

## START MORE TELEPHONE CONVERSATIONS WITH VANILLASOFT SMARTCALLER SOLUTIONS



**The first hurdle in telesales is not the opening line or the skill of your sales agent, but simply getting the prospect to answer the call. VanillaSoft's SmartCaller Solutions help ensure that your calls are trusted by the recipients, resulting in the highest possible answer rates.**

The first challenge to any outbound call campaign is to ensure your call is not blocked by the telecommunication carriers before it reaches the intended contact. With the rising volume of scam, spam, and robocalls, telcos have implemented algorithms that detect, flag, and even block numbers they deem to be suspicious. Mobile telephone apps have even crowdsourced the identification of suspicious numbers, resulting in further degradation of your calling number as frustrated people misreport legitimate calls as illegitimate.

The second obstacle to gaining a call recipient's trust is the number you are calling from. Calls from distant or unknown area codes are less likely to be answered. As a result, many have implemented solutions that allow their calling number to match the area code of the recipient. However, with long-distance charges virtually a thing of the past, the need to update a mobile phone number when relocating to a new area is no longer required. As a result, local calls are not defined by matching the area code of the number being dialed, but by matching the geographic location of the individual being called.

**35% - 45%**

**INCREASED CONNECTION RATES**



### BENEFITS

#### SPAM TAG PREVENTION

Register blocks of verified business numbers used for outbound calling across the telecom ecosystem.

#### CALL DISPLAY CONTROL

Register the name displayed for your business on landline phones across 850+ service providers and leading caller ID apps.

#### DO-NOT-ORIGINATE SPOOF PREVENTION

Deter spoofers from abusing your brand by designating verified inbound-only business numbers.

#### BRAND PROTECTION

Monitor your brand's calling reputation via alerts of unusual activity and unauthorized number registration attempts.

#### LOCAL PRESENCE

Call from numbers matching the recipient's number area code, or an area code used in the ZIP code matching the recipient's location.



## THE SMARTER CALLING SOLUTION

Telcos do not tell you if your number has been degraded, which creates a challenge for organizations. Your sales team could be making call after call without knowing that they appear to the recipient as spam — if they appear to the recipient at all. As a result, outbound sales software companies have developed reactionary, 'cat-and-mouse' remedies that attempt to measure when a number's connection rate is starting to dip. If a decrease is detected, they swap that number for a new one.

There are three problems with this approach. The first is that numbers with the desired area codes may not be available, and if they are available, there is an extra cost of purchasing a large number pool. The last is that, as a reactionary solution, calls have to be wasted to determine that a number's reputation is compromised. Each wasted call is wasted time and opportunity.

VanillaSoft's **SmartCaller Trust** solution is preventative rather than reactive. By registering your phone numbers as legitimate business numbers with over 850 telecom providers, **SmartCaller Trust** certification removes ambiguity and prevents the call from being marked as spam. As a result, no call is wasted. 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, leading to better caller ID localization.

VanillaSoft's **SmartCaller ID** will match the area codes of the prospects being called to increase trust. But it can also go one step further. **SmartCaller ID** can also use the call recipient's ZIP code to determine the geographic location and thus the exact local area code to use. The result? Increased trust in the call and higher answer rates.

Together, VanillaSoft's **SmartCaller Trust** and **SmartCaller ID** provide your prospects with the highest possible confidence that your calls are legitimate and worth their attention.

## CROSSING THE CONNECTION BARRIERS

