



FESTIVA RESORTS CASE STUDY

The Compliance Guide by Contact Center Compliance

Festiva Resorts is a longstanding and respected member of the timeshare industry, and operates several resorts across the country. We accept inbound calls, and make outbound calls generated from various lead sources, and we do this both in-house and via outsourced vendors. We have in-house attorneys and compliance personnel tasked with ensuring that Festiva maintains compliance with all timeshare-specific rules, telemarketing regulations, and all other business and consumer protection laws. Perhaps the most difficult challenge in this mix of compliance is figuring out the intricacies of state-by-state, and federal, telephone solicitation rules.

The compliance guide's "registration exemption master" is worth its weight in gold, and by itself more than justifies the cost for the compliance guide service. We have numerous types of campaigns and several outside vendors, and we are constantly reviewing our status as a commercial telemarketer across all the registration states. Compiling this information is difficult to begin with, and keeping track of what exemptions applied to what specific campaign was simply an overwhelming task. The registration exemption wizard takes care of all of this for us, and in fact, has alerted us to several exemptions that we didn't even know about, thus saving us money. The fact that all of our various campaigns can be stored in the system for reference later on is extremely helpful as well.

We have been in business for many years, and over the course of time, we have developed our own policies and procedures for how to handle other types of telemarketing rules, like DNC, solicitation disclosures, and time restrictions. However, having all of this information available in the compliance guide, in chart format for easy reference and comparison across all the various jurisdictions, is extremely beneficial, and has saved us the time that would have been required for us to compile this information ourselves. The ability to instantly access the underlying statute for any given rule is also a great timesaver for our legal/compliance departments. Rather than trying to track down information from lots of different sources (information that we're not even sure is up to date), we now can simply go to the compliance guide and quickly and easily get "chapter and verse" for all of our telemarketing compliance issues.

Gay W. Weber
Director of Marketing Systems
Festiva Resorts

About Festiva Resorts

Since its formation in 2000, Festiva Resorts has become one of the most successful privately held vacation ownership companies in the country. In an industry where large, publicly-held corporations have begun to dominate, Festiva has carved out a sizeable niche in a number of high-profile vacation markets. Based in Asheville, North Carolina, Festiva boasts a wide array of resorts throughout the United States and Caribbean, as well as a fleet of luxury yachts. Festiva continues to pride itself on treating every guest as if they were family. Currently, more than 50,000 people have become part of the Festiva family, hailing from all over the world. We constantly strive to expand and offer new and exciting vacation opportunities to our members.

About Contact Center Compliance

As the leader, for over 6 years, in providing online "Do Not Call" compliance solutions, Contact Center Compliance (DNC.com) offers software as a service (SAAS) solutions that seamlessly manage the entire "Do Not Call" compliance process for a call center. Contact Center Compliance offers products that reduce the complexity of US and Canadian telemarketing laws concerning Do Not Call, wireless, and exemptions - including Existing Business Relationships - with an award winning set of enterprise-level software solutions.

Contact Center Compliance customers include contact centers and marketers from around the world. The Contact Center Compliance network generates over one billion scrubs per month and has a perfect track record in compliance.