Customer Solutions Group

OptOut iQ

Opt-Out - Compliance at Scale

Key Takeaways

Instantly detect opt-outs under the new FCC "reasonable person" and former "keyword" standards

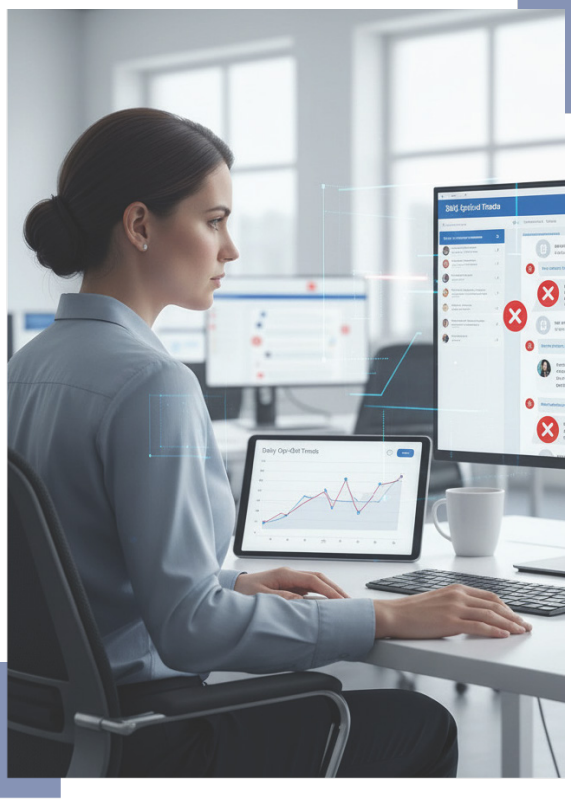
Reduce compliance risk and exposure to class-action lawsuits

Scalable, 24/7 protection across SMS cadences

The Challenge

On April 11, 2025, the FCC expanded SMS compliance requirements under the Telephone Consumer Protection Act (TCPA). Before, brands had to recognize seven specific opt-out keywords (e.g., STOP, CANCEL, UNSUBSCRIBE). Now, enforcement requires honoring any phrasing a "reasonable person" would interpret as an opt-out.

This shift creates massive complexity, and both regulatory and class-action lawsuit risk. Computers can easily detect seven keywords but phrases like "Please don't contact me again" or "I already have insurance" are harder to interpret. Within 90 days of the rule change, multiple class-action lawsuits were filed against brands that failed to capture these non-keyword opt-outs.



The Solution

Our OptOut IQ service receives and reads your inbound consumer texts and instantly flags messages with language that qualifies as an opt-out under new and prior FCC standards. CSG's brand partners use this flag to end conversations with opted-out consumers, thereby reducing compliance and class-action lawsuit risk.

Why We're Different

OptOut IQ is the only, AI-powered opt-out detection service, designed specifically for this new regulatory environment. Powered by advanced Large Language Models (LLMs), OptOut IQ:

- Reads every inbound SMS in real time
- Identifies reasonable person opt-outs, even with vague or non-standard phrasing
- Instantly tells you whether the inbound SMS is an opt-out or not
- Provides a consistent, conservative interpretation to mitigate risk
- Operates 24/7, in all languages, at scale
- Identifies messages containing any of the seven opt-out key words

Results You'll See

Instant Compliance:

No waiting period - opt-outs flagged the moment they're received

Reduced Risk:

Protection against class-action lawsuits from "keyword avoiders" and the Plaintiff Bar

Operational Efficiency:

Automation that eliminates the need for costly human monitoring

Scalable Coverage:

Works across millions of messages, every day, without added overhead

The Bottom Line

Manual monitoring can't keep up with the new FCC standard. OptOut IQ is the only practical way to ensure compliance at scale, reduce regulatory and legal exposure, and protect your brand reputation.

Whether bundled with CSG's SMS solutions or licensed as a standalone compliance service for your SMS, OptOut IQ gives you confidence.

Ready to safeguard your outreach with AI-powered compliance?
Let's talk about how OptOut IQ can protect your brand.

Reduce risk. Build trust. Protect every message.

Let's Connect

Or, call us at (888)-925-1075

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