SpamChecker



EBOOK

The Outbound Calling Playbook.

Practical habits that keep your numbers clean, your agents connecting and your campaigns out of the spam folder.

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CHAPTER 01

How numbers earn a reputation

Every phone number builds a reputation, whether you manage it or not. Carriers and their analytics partners watch how each number behaves and decide whether its calls look wanted or suspicious. Call-blocking apps add their own judgement, based on what users report.

Signal	Healthy	Risky
Attestation	A (full)	B or C
Volume	Steady and moderate	Sudden spikes
Call length	Varied, often 30s+	Mostly a few seconds
Answer rate	Stable	Very low or falling
Inbound calls	Some callbacks	Outbound only
Caller name	Accurate or branded	Missing or generic

The good news: almost every signal is shaped by choices your team makes every day. That's what this playbook is about.

Identity vs reputation

Attestation proves who you are. Reputation decides whether people, and algorithms, trust your calls. You need both.

CHAPTER 02

Volume, cadence and timing

Spread the load

Work out your peak daily volume and make sure you have enough healthy numbers to carry it comfortably. Overloading a handful of "favourite" numbers is the single most common cause of flags.

Ramp up gradually

New or rested numbers should start slowly and build volume over several days. A quiet number that suddenly makes hundreds of calls looks like a robocaller.

Let calls ring

Dialers that hang up after a couple of rings create lots of very short calls. Letting calls ring for around 30 seconds, or reach voicemail, looks far more natural.

Tune your dialer

Predictive dialing is efficient but can create bursts of abandoned calls. Keep abandonment low and pacing sensible.

Call at the right time

Respect local time zones and permitted calling hours, and focus on times your audience is most likely to answer.

> Most flags aren’t caused by one bad call. They’re caused by patterns.

CHAPTER 03

Lists, consent and compliance

Calling the wrong people costs you twice: wasted dials today and a damaged reputation tomorrow. Clean lists protect both your compliance and your numbers.

Before every campaign

- [ ] Scrub against national, state and internal Do Not Call lists
- [ ] Check for reassigned and disconnected numbers
- [ ] Identify mobile vs landline numbers
- [ ] Remove duplicates and stale leads
- [ ] Watch for suspicious patterns, such as repeated digits

Consent

Keep a record of where every lead came from, when consent was given and what the person agreed to. Consent must come from the person who owns the number, not just whoever filled in a form.

Opt-outs

Honour requests to stop calling quickly, whichever channel they arrive through: a call, a text, an email or a web form. Make sure every channel feeds one central list.

Bought leads need extra care

Even reputable vendors can supply bad data, and responsibility usually sits with whoever dials. Audit every purchased list before it reaches your dialer.

CHAPTER 04

Being recognised

People answer calls they recognise. Everything you can do to make your calls familiar and clear lifts answer rates and reduces mistaken spam reports.

Consistent numbers

Use a stable set of numbers that customers can learn. Constantly rotating numbers works against recognition.

Accurate caller names

Make sure the name registered to each number matches your brand and is up to date.

Branded calling and Rich Call Data

On clean numbers, branded calling can display your business name, logo and reason for calling. Check how it appears on real devices, since support varies by carrier and handset.

Clear openings

Train agents to say who they are, where they're calling from and why, in the first few seconds. A respectful opening turns many would-be reports into simple "no thanks" responses.

Voicemails that get callbacks

Leave a short message with your name, company, reason for calling and a number to call back. Callbacks also give your numbers healthy inbound activity.

CHAPTER 05

Monitoring and remediation

You can do everything right and still be flagged, especially when robocall activity surges and analytics engines tighten their filters. That's why monitoring and remediation are part of every healthy program.

Monitor every number daily

Check reputation across carriers, call-blocking apps and data providers, with alerts the moment something changes. Confirm what customers actually see on real devices.

The remediation loop

1. **Detect** the label and where it came from.
2. **Rest** the number while you work on it.
3. **Dispute** with accurate business details.
4. **Verify** on real devices that it's clear.
5. **Prevent** by fixing the habit that caused it.

Remediate, don't rotate

Rotating numbers to stop them "getting hot" hides problems instead of solving them. Teams that remediate consistently tend to see fewer flags over time, because their numbers build a healthier history.

> Fast remediation stops one flag turning into many.

CHAPTER 06

Scorecard and weekly routine

Your scorecard

Metric	Why it matters
Answer rate per number	Earliest warning of a reputation problem
Average call duration	Very short calls look suspicious
Flags per number per month	Shows which numbers or campaigns need attention
Time from flag to fix	Measures how quickly you recover
Callback rate	Healthy inbound activity and recognition

Weekly routine

- [ ] Monday: review flags and rest any at-risk numbers
- [ ] Before each campaign: scrub lists and confirm numbers are clean
- [ ] Daily: check alerts and remediate within hours
- [ ] Friday: review the scorecard and plan next week's rotation of rest
- [ ] Monthly: test attestation and real-device displays

SpamChecker

Call more. Connect more.

Spam Checker gives your team one view of every number, instant alerts, real-device checks and remediation support, so your outbound program stays healthy week after week.

Get a quote at spamchecker.co/pricing

Questions? Email info@spamchecker.co

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