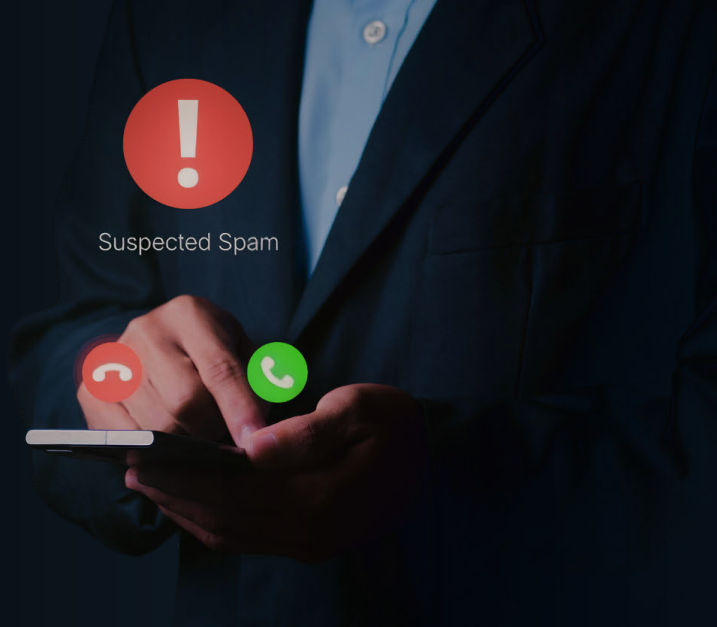




Sangoma Caller ID Reputation



Proactively monitor and fix caller ID reputation issues before your outbound calls are labeled *Spam*, *Scam*, or *Fraud*.

Your Calls Are Being Labelled, Without You Knowing

Today's carriers and call-blocking apps use dynamic analytics, not just authentication to decide whether a call gets delivered, labeled, or blocked. Even legitimate, compliant businesses are frequently misclassified due to calling behavior, reputation drift, or incorrect caller ID data.



STIR/SHAKEN authenticates calls.
It does NOT prevent spam labeling.

When Calls Don't Get Answered, Revenue Suffers

- › Lower answer and connection rates
- › Missed sales, appointments, and notifications
- › Brand trust erosion from "Spam Likely" labels
- › Higher agent costs and burnout
- › Reduced ROI from outbound campaigns

Sangoma Caller ID Reputation gives you visibility and control over how your calls are perceived, before performance drops.

Protect Your Calls. Restore Trust. Maximize Answer Rates.

Key Benefits

- › Higher answer and connection rates
- › Improved customer trust
- › Fewer spam-label support tickets
- › Better outbound ROI
- › Reduced agent waste
- › Long-term number reputation protection

How Sangoma Caller ID Reputation Works



Monitor

Continuous reputation auditing across:

- › Major carriers
- › Call-blocking apps
- › Reputation & analytics aggregators

Includes:

- › Daily & real-time alerts
- › Number-level reputation scans



Manage

Diagnose and control number health with:

- › Caller ID (CNAM) accuracy checks
- › STIR/SHAKEN attestation validation
- › Reputation analytics by number, brand, or campaign



Mitigate

Take action to restore performance:

- › Identify and remove unhealthy numbers
- › Guided remediation paths
- › Optional managed remediation handled for you

Result:

- › Healthier numbers that improve over time

Proper remediation of the reputation of your phone number could increase your answer rates by up to 30%

Why Sangoma?

Sangoma brings carrier-grade voice expertise and deep insight into how calls are labelled, analyzed, and blocked. Caller ID Reputation extends our Carrier Voice portfolio with proactive protection for outbound performance, helping customers stay ahead as call-labelling rules continue to evolve.

