



Double Opt-in Business Rules

Introduction

Vodacom prides itself in being customer centric and focus all efforts towards delighting customers. With the increase in the number of customer complaints with regards to WASP subscription services Vodacom has deemed it necessary to implement measures that will help alleviate this problem. Since the key issues revolve around customers who claim they were not aware they were subscribing to WASP services (i.e. they thought they were purchasing a once-off service), the new business rules are aimed at resolving this issue.

In order to eliminate customer uncertainties regarding WASP subscription services, Vodacom has decided to implement a Double Opt-in solution. This is a two step process which requires customers who request subscription services to confirm their request for the subscription service. Currently a customer can subscribe to a WASP service by sending a single communication message to the WASP using any of Vodacom's WASP bearers. The new business rules will require customer to confirm their request for WASP subscription services by sending a confirmation message prior to being subscribed to such services.

Key Objectives:

- To ensure that customers are provided with full service details before they subscribe to a service.
- To improve the customer experience.
- To increase the longevity of WASP services generated by credible business partners.

Double Opt-in Business Rules

1. The launch date is 1 August 2010.
2. These business rules will be applicable to all WASP bearers.
3. These rules will apply to all new customer subscriptions.
4. Double Opt-in process for different bearers:
 - 4.1. Double Opt-in process for subscription services initiated via SMS and MMS:
 - a) The customer sends an SMS/ MMS MO to subscribe.
 - b) The WASP sends a service notification SMS to the subscriber requesting the subscriber to confirm the subscription. The SMS should specify the following mandatory information:
 - i. The name of the service;
 - ii. The cost of the service and the frequency of the charges; and
 - iii. The customer care number.
e.g. "You'll be subscribed to **(name of service)** from **(name of service provider)** at **(cost of service and billing frequency)**. To confirm reply "YES". For help dial **(customer care number)**."
 - c) After the customer has confirmed the service request by replying YES to the service notification SMS, The WASP must send a welcome message with the following details:
 - i. The name of the subscription service;
 - ii. The cost of the subscription service and the frequency of the charges;
 - iii. Clear and concise instructions for unsubscribing from the service; and
 - iv. The service provider's telephone number.

When a customer has confirmed their request for a subscription service, neither the amount, the frequency of the charges, nor the frequency of the service may be increased without the customer's explicit permission.
 - d) Monthly reminders must be sent to the customer within 30 days and monthly thereafter.

4.2. Double Opt-in process for subscription services initiated via Web:

- a) The customer requests a subscription service by entering a mobile number on a web page. The following information must be displayed on the web page:
 - i. The name of the service;
 - ii. The price and billing frequency; and
 - iii. A phone number for customer support.
- b) A PIN number that the customer requires to activate the subscription service must be sent to the customer's mobile number.
- c) On the page where the customer enters the PIN number (i.e. the confirmation page) the following information must be displayed in a clear and easy to read manner:
 - i. The name of the service;
 - ii. The price and billing frequency; and
 - iii. A contact number for customer support.
- d) The Web confirmation page described above must also present a confirmation button. The name of service, price & billing frequency and the customer support number must be displayed next to the confirmation button. It must be clearly communicated to the customer on the confirmation page that clicking the confirmation button will initiate a subscription service. The subscription service will only be activated once the confirmation button is clicked.
- e) Once the customer has clicked the confirmation button, the WASP must send a welcome message with the following details:
 - i. The name of the subscription service;
 - ii. The price and billing frequency;
 - iii. Clear and concise instructions for unsubscribing from the service; and
 - iv. A contact number for customer support.

4.3. Double Opt-in process for subscription services initiated via WAP:

- a) If customers request a subscription service by entering a mobile number using WAP, the service provider must display a WAP confirmation page to the potential subscriber. This confirmation page must be displayed after the subscriber has first indicated an interest in the subscription service by clicking on a "join" or similar link.
- b) The WAP confirmation page must display the following:
 - i. The name of the service;
 - ii. The price and billing frequency; and

iii. A phone number for customer support.

The information listed above must be presented as text and not as an image.

- c) The WAP confirmation page described above must also present a confirmation button. It must be clearly communicated to the customer on the confirmation page that clicking the confirmation button will initiate a subscription service. The subscription service will only be activated once the confirmation button is clicked.
- d) Once the customer has clicked the confirmation button, the WAP must send a welcome message with the following details:
 - i. The name of the subscription service;
 - ii. The price and billing frequency;
 - iii. Clear and concise instructions for unsubscribing from the service; and
 - iv. The service provider's telephone number.
- e) Monthly reminders must be sent to the customer within 30 days and monthly thereafter.

4.4. Double Opt-in process for subscription services initiated via USSD:

- a) The subscriber dials the USSD string.
- b) The subscriber is presented with a menu option(s) or service name with price and billing frequency.
- c) The customer requests a service by selecting the appropriate menu option.
- d) After selecting the required service, the customer must be presented with a service notification which confirms the service name, the price and billing frequency. This service notification must prompt the customer to confirm or cancel the service request.

e.g. "You'll be subscribed to **(name of service)** from **(name of service provider)** at **(cost and billing frequency)**. For help dial **(customer care number)**."

 - 1 - Confirm
 - 2 - Cancel
- e) The subscriber must confirm by selecting the right option to access to the service.
- f) The WAP must send a welcome message with the following details:
 - i. The name of the subscription service;
 - ii. The cost of the subscription service and the frequency of the charges;

- iii. Clear and concise instructions for unsubscribing from the service; and
 - iv. The service provider's telephone number.
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- g) When a customer has confirmed their request for a subscription service, neither the amount, the frequency of the charges, nor the frequency of the service may be increased without the customer's explicit permission.
 - h) Monthly reminders must be sent to the customer within 30 days and monthly thereafter.

5. General Rules

- a) Reminder messages and subscription rules as per the OBS Terms and Conditions and the WASPA Code of Conduct will still continue to apply.
- b) Where there is a difference between Vodacom Business Rules and the WASPA Code of Conduct, the Vodacom Business rules apply.
- c) The WASP is not allowed to send any marketing communication to the subscriber or any messages until they have confirmed their service request else this will be classified as SPAM.
- d) The WASP must retain proof of the Double Opt-in or confirmation messages from the subscriber.