

## 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 prospecting and fundraising 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
- Inbound spoof deterrence
- Monitoring for unusual activity
- Catch attempts to register numbers using your organization name

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[www.vanillasoft.com](http://www.vanillasoft.com)

### SPECIFICATIONS

- Register name and manage caller ID across over 850 carriers
- Protect VoIP and SmartCaller ID numbers
- Numbers are call verified by carriers

VanillaSoft customer reported a  
**33% INCREASE IN CALL CONNECTIONS**  
 using SmartCaller Trust



FEATURE	BENEFIT
<b>Spam Tag Mitigation</b>	Mitigate spam mislabeling. Designate and register blocks of verified business numbers used for outbound calling across the telecom ecosystem.
<b>Caller Name Management</b>	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.
<b>Do-Not-Originate (DNO)</b>	Deter spoofers from abusing your brand by designating verified in-bound only organization numbers.
<b>Monitoring</b>	Monitor your brand's calling reputation and receive alerts of unusual activity.
<b>Brand Protect</b>	Get notified when others attempt to register telephone numbers with your organization's name.

