


WHAT'S IN A CALLING NAME?



“WHAT’S IN A NAME?”
—William Shakespeare



When Juliet asked her famous question of Romeo, it was to suggest that a name in itself meant nothing, and what really mattered was the person. But a lot has changed since Shakespeare's day. Today, a name means everything – it conveys to the world our identity, our reputation, our uniqueness. And when it comes to Calling Names, specifically, it's crucial that communications service providers (CSPs) and over-the-top (OTT) players get it right.

Why? In a recent survey* of residential and business subscribers, 100% of them reported viewing caller identification as a valuable service. The same survey found that over half of wireless subscribers (55%) would switch plans if their carrier discontinued caller ID service, and nearly half (49%) of wireline subscribers would do the same.

*Market Strategies International, September 2014

CALLER ID: THE POTENTIAL FOR SO MUCH

The concept of caller ID originated at a time when wireline telephones were the primary tool for communication. Displaying a Calling Name with the incoming number allowed subscribers to identify callers before deciding whether or not to answer. While today's communications have evolved (how often do you use a wireline phone anymore?), caller ID has largely remained the same. And one key aspect of caller ID that hasn't changed, and likely never will, is its benefit to the called party.

So in a world where identity plays an increasingly important role in communications, shouldn't caller identification do more than provide just "Wireless Caller" or "Unknown" and a number? Subscribers – enterprises as well as CSPs themselves – stand to benefit from robust, best-in-class caller ID services.



HIGH QUALITY CALLING NAME AS A DIFFERENTIATOR

Ensuring the quality of caller ID – Calling Name, to be more precise – improves not only the subscriber experience but also bottom-line profits. Does the business value you place on it reflect that reality? Or do you view it as just a standard network feature that shouldn't require further investment?

Treating your Calling Name service as more than just a commodity enables you to give your subscribers a more robust and valuable communications experience. In fact, because there's more to identity these days than just a simple 15-character string, providing high-quality Calling Name service can differentiate CSPs who offer them to their customers – and save costs.

High-quality Calling Name service can:

- Improve caller identification with better data
- Mitigate security problems, such as phone number spoofing
- Reduce trouble tickets and the associated internal costs
- Support new calling formats, such as SMS, video, and audio-conferencing services



HOW CAN DATA QUALITY IMPACT THE SUBSCRIBER EXPERIENCE?

Data quality can have a huge impact on identity and the subscriber experience. For example, let's take something as simple as the word "and." It seems harmless enough. But with spaces it can consume five of the 15 allowable characters in a caller's name, pushing out potentially more important words in the process. Using our opening example of Shakespeare's play, simply replacing "and" with an ampersand turns "Romeo and Juliet" into "Romeo & Juliet" – clearer, more succinct, and with less spacing.

High-quality Calling Name data and processes impact the subscriber experience in a number of ways:

- Display the caller's identity more clearly and efficiently (as mentioned above)
- Eliminate awkward phrasing (e.g., making an "Ass" out of "Associates")
- Present name information differently for businesses vs. consumers
- Assemble in run-time from a base of full name information, allowing a provider to display either a smartly truncated 15-character string or a full name up to 50+ characters
- Avoid arbitrary truncations – especially business names



FROM TODAY TO ENHANCED

Are you positioned to deliver an experience that your subscribers value? The road to enhanced services begins with better quality Calling Name data.

To achieve that goal, you can start by asking these questions:

- What is the impact of clearly and intelligibly communicating a caller's identity?
- Does providing contextual information (e.g., geography) to the Caller ID display improve its value to subscribers?
- What happens to data quality as subscribers have more control over how their identity is communicated (for example, CSPs that allow end-users to choose "nicknames")?

As you think about it, you may find that the criteria for high quality Calling Name data can be even more specific.

Does your Calling Name partner provide the following benefits?

- Advanced logic including algorithmic logic and run-time assembly to present the Calling Name in a clear, consistent manner that makes sense
- Authoritative data verified using high-trust sources to ensure that caller identification data is as accurate and complete as possible
- Delivery of full name where the screen permits – not just 15 truncated characters



THE BOSTON MEDICAL STORY:

An Opportunity for Cutting Edge Caller ID

Consider a phone call from the fictitious Boston Medical Services. The called party might ignore the call from “BOSMEDSERVICES” simply because she doesn’t recognize the caller. But what if it’s a nurse practitioner calling with important lab results?

Sure, the caller could leave a voicemail message asking the patient to call back. But ultimately that would mean more than one touch point with the patient, which across a large patient load would decrease efficiency and increase costs for Boston Medical Services.

The point is that a high-quality Calling Name service can lead to higher customer satisfaction, better/more efficient connections between companies and their customers, reduced operating costs, and better marketing opportunities for your enterprise subscribers.



WHAT'S IN THE FUTURE FOR CALLER ID SERVICES?

Our communications devices and services have become an extension of our identity; they're with us at work, play, home, and in transit. To meet that demand, providers will need to go beyond standard Calling Name delivery to high-quality service that will benefit subscribers – both enterprise and consumer.

Again, such high-quality Caller Identification services utilize better data to more accurately identify callers and mitigate security problems, such as phone number spoofing. They also save time and money in trouble tickets while supporting new calling formats.

And with new capabilities such as authentication, personalization, customization, and presentation across multiple devices and apps, high-quality Caller Identification service is significantly more than just a name. It's an enhanced experience that subscribers value – and expect their CSP to provide. Providing that high-quality services will differentiate CSPs who offer them to their customers. Here at Neustar, we are investing in that future. Can you say the same about your current Calling Name partner?



YOU KNOW THE NAME – NOW LEARN MORE

Since 1999, CSPs have trusted Neustar as a reliable and rich source of caller identification data and identity management. Neustar is committed to helping CSPs transform their caller identification services from an operational cost to a competitive advantage. Our continued investment in the quality of our data as well as additional security and authentication services make us the industry's preferred partner for caller identification services.

To learn more about how Neustar can help your business reduce costs, increase customer loyalty, and capitalize on new revenue opportunities through caller identification services, contact us at cspsolutions@neustar.biz.

About Neustar

Neustar, Inc. (NYSE:NSR) is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time.

More information is available at www.neustar.biz.

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What's in a Calling Name? EB_04092015-vFINAL