



LIVEVOX

Local Caller ID

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Introduction

This document provides an overview of the LiveVox Local Caller ID (LCID) functionality.

This feature allows LiveVox customers to display a local number as the caller ID number when dialing certain areas. LiveVox provides the mechanism to display a number that is local or, if a local number is unavailable, one that is reasonably proximate to the consumer.

The Local Caller ID feature includes an inbound service to handle inbound calls made to the local or nearby number displayed on the consumer's caller ID (i.e. "callbacks").¹


Local Caller ID feature

Prerequisites

To request Local Caller ID (LCID) functionality, please contact clientservices@livevox.com.

The request should include the number of LCID packages required as well as the following information:

- Which outbound service(s) will display the package.
- Which inbound service will receive callbacks from the package's LCID numbers.

Note  : *LCID Packages come with additional cost, please contact your Account Manager or Account Executives for details.*

Functionality overview

- The local caller ID feature is set up at the service level (see Figure 1: Services Settings) and can be used by any or all outbound services. The local caller ID can be listed as the source for the Callback Phone, Caller ID, or Operator Phone.

¹ Please be aware that there may be a cost to a consumer who calls back the number displayed on their Caller ID. The consumer's cost would depend on their specific plan with their phone provider. Additionally, since local caller ID is based on geographical proximity, the number displayed may contain an area code that is different from that of the consumer.

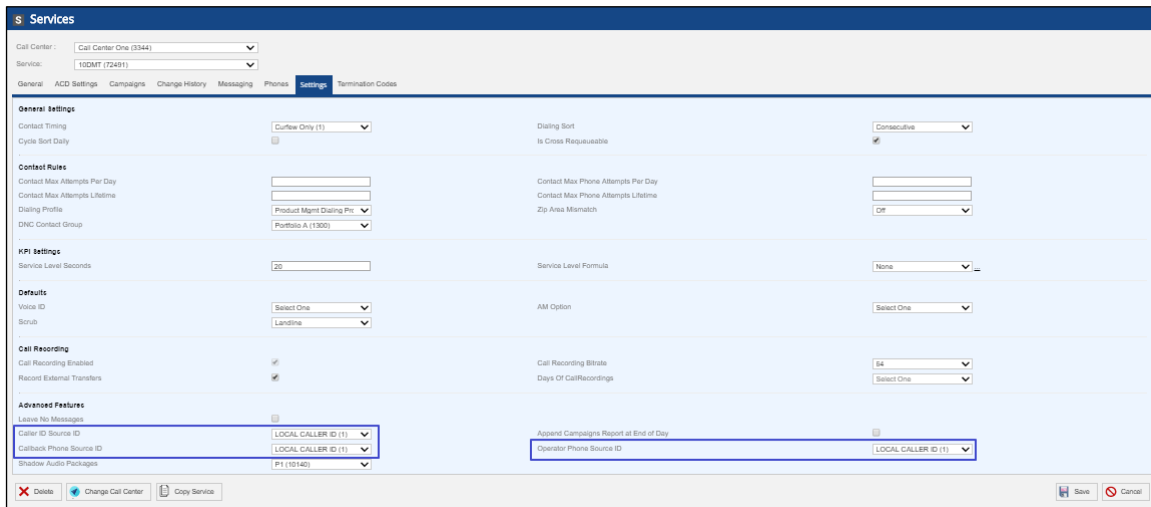



Figure 1: Services Settings

- The LCID feature includes an inbound service that will route inbound callbacks made to any of the local caller ID numbers back to the corresponding inbound service.
- The LCID packages may contain up to 300+ local numbers, which covers 100+ major areas.
 - The major areas may vary in each package based on what is available to LiveVox from the carriers.
 - There are typically 3 phone numbers assigned for each of the 100+ major areas.
 - Example: 770.555.5252, 770.555.5353, 770.555.5566
- Each day the package will route to the next daily local caller ID number
 - Example:
 - Day 1: 770.555.5252 will show up for all 770 area codes
 - Day 2: 770.555.5353 will show up for all 770 area codes
 - Day 3: 770.555.5566 will show up for all 770 area codes
 - Day 4: 770.555.5252 will show up for all 770 area codes again
- The LCID feature will read the area code of the phone number to be dialed and then, as part of the origination of the call, select a local caller ID. The local caller ID selection is based on the number to be dialed, the numbers available in the LCID package, and if necessary, geographic proximity.
 - If there is a local caller ID number assigned to that service that matches the area of the phone number to be dialed, it will be utilized when dialing that record as the caller ID.

- If there is not a local caller ID number assigned to that service that matches the area code of the phone number, then a local caller ID number will be assigned to that service based upon geographic proximity.
 - For example, if the area code of a phone number to be dialed is 415, and 415 is not part of the LCID package that is associated with that service, then a caller ID based upon geographical proximity to 415 will be selected.
 - In this case, a number with 408 or 510 area code may be selected.
- Caller ID Name will display as blank on the consumers' phone.²
- Clients with local caller ID will have ALL callbacks on the local caller ID number routed back to one inbound/callback number and correctly assigned service.
 - By default, the calls will be routed to the available agent.
 - A callback campaign will be created for each day in the inbound service set up.

Note  : *To ensure the callbacks are routed to the correct service, users should **NOT** change the Caller ID for the outbound service.*

- Client will upload a campaign to a service as usual and the call will be dialed / sent as usual.
- When the LCID feature is enabled and configured at the service level, Operator Phone, Caller ID and Callback Phone will be displayed as [Local, rotated] as shown below (see Figure 2: Upload Campaign screen). Caller ID option can be changed at the time of the upload as needed.

² In rare cases, issues with a local exchange carrier's systems may result in a legacy name displaying on a call recipient's caller ID. This error is outside of LiveVox's control. Please contact LiveVox if you become aware of such a display error.

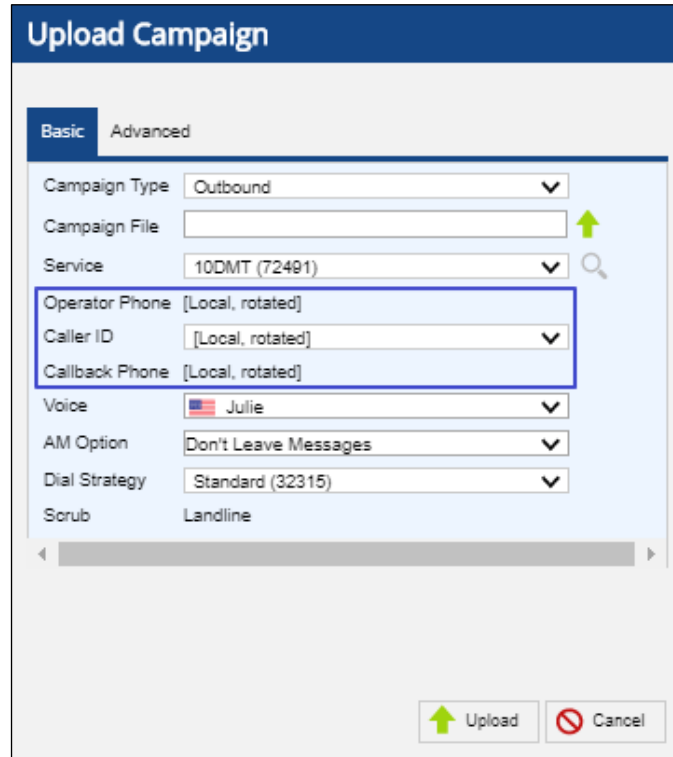


Figure 2: Upload Campaign screen

Inspecting LCID packages

To view LCID packages available for the site, navigate to the CID Package section by selecting *Configure > Dialing Config > CID Package* from the Navigation Panel.

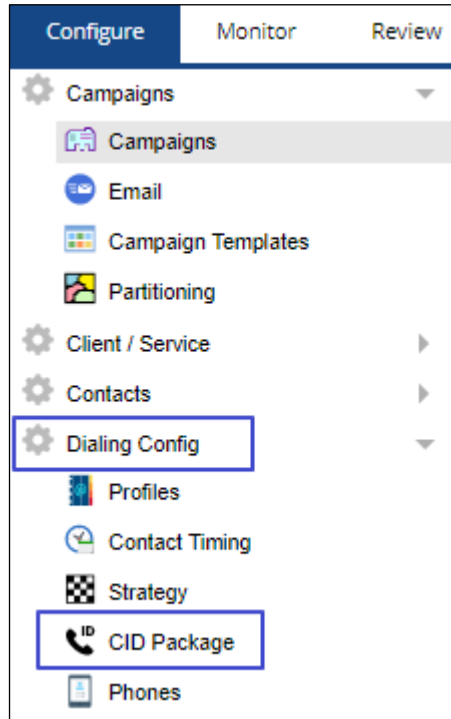


Figure 3: Navigating to CID Package

- Select a package from the **Packages** drop down menu. If it is blank, there are no packages assigned to the site.
- The phone numbers and region information will be displayed under the **General** tab.
- Export these details in .CSV format file using the **Export** button in the bottom right.

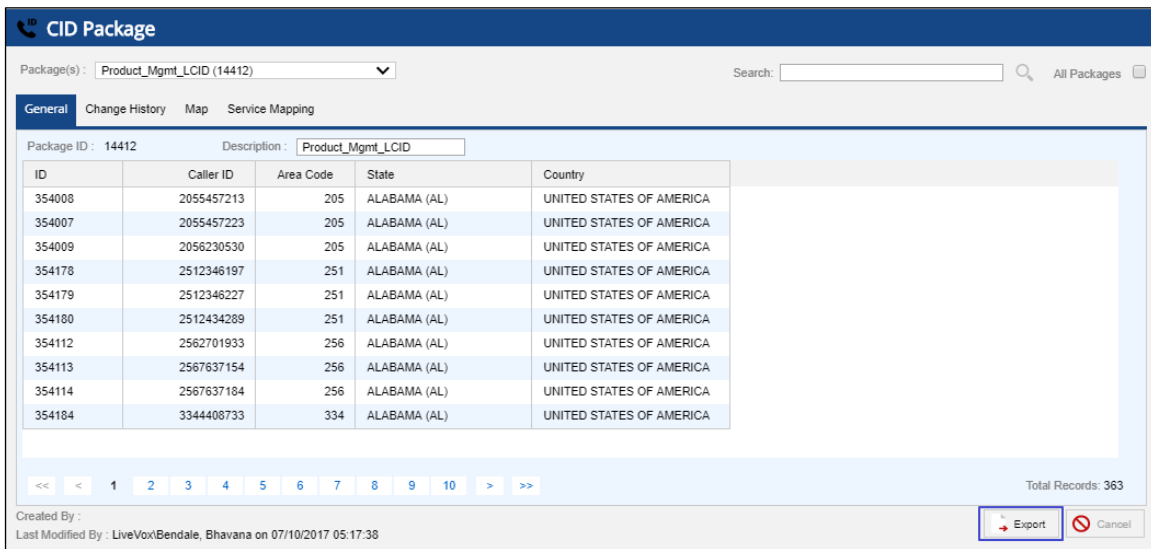


Figure 4: CID Package

- Map tab displays a map with the states with LCID numbers. The color code depends on the amount of phone numbers available for that state.

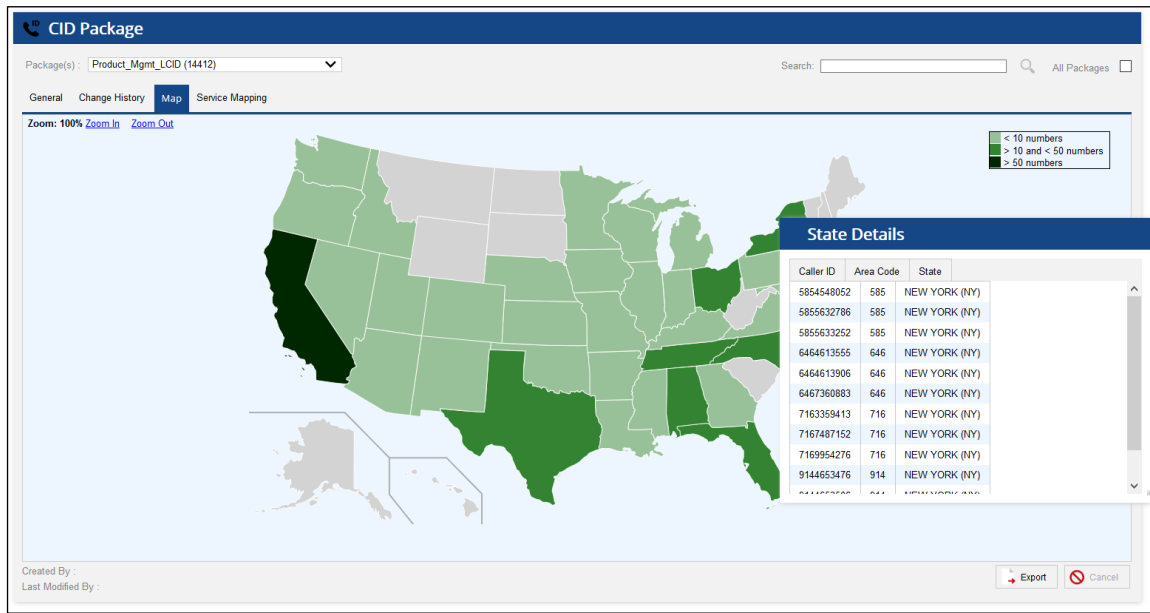


Figure 5: CID Map

- Service Mapping tab displays the services which are assigned to the selected CID package.

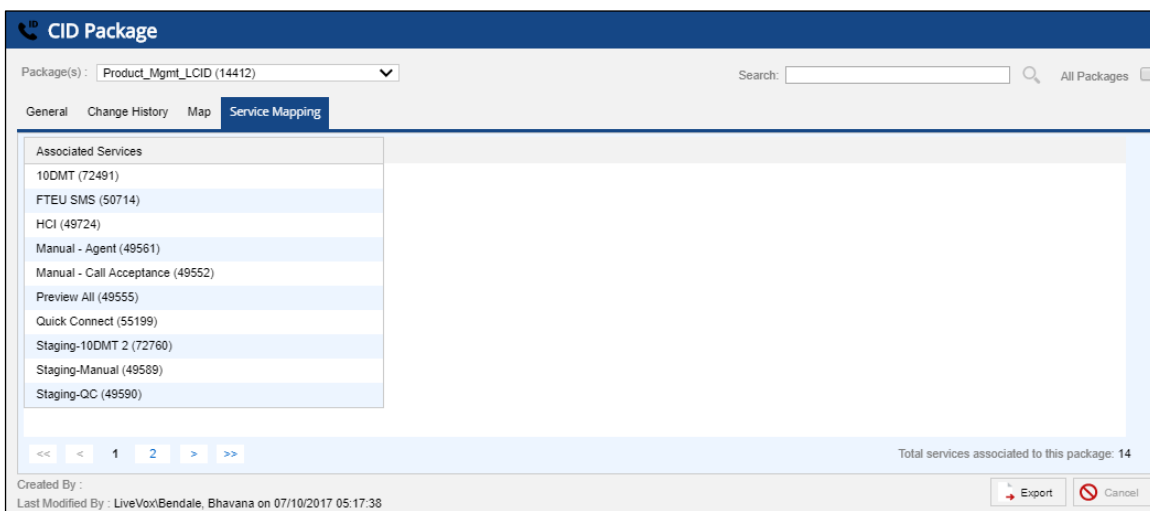


Figure 6: Service Mapping

Reassigning an LCID Package to a different inbound service

Navigate to the Phones editor by selecting *Configure > Dialing Config > Phones* from the Navigation Panel.

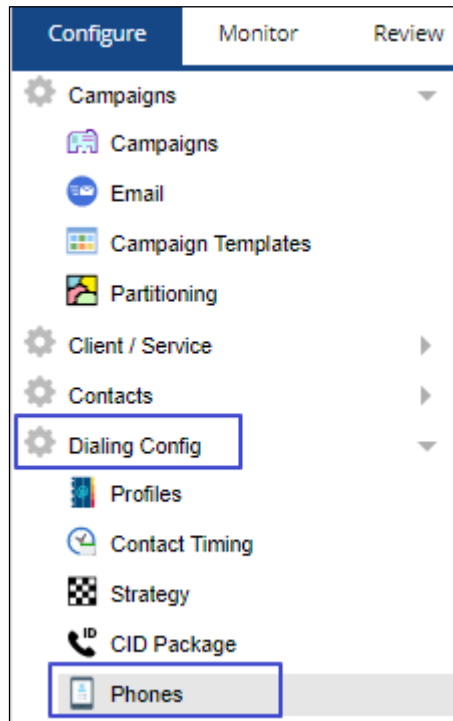


Figure 7: Navigating to Phones editor

The Phones editor allows users to view all LiveVox owned phone numbers within the client’s LiveVox portal, including LCID numbers, and easily identify, assign, modify and disassociate any phone numbers from one service to another.

To view the numbers in the specific LCID package, use the search function available under **General** tab. Select LCID package from drop down list and any other search parameters (Filter, Number Type and Status).

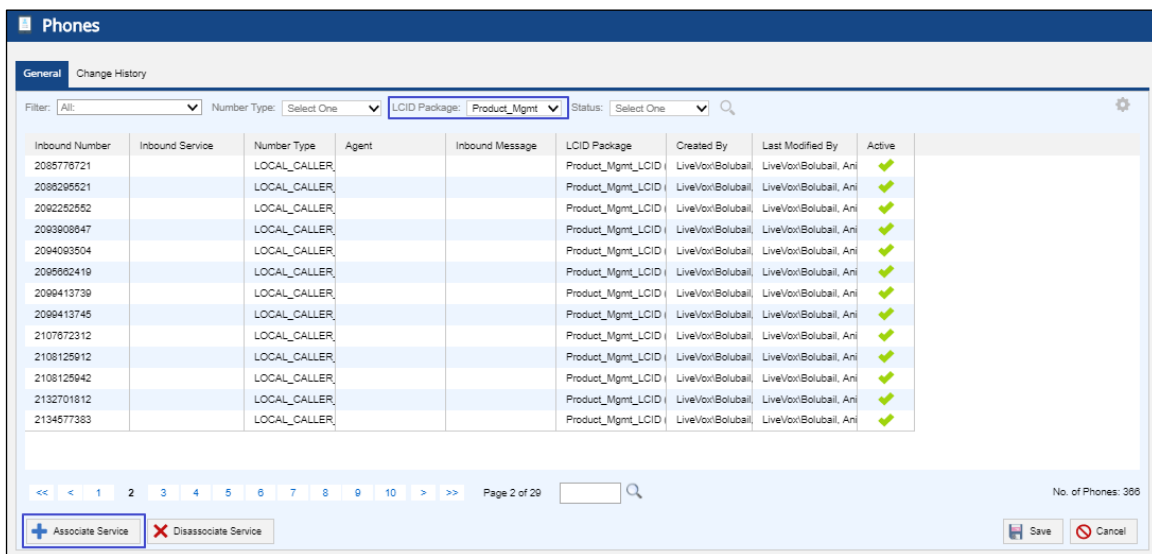


Figure 8: Phones editor

To update the associated inbound service, description, direct line for agent, number usage, state, city, and status of the inbound phone number, double-click on the inbound phone number row which opens the Edit Phone screen as shown below:

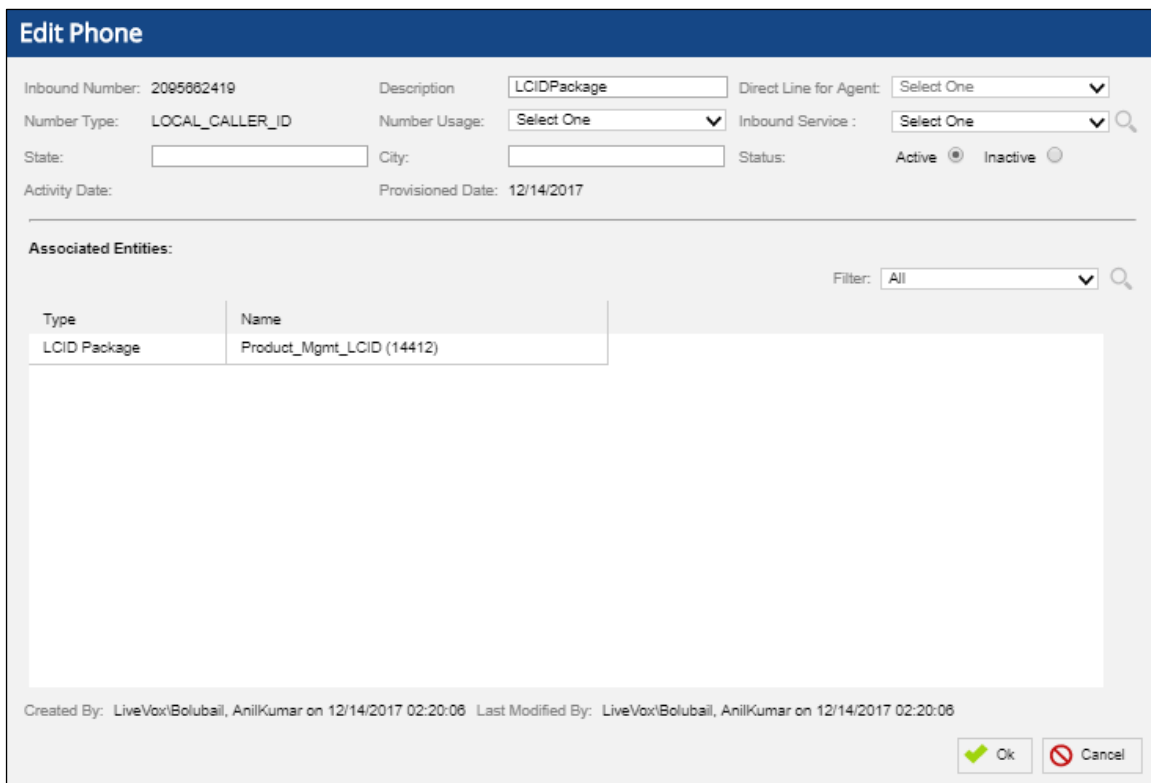


Figure 9: Edit Phone screen

To reassign an LCID package to a different inbound service select the **Associate Service** button (see Figure 8: Phones editor). These LCID packages can be rotated on different portfolios without having to open a work order, keeping the LCID numbers fresh and increasing the likelihood of higher callback rates.

By clicking on the Number link, search for the LCID Package.

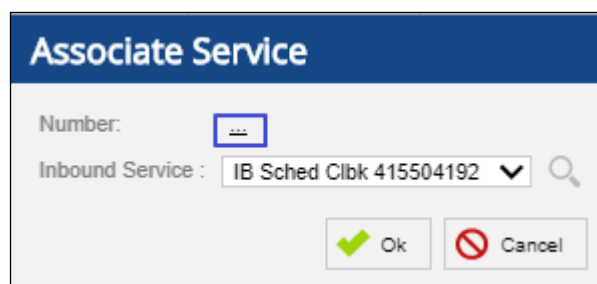
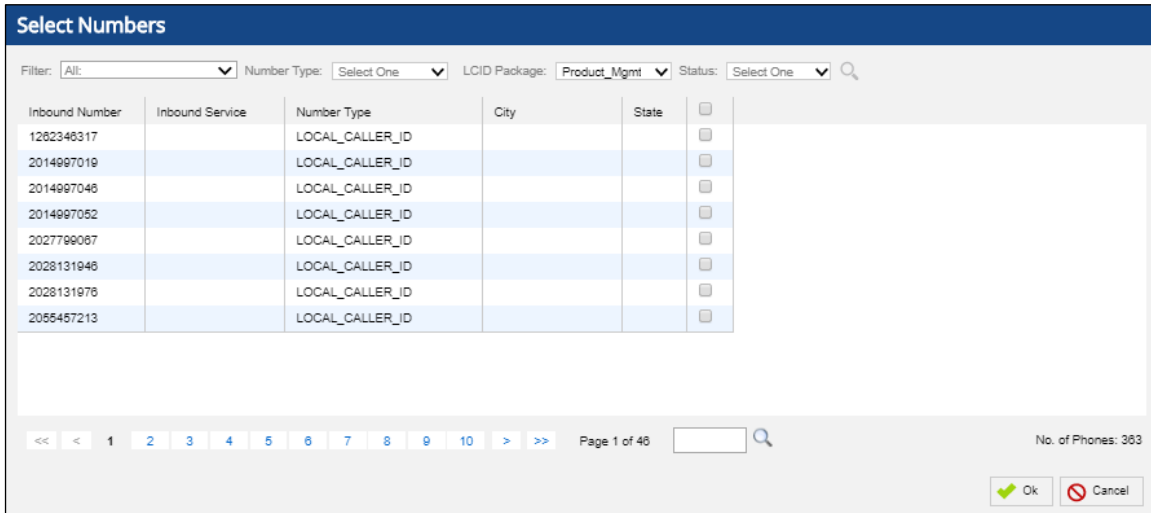


Figure 10: Associate Service

This will open the Select Numbers screen:



Inbound Number	Inbound Service	Number Type	City	State	<input type="checkbox"/>
1262346317		LOCAL_CALLER_ID			<input type="checkbox"/>
2014997019		LOCAL_CALLER_ID			<input type="checkbox"/>
2014997046		LOCAL_CALLER_ID			<input type="checkbox"/>
2014997052		LOCAL_CALLER_ID			<input type="checkbox"/>
2027799067		LOCAL_CALLER_ID			<input type="checkbox"/>
2028131946		LOCAL_CALLER_ID			<input type="checkbox"/>
2028131976		LOCAL_CALLER_ID			<input type="checkbox"/>
2055467213		LOCAL_CALLER_ID			<input type="checkbox"/>

Figure 11: Select Numbers screen

To associate another service with the LCID package/inbound number, select the corresponding checkbox and click **Ok**. Select the required inbound service from the drop down.

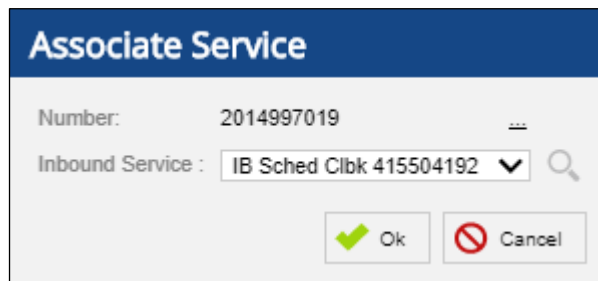


Figure 12: Associate service

Is it Compliant?

Customers sometimes ask whether Local Caller ID complies with the law. As with any compliance issue, each customer should review and answer this question independently and consult with legal counsel as needed. LiveVox believes that the use of Local Caller ID, by itself and not as part of an otherwise questionable practice, does not violate the law. In support, we cite the below statement from the Federal Communications Commission, from its Implementation of the Truth in Caller ID Act (Federal Register/Vol. 76, No. 139/July 20, 2011), at Section 13:

“We note that those commenters that requested that the Commission exempt manipulation of caller ID information in order to display a local phone number, asked in the alternative that the Commission clarify that manipulating caller ID to display a local number is not a violation of the Act. We agree that such a practice is not in and of itself a violation of the Act. We note, however, that if the display of a “spoofed” local number is done as part of a scheme to defraud, cause harm, or wrongfully obtain anything of value, then the person or entity perpetrating the scheme would be in violation of the Act.”