

# SMARTCALLER ID

## True Local CallerID Matching

VanillaSoft's SmartCaller ID provides your callers with a local presence via the displayed area code, helping you gain the call recipients' trust and in turn increasing your connection rates.

Like other local presence systems, VanillaSoft's SmartCaller ID matches the prospects' area code, using number familiarity in the incoming number display to help gain the recipient's trust that the call is legitimate.

However, people now keep their phone number even as they move around the country and into new area codes, so having the ability to match the area code of the recipient's actual geographic location increases the level of trust even more.

This is where VanillaSoft's SmartCaller ID is one step ahead. Our system can use the call recipient's ZIP code to determine the geographic location and the local area code to use. Local calls get more answers, and VanillaSoft's SmartCaller ID increases your connection rates by ensuring your calls truly appear local.

### HIGHLIGHTS

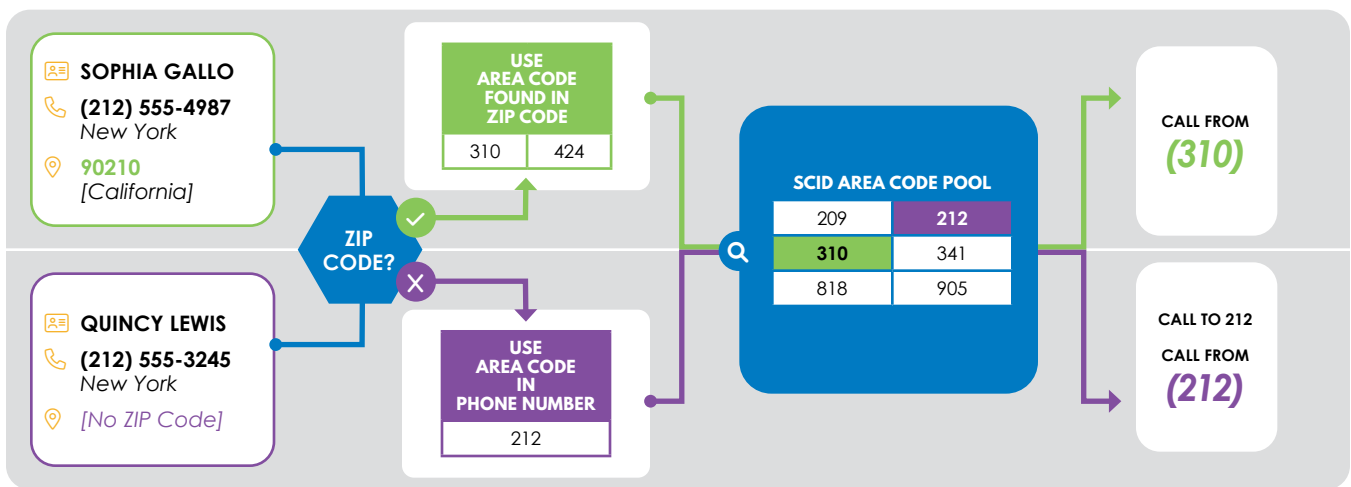
- Increase connection rates via ZIP code-based number matching
- Call locally across the United States and Canada
- Local presence that follows your prospect's true geographical location
- Seamlessly integrated with VanillaSoft VoIP services
- Pick up where you left off with Smart callback routing

### LEARN MORE AT

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

### SPECIFICATIONS

- Requires VanillaSoft VoIP services
- Requires procurement of phone numbers with desired area codes
- Requires contacts have ZIP code data
- Canadian postal codes are not supported



FEATURE	BENEFIT
<b>Local caller ID</b>	Increase your contact rates by connecting with your prospects using identifiable local numbers.
<b>Area code matching</b>	Match your outgoing call-from area code to the area code of the number dialed.
<b>ZIP code matching</b>	<p>Match your outgoing call-from area code to one used in the geographic region of the recipient—based on their ZIP code. If the contact's ZIP code information is missing, SmartCaller ID will match the contact's area code.</p> <p>If the exact area code is not available from the pool of numbers, the next closest area code is used.</p>
<b>Coverage across the United States and Canada</b>	Target your calls to the specific geographic regions where you operate, or scale your SmartCaller ID coverage to include numbers in every area code across the United States, U.S. Territories, and Canada.
<b>14-Day Smart Callback Routing</b>	Calls made by each agent using SmartCaller IDs are saved for 14 days so that callbacks can be directed to the originating agent.

