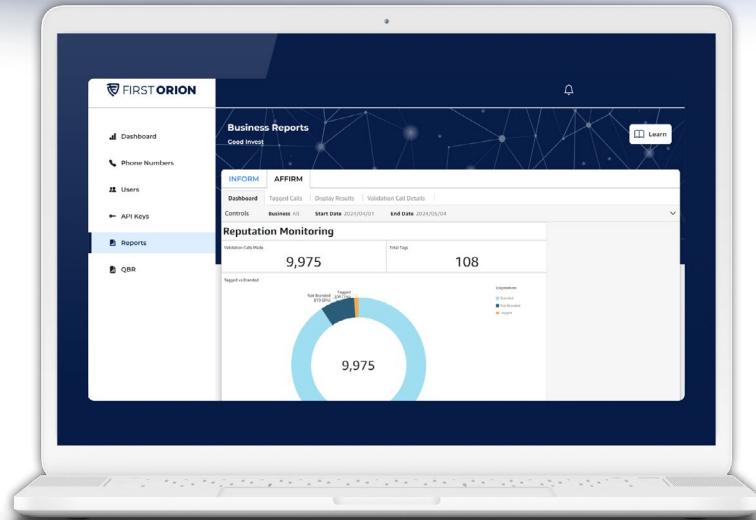


The Call Health Report

Monitoring Your Numbers with AFFIRM™



The Call Health Report



Maintaining a brand's integrity and ensuring effective customer communication is paramount for success in today's mobile-centric world. Every outbound business call must be received with the trust it deserves. This is where First Orion's [AFFIRM™ Reputation Monitoring](#) becomes an indispensable tool, offering businesses proactive control over their calling reputation.

The Critical Need for Call Reputation Management

A phone call provides a direct, personal connection with your customer. Unfortunately, an "spam" or "scam" tag instantly breaks that trust.

The stakes are high. A negative tag not only means your call goes unanswered, but it also damages your brand's reputation with every phone screen it appears on.

AFFIRM directly solves this problem. It monitors your outbound calls' display on mobile phones, keeps you informed on proper labeling, and quickly alerts you to any negative tags.



How AFFIRM Delivers Real-Time Insight

AFFIRM works through a straightforward, effective process, monitoring calling number performance across all three major U.S. mobile networks: T-Mobile, AT&T, and Verizon. AFFIRM is not an integrated system; it is a dedicated monitoring solution built on three primary features:

 **Tag Identification**

 **Notifications**

 **Reporting**

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A Look at the Monitoring Process

The system works by simulating a customer experience to capture accurate display data:

1

Initiate Calls

Your business makes calls to unique First Orion phone numbers across the major mobile carriers.

2

Collect Data

First Orion collects and analyzes the raw call display data.

3

Deliver Alerts

The system delivers the call display data to your [Customer Portal](#) and alerts your business of any spam or scam tags via the portal and email notifications.



Tangible Benefits for Your Business

Implementing AFFIRM directly translates to powerful operational and strategic advantages that impact your bottom line.

✓ Convenient Monitoring and Alerts

You stay informed with alerts whenever your calls receive a spam or scam tag, allowing for swift corrective action.

✓ Improved Customer Contact Rates

You significantly reduce the risk of your legitimate calls being unanswered, enhancing overall customer engagement and boosting sales opportunities.

✓ Increased Agent Productivity

Clear communication channels and higher answer rates lead to more efficient outcomes, ensuring your calling agents focus on successful conversations instead of wasted attempts.

The ability to identify spam and scam tags allows businesses to respond with urgency by changing their calling practices. This in turn will naturally reduce negative tags and increase both contact rates and agent productivity.

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Real Business Outcomes: A Case Study



Pacific Debt Relief faced the common problem of legitimate business calls being incorrectly tagged as spam or scam, which significantly decreased customer engagement. These outbound calls often targeted prospects who had filled out online forms requesting debt relief information. The added stress of manually validating numbers using three separate mobile devices was impacting the technical team, costing both time and money.

By automating the call monitoring process with AFFIRM, Pacific Debt Relief saw powerful results. They saved approximately 617 person-hours per month, equating to a cost savings of \$3,940 per month compared to manual dialing. More importantly, they saw a dramatic increase in daily business by 20-30% after addressing the spam labeling issue, demonstrating the powerful, positive impact on key performance indicators.

\$3,940
in Cost
Savings Per
Month

✓ Improved Call Success Rates

Pacific Debt Relief saw a decrease in spam tags across all carriers, with spam tags dropping to zero over time.

✓ Increased Revenue

The reduction in spam tags, in combination with branded calling, led to a 20-30% increase in daily business, translating to as much as \$700,000 in additional monthly enrollments.

✓ Operational Efficiency

By automating the call monitoring process, the company saved approximately 617 person-hours per month, equating to approximately \$3,940 per month compared to manual dialing.

✓ Efficiency Gains

Automated handling frees up substantial human resources and four full-time hires, which could be redirected to more productive tasks beyond routine dialing and tracking.

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Who Needs AFFIRM? Industries That Benefit Most

Any business with large sales, support, or collections teams benefits from AFFIRM, but the solution proves particularly crucial for industries with high outbound call volumes, high-stakes customer interactions, or sensitive data. These sectors cannot afford communication failure.

Financial Services

Banks and investment firms ensure security alerts and critical updates get through, protecting customers from fraud.

Insurance

Companies increase answer rates for policy renewals and claims updates, building trust with policyholders.



Healthcare

Hospitals and clinics improve patient engagement by ensuring important appointment reminders and health-related calls are answered.

Retail

Retailers reduce missed sales opportunities that often result from customers declining unrecognized numbers.



Whether it is the high call volume making a company susceptible to spam labeling, the high-stakes communication where a failed call has significant financial or safety consequences, or the paramount need for reputation sensitivity to prevent malicious spoofing, AFFIRM provides the necessary tool to proactively manage call display reputation.

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Implementing Call Reputation Best Practices

AFFIRM gives you the information you need, but businesses must implement smart calling practices to sustain a positive reputation. Follow these guidelines to ensure carriers and customers trust your numbers:



- 1 Do not use one main calling telephone number for multiple uses.
- 2 Avoid excessive calling to the same call recipient.
- 3 Ensure users expect a call to reduce surprise and consumer complaints.
- 4 Respect users' requests not to be contacted.
- 5 Provide a consistent, real, and user-dialable telephone number.

- 6 Provide a consistent Calling Name that matches context.
- 7 Align context and content of calls for the duration of the number's assignment.
- 8 Document normal calling patterns for troubleshooting and carrier review.
- 9 Do not use a pre-recorded message for lead prospecting calls.
- 10 Do not call unassigned numbers frequently.



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Practical Tips to Improve Business Reputation

Maintaining a positive business reputation is crucial in today's competitive market. Use these practical tips, as demonstrated by Pacific Debt Relief's success with AFFIRM:

Register Your Business Numbers

Registering your numbers helps carriers identify you as a legitimate business. While registration alone will not guarantee your numbers avoid tagging, it is a vital first step.

Monitor Call Labeling

Regularly monitoring how your calls are labeled across various carriers helps you quickly identify and address any tagging. AFFIRM allows you to continuously track your call labeling effectiveness.

Analyze Call Data for Insights

Utilize detailed reports to understand exactly how your calls are displaying. AFFIRM provides comprehensive call display data and tagging history, enabling you to make informed decisions about your calling practices.

Implement Call Behavior Best Practices

Ensure your outbound calls follow the best practices listed above to reduce the chances of being tagged as spam.

Engage with Your Customers

Build trust by ensuring your calls are recognized and trusted by your customers. Pacific Debt Relief saw significant improvements in customer engagement by using AFFIRM to monitor and manage its call reputation.

Get Started and Secure Your Call Integrity

Take the first step to protecting your reputation today with First Orion's Free Business Number Registration. This vital process legitimizes your brand's calling activity and lays the foundation for accurate call display.

Don't wait for a negative tag to compromise your outreach; secure your business's call integrity and start your AFFIRM journey now.

