

Managing Caller Reputation with CNAM Registration

Maintaining a positive caller reputation is crucial for ensuring high call answer rates and effective communication. Conquer Voice offers **CNAM (Caller Name) Registration** to help keep your phone numbers recognized and trusted by recipients. This guide will walk you through understanding CNAM, its importance, and how to manage it within Conquer Voice.

Understanding CNAM and Caller Reputation

CNAM (Caller Name): A service that displays the caller's name alongside the phone number on the recipient's caller ID.

Caller Reputation: Reflects how your phone numbers are perceived by call recipients and carriers, influencing answer rates and the likelihood of being flagged as spam.

Importance of CNAM Registration:

- **Increased Answer Rates:** Displaying a recognizable caller name encourages recipients to answer calls.
- **Trust Building:** Establishes credibility and trust with prospects and clients.
- **Spam Avoidance:** Reduces the chances of your calls being marked as spam by carriers or call-blocking apps.

Setting Up CNAM Registration in Conquer Voice

To manage CNAM registration for your outbound phone numbers:

1. **Contact Conquer Support:**
 - Reach out to Conquer Support at support@conquer.io to initiate the CNAM registration process.
2. **Provide Necessary Information:**
 - Prepare the following details for each phone number you wish to register:
 - **Desired Caller Name:** The name you want to display (typically your company name) in 15 or less characters.
 - **Associated Phone Number:** The specific number to associate with the caller name.
3. **Verification and Implementation:**
 - Conquer Support will guide you through any necessary verification steps and implement the CNAM registration for your numbers.

Note: CNAM registration processes and availability may vary depending on the country and telecom regulations.

Best Practices for Maintaining a Positive Caller Reputation

- **Register your numbers:**
 - Register your numbers with providers so they know the numbers belong to a legitimate business.
 - Sign up with the Free Call Registry.
- **Regularly Monitor Call Metrics:**
 - Keep an eye on answer rates and call durations to identify potential issues with caller reputation.
- **Maintain Consistent Caller Information:**
 - Ensure that the caller name and number are consistent across all communications to build recognition.
- **Comply with Calling Regulations:**
 - Adhere to local and international telemarketing laws, including honoring do-not-call lists and obtaining necessary consents.
- **Manage Call Volume and Frequency:**
 - Avoid making excessive calls to the same numbers within short periods, as this can lead to spam complaints.
 - Don't hang up immediately after initiating a call. Numerous short calls from the same phone number have a negative impact.
- **Stay Informed:**
 - Keep up-to-date with changes in telecom regulations and carrier policies that may affect caller reputation.

By effectively managing CNAM registration and following best practices, you can enhance your caller reputation, increase answer rates, and foster trust with your contacts. For further assistance, please contact Conquer Support or visit the Conquer Help Center.