



WHY OUTBOUND CALLS DON'T ALWAYS CONNECT?

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Introduction

Premises:

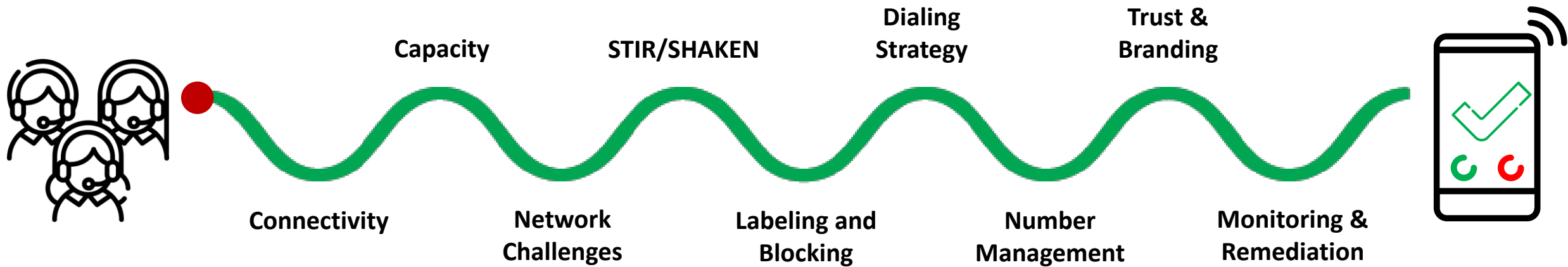
- Making outbound calls is more difficult now.
- Making outbound calls over a telecom network is like a utility.
- I have express written consent and/or calling my own clients so I shouldn't have issues?
- It's my carrier or service provider's fault or they should be able to fix it?
- My company name needs to always show up on the Caller ID.

We will cover:

Insight into these premises by tackling the below topics:

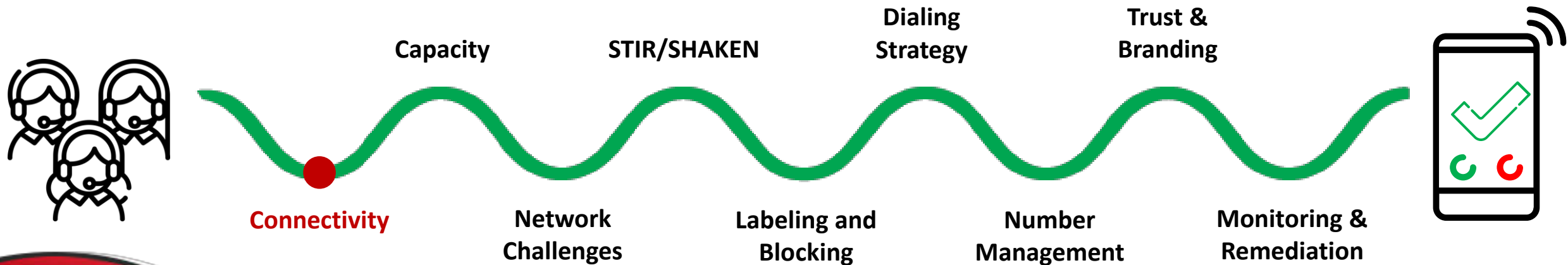
- Connectivity, Capacity & Throughput
- Industry Challenges (PDD, FAS)
- Standards (STIR/SHAKEN)
- Best Practices for Dialling and Number management
- Visibility & Trust

The REAL Journey Map of a Call



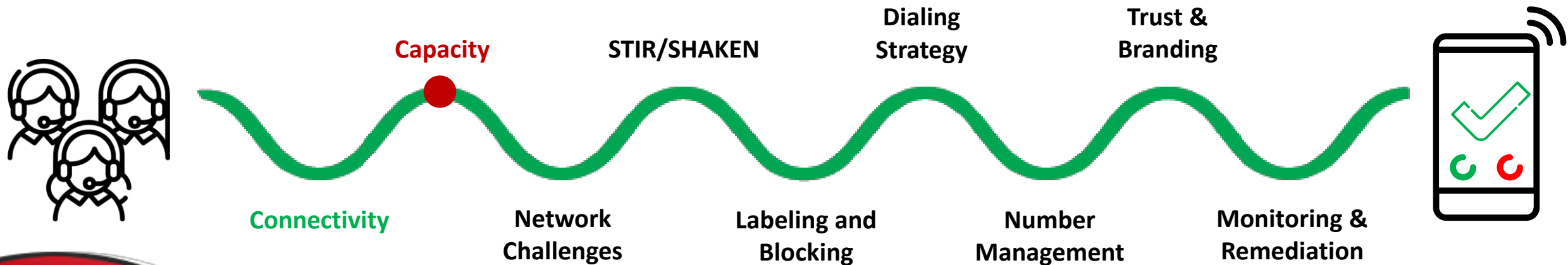
Connectivity

- Failure Points
- Agent to system
- System to Originating Carrier
- Originating Carrier to PSTN



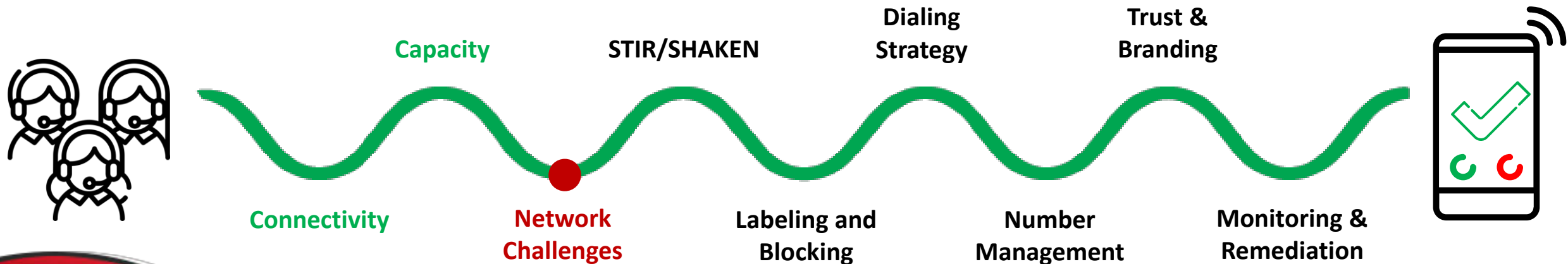
Capacity

- Calls Per Second (CPS) Limits
- Channels
- Circuits



Network Challenges

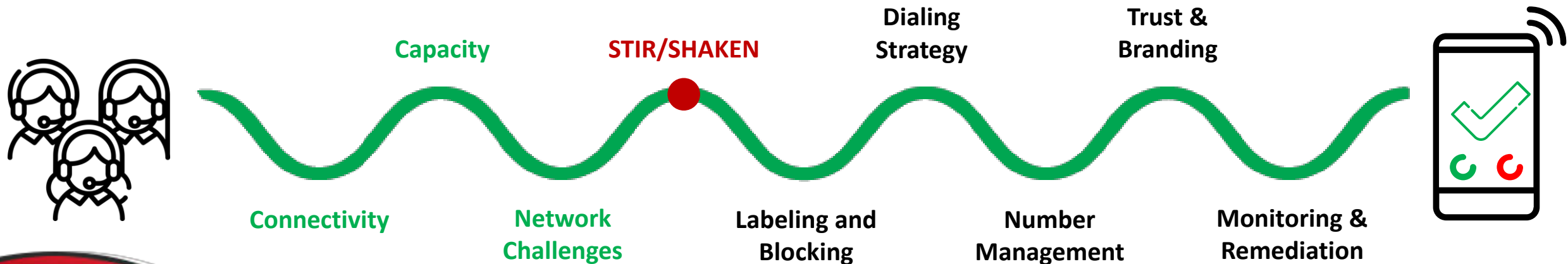
- False Answer Supervision (FAS)
- Post Dial Delay (PDD)



STIR/SHAKEN

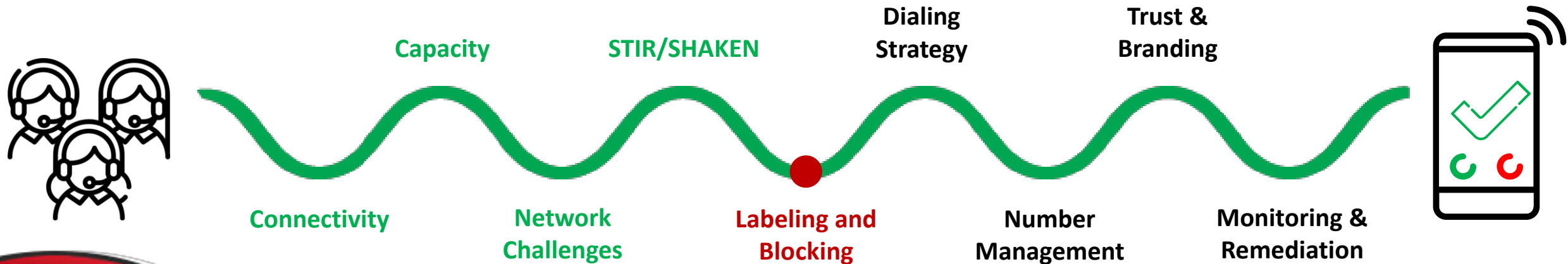
Three Levels of Attestation:

- Full or **A-level** attestation
- Partial or **B-level** attestation
- Gateway or **C-level** attestation



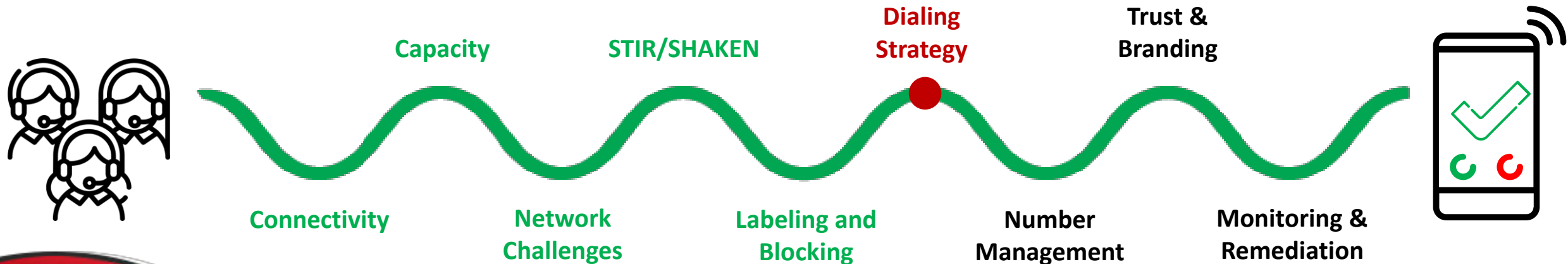
Call Labeling & Blocking

- Apps
- Carriers
- Analytics
- Devices



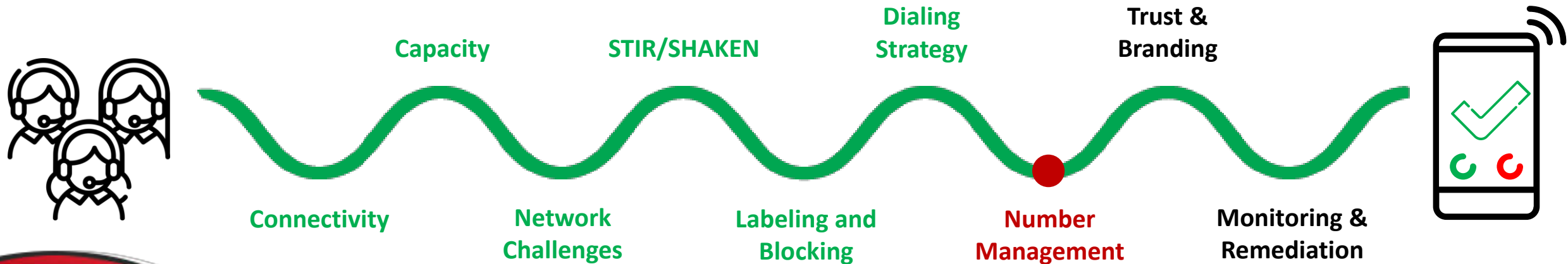
Dialing Strategy

- How often do you call
- How many attempts do you make?
- Over what period of time
- Do you leave voicemails?



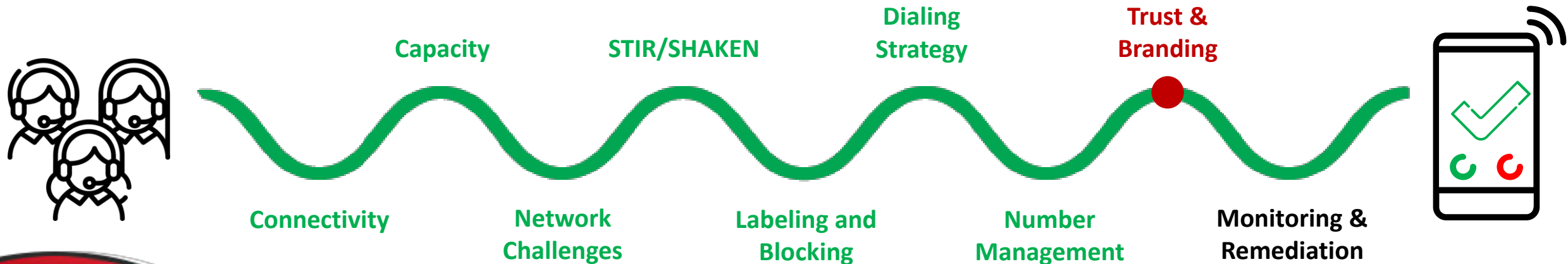
Number Management

- Types of numbers
- Quantity of numbers
- Rotating numbers
- Replacing numbers



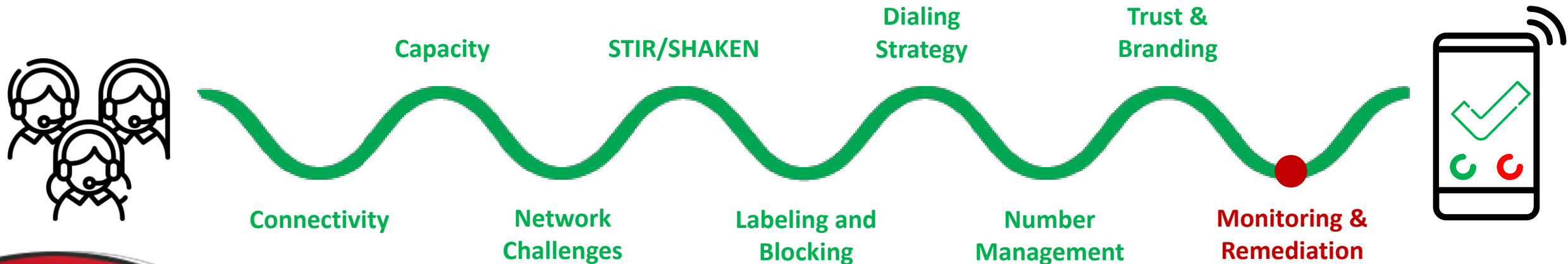
Trust & Branding

- Do you want your business name to appear?
- Do you want your logo to appear?
- Is the called party more or less likely to take your call if they knew it was you calling?



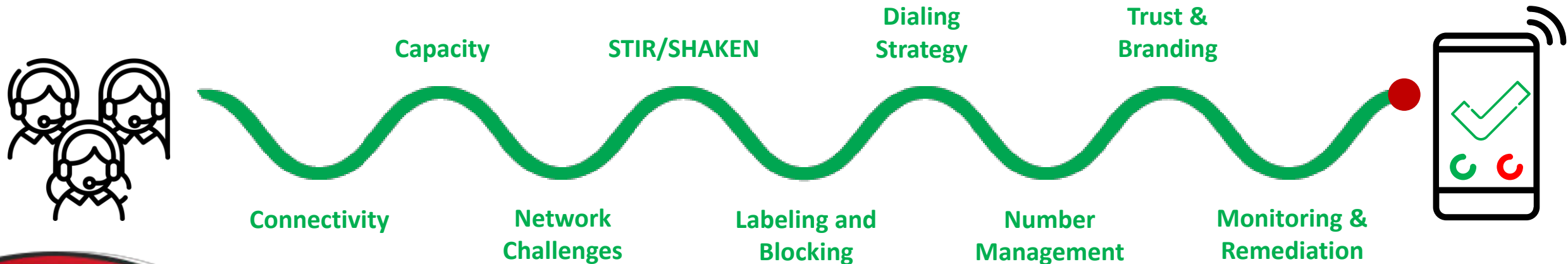
Monitoring & Remediation

- How do you know when you have a problem?
- How do you remediate negative labels?
- How do you proactively reduce labels



Conclusions

- There is no silver bullet
- You need a deliberate and multi tactic approach
- Stop relying on just your IT/Telecom team to solve this issue
- Constantly educate yourself and test, test, test





Thank You!