

Best Practices for Successful Customer-Centric Outreach

You can't guarantee your calls will ever be label-free. Labels often appear due to unfriendly dialing practices or number usage, leading to lower contact rates and loss of potential business.

Consumers can block a call or report it as spam, which becomes a growing component to the algorithms that label numbers as spam. Since consumers have a lot of control over your number reputation, you need to ensure they see your call as a quality, wanted, phone call. This starts before you even make the call.

Whether you're considering a call labeling solution or already have one, we recommend these best practices as part of an end-to-end approach for successfully engaging with your audience. While there is no one-size-fits-all outreach strategy, keeping your customer in mind is the foundation to a successful approach.

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.

Consent Management

Consent must be obtained before contacting customers with an autodialer, and obtaining consent is highly encouraged 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.

Lead Quality

If you are purchasing leads from a 3rd party, the consent regulations still apply. It's 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 (number 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. 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 this requires lots of monitoring and resources. Number rotation can be expensive and may hurt your reputation due to inconsistent number history, usage, and sudden volume spikes.

Carriers can detect number rotation trends, which can increase spam labeling; they prefer consistent dialing patterns over time. A phone number's "standard deviation" is a major factor in the spam labeling.

Consider Branded Calling or a CNAM Update

How your CNAM is registered to your phone number and who the analytics believe you might be based on crowdsourced data becomes essential when your name, and how your agents identify themselves, don't match. This mismatch can cause confusion and negative reputation may follow.

If there's no data relating to you in CNAM databases, calls may display improper call intent labels. To avoid this, we recommend requesting that the carriers run a complete CNAM update, or consider adding Branded Calling to your phone numbers, to ensure consistent representation of your name and brand.

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. Contacting them too many times in one day can put you at risk for call labeling. You shouldn't redial a number more than 2-3 times a day, with at least 4 hours between calls in a day.

Give customers time to rest between attempts. This varies by industry, but it's important to have a max attempt policy with adequate resting periods to avoid call blocking and labeling.

Consider the Time of Day You're Calling

Be better than compliant. Calling at 8:55 pm may be within the legal 9 pm time zone cutoff times, but calling at late at night or during personal hours that fall outside the typical workday is an inconsiderate practice. Always aim to call at respectful and appropriate times, considering time zones and what's reasonable for your customers.

Voicemails Are Important

Leaving a voicemail is important. Start by clearly stating your Company Name or Brand, explain the Reason for the Call, and provide clear instructions if the consumer needs to take any action, like calling back.

Abandonment Rates for Automated Dialers

If your automated dialer connects to a call there's silence followed by a disconnect because no agents are available to take the call, it can confuse and frustrate the consumer. This could lead to complaints, call blocking by the customer, and future spam labeling. For automated dialers, try to set your threshold around 2% or less, depending on the purpose of your calls.

IMPROVE COMMUNICATIONS

Take Control of Your Calling Identity

Unfortunately, being a compliant and respectful dialer won't guarantee that your calls will never be labeled as spam, but it's the first step in managing your calling identity and building a customer-centric outreach strategy.

To improve your contact success, you'll need to evaluate your options for a comprehensive call labeling and number reputation management solution.

That's where we can help.

For more information call 800-900-3668, or email sales@touchtone.net.