# clickpoint®

# ATDS Definition and Compliance within **ClickPoint Lead Manager™**

## Mobile and Web Version

The FCC defines an ATDS or (Automated Telephone Dialing Solution) as equipment which can dial without human intervention. An ATDS is equipment that has the capacity to (a) store or produces telephone numbers to be called, using a random or sequential number generator; and (b) to dial such numbers.

Federal law which falls under the TCPA (Telecommunications Privacy Act) prohibits companies from using an ATDS for telemarketing purposes to contact consumers on a cell phone without prior express written consent. The FCC has held that this definition covers any equipment or software which can generate numbers and dial them without human intervention, regardless of whether the numbers called are randomly or sequentially generated or come from calling lists.

### What is ClickPoint Telephony Solution?

ClickPoint utilizes integrations with various VoIP cloud communication and telephony providers to allow users to call individual leads or prospects. ClickPoint is a lead management solution designed to manage leads, streamline sales processes, and assist users in responding to leads or customers.

### Has ClickPoint Ever Had the Capacity to be an ATDS?

ClickPoint has never developed a solution in the past, nor does it currently maintain, or plan for ATDS functionality.

### How is the ClickPoint Process Different than an ATDS?

The ClickPoint Lead Management solution requires human manual intervention to initiate a telephone call. A call cannot initiate without a user selecting the initiate call function that coincides with the prospect record.

Other solutions that have ATDS dialers utilize logic that:

1. Places a call to a prospect based on sequential or random lists of numbers without human intervention.

2. Places a call automatically without human intervention and determines if there is a response (human voice) before connecting the call with an agent/user.

ClickPoint in comparison follows the FCC guidelines by ensuring the following conditions exist for each call:

1. Requires a user to select and manually initiate a call command which sends the request straight to the phone which places an outbound call.

2. ClickPoint does not utilize any automation or advanced logic to automate calls based on connection probability, human voice, or answering machine.
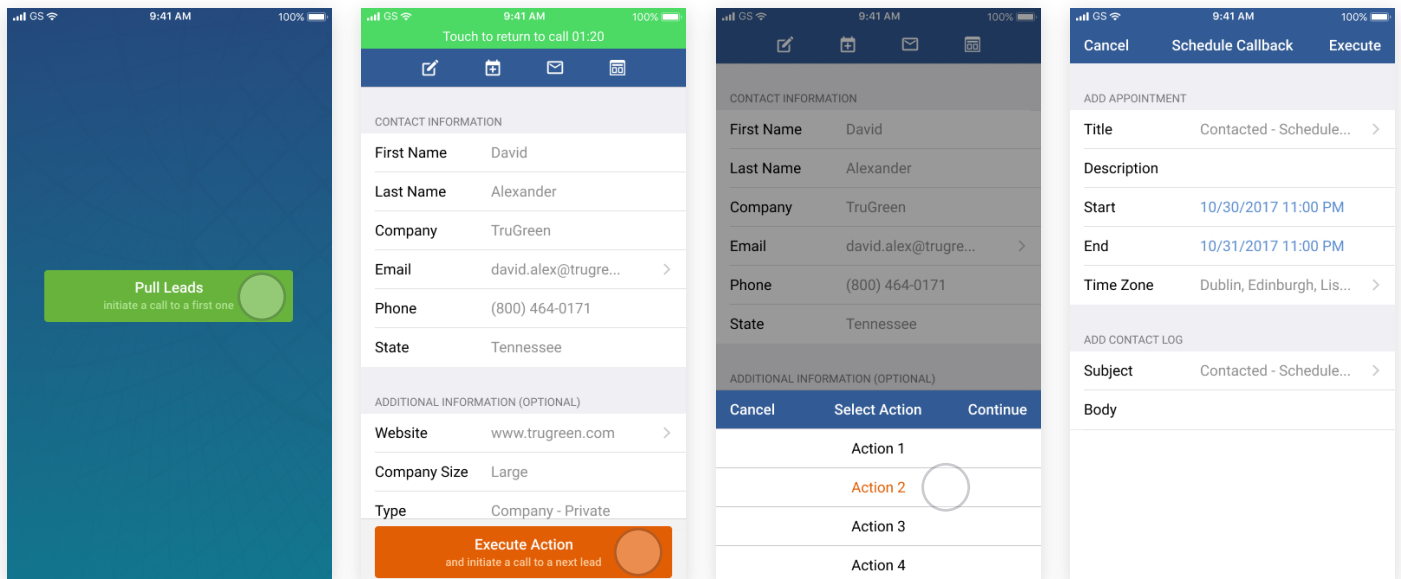


*Example 1.1 Mobile Application with Manual Touch Dialing*

*A user must select the next customer or lead, initiate a call, disposition the lead, and then end the call.*
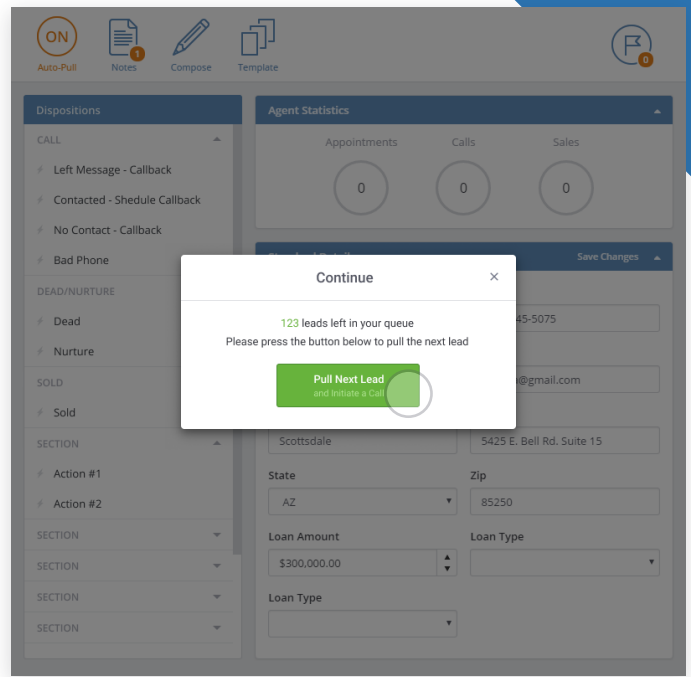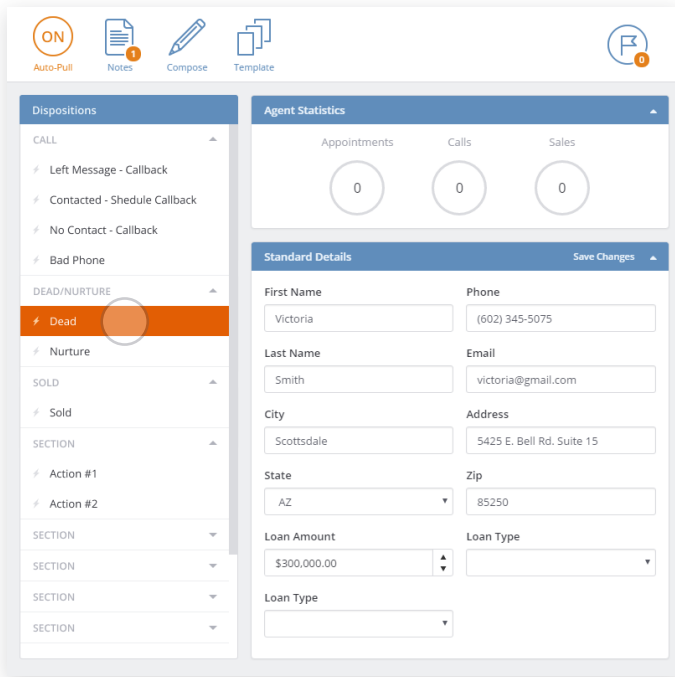
*Example 1.2 Web Version Call Screen*

*A user must disposition the lead, select the next, initiate the call, disposition the lead, and end the call.*

## About ClickPoint Software

ClickPoint Software is committed to improving the lives of salespeople and their managers by creating sales software that enables sales teams to generate more revenue for themselves. ClickPoint is actively transforming sales organizations through the implementation of their products; ClickPoint Lead Manager™, ClickPoint RingResponse™, and LeadExec Lead Distribution™. Not just a software company, ClickPoint employees embody a shared commitment to the success of every customer by providing Amazing support. From its headquarters in Scottsdale, Arizona ClickPoint has been empowering companies both large and small to dial more leads, sell faster and more efficiently, which leads to more revenue and commission.