

DATASHEET

SMARTCALLER TRUST

SmartCaller Trust for higher education organizations is the ultimate solution for solicitation, stewardship, and all other engagement center calling efforts facing low connection rates due to suspected scam/spam flagging and call blocking by telcos.

Call answer rates have been on a downward trend the past few years largely due to the increasing number of scam, spam, and robocalls. The volume of these calls has caused people to avoid answering the phone if they are not certain who is calling. Compounding this problem are the algorithms telcos use to detect, flag, and block suspicious numbers. Legitimate outbound fundraising & stewardship calls are often mistakenly caught in these detection systems. Solutions used to bypass them, such as regularly swapping numbers, are ultimately ineffective as the concealed filtering systems are constantly changing.

SmartCaller Trust Difference

Rather than play cat-and-mouse with the telecom carriers' filtering algorithms, rely on VanillaSoft SmartCaller Trust to register your phone numbers as legitimate business numbers within the entire telco ecosystem. The SmartCaller Trust certification removes ambiguity and prevents the call from being marked as spam or from being blocked. In addition, SmartCaller Trust protects your caller ID branding, ensuring a consistent and accurate display so call recipients are more likely to pick up the first time you call.

HIGHLIGHTS

- Spam tag mitigation
- Caller ID management
- Monitoring for unusual activity
- Catch attempts to register numbers using your organization name
- Inbound spoof deterrence

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SPECIFICATIONS

- Register name and manage caller ID across over 850 carriers
- Requires VanillaSoft SmartCaller ID
- Numbers are call verified by carriers



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FEATURE	BENEFITS
Spam Tag Mitigation	Mitigate spam mislabeling. Designate and register blocks of verified numbers used for outbound calling across the telecom ecosystem.
Caller Name Management	Register the name displayed for your organization on landline phones across 850+ service providers and leading caller ID apps. Standardize 'Calling Name' 15-character name.
Monitoring	Monitor your brand's calling reputation and receive alerts of unusual activity.
Brand Protect	Get notified when others attempt to register telephone numbers with your organization name.
Do-Not-Originate (DNO)	Deter spoofers from abusing your brand by designating verified in-bound only numbers.

70%

of consumers have stopped answering calls from anonymous or unrecognizable numbers

75%

of consumers report missing important calls

97%

of Omdia survey respondents say they lost revenue due to call blocking and tagging in the past six months

88%

of consumers are more likely to answer the phone if they are certain of who is calling

