

Are Your Business Calls Being Marked as Spam or Blocked?

If you believe your calls are being incorrectly labeled as spam or fraudulent — or are being inadvertently blocked — the analytics provider websites listed below can help validate your business telephone numbers and correct inaccurate call classifications.

These services support carriers in determining how business calls are identified (for example, Verified Business, Spam, or Potential Fraud) and whether calls are allowed through or blocked. While there is some overlap among providers, each plays a distinct role in the call labeling ecosystem.



Analytic Providers

Provider	Primary Purpose	Key Benefits	When to Use
Free Caller Registry (FCR) Brought to you by First Orion, Hiya, & TNS	Centralized registration of business phone numbers & call use cases	One time submission to multiple providers, broad coverage across major U.S. wireless & wireline carriers	Best starting point for all businesses
Call Transparency (First Orion)	Direct registration with First Orion's call analytics platform	Influences how calls appear on a device, supports bulk number uploads, strong impact on AT&T networks	If calls are still mislabeled after FCR or for high volume outbound calling
Hiya	Call identification & spam protection within Hiya's ecosystem	Improves call labeling & trust scores, used by many wireless carriers & Android/Samsung devices	To improve recognition on Hiya-supported networks and devices
TNS Call Guardian	Validation & correction of call classifications in TNS systems	Used by carriers relying on TNS, helps prevent erroneous blocking, ensure accurate business characterization	Use if calls are blocked or mislabeled on TNS supported networks

TouchTone Offers Additional Services to Help

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STIR/SHAKEN AND ROBOCALL MITIGATION
 TouchTone enables STIR/SHAKEN on all IP voice services to help prevent robocalls and ensure legitimate business calls are recognized and answered. All TouchTone numbers receive Full ("A") Attestation, the highest verification level, which improves call completion rates and reduces the likelihood of blocking.
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PHONE NUMBER REPUTATION MANAGEMENT
 Reputation Management helps protect outbound calls by identifying and correcting numbers mistakenly flagged as scam or spam—reducing default call blocking across major wireless networks.
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ADD BRANDED CALLING ID TO YOUR OUTBOUND CALLS
 Branded Calling ID (BCID) displays verified caller details, including your company name, logo, and call reason, directly on the recipient's mobile device (supported by Verizon and T-Mobile).