

# Increase call response rate with rich Caller ID Services For Your VoIP Network

Businesses need to be able to reach their consumers by phone. There are **over 8 billion business-to-consumer calls per month!**

## Problem

People have lost trust in phone calls and won't answer if the name or number is unrecognized or anonymous. This is due to caller ID spoofers, robocalls and spammers.

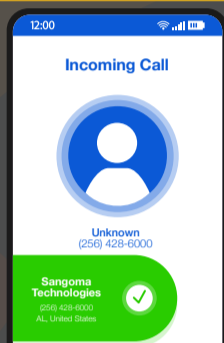
# \$10.5 Billion

lost to call scams in 2018.



Which Causes:

- Business calls going unanswered
- Important calls go unanswered
- Answer rates to decrease



Accurate calling name and number is a must, in order to gain trust in subscribers to answer their phone calls, being sure of who is calling. Our next generation

## Caller ID Name (CNAM) Service

delivers the best value to your subscribers giving them the confidence in answering their phone calls, without suspicion of fraud or spam.

The service is available as an API, making it very simple for service providers to integrate within their own VoIP network, without requiring to change providers.

Along with traditional caller ID name lookup, our CNAM API also includes

## Robocall Mitigation

helping you protect your customers from fraudulent calls, caller ID spoofers and spammers.



## Feature Highlights for Service Providers



### Extensive Data Sources

Leverages behavioral analytics, caller authentication and verification to send you info and CNAM override to identify fraudulent calls to protect your subscribers.



### Scale and Reliability

Process over 10 billion queries each month of real-time data with >99.999% uptime.



### Unparalleled Coverage

The most extensive reach to consistently display calling name data to thousands of carriers and mobile app providers nationwide.



### Robocall Mitigation

Leverages behavioral analytics, caller authentication and verification to send you info and CNAM override to identify fraudulent calls to protect your subscribers.



### Increase Subscriber Engagement

Deliver accurate caller name and number to your subscribers and regain their confidence in answering phone calls, knowing exactly who is calling them.



### Easy Integration

API integration makes it simple and easy to integrate within your VoIP network, without requiring to change providers for CNAM services. Just use us!

VoIP Innovation's CNAM service with robocall mitigation is the **perfect choice for service providers**, allowing them to easily integrate into their VoIP network to deliver accurate caller ID name and number for their subscribers' inbound calls.

Choose our CNAM API if you wish to stay with your current provider or switch and join VoIP Innovations and get access to CNAM services at no extra cost.



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