Decoding the Call Labeling and Blocking Process

Understanding the intricate web of factors, entities, and behaviors that determine the destiny of a call.

As we will see, there are multiple overlapping entities, systems, algorithms, and behaviors that can influence the "fate" of a number. There is no golden rule for understanding this phenomenon, as no silver bullet can instantly "fix" the call labeling and blocking issue. Here's a quick overview.

Why do Numbers get labeled and blocked?

Generally speaking, these reasons why numbers get labeled and blocked can be grouped into two big categories:

ILLEGAL Illegal Activity

(!) High Level of Nuisance

Who decides to *block* or *label* a call?

If any of these algorithms decide that your call will be a nuisance for a particular portion of their user base, most likely, the call will get labeled or not go through.

- (+) Mobile Operating Systems
- (+) Third-Party Apps
- (+) Mobile Devices
- (+) Carriers
- (+) Analytics Companies

(!) *Figuring out who tagged or blocked your numbers is rather tricky because decision-makers keep their methods secret to stay ahead of troublemakers.*
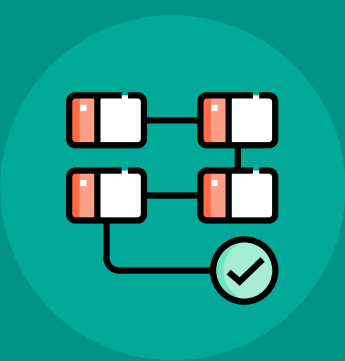
Understand the contributing factors

Here are five of the most prominent data points that are usually factored in before a number gets labeled or blocked:

Number of calls	Call Duration	Location	Call attestation	User feedback

Examples of Types of Labels

Your calls may be labeled as either warnings or intentions. The purpose of warning labels is to alert users to the possibility of fraud or scams, while intent labels simply notify consumers of the possible motivation behind a call.

🎯 Intent Labels
- Unknown Number
- Charity/Nonprofit
- Political
- Customer Service

⚠️ Warning Labels
- Potential Fraud
- Potential Spam
- Fraud Risk
- High Risk

How can you know if your numbers are labeled or blocked?

Although limited, there are a few approaches that can help call centers stay on top of this issue:

- Hiring a third-party company
- Number testing
- Feedback from complaints
- Carrier SIP codes (applies for certain types of blocking)
- Monitoring number performance within your dialing platform

(!) *For more accurate insights, we strongly recommend a multi-layered approach. **NobelBiz** can help you with defining a sound monitoring strategy.*