



**CARWARS**  
OWN THE PHONE

# COMBATING SPAM

## INSIGHTS AND SOLUTIONS

# BREAKING DOWN OUTBOUND SPAM

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- **WHO SAYS IT'S SPAM?**

*Phone manufacturers, phone operating systems, carriers, and third party apps all seek to protect consumers from **'known'** SPAM numbers.*

- **WHAT HAPPENS WHEN A NUMBER IS FLAGGED AS SPAM?**

*If a number is flagged as SPAM, the consumer will see a call ring with a 'SPAM Likely' denotation, or possibly even have the call blocked altogether without seeing an alert. A caller might even hear a fast busy.*

- **THE LOGIC BEHIND THE DENOTATION**

*This varies from provider to provider, so it's hard to pin down. Extreme call volume is a big trigger, and we've heard anywhere from 200 calls a day or more can make a number 'hot' and on it's way to a SPAM rating. Consumers can also flag calls as SPAM if they don't know who's calling.*

- **IT AFFECTS MANY OF OUR DEALERS**

*Any dealers who really own the phone are at risk here. In fact, many legitimate businesses are negatively impacted, creating a business need for companies like Neustar, or processes like STIR/SHAKEN.*



## HOW WE CAN HELP

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- **REFRESH THE OUTBOUND CALLER ID**

*There's a huge benefit to having a call tracking line show as your outbound caller ID - it's easy to swap out — DON'T EVER USE YOUR OWN, LOCAL NUMBER AS THE OUTBOUND CALLER ID.*

- **INDIVIDUAL AGENT LINES (IALs)**

*We can spread out the outbound activity with IALs then we reduce the chance of the outbound caller ID being flagged as SPAM.*

- **WE REFRESH THE OUTBOUND CALLER ID BY REGISTERING IT WITH DESIGNATED PHONE CARRIERS**

*We may be able to slightly reduce the chance of SPAM detection by consumers if we register lines your dealership's correct information with designated phone carriers. Support is currently doing this with all new tickets to replace the outbound caller ID due to SPAM.*



## HOW YOU CAN HELP

- **ADD YOUR INDIVIDUAL AGENT LINES AND OB CALLER IDs TO EMAIL TEMPLATES**

*If Consumer Candace gets a call from Salesman Sam and Sam's email is in Candace's phone, the call display might say, 'Maybe Sam Salesman', reducing the chance Candace marks Sam's number as SPAM and increasing the odds of her picking up the call OR texting Sam back.*

- **ALWAYS USE A CAR WARS' CALL TRACKING LINE FOR OUTBOUND**

*If you use your own, local number, you risk having it flagged as SPAM. We can quickly swap your outbound with a call tracking line.*

