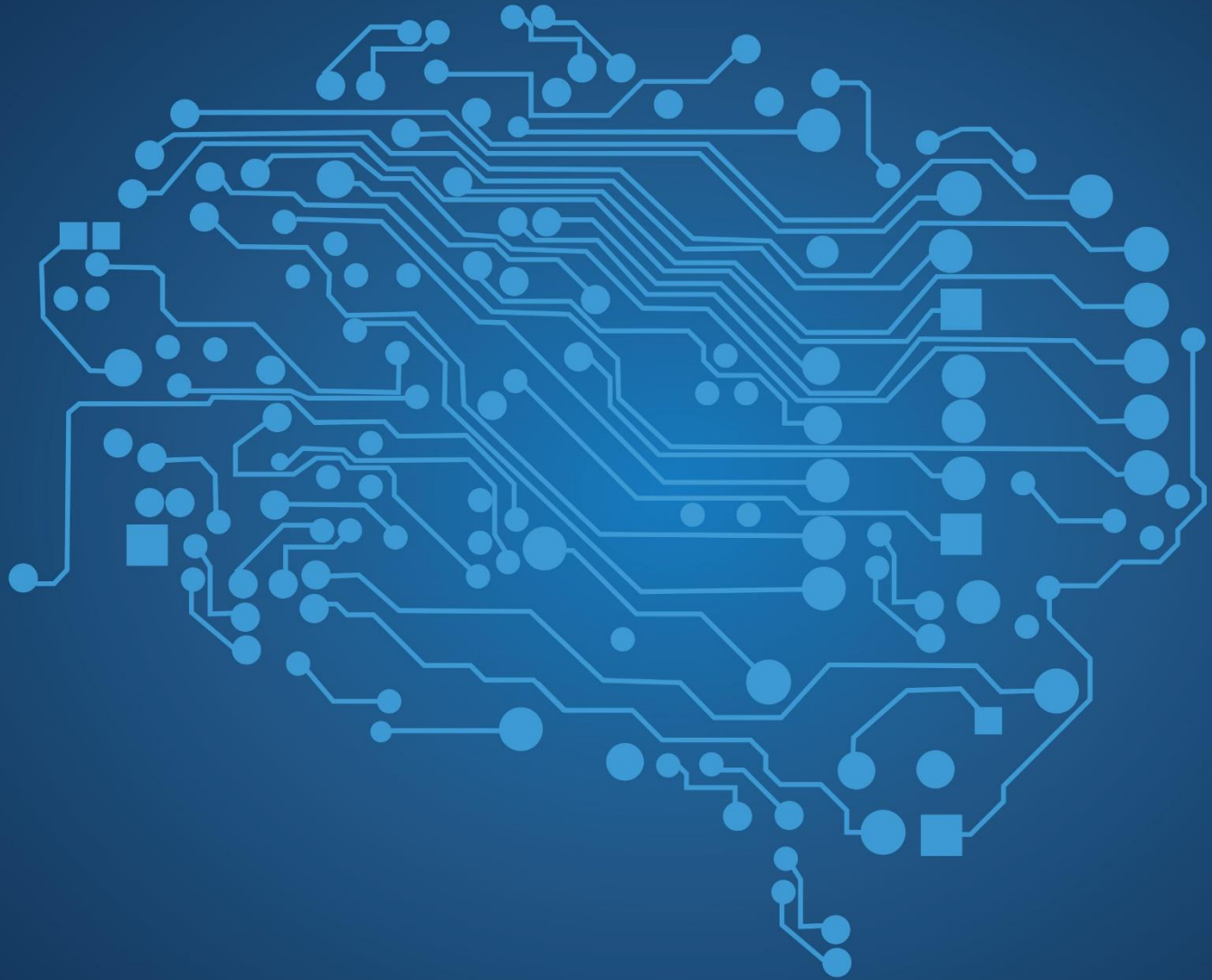# LocalTouch® - Outbound Call flow

1. Customer originates a call using their pre-determined caller id (trigger ani) provided by NobelBiz

2. NICE CXone sends calls to the NobelBiz network

3. The caller id (trigger ani) is recognized by the   NobelBiz network and the algorithm is applied

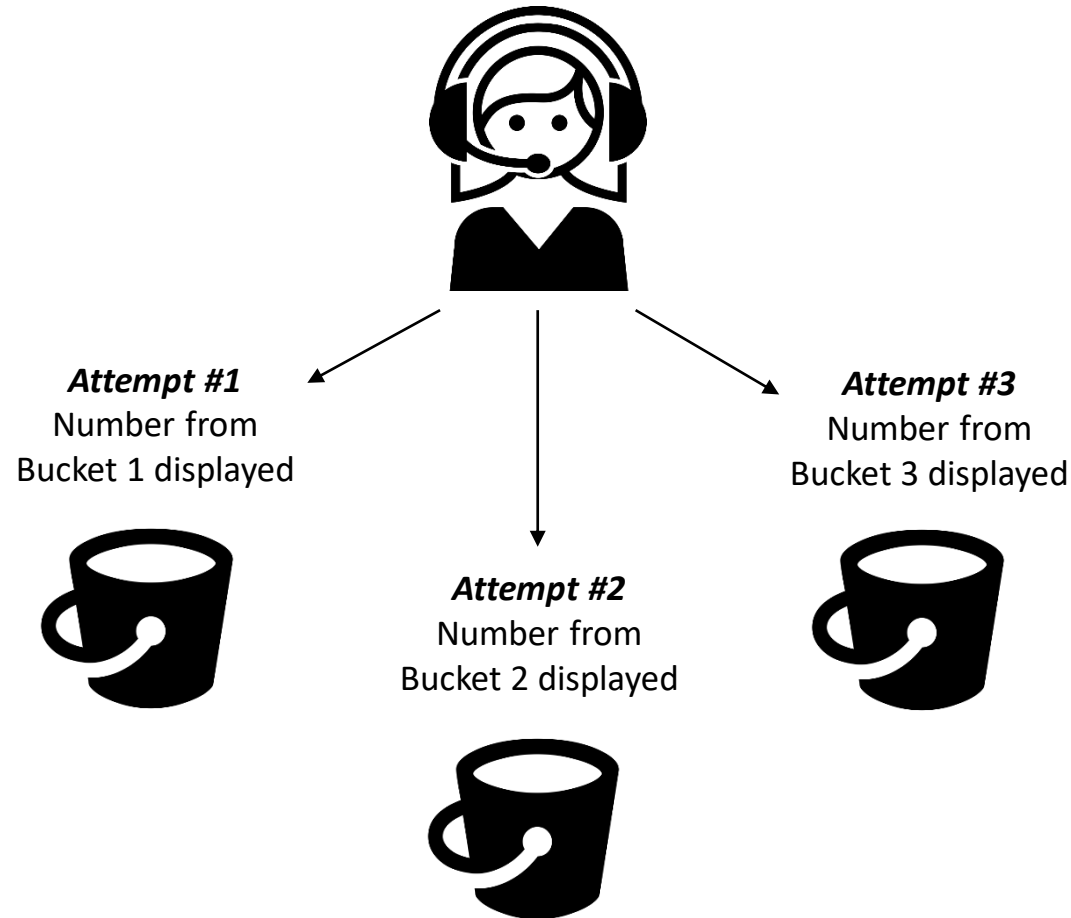4. NobelBiz delivers call via the PSTN (only US48 calls will be delivered)

5. LocalTouch® number is presented to subscriber receiving the call
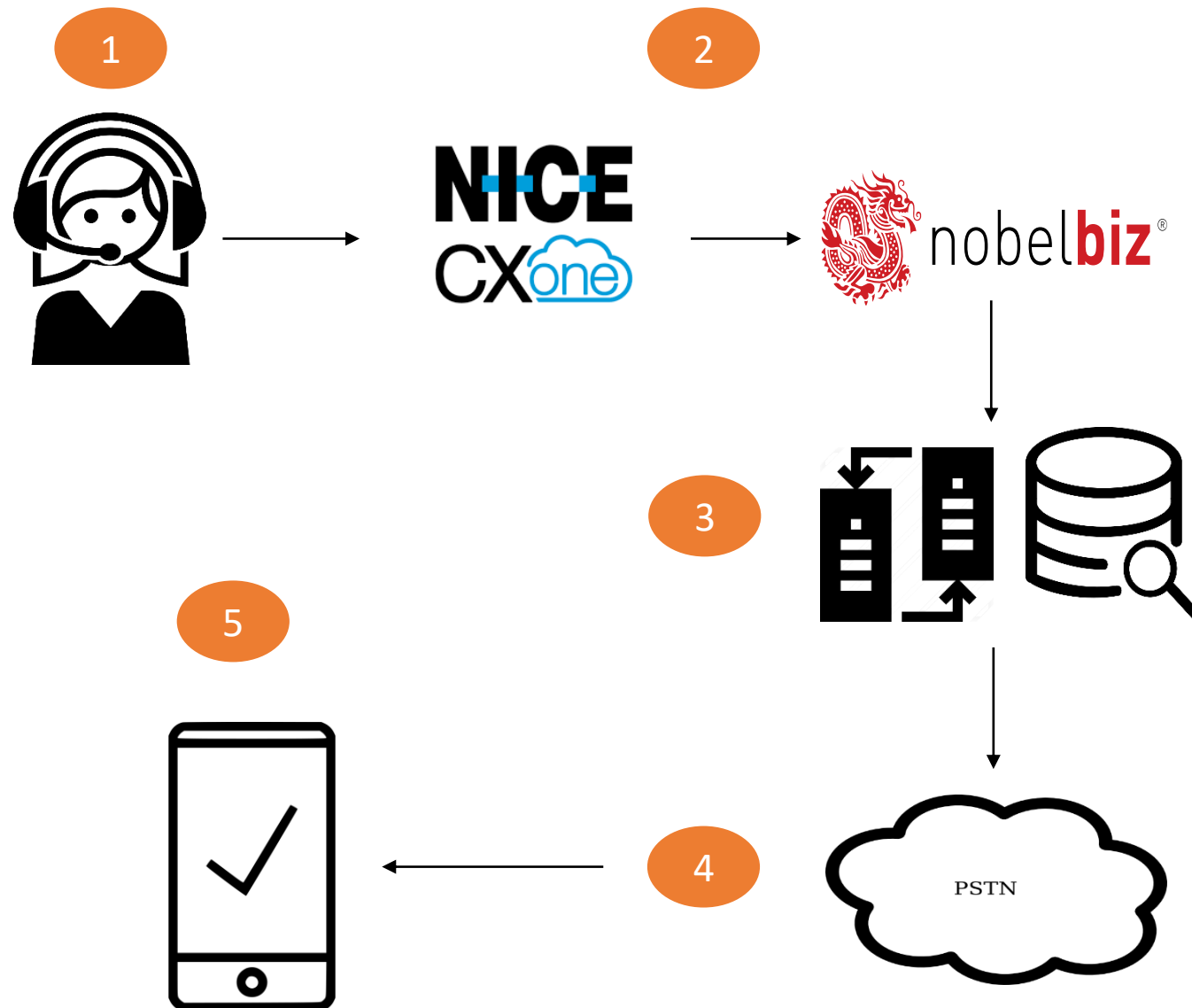
- Since you own the numbers, callbacks are routed back to you and therefore is a compliant way to present local numbers

- All callbacks will be remote call forwarded back to the Point of Contact or IP address provided by CXone

LocalTouch® Numbers

- LocalTouch buckets are groups of approximately 225 numbers representing the Tier 1 rate centers across the US48

- LocalTouch does not area code match, it chooses the most relevant number from the inventory you have assigned that skill

- Each bucket has 1 local caller id for any person you are calling in the US48

- Different local numbers can be displayed to the same person by using the Auto Bucket Rotation feature

LocalTouch® Auto Bucket Rotation

Attempt #1
Number from
Bucket 1 displayed

Attempt #2
Number from
Bucket 2 displayed

Attempt #3
Number from
Bucket 3 displayed

- Auto Bucket Rotation allows for variability in the number being presented

- Ability to combine multiple buckets of numbers

- No need to change the configuration, Caller ID or callback routing

- If an agent owns the callback, they will need their own bucket. If the group of agents share the callbacks, they can share bucket(s).

- Each call intent (ie: collections, sales, different brands) should have their own bucket inventory.

- Each bucket has 1 relevant number, if you wish to display multiple numbers you will need to align that with your attempt count.
  - If you make 3 attempts with 1 bucket, you will display that number 3 times. If you make 3 attempts with 3 buckets, you will display each number 1 time. This should be aligned with your business dialing strategy and ROI's.

NICE CXone:
- Confirms they will send calls through NobelBiz trunk
- Submit Order Form provided by NobelBiz

NobelBiz:
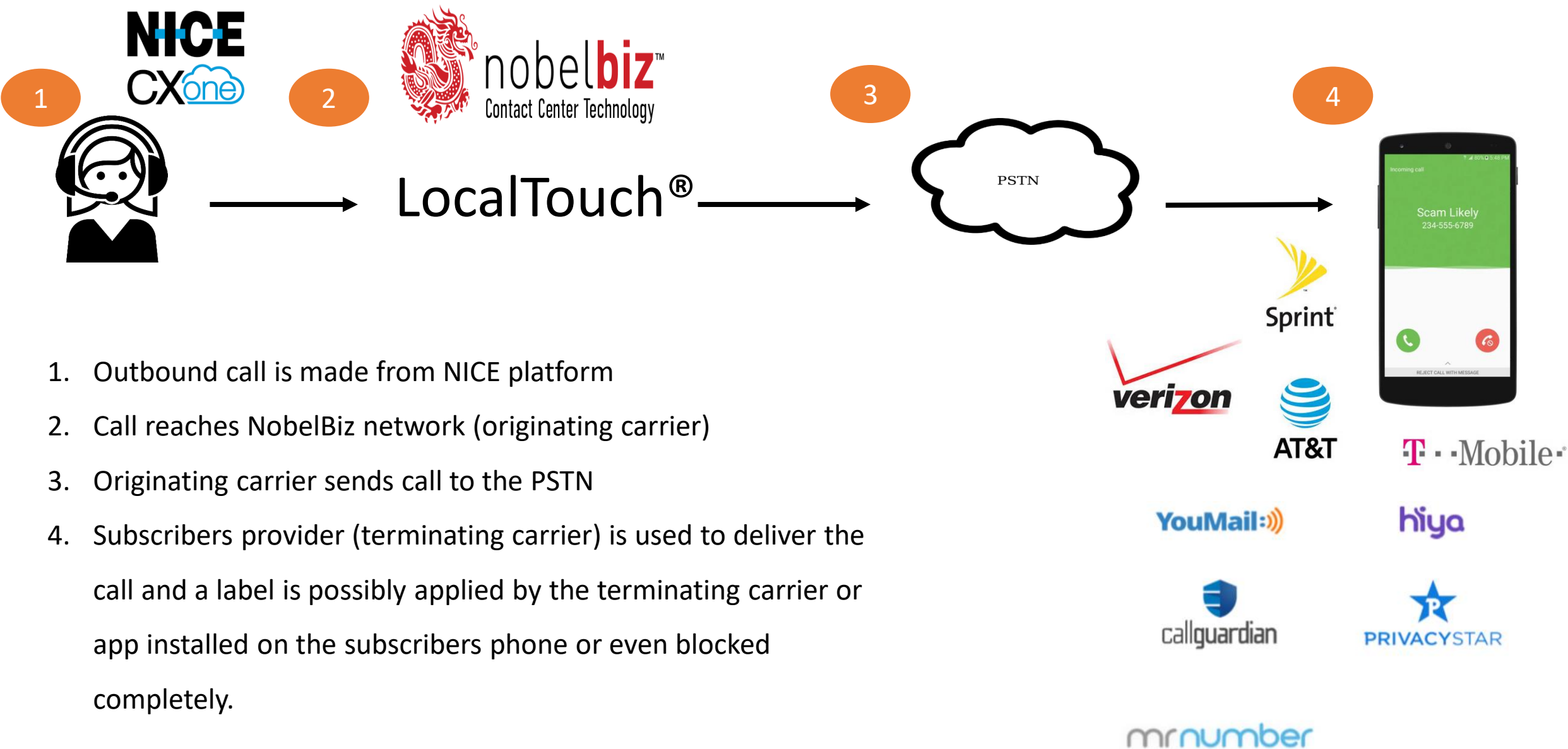- Approx. 7-10 business days to provision bucket(s), email will be sent to NiceCXone once complete

NICE CXone:
- Sets up test call with all parties

Customer:
- Swap out current Caller ID (CLI) with new one provided (Trigger ANI)

Call Labeling and Blocking - Call Flow

1 **2** **3** **4**

LocalTouch®

PSTN

1. Outbound call is made from NICE platform

2. Call reaches NobelBiz network (originating carrier)

3. Originating carrier sends call to the PSTN

4. Subscribers provider (terminating carrier) is used to deliver the call and a label is possibly applied by the terminating carrier or app installed on the subscribers phone or even blocked completely.

Challenge: No Feedback Loop

•There is no feedback to the caller that their call was labeled or blocked

Challenge: Lack of Centralization

•There is no central database
•Each type of database has little to no verification of accuracy and mechanism to remove numbers
•Various internal Carrier Databases
•Application Subscriber Databases
•External Databases –FTC and FCC Complaints

Challenge: Many Application Partners

•Over 50+ application providers
•Some use analytics: Based on Behavior
•Some use databases: external and/or internal
•No standard on what determines if a call will be labeled or blocked

Prescriptive Measures: Education

•Education on what can and can't be done
•How it is being done
•Who are the players
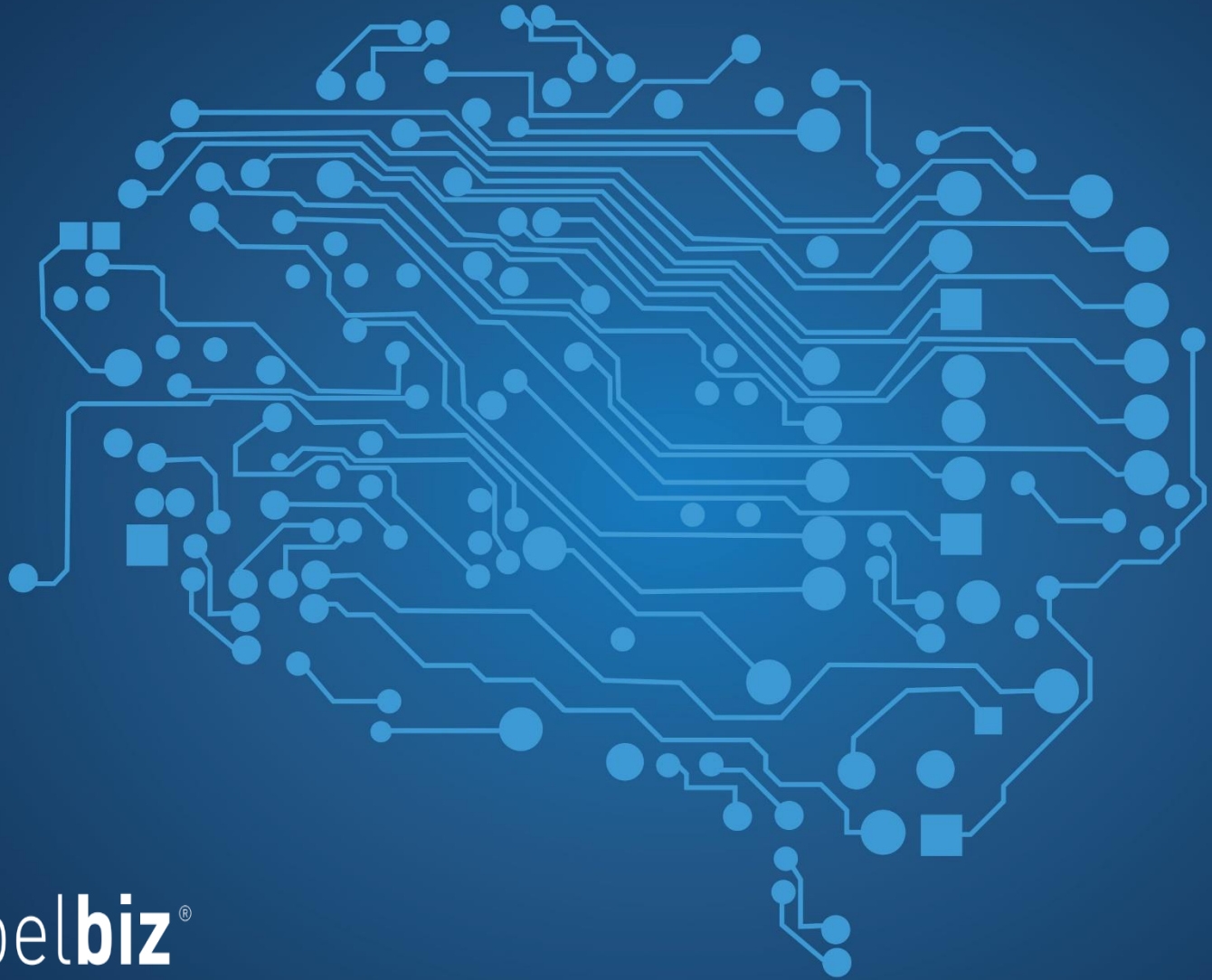•What does current outbound landscape look like

Prescriptive Measures: Proactive

•Phone number management
•Best practices aligned with dialing strategy
•Aligning customer experience with expectation
•Spreading outbound volume across multiple numbers
•Using 3rd party companies to register numbers ie: https://freecallerregistry.com/fcr/

Prescriptive Measures: Reactive

•Review dialing practices based on outcomes of KPI's and agent experience
•Monitor consumer complaints and changing expectations
•Swap out phone numbers that are still being labeled or blocked as a last resort