

# **Caller ID Clearance by TTHM**

## Achieving Successful Mass-Dialout Delivery in the Telecoms Wild West

The telecoms industry has been a little like the Wild West in recent years. SPAM/Scam calls abound and mobile carriers have responded by developing independent Allow/Disallow Lists. There is no central SPAM database. Instead, we have a posse of independent filters and internal databases determining both Name ID display and SPAM tags. That means mass-outreach can get mislabeled or blocked across major networks.

TTHM already complies with <u>STIR/SHAKEN</u> protocols for registering outbound calls on behalf of clients. This has absolutely improved our delivery rate. However, each carrier manages its own Allowlisting/Name ID and SPAM/Scam databases – often through third party vendors. As a result, we still see legit calls restricted, displayed with the wrong Name ID, or mislabeled with tags like "Scam Likely".

### Name ID & Allowlisting by TTHM

Telephone Town Hall Meeting has developed a method for manually clearing client Caller IDs across major phone networks using protocols established by each carrier and their vendors. The process is labor-intensive but has proven to drastically decrease SPAM tags for even our highest volume clients.

TTHM works to register your Caller ID phone with each of the different entities responsible for Allowlisting and Name ID. Completion of the Allowlisting/Name ID process can take ten days or more, so it is important to begin the clearance process in advance of planned mass-outreach.

#### CALLER ID CLEARANCE COST: \$450/Caller ID Phone Number

(Expect at least 10 days for completion and percolation of Allowlisting/Name ID.)

#### **Caller ID Clearance Required Information**

The Caller ID Clearance process requires us to identify a client contact who can prove ownership of the phone number being used for Caller ID if requested (which is unlikely.) We will also need some key information on your organization to complete registration on your behalf. Please fill out the form below to get started.

Organization Name: Organization Address: Organization Website URL: Tax ID # or FEC ID #: Estimated # of Employees: Contact Name: Contact Email: Contact Email: Contact Phone: Caller ID Phone to Clear: Preferred Name ID to Display: (Name ID 15-Character Limit)

