



# **STIR/SHAKEN & Call Blocking**

What lead gen call centers  
need to know

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# Panelists



Michele Shuster  
Founding Partner



Ryan Thurman  
Director of Sales  
& Marketing




Nima Hakimi  
CEO &  
Co-Founder





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# Today's Topics

## **STIR/SHAKEN**

- What is it?
- Timeline
- Benefits / Limitations
- What You Can Do

## **CALL BLOCKING**

- The current reality
- What's a compliant-minded call center to do?



# Polling Our Audience

1. Do you have a strategy for maintaining caller ID reputation?

- a. Yes, got it covered
- b. Sort of
- c. No but it's in the works
- d. Not really

2. What issues are you having with your current dialer? (check all that apply)

- a. Caller ID flagging/reputation
- b. Low contact rate
- c. Dropped calls
- d. Long wait times
- e. Too many outages



**STIR/SHAKEN**

# WHAT IS STIR/SHAKEN?

A call authentication framework that only works on IP-based networks.

**Secure Telephone Identity Revisited**

**Signature-Based Handling of Asserted Information Using toKENS**

- Originating carrier “signs” a call with an attestation rating
- Terminating carrier decrypts and verifies signature
- Terminating carrier decisions the call using signature as an input

# ATTESTATION RATINGS

A

**FULL**

## **ATTESTATION**

Carrier has confidence in identity of caller and caller's right to use the caller ID information presented

B

**PARTIAL**

## **ATTESTATION**

Carrier has confidence in identity of caller but not caller's right to use the caller ID information presented

C

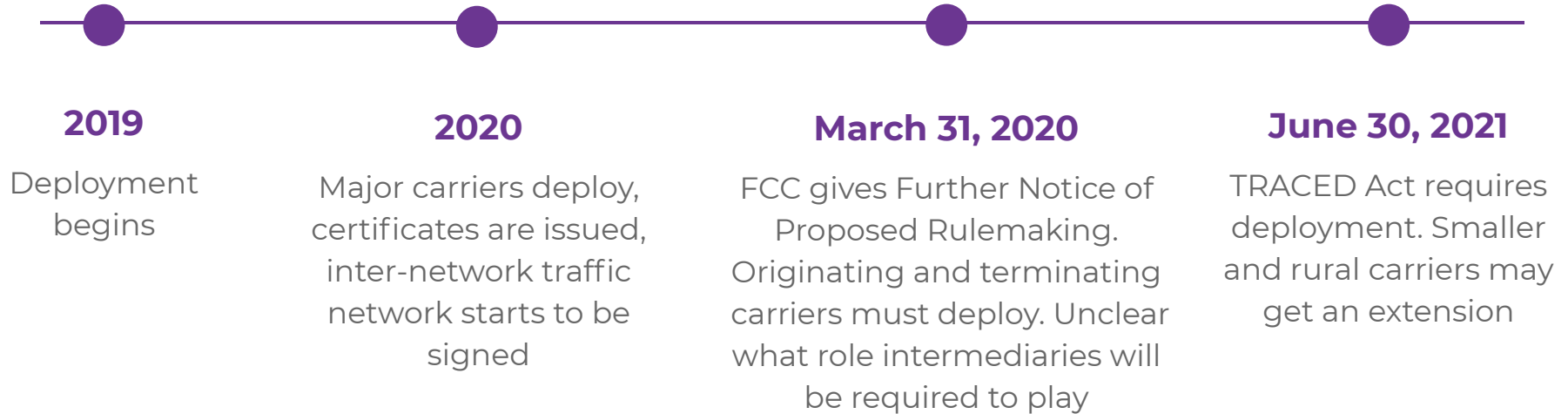
**GATEWAY**

## **ATTESTATION**

Carrier cannot certify the identity of caller or their right to use caller ID information presented. Carrier merely acted as a gateway to place call on network



# TIMELINE





# STIR/SHAKEN IS NOT CALL BLOCKING

- Attestation rating used by carrier's analytics partner as an input into blocking algorithm
- Algorithms take into account hundreds of variables, including complaints, calling patterns, and call durations
- "A" rated calls likely to be treated favorably, "B" and "C" suspiciously
- Weight put on attestation ratings anticipated to increase over time

# BENEFITS & LIMITATIONS

## Legality

Does not indicate whether a call is legal versus illegal, or wanted versus unwanted. Only provides an attestation rating

## Traceback

Facilitates traceback of calls. Helps prevent illegal calls because C-level attestation is likely treated as suspect, and with A or B level, it is easier to identify the caller for prosecution

## IP-Based

Only works for IP-based networks and equipment. Legacy equipment like TDM is not covered. This may particularly affect rural areas

## Caller IDs

“B” ratings are more likely if using caller ID values obtained from Carrier A when placing calls using Carrier B. Technical solutions are in development

# WHAT YOU CAN DO

1

## **INVENTORY YOUR TELEPHONE #S**

Inventory the telephone numbers you use for outbound calling, the providing carrier, and to whom the number was assigned

2

## **READY YOUR EQUIPMENT**

Make sure your call equipment is STIR/SHAKEN ready

3

## **CONTACT YOUR CARRIERS**

Contact your carrier(s) and find out how their STIR/SHAKEN implementation is progressing, and how you can make sure to get an “A”

# WHAT YOU CAN DO

4

## **VALIDATE YOUR CALLING #S**

Work with a service to validate your calling numbers with multiple carriers and their analytics partners

5

## **SIGNING AUTHORITY**

Use an enterprise caller that has signing authority and will sign your calls with an "A"

6

## **CONTACT THE FCC**

Push the FCC to pressure STI-GA to allow enterprises to sign calls



# CALL BLOCKING

# Current Reality

- Call Deliverability is at an all time low
- App companies are driving bad crowd-sourced data
- All types of calls are affected (not just dialers)
- Affects nearly every industry
- Until recently, no solution for legitimate call tracking



Robokiller  
call  
example



# Solutions

- Monitoring Caller ID Reputation Management
- White Listing and Number Registration
- Who do you trust?





# Solutions (cont'd)

- Avoid getting blocked in the first place
  - Effective call cadence strategies
  - Don't rely on just calling!
    - Use automated omnichannel
- Caller ID Reputation Management
  - Be sure you're getting clean caller IDs
  - Have a strategy for assigning caller IDs and factoring in call volume

Talk to your dialer provider who should be able to share best practices on managing your dialer and caller ID reputation



# WRAPPING UP and Q & A



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# Q & A

## **Michele Shuster**

Partner, CIPP/US, CECP

Mac Murray & Shuster

[www.mslawgroup.com](http://www.mslawgroup.com)

[mshuster@mslawgroup.com](mailto:mshuster@mslawgroup.com)

614-939-9955

## **Ryan Thurman**

Dir. of Sales & Marketing

Contact Center Compliance

[www.dnc.com](http://www.dnc.com)

[ryan@dnc.com](mailto:ryan@dnc.com)

707-303-4844

## **Nima Hakimi**

CEO & Co-Founder

Convoso

[NimaH@convoso.com](mailto:NimaH@convoso.com)

[sales@convoso.com](mailto:sales@convoso.com)

[www.convoso.com](http://www.convoso.com)

(888) 456-5454