Numeracle

Dialing Strategies

Numeracle's Best Practices for Successful Customer-Centric Outreach & Number Reputation Protection

There are many reasons why labels like Spam Likely, or Potential Scam could appear on your calls when they land on consumer devices, some of which may be out of your control. Once these labels are associated with your phone numbers, removing them requires a solution that can remediate them with top wireless carriers and analytics providers.

What is in your control is how you dial and interact with your customers, subscribers, patients, etc. Often, labels become associated with your numbers because of non-customer-friendly dialing practices or number usage, resulting in lowered contact rates and loss of potential business.

Consumers can block a call on their device or report it as spam back to the carrier. This feedback is a growing component to the algorithms that identify which numbers are labeled as spam versus not. This is critical as consumers have so much control over your number reputation – which means you need to ensure that consumers are identifying your call as a quality, wanted, phone call. This starts before you actually make any phone calls to your prospects or customers.

Whether you're evaluating your options for a comprehensive call labeling and number reputation management solution or have already implemented one, we recommend these best practices as part of an end-to-end approach to most appropriately and successfully engage with your called parties. While there is no one-size-fits-all approach to the perfect contact strategy, starting and ending with your consumer in mind is the foundation.

Before You Call

List & Number Quality

List and number quality are critical, and there are a few key components to keep in mind when preparing your campaigns and scrubbing your lists:

Procuring New Phone Numbers

Before you procure your new phone numbers – you need to ensure the carrier has done a recent CNAM update. Only request numbers that have rested between uses, we recommend about six months of rest will do.

Consent Management

Consent must be obtained before contacting customers with an autodialer, and is highly encouraged even when making manual calls. This means a business must acquire explicit, informed permission from a consumer *before* contacting them.

Unless someone has opted-in to receive telemarketing communications, you could face fines ranging from $500 to $1,500 per call. Calling non-subscribers (customers you do not have an established business relationship with) should be limited, as these will result in higher negative crowd-sourced feedback.

Lead Quality

If you are using consent via a webform or purchasing leads from a 3rd party, the consent regulations still apply. It's also critical to ensure that the leads you are purchasing are fresh, quality leads. If you make phone calls to an "older" lead list and connect with many wrong numbers, or telco advisories (# not in service), this will also feed back into the algorithm and impact your labeling.

DNC Compliance & FCC Complaints

If you're a telemarketer, don't ignore Do Not Call (DNC) lists and registries that callers have subscribed to; otherwise, you may be viewed as a Scam caller. The National Do Not Call (DNC) registry is a specific provision of TCPA enforcement. It's a list of consumers who have restricted their availability to receive marketing calls. Again, contacting someone on the DNC list can result in fines from the TCPA.

Consumer complaints against your calls can be filed in the FCC's Complaint Database. Once there, those complaints are permanent and unable to be remediated.

Best Ways to Dial

Setting Your Campaigns Up for Success

Now that you have a quality lead list, have obtained consent, and have scrubbed your leads against the DNC databases, you're going to want to set your campaign up for success.

Here are some pointers:

One Call Intent = One Phone Number

If you're using one phone number for many call reasons, like sales calls in addition to appointment reminder calls, the call intents associated with your numbers may get mixed up and display incorrectly and can ultimately lead to complaints and spam labeling.

Do Not Rotate Phone Numbers

Some solutions recommend rotating or auto-rotating phone numbers to avoid spam labels, but you need to spend lots of monitoring time and resources to do this. Number rotation solutions are quite costly and can actually lead to negative reputation from sporadic number history and volume spikes.

The carriers can see the "number rotation" trends, and this can lead to higher Spam labeling. What the carriers are looking for is consistent dialing day over day and week over week. The "standard deviation" on a phone number is a major component to the labeling.

Consider Branded Calling or a CNAM Update

How your CNAM is registered to your phone number and/or who analytics believe you might be due to crowdsourcing becomes essential when your name, and how your agents identify themselves, don't match. It could lead to consumer confusion and negative reputation may follow.

The absence of any data in CNAM databases can lead to the display of improper call intent labels, so we always suggest requesting that the carriers should complete a CNAM update for your calling name, or you should consider adding Branded Calling to your phone numbers, to ensure consistent representation of your name/brand.

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Dialer Settings

Optimal Quality & Call Presentation

Now that you have everything ready to go, let's look at a few dialer settings, (or manual calling practices) that are important to avoid spam labels:

Have a Max Attempt Policy

Don't over-dial your customers. How often and when you contact your customers in the same day and week can put you at risk for call labeling. You shouldn't redial a number more than 2-3 times a week and not redial numbers more than every 4 hours in the day. We recommend capping total attempts as persistent dialing will eventually lead to call labeling.

It's important to let your customers rest between attempts. This varies by industry but it's a good consideration for your strategy. Have a max attempt policy with adequate resting periods so you're not over-dialing customers, which can result in call blocking and labeling.

Consider the Time of Day You're Calling

Be better than compliant. Calling at 8:55 pm is still technically compliant with 9 pm time zone cut-off times for outbound dialing but calling at later or personal hours in the late evening fall outside the typical workday is an inconsiderate practice. In addition to time zones, what time you call should always be at a respectful and appropriate hour.

Voicemails Are Important

Leaving a voicemail is important. The voicemail should be clear, and you should lead with the Company or Brand you are calling on behalf of, the Reason for the Call, and give clear instructions if there is an action required from the consumer (such as a call back).

Abandonment Rates for Automated Dialers

Your automated dialer is doing its thing, and one of your called parties picks up just to hear silence, followed by a disconnect when no agents are available to take the call that was just answered. This is confusing and frustrating to the consumer and can result in complaints (customers blocking the call on their device, etc) leading to negative reputation and spam labeling. For automated dialers, try to set your threshold around 2% or less, depending on the purpose of your calls.

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