Improving Outreach Success by Remediating Negative Call Labels

Numeracle

Boost Contact Rates & Rebuild Trust

About this Case Study

The phone rings, and your called party has a few seconds to decide whether to answer.

Successful outreach over the phone can be a challenge when numbers are labeled as Spam, a Scam, or a Fraud. These negative labels significantly reduce the likelihood of your calls being answered.

Call blocking at the network level further compounds the problem, leading to lost opportunities, decreased productivity, and lower customer satisfaction.

This case study explores how Numeracle's remediation solution helps businesses remove negative labels and restore their call reputation to improve contact rates and overall outcomes.

PREPARED BY

Numeracle

Who This Case Study Helps

Brands that make outbound calls to consumers, either through in-house contact centers or third-party services, and rely on high-quality call delivery for successful customer interactions.

KPIs Measured

- 2024 remediation rates
- % of 2024 remediations relative to all time remediation rates
- Coverage of protection over registered numbers from spam
- Time-to-resolve scam/spam labels
- Overall impact on contact rates

Approach

Numeracle's EIM Platform monitors the status of phone numbers and completion of successful remediations across the wireless ecosystem.

By comparing status reports from 2024 to prior years, we evaluated the impact of remediation before and after correcting negative labels and investigated quarterly trends.

The Problem with Spam

Based on Numeracle's analysis of outbound phone numbers used across multiple industries, we've identified that an average of **25%** of a business's phone numbers are typically at risk for improper call labeling.

These labels prevent calls from being answered and, when combined with call blocking, can lead to substantial losses in productivity and customer satisfaction equal to a financial loss of millions.

Identity as the Solution

When a business's phone number gets labeled as Spam, Scam, or Fraud, it can only be fixed through a validated remediation process to restore its reputation across the major wireless carriers, with the result being the removal of the label.

Numeracle's Entity Identity Management Platform provides this remediation process, proactively correcting negative call labels while offering ongoing monitoring, allowing businesses to continue their outreach without disruption. Our platform gives customers access to real-time reputation dashboards, ensuring fast removal of improper labels with minimal effort on the part of the business.

Let's look at how our remediation services have helped our customers over the past year.

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Impact to KPIs: Report

The Study

Numeracle reviewed yearly status reports on phone numbers registered across the wireless ecosystem via our Entity Identity Management Platform and the number of successful remediations conducted in 2024 with a comparison of contact rates before and after improving number reputation with our remediation services.

The Results

Across 747,440 numbers vetted and registered across the 2,013 entities registered as of the end of 2024, a total of 112,230 numbers were identified as Spam, Scam, or Fraud that were successfully remediated with 1.5 days to resolve the improper labels on average by our team.

16% — 2024 REMEDIATIONS RELATIVE TO ALL-TIME REMEDIATIONS

83% — % GROWTH IN REMEDIATION NEEDS IN THE PAST 2 YEARS
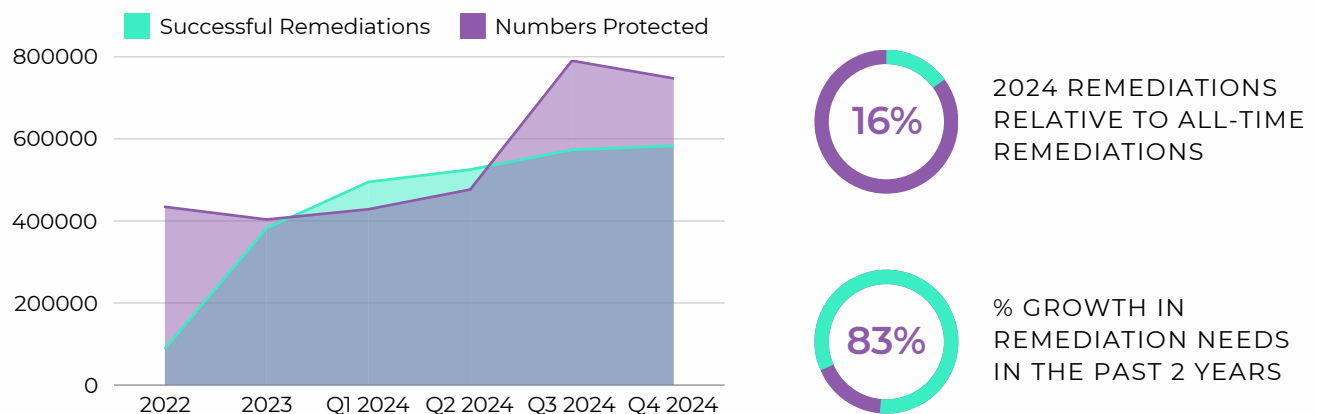
With the multiple thousand labels remediated this past year, the 112,230 remediations completed in 2024 accounts for about 16% of Numeracle's all-time remediation total of 583,156 negative labels removed over the past 6 years of the study.

It also represents a growth of over 83% in remediations since this study was last conducted at the end of 2022.

The Analysis

With remediation levels almost doubling in two years, it's clear the battle to correct labeling issues for legal business is still very much alive and an essential component of outbound dialing.

No one business or business type is exempt from improper call labeling events, our trends indicate that remediation projections will continue increasing as more businesses prioritize their calling identities and improve their outreach strategies.

2,103	**122,230**	**99.8%**
BUSINESSES PROTECTED BY NUMERACLE AS OF 2024	SPAM, SCAM, FRAUD LABELS REMEDIATED IN 2024	OF REGISTERED NUMBERS PROTECTED FROM MISLABELING

These results demonstrate how effectively resolving labeling issues can significantly improve outbound calling success and business performance.

Once Spam, Scam, or Fraud labels were identified and remediated, most businesses recorded improvements to contact rates in the average range of 1-5%, with outliers experiencing upwards of 20-30% increases post-remediation, significantly impacting positive ROI.

Customer Reactions

"This product has been exceptional. Once we were live, we immediately noticed a drastic positive change in our contact and productivity rates."

— Market Research Firm

"In the nearly four years since we started using Numeracle our connect rate has improved by over 30%. And connect rate has a direct relationship to the bottom line our of business."

— Higher Education Company

Remediation's Impact to Outbound Calling KPIs

By proactively addressing negative labels through Numeracle's remediation solution, businesses can improve their call delivery, enhance customer trust, and see meaningful increases in contact rates.

The analysis of our remediation data signals the importance of managing phone number reputation and the significant impact it can have on outbound calling success.

- Establishes trust in your calling identity
- Improves brand reputation when you aren't associated with spam
- Removes the barriers impeded your outreach efforts
- Allows you to stay in control of your call presentation

With our platform, remediation starts on day one and continues proactively so managing negative labels doesn't interfere with your overall contact strategy. As shown in this case study, ongoing remediation helps maintain healthy number reputation, increases contact rates, improves call delivery, boosts brand reputation, and provides insights for successful campaigns.

Numeracle provides the only end-to-end identity management solution for full control, consistency, and visibility into your numbers' status and history, ensuring your calls are displayed correctly across all wireless carrier networks.

Reach out to us at numeracle.com to start protecting your calls.

GET STARTED TODAY ⟶