



BioLogistic Software Solutions Mitigates TCPA Risk in Real-Time with Verisk Marketing Solutions

How real-time compliance reporting enables BioLogistic Software Solutions to build their business efficiently and at scale.

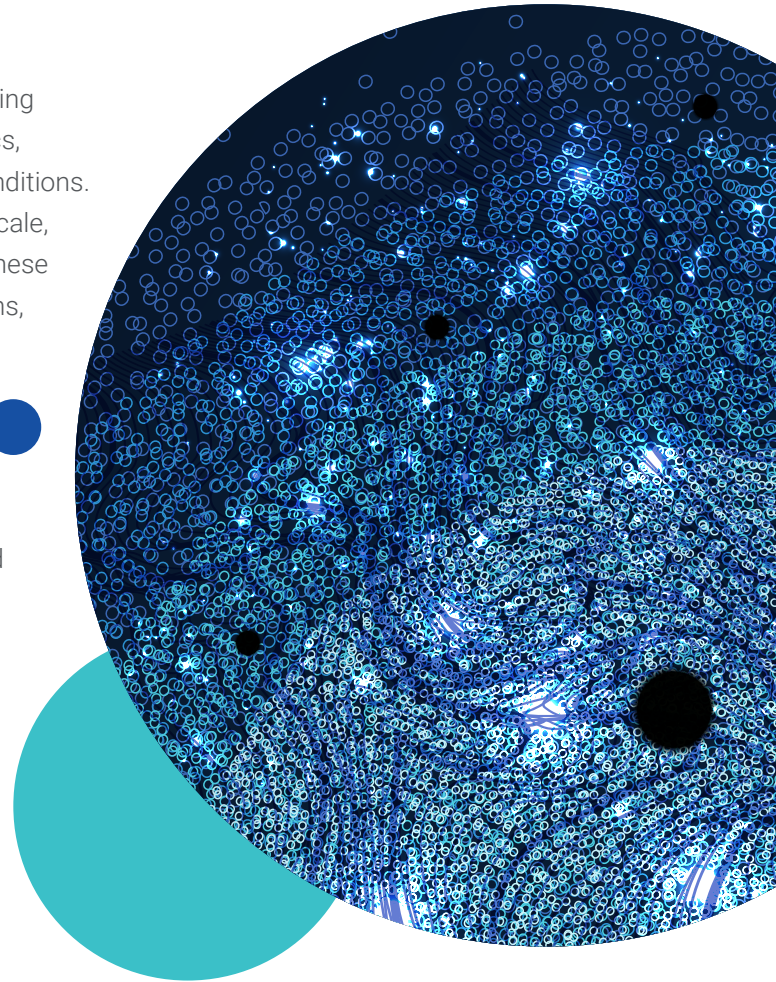
Overview

BIO-Genetics Laboratory specializes in hereditary genetic testing services for cardiovascular disease, cancer, pharmacogenetics, immunodeficiency, and dementia genomics, among other conditions. For BIO-Genetics to operate their business efficiently and at scale, they need a constant, reliable funnel of consumer inquiries. These come from their sister company, Biologistic Software Solutions, who leverage a proprietary software platform that provides a continuous source of clinical-based referrals.

Challenge

The Biologistic sales team makes a large volume of outbound calls based on consumer inquiries purchased from a network of web publishers. When dialing third-party leads, the sales team must also institute proper compliance protections or face potential multimillion-dollar risk of violating the Telephone Consumer Protection Act (TCPA).

To safely expand their outbound marketing efforts and ultimately drive growth for BIO-Genetics, Biologistic needed a data solution that helps their sales team ensure real-time compliance with TCPA and provide evidence of consumer consent in the event of a TCPA complaint.



TCPA Guardian is powered by Verisk Marketing Solutions' LeadiD technology.

LeadiDs are unique identifiers generated the moment a consumer lands on a page where our LeadiD campaign JavaScript is installed. As a consumer continues their journey on that site, our LeadiD technology witnesses their interactions and collects data related to their experience, including verification of TCPA consent, in a completely privacy-friendly manner. LeadiD technology does not track the consumer, generate consumer leads, or store consumers' personal information.

Solution

In December 2021, Biologicistic implemented **TCPA Guardian** from Verisk Marketing Solutions. TCPA Guardian verifies TCPA consent in real-time using technology that lives on the same forms where lead generators collect express written consent. TCPA Guardian also provides clear evidence of consumer consent with visual playback of the lead event, which is accessible on-demand. For Biologicistic, TCPA Guardian quickly helped ensure that their leads had proper disclosure and enabled them to proactively reach out to select vendors who needed to correct any disclosure issues around language, prominence, and visibility. Through TCPA Guardian, Biologicistic could work with lead vendors to ensure that our unique LeadiD technology was in place on the correct pages.

Results

Verisk Marketing Solutions provides intuitive dashboards and unique reporting, enabling Biologicistic to identify potential risk from either mislabeled TCPA disclosures or disclosures from lead sources that fail to meet Biologicistic's compliance standards.

Biologicistic's leadership has access to an interactive dashboard along with weekly reports confirming their traffic is coming from the sources they expected and identifying if a lead source is not meeting their compliance standards. With this information, Biologicistic can go directly to their publishers to either change how consumer consent is obtained, or work with their lead partners to change language, enlarge font size, or adjust background colors to improve disclosure visibility.

Since implementing TCPA Guardian, Biologicistic can now be assured an approved disclosure is presented to the consumer, and ensure they never dial a consumer without having evidence of consent.



“TCPA Guardian is a far superior product than what the rest of the industry offers. Working with Verisk Marketing Solutions, we got further in one month than we did in 15 months with previous vendors. They give us the transparency we need for us to feel safe.”

Bryon Wolf, Vice President, Biologicistic Software Solutions, LLC
and Vice President, BIO-Genetics Laboratory



Improve your inbound interactions, conversions, and compliance in real-time.

Connect with our team at VMSSales@verisk.com to learn how.

Verisk Marketing Solutions, a business unit of Verisk formed through the integration of Infutor and Jornaya, empowers marketers and platform partners to deploy precise and personalized omnichannel interactions through a unique combination of identity resolution, and consumer insights solutions. Verisk Marketing Solutions data integrates with marketers' existing technology and evolves with consumers' ever-changing behavior while maintaining the highest data security and privacy standards. To learn more about the consumer insights solutions available through Verisk Marketing Solutions, visit www.verisk.com.

