

The Not-So-Good and Really Bad about Robocalls: What VoIP Providers Need to Know in 2020

Tue, Jan 28, 2020 11a-12p EST
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AGENDA

- Welcome and introductions
- Description of Nomorobo
- Setup for the webinar
- Let's talk about robocalling: What is it and why is it a problem?
- How robocalling is different from legitimate auto-dialing by call centers and marathon rooms
- Why robocalling is a problem for resellers and end users
- What is Nomorobo doing to combat robocalling?
- How does Nomorobo actually do it? Where does it intercept the call?
- What is the latest with the FTC and Stir/Shaken?
- Why do resellers need to act on this with their customers?
- How can resellers implement Nomorobo?
- What does the road ahead look like for Robocalling?
- Live Q&A





Federal Trade Commission

Robocall Challenge



AARON FOSS



A person stands in a doorway, looking out at a fiery, apocalyptic sky. The scene is dimly lit, with a lamp on the left and a coat hanging on the wall. The text '36%' is overlaid in large red font.

36%

all calls made in the US are
illegal, unwanted robocalls

WHAT IS A ROBOCALL?

- An unwanted, automated telephone call
 - Might have a pre-recorded message
 - Might have a live operator
 - Might be a creepy avatar
- Yes, they are technically illegal under TCPA.
- Yes, there are good robocalls.



1.4+ Billion

Robocalls Stopped

2.4+ Million

Known Robocallers

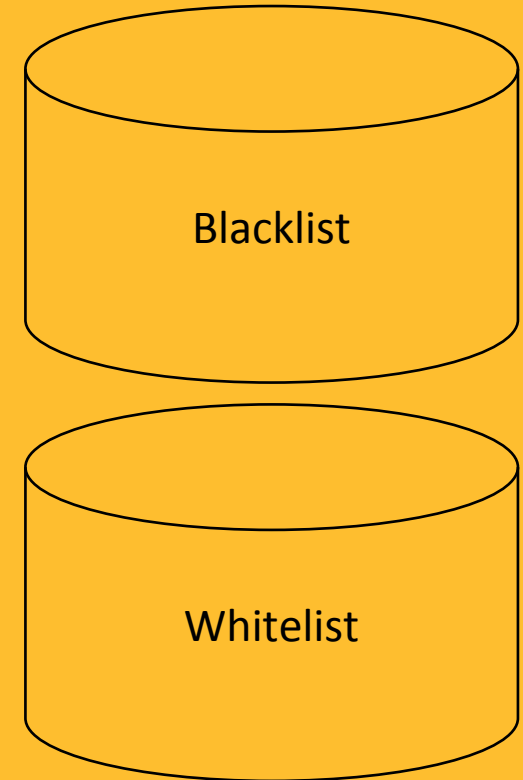
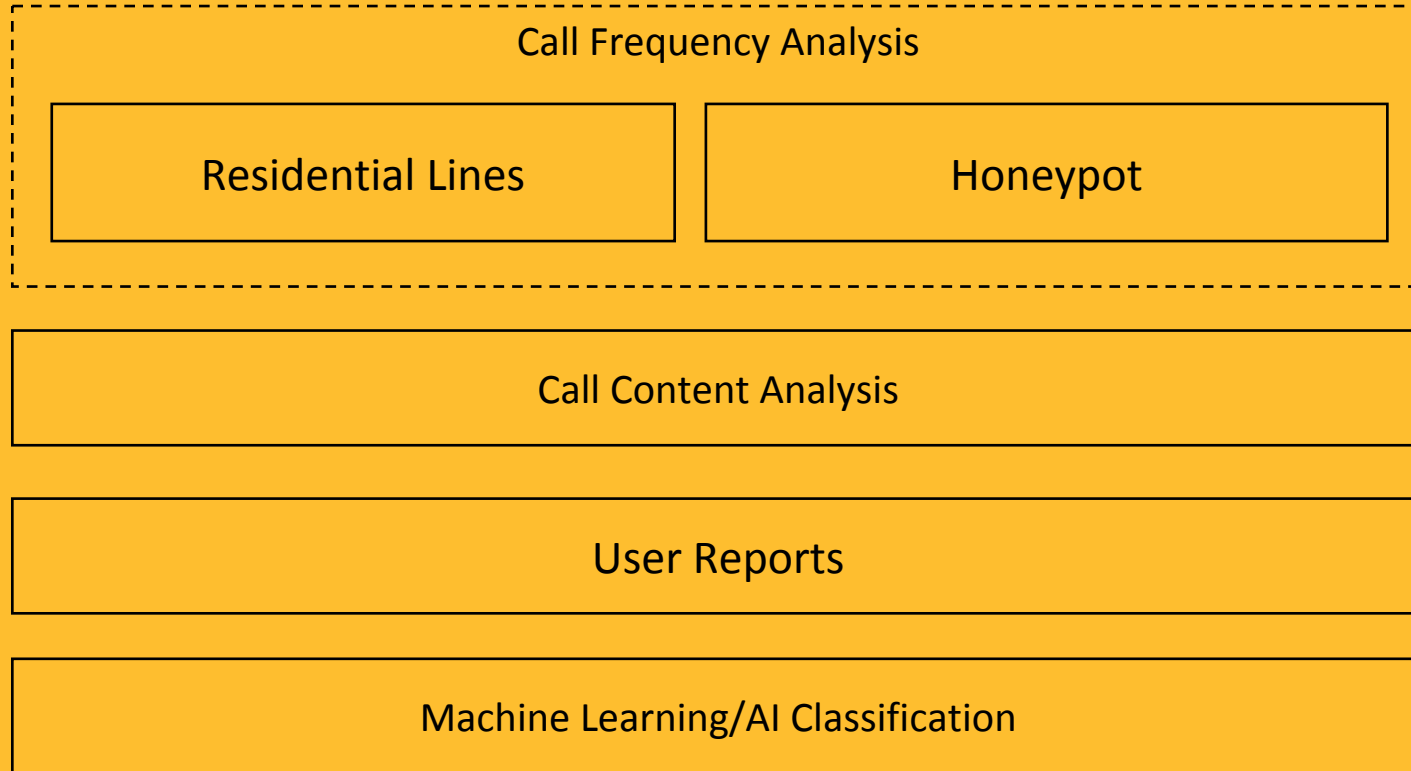
1,500+

New Robocallers Added
Every Day

2.75+ Million

People Protected Every Day

How Do We Do It?



Magic.

fios✓
by verizon

optimum.

Spectrum▶



U-verse

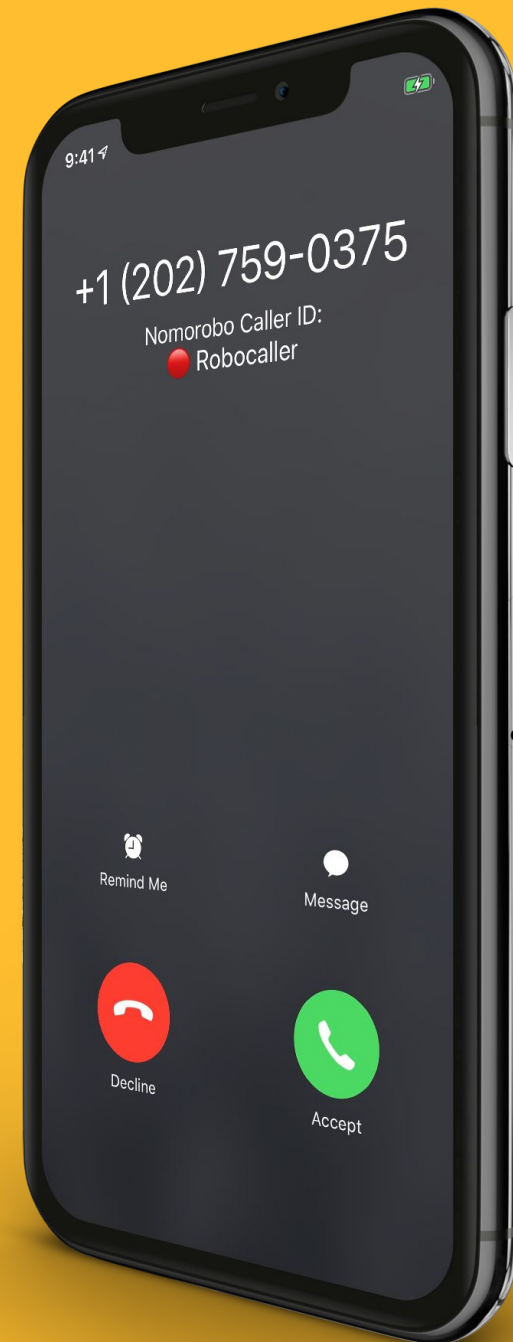
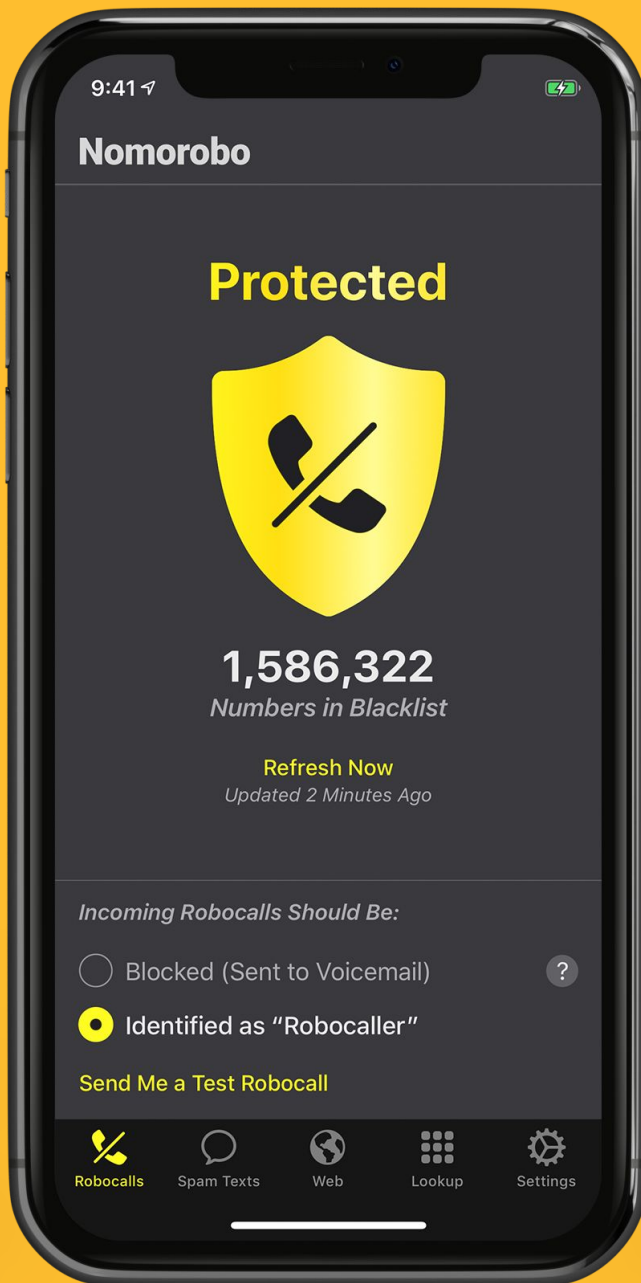
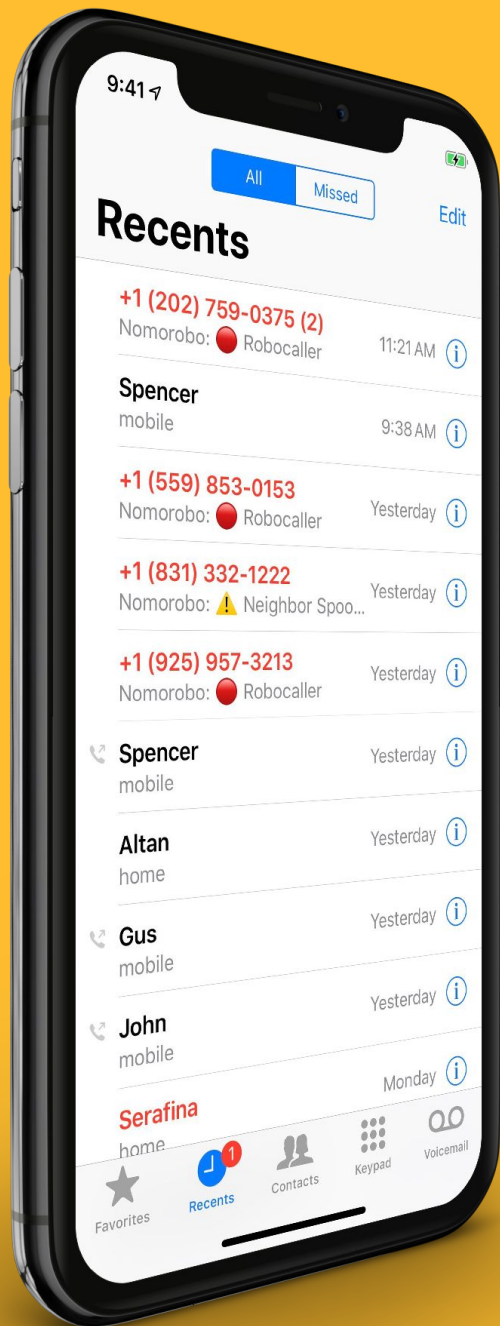


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HOW TO SIGN UP FOR NOMOROBO

NOMOROBO SERVICE COMPARISON

TYPE OF SERVICE	24/7 REAL-TIME PROTECTION	LANDLINE	MOBILE	BLOCKS CALLS BEFORE RING
 (BASIC) LANDLINES	✓	✓	✗	✗
 (PREMIUM) MOBILE	✓	✗	✓	✗
 (PREMIUM) NOMORBO FOR BUSINESS	✓	✓	✓	✓

“Nomorobo for Business” is a premium service w/ monthly charge for each enabled DID — consult your SkySwitch sales rep for pricing information.

HOW TO DEPLOY SERVICE FOR CUSTOMERS

FIND DID

Search for phone number on DID Inventory page and click "Caller Information" icon.



ENABLE SPAM FILTER

Select "Spam Control Powered by Nomorobo" and choose one of these options.

Inbound CNAM

- ☐ Inbound CNAM
- ☒ Spam Control powered by Nomorobo
 - ☐ Play reorder intercept message
 - ☐ Prepend caller name with [SPAM]

CHECK DID ROUTING

If routed with fax service, you're all set. If routed to a voice service, select your desired action for spam calls.

Action for Spam Calls:

- ☒ No Action
- ☐ Voice Mail
- ☐ Hang Up

Cancel

Apply Routing

Search the SkySwitch Knowledge Base for "Spam Control for DIDs powered by Nomorobo" for full instructions on how to enable spam blocking on individual DIDs.



STIR/SHAKEN

?

QUESTIONS?

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