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The *Get Your Calls Answered* Guide

How to Stop your Phone Calls from Showing Up as "Scam Likely"

By Sevis Systems, LLC

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2 Ways to Stop Showing Up as "Scam Likely" and Get Your Calls Answered:

If your business relies on phone calls, then you know how detrimental it can be to your business if your calls get labeled as "Scam Likely", "Spam Likely", "Potential Spam", or even just "Unknown".

Nobody answers phone calls anymore from numbers they don't recognize or expect, and phone carriers are trying to eliminate fraud by tagging numbers as spam if they break certain rules.

What are those rules?

Here are the most likely reasons your calls could get labeled as spam:

- **Your calls are getting ignored and sent straight to voicemail.**
- **You have an inconsistent volume of calls from the same number.**
- **You're going from zero calls to over 100 an hour from the same number. ("Cold Starting")**
- **Your call duration is too short. (under 5 seconds).**
- **Your phone conversation lengths are below a 15 second minimum threshold.**
- **You're triple calling.**
- **Call recipients are reporting your number as spam.**

But here's the problem: you may be making perfectly legitimate, helpful calls even to your current customers and still get tagged for breaking these rules. And it's a nightmare trying to fix the situation.

But you *can* fix the situation.

Let's look quickly at the two ways you can avoid being labeled as "Spam" or "Scam Likely".

Way #1: Manually Request to Remove a Spam Tag and Implement Good Calling Practices:

Step 1: Get your numbers registered.

Why? Doing this helps register your numbers with the major carriers in hopes they will white-list them, and it reduces the chances of them being flagged (but doesn't guarantee it).

Contact the service providers:
- AT&T, T-Mobile, and Verizon: https://www.freecallerregistry.com
- Charter: https://reportspam.spectrum.com/charter/
- Xfinity: https://xfinityspamfeedback.com/xfinity/
- Fidelity: https://www.fidelitycommunications.com/phone/robocallmitigation/correctionform
- Windstream: WINDSTREAM.NetworkAbuse@windstream.com
- US Cellular: communications@tnsi.com
- Robokiller: inquiries@robokiller.com
- Frontier / Lumen: nospam@ftr.com
- C Spire: askus@cspire.com
- Midco: robocalling@midco.com

Step 2: Utilize good call practices.

Why? Most numbers get flagged because they are reported, so don't give your customers a reason to report your number.

Aside from avoiding the issues mentioned in the introduction above, these practices include:

- Use a phone number that has a clean reputation.
- Avoid making high volumes of short calls close together from the same phone number.
- Avoid high volumes of calls from local numbers due to multiple reps dialing the same area code, or from the same exact number.
- Avoid making legitimate business calls too frequently, or at odd hours.
- Provide customers a clear identification of who is calling.

Step 3: Get on carriers' trusted lists by maintaining consistent call volume and patterns.

Why? Spammers buy and replace phone numbers at a very high rate. Consistent call volume and call patterns from the same numbers give you a history that lets carriers know you aren't spam.

Step 4: Obey the federal and local laws.

Why? The FCC is cracking down on <u>robocalling</u>, spoofing, and other bad phone calling practices to protect consumers. Following the laws laid out will help you avoid getting flagged.

Way #2: Use eCallMe!® to Get your Good Calls Answered.

You can do your best to follow everything listed in the first way above, or **you can get your calls answered without all that hassle by using eCallMe!®**

Here's how:

When you setup your phone numbers through eCallMe!®, your calls to customers will display a unique and personalized Trusted Caller ID screen:

Trusted Caller ID:

- The call purpose
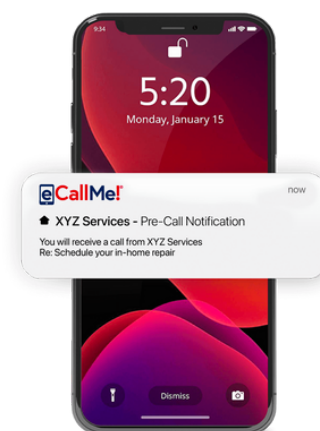- The call verification identifier
- The company logo

Here's how it works:

Step 1: Integrate eCallMe!® with your outbound calling infrastructure and your mobile app.

Then when an outbound call is made, a pre-call notification is triggered and sent to the business' existing mobile application already installed on the customer's phone.

Step 2: The pre-call notification provides the customer with the business' name, and "the purpose" of the call that is about to arrive.

This pre-call notification can be sent just prior to the call arriving or sent at a customizable time window – say 5 minutes before the call arrives.

Step 3: When the business' call rings the customer's phone, the Trusted Caller ID screen will be displayed.

Trusted Caller ID will show the business' logo, the purpose of the call and a verified call identifier. This information allows the customer to immediately recognize who's calling and answer the call.

And... if a fraudster tries to spoof a phone number belonging to the business, eCallMe!® knows that a phone call wasn't initiated by the business and will notify the customer that the incoming call is fraudulent and should not be answered.

Why it works:

eCallMe!® Is a better solution because it restores trust with your customers.

Rather than relying on outside organizations who have the power to label you (those same organizations are the ones you must PAY to remove that label), you can control what the customers see when you call.

With eCallMe!® you will:

- **Get spoofed call protection**
- **Increase call answer success**
- **Increase brand protection**
- **Restore trust with customers**

Best of all, eCallMe!® is carrier agnostic and works on both iOS and Android devices.

Let us show you just how easy it is to get your good calls answered.

REQUEST A DEMO

1

Schedule a Custom Demo

2

Get your calls answered

3

Increase revenue and trust

eCallMe!®