

# SMARTCALLER TRUST

**SmartCaller Trust is the ultimate solution for outbound callers 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.

**I've done over \$8 billion in sales using VanillaSoft. There is no way I could with a system that shows my calls as "spam/scam" every time we call.**

**Seth Dorne**

Regional Leader, USHEALTH Advisors

## HIGHLIGHTS

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

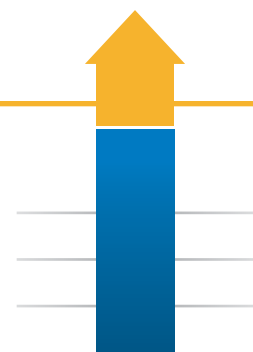
## LEAN MORE AT

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

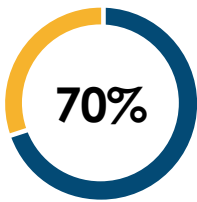
## SPECIFICATIONS

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

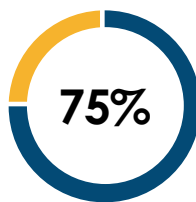
VanillaSoft customer reported a  
**33% INCREASE**  
**IN CALL CONNECTIONS**  
using SmartCaller Trust



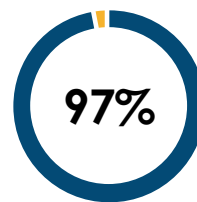
FEATURE	BENEFIT
<b>Spam Tag Mitigation</b>	Mitigate spam mislabeling. Designate and register blocks of verified business numbers used for outbound calling across the telecom ecosystem.
<b>Caller Name Management</b>	Register the name displayed for your business on landline phones across 850+ service providers 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 business 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 business name.



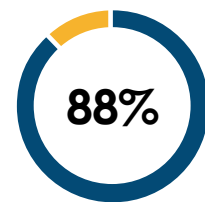
of consumers have stopped answering calls from anonymous or unrecognizable numbers



of consumers report missing important calls



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



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

