Principal Entity and Telemarketing Binding

TCCCPR-2018

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TATA Tele Business Services | PO Big

Private & Confidential

Contents

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Objective

Traceability

- To ensure the visibility of all entities involved in the SMS transmission starting from PE to the recipient.

Acknowledgement of PEs & TMs

- PEs to declare their corresponding Telemarketer, and/or Telemarketer Aggregator and/or Telemarketer Delivery

No engagement with UTMs

- Ensure that PEs or their authorised telemarketers in the chain do not engage with any unregistered telemarketers or

Control Untraceable communication

- Reject all messages where the chain of TMs is not defined or does not match.

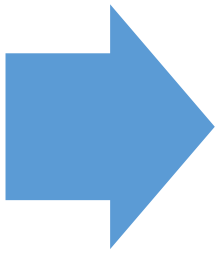
List of Abbreviations used

Abbreviations	Details
PE	Principal Entity – Business Owner
TM*	Telemarketer - Who is connected to PE and/or TA and/or TM and/or TD but not with Operator.
TA*	Telemarketer Aggregator - Who may be connected to PE or TM and Connected to Telemarketer Delivery but not directly with Operator
TTBS – UTM	A Telemarketers who is registered in DLT with other TSP but not with TTBS (Tata Tele Business Services)
TD	Telemarketer Delivery - Who may be is connected to TM/TA or PE and with Operator for SMS submission for delivery
Registrar	DLT Registrar (TSP) – who approves exception cases

**TM / TA can be used interchangeably

Prerequisites

PE to have Telemarketer ID of their respective TM



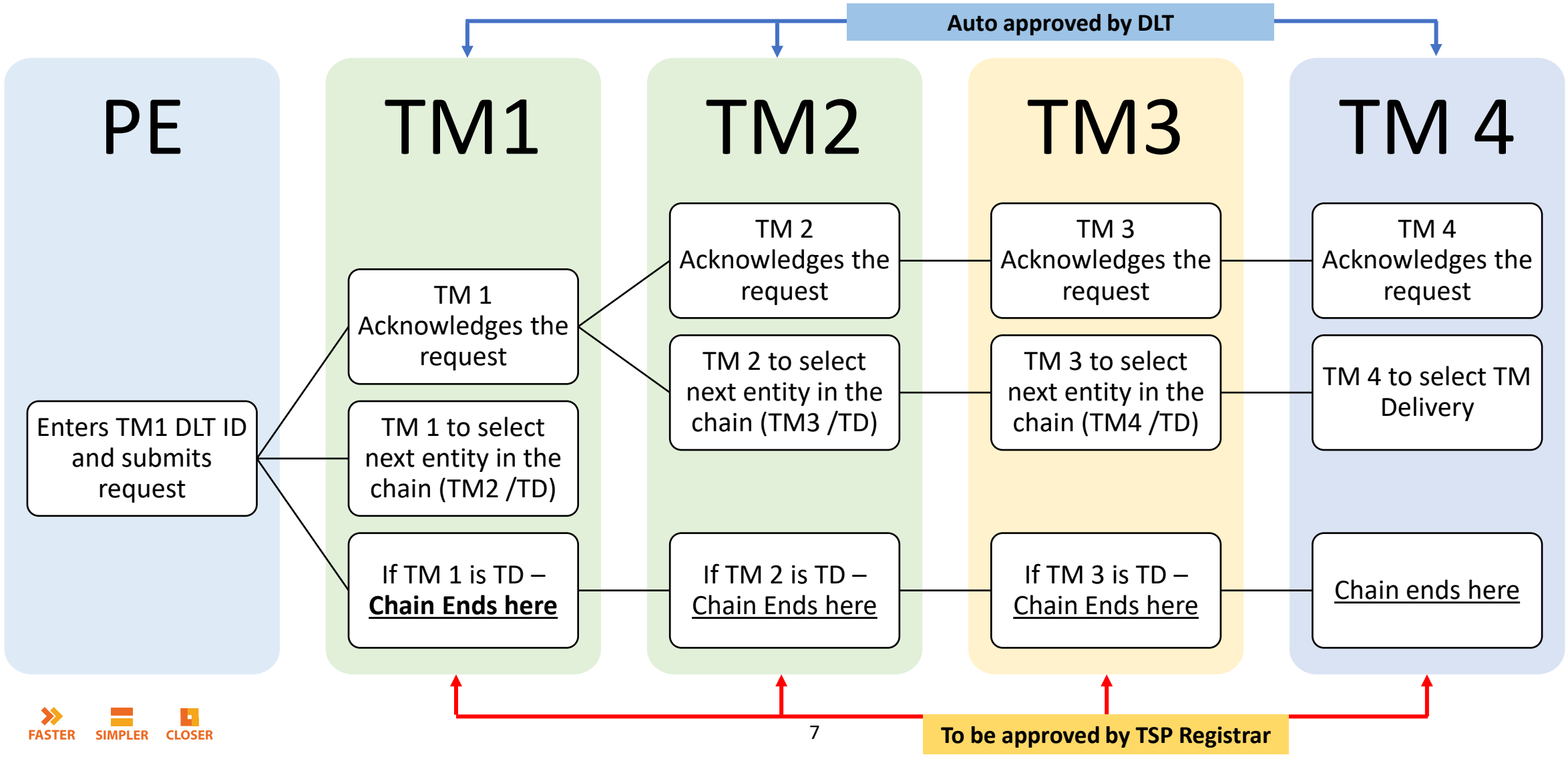
TM or TA to have DLT ID of their SMS Delivery Telemarketer (TD)

- PE's who are directly connected with TD, need to have DLT ID of their SMS Delivery Telemarketer (TD)
- Entities participating in the PE TM Binding process need to ensure the correct ID and validate the name on DLT before they proceed with request

Exceptions

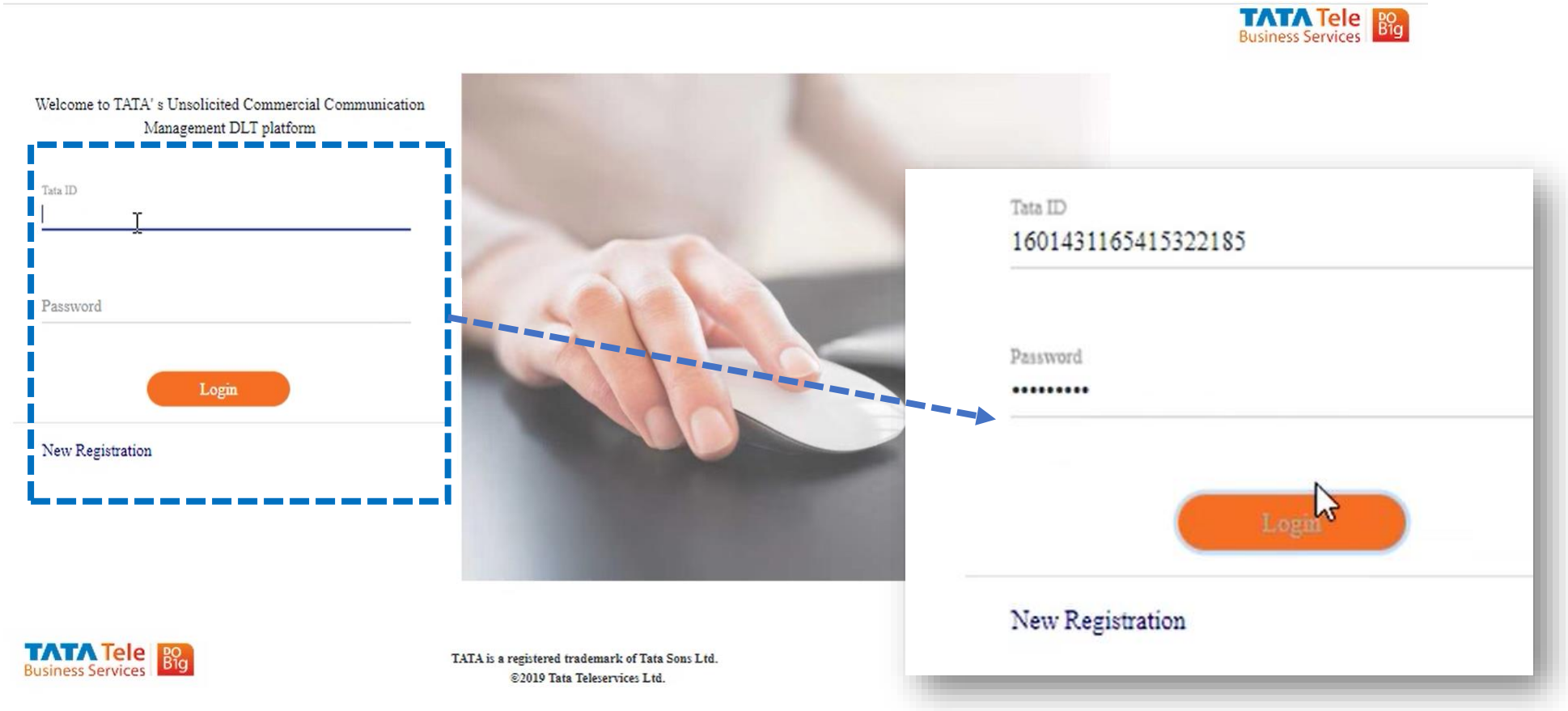
Initiate Request	End of PE – TM Chain	Visibility of Chain	Multiple Association of PE	Entities in one chain
• Only PE can initiate the request for PE – TM binding • Other entities (TM/TA/TD) in chain cannot initiate the request. • PE Must be registered on DLT with TTBS to initiate the request	• Chain can end only at Telemarketer Delivery (TD) • Till TD is not selected in the chain it won't complete the process, and SMS will not get submitted • TM Delivery must be registered on DLT with TTBS	• PE & TD can see all members and status of the chain • Other members can only see their previous and next entities in the chain	• In case a PE is associated with multiple TMs, separate bindings to be initiated by PE	• Minimum - 2 entities - PE & TM Delivery • Maximum 4 entities PE – TM 1 – TM 2 – TM D • If a chain has more than 3 entities, 4th entity will be approved by TSP's registrar

Registration Flow

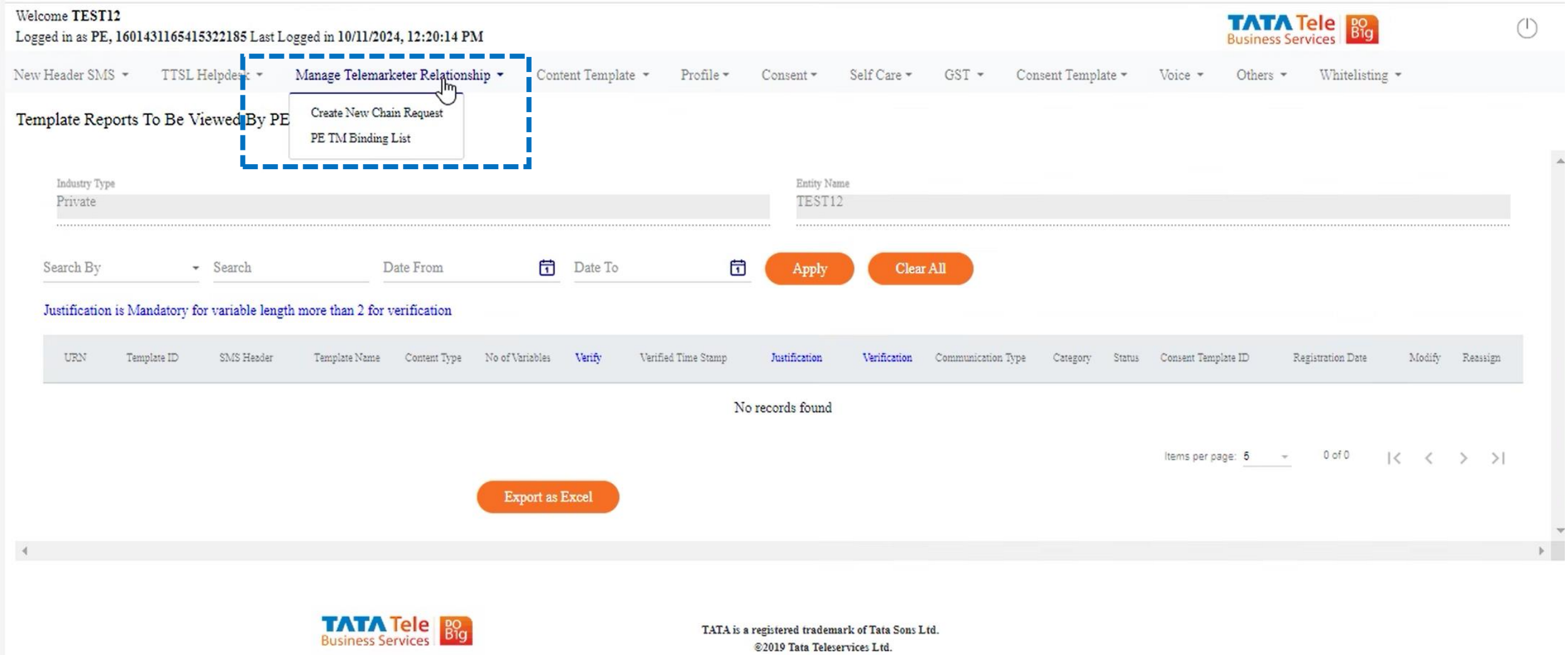


Principal Entity to Login to TTBS DLT Platform

https://telemarketer.tatateleservices.com/



Initiate PE – TM Binding Request



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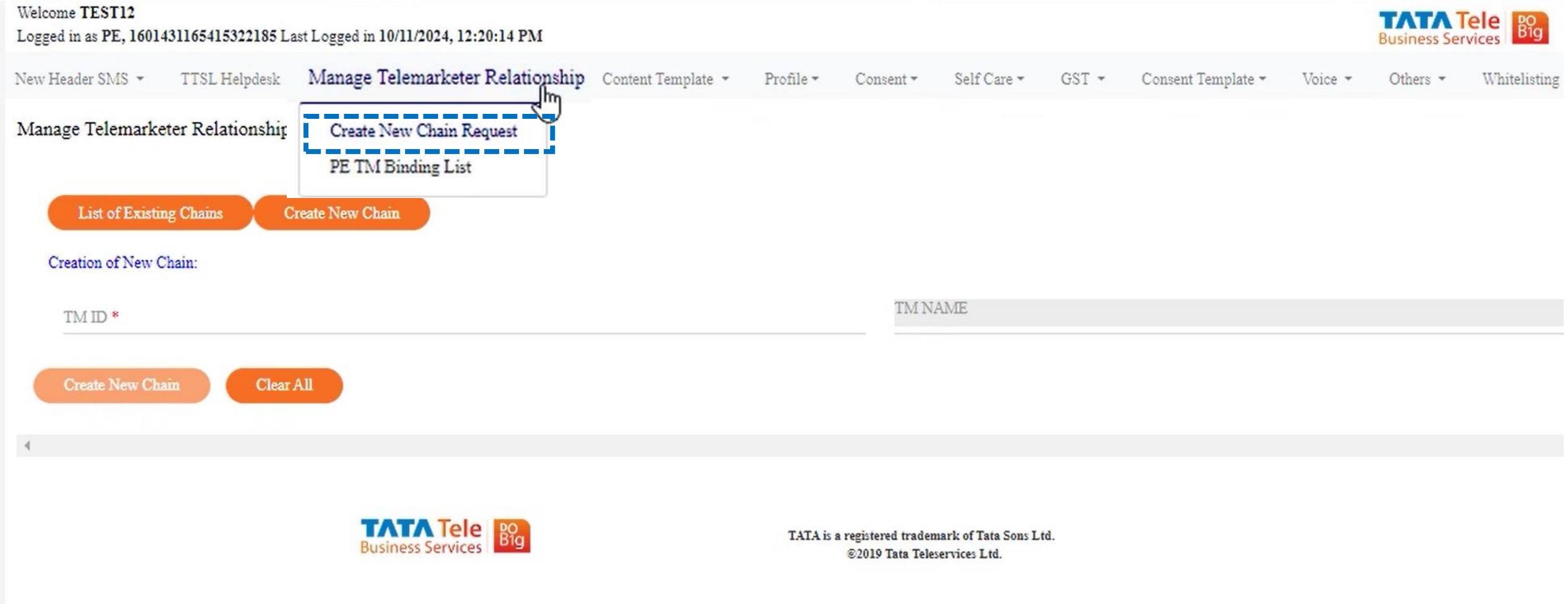
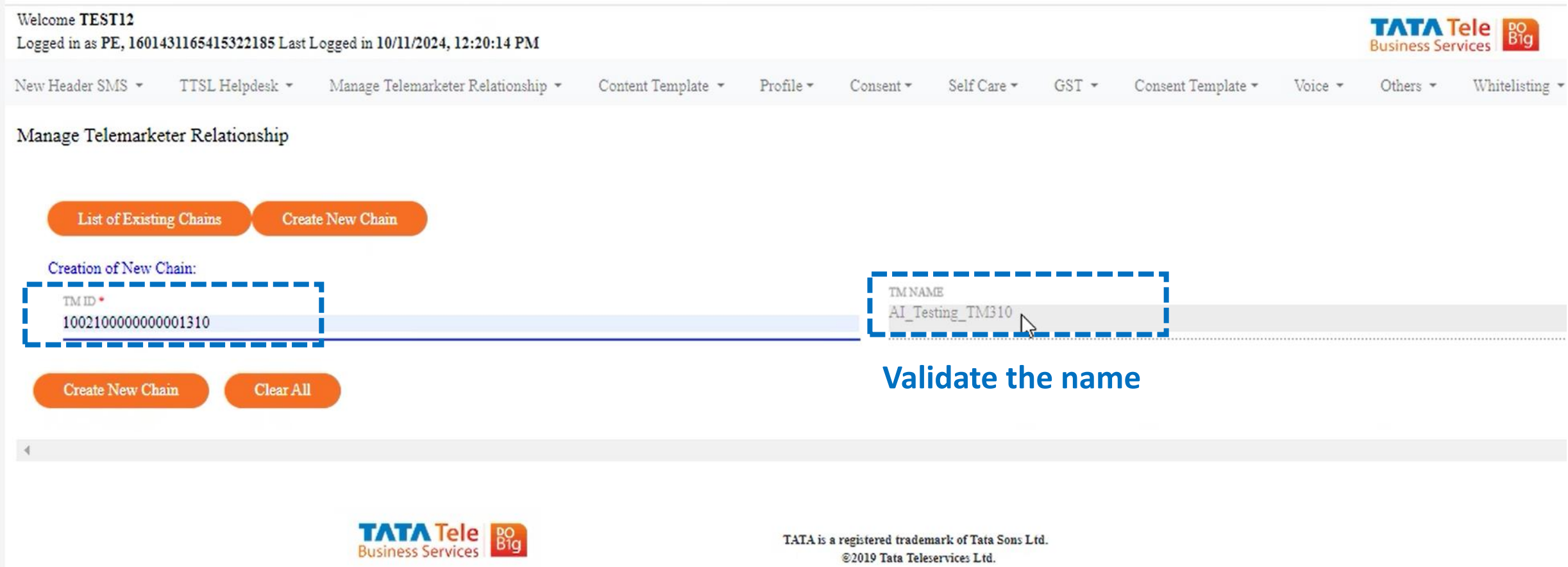
Create New Request– TM Binding Request



Enter Details – Telemarketer ID



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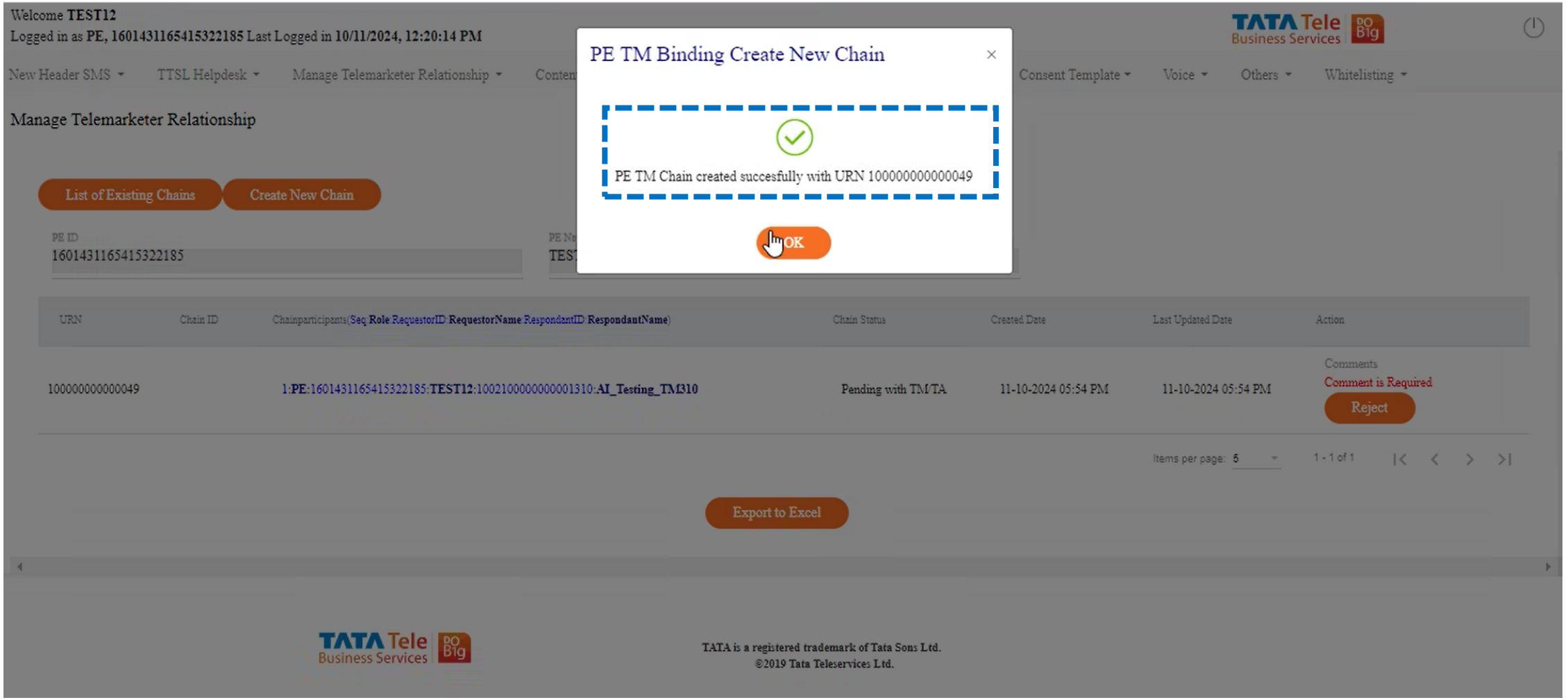
Request created for binding with Telemarketer



Login as Telemarketer to Approve Binding Request

vord sharing can lead to SMS fraud using your content templates and Headers . Pls ensure you DONOT share DLT login password with anyone

Welcome to TTBS Unsolicited Commercial Communication Management DLT Platform

Login As: Registered TeleMarketer

Entity ID or Unique Reference ID
1002100000000001310

Password
••••••••••

OTP has been sent to you Mobile (XXXXXXX996).
Please enter valid OTP and proceed

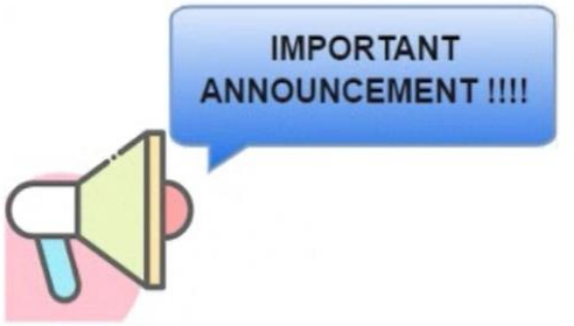
OTP
••••

Verify | Resend OTP

Forgot Password | New Registration

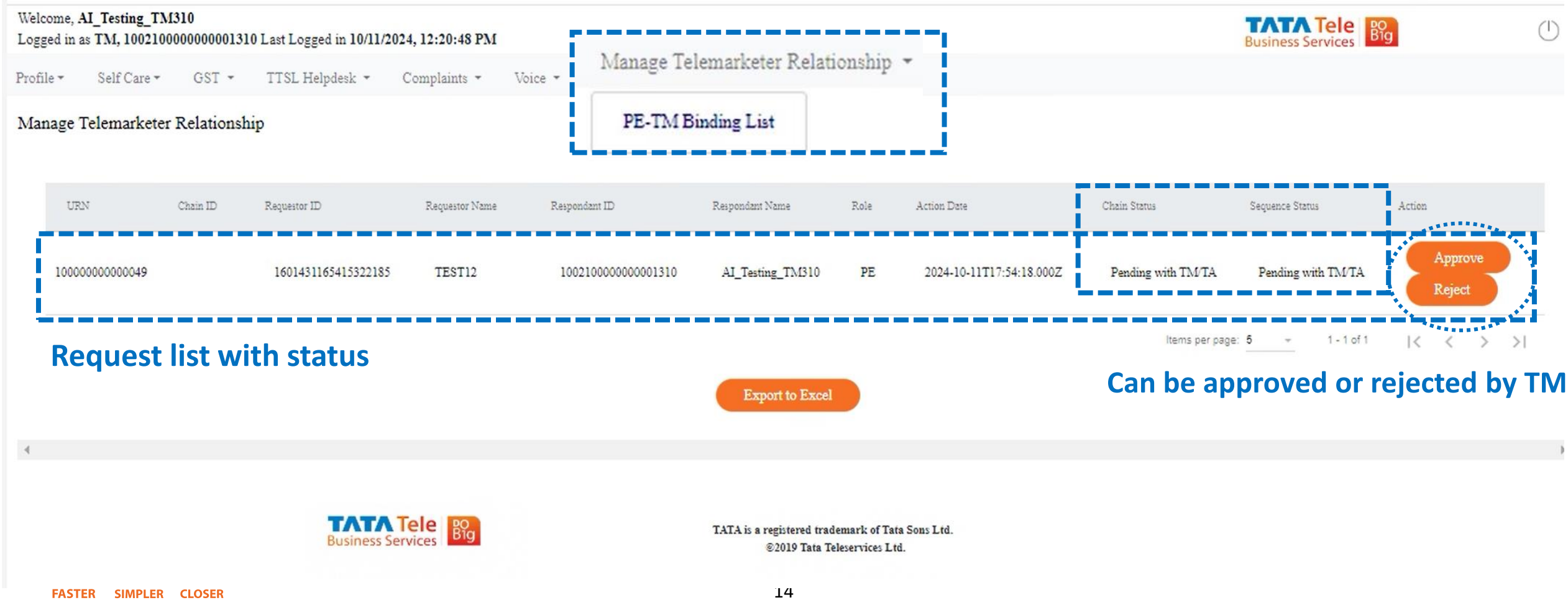
For registration process Click

For KYC Policy process Click



- All Principal Entities (PEs) to ensure URLs/OTT links/APKs which are sent in SMS using variables in content template to be whitelisted in DLT. Wef 1st Oct 2024, SMS will fail if URLs/OTT links/APKs are not whitelisted. Steps to whitelist NEW
- All 140XXXX resources to be assigned to respective Principal Entities (PE) by Telemarketer (TM) in DLT. Steps to register NEW
- PEs to map the Voice CLI (Voice Header) to Voice Content Template and Consent template to allow calls to get successfully submitted to End customers wef 1st Oct 2024 NEW
- PEs to acquire DLT Digital Consent to connect to DND customers using 140XXXX numbers else calls will not get connected to DND customers. Steps to acquire Digital consent NEW

Select Manage Telemarketer Relationship



Request list with status

Can be approved or rejected by TM

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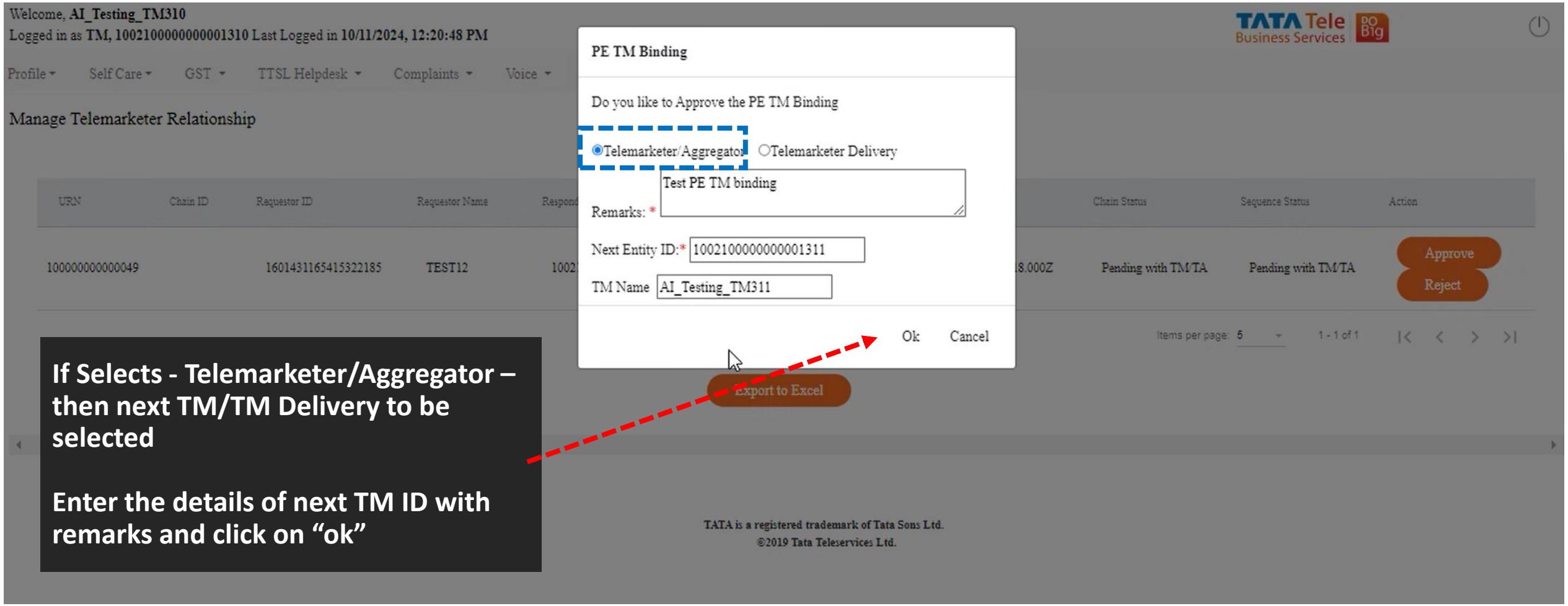
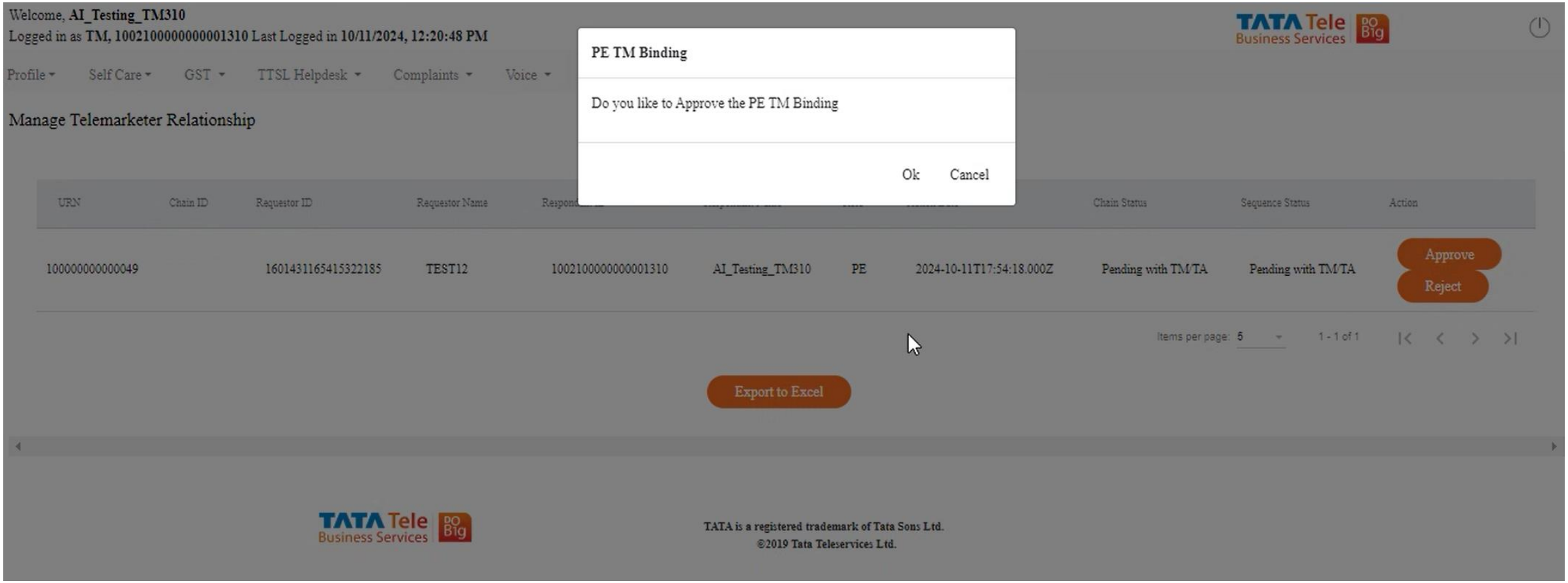
TM to Select Role in the Chain



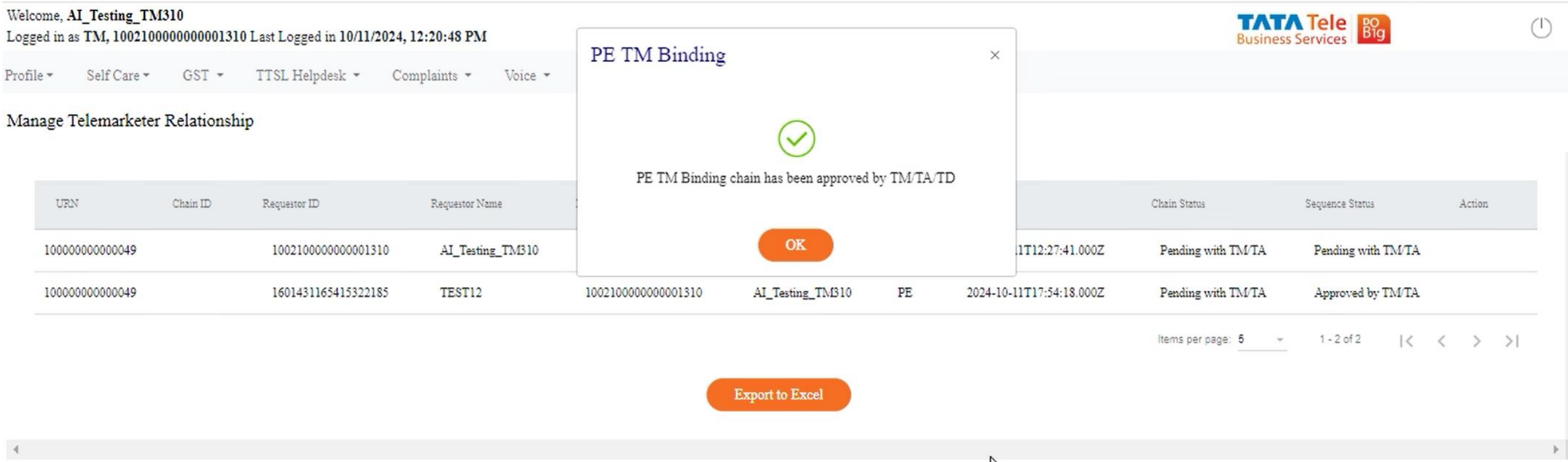
If Selects - Telemarketer/Aggregator – then next TM/TM Delivery to be selected

Enter the details of next TM ID with remarks and click on “ok”

Click on Ok if sure to submit the request



Request is saved and moved to Next TM for Approval



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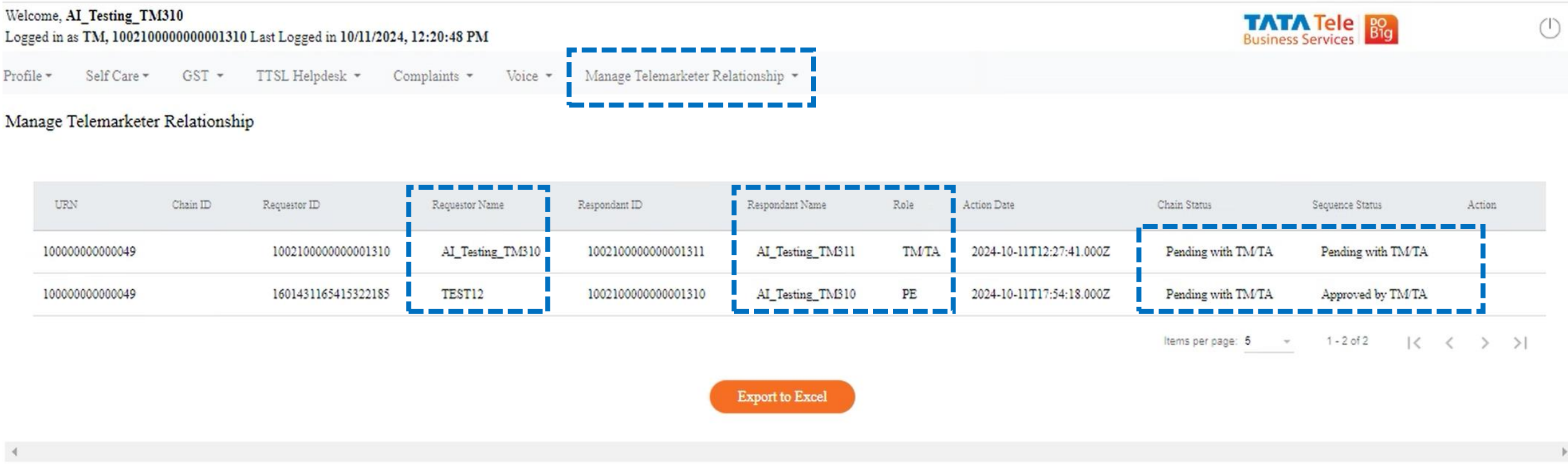
TM Can view the list and status



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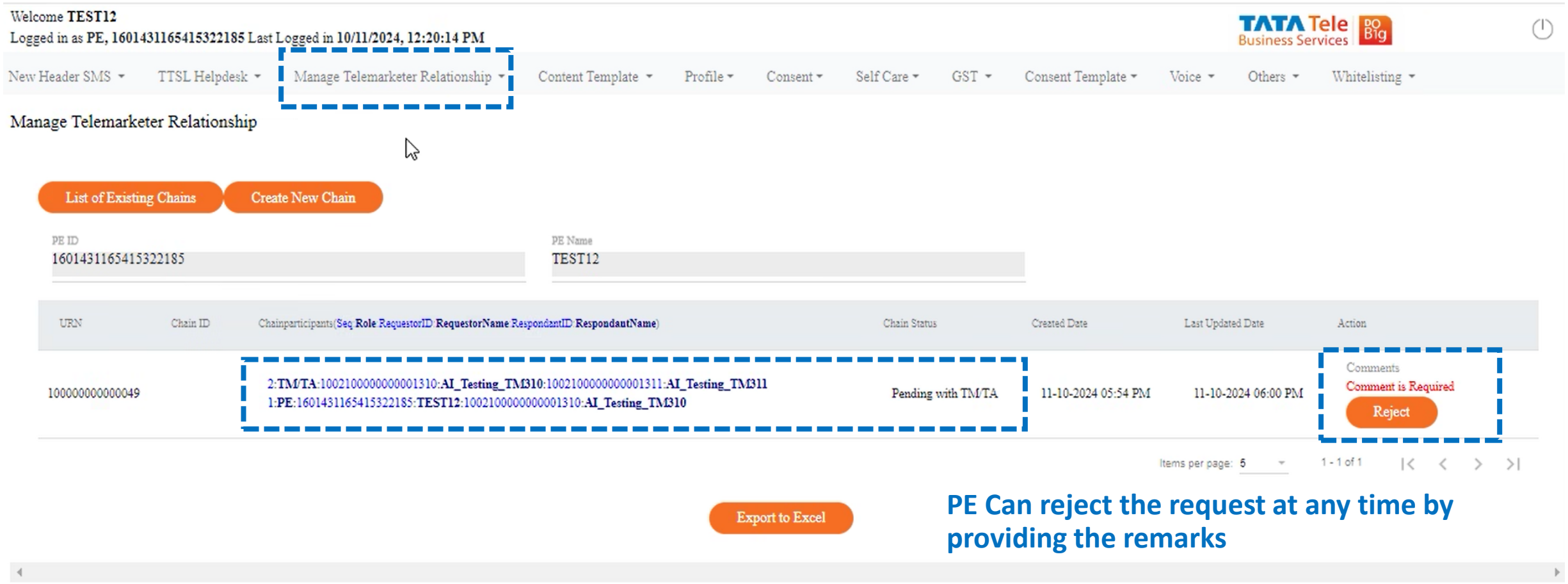
PE Can view the list and status



PE Can reject the request at any time by providing the remarks

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Next TM to Approve the Request

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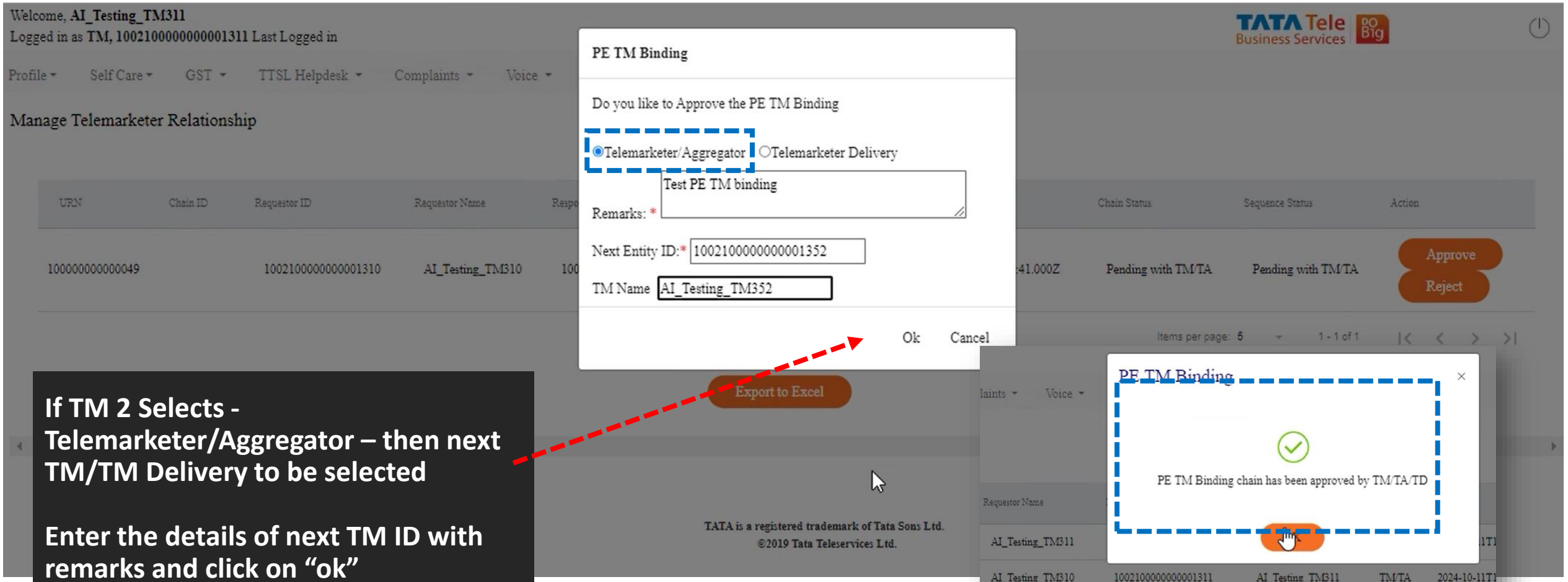
Next TM to Select Role in the Chain



If TM 2 Selects - Telemarketer/Aggregator – then next TM/TM Delivery to be selected

Enter the details of next TM ID with remarks and click on “ok”

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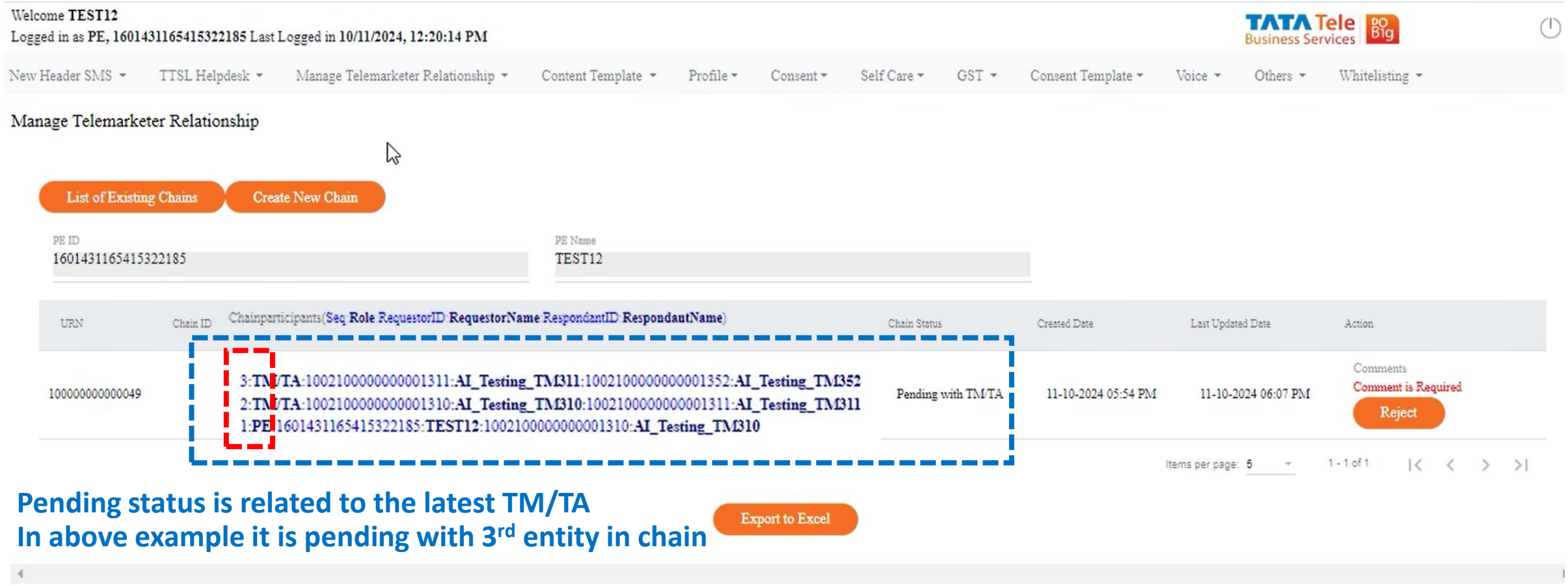
PE Can view the list and status



Pending status is related to the latest TM/TA
In above example it is pending with 3rd entity in chain

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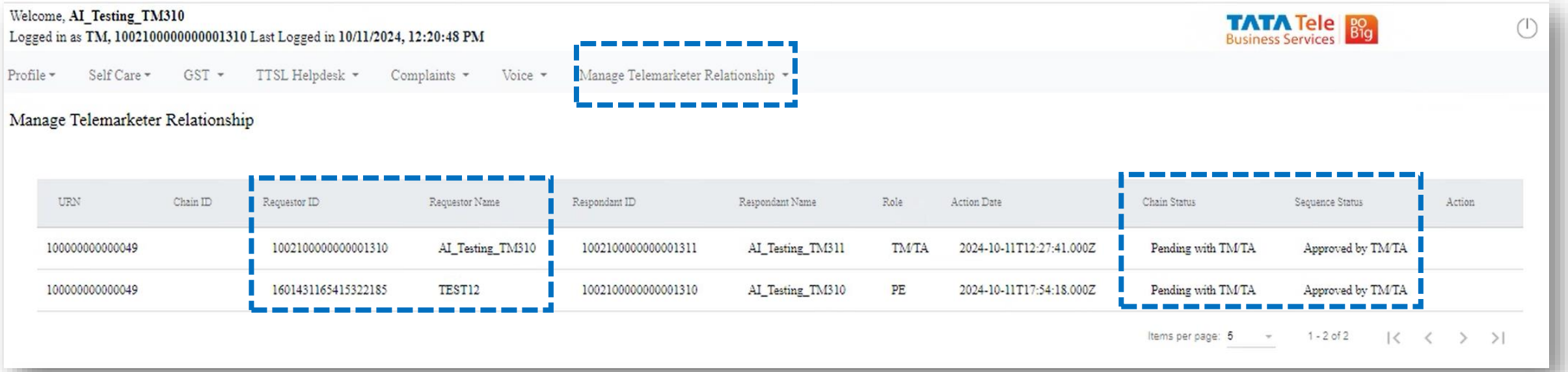
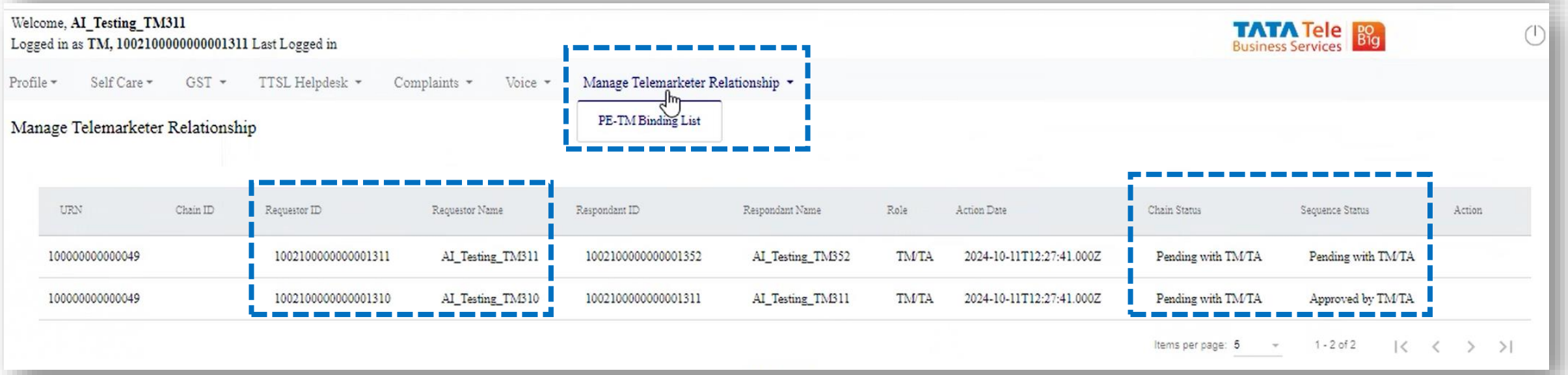
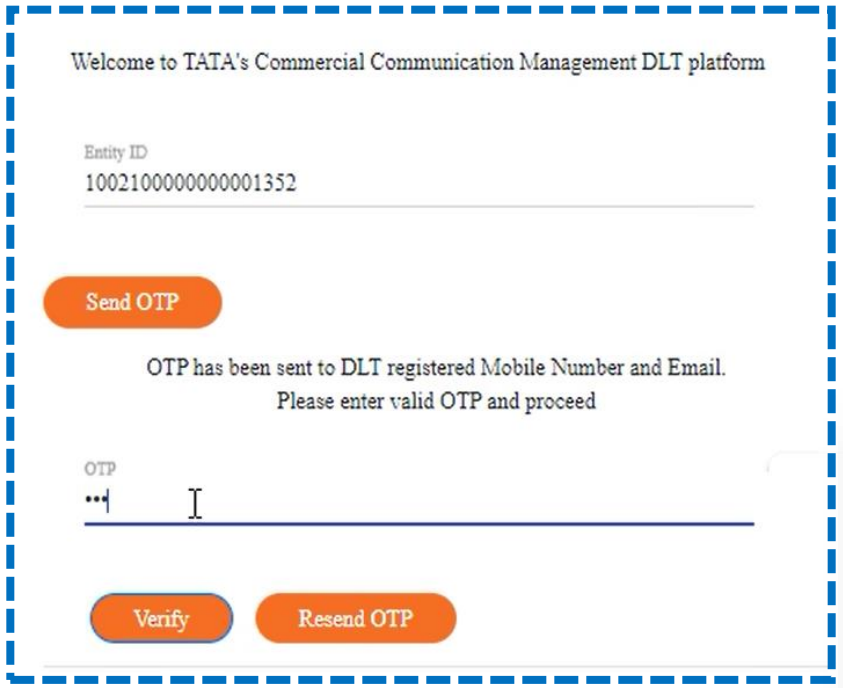
Other TM/TA Can view the list and status





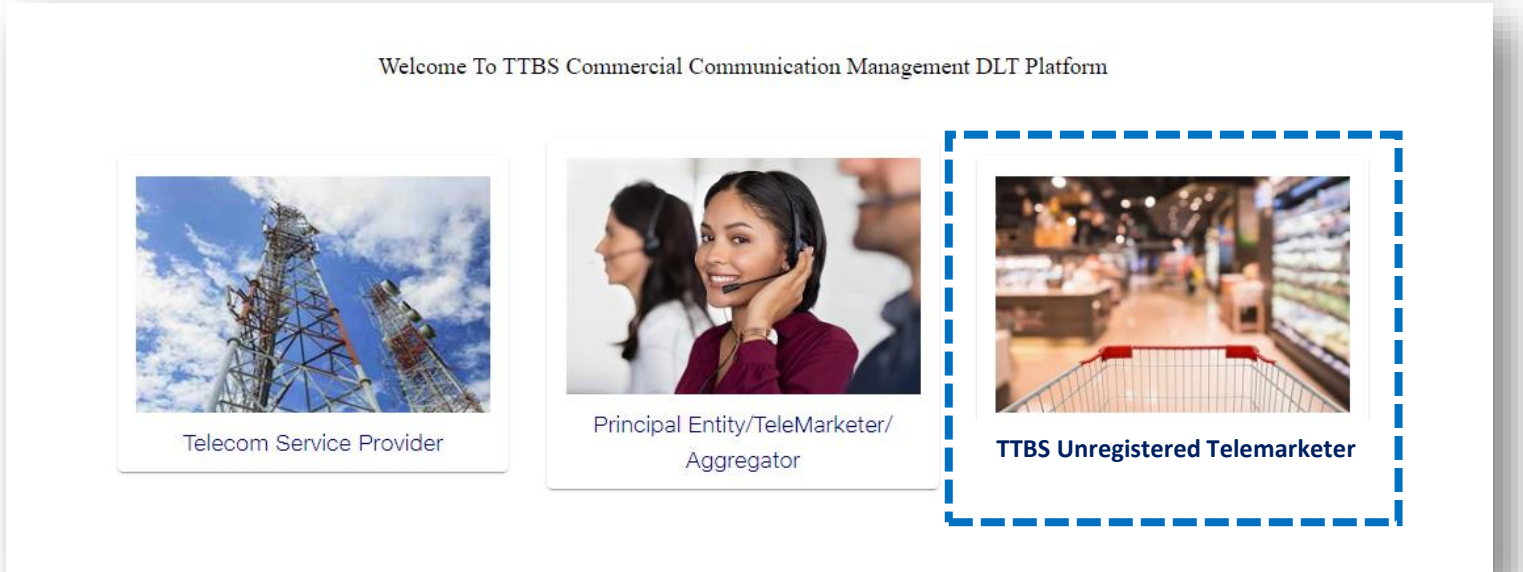
TM Not Registered with TTBS can login with OTP

https://telemarketer.tatateleservices.com/



TM selected in the chain who is not a registered TM with TTBS to use their DLT TM ID and DLT registered mobile & Email ID for login

Such TMs to select TTBS Unregistered Telemarketer option



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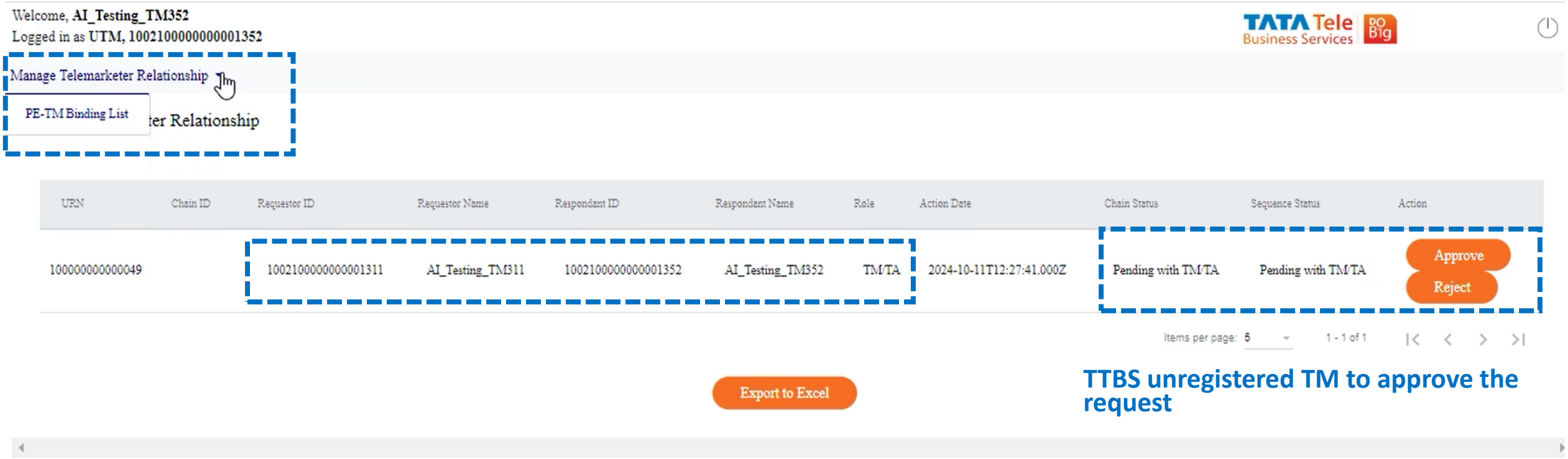
TTBS Unregistered TMs will get only one option



TTBS unregistered TM to approve the request

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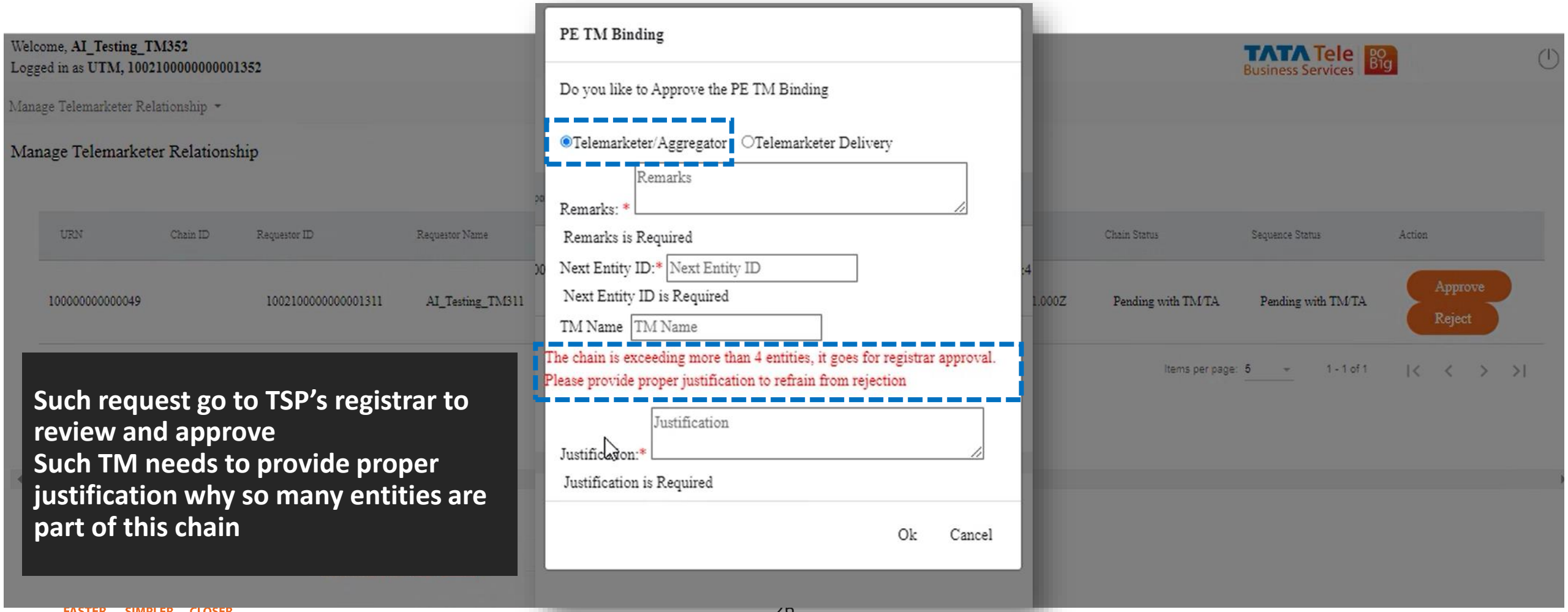
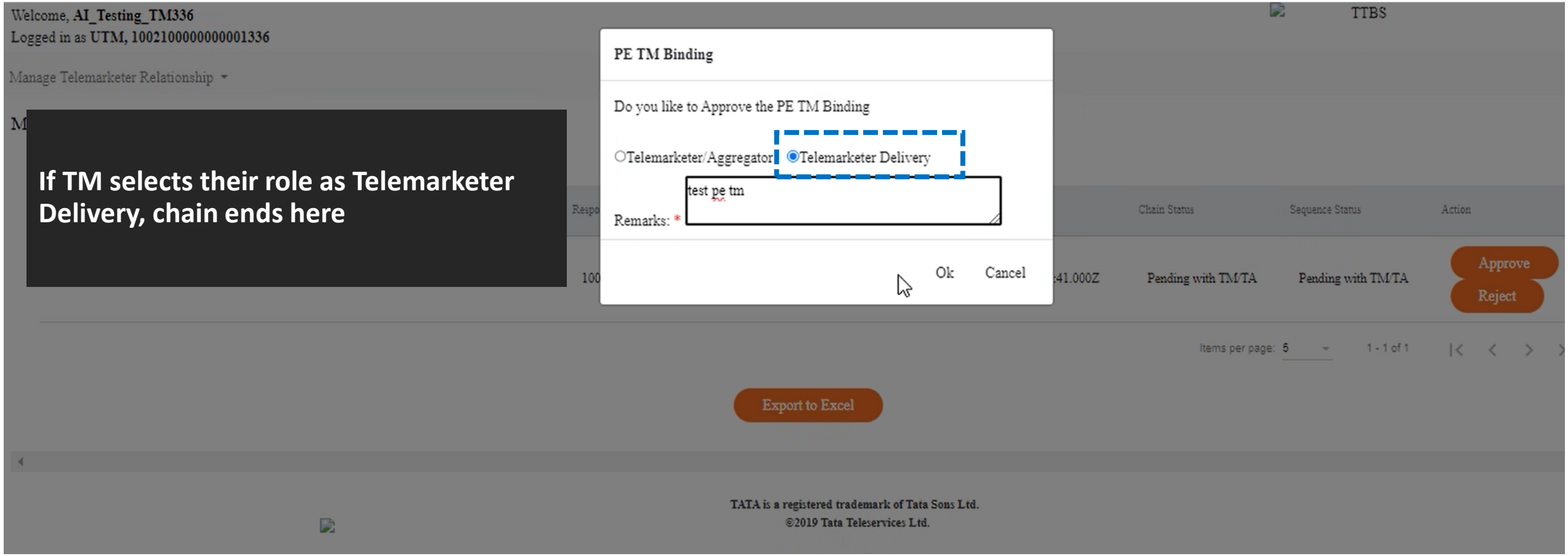
Exception - More Than 4 Entities in a Chain

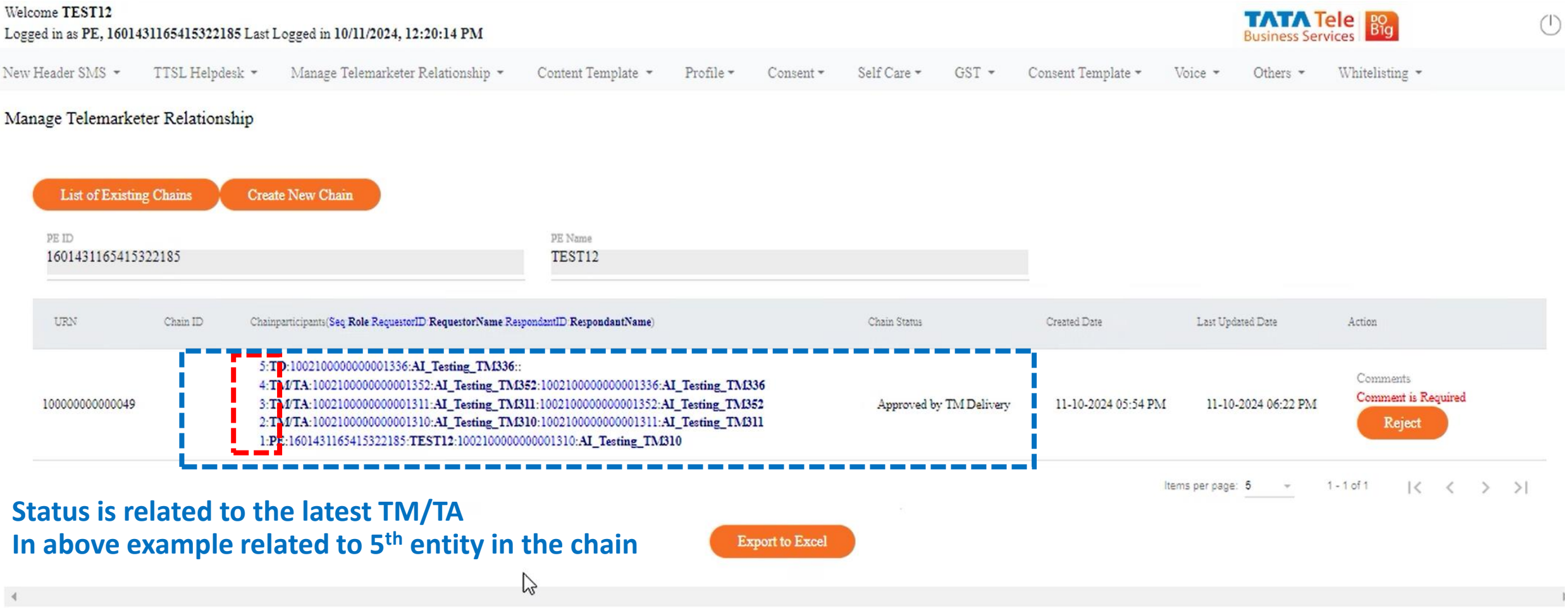


Such request go to TSP's registrar to review and approve
Such TM needs to provide proper justification why so many entities are part of this chain

Select Telemarketer Delivery



PE Can view the list and status



Status is related to the latest TM/TA
In above example related to 5th entity in the chain

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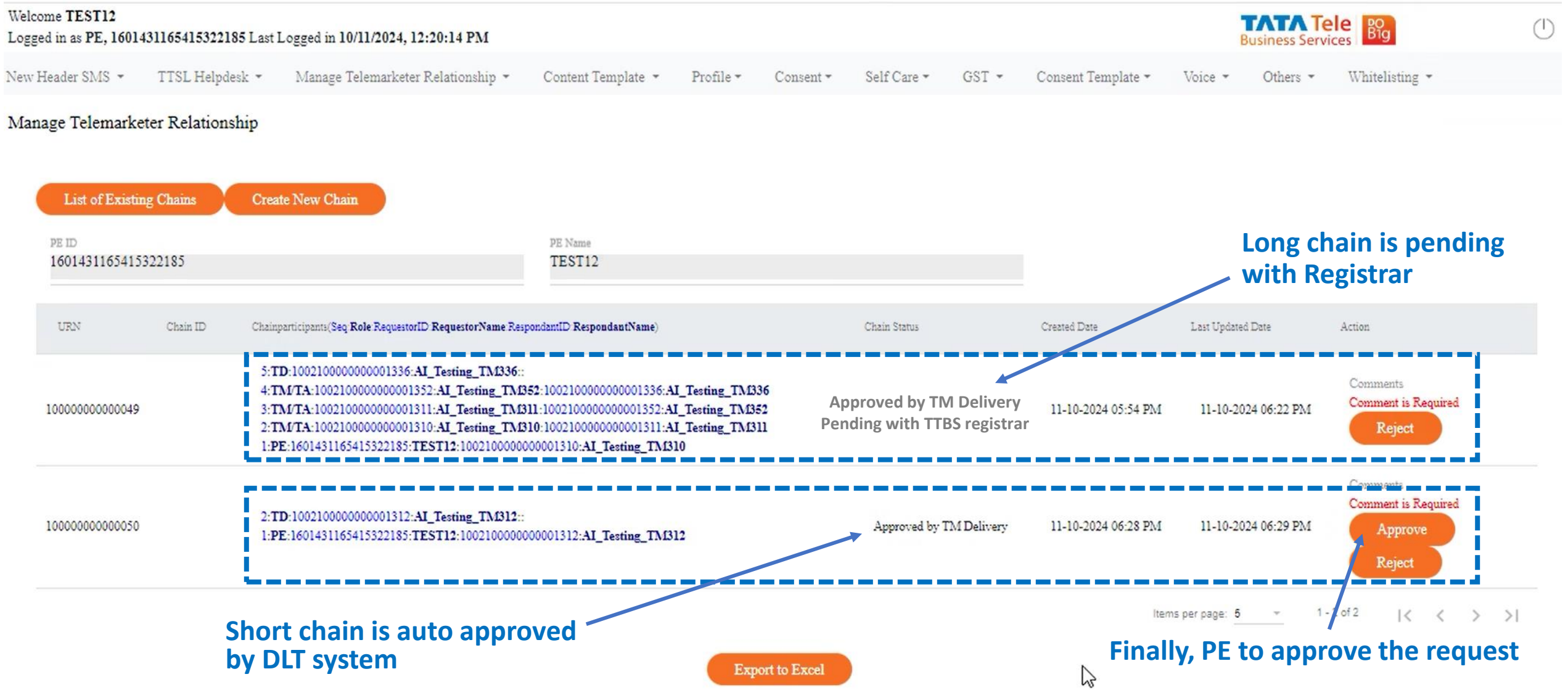
PE's Chain status and actions



Long chain is pending with Registrar

Short chain is auto approved by DLT system

Finally, PE to approve the request

Final Request Approved by PE With Remarks

Manage Telemarketer Relationship

List of Existing Chains | Create New Chain

PE ID: 1601431165415322185

PE Name: TEST12

URN	Chain ID	Chainparticipants(Seq:Role:RequestorID:RequestorName:RespondantID:RespondantName)	Chain Status	Created Date	Last Updated Date	Action
100000000000049		5:TD:1002100000000001336:AI_Testing_TM336:: 4:TM/TA:1002100000000001352:AI_Testing_TM352:1002100000000001336:AI_Testing_TM336 3:TM/TA:1002100000000001311:AI_Testing_TM311:1002100000000001352:AI_Testing_TM352 2:TM/TA:1002100000000001310:AI_Testing_TM310:1002100000000001311:AI_Testing_TM311 1:PE:1601431165415322185:TEST12:1002100000000001310:AI_Testing_TM310	Approved	11-10-2024 05:54 PM	11-10-2024 07:36 PM	
100000000000050		2:TD:1002100000000001312:AI_Testing_TM312:: 1:PE:1601431165415322185:TEST12:1002100000000001312:AI_Testing_TM312		11-10-2024 06:28 PM	11-10-2024 07:33 PM	
100000000000051		5:TD:1002100000000001336:AI_Testing_TM336:: 4:TM/TA:1002100000000001352:AI_Testing_TM352:1002100000000001336:AI_Testing_TM336 3:TM/TA:1002100000000001311:AI_Testing_TM311:1002100000000001352:AI_Testing_TM352 2:TM/TA:1002100000000001312:AI_Testing_TM312:1002100000000001311:AI_Testing_TM311 1:PE:1601431165415322185:TEST12:1002100000000001312:AI_Testing_TM312	Approved by Registrar	11-10-2024 07:38 PM	11-10-2024 07:50 PM	approved Approve Reject

Items per page: 5 1 - 3 of 3

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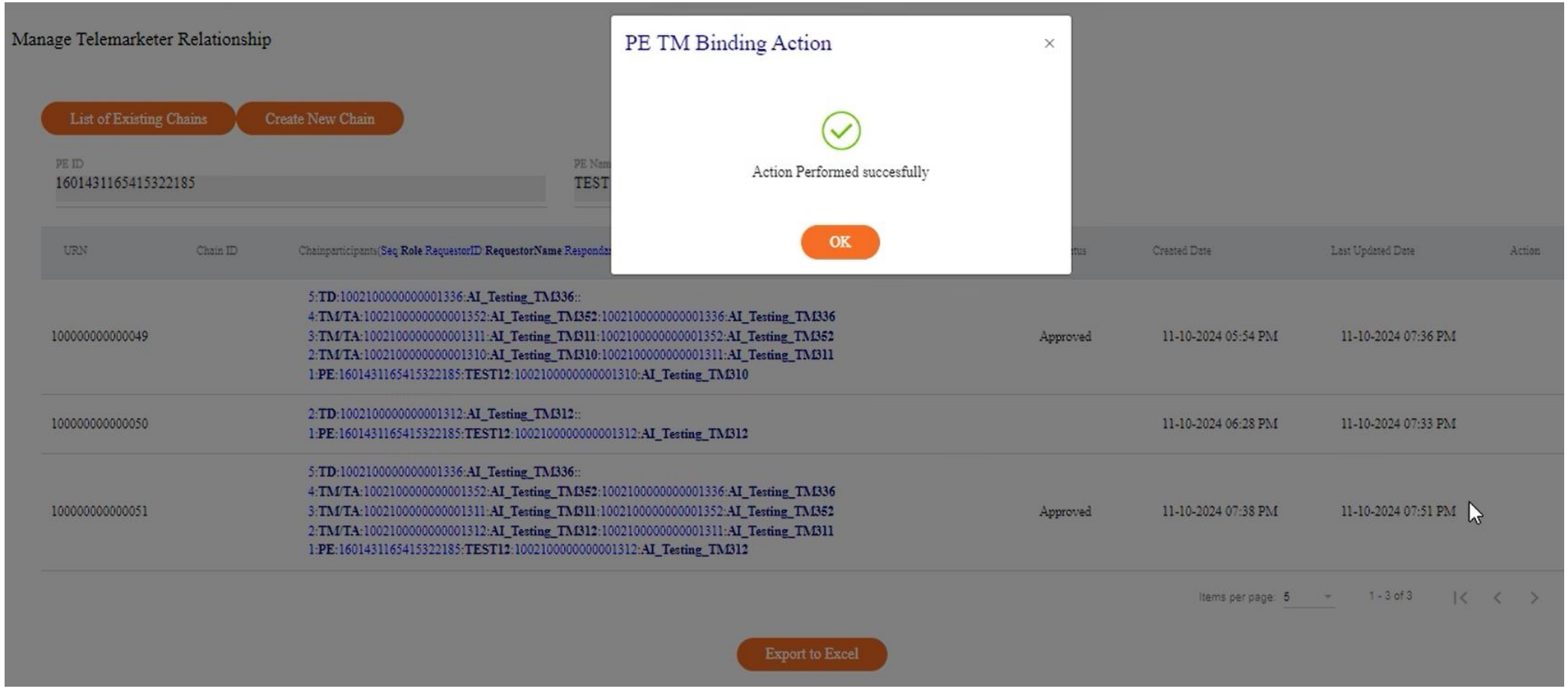
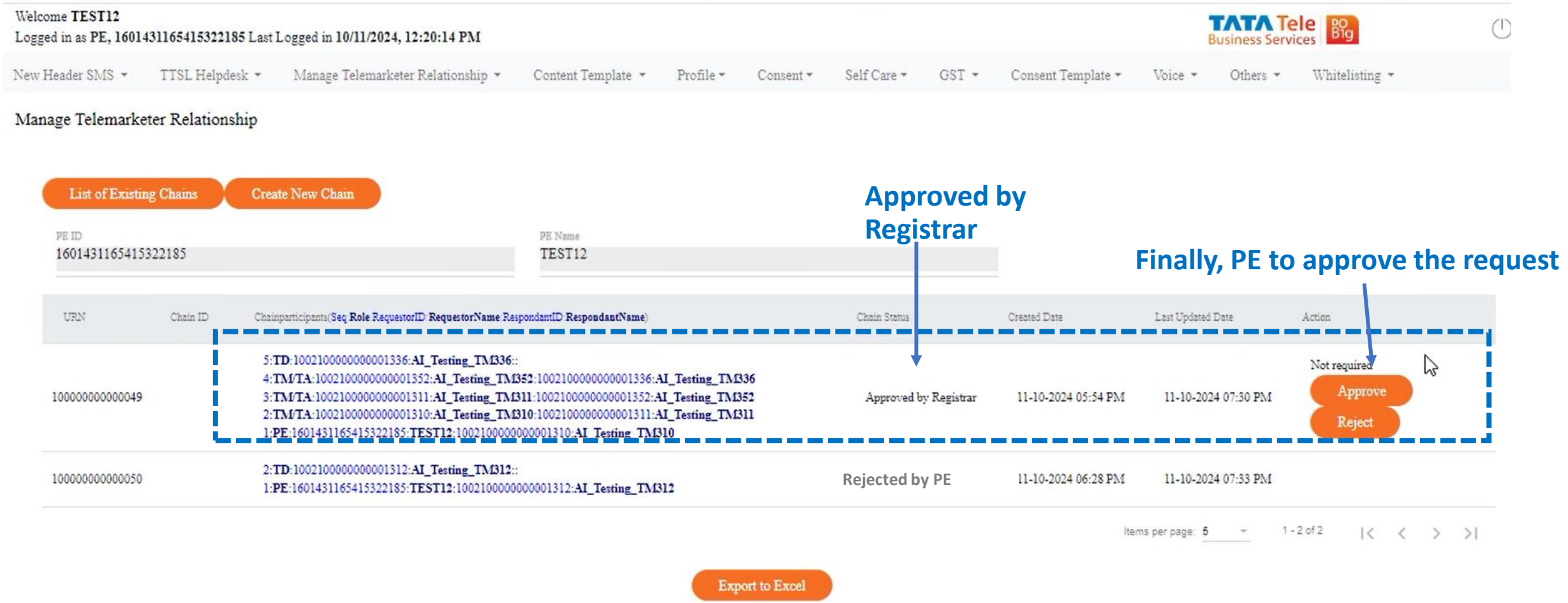
Final Request Approved by PE



PE's Chain status and actions



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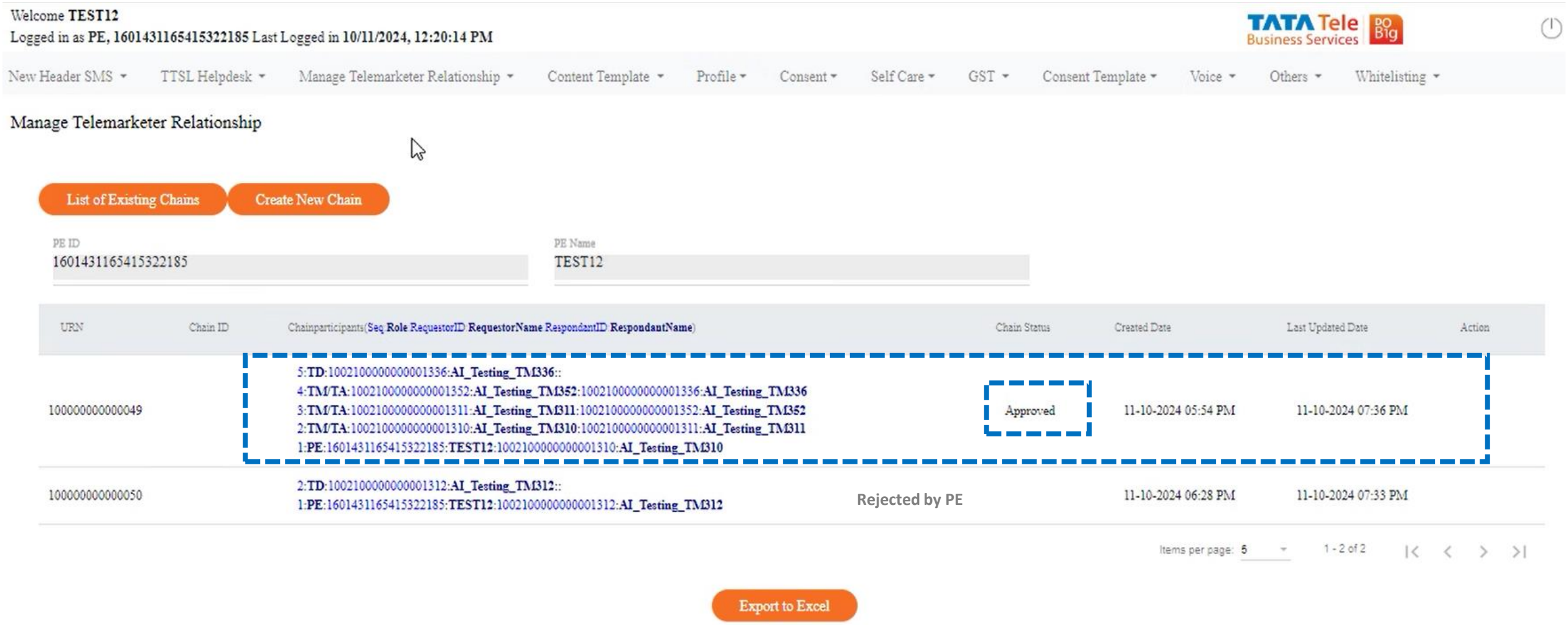
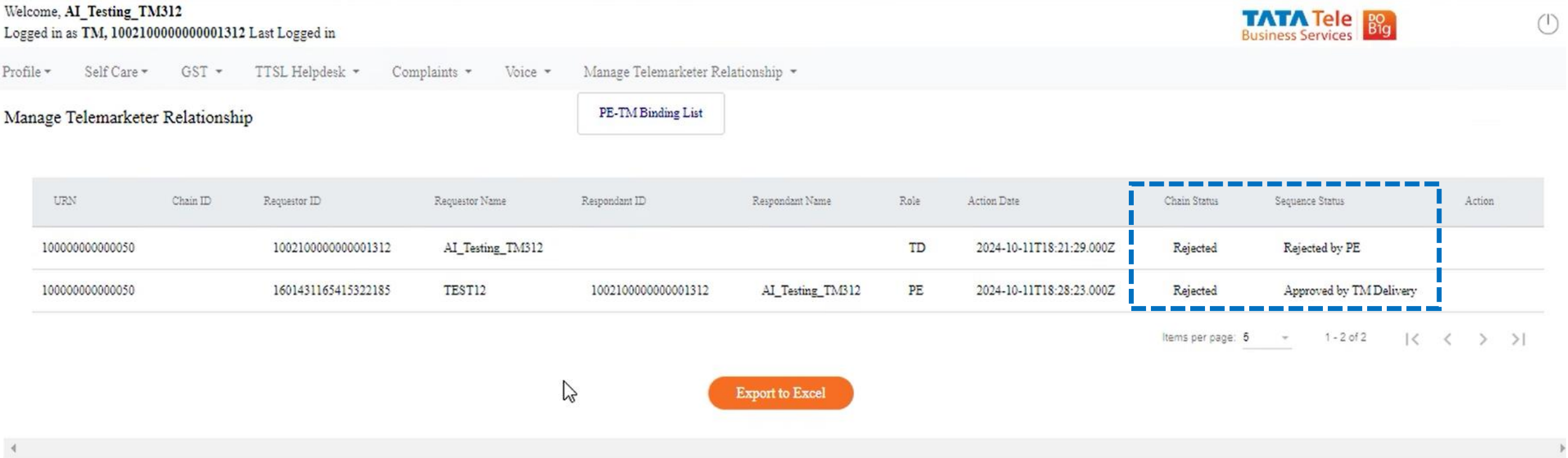
Final Status of PE's Chain – Ready to Submit SMS



Other TMs can only view status of immediate entities



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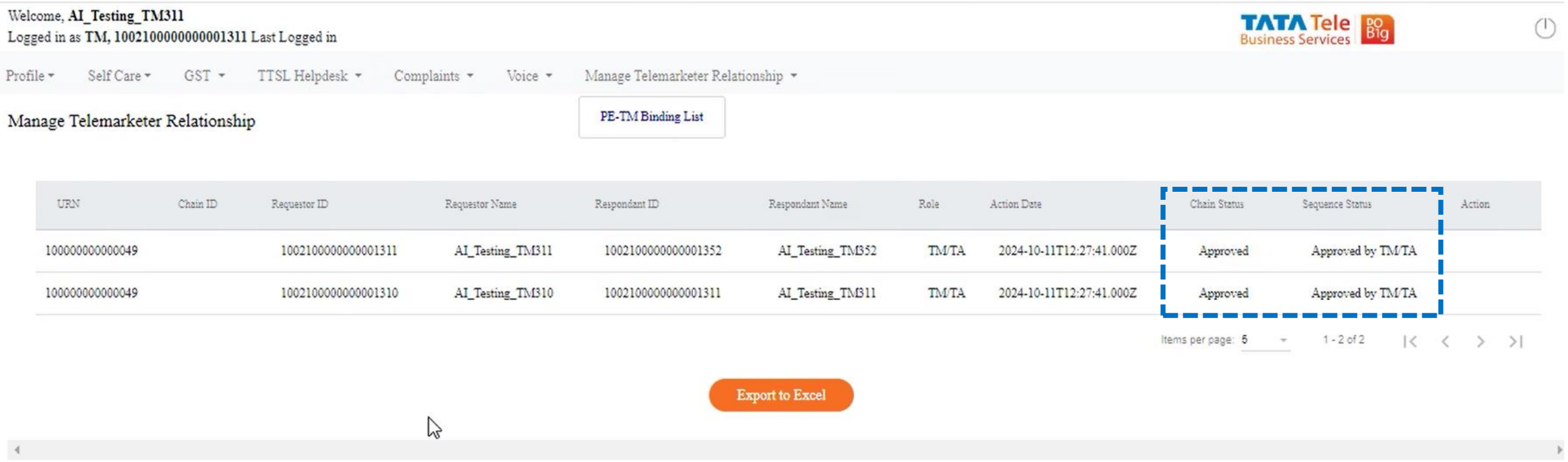
Other TMs can only view status of immediate entities



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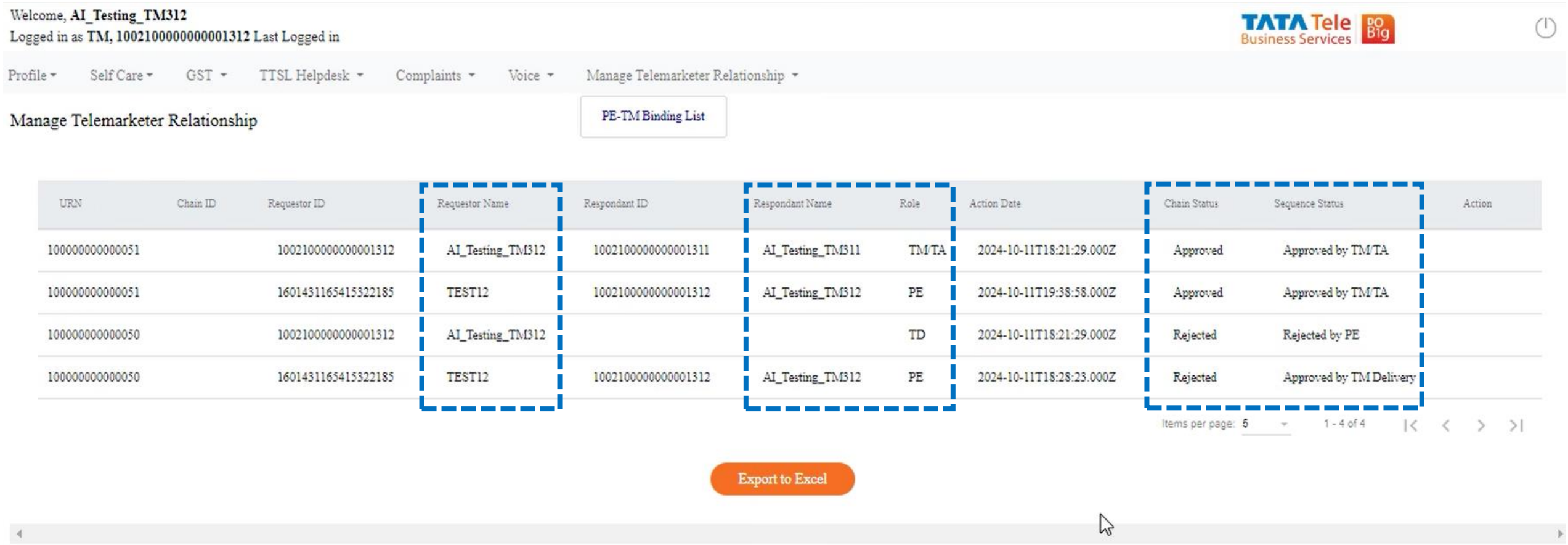
Final Request Status of Telemarketer Delivery



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Thank You!

#TimeToDoBig

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