Consent, STOP and HELP

A customer is asked before any details are taken whether they agree to be texted, and can stop at any time.

Steps

1. The first reply asks the customer to agree, with the date, time and exact words recorded.
2. If they reply STOP, or the word for it in their own language (such as PARAR, ARRET, STOPP, SAIR, LEIRATKOZAS or TIGIL), texting stops for that number right away.
3. If they reply HELP, they get your company name and how to reach you.

Good to know

HQ is inbound only. Nobody can text a customer who did not contact you first.

Someone who writes something like "stop texting me" without the exact word is flagged to the office so a person can act on it.