# Principal Entity and Telemarketing Binding

**TCCCPR-2018** 





Private & Confidential



#### Contents

Objective	
List of Abbreviations used	
Prerequisites	
Registration Flow	
Exceptions	
DLT Registration Journey	





## **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

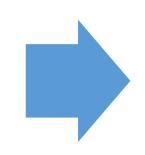
FASTER SIMPLER CLOSER

**\*\*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



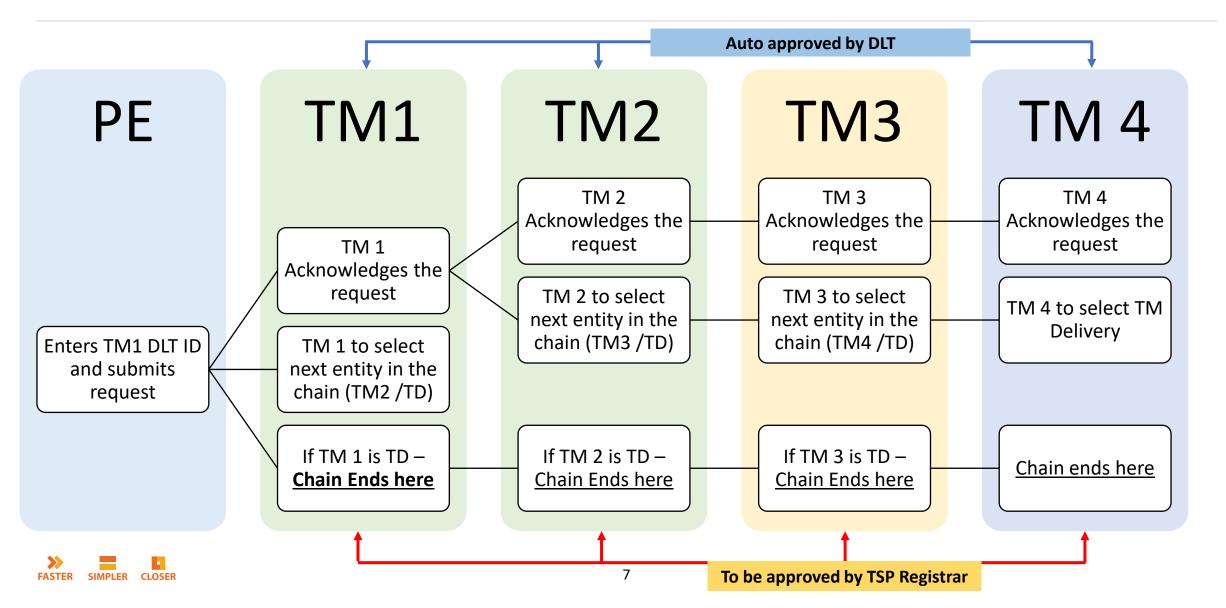
# Business Services

#### **Exceptions**

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



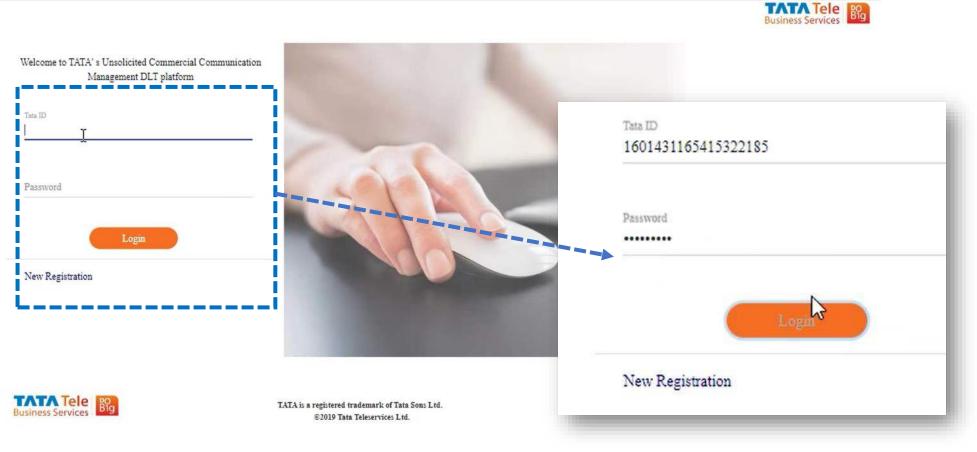
#### **Registration Flow**



## **Principal Entity to Login to TTBS DLT Platform**



#### https://telemarketer.tatateleservices.com/



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#### **Initiate PE – TM Binding Request**

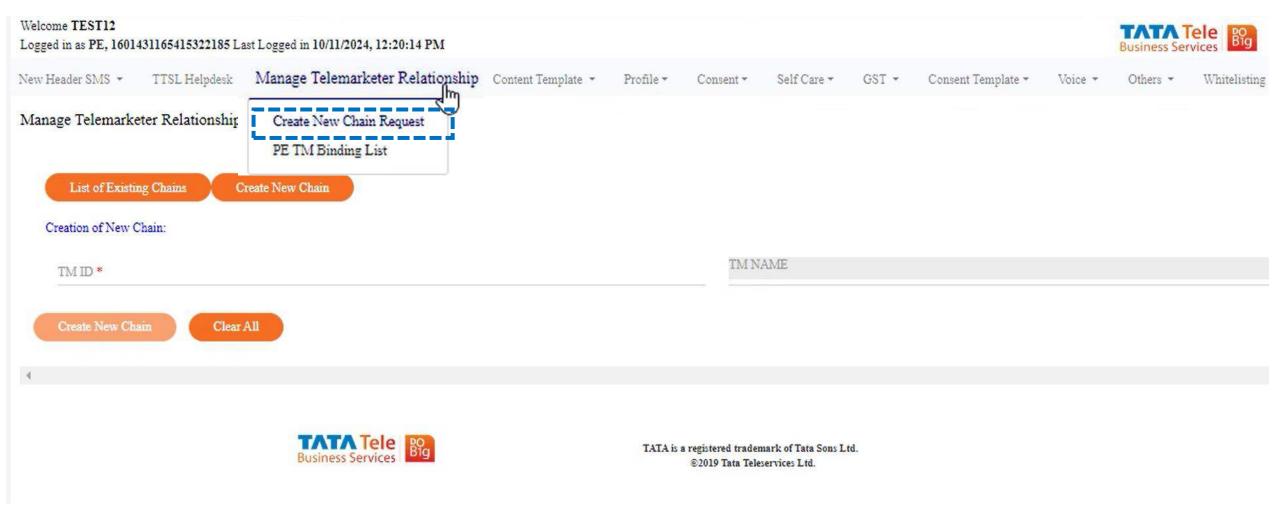
Welcome TEST12 Logged in as PE, 1601431165415322185 Last Logged	d in 10/11/2024, 12:20:14 PM		Business Se	rvices Big
New Header SMS - TTSL Helpder - Man	nage Telemarketer Relationship 👻 Content Template 👻	Profile - Consent - Self Care - GST -	Consent Template - Voice - Others -	Whitelisting -
Template Reports To be viewed by PD	Create New Chain Request PE TM Binding List			
Industry Type Private		Entity Name TEST12		
Search By - Search	Date From 📅 Date To	T Apply Clear All		
Justification is Mandatory for variable length mor		i Time Stamp Justification Verification Communicati	on Type Category Status Consent Template ID R	legistration Date Modify Réassign
		No records found		
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4				



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#### **Create New Request– TM Binding Request**

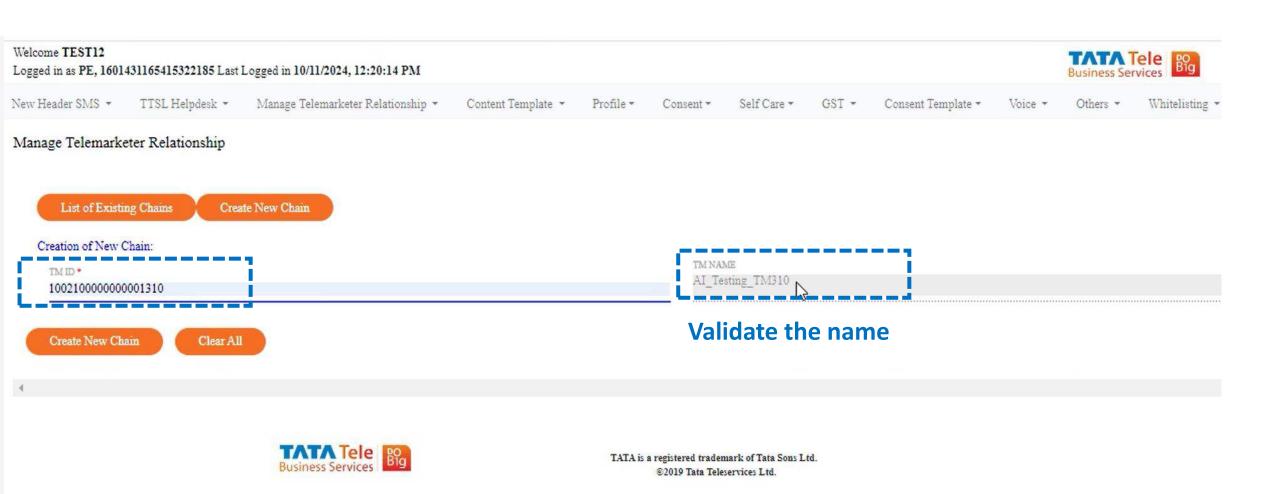






#### **Enter Details – Telemarketer ID**





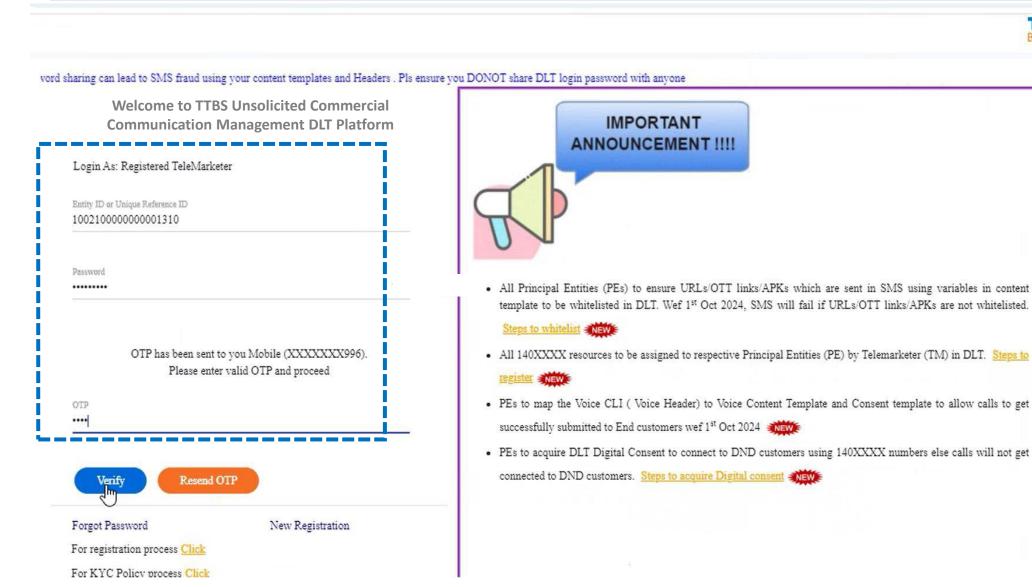
#### **Request created for binding with Telemarketer**



Welcome TEST12 Logged in as PE, 1601431165415322185 Last Logged in 10/11/2024, 12:20:14 PM New Header SMS * TTSL Helpdesk * Manage Telemarketer Relationship * Conten	ling Create New Chain >	Consent Template *	TATAT Business Ser Voice • Others •	vices Whitelisting -
Manage Telemarketer Relationship           List of Existing Chains         Create New Chain           PE ID         TES	created succesfully with URN 1000000000049			
URM Chain ID Chainparticipants (Seq Role RequestorID) RequestorName RespondantID RespondantName)	Chain Status	Created Date	Last Updated Date	Action
10000000000049 1:PE:1601431165415322185:TEST12:10021000000001310:AI_Texting_TM31	) Pending with TM/TA	11-10-2024 05:54 PM	11-10-2024 05:54 PM	Comments Comment is Required Reject
			Items per page: 5 *	1-1of1  < < >>
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•				*
Business Services	TATA is a registered trademark of Tata Sons Ltd. ©2019 Tata Teleservices Ltd.			



## **Login as Telemarketer to Approve Binding Request**

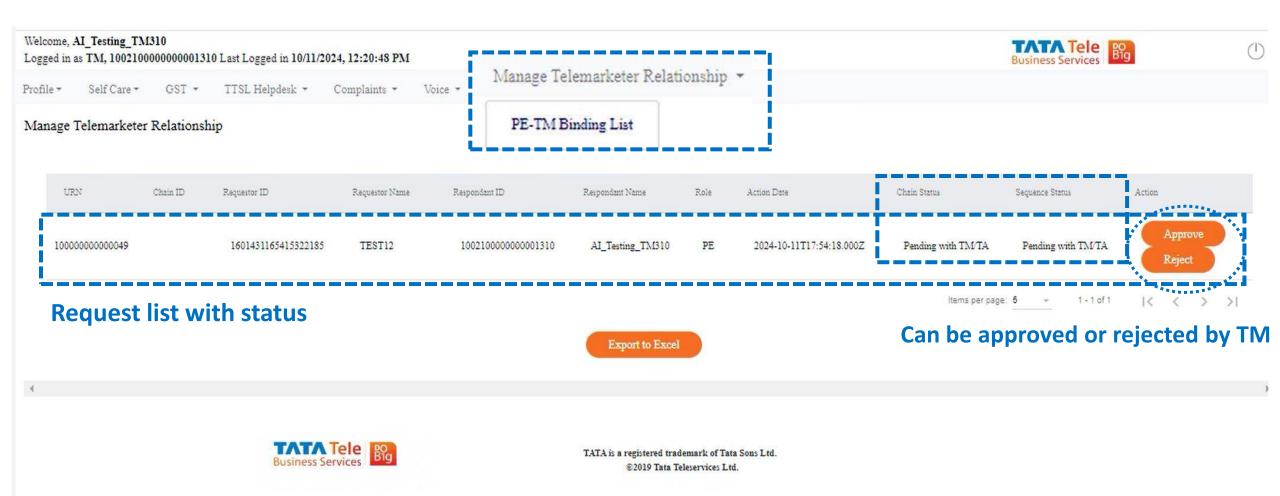






#### **Select Manage Telemarketer Relationship**





#### TM to Select Role in the Chain

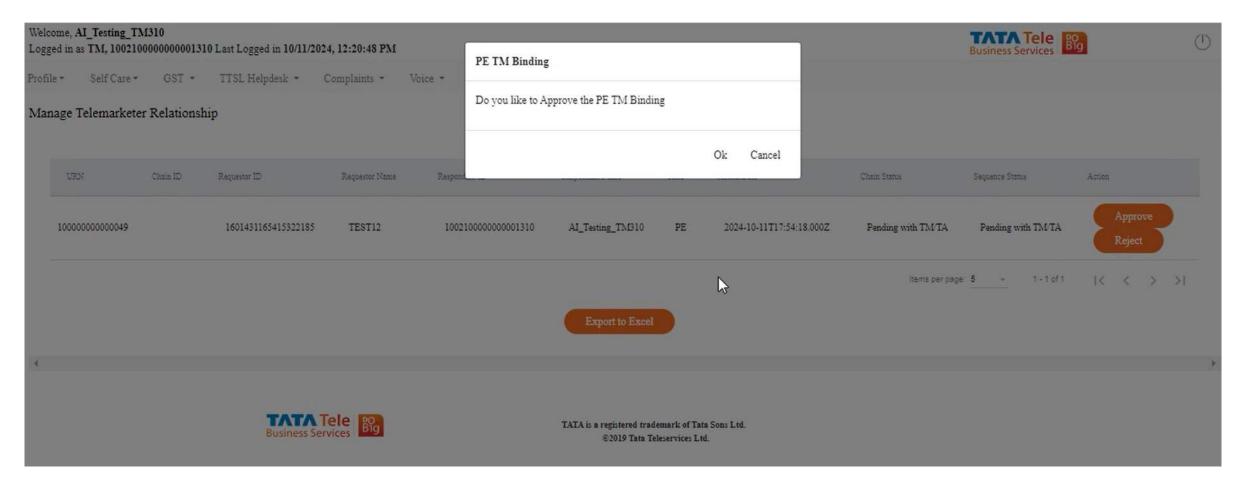


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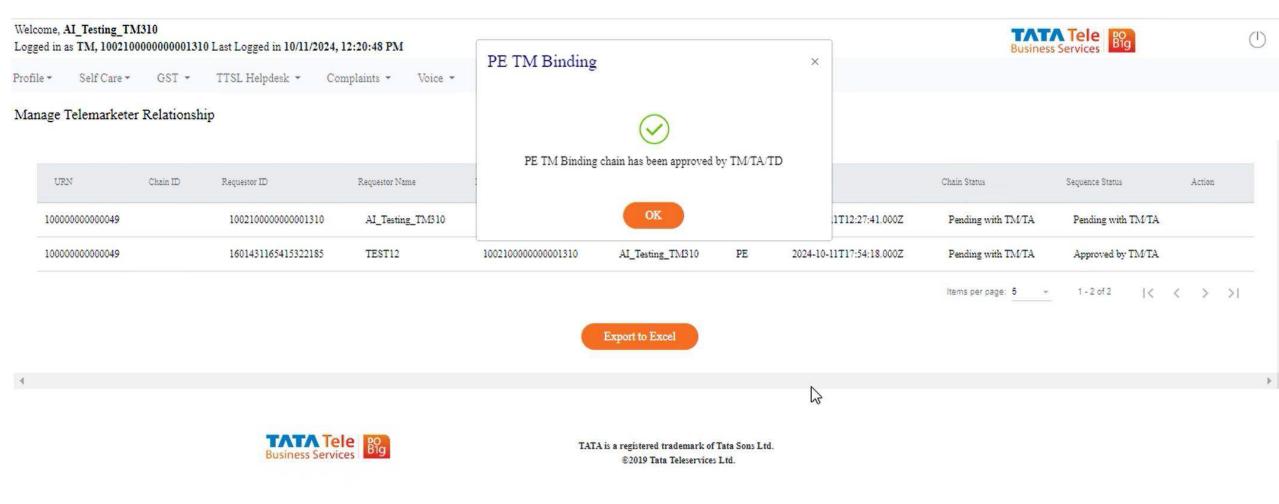
#### **Click on Ok if sure to submit the request**







# Request is saved and moved to Next TM for Approval



**TATA Tele** Business Services

po B1g





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#### TM Can view the list and status

	AI_Testing_TM as TM, 1002100		10 Last Logged in 10/11/	2024, 12:20:48 PM			Business Services	$\bigcirc$
Profile 🕶	Self Care 🔻	GST -	TTSL Helpdesk 🔹	Complaints 🔹	Voice *	Manage Telemarketer Relationship 🝷		

Manage Telemarketer Relationship

URN	Chain ID	Requestor ID	Requestor Name		Respondant Name		Action Date	Chain Status	Sequence Status	Action
10000000000049		1002100000000001310	AI_Testing_TM310	100210000000001311	AI_Testing_TM311	TM/TA	2024-10-11T12:27:41.000Z	Pending with TM/TA	Pending with TM/TA	
10000000000049		1601431165 <mark>4</mark> 15322185	TEST12	100210000000001310	AI_Testing_TM310	PE	2024-10-11T17:54:18.000Z	Pending with TM/TA	Approved by TM/TA	1

Export to Excel

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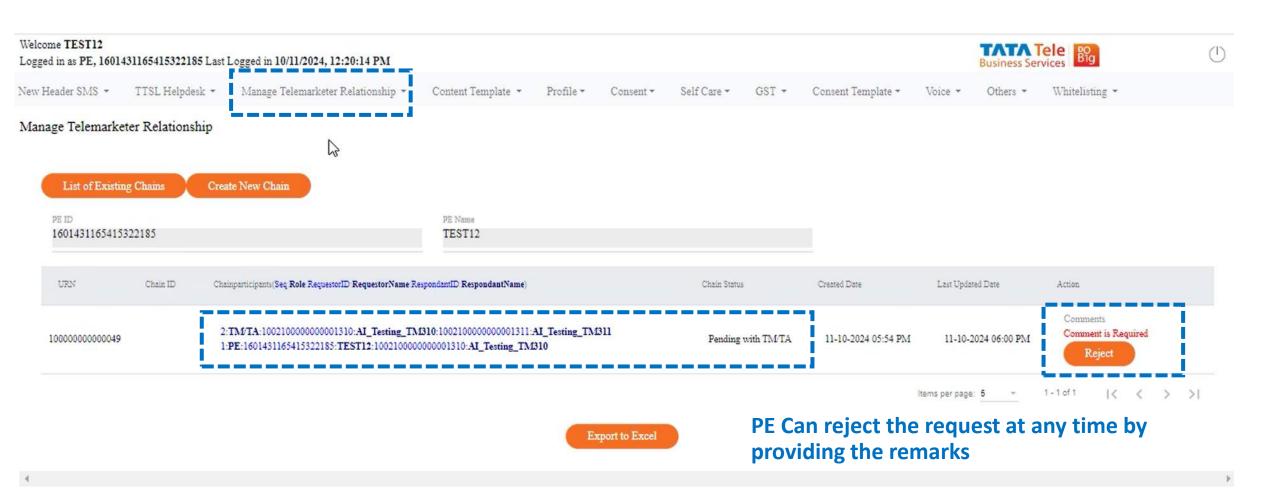
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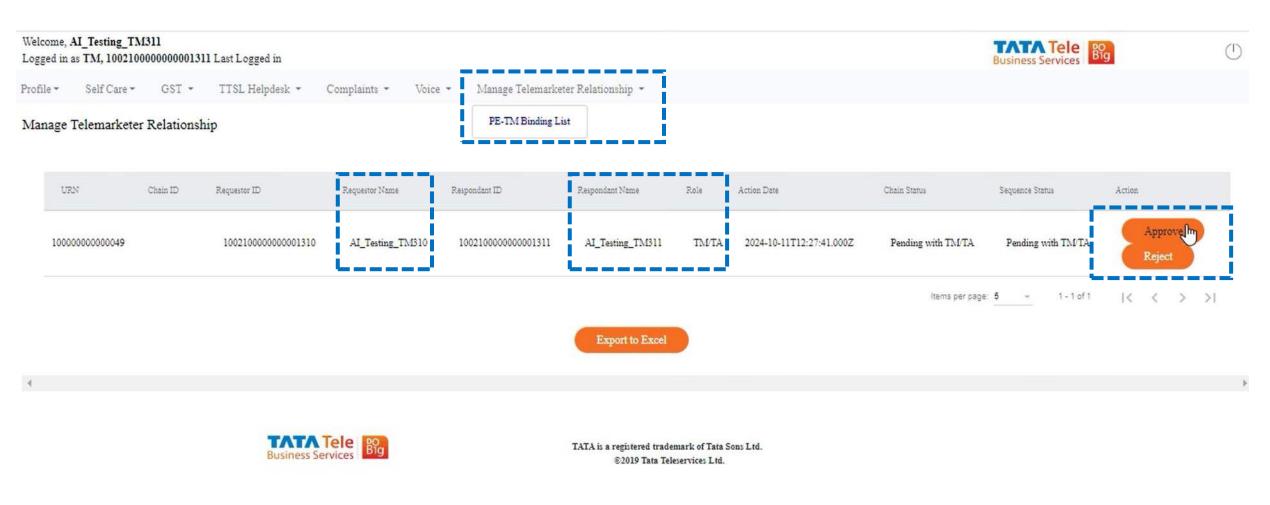
#### **PE Can view the list and status**







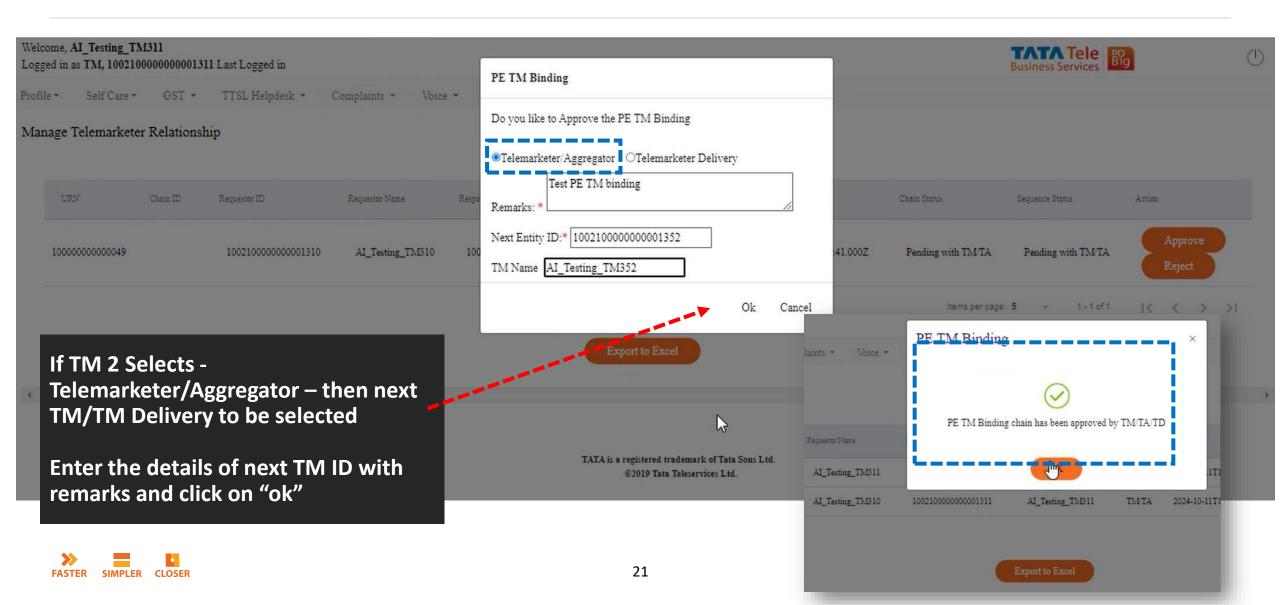
#### **Next TM to Approve the Request**





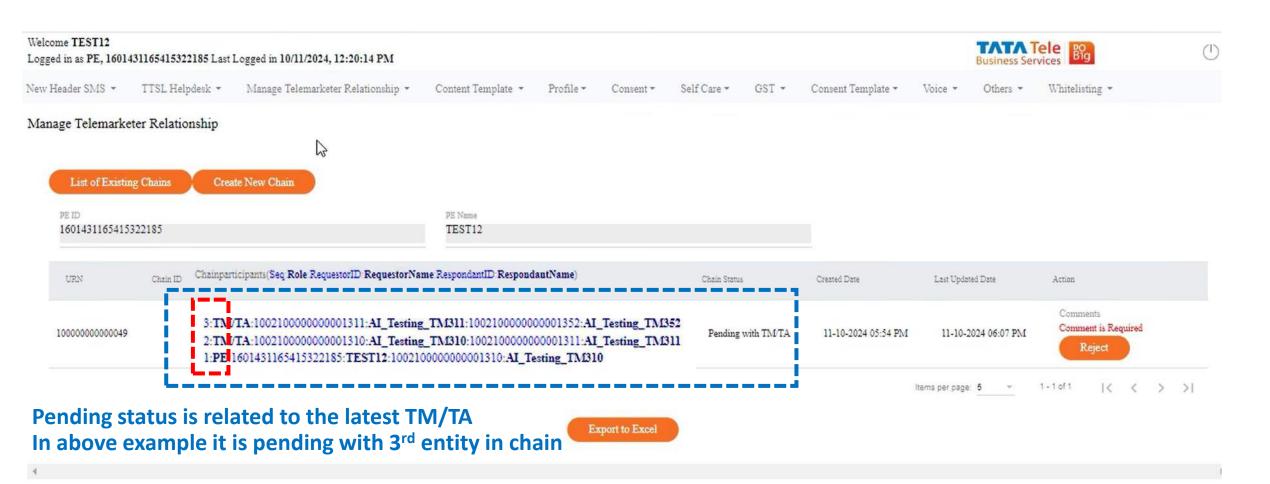
#### Next TM to Select Role in the Chain





#### **PE Can view the list and status**







#### **Other TM/TA Can view the list and status**



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# TM Not Registered with TTBS can login with OTP



#### https://telemarketer.tatateleservices.com/

Send OTP OTP has been sent to DLT registered Mobile Number and Email. Please enter valid OTP and proceed OTP ··· I	Entity II 10021	0000000001352	
	Send (	OTP has been sent to DLT registered Mobile Number and Emai	il.
		I	





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

Welcome To TTBS Commercial Communication Management DLT Platform



Telecom Service Provider



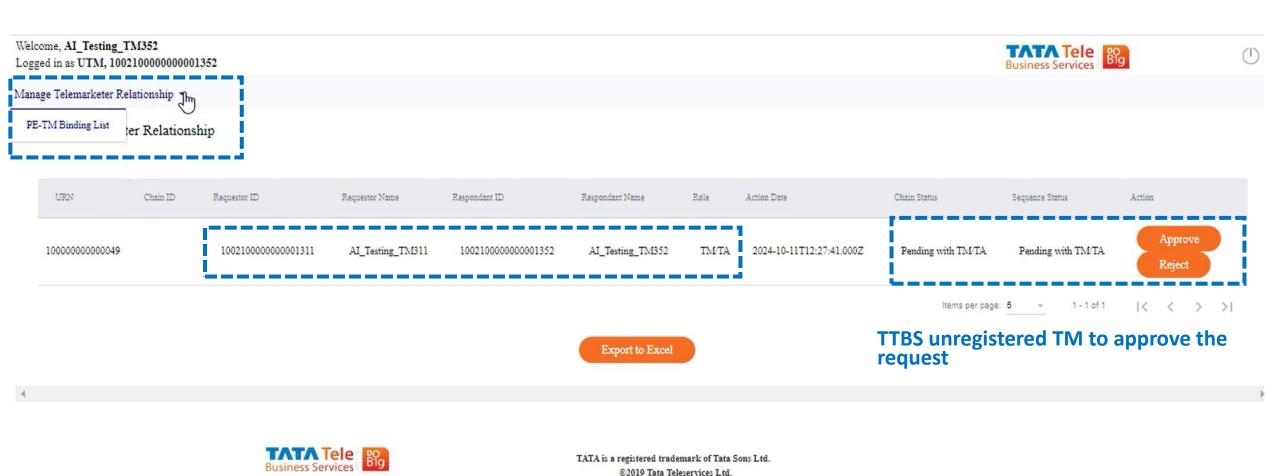
Principal Entity/TeleMarketer/ Aggregator



TTBS Unregistered Telemarketer



#### **TTBS Unregistered TMs will get only one option**





#### **Exception - More Than 4 Entities in a Chain**

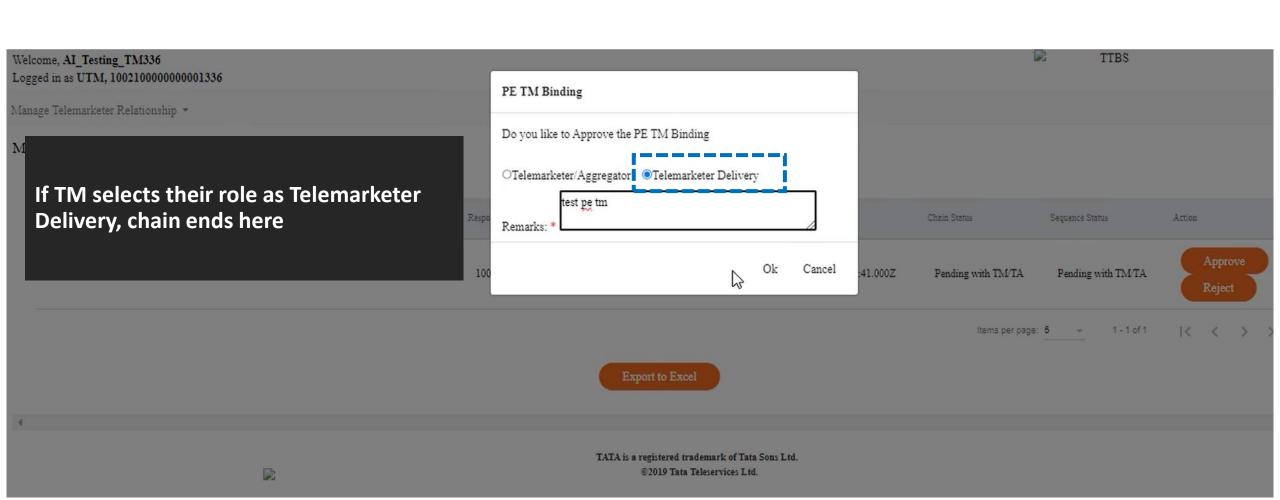


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URN	Chain ID	Requestor ID	Requestor Name	Remarks: * Remarks is Required Next Entity ID:* Next Entity ID	4	Chain Status	Sequence Status	Action	
100000000000049		1002100000000001311	AI_Testing_TM311	Next Entity ID is Required TM Name TM Name	:4 	Pending with TM/TA	Pending with TM/TA	Approve Reject	
review an Such TM justificati	nd appro needs to on why s	o TSP's regist ve provide pro so many enti	per	The chain is exceeding more than 4 entities, it goes for registrar app Please provide proper justification to refrain from rejection Justification:* Justification:*	proval.	ltems per page	<u>5</u> - 1-1of1	< < >	XI
part of th	is chain			Ok C	Cancel				



#### **Select Telemarketer Delivery**





#### **PE Can view the list and status**



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List of Existing	Chains Crea	ate New Chain										
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URN	Chain ID Chair	nparticipants(Seq Role RequestorID RequestorName Res	pondantID RespondantName)			Chain Status		Created Date	Last Upda	ed Date	Action	
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#### **PE's Chain status and actions**



Welcome TEST12 Logged in as PE, 160143116541532	2185 Last Logged in 10/11/2024, 12:20:14 PM							Business Serv		C
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Manage Telemarketer Relatio	onship									
List of Existing Chains	Create New Chain	PE Name						Long	hain is nondi	00
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	Short chain is auto appro by DLT system	oved	Ехр	ort to Excel				ns per page: 5 - 1 Iy, PE to appr	ore the requ	est

#### **Final Request Approved by PE With Remarks**



List of Existing Chains	Create New Chain				
PE ID	PE Name				
16014 <mark>31165415322185</mark>	TEST12				
URN Chain ID	Chainparticipants(Seq Role RequestorID RequestorName RespondantID RespondantName)	Chain Status	Created Date	Last Updated Date	Action
0000000000049	5:TD:100210000000001336:AI_Testing_TM336:: 4:TM/TA:100210000000001352:AI_Testing_TM352:10021000000001336:AI_Testing_TM336 3:TM/TA:100210000000001311:AI_Testing_TM311:100210000000001352:AI_Testing_TM352 2:TM/TA:100210000000001310:AI_Testing_TM310:100210000000001311:AI_Testing_TM311	Approved	11-10-2024 05:54 PM	11-10-2024 07:36 PM	
0000000000050	1:PE:1601431165415322185:TEST12:10021000000001310:AI_Testing_TM310 2:TD:10021000000001312:AI_Testing_TM312::		11-10-2024 06:28 PM	11-10-2024 07:33 PM	
0000000000000	1:PE:1601431165415322185:TEST12:100210000000001312:AI_Testing_TM312		11-10-2024 00:28 PM	11-10-2024 07:55 PM	
0000000000051	5:TD:10021000000001336:AI_Testing_TM336:: 4:TM/TA:100210000000001352:AI_Testing_TM352:100210000000001336:AI_Testing_TM336 3:TM/TA:100210000000001311:AI_Testing_TM311:100210000000001352:AI_Testing_TM352 2:TM/TA:1002100000000001312:AI_Testing_TM312:100210000000001311:AI_Testing_TM311 1:PE:1601431165415322185:TEST12:100210000000001312:AI_Testing_TM312	Approved by Registrar	11-10-2024 07:38 PM	11-10-2024 07:50 PM	approved Approve Reject





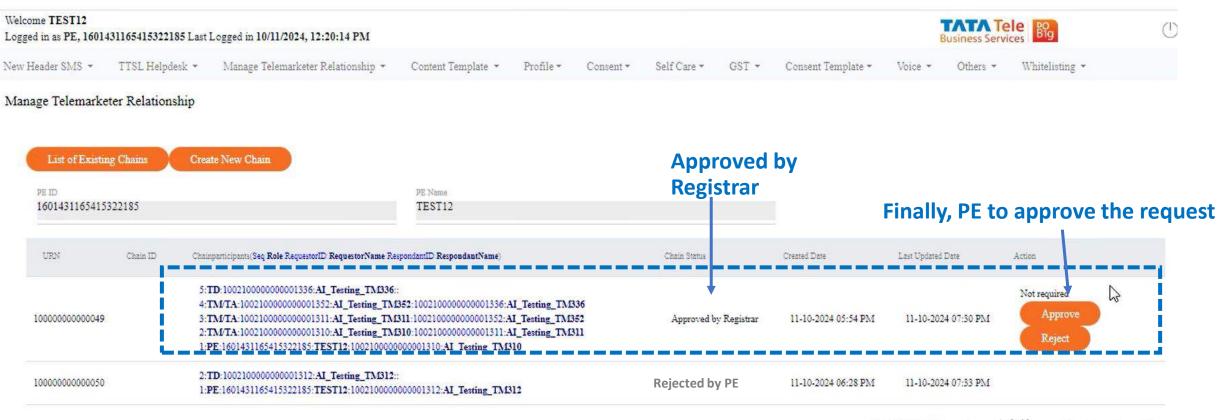
#### **Final Request Approved by PE**

age Telemarketer Relationship	۵. 	PE TM Binding Action	×			
List of Existing Chains C PE ID 1601431165415322185	Preate New Chain PE Nan TEST	Action Performed succesfully				
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10000000000049	5:TD:10021000000001336:AI_Testing_TM336:: 4:TM/TA:10021000000001352:AI_Testing_TM352:10 3:TM/TA:100210000000001311:AI_Testing_TM311:10 2:TM/TA:100210000000001310:AI_Testing_TM310:10 1:PE:1601431165415322185:TEST12:1002100000000000	0210000000001352:AI_Testing_TM352 0210000000001311:AI_Testing_TM311	Approved	11-10-2024 05:54 PM	11-10-2024 07:36 PM	
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#### **PE's Chain status and actions**





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Export to Excel



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



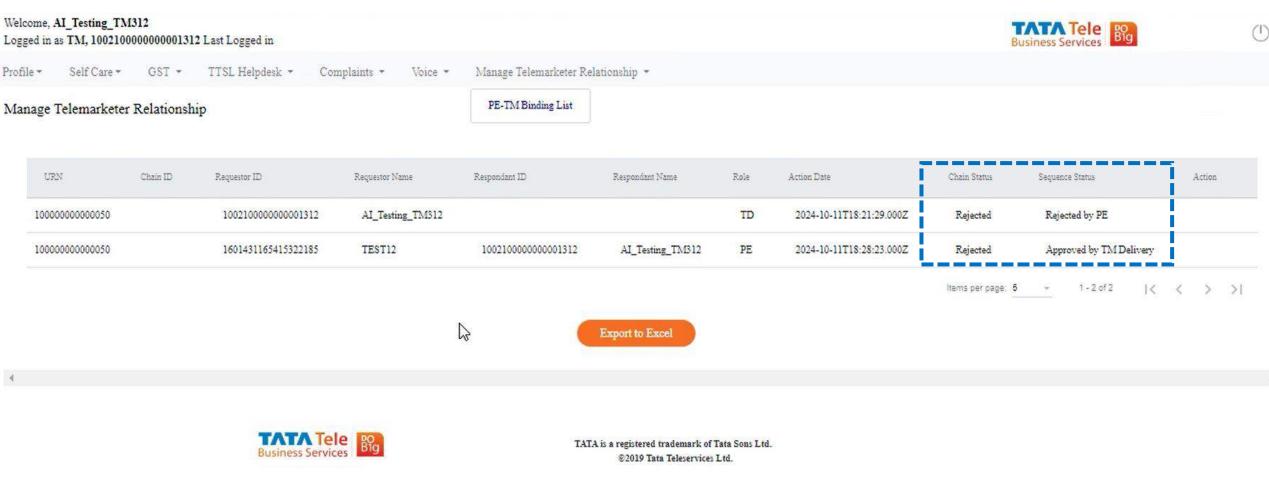
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Template  Profile  Consent   Iship  Create New Chain  PE Name TEST12  Chainparticipants(Seq Role RequestorID RequestorName RespondentID RespondentName)  S:TD:100210000000001336:AI_Testing_TM336::  S:TD:100210000000001336:AI_Testing_TM336::  S:TD:100210000000001336:AI_Testing_TM336::  S:TM/TA:100210000000001311:AI_Testing_TM310:100210000000001335:AI_Testing_TM336  S:TM/TA:100210000000001310:AI_Testing_TM310:100210000000001311:AI_Testing_TM311	Adesk * Manage Telemarketer Relationship * Content Template * Profile * Consent * Self Care * Iship Create New Chain PE Name TEST12 Chainparticipants(Seq Role RequestorID RequestorName RespondentID RespondentName) STD:100210000000001336:AI_Testing_TM336:: 4:TM/TA:100210000000001352:AI_Testing_TM352:100210000000001336:AI_Testing_TM336 3:TM/TA:100210000000001311:AI_Testing_TM311:100210000000001311:AI_Testing_TM311	desk * Manage Telemarketer Relationship * Content Template * Profile * Consent * Self Care * GST *         aship         Image Telemarketer Relationship * Content Template * Profile * Consent * Self Care * GST *         rest         Create New Chain         Image Telemarketer Relationship * Content Template * Profile * Consent * Self Care * GST *         Image Telemarketer Relationship * Content Template * Profile * Consent * Self Care * GST *         Image Telemarketer Relationship * Content Template * Profile * Consent * Self Care * GST *         Image Telemarketer Relationship * Content Template * Profile * Consent * Self Care * GST *         Image Telemarketer Relationship * Content Template * Profile * Consent * Self Care * GST *         Image Telemarketer Relationship * Content Template * Profile * Consent * Self Care * GST *         Image Telemarketer Relationship * Content Template * Profile * Consent * Self Care * GST *         Image Telemarketer Relationship * Content Template * Profile * Consent * Self Care * GST *         Image Telemarketer Relationship * Content Template * Profile * Consent * Self 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Requestor/ID Requestor/Name Respondent/D Respondent/Name • TD:100210000000001336:AI_Testing_TM336: 4 TM/TA:100210000000001331:AI_Testing_TM336 3:TM/TA:100210000000001311:AI_Testing_TM336 3:TM/TA:100210000000001311:AI_Testing_TM336 3:TM/TA:100210000000001311:AI_Testing_TM336	desk  Manage Telemarketer Relationship  Content Template  Profile  Consent  Self Care  GST  Consent Template  Voice  Others   Iship  Create New Chain  PE Name TEST12  Cnainparticipants(Seq Role RequesterID RequestorID RespondantID RespondantName) Chain Status Create Date Last Update  S:TD:100210000000001336:AL Testing_TM536: 4:TMTA:100210000000001336:AL Testing_TM536 2:TMTA:100210000000001330:AL Testing_TM5310	Alesk  Manage Telemarketer Relationship  Content Template  Profile  Profile  Consent  Self Care  GST  Consent Template  Voice  Others  Whitelisting   TEST12  Chainparticipants/Seq Role RequestorID RequestorID RepostantName  Extra Chainparticipants/Seq Role RequestorID RequestorID RepostantName  Chain Sterus  Approved  11-10-2024 05:54 PM  11-10-2024 07:36 PM

Items per page: 5 → 1 - 2 of 2 |< < > >|





#### Other TMs can only view status of immediate entities





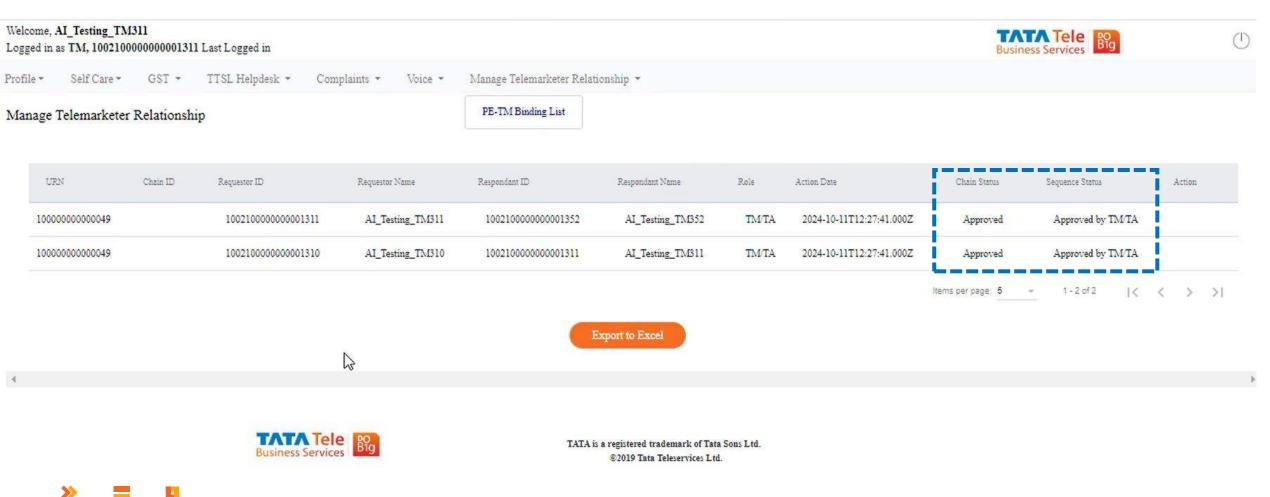


# Other TMs can only view status of immediate entities

FASTER

SIMPLER

CLOSER



**TATA Tele** Business Services

PO B1g

#### **Final Request Status of Telemarketer Delivery**



Welcome, AI_Testing_T Logged in as TM, 100210		2 Last Logged in						8	Business Services	(
Profile * Self Care *	GST -	TTSL Helpdesk 👻 Co	mplaints • Voice •	Manage Telemarketer Re	lationship 🝷					
Manage Telemarkete	r Relationsh	uip		PE-TM Binding List						
URN	Chain ID	Requestor ID	Requestor Name	Respondant ID	Respondant Name	Role	Action Date	Chain Status	Sequence Status	Action
100000000000051		100210000000001312	AI_Testing_TM312	1002100000000001311	AI_Testing_TM311	TM/TA	2024-10-11T18:21:29.000Z	Approved	Approved by TM/TA	
100000000000051		1601431165415322185	TEST12	100210000000001312	AI_Testing_TM312	PE	2024-10-11T19:38:58.000Z	Approved	Approved by TM/TA	
100000000000050		100210000000001312	AI_Testing_TM312			TD	2024-10-11T18:21:29.000Z	Rejected	Rejected by PE	
10000000000050		1601431165415322185	TEST12	100210000000001312	AI_Testing_TM312	PE	2024-10-11T18:28:23.000Z	Rejected	Approved by TM Delivery	
			L		L			ltems per page: 5	5 - 1-4of4  <	< > >1
					Export to Excel					

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# Thank You!

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