INFORM®
Call Pairing API

FIRST ORION
TRANSPARENCY IN COMMUNICATION

Precision in Caller Identity by Audience

To deliver a more personalized call experience, INFORM's Call Pairing API lets contact centers and enterprises expand their call display options for each unique customer need.

Call Pairing provides the ability to programmatically change a call display name based on who the company is calling to offer more precision and personalization. The call matchmaking means any calls outside of these parameters and timeframes mitigates your brand from being spoofed.

- ✓ **Available via API integration**
- ✓ **Customize by Audience**
- ✓ **Minimize phone numbers used**

3:52
Good Bank
Charlotte, NC

Remind Me

ENHANCED SPOOF MITITGATION

3:52
Good Bank Alert
Charlotte, NC

Remind Me   Message

slide to answer

WITH INFORM

WITH INFORM'S CALL PAIRING API

There's Power in a Name.

Yes, it's true; presenting a name is better than not displaying anything and becoming another unknown number. But with Call Pairing, contact centers and enterprises can change their display name for specific reasons — delivering the right level of personalization for an enhanced customer experience.

Opportunities are endless to deliver 1:1 personalized communication for different customer audiences through the Call Pairing API. Call Pairing also provides additional reporting capabilities on top of existing INFORM reporting.

Call Pairing is perfect for:

- **Reusing phone numbers** when calling on behalf of multiple clients or brands (e.g., Contact centers representing multiple clients)

- **Displaying specific department names** on the phone call when enterprises have multiple groups with different call reasons (e.g., Good Bank changing display to Good Bank Alert)

- **Gaining business intellegence** with our custom open field - insert additional first-party data like lead source or other attributes for measuring and optimizing call program KPIs

FAQs

How does Call Pairing work?

Call pairing is a programmatic solution requiring integration to First Orion's Call Pairing API. Customers will need to make an API call including all the following information for each outbound phone call they wish to "pair." This must be done prior to the phone call. Required information for each call includes:

- A Number – Calling party
- B Number – Called party
- Display Name – 15 characters or less (32 characters coming Summer 2021)
- Program ID
- Start and End Date/Time

In contrast, INFORM without pairing requires only the A Number and desired Display Name. Additionally, if the enterprise has set up an INFORM program for the A Number already, this submission will work as an override. This means that the default setting will apply to everyone who gets a call except for the B Number identified in the API submission. That device will get the Display Name identified in the Call Pairing submission.

Who can benefit from Call Pairing?

Call centers and enterprises that have high call volumes, use a surplus of outbound phone numbers, and can take on an API integration would greatly benefit from using the Call Pairing API through INFORM.

Are there added reporting capabilities?

Yes. Since enterprises can run multiple programs using the same phone number with Call Pairing, INFORM's reporting capabilities expand. Businesses can report and deliver information on each use of the phone number for different programs through the Call Pairing API. In addition, the open custom field enables you to insert additional attributes with each paired call for deeper reporting and analytics.

Why take this added functionality?

Many enterprises want the added ability to change their call display name for specific use cases and audiences instead of always using their generic business name.

The two-primary use-cases are:

1. **Multi-Use Phone Numbers:** Call centers and enterprises that use phone numbers for multiple purposes.

   E.g., Contact centers, for example, use the same phone numbers for multiple brands. The Call Pairing API would allow them to set the name for each client they are calling. Utilizing this API would allow them to eliminate the need to buy several different phone numbers for each brand, saving money.

2. **Department or Function:** Companies that have different departments need custom messages based on who they are calling.

   E.g., Many enterprises want flexibility with their name based on the reason and department, like calls from the fraud department at your bank vs. the callback from the mortgage team after a web form submission.