



Grapevine develops Automated Opt-out and Opt-in Management Solution for HomeChoice

REQUIREMENT

As PoPi came into effect, HomeChoice realised the priority of ensuring their Email and SMS communication was compliant. Prior to PoPi, there was no company-wide, multi-channel management of customer consent.

HomeChoice built their own preference management centre and required that all customer Opt-outs and Opt-ins be automatically processed through this new preference centre.

They needed a scalable and automated solution that not only reduces risk, but also avoids any use of resource time.

SOLUTION

As their existing digital communications solutions provider, Grapevine was asked to develop an automated Opt-out and Opt-in management solution. Leveraging our enterprise-grade CPaaS platform, Grapevine designed the solution to automatically process client email and SMS opt-outs and opt-ins into the HomeChoice preference centre.

This involved multiple system integrations to ensure individual client consent was processed correctly at scale.



IMPROVED EFFICIENCY



POPI COMPLIANT



IMPROVED CUSTOMER SATISFACTION

RESULTS

HomeChoice is now able to immediately see if and when a customer opted out, and on which channel. With custom reporting, their CRM also gets updated automatically, helping to further improve efficiency and customer satisfaction.