

Trusted Calling

The Simplest Way to Increase Answer Rates



Why register for Trusted Calling?

Enrolling in Trusted Calling is a cost-free way to maximize your sales team's answer rates when calling prospects via the Engage dialer. It ensures that your calls are not marked as spam and blocked by carriers. When a sales rep makes an outbound call using a U.S. VoIP number, the recipient sees "Caller Verified" or similar message on their caller ID display instead of "Spam Likely." This helps your business build a strong caller reputation and secure more customers. In fact, a [recent study](#) found that **95%** of consumers say they would answer a call if they knew it was from a trusted source.



What is Trusted Calling?

Trusted Calling, also known as SHAKEN/STIR, is an industry-standard caller ID authentication technology that allows for the authentication and verification of caller ID information for calls carried over Internet Protocol (IP) networks. Implementation of this standard allows the phone company of the consumer receiving the call to verify that the call is in fact from the number displayed on the caller ID. The SHAKEN/STIR attestation given to calls is used by companies to determine if a call should ring as "Caller Verified" or "Potential Spam," go straight to voicemail or get blocked. This means registering with Trusted Calling will verify your business as legitimate and allow your calls to connect as verified, resulting in higher answer rates.



How to register for Trusted Calling

Admins can register for Trusted Calling directly from Engage. They will need to provide certain data points that ZoomInfo will share with its voice provider (i.e., Twilio) to create a sub-profile under ZoomInfo's primary business profile. Twilio uses this information for purposes of evaluating and confirming business profile information. The creation of the sub-profile is necessary in order for ZoomInfo to enroll in Trusted Calling on your behalf.

To enroll, navigate to Engage>Your Initials>Admin>Dialer>Trusted Calling>Register. For more information, watch this video: [How to Set Up Trusted Calling](#)

Common Questions



What do I need to set up Trusted Calling?

You need business details (including your Taxpayer ID Number) and contact information for two company representatives. The process takes five minutes.



How long does it take for Trusted Calling to go into effect?

Registration can take up to 10 business days to process.



If the Engage admin user changes or leaves, do we need to register again?

No, registration is permanent. However, if your company changes its name or significant business details, please reach out to the [Engage Team](#) to determine if registration needs to be updated.



What are the drawbacks of setting up Trusted Calling?

There are none. Users benefit from setting up Trusted Calling.



Can everyone use Trusted Calling?

Currently, only Engage users using a U.S.-based Engage VoIP number can use Trusted Calling.



Where can I learn more about Trusted Calling?

More details about Trusted Calling are covered in the [Engage Implementation Webinar](#) as well as in the [Engage FAQs](#). To learn more about the FCC's SHAKEN/STIR mandate, [click here](#).



Does adding or deleting VoIP numbers have an impact on Trusted Calling? Will I need to re-register?

No. Trusted Calling registration occurs at the organization level. Users can add and delete VoIP numbers and remain protected as long as the organization is enrolled.





Does Trusted Calling work for International outbound calling (outside of the U.S.)?

No. Trusted Calling only safeguards your Engage selected U.S. VoIP numbers that you use to call prospects within the U.S.



What if I want to have my Twilio subprofile deleted?

You may send a request to [Engage Support](#) and we will submit an account closure request to Twilio. Twilio retains subprofile information for 30 days after receipt of an account closure request and then deletes the data. For additional information, see Twilio's [Data Retention](#) information page.

