

# Are You Being Mistaken as “Spam”?

To ensure successful customer connections and an efficient purchasing process, it is crucial for businesses to prevent their calls from being labeled as **spam**.

From initial marketing contact to sales support interactions, all points of contact throughout the purchasing lifecycle should enable customers to connect easily.

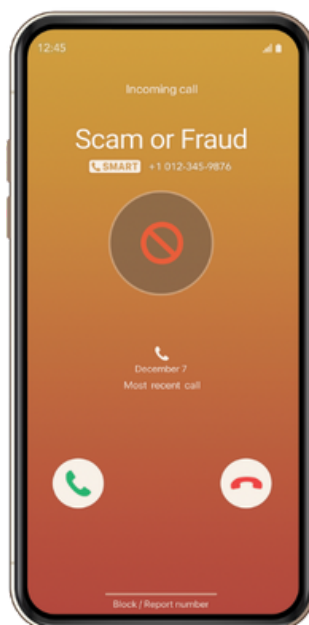
Neglecting to improve the reputation of phone numbers may result in unanswered calls, missed business opportunities, and a tarnished brand experience.

## Consequences of a Mislabeled Phone Call

Mislabeled calls are the quickest way to create customer dissatisfaction when they aren't served promptly, hindering your overall brand perception and customer experience.

It gets in the way of your hiring needs, especially seasonally when you're anticipating high-volume periods like major sales and popular shopping holidays when you need to recruit and hire in time to handle the influx of business.

Your team loses efficiency while playing "phone tag" since your contacts aren't answering the first time around and now you have to catch up.



## Protect your Brand Identity and Enhance Customer Experience

Reducing friction while improving the customer experience is a balancing act that can quickly fall apart if your calls are considered and therefore delivered as spam calls.

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You're misled to believe your calling campaigns are ineffective, regardless of how spot on they are, because no one is answering your phone calls.

Your wheels are left constantly spinning because you're trying to figure out "new and creative" ways to get people to answer your calls when you shouldn't have to.

Your employees could be optimizing how they utilize their work time instead of playing endless games of phone-tag to get contacts on the phone. Overall, spam labels could be **costing** you.