Cyara Number Trust

Verify that Your Contact Center's Outbound Calls Are Breaking Through Spam Filters & Reaching Customers

No one likes spam or scams. It's why filters and blockers have been invented; to protect and defend against the noise and nuisance of repeat offenders constantly knocking on the virtual, digital, and mobile doors of your customers. In response to the rapidly growing amount of spam, governing bodies, technologies and tools are ramping up efforts to stop things like robocalls and fraudulent individuals from reaching consumers. These sophisticated spam call filtering and blocking applications, built in or supplied by network providers, are good for protection… but bad for business.

Studies show that in 2022, there were **655 million spam calls**[*]

Necessary advances in these applications are seriously, negatively impacting legitimate outbound calling efforts of contact centers around the world, blocking businesses from providing their customers with quality experiences, and preventing them from meeting key business, service, and sales goals.

There are ways to ensure legitimate business outreach to consumers do not appear as spam or automatically get blocked, but contact centers first need to know if, when, and why their numbers are presenting as spam to consumers to be able to resolve the issue.

WITH NUMBER TRUST, CONTACT CENTER TEAMS AROUND THE WORLD CAN:

Increase Revenue Through Improved Call Answer Rates

Protect Brand Reputation

Improve Customer Trust

Lower Phone Line Management Costs

[*] Source: Hiya: Global Call Threat Report 2023

Meet Cyara Number Trust, a revolutionary Call Line Identification (CLI) assurance solution providing swift visibility of how calls appear through mobile providers serving their customers. Armed with this data, businesses can work with governing bodies to ensure calls successfully reach customers and appear from a trustworthy, customer service oriented source.

Cyara's Number Trust solution, the first of its kind in the Customer Experience industry, offers organizations the fastest way to conduct full, end-to-end tests across every major global, mobile network with coverage of all main 3rd-party spam filters and blockers, to understand how their CLI is presented.

The process is simple! Generate a call from your telephony platform or softphone to Cyara's Number Trust mobile phone number. Upon receipt of your call, Number Trust will capture a screenshot of your incoming call. These screenshots, along with data scraped by AI, will be available to you, showing you exactly how your CLI presents and providing you with what you need to take corrective action if necessary.

Contact center teams can view test results, including how your number is named, labeled, tagged, or flagged. You'll get detailed screenshots that arm contact center teams with the information they need to work with carriers and identity management providers, comply with call authentication standards, and ensure outbound calls appear as expected and registered, reaching customers and building trusting relationships.

End-to-End Presentation Testing
With an accurate view of:

- CLI and Call Name (CNAM) presentation through SPAM blocking applications
- API and Manual Testing Capabilities

Streamlined Number Management

- Identification of CLI issues that accelerates work and resolution with number identity management providers, networks and carriers
- Data and reporting to ensure compliance with call authentication standards around the world
- Automated verification of unused numbers

Global Coverage

- Including major mobile networks and providers
- Major and various 3rd-party spam blocking applications

Number Trust is Part of the Award-Winning Cyara Automated CX Assurance Platform

CRUNCHER	**VOICE ASSURE**	**VELOCITY**	**PULSE**	**BOTIUM AI**	**RESOLVE AX**	**CENTRA CX**
Performance Testing	Global Telecom Assurance	Functional & Regression Testing	Customer Experience Monitoring	Conversational AI Assurance	Agent Experience Assurance	Voice of the Customer

Cyara's award-winning, AI-based Automated CX Transformation Platform empowers enterprises to deliver flawless interactions with less effort, cost, and risk. Cyara supports the entire CX software development lifecycle, from design to functional and regression testing, load testing, and production monitoring, across voice, video, chatbot, and digital experiences.

CYARA
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