

How to customize the caller ID of your company's telephone numbers?

*Problems, Challenges and the
NobelBiz Solution: **Trusted Caller ID***



nobelbiz[®]
Contact Center Technology

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Introduction

When making and taking calls, certain phones show who is calling and others don't. Companies who require their name to show up on the caller ID are demanding this from their contact center solution provider or carrier and expect their name to show up to anyone they call.

However, people don't usually understand how a name shows up on a phone's display, nor what limitations exist in a provider's ability to deliver on the request.

This document will review how a name shows up on a Caller ID, what it does and does not do, examples of when it is used, and how NobelBiz delivers this type of solution.



Problem

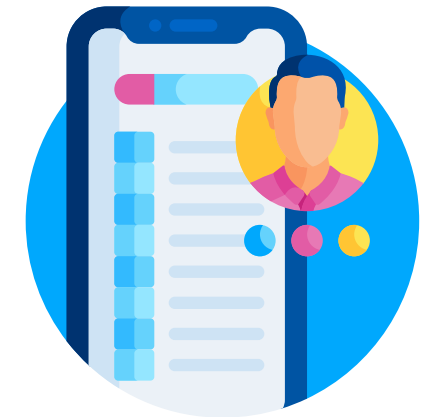
Companies who want their name to show up on caller ID but have limitations on what can be delivered and to what level of confidence. There is a lack of visibility to what actually gets delivered to the end-user. If a name does show up on the Caller ID it may or may not be what they think it is. Let us explain...



Background

Mobile Phone internal contacts

On a mobile phone, when you save a number with a unique name, that same name will show up when that particular number calls you. This relies on the subscriber to manually manage their saved contacts name and cannot be controlled by the call originating party



CNAM Overview

A common misconception regarding the out-pulsing of alphanumeric caller-ID information is that the information is “projected” out by the carrier providing service. While the equipment may be capable of doing so, the vast majority of the LECs (Local Exchange Carriers / Bell-Operating Companies such as AT&T) and CLECs (Competitive Local Exchange Carrier / Companies such as Level 3) responsible for terminating the call to a subscriber number do not accept this information from interconnected carriers. Rather, this information is stored in a type of database called the LIDB (Line Information Data Base), and queried by the terminating switch prior to the call being delivered to the subscriber.



- If an entry is found in the LIDB, that information is passed along.
- If there is no entry, then a switch default would appear in its place.

In other words, alphanumeric caller-ID information isn’t “pushed” to the subscriber by the carrier originating the call, but “pulled” from a database by the terminating carrier prior to call delivery.

Known Issues



Unlike other telecom databases such as LNP (Local Number Portability) or SMS/800 (for toll-free numbers), there is no master database or central repository for CNAM (Caller-ID Name) information. Larger carriers tend to maintain their own LIDB, while several independent companies run separate instances as a service that other carriers subscribe to.

While some of these LIDB providers have agreements amongst themselves to keep their data in sync, there is no standard process in place or authority to enforce consistency. Due to this fragmentation, the result of a CNAM query can differ depending on which LIDB a carrier is subscribed to.

Since the query process itself is transparent to the originating carrier and subscriber receiving the call, determining which LIDB is being referenced is also not possible without help from the terminating carrier. To add additional complexity to the situation, the type of carrier terminating the call to the subscriber (traditional landline, mobile, cable company, VoIP) may also determine whether CNAM information is even available. In a recent test of a number with a CNAM entry in a LIDB used by AT&T, the landline (AT&T) received the CNAM information, but subsequent tests to three mobile phones from three different carriers (Verizon Wireless, T-Mobile, AT&T Wireless) did not.

Mobile carriers do not provide CNAM capabilities to subscribers by default but offer it as an enhanced service at an additional fee which causes lower adoption rates, around 15%. Otherwise, names that show up on mobile phones and that are not from the user's contact list may be derived by a call labeling and blocking service through the carrier, phone, or app.

Solution | Delivering CNAM



Pricing

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Requirements to enable CNAM

- Written request from the client or their client that their name can be used on CNAM. We need to have a written record of authorization to use the specified name on an assigned number.
- There is a 15-character limit including spaces for the name: Because of this limit, if the name you want to use is longer than 15 characters you will need to change the name to fit the limit. Example, “The Sales Specialist” (20 Characters): for this to work you need to remove 5 spaces to “Sales Specialist”.
- It can take 24-48 hours to upload the name.
- The number must reside on our network. It cannot be on a different carrier’s network.

Delivering Caller ID names on mobile phones



Trusted Caller ID



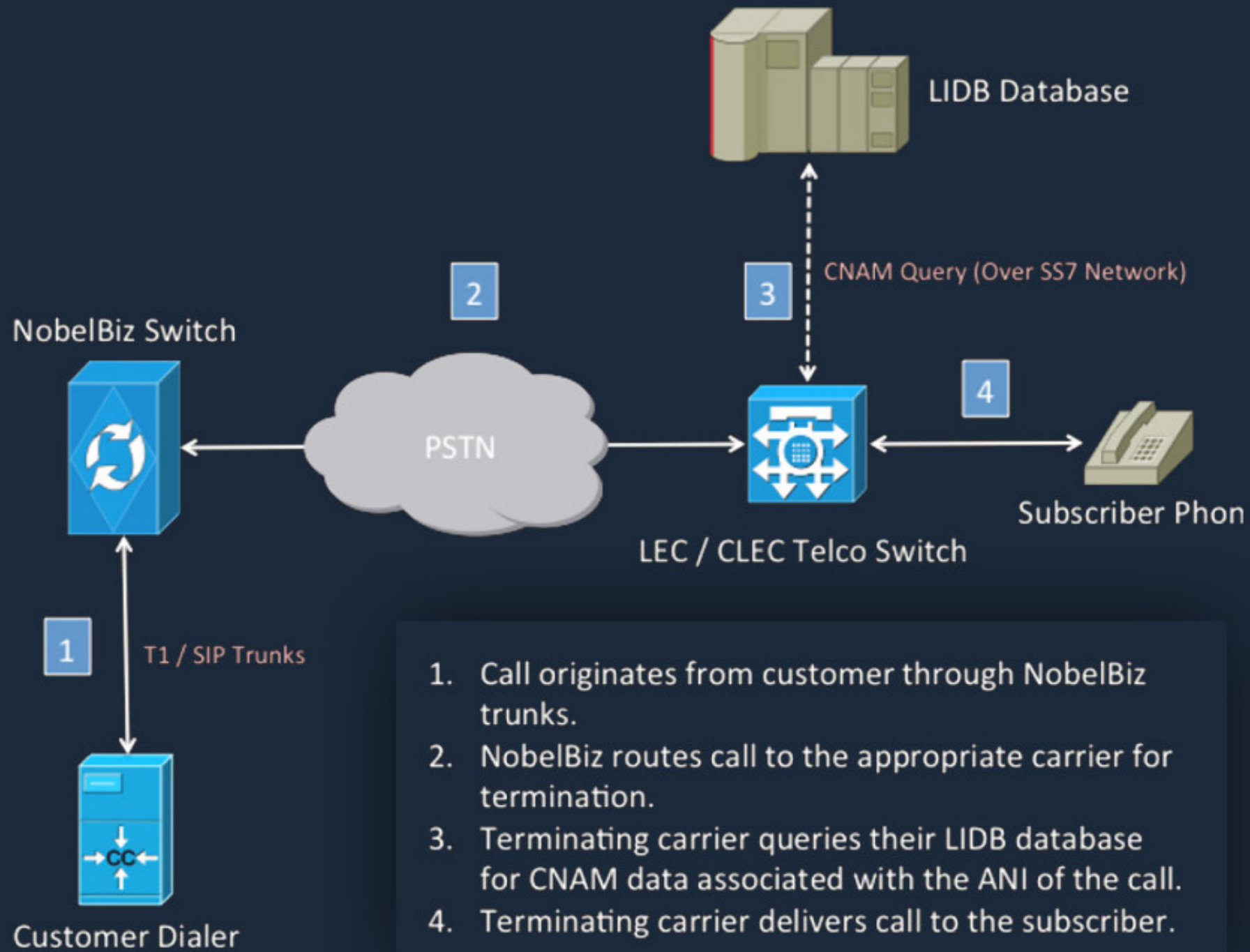
On mobile phones, because of the low adoption rate and clients willing to pay for the Caller ID services, you can increase the likelihood of your company name showing up by certifying your brand and registering your numbers.

This allows the downstream participating providers to know it is you when calling and show - where possible - your name on the device via the carrier, the device, or the app used by the subscriber.

There is no guarantee that all providers will participate or have the capacity to do this but those who can, will use this as a way to show your company name when calling mobile devices.



CNAM Design



Questions related to the setup process



1 How to troubleshoot a wrong name showing up on a call?

- *Do you know if the name came up on a mobile phone or landline?*
- *Do you know which phone provider it was if it was to a mobile phone?*

Most labels on mobile phones do not originate from CNAM which is one reason you should know the name or label used and if the phone was a mobile or landline. If the call was to a landline and the name you have updated in your carrier's CNAM provider you may have an issue with a terminating carrier (the carrier of the subscriber you are calling) who uses CNAM from a different database or has not updated their information yet.

This doesn't mean all calls have this issue as it should only be to people whose terminating carrier is using the incorrect or outdated CNAM provider or a call labeling and blocking service on their mobile phone.

NobelBiz will swap your number out if the issue is downstream and out of its control related to a CNAM issue. *This does not apply to call labeling and blocking issues which require a multi-prong approach to help mitigate.*

2 Can you add CNAM to your existing numbers?

NobelBiz will check to see if your numbers can have CNAM enabled as not all numbers can have this added. If there are any numbers that cannot have CNAM we will let you know which ones those are and give you the option to replace them with CNAM capable numbers.

3 Can you add Trusted Caller ID to your existing numbers?

NobelBiz must be the originating carrier for the calls and the numbers must be moved to our network for this service to be delivered. The porting of DIDs and RespOrg of Toll-Free Numbers is a very common and straightforward process that we do on a regular basis which we can walk you through if you choose to move numbers to our network.

Conclusion

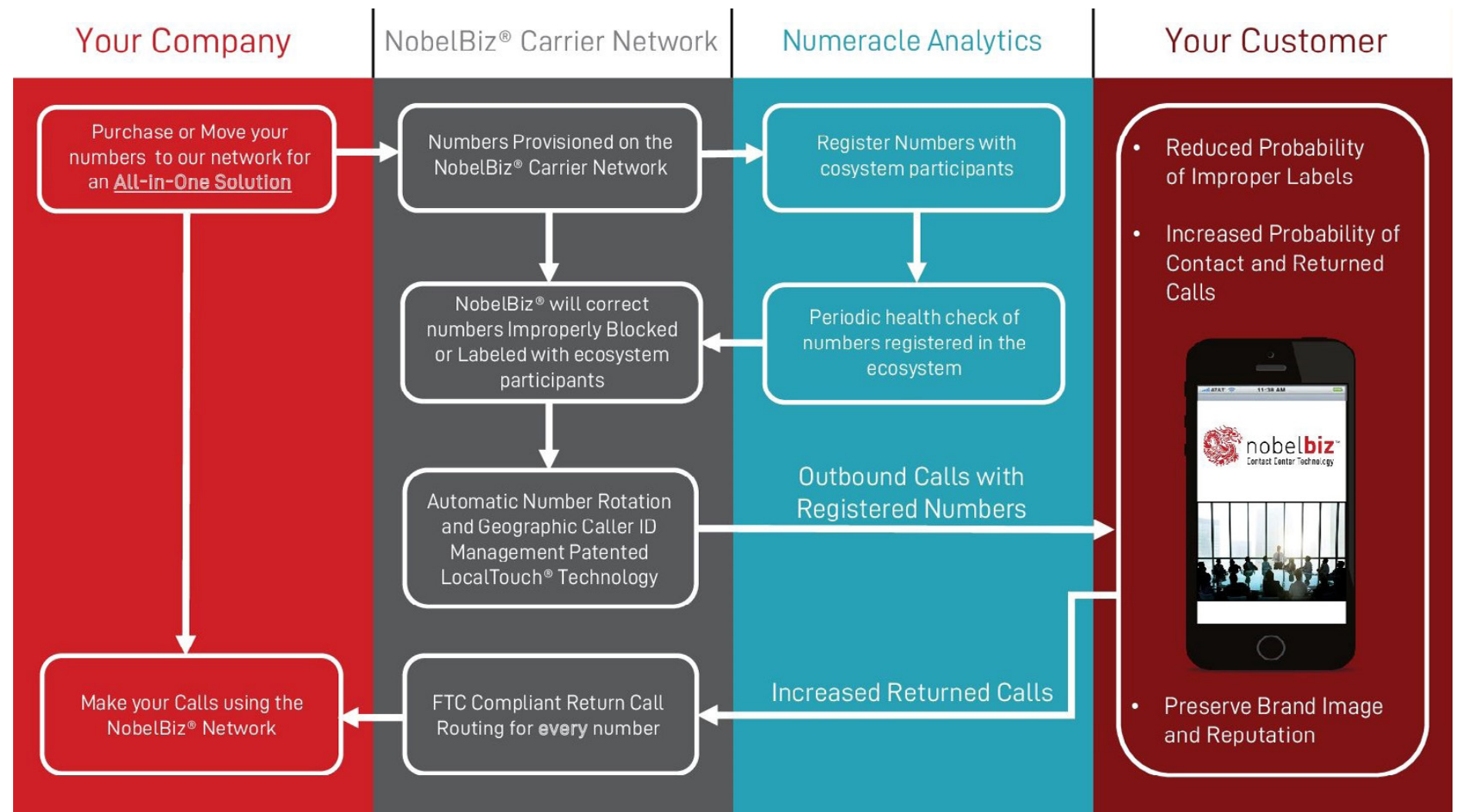
You can associate a name to a phone number and it can be done with minimal cost. However, the real challenge is the delivery method, as this relies on a decentralized set of databases and limitations on delivery on the terminating side, especially on mobile phones.

Add the Power of Registered and Trusted Caller ID Management

LocalTouch® is a built-in product part of the NobelBiz Voice Carrier Network, combined with the intelligence of Numeracle™.

NobelBiz® and Numeracle™ are teaming up to provide an intelligent caller ID solution combining NobelBiz's patented outbound calling technology and Numeracle™ phone number registration across the carrier network ecosystem with advanced analysis on call blocking, labeling, and delivery metrics.

This powerful combination will maintain and enhance your outbound contact rates enabling you to connect with more customers in a fully-compliant, trusted way.

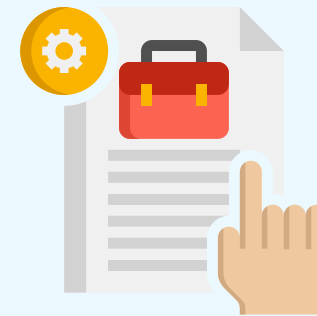


KEY TAKEAWAYS



NobelBiz can provide CNAM Service by:

- Receiving written permission to use a specific name from the client or their client
- Live within the 15-character limit
- Understand its best effort
- Troubleshooting is a process that requires customer feedback
- Swap out numbers with issues downstream where possible



NobelBiz can provide a company name to mobile phones via Trusted Caller ID by:

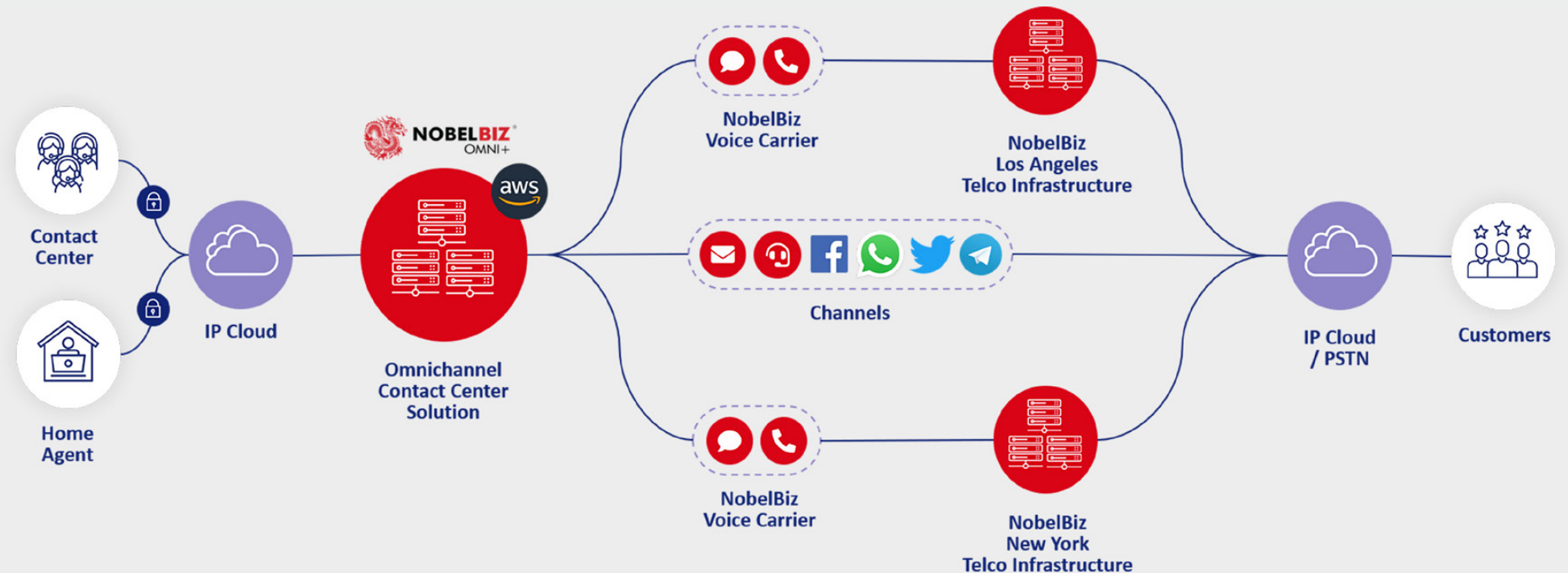
- Completion of the Certification documentation
- Being approved by the vetting partners to confirm you are who you say you are
- Registering your number(s) to your certification with the participating ecosystem
- Pay the annual certification fee
- Pay the monthly number registration fee
- Understand its best effort

Who is NobelBiz?

NobelBiz is a world-class Telecom and CCaaS company with 20 years of experience delivering complete solutions for contact centers across the globe, irrespective of size, industry, or activity.

The **NobelBiz Voice Carrier Network** is the only network built from the ground up to serve contact centers, offering the most versatile selection of smart tools to increase contact rates, mitigate impacts of call labeling and blocking, and provide all-around compliance.

The **NobelBiz OMNI+** cloud contact center software has a unique blend of capabilities: from Omnichannel, Impressive API integrations, and fast implementation, to simple cross-channel campaign setup and remote work.



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Contact Center Technology

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*If you have questions or concerns about the items we outlined, NobelBiz can definitely help you with this.
Speak with a registered & trusted Caller ID Management Adviser*