Pure CallerID Platform & Data

The future of outbound communication

Accelerate Conversion Rates, Slash Costs and Improve Compliance

Outbound communication can outperform digital

Digital advertising is becoming increasingly unattractive for customer acquisition. Costs have tripled in the last ten years and the removal of cookies has reduced the likelihood of reaching the right audience.

The process can be inefficient, expensive and labor-intensive. Pure CallerID is a single platform that deals with the challenges related to Compliance, Identity, Opt-in, Verification & Purification, Fraud & Bad Actor Verification, Order Management, Branding, SPAM Management, Number Verification, and SMS Provisioning, Management, & Auto-reply.

Experience Increase in Conversion Rates

Whether your organization provides outbound communication as a service or it's a function of the marketing team, KPIs are king. Clean contacts, along with increased connection KPIs lead to more revenue. Pure CallerID ensures the proper audience is contacted by purifying contact data real time, and providing multiple paths for contact including SMS for auto response or 2-way messaging campaigns in addition to voice. Campaigns can be spun up in less than 10 minutes ensuring you can capitalize on any market event.

Reduce Operational Costs

Without Pure CallerID, the operations team for outbound communications will typically have to manage five or more different vendors. The process is manual and intensive which requires staff to manage the process and interface with staff at the vendors to adjust the campaigns. Pure CallerID handles all this automatically or with minimal human involvement. IT teams are not required to adjust the contact center or agent framework in place today. It simply connects via API to drive the outcomes across the environment.
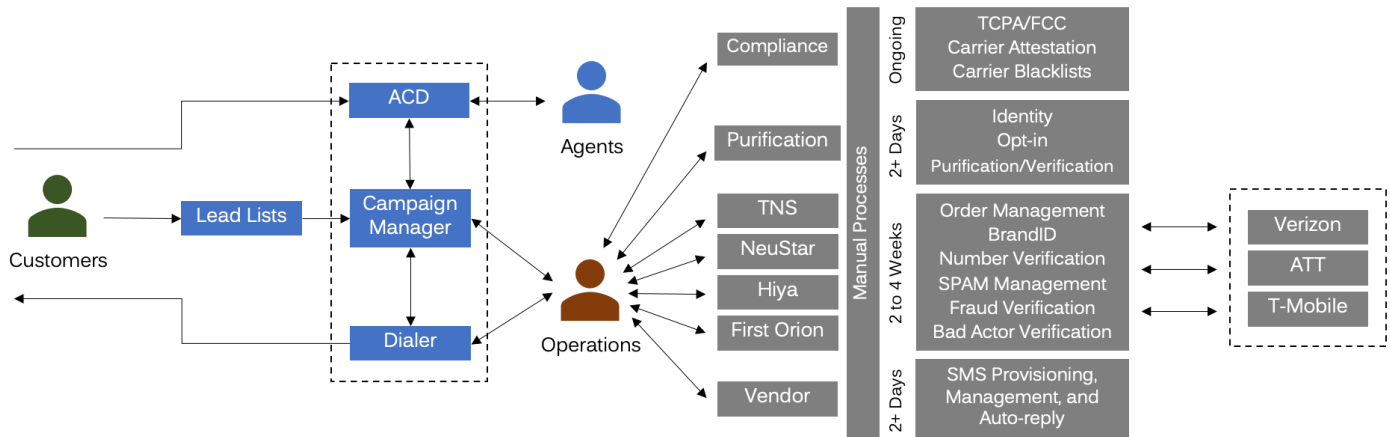

An automated and integrated outbound communications platform for:

- Compliance
- Identity
- Opt-in
- Verification & Purification
- Fraud Verification
- Bad Actor Verification
- Order Management
- Branding
- SPAM Management
- Number Verification
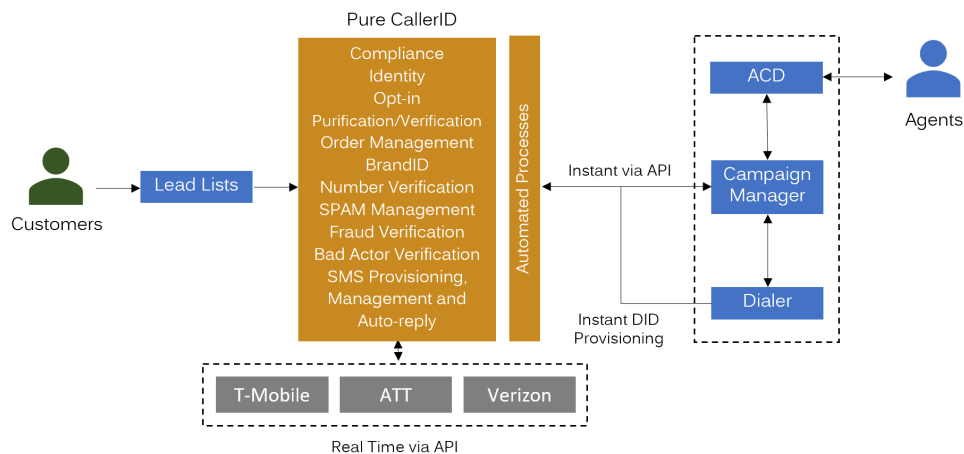- SMS Provisioning, Management, and Auto-reply

PCID doesn't require IT department involvement

- Designed for business users
- APIs for all major ACDs, Campaign Managers and Dialers
- One-click integration
- Automated DID geo-matching
- Automated campaign-specific call branding
- One-click campaign creation

Typical expensive, fragmented, manual, and high-risk approach

Pure CallerID low-cost, integrated, automated, and high value approach

DID hygiene, process automation, and integration

Pure CallerID's pool of one million DIDs all have a zero spam and/or blacklisting score and meet carriers' requirements for an A attestation. If a DID registers any level of spam or blacklisting score, Pure CallerID will automatically replace it with a matching local DID that is a clean, registered, spam-free DID. Pure CallerID automatically opens a case to remove the spam and/or blacklist score and the DID is then returned to the pool, avoiding downtime and redundant costs for additional DIDs. Our Carrier Branding Service allows you to control your BrandID and guarantees that the Caller ID displays your BrandID for 90%+ of calls.

Real-time Compliance and Purification – Enhance List Quality

There are 4 tiers of service to purify campaign lists real time ensuring the list is in compliance. The options range from identifying the line types and active/inactive to being able to append the contact information (address etc.) if incorrect. Each tier can be chosen for any individual campaign to optimize dialing strategies.

With TCPA fines of up to $10,000 per call and increasing restrictions and requirements from carriers, Pure CallerID's fully compliant platform minimizes risk so that you can focus on maximizing results.