

Hello PACE Members and Future Members,

Last week, over 150 contact center professionals attended PACE's Annual Washington Summit. In case you missed it, our national events are a terrific way to meet, network and get valuable education with your peers. This year's Summit focused on call blocking/labeling, TCPA reform and data privacy, - a concern for many companies. Over the years, PACE has only represented companies who use the outbound channel to acquire or maintain relationships with customers. For many companies, outbound is still part of the customer engagement strategy. Because of this, PACE strives to remain the leader for supplying our members with regulatory and compliance education and alerts, but that is just the tip of the iceberg when it comes to the many member benefits of our association

So what is different now? Data privacy and how consumers are able to request preferences and changes to their data, should be a major concern for every contact center. Data privacy affects every contact center that has communication with consumers. How will agents be required to handle consumer requests in light of new regulations modeled after GDPR? These concerns are not something down the road. California has already passed new regulations. Several additional states and municipalities are considering new regulations. Dealing with 50 state privacy regulations will not be easy, so PACE is making it a top priority to prevent this from happening.

Data privacy is upon us. The train has left the station. So, the intent has to be to limit the regulations to common sense ideas and have one federal rule. Part of the Washington Summit included visits with federal legislators. More than 25 PACE members visited their Senators and Congressional offices and stressed the point of the harm on businesses and the consumers of multiple data privacy regulations. Not everyone in Congress agrees with PACE and our members on this issue. However, PACE will be at the table to make sure our members are heard and that our representatives understand how one rule is vital to protect consumers.

No other trade association or organization, that represents contact centers, is taking a position and taking it to Washington. This issue will be our primary focus for the next few years, as it affects every contact center. If you handle consumer data, you will have rules to contend with. I urge all PACE members to alert your counterparts in customer service. They talk to more customers and will have to handle a majority of the requests. They should have a voice in determining what is reasonable.

This is no time to sit back and let others decide for us. That is why PACE will be active in this area. Representing our members does not come without the expense of going to Washington and making the case. To meet our needs, PACE has an Impact Fund that we use to pay for our advocacy. In addition, we have a PAC that is used to contribute to Senators and Congress men and women who understand the need for balanced regulations.

Please consider the impact on your business of the data privacy requirements for 50 state set of rules. Help fund PACE and we will do the hard part- convincing our elected officials. I am optimistic after discussions with legislators, regulators and even some consumer groups, that a federal law is doable. What will be difficult is what is contained in the legislation and PACE will be there representing our members.

If you are interested in helping or need more information, please reach out to me at 317-522-2799!

This is more than a typical PACE update. This is a situation that needs the attention of PACE members now!

Sincerely,

Stuart Discount  
PACE CEO