Removing Scam and Spam Labels' Impact to Call Delivery

Numeracle

Nothing Else Matters if They Don't Answer

About this Case Study

The phone rings, and your called party has a few seconds to decide whether to answer. The appearance of a **Spam**, a **Scam**, or a **Fraud** label drastically diminishes the likelihood of a live pick-up, and call blocking at the network level (due to the same negative reputation that causes call labeling) further reduces that likelihood down to **0%**.

Based on Numeracle's analysis of outbound phone numbers used across multiple industries, we've identified that an average of 25% of a business's phone numbers are typically at risk for improper call labeling, resulting in lost business, productivity, and customer satisfaction equal to a financial loss of millions.

If negative labels, such as Spam, Scam, or Fraud, appear on a business's phone numbers, the only way to fix it is through a validated remediation process to correct the number's reputation across the wireless carrier ecosystem, with the result being the removal of the label.

As part of Numeracle's Entity Identity Management Platform, remediation starts on day one. It continues proactively so that mitigating negative labels doesn't take you away from managing your overall contact strategy. With reputation and remediation dashboards accessible on demand to our customers, we proactively, on your behalf, or by request, remediate improper tags on your calls so you can keep calling with confidence.

Businesses Included

Brands calling consumers on cell phones, either via in-house contact centers or through a 3rd party calling on behalf of the brand.

KPI's Measured

- Yearly remediation rates & growth of need
- Percentage of remediations conducted relative to phone numbers registered
- Success rate of labeling remediation
- The average days-to-resolve Scam/Spam labeling
- Impact to contact rates

Approach

Analyze monthly and yearly status reports on phone numbers registered across the wireless ecosystem via our Entity Identity Management Platform and the number of successful remediations conducted for the 2021 and 2022 years for comparison to contact rates before and after improving number reputation with our remediation services.

Impact to KPIs: Report

Analyze monthly and yearly status reports on phone numbers registered across the wireless ecosystem via our Entity Identity Management Platform and the number of successful remediations conducted for the 2021 and 2022 years for comparison to contact rates before and after improving number reputation with our remediation services.

Across 434,459 numbers vetted and registered to 450 businesses in 2022, a total of 61,111 numbers were identified as Spam, Scam, or Fraud that were successfully remediated at a 97% average success rate with 1.4 days to resolve the improper labels on average.

Successful Remediations

The 61,111 remediations completed in 2022 account for 69% of Numeracle's all-time remediation total of 88,453 negative labels removed over the past 4 years of the study.

With successful remediations more than doubling in 2022, it's clear the battle to correct labeling issues for legal business is still very much alive and an essential component of outbound dialing.

No one business or business type is exempt from improper call labeling events, and we project these remediation numbers to double in 2023 based on our current trends.
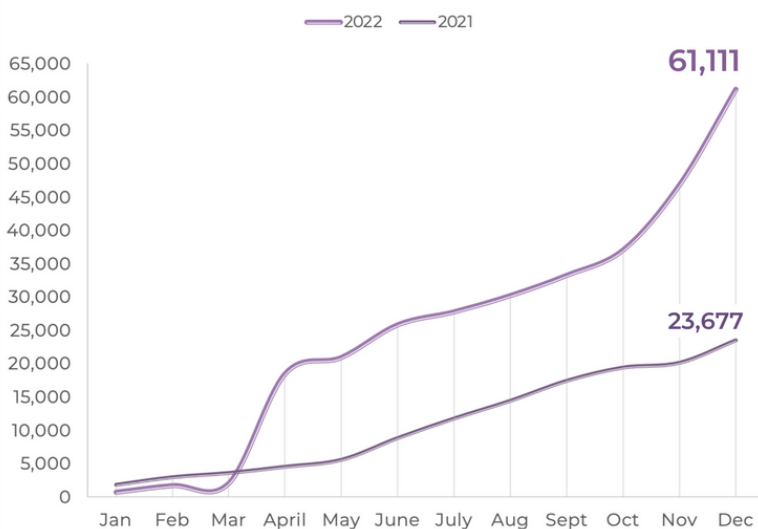
450	61,100+	97%
BUSINESSES WITH MISLABELED NUMBERS	SPAM, SCAM, FRAUD LABELS REMEDIATED IN 2022	SUCCESS RATE REMEDIATING LABELS

Once Spam, Scam, or Fraud labels were identified and remediated, most businesses recorded improvements to contact rates in the average range of 1 - 5%, with outliers experiencing upwards of 20 - 30% increases post-remediation, significantly impacting positive ROI.

Reputation Remediation VS Monitoring

As demonstrated in this case study, ongoing remediation helps maintain healthy number reputation, can increase contact rates, improve your overall call delivery and brand reputation, and provide you with the necessary insight to structure successful calling campaigns.

As opposed to reputation monitoring-only solutions which give you access to the status of your phone numbers' labeling without a methodology to correct or remove the label across wireless carrier networks, Numeracle offers the only end-to-end identity management solution that provides you with the control and consistency you need to define how your calls are displayed across the wireless calling ecosystem with complete visibility into remediation status and history of numbers previously labeled **Spam**, **Scam** or **Fraud**.

Protect & Improve Outbound Calls

Remediation **boosts customer confidence** to answer your calls because it removes the barrier that prevents your calls from being delivered and presents a **trusted** phone number. Once labeling is removed, add Caller Name (and logo, where available) with Numeracle's Smart Branding Solution.

Remediation's Impact to Outbound Calling KPIs

+ Establishes **trust** in your calling **identity**, improving brand reputation

+ Improves your number reputation across **all the top wireless** carriers and analytics providers to get your calls delivered

+ Ability to stay in **control** of call presentation, fix negative labeling, and go beyond simple monitoring or perpetual number rotation solutions

To get started preventing and remediating mislabeling across all major wireless networks today, visit www.numeracle.com/contact-us.