

Cyara Number Trust

Ensure your outbound calls are avoiding spam filters and reaching your 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 your customers' virtual, digital, and mobile doors. 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 a single day,

81M+

calls are flagged as spam

Source: Hiya: Global Call Threat Report 2023

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 WORLDWIDE CAN:



Increase revenue through improved call answer rates



Protect brand reputation



Improve customer trust



Lower phone line management costs

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.

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

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.