Principal Entity and Telemarketing Binding

TCCCPR-2018





Private & Confidential



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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

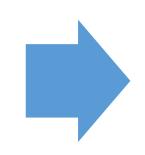
FASTER SIMPLER CLOSER

****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



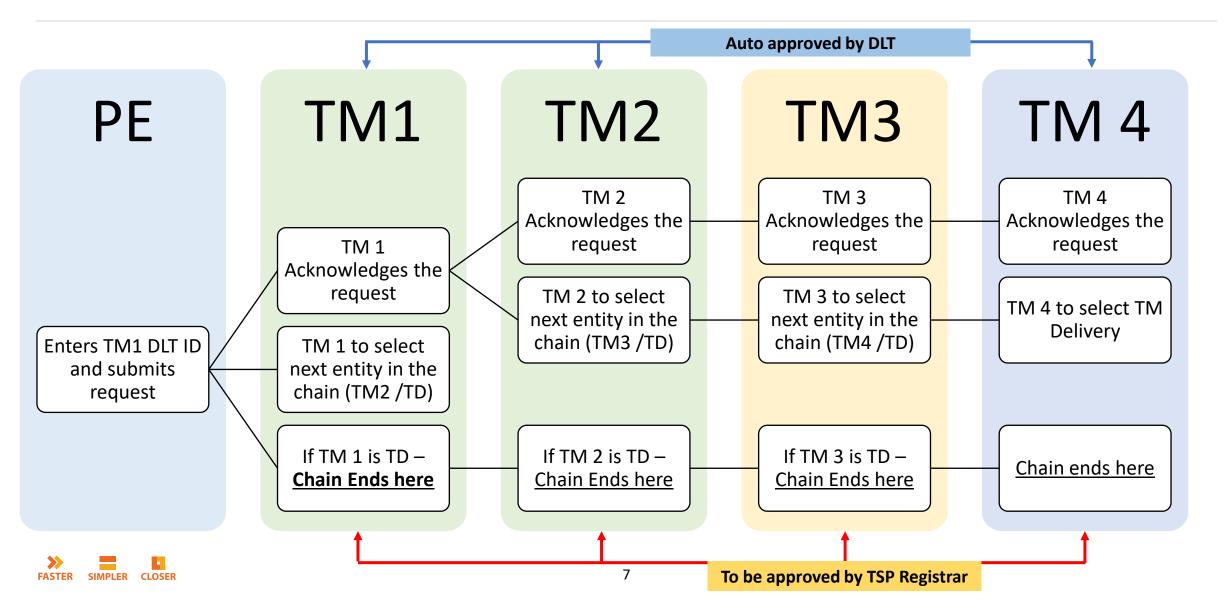
Business Services

Exceptions

Initiate Request	End of PE – TM Chain	Visibility of Chain	Multiple Association of PE	Entities in one chain
 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



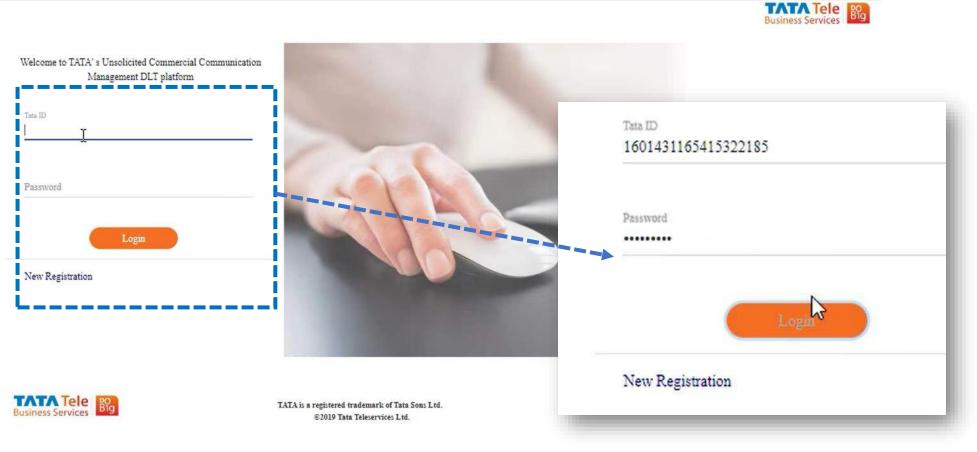
Registration Flow



Principal Entity to Login to TTBS DLT Platform



https://telemarketer.tatateleservices.com/



FASTER SIMPLER CLOSER



Initiate PE – TM Binding Request

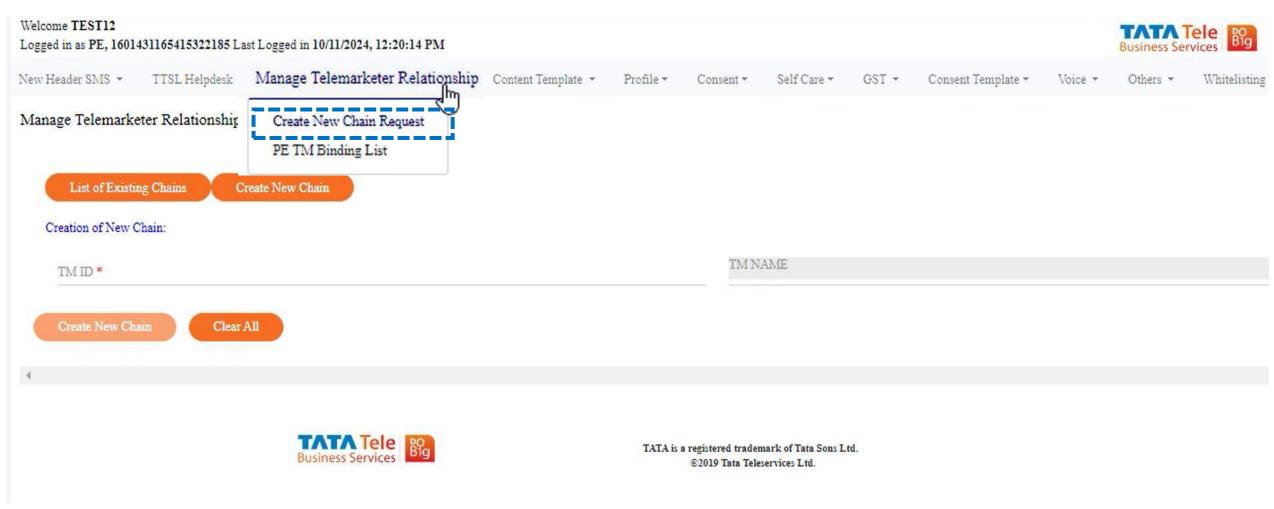
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New Header SMS - TTSL Helpder - Man	nage Telemarketer Relationship 👻 Content Template 👻	Profile - Consent - Self Care - GST -	Consent Template - Voice - Others -	Whitelisting -
Template Reports To be viewed by PD	Create New Chain Request PE TM Binding List			
Industry Type Private		Entity Name TEST12		
Search By - Search	Date From 📅 Date To	T Apply Clear All		
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		No records found		
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Create New Request– TM Binding Request

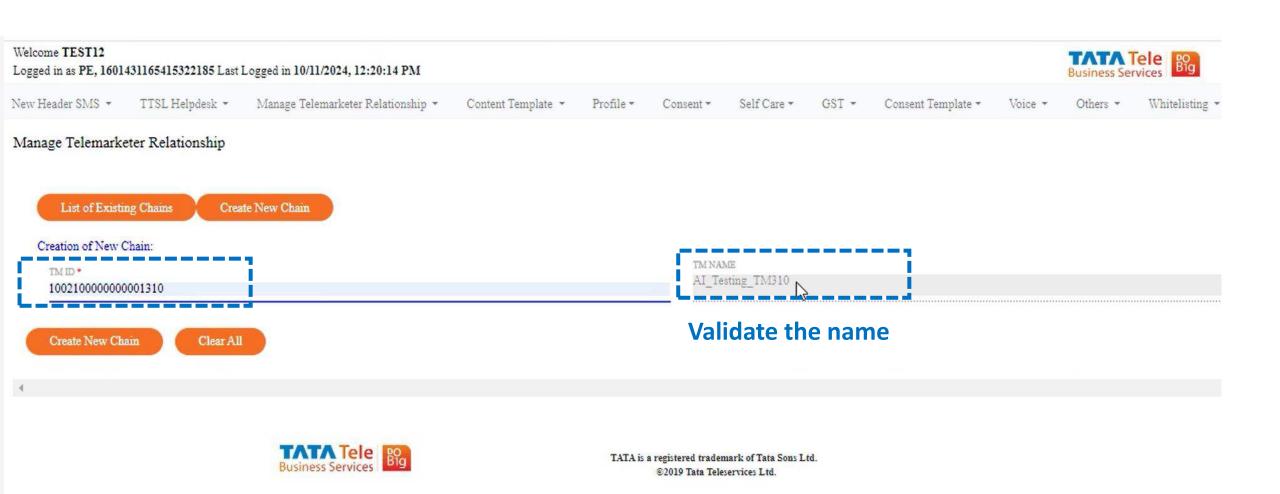






Enter Details – Telemarketer ID





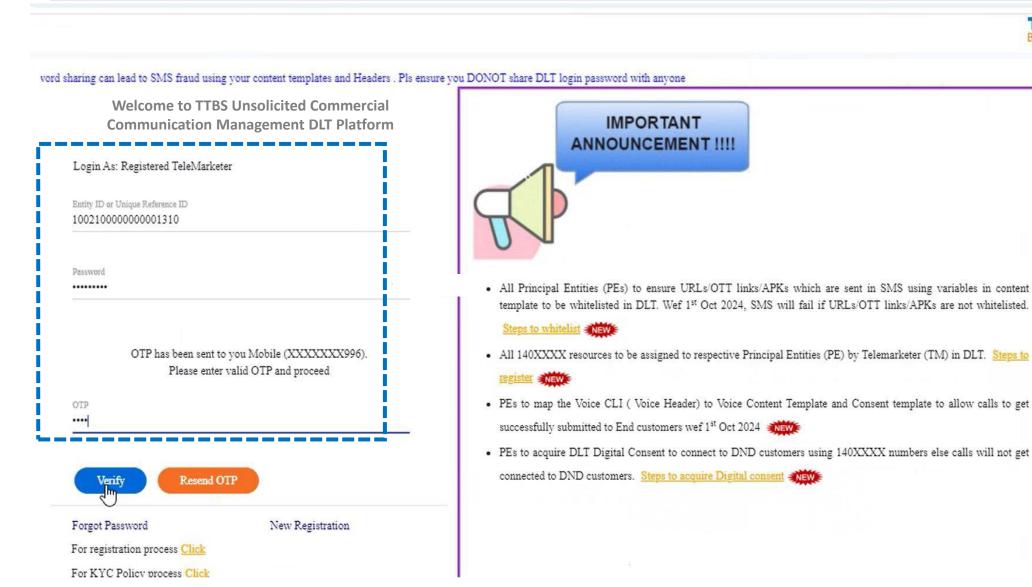
Request created for binding with Telemarketer



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 -
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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

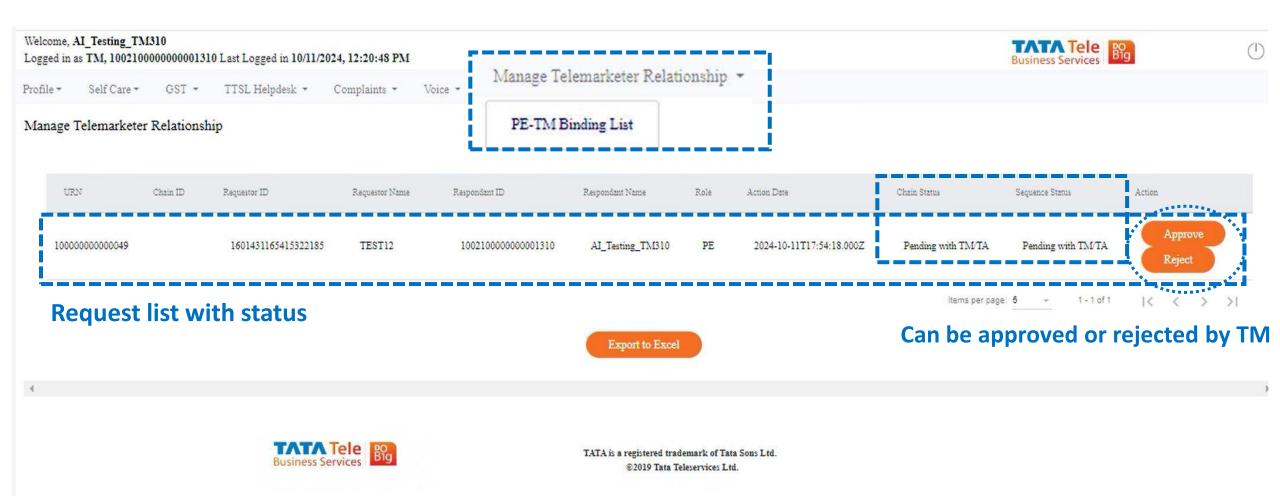






Select Manage Telemarketer Relationship





TM to Select Role in the Chain

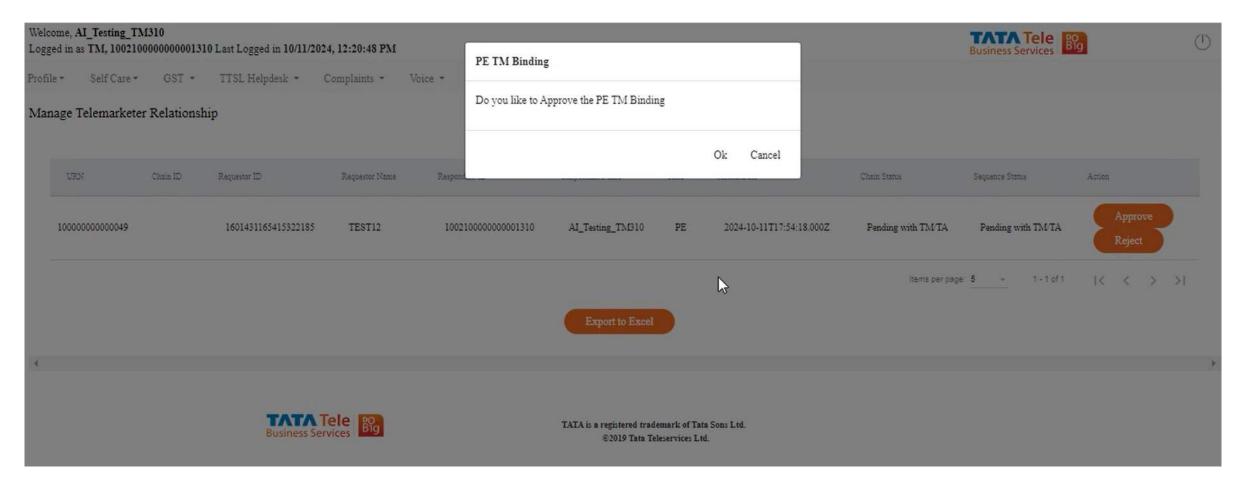


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FASTER SIMPLER CLOSER

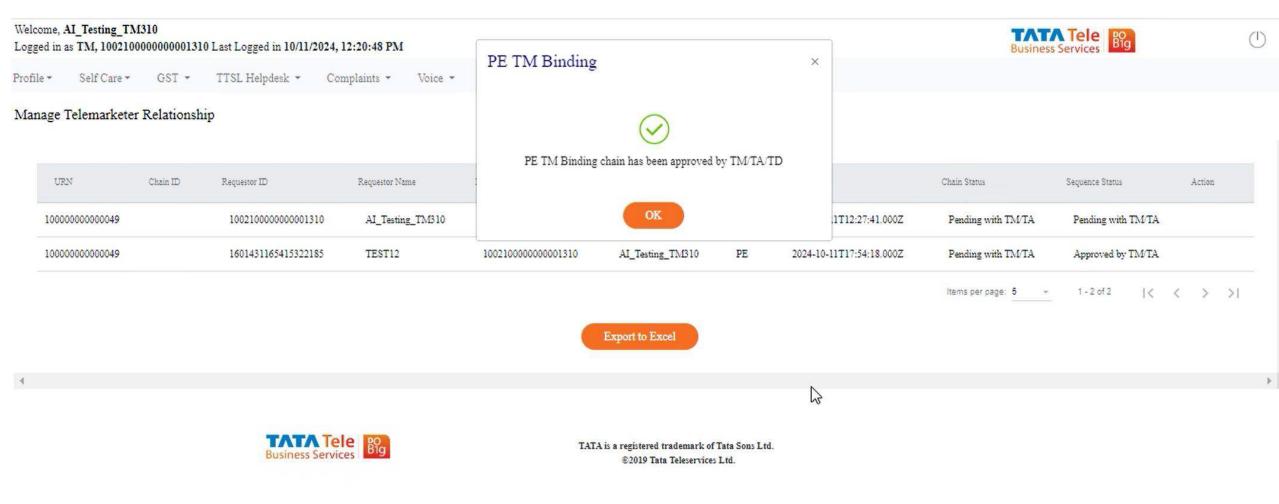
Click on Ok if sure to submit the request







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
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Manage Telemarketer Relationship

URN	Chain ID	Requestor ID	Requestor Name		Respondant Name		Action Date	Chain Status	Sequence Status	Action
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Export to Excel

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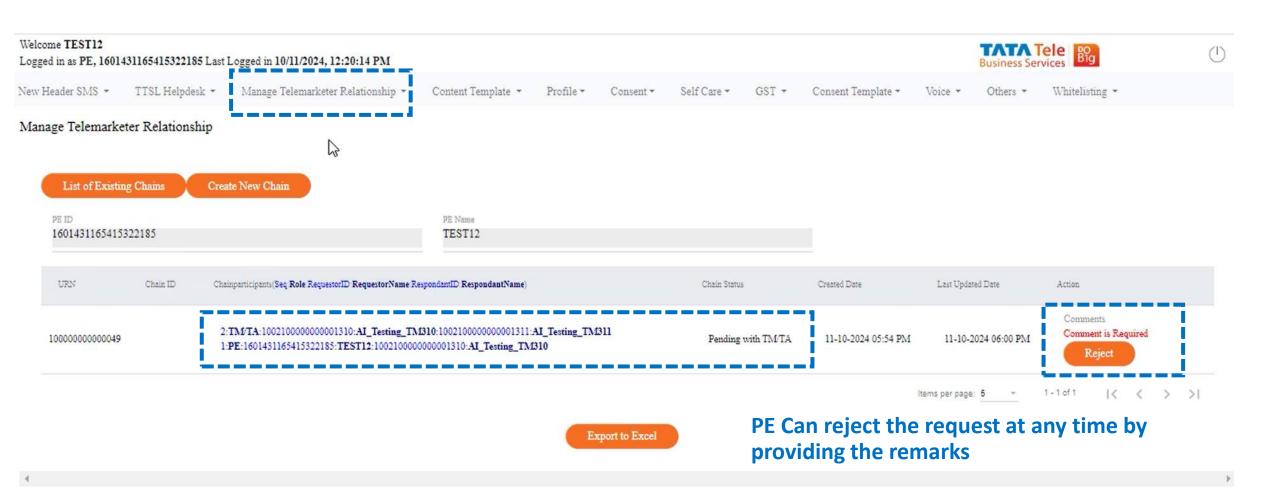
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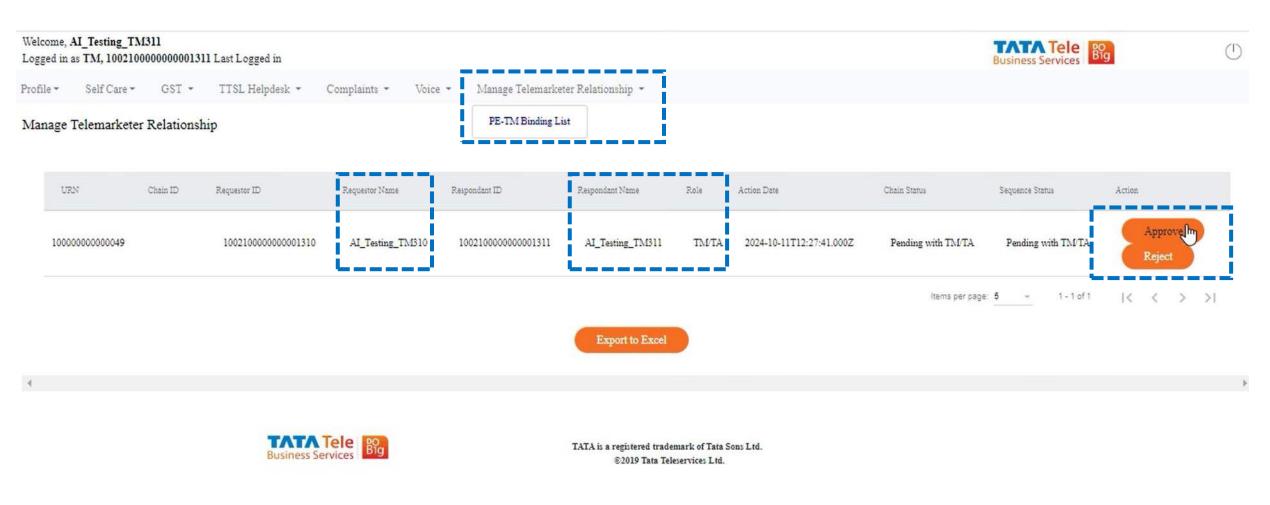
PE Can view the list and status







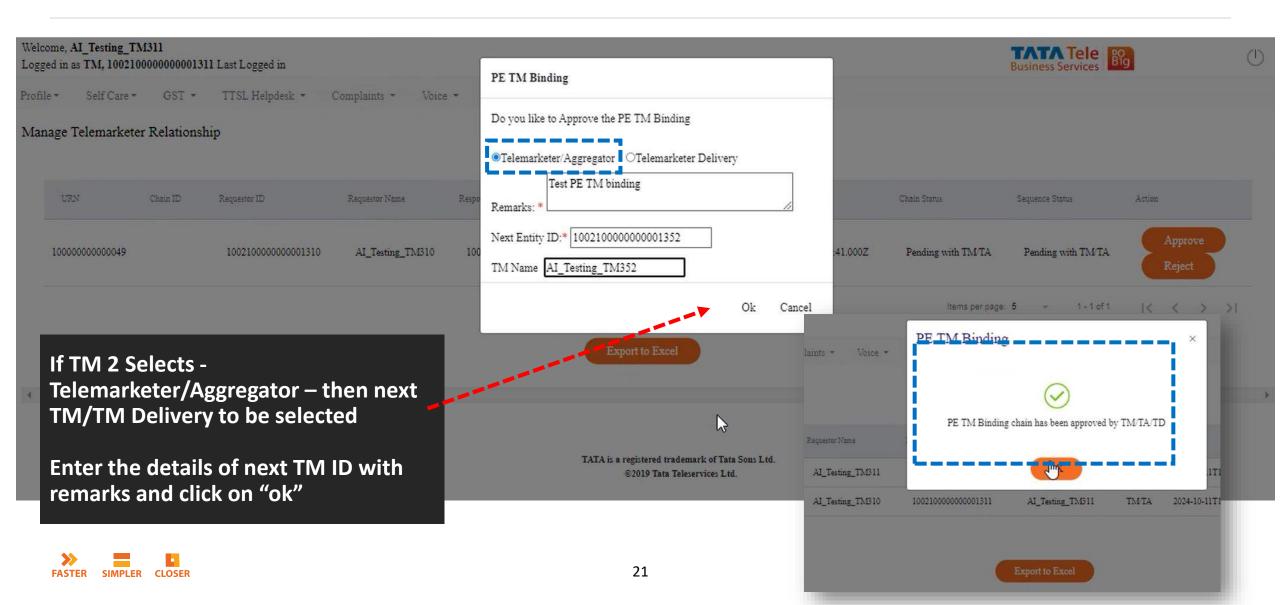
Next TM to Approve the Request





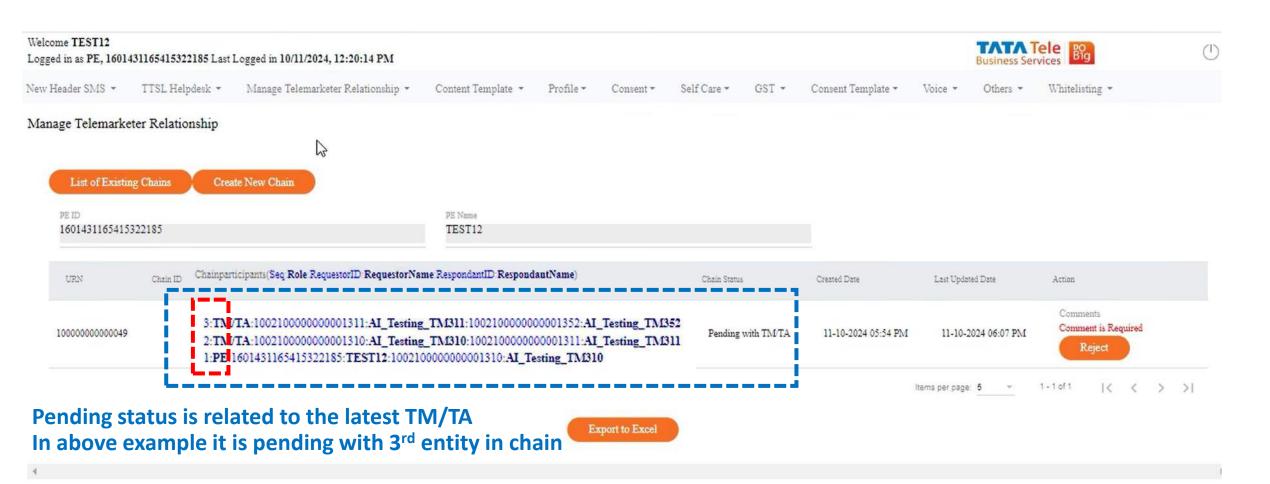
Next TM to Select Role in the Chain





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



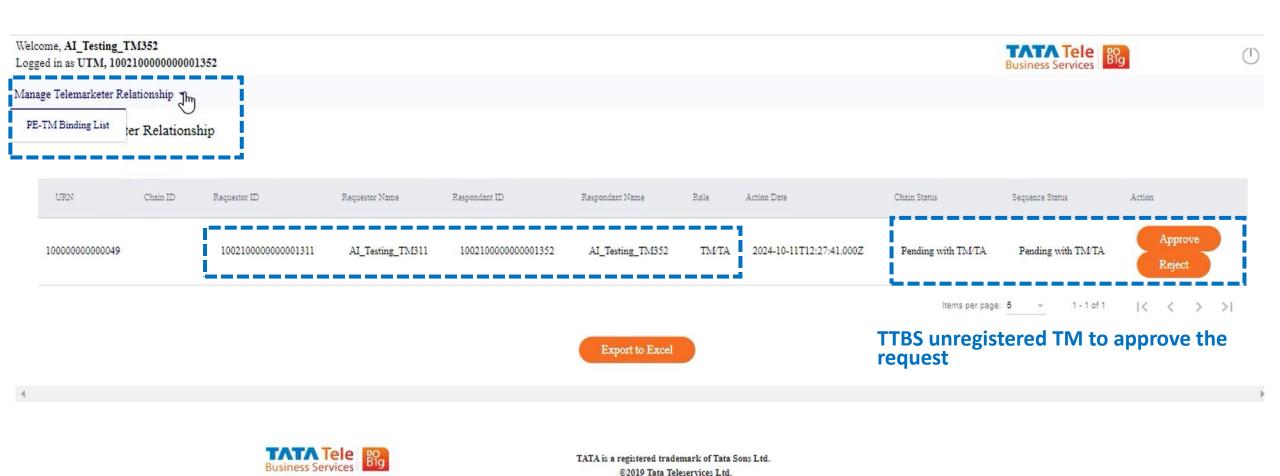
Principal Entity/TeleMarketer/ Aggregator



TTBS Unregistered Telemarketer



TTBS Unregistered TMs will get only one option





Exception - More Than 4 Entities in a Chain

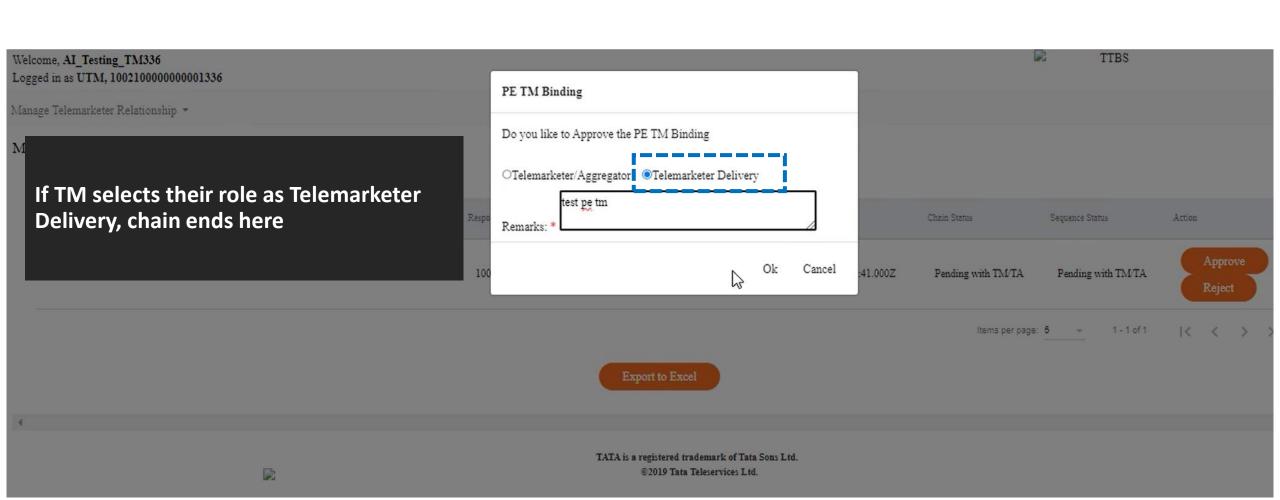


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Select Telemarketer Delivery





PE Can view the list and status



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PE's Chain status and actions



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Final Request Approved by PE With Remarks



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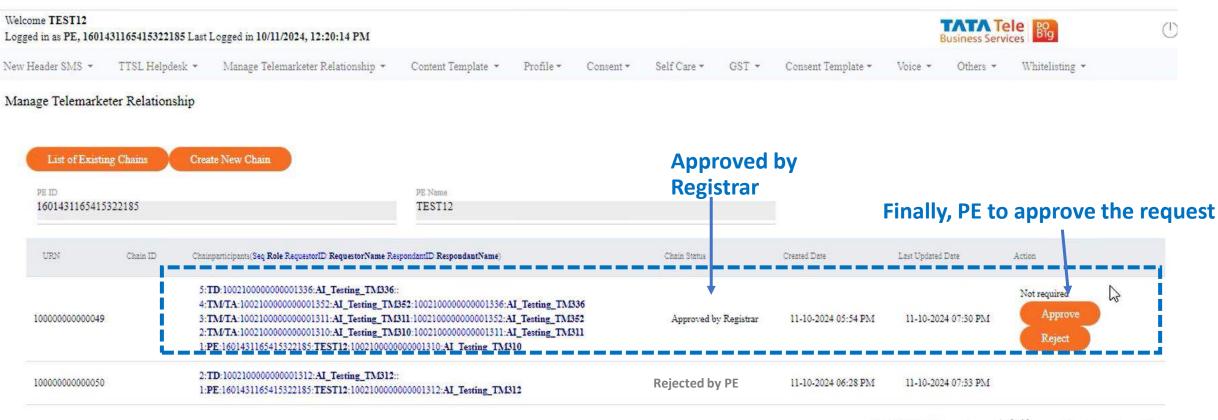
Final Request Approved by PE

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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



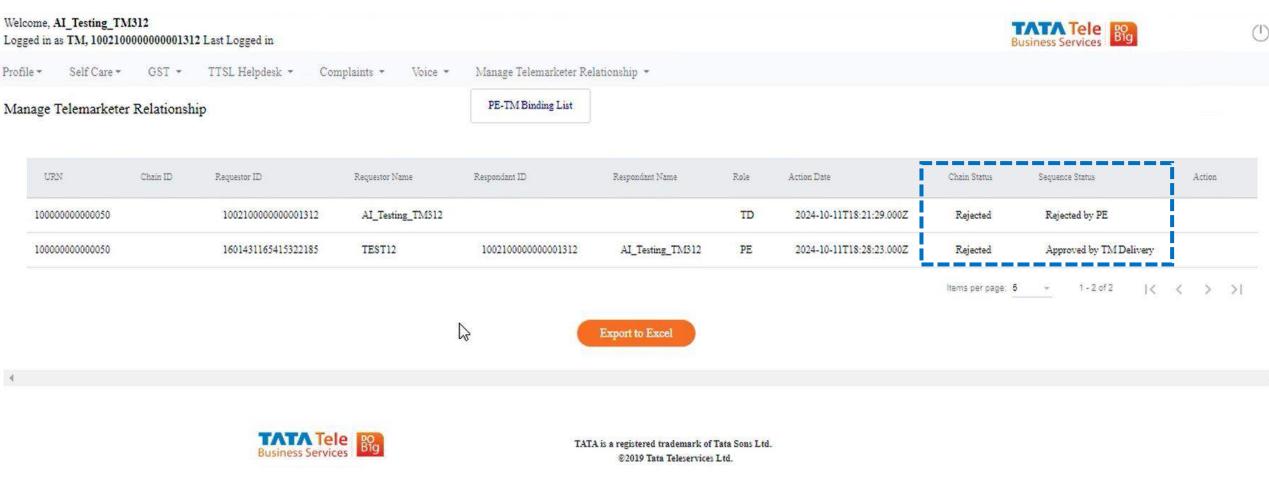
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Items per page: 5 → 1 - 2 of 2 |< < > >|





Other TMs can only view status of immediate entities





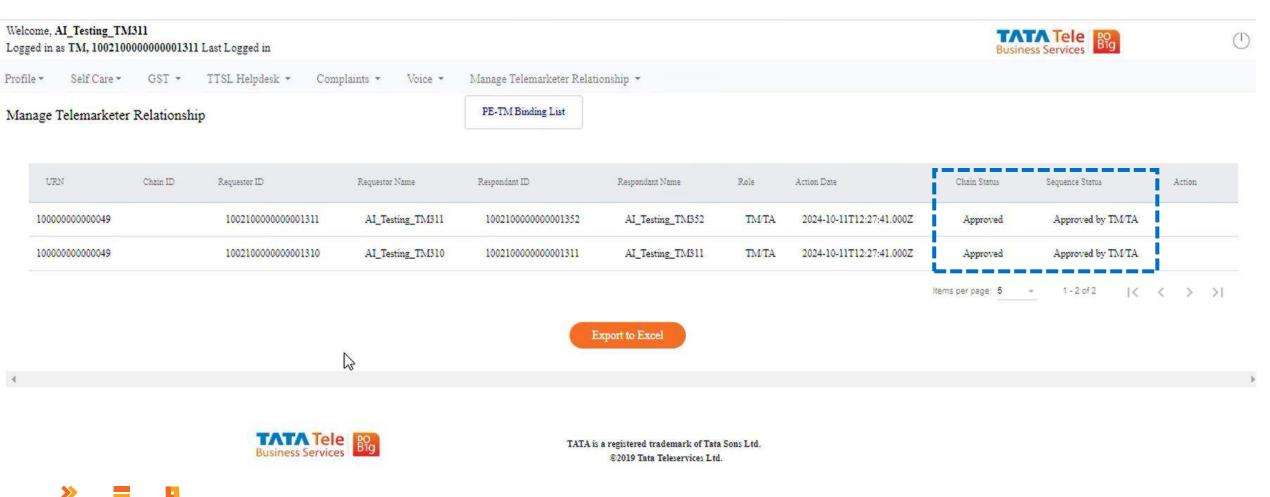


Other TMs can only view status of immediate entities

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 🝷					
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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	
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					Export to Excel					

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