadcasting/ Entertainment/ IT
- 7- Tourism & Leisure
- 8- Food & Beverages

- Telemarketer is supposed to enter only those Headers, which was allocated to him.

- 'Header Category' is mandatory for "Promotional" Header Type.

- TM selects Communication Mode from below options:

- 11- Voice Call
- 13- Auto Dialer Call (Pre-Recorded Announcement)

- 14- Auto Dialer Call (Connectivity to Live Agent)
- 15- Robo-Calls

- PE ID will be mentioned and telemarketers will submit the request.

e. Does telemarketer get any notification post header registration?

- Once request submitted, URN (Unique Reference Number) will be generated and email communication sent to registered email ID.

- Header validity is same as PE validity. If PE becomes inactive all Headers owned will be inactive.

- Once PE/ RTM validity renewed, all associated Headers become Active.

f. What are the types of headers which the Principal Entity can request for?

Principal Entity can request for headers for Promotional Communication.

g. What is the validity of Header?

Header is applicable till lifetime of the PE.

h. Is there any limit on header count per Entity?

As per regulation there is no limit on the number of headers registered by a principal entity.

## 8.7. Content Template

a. How to register content templates in DLT?

- Principal Entity (PE) to login to UCC portal using user credentials.
- After login, PE must go to Content Template page.
- Select Communication Type from below options:
  - a. P- Promotional
  - b. T- Transactional
  - c. SE- Service Explicit
  - d. SI- Service Implicit
- Select category from below options:
  - a. Banking/ Insurance/ Financial Products/ Credit Cards
  - b. Real Estate
  - c. Education
  - d. Health
  - e. Consumer Goods & Automobiles
  - f. Communication/ Broadcasting/ Entertainment/ IT
  - g. Tourism & Leisure
  - h. Food & Beverages
  - i. None of the Above
- Select content type from below options.
  - Text – If content is in English
  - Unicode- If content is Non-English

- Mention the Header. PE can enter multiple Headers, but a Header is to be assigned to only one PE and not multiple PE.
- Consent Template ID is mandatory only for Promotional / Service Explicit. This ID should be Active and registered with RCOM by same PE.
- Template content & Template Name to be entered, template Name to be unique across PE in RCOM DLT node.
- Post entering the template details PE will submit the request for content template registration.

## b. Does principal entity get any notification post content template registration?

- After submitting the request unique reference number (URN) is generated and email communication goes to customer email id with copy to Template Registrar.
- PE can view all the requests under Summary page
- On successful registration, the content template registrar will approve/reject.
- The registrar function will communicate successful renewal or any discrepancy in case of incorrect details with the applicant on the registered e-mail.

## c. What Principal Entity needs to do if fixed part of the content to be changed?

Once the template is registered, only the variable part of template can be changed, however, a Principal Entity can register multiple templates as per business requirements.

## d. Is there any limit on content template count per Entity?

As per regulation there is no limit on the number of content templates registered by a principal entity.

## 9.8. Consent

### a. What is consent?

Consent is a voluntary permission given by subscribers to an entity/ enterprise to receive commercial communication related to specific purpose, product or service. Consent is given only for Promotional and Service Explicit calls. Consent is not required for Transactional and Service Implicit calls.



- b. Will Consent given by recipient to a Principal Entity will override the preference?

Yes, consent given to principal Entity will override preference set by subscriber for service and promotional communication.

- c. What is the validity of consent?

The validity of new consent acquisition will be 2years.

## 10.9. Scrubbing & Delivery

- a. Who will perform Scrubbing and delivery?

A Telemarketer will initiate request for scrubbing on DLT module and only Telemarketer can deliver the communication.

- b. How will voice Scrubbing take place?

- Registered Telemarketer (RTM) will have the list of Customer DN (Directory number) to which outcalling has to be done.
- RTM will login into RCOM UCC Portal for uploading customer data for scrubbing. Only Customer DN to be entered in upload file.
- Once file uploaded, data will flow to Portal which will do the scrubbing.
- Scrubbing first done against consent data.
- If consent available for PE and customer DN, promo communication will be allowed.
- If consent not available, then preference for customer DN to be checked.
- If preference not available, all promo communication will be allowed.
- If preference available, then promo communication will be allowed as per the preference.
- After scrubbing completed, Portal will generate virtual IDs (10 digit numeric) against the customer DN to which call can be made.
- RTM can download the scrubbed data from the portal.
- RTM will dial virtual IDs (10 digit numeric) for making commercial communication, which will be valid for 24 hrs.

For any Issues or Queries , please find Escalation matrix:

Level	Email
1	Enterprise.ndnc@relianceada.com
2	Divya.b.date@relianceada.com
3	Inderpal.Baseer@relianceada.com