

Presenting Identity via the Voice Channel

Understanding the differences, limitations, and uses of Caller ID, CNAM, and Rich Call Data (RCD) for Branded Calling

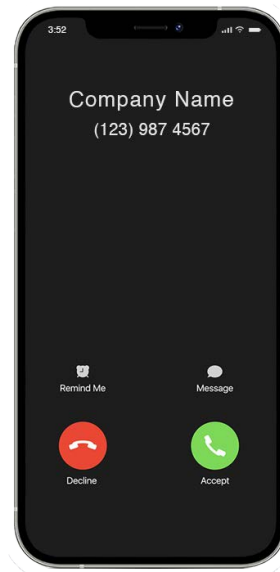


Caller ID

Caller Identification (ID) is a feature, subject to device, that transmits or displays a caller's telephone number to a called parties' device.

Caller ID technically only applies to the display of the phone number of the call originator, but over time this term has become synonymous with the caller's name too.

Caller ID is also known as CID, calling line identification (CLI, CLID), calling number delivery (CND), calling number identification (CNID), calling line identification presentation (CLIP), and call display.



CNAM

CNAM stands for "Caller Name," also known as "Caller Name Presentation (CNAP)." It is a feature used in US-based telephone networks to display the name (or information) of the originating call party on the Caller ID display of the called parties' device.

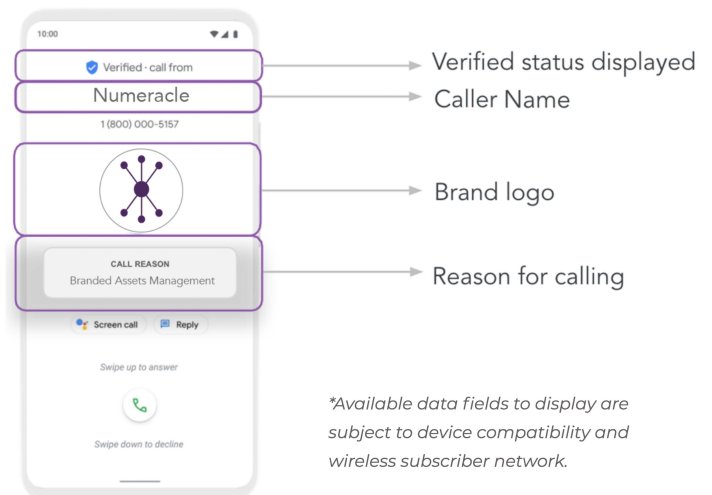
This name could be a company name or the name of an individual, but can also be blocked or restricted, displaying as "Caller ID Unknown" or "Unknown Caller." When available, your Caller Name could display as text along with or instead of your phone number.

Rich Call Data (RCD)

Subject to device, carrier, and solution, there are different branded elements that you are able to add and manage for different campaigns.

For a fully branded experience, extend **caller name**, a **logo**, a **custom call reason** for calling to your called parties.

With a branded calling solution, increase your conversion rates, reduce costs, personalize and enhance your relationships with your customers, and protect your brand.



**Available data fields to display are subject to device compatibility and wireless subscriber network.*