

Phone Reputation: Quick Action Guide



While the “Phone Reputation and A2P Best Practices: Complete Guide” provides an in-depth breakdown, this quick action version is designed to give agents a simplified reference for the key steps and resources they can try first to help register or improve their phone numbers, protect their phone reputation, and continue calling and texting when their Engagement Platform is down.



FREE ACTIONS:

- **✓ Verified business identity:** Your business name, EIN, and address must match across your Quility account, carrier registrations, and any business identity programs you enroll in. Inconsistencies cause registration failures.
- **FreeCarrierLookup:** Identifies what carrier a given phone number belongs to. Useful when you need to know which carrier to contact. freecarrierlookup.com
- **ValidNumber:** Another carrier lookup tool. Cross-reference with FreeCarrierLookup when results are unclear. validnumber.com

- **Register your numbers:** Do not wait to get flagged.

Registering your numbers with carrier reputation systems proactively tells those systems your number belongs to a legitimate business. This does not guarantee you will never be flagged, but it significantly lowers the risk and makes disputes easier to resolve.

Registry	Covers	Registration Link
Verizon	Verizon customers	voicespamfeedback.com/vsf/ →
AT&T (Hiya)	AT&T, iPhones, Samsung, Hiya app	Hiya business registration →
T-Mobile / Sprint First Orion	T-Mobile and Sprint customers	portal.firstorion.com →
Multi-Carrier (TNS) ReportARobocall	Sprint, Verizon, US Cellular, Comcast, Charter, Cox, Altice, and other VoIP providers	reportarobocall.com →
Free Caller Registry	Pushes to Hiya, First Orion, and TNS simultaneously. Convenient single-submission option.	freecallerregistry.com →



Paid Options:

Hiya Connect Branded Call — Paid upgrade. High-impact for iPhone and AT&T reach. Goes beyond free number registration: your business name, logo, and reason for calling appear on the recipient's screen. Covers AT&T, iPhones, and Samsung devices. Case studies report an average 37% increase in answer rates. Verizon support is rolling out. hiya.com/products/connect

First Orion Branded Call — Paid. Covers T-Mobile and Sprint customers. First Orion powers T-Mobile's call analytics and Branded Call program. Where Hiya covers AT&T and iPhones, First Orion covers T-Mobile. Complementary to Hiya for a full branded calling stack. firstorion.com

Caller ID Reputation — Real-time monitoring dashboard. Monitors your numbers across carrier analytics platforms and alerts when a number gets flagged. Shows exactly which analytics engine flagged it so you can target your dispute directly. calleridreputation.com



3RD Party Solution:

The Spam Hammer: Checks your number against multiple carrier reputation databases and provides a report on current flag status. A good first stop for a full audit. thespamhammer.com



Business Identity

D-U-N-S Number (Dun & Bradstreet) - Recommended: Yes. A D-U-N-S number is a free, publicly verifiable 9-digit business identifier from Dun and Bradstreet. It strengthens your brand registration profile for A2P and carrier reputation programs. Free and takes a few business days to process. www.dnb.com/en-us/smb/duns/get-a-duns

Apple Business Register - Recommended: Yes, especially if iPhones are your biggest problem. Apple maintains its own caller identity system for iPhones, separate from carriers. Through Apple Business Register, your business name and logo display when you call, rather than just a number. This directly addresses Apple's iOS-native call screening. register.apple.com

Business Identity Checklist

- ✓ **Obtain your EIN (Employer Identification Number) from the IRS** Required for most A2P brand registrations. Free and instant at irs.gov. Use this consistently everywhere.
- ✓ **Register for a D-U-N-S number** Free at dnb.com. Strengthens brand identity for A2P and carrier reputation programs.
- ✓ **Register with Apple Business Register** Directly addresses iPhone call screening (iOS native). Free. Takes a few days to review.
- ✓ **Use a consistent business name across all registrations** Your name on your Quility account, carrier registrations, D&B, and Apple should all match. Even minor variations cause registration mismatches.
- ✓ **Use a business address, not a P.O. box where possible** Some registry systems give lower trust scores to P.O. boxes. A physical or registered agent address is preferred.



Workarounds

Always have a backup plan before you need it. Platform outages and spam flags both happen without warning. Setting up backup options in advance means you can keep working rather than scrambling while leads go cold.

1 . Use Your Cell Phone: For voice calls, your personal cell is always available as a fallback. If your Engagement Platform is down, call directly from your cell. Keep your personal call volume reasonable; calling dozens of leads from your cell in a single day can eventually flag that number too.

2 . Google Voice Number: Google Voice gives you a free, dedicated phone number separate from your personal cell. Not designed for high-volume outreach and should not replace your Engagement Platform for campaign messaging, but useful for individual calls and texts. voice.google.com

3 . Secondary Business Number: If you regularly encounter flagging, acquire a secondary registered business number through a VoIP provider (Twilio, Vonage, or Grasshopper) as a permanent standby. Register it with all carriers before you need it. Rotate it in when your primary is under dispute.

4 . Email While Your Engagement Platform Is Down: If your Engagement Platform is unavailable, a well-crafted personal email keeps momentum going. Keep it short, reference their request, and include your call-back number.



Workarounds (cont.)

If Your Number Is in Phone Jail

"Phone jail" refers to a number flagged so heavily that most calls are silently blocked or go straight to a spam label. Work through these steps in order.

1. Stop high-volume outreach from that number immediately.

Continuing to call from a flagged number makes the reputation worse and delays recovery. Shift all outreach to your backup number while the dispute process runs.

2. Run the number through The Spam Hammer. Identify exactly which carriers and systems have flagged it so you know who to contact.

3. Submit dispute requests to each flagging carrier. Use the template from Section 5. Submit to T-Mobile/First Orion, AT&T/Hiya, and Verizon as applicable. Call Apple at 800-275-2273 if iPhone users are affected.

4. Wait 5 to 14 business days. Carrier updates are not instant. Document the date you submitted each dispute. Follow up if you have not seen a change after 14 days.

5. After recovery, register the number proactively. Once the flag is cleared, register with all carrier reputation registries in Section 6 so it has positive standing on record going forward.

6. If recovery fails, consider retiring the number. Numbers with severe, repeated flagging histories sometimes cannot be fully rehabilitated. A new registered number, started with proper business identity, will outperform a damaged one.