

# Deliberate Dialing & Call Optimization: Avoid Looking like a Gray Hat

## Deliberate dialing checklist:

- **Ensure a healthy and compliant lead list.**
  - Leverage data scrubbing tools like DialRight to help you clean lead lists numbers, especially older lists.
- **Set a dialing strategy.**
  - Set a number of dials per number per day, aim for a number within human limits.
  - Leave a voicemail, including your company name and a valid call-back number.
  - Follow regulations such as the FTC TSR and the TCPA, etc.
- **Have numbers in dial-ready mode.**
  - Season your numbers with consistent and long-term use.
  - Check for CNAM accuracy. Monitor numbers with Caller ID Reputation.
  - Register numbers and redress mislabels. Leverage our Remediation Managed Services to do so.
  - Check attestation, STIR/SHAKEN compliance ensures call delivery.
- **Above all, prioritize the end game. It's not about the dials, it's the answers.**
  - Be respectful in your calling practices.
  - Focus on connections and answer rates.

## Glossary:

- **White Hat:** Legitimate businesses
- **Black Hat:** Robocallers, scammers
- **Gray Hat:** Legitimate businesses that may appear like robocallers due to dialing behavior.
- **NPA NXX:** the first 6 digits in a 10-digit telephone number. The first 3 digits are the Numbering Area Plan. The second set of three digits is the Central Office Code or Exchange.

## Summary

- Treat your numbers as long-term business assets, invest in their quality!
- Think like a customer. How do you want to be communicated with?
- Make sure you are following applicable regulations like FTC TSR and TCPA.