

# FreeCallerRegistry.com Addresses Robocall Impact on Calling Campaigns

New caller registry streamlines interactions between callers and analytics engines to protect legitimate and wanted calls.

## Legitimate call originators face challenges reaching consumers with important calls



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Americans received more than 77 billion\* unwanted robocalls over the past year, a number that has continued to rise through the years.

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This onslaught of robocalls has eroded consumers' trust in voice calling and led to the proliferation of robocall blocking/filtering apps.

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Robocall blocking/filtering apps can block legitimate calls that seek to share necessary information.

## Missed calls pose a problem for businesses and consumers alike

Businesses, nonprofits, first responders and other call originators rely on voice calls to share time-sensitive and important information, provide alerts, or confirm appointments.



Some robocall filter apps may mistake a number with high call volume and identity information as a spam call, potentially impacting success rate for calls from such number.

Local health agencies have struggled to reach citizens with time-sensitive contact tracing and vaccine information.



Day-to-day efforts by healthcare and home service providers to confirm routine appointments, or nonprofits trying to raise money, have also been upended by robocalls.



## FreeCallerRegistry.com launched to help legitimate businesses validate their numbers for outbound calling.

FreeCallerRegistry.com, is a single, unified portal that allows call originators to register with the analytics services of TNS, First Orion and Hiya.



Call originators can upload their telephone numbers for validation free of charge.



Serves as a single point of contact for all three major wireless carriers in the US, reaching more than 300M mobile subscribers.



Ensures businesses' legitimate calls are not flagged as spam robocalls by blocking apps.

Call originators have registered more than 25,000 telephone numbers on the portal in just two months since the February launch.



If you're a legitimate business that relies on automated calling, register your number at [FreeCallerRegistry.com](https://FreeCallerRegistry.com) to ensure your calls are not labeled as spam or fraud by blocking apps.