



# AI and Real TCPA Risk & Reward



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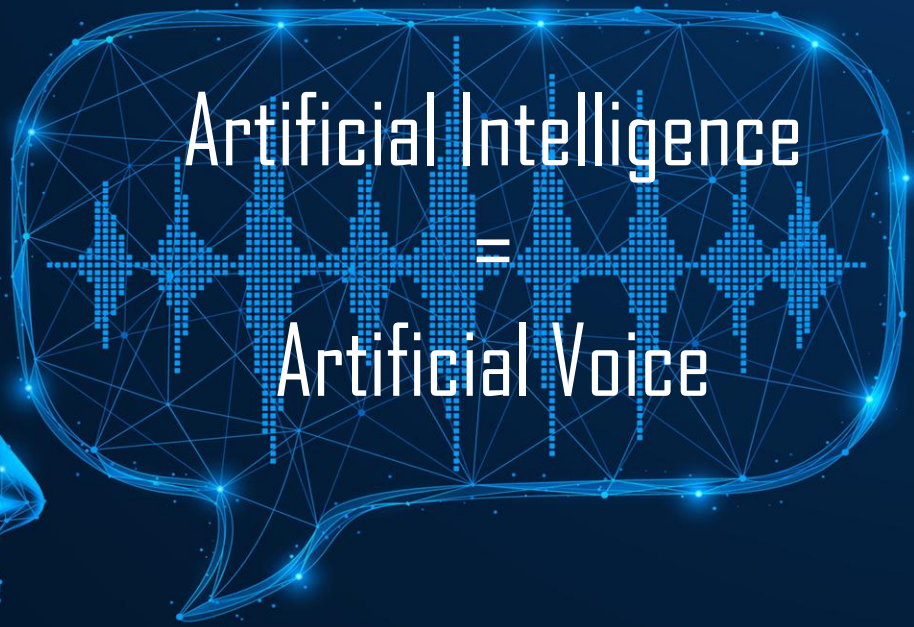
# New Wine (AI)

In Old Bottles (TCPA, TSR, CIPA, etc.)

# TCPA

Inbound  
SMS  
Intra-call  
Outbound





Artificial Intelligence

=

Artificial Voice



# Inbound – Make/Initiate





**Intra-call?**

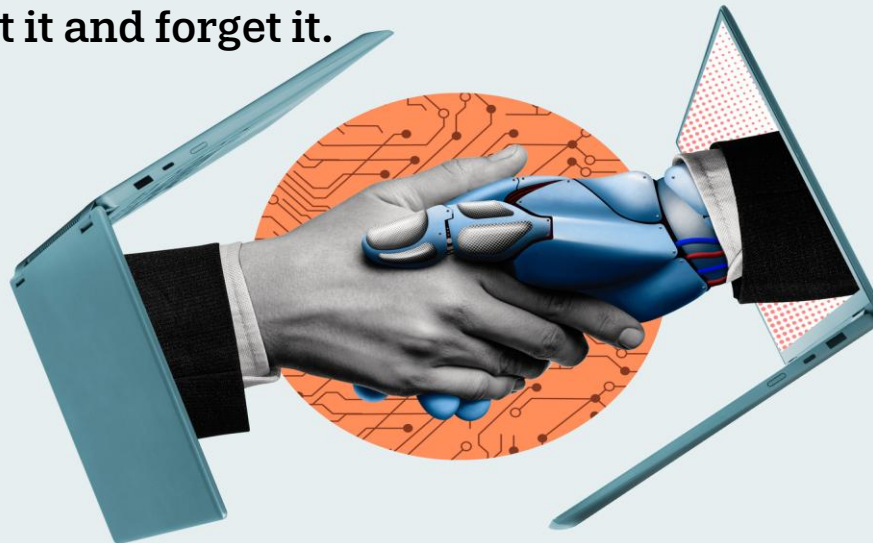
**Warm them up**

**Outbound,  
look around**

# FTC/TSR

**Is your AI a pleaser or a deceiver?**

**Don't set it and forget it.**



**Set it and vet it, vet it, vet it.**



**Don't forget your states**  
**CA, CO, UT, TX, etc.**

**Garbage in**



**Garbage out**

**Treasure in**



**Treasure out**

# Lean – Use Only What You Need




# Transparency & Security




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