

IMPROVE TELEPHONE CONTACT RATES WITH VANILLASOFT SMARTCALLER SOLUTIONS



The first hurdle in phone-based fundraising is not the opening line or the skill of your caller, but simply *getting the constituent 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. If the number is unrecognizable, unlabeled, and unverifiable from your website, your constituents will be more likely to decide the call is not worth answering or illegitimate.

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.

YOUR NUMBER

Call from numbers registered with your institution and verifiable from your website's "contact us" page.



SOLUTION BRIEF VANILLASOFT SMARTCALLER SOLUTIONS

THE SMARTER CALLING SOLUTION

Telcos do not tell you if your number has been degraded, which creates a challenge for organizations. Your fundraising 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 calling and engagement 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 two problems with this approach. Foremost, you want to call consistently from the same number, not from a rotating pool of numbers. The second 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 number as a legitimate business number 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** provides a protected DID number, or "pointer", used for all your outbound calls. No matter which VoIP number each fundraiser uses, every outbound call will show to the recipient as coming from your official, published fundraising number.

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

