Numeracle

Presenting Identity in the Voice Channel

Understanding the differences, limitations, and uses of Caller ID, CNAM, and Rich Call Data (RCD) for Branded Calling

CALLER ID

Caller ID is a feature, subject to device, that transmits or displays a caller's telephone number to a called parties' device. Caller ID only applies to the display of the phone number of the call originator, but it has become synonymous with the caller's name.

Caller ID is also known as CID, calling line identification (CLI, CLID), calling number delivery (CND), calling number identification (CNID), calling line identification presentation (CLIP), and call display.
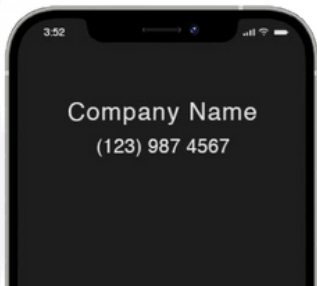
CNAM

CNAM stands for "Caller Name." It's a feature used in US-based phone networks to display the name (or the information) of the originating call party on the Caller ID display of the called parties' device. This name could be a company name or the name of an individual, but can also be blocked or restricted, displaying as "Caller ID Unknown" or "Unknown Caller." When available, your Caller Name could display as text along with or instead of your phone number.

RICH CALL DATA (RCD) FOR BRANDED CALLING

Subject to device, carrier, and solution, there are different branded elements that you are able to add and manage for different campaigns.

For a fully branded experience, extend **caller ID name**, a **logo**, a custom **call reason** for calling to your called parties (limited availability).

With a branded calling solution, increase your conversion rates, reduce costs, personalize and enhance your relationships with your customers, and protect your brand.

For more information on our reach, display capabilities, and campaign flexibility, visit Numeracle's webpage on our Smart Branding Solution.
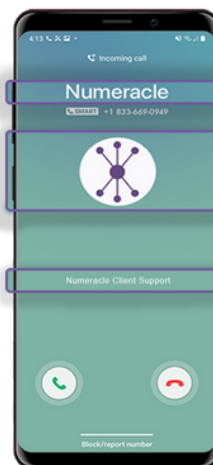
Branded Caller Name

Brand Logo

Reason for Calling

Available data fields to display are subject to device compatibility and wireless subscriber network

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