

Telecommunications Leader Channels Compliance Excellence

Industry

Telecommunications

Employees

10,000+

Solution

Gryphon Compliance

Use Cases

Compliance risk mitigation

Sales and marketing optimization

Maximized reach for sales and marketing

Channels

Telephone

Text/SMS

Email

Business Process

2,600 locations across U.S.

10,000 agents

Outbound multi-channel sales campaigns to prospects and customers



Background

In the face of operational challenges, a leading telecommunications provider has undergone transformative changes to remain competitive. This included the acquisition of a prepaid wireless company, which positioned them to transition into a mobile operator. The company is now focused on establishing itself as a major mobile carrier in an extremely competitive U.S. market.



Challenge

As the telecommunications giant attempts to elevate its status as a major wireless carrier, it must expand its operations beyond the prepaid space. Transitioning to a postpaid model presents several challenges, including:

- Engaging in more intensive subscriber acquisition efforts
- Increasing customer upsell and retention initiatives
- Expanding sales efforts beyond its retail stores to reach subscribers across multiple channels
- Developing new marketing campaigns tailored to a highly competitive postpaid market

Contact compliance is also a critical priority for the company. A prior TCPA class action lawsuit that led to a multi-million-dollar settlement prompted them to take a very conservative approach to outreach, including eliminating the bulk of their third-party contact centers. While they recognize their long-term success relies on maximizing outreach, their years-long legal battle left them extremely cautious.



Solution

Gryphon Compliance offered the ideal solution for overcoming all the company's challenges:

- Real-time contact compliance that pre-emptively identifies and blocks non-compliant communications to mitigate additional fines and litigation due to TCPA, DNC, state, and local compliance regulations
- Centralized enforcement of compliance requirements to support remote personnel and evolving company needs as they scale their outreach efforts in and outside their organization

- Custom controls for identifying legal and business-specific exemptions for maximizing reach without compromising regulatory compliance, including exemptions for established business relationships (EBRs) and express written consent to contact



Results

Since implementing Gryphon Compliance, the telecommunications innovator has experienced significant results including:

- A 49% increase in contacts from 2023 to 2024
- Expanded multi-channel reach year-over-year by taking advantage of company-specific exemptions:
 - Phone: 99% to 100%
 - Text: 88% to 94%
 - Email: 70% to 89%

Additionally, Gryphon demonstrated how the company could enhance their marketing potential over the next four years. By expiring eligible opt-out records based on federal and state expiration requirements, they can legally re-establish marketing communications with more than 2.25 million customers opening the door to millions of dollars in revenue potential based solely on their current database.



Why Gryphon?

Trusted Partner

Bimonthly touchpoints empower ongoing strategic support based on the company's evolving needs. This collaboration gives the telecom leader the freedom to focus on growing their business rather than keeping pace with the ever-changing regulatory environment.

Peace of Mind

Gryphon's comprehensive solution provides the company with the flexibility to choose their preferred outreach methods without fear of regulatory repercussions. This ensures the company can confidently expand their marketing footprint, knowing their contact strategies are legally sound.

Platform Flexibility

Gryphon's tech-agnostic platform enables comprehensive compliance protection regardless of the company's current or future tech requirements.

About Gryphon

Gryphon is the gold standard for Intelligent Contact Compliance. The Gryphon platform safeguards businesses from costly regulatory risks and unnecessary constraints on audience reach by delivering real-time insights and automated protection across every interaction.

Contact **(866) 665-2670** or **sales@gryphon.ai** to learn how Gryphon ONE can benefit your organization.