



Phone Number Reputation Management



Answering a lot of spam calls lately? Didn't think so. Ensure every call you deliver has the best chances of being answered by preventing and protecting your numbers from improper call blocking and spam labeling events.

Establish Trust In Every Call

Identity vetting for secure & trustworthy call delivery across all top wireless carriers to ensure you're delivering the highest quality of service.

Prevent & Correct Labeling

Prevent improper Spam, Scam, or Fraud labels from misrepresenting you, with proactive number reputation protection and ongoing correction if and when negative call labels arise.

1.6

Days or less to correct improper spam display

99%

Remediations proactively submitted on your behalf

99.7%

Numbers displaying clean and label-free with ongoing protection

24/7

On-demand reporting of your call delivery & ongoing customer support 24/7

Expertise

With a solution that's currently protecting 445K+ phone numbers, why risk yours continuing to display as Spam?

Contact us at 616-588-8500 to learn about how to protect your calling identity and deliver calls your customers can trust.

Deliver Every Call With Trust

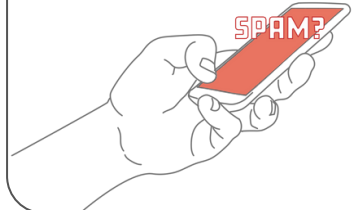
Protect and Enhance Outbound Communications with Phone Number Reputation Management

Answering a lot of spam calls lately? Didn't think so. Ensure every call you deliver has the best chances of being answered by preventing call blocking and spam labeling with Phone Number Reputation management.



Establish Trust In Every Call

Join the trust ecosystem with the only compliance-based Know Your Customer (KYC) process that validates the legitimacy of your identity to ensure **reliable** call delivery and **trust** established across all three top wireless carriers.



Prevent and Correct Spam Labeling

Don't let improper Spam, Scam, or Fraud labels misrepresent you. Maintain total **visibility** and **control** into how your outbound calls are delivered to your customers with proactive number reputation protection and ongoing correction if and when Spam labels arise.

Let's get those phone numbers protected

In less than 30 days, let us guide you through the process of removing any spam labels currently displaying with your phone numbers, and ensuring each and every one of your phone numbers displays the trust you intend.

Unmatched Expertise:
With a solution that's currently protecting half a million phone numbers, why risk yours continuing to display as spam?

Here for you 24/7:
Complete with dynamic dashboards and reporting available online, gain access to on-demand reporting on the visual display of your identity and so much more.



Days or less to correct improper spam display



Remediations proactively submitted on your behalf



Numbers displaying clean and label-free with ongoing protection

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Don't be the spam.

Legitimate business calls mislabeled as "Spam" or "Scam Likely" can severely damage your brand's reputation, undermining your outreach, translating to lost time, money, and damaged customer trust..

Build trust with every call.

Phone Number Reputation Management proactively protects your numbers from negative reputation, giving you on-demand access to reporting dashboards and the visibility and control to verify how every phone number is displayed.

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Days or less to correct improper spam display



Remediations proactively submitted on your behalf



Numbers displaying clean and label-free with ongoing protection

Phone Number Reputation Management

Don't Let Spam Labels Misrepresent You

Take control over the reputation of your calling identity with number registration, reputation monitoring, blocking & labeling prevention, and ongoing spam labeling correction.



Are You the Spam?

Legitimate calls mislabeled as "Spam" or "Scam Likely" can severely damage your organization's reputation, undermining your customer outreach efforts, translating to lost time, money, and damaged trust.



Build Trust with Every Call

Phone Number Reputation Management protects your numbers from negative call reputation labels to ensure you're delivering the highest quality of service.

Deliver trusted calls with protection across all top wireless carriers with proactive number reputation and ongoing correction if Spam labels arise.



Proactive Defense

Once your numbers are **protected**, 99.8% of them can be expected to display clean and label-free across all three major wireless carriers.



Ongoing Correction

What about the remaining 0.2%? We work to correct spam-labeling display to remove negative reputation with **no intervention needed on your part**.



Peace of Mind

Forget chasing down problems; let our in-house team of experts work behind-the-scenes to keep your numbers clean while **you focus on growing your business**.

Phone Number Reputation Management

Take control over the reputation of your calling identity with number registration, reputation monitoring, blocking & labeling prevention, and ongoing spam labeling correction.



Don't be the spam.

Legitimate business calls mislabeled as "**Spam**" or "**Scam Likely**" can severely damage your brand's reputation, undermining your outreach, translating to lost time, money, and damaged customer trust..

Build trust with every call.

Phone Number Reputation Management proactively protects your numbers from negative reputation, giving you on-demand access to reporting dashboards and the ability to spot-check with actual screenshots of real calls placed.



Proactive Defense

Once your numbers are protected, **99.8%** of them can be expected to display clean and label-free across all three major wireless carriers.



Ongoing Remediation

What about the remaining 0.2%? We get to work correcting spam-labeling display to **remove negative reputation with no intervention needed on your part.**



Peace of Mind

Forget about chasing down ongoing phone number display issues. Let our in-house team of experts work behind-the-scenes to keep your numbers clean and displaying with trust while you focus on growing your business.

Are You Being Mistaken as “Spam”?

First impressions are everything, and when your first impression is a Spam label, you’re starting your communications outreach out on the wrong foot.

Neglecting to proactively protect the reputation of phone numbers may result in unanswered calls, missed business opportunities, and a tarnished brand experience. Learn how to improve your outbound by implementing a phone number reputation management strategy.

~25%

of phone numbers are at risk of being improperly labeled.

Consequences of a Mislabeled Phone Call

Mislabeled calls are the quickest way to create customer dissatisfaction when they aren’t served promptly, hindering your overall brand perception and customer experience.

Your team loses efficiency while playing "phone tag" since your contacts aren't answering the first time around and now you have to catch up.

You’re misled to believe your calling campaigns are ineffective, regardless of how spot on they are, because no one is answering your phone calls.

Your wheels are left constantly spinning because you're trying to figure out "new and creative" ways to get people to answer your calls when you shouldn't have to.

Your outbound contact team could be optimizing how they utilize their work time instead of playing endless games of phone-tag to get contacts on the phone. Overall, spam labels could be costing you.

There’s a better way! Deliver every call with trust with phone number reputation management. Prevent spam and connect with confidence.



Client Testimonials



"Reputation Management was exactly what we were looking for as a managed service dedicated to helping businesses negatively impacted by carrier analytics and algorithms to help us with our call presentation at a reasonable price. The process has been simple and completely managed."

- SURVEY AND RESEARCH COMPANY

"Now that our initial phone number issues have been corrected and/or removed, we now have confidence in every telephone number that we currently own or procure. This service is a necessity to any telesales based business."

- MEDICAL INSURANCE COMPANY



"When we made the decision to invest in a call enhancement strategy on behalf of multiple clients of ours, the team didn't throw empty statistics or future possibilities at us; they rolled up their sleeves and created the solution with us."

- OUTSOURCED CONTACT CENTER

"I sure appreciate your help in getting our calls cleared. The bad actors out there have cost me a fortune — but at least it means good guys like you can have a career helping people like us avoid getting tarred in the same brush!"

-INSURANCE COMPANY



Dialing Strategies

Our Top 8 Best Practices for Successful Customer-Centric Outreach and Number Reputation Protection

There are many reasons why labels like ‘Spam Likely,’ ‘Potential Scam,’ or ‘Fraud’ could appear on your outbound phone numbers when they land on consumer devices, some of which may be out of your control. Once these labels are associated with your phone numbers, removing them requires a solution that can remediate them with top wireless carriers and analytics providers.

What is in your control is how you dial and interact with your customers, subscribers, patients, etc. Often, spam labels become associated with your numbers because of non-customer-friendly dialing practices or phone number usage, resulting in lowered contact rates and loss of potential business.

Whether you’re still evaluating your options for a comprehensive call labeling and number reputation management solution or have already implemented one, we recommend considering these best practices as part of an end-to-end approach to most appropriately and successfully engage with your called parties. While there is no one-size-fits-all approach to the perfect contact strategy, starting and ending with your consumer in mind is the foundation.

1. Dialing strategies should be respectful and consistent

Whether manually dialing or using an auto-dialer, your calling practices should always be respectful and consistent to avoid Spam tags and consumer complaints against you.

- **Be better than compliant:** Calling at 8:55 pm is still technically compliant with 9 pm timezone cut-off times for outbound dialing, but calling at later or personal hours in the late evening fall outside the typical work day is an inconsiderate practice.
- **High-volume & multiple dialing attempts:** Don’t call someone repeatedly whether that’s daily or weekly, it’s an easy way to quickly get your number flagged as spam.



2. Consider the time of day you're calling

How often and when you contact your customers on the same day can put you at risk for call labeling. You shouldn't redial a number more than 2-3 times a day and not redial numbers more than every 4 hours in the day. Keep in mind that in addition to time zones, what time you call should always be at a respectful and appropriate hour.

3. Let your numbers rest between max attempts

Don't over-dial your customers. This varies by industry but it's a good consideration for your strategy. Have a max attempt policy with adequate resting periods so you're not over-dialing lists, which can result in call blocking and labeling.

4. Don't originate all outbound traffic on 1 number

- You're more likely to run into call labeling issues if you put too much traffic through one phone number as your dialing patterns may look suspicious to analytics engines.
- You're left vulnerable if that one number is illegally spoofed by a bad actor posing to be you, in which case remediating the label is impossible if the fraudulent actor is still dialing on it.
- If you're using one phone number for many call reasons, like sales calls in addition to appointment reminder calls, the call intents associated with your numbers may get mixed up and display incorrectly if they're labeled as Spam altogether.

5. Ensure your dialing is compliant with the FCC

If you're a telemarketer, don't ignore Do Not Call (DNC) lists and registries that callers have subscribed to; otherwise, you may be viewed as a Scam caller.

- **TCPA & DNC Compliance**

In response to unsolicited calls, the **Telephone Consumer Protection Act (TCPA)** prohibits telemarketing calls without prior consent & allows companies to have their own DNC lists to prevent unwanted calls.

The National Do Not Call (DNC) registry is a specific provision of TCPA enforcement. It's a list of consumers who have restricted their availability to receive marketing calls.

Unless someone has opted-in to receive telemarketing communications, you could face fines ranging from \$500 to \$1,500 per call.

- Consumer complaints against your calls get filed in the FCC's Complaint Database. Once there, those complaints are permanent and unable to remediate.

6. Identity should be consistent in voicemails

How your CNAM is registered to your phone number and/or who analytics believe you might be due to crowdsourcing becomes essential when your name and how your agents identify themselves don't match. It could lead to consumer confusion and negative reputation may follow.

The absence of any data in CNAM databases can lead to the display of improper call intent labels, so we always suggest requesting that the carriers should complete a CNAM update for your calling name.

7. Abandonment Rates for Automated Dialers

Your automated dialer is doing its thing, and one of your called parties picks up just to hear silence, followed by a disconnect when no agents are available to take the call that was just answered. This is confusing and frustrating to the consumer and can result in complaints leading to negative reputation. For automated dialers, try to set your threshold around 2% or less, depending on the purpose of your calls.

8. Be careful when using recycled phone numbers

Some solutions recommend rotating or auto-rotating phone numbers to avoid spam labels, but you need to spend lots of monitoring time and resources to ensure the numbers you cycle in aren't coming with any spam or scam labels from a previous user.

When you purchase new numbers, ensure that the carrier has done a recent CNAM update and only request numbers that have rested between uses, we recommend about six months of rest will do. Keep in mind that number rotation solutions are quite costly and can actually lead to negative reputation from sporadic number history and volume spikes.