LocalTouch

Introduction

Using local caller id's is a common strategy in the market. How a company implements it matters.

For example, companies can go out and buy dozens, hundreds, even thousands of numbers and manage them in house for every campaign and make sure that all the call backs get to the right place. However, managing local caller-ID can be complicated and time-consuming.

Other companies swap numbers out regularly to try and address performance issues, this will give short and temporary performance lifts but these new numbers are soon treated like the previous ones.

With LocalTouch you simplify the management and presentation of local caller-ID for outbound campaigns.

Some important questions we will try to answer are:

- Why choose LocalTouch?
- How does LocalTouch work?
- What makes LocalTouch so easy to use?

Why choose LocalTouch?

Why do companies use local caller id's when outbound dialing? The answer is usually, to increase contact rates.

An increase in contact rates can have several benefits for a business like increased productivity, improved customer satisfaction, higher revenue potential and improved efficiency.

In todays outbound ecosystem, getting people to pick up your calls is harder than ever. Aligning the right number management practice with your dialing strategy will help navigate current challenges like call labeling and blocking.

When using single caller ID's for a large volume of calls or multiple call attempts, the reputation tied to that number can impact all calls made with that number. Using multiple local caller id's will improve not only how your calls are perceived by consumers but also the reputation applied to it by terminating carriers and APPS.

Why choose LocalTouch?

LocalTouch goes beyond just presenting a local number. It spreads your outbound call volume across multiple caller id's, therefore reducing the likelihood and the impact of call labeling.

When using LocalTouch:

- Less time is spent managing number inventory and more time is spent meeting goals.
- Streamline the number management process and reduce the risk of human error.
- Dialing strategies can be created and changed easily.
- Companies make more connections with consumers while making less attempts.
- Consumers get less phone calls because they are answering the phone or calling back.
- Customer satisfaction improves as needs are met.
- Agents benefit from increased talk time and goal achievement, boosting morale.
- Companies are able to reduce costs by not having to purchase all area codes in order to area code match.
- Establish a more trusted identity for companies in the ecosystem, reducing the likelihood of calls being labeled as "Spam".

How does LocalTouch work?

LocalTouch is easy to use.

1. Customer originates a call using the caller id provided by Nobelbiz (trigger ANI)
2. NICE sends calls to the NobelBiz network via our pre built trunks
3. The trigger ANI is recognized by the NobelBiz network and the algorithm and rotation is applied
4. NobelBiz delivers call via the PSTN with a local number as caller id
5. LocalTouch number is presented to subscriber receiving the call

How does LocalTouch work?
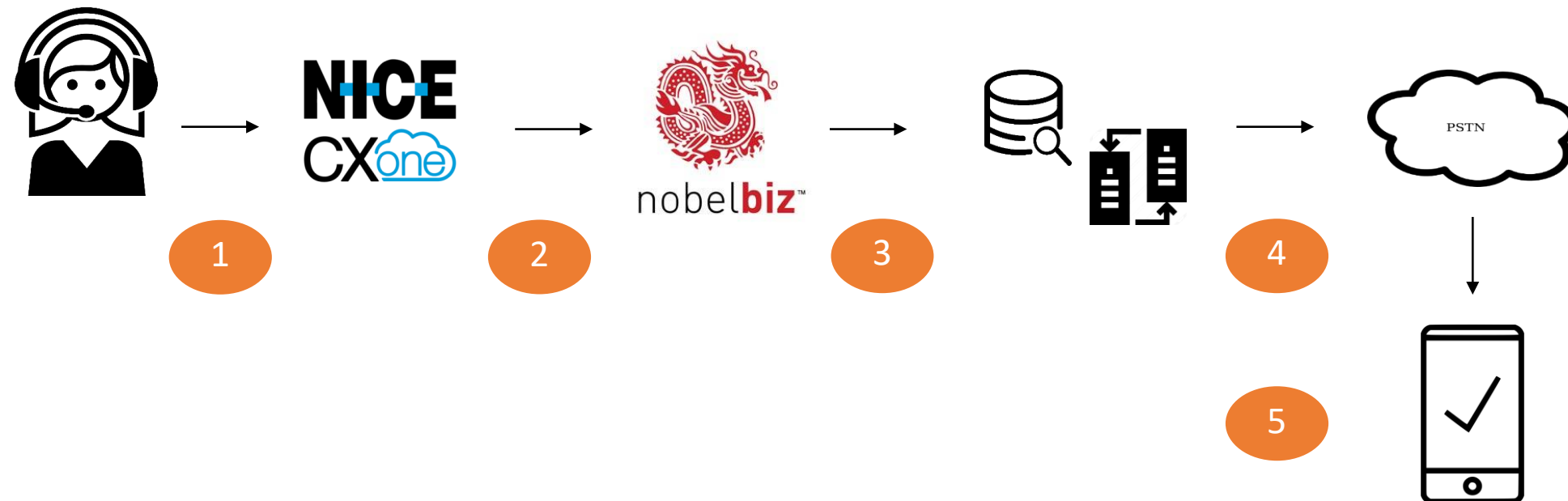
LocalTouch best practices reduces "Spam" labels.

- What we have found is that customers get the highest contact rates for the longest amounts of time when using a different number on each call attempt or at least every 2-3 attempts, this can be easily done by using multiple buckets and the Auto Bucket Rotation feature.

- Associating a name with your numbers (CNAM) will help identify your business in the ecosystem. In some instances terminating carriers and APPS are less likely to label your call with a negative label like "Scam Likely".

- Do not share numbers across multiple call intents, brands, departments, etc. This will increase the likelihood of being labelled. Not only does this increase the call volume on your numbers which can drive "Spam" labels, this also increases the likelihood of your number being blocked and/or a complaint being submitted.

- Keeping track of what number(s) you should be using as caller id (Trigger ANI) in order to trigger the LocalTouch logic and correct number inventory. Not using the correct number inventory and dialing strategy will most definitely impact contact rates.

LocalTouch simplifies complex solutions.

- We first build a dedicated collection of numbers we call a "bucket" that represent most of the calling destinations within the country. Using our patented system, we analyze the calling destination to determine the geographically closest number within a bucket to project as caller-ID. By projecting multiple caller id's you will reduce the outbound call volume on each which is the most popular recommendation when trying to combat "Spam" labels.

- To prevent numbers from going stale, multiple buckets can be integrated into a campaign utilizing our Auto Bucket Rotation feature. Using this feature will greatly improve productivity. Rather than waiting for performance to drop, businesses are able to be proactive in keeping their numbers performing for longer by using more than one local number to call the same person. By using multiple buckets you are able to build a larger number inventory without further management.

- Since each number within a bucket is a live number, callbacks made to a LocalTouch number will be routed according to customer requirements. Convenience is key in todays world and callbacks are more valuable than ever. People are more likely to callback a local number than a non-local number or toll free.

What makes LocalTouch so easy to use?

What is the LocalTouch algorithm?

When Nobelbiz receives a call from a Trigger ANI, the algorithm will do the below:

- Checks the number being dialed and the Trigger ANI being used.
- If multiple buckets are attached to the Trigger ANI it will look at the attempts to that number to decide which bucket to use.
- Checks to see if the number has been ported to a different area, if it has then it will display a number from that area instead of the area code.
- Checks for overlapping NPA/Area Code(s) to see if multiple area codes are attached to the same area.
- If none of these provide a match it will display the closest geographic location within the bucket or the Trigger ANI as caller id.
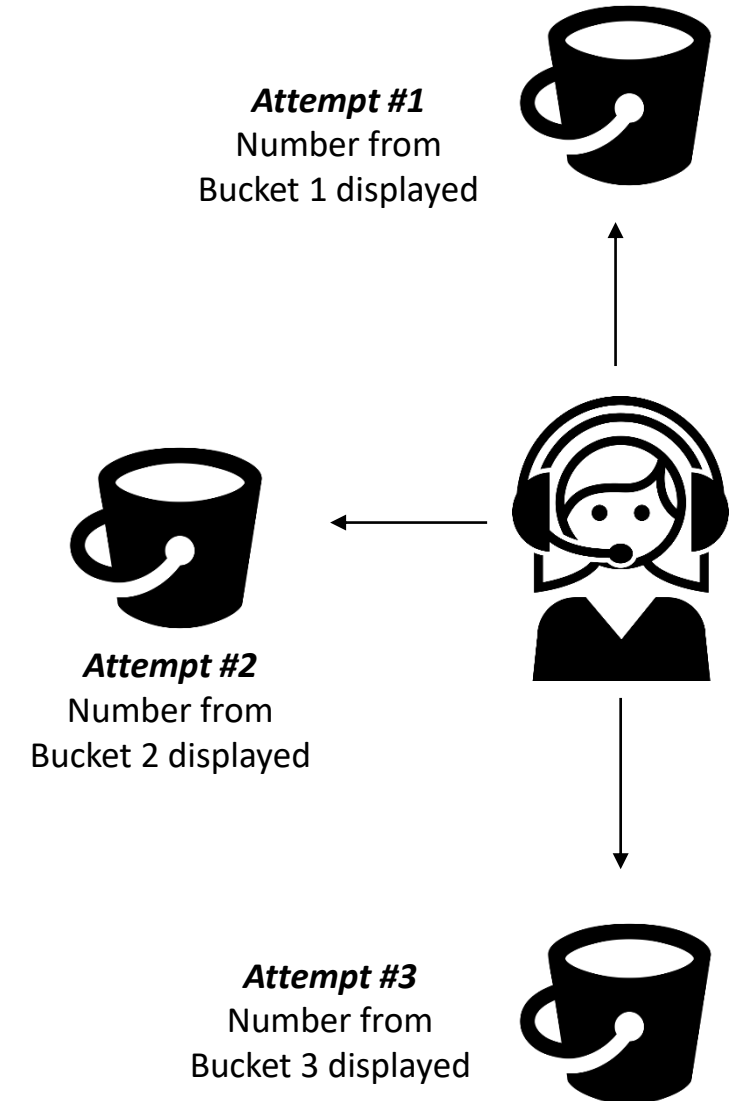
What is the Auto Bucket Rotation Feature?

Each bucket will have about 225 DID's that represent the US48, but within that bucket is only 1 area code that will be local to the number you are dialing.

Auto Bucket Rotation allows for variability in the number being presented to the same person. So not only will they see a local number, they will see different local numbers on each attempt depending on how many buckets you are using and how many attempts to the same number you are making.

There is no limit to how large a businesses number inventory is or additional work needed to manage and configure the Auto Bucket Rotation feature.

By using multiple numbers when calling the same number you are able to further spread the call volume across multiple numbers.

Attempt #1
Number from
Bucket 1 displayed

Attempt #2
Number from
Bucket 2 displayed

Attempt #3
Number from
Bucket 3 displayed

Summary

LocalTouch simplifies the management and presentation of local caller-ID for outbound campaigns.

- Why choose LocalTouch?

    Today's number one challenge in increasing contact rates is call labeling and LocalTouch can help combat that by spreading the outbound call volume across multiple local caller id's.

- How does LocalTouch work?

    Best practices are important in trying to use LocalTouch to increase contact rates. These best practices are easy to implement and vital to performance.

- What makes LocalTouch so easy to use?

    The patented LocalTouch algorithm built into the NobelBiz network and the ability to easily build number inventory into buckets. LocalTouch simplifies the management of local caller id and has additional features that require no further management.
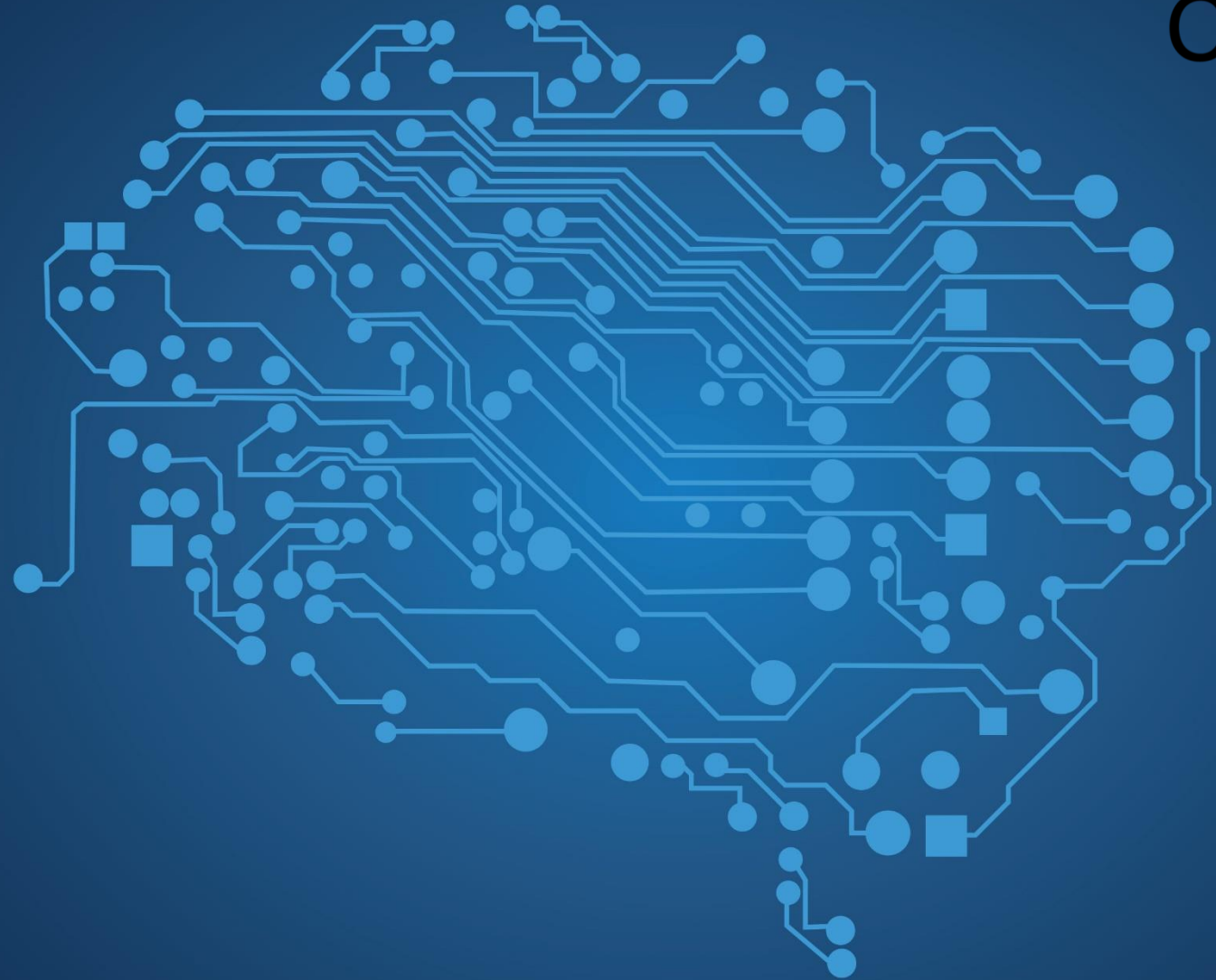
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