Number Reputation

Administrator's Guide

March 2023

This guide describes how to prevent call center calls from being blocked, and helps to identify and correct numbers seen as Fraud or Spam.

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About Five9

Five9 is the leading provider of cloud contact center software, bringing the power of the cloud to thousands of customers and facilitating more than three billion customer interactions annually. Since 2001, Five9 has led the cloud revolution in contact centers, delivering software to help organizations of every size transition from premise-based software to the cloud. With its extensive expertise, technology, and ecosystem of partners, Five9 delivers secure, reliable, scalable cloud contact center software to help businesses create exceptional customer experiences, increase agent productivity and deliver tangible results. For more information visit www.five9.com.

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What’s New

Release	Change	Topic
Mar 2023	Initial release.	

Understanding Number Reputation Management

Number Reputation, powered by Five9, prevents your call center calls from being blocked, and helps to identify and correct the numbers the customer sees as Fraud or Spam.

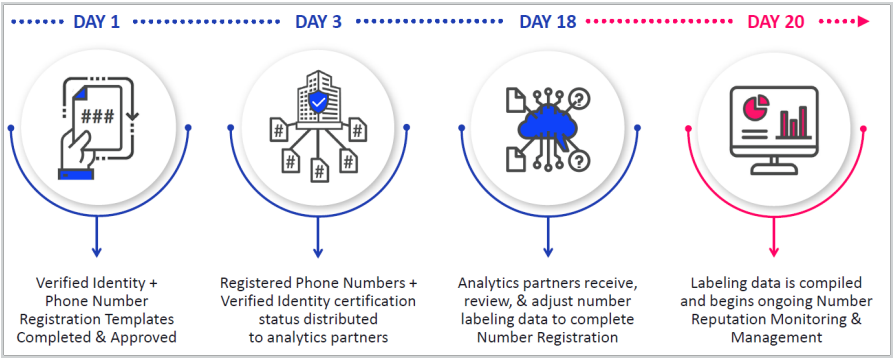
Five9 Number Reputation provides you with one platform to achieve ongoing visibility, control, and management across the major wireless providers, analytics, and applications.

Factors that impact numbers and lead to negative call reputation include:

- Inconsistent traffic patterns
- High volume dialing
- Multiple dialing attempts
- Time of day considerations
- Consumer complaints
- Misleading voicemails

Reputation Improvement Timeline

The figure below demonstrates the timeline customers can expect for an improved number reputation.



Logging In

To log into Number Reputation:

1 Open a web browser and navigate to https://www.five9.numeracle.com/.

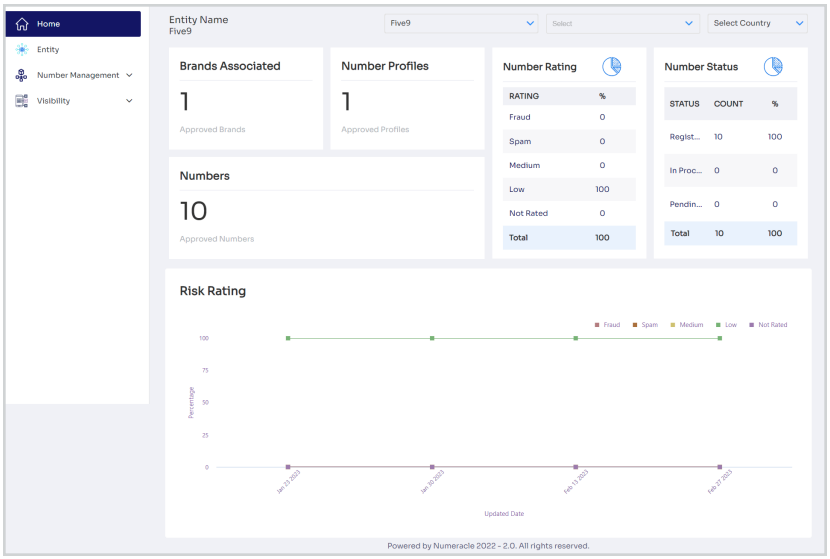
The Five9 Number Reputation log in page displays.



2 Enter your Username and Password.

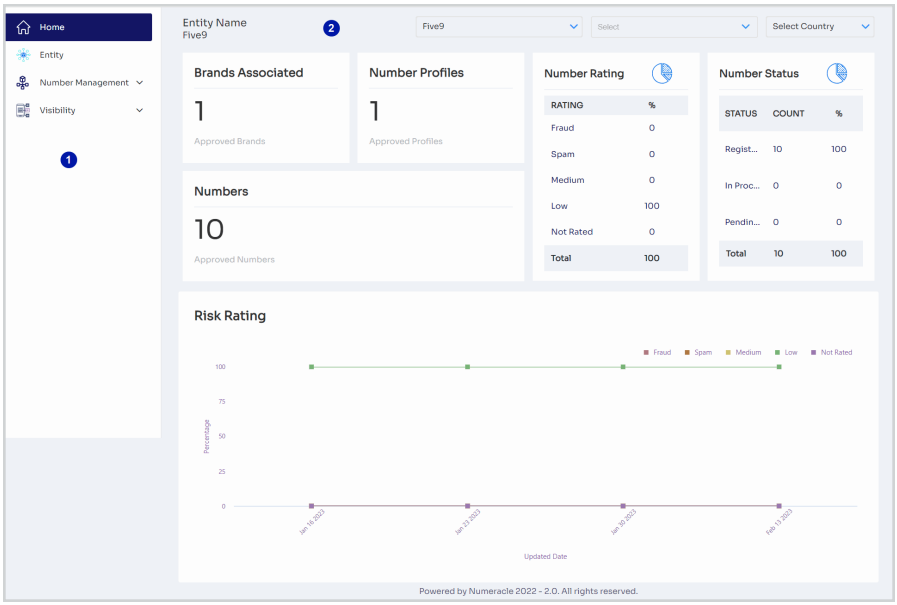
3 Select **LOGIN**.

The Number Reputation Home page displays.



Home

The home page dashboard summarizes your data and provides a snapshot of your accounts. You can view the number of associated brands, their profiles, ratings, and status. It also tracks your phone numbers as they move through the registration process.



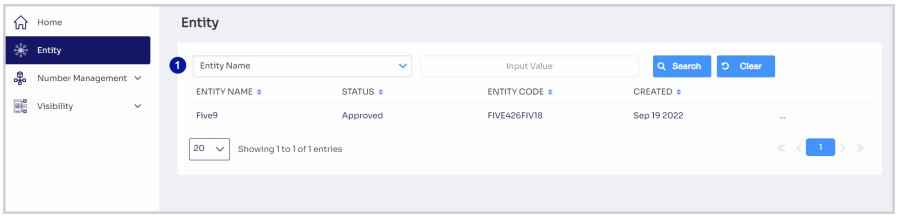
1 **Navigation menu** – Displays icons that represent pages you are allowed to view.

2 **Filters** – A collapsible list of filtering options to choose from.

Entity

The Entity page is the central location for all of your business data. During account setup, the Five9 onboarding team verifies this data as part of the verified identity certification.

This page displays entity information and letters of authorization. You can also search for information about the various entities in your organization.

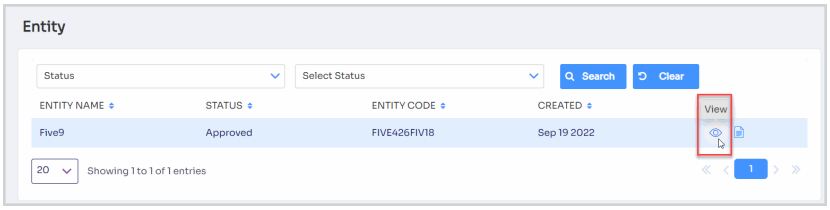


1 **Filters** – A collapsible list of filtering options to choose from.

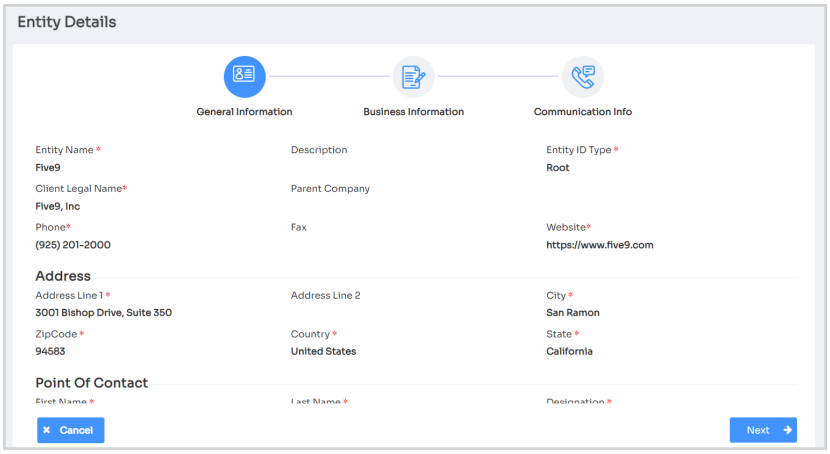
Entity Information

To view entity information:

1 Hover over the entity row and select the **View** icon.



The Entity Details page displays.

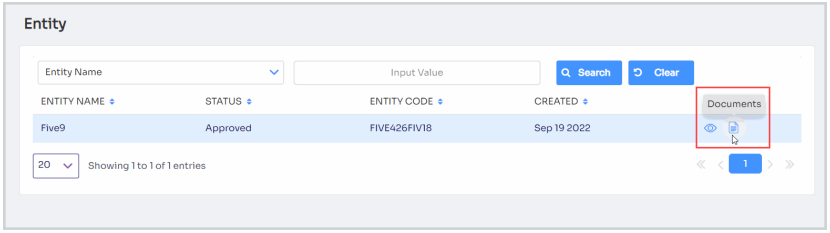


2 Select **Next** to view the Business and Communication Information or select **Cancel** to close the page.

Letter of Authorization

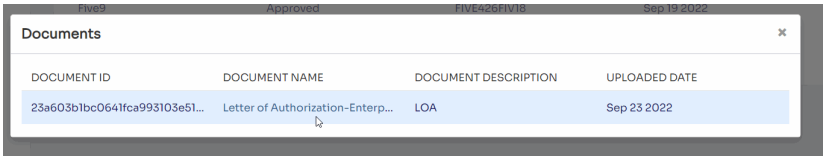
To view a letter of authorization:

1 Hover over the entity row and select the **Documents** icon.



The Documents pop-up displays.

2 Select the **Letter of Authorization** link to display the content.



Number Management

The Number Management page is where Five9 loads, adds, edits, and deletes numbers. It is where all of the work in the portal takes place.

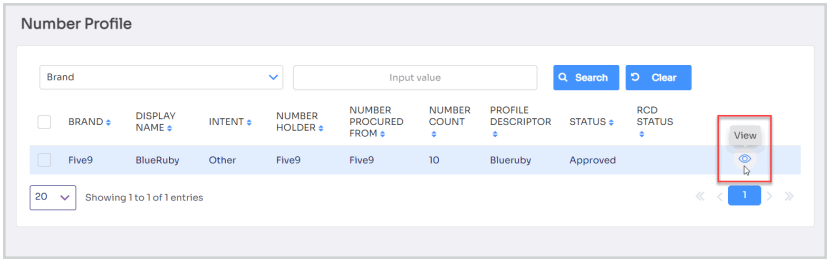
To begin the registration process, Five9 creates a Number Profile. This profile describes the nature of the communications and the various parties involved. The brand for which a voice call gets made, the calling party name, the call's purpose, and the entity calling are some properties of a profile. Five9 adds phone numbers to the profile and the properties. At least one number must be associated with a Number Profile to complete the registration process.

Number Profile

The Number Profile page is where you can view the phone number profiles and numbers submitted for registration.

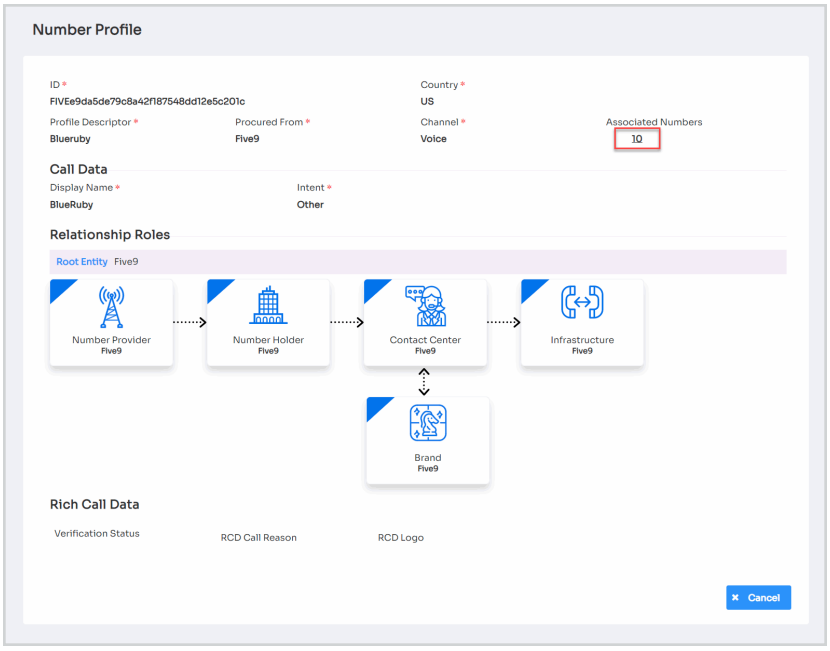
To view a number profile:

1 Hover over the entity row and select the **View** icon.

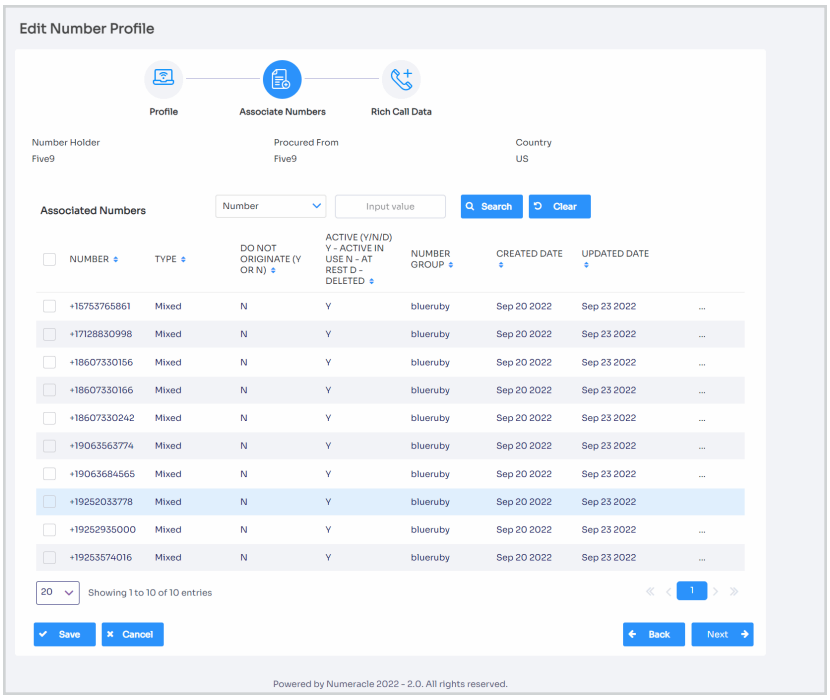


The Number Profile page displays.

2 Select the **Associated Numbers** link to view the numbers associated with this profile.

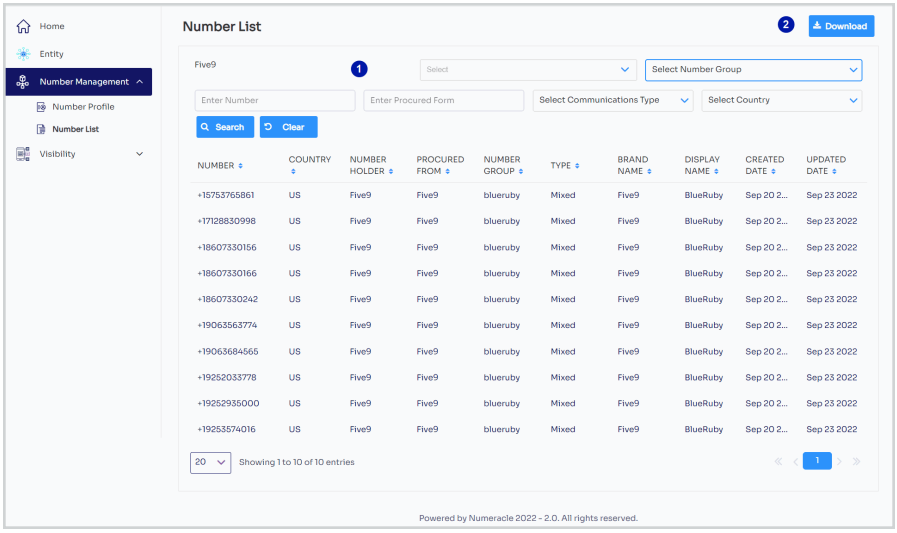


The Edit Number Profile page displays.



Number List

Phone numbers that are currently approved and those that are still undergoing registration appear on the Number List page. Also displayed on this page are phone numbers submitted for registration. You can download a number data report and perform searches using different filters.



1 **Filters** – A collapsible list of filtering options to choose from.

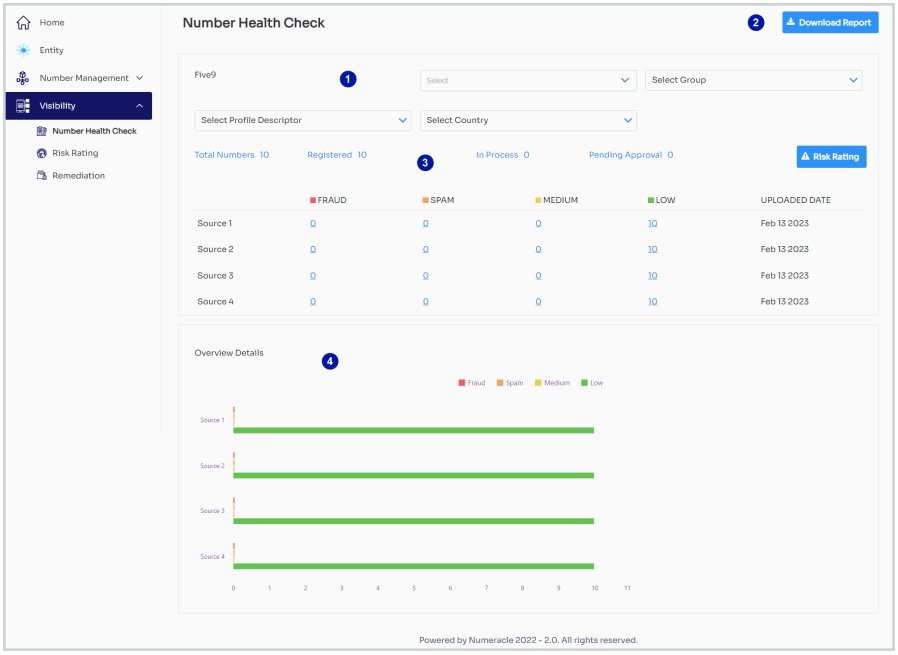
2 **Download button** – Download number data.

Visibility

The Visibility page displays the number health check, which is the current analytics data that Five9 has received for your numbers. It shows the rating on all your registered phone numbers across various sources. Successful number registration means that all analytics partners agree to not tag these numbers as spam or fraud.

Number Health Check

The Number Health Check page is a dashboard summarizing the ratings of all your registered phone numbers across various sources. You can download a number data report and perform searches using different filters.



1. **Filters** – A collapsible list of filtering options to choose from.
2. **Download Report** – Download number data report.
3. **Risk Rating** – Displays the ratings of all your registered phone numbers across various sources.
4. **Overview Report** – Displays a ratings graph of all your registered phone numbers across various sources.

Risk Rating

Spam and Fraud: Five9 will proactively remediate and identify Spam and Fraud tags on your behalf.

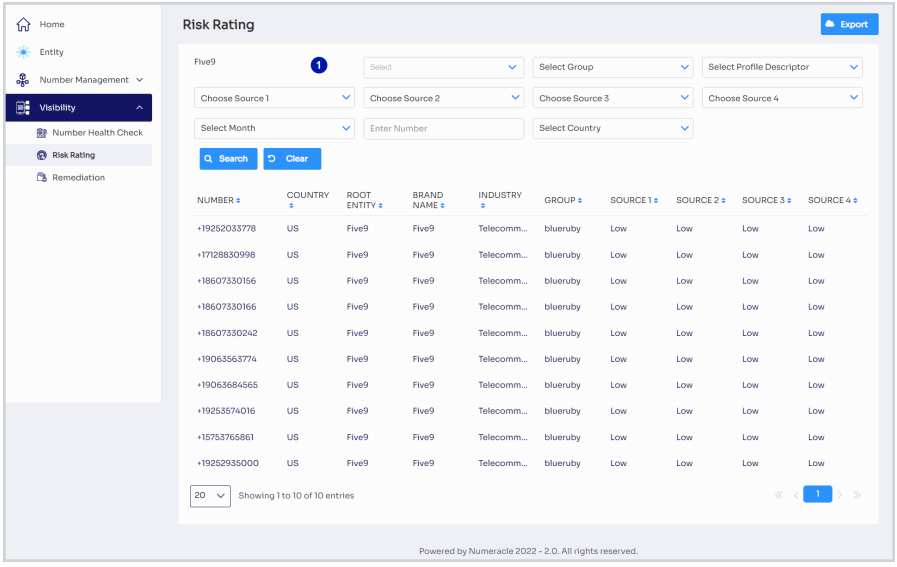
Medium and Low: This is a neutral rating and doesn't require any call tagging.

> **Note:** It takes approximately two days for Spam and Fraud tags to move through the remediation process.

Risk Rating

The Risk Rating page is where you can search, export, and view the ratings of all your registered phone numbers across various sources.

Register your phone numbers to get access to other labeling information, such as Spam and Fraud tags. You could see different scores for the same number across various sources because each partner Five9 deals with uses their unique algorithm to determine what is considered Spam/Fraud or not.



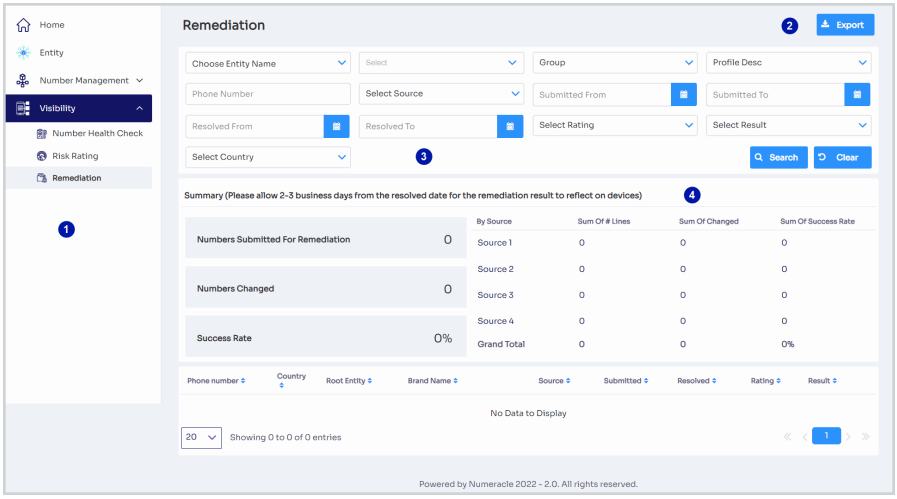
1 **Filters** – A collapsible list of filtering options to choose from.

Remediation

The Remediation page lists numbers tagged Spam or Fraud that Five9 has tried to remediate.

> **Note:** Five9 sends number reports every Monday. These reports contain numbers tagged as Spam and Fraud.

Five9 submits any number marked as Spam or Fraud for remediation on a Monday or Tuesday. It should then be clear by Thursday or Friday and updated in the portal by the following Monday. If Five9 cannot remediate a number after two weeks, you can either replace it or put it on hold to try again later. You can also export number data based on your filter selections.



1 **Filters** – A collapsible list of filtering options to choose from..

2 **Export button** – Export number data.