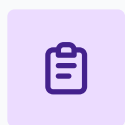
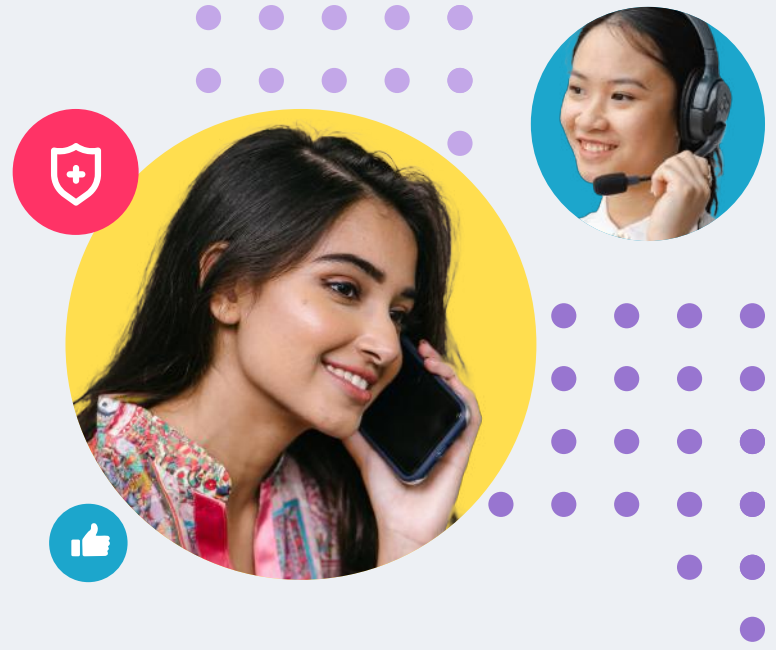


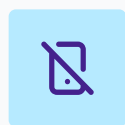
# Call Reputation Monitoring Checklist

Healthy calling practices are the key to keeping you from a reputation 911. Follow these steps to keep your outbound numbers healthy.



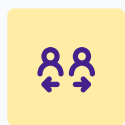
## Register New Numbers on FreeCallerRegistry.com

Register your numbers used for outbound calls with all major US carriers at FreeCallerRegistry.com.



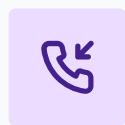
## Don't Publish Phone Numbers Publicly

One way spoofer get their calls through is by impersonating legitimate businesses using the phone numbers found on their websites.



## Avoid Number-Swapping

Carriers are cracking down on number-swapping as a way to get around reputation labels, and prefer to see adjustments in outbound calling behaviors.



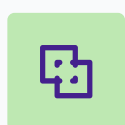
## Set up Do-Not-Originate (DNO) Lines

DNO lines are for receiving calls to the business, never outgoing calls. If you do have numbers published publicly on your website, make sure to mark it as DNO so that services like Hiya can detect and flag outgoing traffic on these lines as fraud.



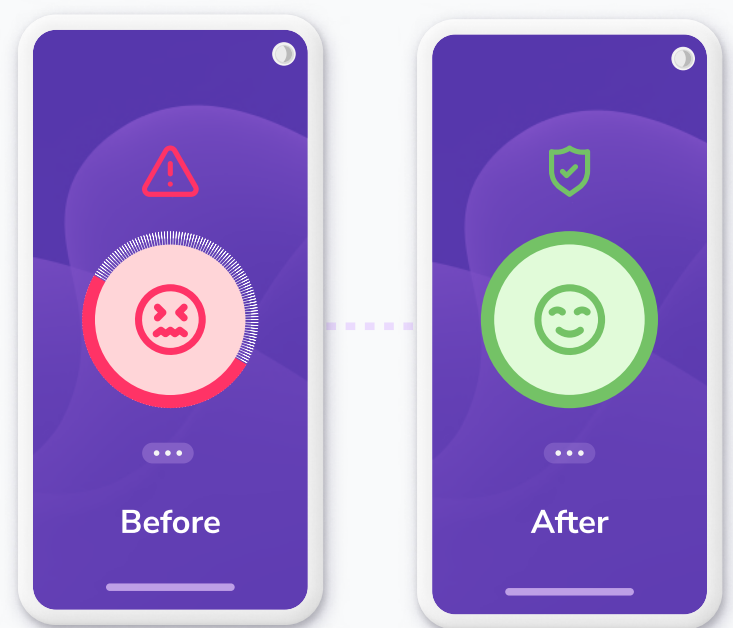
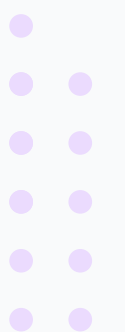
## Avoid Using Only Local Phone Numbers

Spammers buy numbers in bulk to get people to think it's someone local or a neighbor calling ("neighbor spoofing") but when valid businesses do it, it increases your chances of being marked as spam.



## Avoid Shared Lines for Multiple Businesses

Use dedicated lines for different businesses if you are representing multiple businesses in your call center to avoid creating a mix of reputation signals.



## Avoid Mixed-Use Lines for the Same Business

Dedicate phone lines based on the type of call being made such as customer service or sales.



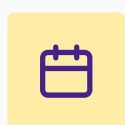
## Limit the Window of Time for Contacting Leads

While a company may legally be allowed to contact individuals longer, limiting call campaigns to 90 days after the previous engagement will reduce spam reports.



## Respect the Do-Not-Call List

Respect this list to avoid incurring consumer complaints against your numbers.



## Got Questions?

The Hiya team is on hand to help you monitor the health of your outbound calling. Schedule an appointment with an expert today:



## Monitor Call Center Activity

Ensure your call center agents are not excessively calling or calling outside acceptable hours in the recipient's time zone.

[www.hiya.com/minute-clinic](http://www.hiya.com/minute-clinic)