

Cold calling has long been essential for businesses to reach potential clients. But the rise of spam calls is making it difficult for businesses as customers are more suspicious and conscious when answering unknown calls leading to low call connect rates. The Federal Communications Commission (FCC) has recognized this issue and introduced new regulations to crack down on spam and scam calls.

Companies relying on phone outreach must swiftly adapt to the FCC's guidelines in this new regulatory environment. Failure to comply could lead to legitimate business calls being mislabeled as "Spam Likely" or "Scam," seriously hindering outreach efforts.

This guide will help you understand this new landscape, ensuring your calls reach the intended recipients without negative labeling.

## **How to Avoid Being Flagged as Spam?**

To ensure your outbound calls reach your customers with genuine caller IDs, it is essential to validate your number that you purchased on the Gridlex platform. You can do this by registering the number on [Free Caller Registry](#). This one-stop portal quickly sends your details to analytics firms like First Orion, Hiya, and TNS. This helps build a positive reputation for your numbers with the major U.S. wireless carriers, ensuring that your legitimate calls aren't mistakenly marked as spam or scam.

Once you've registered, each analytics service provider, such as First Orion, Hiya, and TNS, will send you a confirmation notification. They will individually check the information you've submitted and keep in direct contact with you. Although this process simplifies registration, going directly to the analytic provider can lead to quicker registration and more efficient call delivery, allowing you to connect with your customers faster.

While this helps legitimize your numbers, you must still be cautious in your outreach activities. Engaging in spam-like behavior, even after registration, may cause your calls to be flagged as spam. Upholding ethical practices and remaining vigilant is essential to maintaining a positive reputation with carriers.

# Why Are Calls Flagged as Spam: Best Outreach Practices to Follow

Telephone carriers set up several safety measures to protect consumers from spam activity. Understanding why calls are labeled as spam is crucial to avoid being marked as suspicious. Here's a brief explanation of the typical triggers:

1. **Pattern Recognition:** Calls following suspicious patterns, such as quick, repeated dialing, may be flagged as spam. To avoid this, prioritize authenticity in outreach efforts and avoid robotic and mass-dialing.
1. **Community Feedback:** If multiple users report a number as spam, it can become flagged. So make sure to maintain clarity and honesty in communication.
1. **Adherence to Legal Guidelines:** It's essential to comply with regulations such as adhering to the national Do-Not-Call Registry, knowing the legal calling times in different states, and identifying yourself and your company on every call.
1. **Third-party Analytic Providers:** Carriers often work with analytic firms to analyze calling patterns across networks, identifying spam-like behavior. To avoid being flagged, maintain ethical calling practices and clear communication.
1. **Avoiding Blacklists:** Being on known blacklists may lead to calls being blocked. To prevent this, adhere to ethical practices.
1. **Opt-In and Opt-Out Options:** Create processes for contacts to opt-in to receive communication via phone and allow them to opt out if they wish. Complying with these preferences helps maintain trust and avoids being marked as spam.
1. **Local Phone Number Usage:** Using a local phone number can enhance the perception of legitimacy in your calls.

1. **Updated Calling Lists:** Regularly update calling lists to avoid repeatedly contacting those who don't answer, which may lead to being marked as spam.

Adhering to the new FCC regulations is vital for successful phone outreach. By implementing the practices outlined in this guide, businesses can ensure ethical calling, build trust, and avoid being perceived as spam.