

The Scam Likely Mitigation Checklist

We created this checklist to help you stay on top of all the details that can impact whether your numbers are flagged “Spam” or “Scam Likely.” It’s important to remember that there’s no one-size-fits-all approach here that guarantees you’ll never be flagged.

And, if you are flagged, don’t panic. Remember that:

- A flag on one number doesn’t mean all your other numbers are flagged
- Each carrier uses a different analytics agency and algorithm
- You may show up flagged on one carrier, but not another
- Flags are often temporary, and can sometimes be removed within minutes or hours

This document will be continually updated as our team learns more strategies and tactics.

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1. Purchase Numbers Dedicated for Outreach

If you're making calls with your core business numbers, you should instead consider purchasing numbers specifically designated for outreach for multiple reasons. First, you'll have the ability to complete your Business Verification, when dialing from PhoneBurner.

Second, and more importantly, purchasing numbers through PhoneBurner helps you protect your core business numbers listed on your business cards, website, billboards, or other public-facing collateral. You don't want to jeopardize the integrity of those numbers by making a large volume of prospecting calls with them, especially when their typical use case is not for outreach.

If they get flagged, it could severely disrupt day-to-day operations at your company. For example, if your core number gets flagged it could show as scam likely when your employees need to confirm appointments or return priority calls to elite clients.

It's best to avoid using core business and contact numbers for prospecting. Instead, purchase numbers to facilitate outreach and manage the callbacks that result from these efforts.

2. Add Your Numbers to the Free Caller Registry

It's imperative that you add all your numbers to the Free Caller Registry (FCR). It's a free site, run in partnership with the major U.S. carriers and the analytics engines that support them.

By registering, you provide critical data that helps affirm that your calls are valid and should be going through to subscribers with limited risk of being flagged.

For numbers you purchase through PhoneBurner, our team can submit your numbers for you at no cost and help you mitigate flags by communicating with the FCR when they appear. To opt in, simply complete your Business Verification and navigate to [the Carrier Registration page](#) under [Number Settings](#) and switch the toggle to Enabled.

Settings

Contacts Dial Sessions **Numbers** Inbound Email Integrations Team My Account

Inventory

Local Presence

REPUTATION

Carrier Registration

Number Monitoring

Carrier Registration Enabled



Auto-register purchased numbers with the Free Caller Registry

Free Caller Registry is a tool that allows companies making legitimate outbound calls to establish trust with the analytics services that support the major US wireless carriers.

PhoneBurner will register on your behalf for any number you purchase through us including numbers currently in your inventory and new numbers that you purchase through us going forward.



Establish a positive reputation for your numbers

Approvals substantially enhance the reputation of your numbers and should dramatically reduce your risk of being incorrectly flagged.

In addition to numbers, a submission includes basic information about your company and calls including: Company Name, Address, Phone, Email, Contact Person, and Category (e.g. Financial services, Real estate, Law, etc).

If you own other phone numbers outside of the ones you purchase from PhoneBurner, you can register those numbers yourself by visiting FreeCallerRegistry.com.

3. Secure Call Attestation for Your Numbers

The FCC implemented STIR/SHAKEN on June 30, 2021 to help combat scammers and number spoofing and restore lost trust in phone communications. This regulation doesn't have anything to do with whether or not your calls are labeled spam or scam likely.

STIR/SHAKEN verifies your business' identity and your authorization to use the phone number being displayed on a call recipient's phone. Directly related to that is call attestation.

For your phone numbers, there are three different levels of attestation that can be achieved:

- A: Full attestation, customer and number are verified

- B: Partial attestation, customer verified but not number
- C: Gateway attestation, call origination is not authenticated

It's important to note that just because you have C-Level attestation doesn't mean your calls are always going to be flagged. Likewise, A-Level attestation doesn't guarantee your calls will always go through unflagged.

Rather, it's a level of confidence in your legal ownership and right to use a phone number, and therefore, a powerful trust metric that carriers consider when assigning spam labels. While attestation doesn't guarantee anything, it's still an important piece of data that gets analyzed by call reputation algorithms.

All calls from PhoneBurner are assigned attestation under the STIR/SHAKEN framework. Furthermore, our investment in a Tier 1 carrier delivers additional, valuable trust signals that can strengthen your number reputation and reduce the risk of spam flags.

Attestation is another data point for reputational analytics engines to use that assures carriers the call originates from an authentic owner instead of a scammer.

4. Monitor Your Numbers, Remediate Flags

You need to keep a close eye on the numbers you're using for your calls, and which ones might be flagged. To assist you with this, PhoneBurner offers an optional Number Monitoring service that can alert you when flags are applied and removed.

When a number is flagged as scam likely, you may want to pause your use of that number.

PhoneBurner easily lets you keep tabs on all of your numbers, and quickly pause a flagged number to temporarily take it out of use.

Consider what may have resulted in the flag. Was your usage consistent and reasonable, or did a number suddenly experience a spike in usage? Was your team calling the same numbers back in a short period of time (double/triple dialing)? Adjust any behaviors that may have contributed to the flags.

If you believe that your legitimate calls are being flagged, take steps to remediate them with the carriers. If you are using PhoneBurner numbers, we can help and remediate on your behalf. If the number is your own, our team can let you know what steps to take.

Once a flag is removed, you can begin using it again. By focusing on consistent and reasonable usage you can hope to minimize or eliminate flags in the future.

5. Don't Delete Numbers

If your number gets flagged as scam likely, don't panic. Remember that flags can be temporary, are often carrier-specific, and are often removed within minutes or hours. And just because you're flagged in one database doesn't mean you're flagged in all databases.

Bottom line: it's not a best practice to delete your numbers if they're flagged.

This is what bad actors regularly do, which is why carriers place such value on numbers with a stable history.

If you delete a flagged number and start using a new one, you could wind up in a downward spiral where numbers are constantly flagged. That's because brand new numbers that are used for higher-volume call campaigns are often flagged quickly, simply because they suddenly go from no volume to a high volume.

It's always better to cultivate a positive reputation and consistent dialing pattern with your numbers, so you can use them long-term, rather than continually dumping and replacing numbers as flags are applied. The industry best practice is to rest or pause a flagged number and wait for the flag to be lifted before unpausing the number.

6. Replace Old Numbers Only When Necessary

If you have old numbers in your inventory that have been flagged for a while, or ones that get constantly flagged, it might be easier to simply replace them. Some data isn't able to be cleared and numbers sometimes have to go.

In these situations, remember that your lifeline as a business isn't tied to the number, assuming you're not using your core business numbers for all your calls. What's important are the actions and interactions that happen as a result of making calls with a number.

This tactic should be used if and only if you're running into numbers with constant issues despite all of your other efforts to mitigate scam likely flags. You don't want to continually delete and buy new numbers.

7. Maintain Consistent Number Usage and Call Volume

Throughout the life of your call campaigns, it can be helpful to ensure that a number stays aligned with a singular purpose. For example, if you use a number in your outbound sales calls, switching it over for use in customer support calls could elicit a scam likely flag.

If you do want to reassign a number for a different business purpose, it's important to let it sit for 45 days before reintroducing it into your inventory. And, when you do bring it back into play, be sure to keep a close eye on it to see if it's getting flagged. If you notice it's being flagged often, let it cool off even more.

Do your best to maintain a consistent number of calls made each week. And remember, going from zero to 100 calls in a short time span can also get you flagged. Instead, consider gradually ramping up your call volume over time.

8. Use Smart Calling Discipline

Here it is, plain and simple: don't give call recipients a reason to be upset.

The people you call wield tremendous power when it comes to getting you flagged as spam or scam likely. If you upset them, they could get your numbers flagged with the click of a button.

For example, if you call a consumer and they don't pick up, don't call them three more times in the same minute before moving on to your next contact. Not only can that get you flagged by a carrier for suspicious behavior, but the call recipient could also flag your number out of frustration.

Additionally, it's important to use the right software for your outbound dialing as well. A power dialer, for example, empowers real human beings to quickly dial through their contact lists.

Predictive dialers, on the other hand, often have awkward pauses after someone says "Hello" and gets routed to an agent. This is off-putting and more likely to lead to spam complaints or hangups, which ultimately negatively impact a number's reputation.

It's in your best interest to avoid anything that would upset someone or come across as suspicious to third-party monitors.



If you're having trouble with this one, put yourself in the shoes of someone receiving a call. Would you enjoy having your phone ring from the same unknown number three times in one minute? If not, don't do it.

9. Don't Ignore the Do Not Call List

This list exists for a very important reason. If you blatantly ignore that people have politely asked to not be called, your numbers will be flagged. Not only that, violations will be reported to the FCC, which could get you in more trouble than just dealing with flagged numbers.

If you are cold-calling consumers (as opposed to calling businesses), consider purchasing a subscription to the National DNC Registry. PhoneBurner offers an integration with DNC.com that scrubs your contacts against the national and/or state registries (depending on which subscription(s) you have). The integration checks the DNC status from your subscription in real-time as you dial.

It's a simple point, but we can't stress it enough. Always respect someone's contact preference choices.

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