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## Caller ID Fact and Fiction

Recently, a number of our clients have asked questions about Caller ID Service. So, this seems like a good time to clarify the facts from fiction. Caller ID Service requires a team effort to work. The effort involves two players: your phone company and phone equipment.

### Inbound Caller ID

Inbound Caller ID is a subscriber-based service. If your business uses analog phone lines, a monthly fee is paid for each line that requires the service. Fees range from \$3.50 to \$5.00 monthly depending upon the responsible phone company. Those who use PRI phone services know Caller ID (with Name) is a standard feature. Depending upon your physical location, T1 phone services *may* deliver Caller ID Service. In these cases, Caller ID with Name is an additional fee.

The other part of the team is your phone equipment. The age and technology of your phone system impacts Caller ID availability. Some phones only carry one line of display information. So, there's no sense wasting money or time hoping for the name of the party to come up in the phone. It won't work. The phone number is all you will see on that older system. If you're certain your phones have at least a two-line display and the full Caller ID information is not showing, it's time to check with your equipment vendor. Sometimes the issue can be resolved simply by having the equipment vendor and the phone company check the settings.

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# Acronym Corner

*Acronyms and their meanings.*

## **ANI**

**Automatic Number Identification**

Is a software system allowing phone companies to identify the billed phone number making a call. This service makes call detail billing possible.

## **CLASS**

**Custom Local Area Signaling Services**

A variety of enhanced phone services packaged on analog lines; the service allows phone companies to transmit information about the caller (like Caller ID and Call Trace).

## **CLID**

**Calling Line Identification**

The digital equivalent of CLASS or, analog-based Caller ID Service which is used on PRI and modern SS7 switches.

## **LDN**

Listed Directory Number is the specific number a phone company assigns for sending outbound Caller ID. Even though a business may have several trunk groups with different phone number assignments, only one number, the LRN, can be delivered to other customers on the network.

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RAM can help your business trouble shoot Caller ID problems if you feel you need additional help.

Caller ID may not work on all phone networks all the time. There are several factors affecting its availability. Depending upon the age and capability of your neighborhood Central Office, Caller ID may or may not be available. RAM has several sources available for checking Caller ID availability. We will be more than happy to check for service in your area.

## **Outbound Caller ID**

The same limitations affect Outbound Caller information as well. It's important to remember there is no, single phone network in the United States. Hundred of networks share phone information from state to state.

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# RAM to Exhibit at CAMP IT

RAM Communications will be exhibiting at the upcoming 34<sup>th</sup> CAMP IT Expo on Thursday, May 5<sup>th</sup> at the Stevens Convention Center in Rosemont. The

event is open to full-time employees who are responsible for recommending, specifying or approving the purchase of

computing and networking products for their employers. Attendance at the conference and exhibits is **free**. You can learn more about the conference at

[www.campconferences.com/expo](http://www.campconferences.com/expo).



## A Little Humor



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## Lookin' for Help

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RAM is in search for a part time person to work the afternoon hours for customer service. This person will be responsible for answering the telephone to answer questions and to help uncover reasons for their issues. This person must be familiar with the computer and like to help people. Experience in customer service is helpful, but not a must.

Call RAM if you know someone who might be interested.

Thank you!

The phone company, while responsible for programming and delivering your business name and number, cannot control, and therefore, cannot guarantee your business information is delivered to all areas.

What's important to remember is Caller ID Service is not a perfect product. The information it does provide helps businesses determine important calls from the ones that can wait. Please call RAM today if you have any questions.

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## Find Out More...

- I want to learn more about Caller ID.
- I'm interested in RAM quoting my company a price for my telephone service.
- I'm interested in learning more about RAM's Professional Services.

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