

# Local Number Management Made Easy

Why phone number management needs to be aligned with your dialing strategy

*LocalTouch from NobelBiz can increase Contact Rates with up to 30% and Returned Calls with up to 400%*



**nobelbiz**<sup>®</sup>  
Contact Center Technology

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# Introduction

Anyone can buy local numbers and use agents and technology to manage them when dialing for outbound campaigns. This idea is not new and has been in use for many years. This document is designed to explain why aligning the right number management practice with your dialing strategy will help you better navigate the new outbound calling ecosystem.



# Problem

Contact Centers making outbound calls expect their calls to connect. But few companies are properly equipped from a knowledge and technology point of view to deal with changes in the calling ecosystem. And there are various types of changes that can occur that can impact your ability to connect your calls:

- Changes in consumer behavior when it comes to answering phone calls
- An increase in mobile only households
- Technologies that can mislabel and block your calls



# Background



Companies use local caller IDs when outbound calling for two primary reasons:

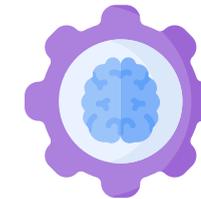
- 1) the company wants to have a local presence when calling their customers
- 2) the company is having trouble getting people to pick up the phone

For years, using a local number made the call more relevant and used curiosity to drive increase in contact rates. To properly manage local numbers when calling nationwide there usually needs to be technical resources involved to set up or manually manage the solution.

Also, there are several other factors that can limit many companies' abilities to fully utilize number management in a way that better aligns with the purpose of their call:



Limited flexibility to make changes



Human management and errors



Time management and costs



Potential for compliance risks



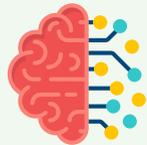
A lack of dialing strategy within this new calling ecosystem

# Solution

## What is LocalTouch?

LOCALTOUCH IS AN:

*Intelligent*



*Automated*



*Compliant*



way to manage your local presence  
that is easy to implement and use.

Based on the feedback received from our clients that opted for the LocalTouch solution, the numbers are impressive, to say the least. On average, we saw a substantial increase for two of the most important KPIs in the business:

**30%**

increase in  
**Contact Rate**

**400%**

increase in  
**Callback Rate**



### Simplifies Campaign Management

Simplifies management and presentation of local caller-ID for outbound campaigns.



### Fully Compliant

NobelBiz plays by the rules: Our advanced Local Caller ID system LocalTouch is fully compatible with the "Truth in Caller ID Act".



### Dedicated Numbers

Convenient and dedicated "buckets" of numbers that represent most of the geographical calling destinations.



### Geo-Number Assignment

Calling destination analysis determines geographically closest number as caller-ID.



### Local Number Routing

Callbacks made to a LocalTouch number routed according to customer requirements.



### Auto-Bucket Rotation

Multiple buckets can utilize auto-rotation service to ensure productivity.

# Why is this different vs what I am doing today?

## 1 Intelligence

**LocalTouch uses an algorithm to decide which number to use:**

1. Look to see if the number has been ported (LNP/LRN database)
2. NPA/Area Code match - No match then use overlapping NPA/Area Code
3. If there is no match or overlapping match then use the closest geographic number in your inventory

## 3 Compliance

**LocalTouch allows you to present a local number in a compliant way**

- The client owns the numbers
- Callbacks are routed back the client
- The ONLY solution named in the Truth in Caller ID Act

## 5 LocalTouch Numbers

**LocalTouch is delivered via buckets of numbers**

- Buckets are groups of approx. 200 numbers representing the Tier 1 rate centers across the continental US
- No limit on quantity of buckets
- Each bucket has one unique number for each number you are dialing

## 2 Automation

**LocalTouch automatically chooses the most relevant number and can rotate numbers on a per-attempt basis**

- No custom programming or professional services
- Variability in numbers being presented
- No manual management of numbers

## 4 How to use LocalTouch (for clients)

- Phone numbers are provisioned by NobelBiz within approx. 7-10 business days
- Callbacks are routed
- Swap out current Caller ID (CLI) with new one provided by NobelBiz (Trigger ANI)
- Send calls through the NobelBiz network

# Questions to answer when setting up a number management strategy



## Understand the nature of the call

Is your call expected?  
Is your call wanted?



## Call Attempts

How many attempts do you make a week to the same number?  
How many attempts do you make total to that number?  
Over what period of time are those attempts?



## Identity vs Anonymity

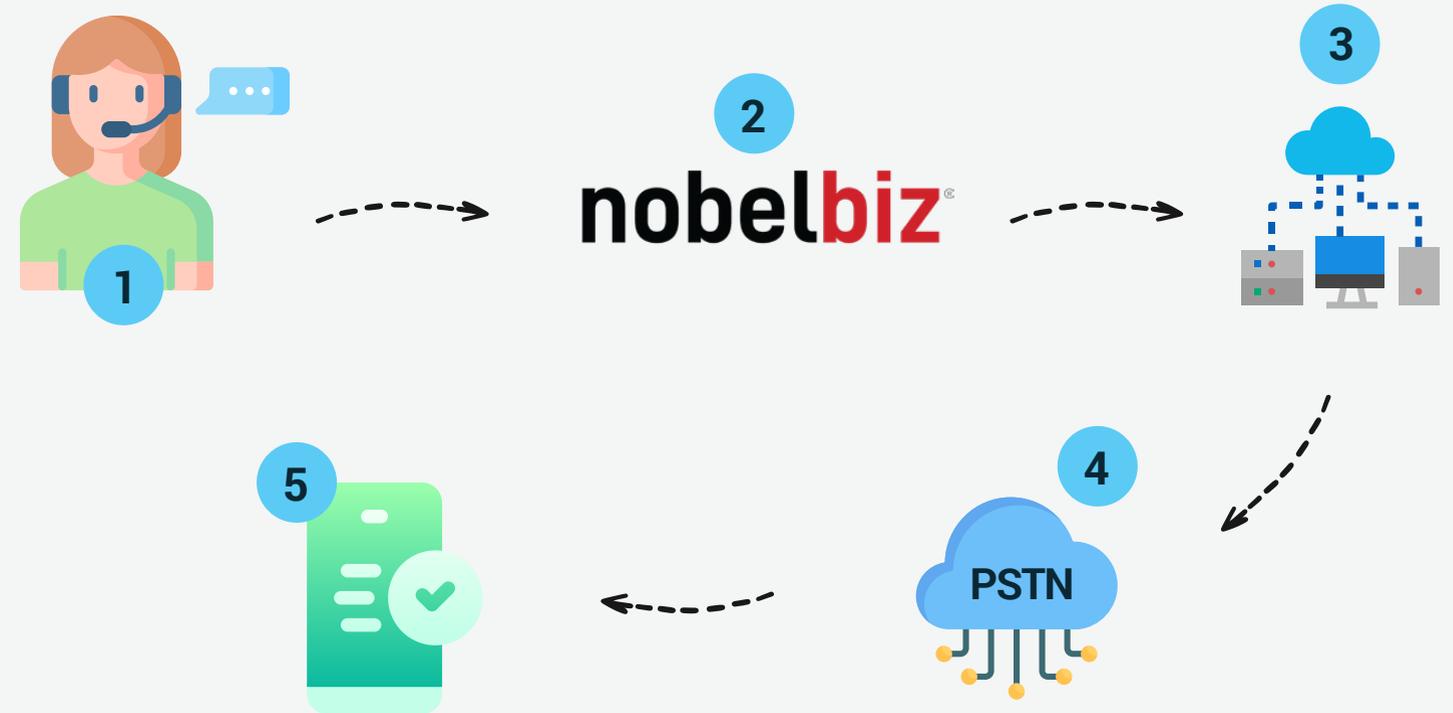
Would your call be answered if the subscriber knew it was you calling?

A **solutions expert** can use the answers to these questions to recommend best practices around when and how to use **LocalTouch**, bucket rotation, and whether coupling this with CNAM and Trusted Caller ID makes sense for your business.

*Leveraging the right mix of tools gives companies the best chance of completing calls and having meaningful conversations.*

# Design

1. Customer originates a call using their pre-determined trigger ANI
2. Customer sends calls to the NobelBiz network
3. The trigger ANI is recognized by the NobelBiz network and the algorithm and rotation is applied.
4. NobelBiz delivers call via PSTN
5. LocalTouch number presented to subscriber receiving the call



*Rotation of the caller ID on each attempt to the same phone number*



Attempt #1  
# from Bucket 1



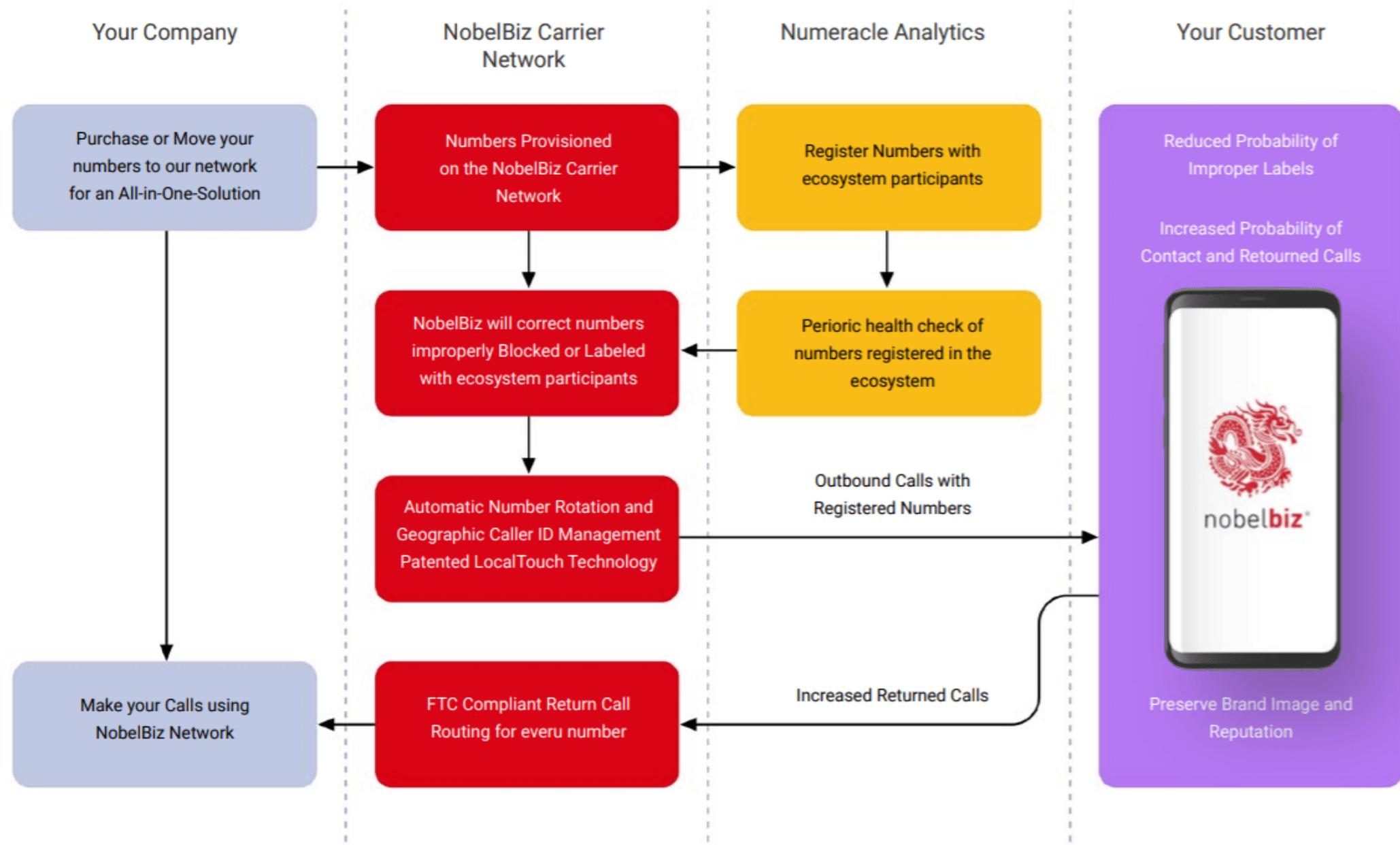
Attempt #2  
# from Bucket 2



Attempt #2  
# from Bucket 3

- Auto Bucket Rotation allows for variability in the number being presented
- Ability to combine multiple buckets of numbers
- Buckets rotate on a per attempt basis
- No need to change the configuration, Caller ID or callback routing

# Local infrastructure



# Conclusion

The dialing landscape is becoming more and more difficult to navigate. It is imperative for companies to know that both the dialing behavior and how a number is being presented can have a great impact on whether or not the calls connect.

Aligning how you use those numbers based on the nature of the call and your dialing strategy will help you better navigate this new calling ecosystem and the ever-changing client preferences.

Combining the LocalTouch technology with the best practices on how and when to use it enables outbound contact centers to access a set of productive tools, more flexibility and cost efficiency.



## KEY TAKEAWAYS

**LocalTouch** is an **Intelligent, Automated** and **Compliant** way to manage a local presence that is easy to implement and use.

**LocalTouch is a pre-built feature of the NobelBiz Voice Carrier Network, the only telecom network created with the sole purpose of serving contact center industry and its high volume call center traffic.**

## BOOST your performance with the NobelBiz Voice Carrier Network

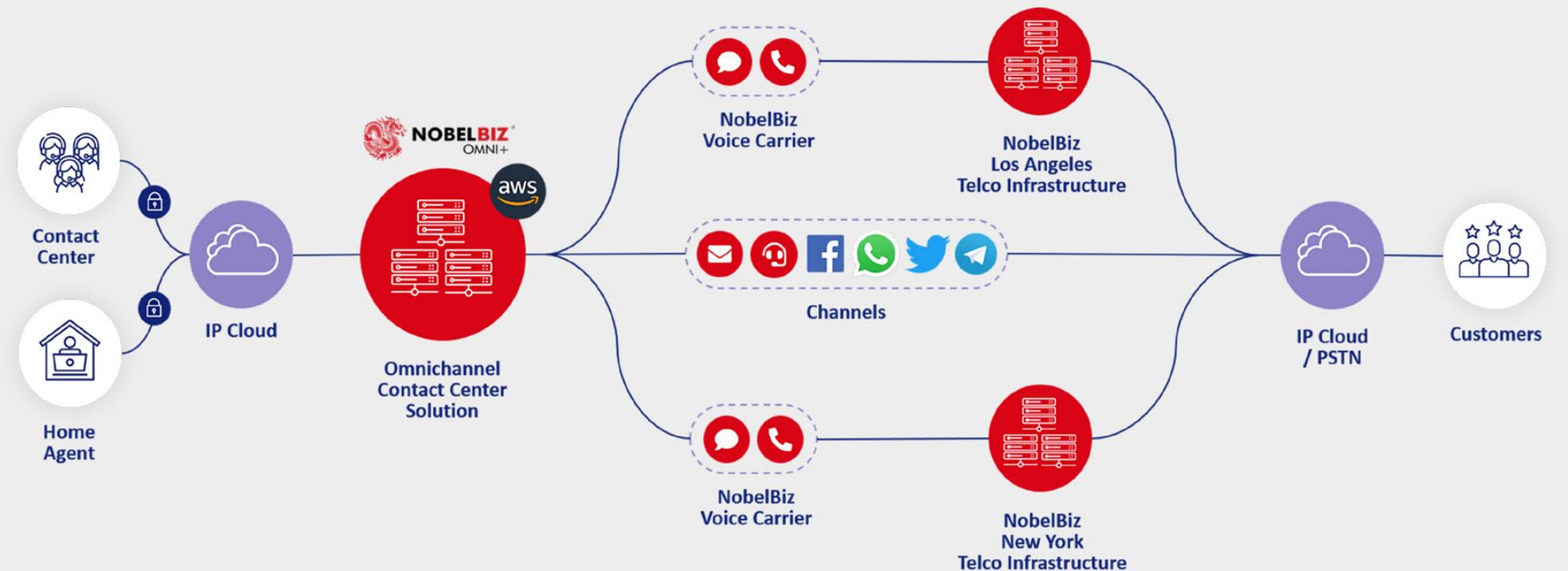
NobelBiz offers a unique combination of inbound and outbound calling technologies that work together seamlessly, in order to create better business opportunities for contact centers.

With NobelBiz, your agents can make more calls and increase the number of productive contacts per hour. By using intelligent routing solutions and supporting technologies, managers can better allocate resources that impact key performance indicators (KPIs). The resulting increase in the number of contacts and cost reduction helps managers achieve their goals.

## Who is NobelBiz?

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-round 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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*If you have questions or concerns about the items we outlined, NobelBiz can definitely help you with this.  
Get in touch with one of our experts.*