Prevent Wrongful Call Blocking and Spam Tagging

Research shows that customers prefer the phone channel, especially when it comes to sensitive, high value, and/or complex issues. But because of robocalls, scams and fraud, customers hesitate to answer the phone.

As a result, phone calls are frequently included in enterprise omnichannel customer support strategies, but are ineffective because consumers are not picking up. Improving the customer experience by just one percent can lead to a significant increase in revenues.

Enterprise numbers are being spoofed by bad actors at an alarming rate. In reaction, carriers have implemented robocall mitigation analytics capabilities to stop suspected illegal robocalls, but these are inadvertently tagging or blocking legitimate enterprise calls.

Put Your Calls to Work for You

With Caller Name Optimization (CNO), enterprises designate verified business numbers for all of their outbound calling through one centralized online portal. This process ensures outbound calls aren't mislabeled, tagged as spam, or blocked.

CNO also provides a way to register inbound only numbers as Do-Not-Originate, reducing the risk of phone numbers being used by fraudsters to make scam calls.

63%
Enterprises who say voice channel is critical to meeting their customer service goals

24%
Calls that are mislabeled and tagged as spam

97%
Survey respondents who say they lost revenue due to call blocking and tagging in the past six months[1]

89%
Survey respondent that say CNO has reduced or eliminated their call blocking and tagging[2]

CNO BENEFITS

Get Calls Answered

Ensure business names and numbers are consistent and accurate across all carriers and devices to reduce erroneous call blocking and tagging of outbound calls by 90-100%[3]

Reduce Costs

Save time and reduce operational costs by up to 25%[4] by reaching target audience the first time.

Increase ROI

Eliminate the phone tag and recover 18-22% of lost revenue. Drive conversion rates, and reduce churn.

Works with All Carriers

We manage caller ID across over 850 carriers—and are trusted by more than 8,000 leading brands and enterprises in financial services, government, healthcare, insurance, and more.

Part of the Trusted Call Solution Suite

CNO is just one component of Neustar's TCS suite of solutions. Take our **outbound call assessment**.

Key Features

Caller Name Management

Register the name displayed for your business on landline phones across 850+ service providers and leading caller ID apps. Standardize 'Calling Name' 15-character name, or customize per department, geography or function.

On-Demand Name Changes

Reflected within 1 hour.

Spam Tag Mitigation

Mitigate spam mislabeling, designate and register blocks of verified business numbers used for outbound calling across the telecom ecosystem.

Do-Not-Originate (DNO)

To deter spoofers from abusing your brand, designate verified in-bound only business numbers.

Monitoring

Monitor your brand's calling reputation and receive alerts of unusual activity.

Brand Protect

Get notified when others attempt to register telephone numbers with your business name.

LEARN MORE

Visit **www.callerid.neustar.**

3 Forrester
4 TechValidate survey, 2020