Double Opt-in
Business Rules

1. Introduction

Vodacom prides itself in being customer centric and focus all efforts towards delighting customers. With the increase in the number of customer complaints with regards to WASP subscription services Vodacom has deemed it necessary to implement measures that will help alleviate this problem. Since the key issues revolve around customers who claim they were not aware they were subscribing to WASP services (i.e. they thought they were purchasing a once-off service), the new business rules are aimed at resolving this issue.

In order to eliminate customer uncertainties regarding WASP services, Vodacom has decided to implement a technical solution to enforce Double Opt-in business rules. Double Opt-in is a two-step process which requires customers who request WASP services to confirm their request prior to delivery of content and billing.

2. Key Objectives

- To ensure that customers are provided with full service details before they purchase a WASP service.
- To reduce the number of customer complaints related to WASP services and prevent rogue operators from defrauding Vodacom subscribers.
- To improve the customer experience.
- To increase the longevity of WASP services.

3. Double Opt-in Business Rules

3.1 WASP services initiated via SMS and MMS

The following steps describe the Double Opt-in process for subscription and ad-hoc (once-off) services requested via SMS and MMS:

a) The customer sends an SMS/ MMS MO to request a WASP service.

b) A WASP receives a service request, and provides Vodacom with all the information required for the service notification which will be forwarded to the customer by Vodacom. The following information is required:

     i. the service name;
     ii. price; and
     iii. Custom message.

c) Vodacom will then trigger a service notification SMS which is sent to the customer. This message will read as follows "*Confirm your request for **(ServiceName)@(Price) (Custom message).**Reply "YES" to accept/"NO" to cancel, free SMS.*"

d) All leading spaces, single quotes (') and double quotes (") <u>will be removed</u> from the SMS to determine if the first character is indeed a **Y.** In such a case, the reply will be deemed a positive response to the service.

e) If the subscriber responds with a **Yes** or any word starting with a **Y**, the WASP will be notified that the service request has been successful after which a WASP can issue a billing request.

f) If the subscriber responds with a **No** (or any word not starting with a **Y** or does not respond to the confirmation SMS within 5 days, the WASP will be notified of the service request failure and the WASP cannot send a billing request. All such billing requests will be rejected.

g) If the service requested is a subscription service, the WASP must send a welcome message to the customer with the following details:

    i. The name of the subscription service;
    ii. The cost of the subscription service and the frequency of the charges;
    iii. Clear and concise instructions for unsubscribing from the service; and
    iv. The service provider's telephone number.

h) When a customer has confirmed their request for a subscription service, neither the amount, the frequency of the charges, nor the frequency of the service may be increased without the customer's explicit permission.

i) Monthly reminders must be sent to the customer within 30 days and monthly thereafter.

3.2 WASP service requests initiated via WEB

The following steps outline the Double Opt-in process for WEB subscriptions and WEB Ad-hoc (once-off) service requests:

a) The customer requests a WASP service by entering a mobile number on a WEB page.

b) A WASP receives a service request, and provides Vodacom with all the information required for the service notification which will be forwarded to the customer by Vodacom. The following information is required:

    i. the service name;
    ii. price; and
    iii. Custom message.

c) Vodacom will then trigger a service notification SMS to be sent to the customer and the message would read as follows: "*Confirm your request for **(ServiceName)**@**(Price) (Custom message).**Reply "YES" to accept/"NO" to cancel, free SMS.*"

d) All leading spaces, single quotes (**'**) and double quotes (**"**) <u>will be removed</u> from the SMS to determine if the first character is indeed a **Y.** In such a case, the reply will be deemed a positive response to the service.

e) If the subscriber responds with a **Yes** or any word starting with a **Y**, the WASP will be notified that the service request has been successful after which a WASP can issue a billing request

f) If the subscriber responds with a **No** (or any word not starting with a **Y** or does not respond to the confirmation SMS within 5 days as stipulated above, the WASP will be notified of the service request failure and the WASP cannot send a billing request. All such billing requests will be rejected.

g) If the service requested is a subscription service, the WASP must send a welcome message to the customer with the following details:

    i. The name of the subscription service;
    ii. The cost of the subscription service and the frequency of the charges;
    iii. Clear and concise instructions for unsubscribing from the service; and
    iv. The service provider's telephone number.

h) When a customer has confirmed their request for a subscription service, neither the amount, the frequency of the charges, nor the frequency of the service may be increased without the customer's explicit permission.

i) Monthly reminders must be sent to the customer within 30 days and monthly thereafter.

3.3. WASP service requests initiated via WAP

The following steps outline the Double Opt-in process for subscriptions and ad-hoc (once-off) WASP services initiated via WAP:

a) The customer requests a WASP service via a WAP site.

b) A WASP receives a service request and sends the service request to Vodacom. The opt-in request sent by the WASP to Vodacom should contain:

      i. the service name;
     ii. price; and
    iii. Custom message.

c) Vodacom receives the service request from the WASP and then presents the customer with a WAP confirmation page. The confirmation page will provide the customer with the option to accept or cancel the service request.

d) If the subscriber accepts, the WASP will be notified of the service request success and it is only at this point that a WASP can send a billing request. The customer will then be redirected to the WAP page where he can access the content.

e) If the subscriber cancels the service request, the WASP will be notified of the service request cancellation and the WASP cannot send a billing request and the customer will not be able to access the content.

f) If the service requested is a subscription service, the WASP must send a welcome message to the customer with the following details:

      i. The name of the subscription service;
     ii. The cost of the subscription service and the frequency of the charges;
    iii. Clear and concise instructions for unsubscribing from the service; and
    iv. The service provider's telephone number.

g) When a customer has confirmed their request for a subscription service, neither the amount, the frequency of the charges, nor the frequency of the service may be increased without the customer's explicit permission.

h) Monthly reminders must be sent to the customer within 30 days and monthly thereafter.

3.4 WASP service requests initiated via USSD

The following steps outline the Double Opt-in process for subscription and ad-hoc (once-off) service requests via USSD:

a) The subscriber dials a USSD string.

b) The subscriber is presented with a menu option(s) or service name with price and billing frequency (where applicable).

c) The customer requests the required service by selecting the appropriate menu option.

d) A WASP receives a service request, and provides Vodacom with all the information required for the service notification which will be forwarded to the customer by Vodacom. Then following information is required:

e) Vodacom will then trigger a service notification SMS to be sent to the customer and the message would read as follows: "*Confirm your request for **(ServiceName)**@**(Price)** **(Custom message)**.Reply "YES" to accept/"NO" to cancel, free SMS.*"
      i. the service name;
     ii. price; and
    iii. Custom message.

f) All leading spaces, single quotes (') and double quotes (") will be removed from the SMS to determine if the first character is indeed a **Y.** In such a case, the reply will be deemed a positive response to the service.

g) If the subscriber responds with a **Yes** or any word starting with a **Y**, the WASP will be notified that the service request has been successful, after which a WASP can deliver the content and issue a billing request.

h) If the subscriber responds with a **No** (or any word not starting with a **Y** or does not respond to the confirmation SMS within 5 days as stipulated above, the WASP will be notified of the service request failure and the WASP cannot send a billing request. All such billing requests will be rejected.

i) If the service requested is a subscription service, the WASP must send a welcome message to the customer with the following details:

      i. The name of the subscription service;
      ii. The cost of the subscription service and the frequency of the charges;
      iii. Clear and concise instructions for unsubscribing from the service; and
      iv. The service provider's telephone number.

j) When a customer has confirmed their request for a subscription service, neither the amount, the frequency of the charges, nor the frequency of the service may be increased without the customer's explicit permission

k) Monthly reminders must be sent to the customer within 30 days and monthly thereafter.

3.5 General rules

a) These business rules will be applicable to all WASP bearers billed via OBS.

b) Where there is a difference between Vodacom Business Rules and the WASPA Code of Conduct, the Vodacom Business rules apply.

c) The WASP is not allowed to send any marketing communication to the subscriber or any messages until they have confirmed their service request else this will be classified as SPAM.

d) A customer can only be subscribed to a service once until such time that they unsubscribe in which instance a customer can re-subscribe to the service.

e) A re-initiate can only be performed once on a pending request within the 5 day expiry period.

f) Each ad-hoc purchase requires a separate request to double-opt in.

g) The WAP flow is one step, meaning that a subscription and ad-hoc can be displayed on the WAP page and will only be processed when the customers clicks on Confirm or Decline. Where a customer re-confirms an ad-hoc by clicking back on the browser, the WASP must ensure that the customer is not billed twice (the billing system will prevent you from doing so as the hash value will have been used already).

h) The MSISDN on the WAP flow will be detected by Vodacom and should not be passed in by the WASP.

i) Multiple ad-hoc requests can exist on a subscriber however billing can only take place per request as the customer confirms the requests.

j) Billing retries on OBS will only be allowed for 05 RAB errors and a new Hash value needs to be obtained from MESH for this.

k) All the relevant information (MO messages, SOAP post-backs) will be passed back to the WASP. This will enable the WASP to manage and service the customers

l) All Opt-out messages must be done through SMS MO. Customers should not unsubscribe via USSD.

m) All Opt-out messages should be standard rated.

n) Do not include the Customer Message parameters for ad-hoc messages

o) The WASP is not allowed to put any images, advertising or non-approved message on the WAP confirmation page.

p) Reminder messages and subscription rules as per the OBS Terms and Conditions and the WASPA Code of Conduct will continue to apply.

q) These rules will apply to all new WASP services (new service requests made by customers and includes both ad-hoc [once-off] and subscription services).

r) Failure to comply with Double Opt-in business rules will result in the termination of the OBS account.

For further enquiries please contact WASP Support:

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Addendum A
Double Opt-in
Message Layout

1   INTRODUCTION

The purpose of this document is to define the messages to be sent from Vodacom, based on the information received from the WASPs.

2   RULES

- The messages needs to fit within 160 characters

3   MESSAGES

3.1   Confirmation Message – Once-off

Message:
Confirm your request for (*Service Name*)@(*Price*), once-off.Reply "Yes" to confirm/"No" to cancel,free SMS

Example:
Confirm your request for Rugby Scores@R2.00, once-off.Reply "Yes" to confirm/"No" to cancel,free SMS

3.2   Confirmation Message – Multiple

Message:
Confirm your request for (*Service Name*)@(*Price*) (*CustomMessage*).Reply "Yes" to confirm/"No" to cancel,free SMS

Example:
Confirm your request for Rugby Scores @ R2.00 per day.Reply "Yes" to accept /"No" to cancel,free SMS
Confirm your request for Rugby Scores @ R2.00 every 2 day(s) maximum bill 3 times a week.Reply "Yes" to accept /"No" to cancel,free SMS
Confirm your request for Rugby Scores @ R2.00 twice a week.Reply "Yes" to accept /"No" to cancel,free SMS
Confirm your request for Rugby Scores @ R2.00 maximum twice a day.Reply "Yes" to accept /"No" to cancel,free SMS
Confirm your request for Rugby Scores @ R2.00 per alert, maximum 6 alerts per day.Reply "Yes" to accept/"No" to cancel,free SMS

3.3 Termination Message

Message:

You have been unsubscribed from (*Service Name*) service with effect from (*Date*).

Example:

You have been unsubscribed from Rugby Score service with effect from 17-06-2011.

4 PARAMETERS

4.1 Definition of parameters for message construct

Description	Type	Length	Format	Example (Not complete list)
Service Name (Mandatory)	Character	40		Rugby Scores News highlights
Price (Mandatory)	Number	6	Rnn.nn	R2.00 R10.00
CustomMessage (Mandatory)	Character	45		alert(s) per week bill(s) per day charge(s) per month

Addendum B
Change Control

Document Owner: Tebogo Segola

Date	Version	Paragraph	Description
2011-06-13	2	3.1	Par c) Wording changed Par d) and Par e) Elaborated on "Y"
		3.2	Par c) Wording changed Par d) and Par e) Elaborated on "Y"
		3.4	Par e) Wording changed Par f) and Par g) Elaborated on "Y"
		3.5	Added paragraphs a) to i) and q)
2011-06-27	3	3.1 & 3.2	Par b) iii Parameter change Par c) Message updated Par d) and Par e) Formatting
		3.3	Par b) iii
		3.4	Par d) iii Parameter change Par e) Message updated Par f) and Par g) Formatting
		3.5	Par q) Wording updated
		Addendum A	Added
2011-07-08	4	3.1	Par d) Added
		3.2	Par d) Added
		3.4	Par f) Added
		Addendum B	New heading for Change Control
2011-08-04	5	3.5	Par d) Added and re-arranged information
2011-09-16	6	3.3	Removed "For any queries call 082111" from termination message