

WHY POPULAR STRATEGIES TO STOP
SPAM MIS-TAGGING
DON'T WORK

AND NINE WAYS TO FIX IT

Enterprises and contact centers face many hurdles when trying to reach customers. These include calls being mistakenly marked as SPAM, or even blocked; the need to limit calls to meet regulatory requirements; outdated CRM data; and a lack of customer behavioral insights to help determine the best time to call consumers. As a result, enterprises often take matters into their own hands, but don't realize they're relying on outdated, ineffective methods.

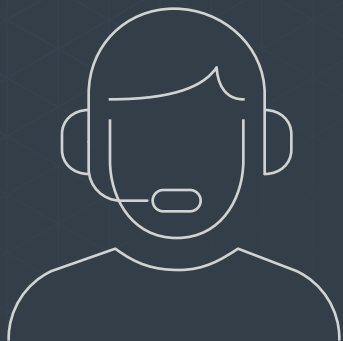
**HERE ARE NINE WAYS YOU MAY
BE MAKING MATTERS WORSE,
AND STEPS TO CORRECT IT.**



STRATEGY

#1

You tried using a single (or very few) Telephone Numbers (TN) for all call campaigns.



WHY IT WON'T WORK

You figured using fewer TNs simplifies operations and makes numbers more recognizable to consumers.

Communications Service Providers (CSPs) and robocall analytics companies analyze each call along, with the originating number. When enterprises send all calls through a single TN across a variety of call campaigns the number doesn't develop a consistent calling pattern, and is therefore more likely to be mis-tagged as SPAM or blocked.

HOW TO FIX IT

Register telephone numbers across the telecom ecosystem. Use TNs for similar campaigns to develop a consistent calling pattern.

STRATEGY

#2

Well, what about using one TN for each local calling area?



WHY IT WON'T WORK

You heard using a TN for each area code and exchange (NPA-NXX) helps, so calls appear local, and are more likely to be picked up.

Not so fast, this technique can get very expensive. And, with the rise of neighborhood spoofing (i.e., fraudsters spoofing a call so it matches the callers first six digits), consumers have been trained to ignore what was once a signal for a local call.

HOW TO FIX IT

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

STRATEGY

#3

**Hmmm, recycling
and rotating (new)
TNs should work.**



WHY IT WON'T WORK

Hang on. Many enterprises try this method — but it's not effective long term.

TNs may not have associated history. But over time, analytics models may reapply SPAM tags and call blocking if the calling pattern is unknown, erratic, or suspicious. New numbers can also get expensive (see #2).

HOW TO FIX IT

Verify your existing inventory of TNs. Disconnect and stop paying for numbers you never use.

STRATEGY

#4

You tried mixing inbound *and* outbound calls on the same TN.



WHY IT WON'T WORK

You're looking for simplicity, and to make it easier for consumers to recognize the TN.

Sometimes simple isn't best. Fraudsters spoof published numbers, which show a caller ID associated with the enterprise. If calls are segmented as inbound vs. outbound, illegally originated outbound calls using inbound-only numbers can be easily blocked/shutdown.

HOW TO FIX IT

Designate in-bound only telephone numbers as Do-Not-Originate (DNO) and register across the telecom ecosystem to block fraudulent calls originating from these numbers.

STRATEGY

#5

What about having a platform pulse out a Caller ID name?



WHY IT WON'T WORK

That could let you change the displayed caller ID on the calling platform.

Sounds good, but this simply does not work. Caller ID is a termination service. The terminating carrier will ignore out-pulsed names, and replace with the name returned from a caller name (CNAM) dip.

HOW TO FIX IT

Manage and register your call brand across the telecom ecosystem. Standardize "Calling Name" or customize per department, geography or function.

STRATEGY

#6

**You decided to dial
based on agent
availability rather
than customer
activity.**



WHY IT WON'T WORK

You're striving to maximize agent utilization.

But you've learned by now that customers don't pick up just because you call. Dialing at arbitrary times is far less effective than calling when phone behavior intelligence shows consumers are most likely to be available.

HOW TO FIX IT

Leverage predictive phone behavioral insights to identify the best phone number, to use best day of week, and best time of day to increase the chances of reaching consumers.

STRATEGY

#7

**You trusted that
customer-provided
contact info is
correct.**



WHY IT WON'T WORK

It does seem logical to rely on CRM data.

But, the contact information may be outdated (e.g., TN disconnected or changed), or a TN may simply be unused (e.g., a valid landline that is never picked up.) Finding alternate, prioritized numbers can yield better results.

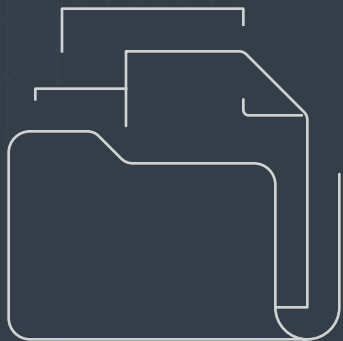
HOW TO FIX IT

Correct and append accurate TNs for healthier CRM records.

STRATEGY

#8

You gathered a ton of customer data, but not the right data.



WHY IT WON'T WORK

You figured more is better.

Nope. Especially today, with regulatory restrictions on number of calls, data quality is more important than quantity. Knowing the right number or email increases Right Party Contacts (RPCs).

HOW TO FIX IT

Append additional information for each consumer record — including phone type, in-service indicator, and risk associated with TCPA regulations — to identify highly-contactable phone numbers that increase the chances of reaching consumers.

STRATEGY

#9

**You pumped
out more calls
every day.**



WHY IT WON'T WORK

You played the numbers game: more calls, better chances of reaching customers.

Not so fast. Regulation F limits third party collections calls to seven attempts in a rolling seven day period to protect consumers from harassing, oppressive, or abusive call levels.

HOW TO FIX IT

With consumers using multiple devices and consumer data constantly changing, having the most up-to-date and complete contact information is crucial to making a successful connection. Mitigate risk of violating the TCPA or the CFPB's Regulation F with solutions that take care of updates automatically, so you don't have to think about it.

[LEARN MORE](#)

Learn how Caller Name Optimization (CNO)
and Phone Behavior Intelligence (PBI)
can help you reach more customers, at
the right time, on the right device.