

Stop Guessing How Your Calls Are Labeled. **AFFIRM[®] Shows You.**



Stop Guessing How Your Calls Are Labeled. AFFIRM® Shows You.



Every call your outbound team makes could be showing up as spam or scam on your customers' phones right now, and without the right tools, you'd have no way of knowing. Spam and scam labels cost businesses customer trust, lost revenue, and damaged credibility. [AFFIRM® Reputation Monitoring](#) by First Orion detects when your outbound business calls are negatively labeled on major U.S. mobile carrier networks and alerts you before the damage compounds.

94% OF BUSINESSES
think it's important to know
when their calls are tagged
as spam or scam.

AFFIRM Frequently Asked Questions

What is AFFIRM Reputation Monitoring?

AFFIRM is First Orion's call reputation monitoring solution. It tracks how your outbound business calls are displayed on your customers' mobile phones and alerts you when a number has been negatively tagged, including [spam or scam labels](#).

Every time a legitimate business call is negatively labeled, you risk losing the customer before the conversation even begins. AFFIRM gives you visibility into exactly how your calls appear, so you can act quickly when something is wrong.

How Does AFFIRM Work?

- 1** Validation calls are placed to confirm the phone number's display across major carriers.
- 2** First Orion collects raw call data and stores call display data.
- 3** Call display data is delivered to the Customer Portal and business is alerted of spam and scam tags.



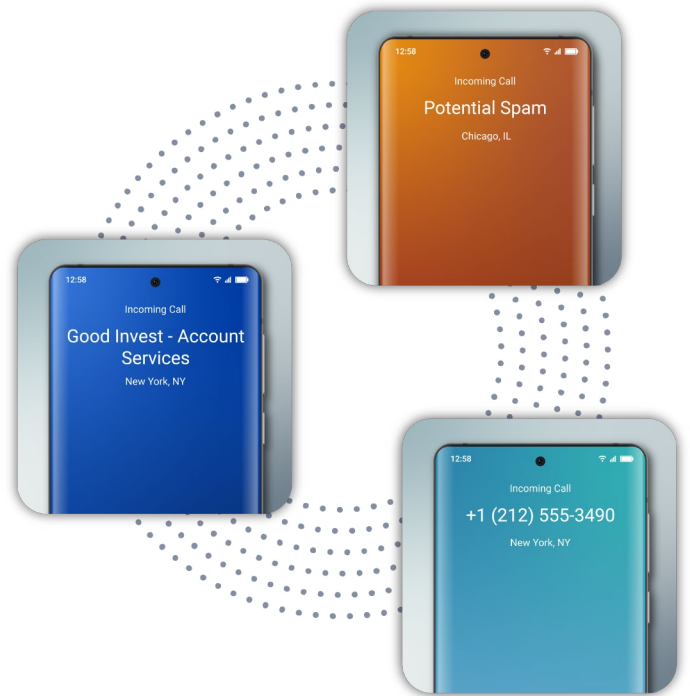
Stop Guessing How Your Calls Are Labeled. AFFIRM® Shows You.

How are Validation Calls Made and Why are They Necessary?

Validation calls are how AFFIRM observes the real-world experience of your outbound calls on live carrier networks. Without placing actual test calls, there's no way to confirm what label a customer sees when you call them.

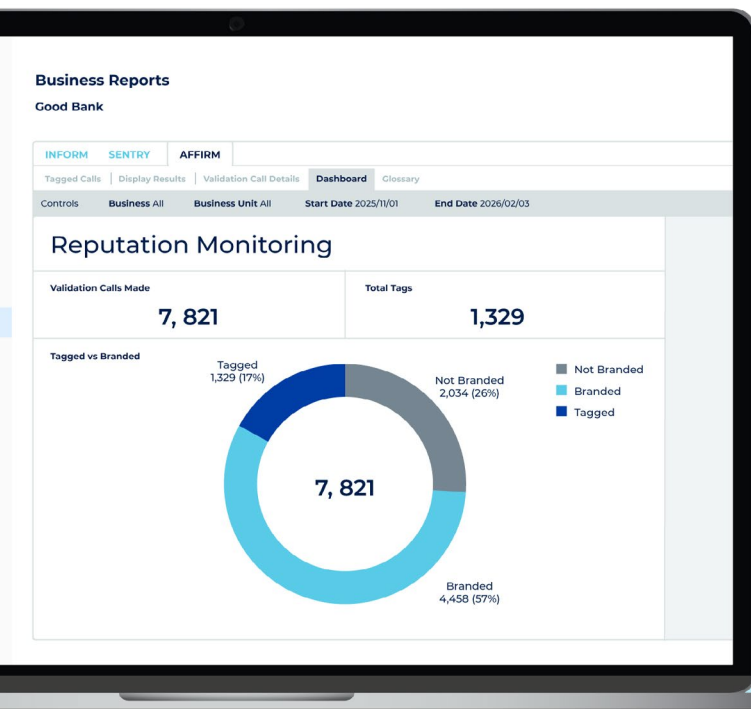
You have two options: conduct validation calls yourself using your own outbound methods, giving you direct control over frequency, or allow First Orion to automate the validation calls on your behalf. Both approaches deliver the same monitoring insights.

Validation calls are test calls only and are placed to First Orion provided test numbers. They do not reach customers and do not affect production call traffic or customer experiences.



What Does AFFIRM's Reporting Show?

AFFIRM reporting gives you a layered view of your calling number health:



Tagged Calls: total quantity of validation calls made, phone numbers tested, quantity of calling numbers labeled and total quantity of validation calls labeled as spam/scam tags.

Display Results: summary by calling number on how validation calls appeared across on T-Mobile, AT&T and Verizon networks on the day tested.

Validation Call Details: details by calling number on how validation calls appeared on T-Mobile, AT&T and Verizon networks on the day tested.

Dashboard: summary for the total quantity of validation calls that were branded, not branded and labeled.

Each report updates hourly, data is retained for 90 days, and every report can be filtered by business unit and date range, sorted by column, and exported to CSV or Excel.

Stop Guessing How Your Calls Are Labeled. AFFIRM® Shows You.

What Happens if a Spam Tag is Detected?

AFFIRM alerts you when a number is negatively labeled. From there, First Orion's reporting identifies calling patterns and trends that may be contributing to the tag, giving you actionable data to adjust your outbound calling practices. Adhering to industry-standard calling practices is the most effective remedy for mislabeling. First Orion's team is available to guide you through next steps and remediation options based on your specific situation.



Why Do Legitimate Business Calls Get Labeled as Spam in the First Place?

Carrier algorithms and third-party analytics platforms flag numbers based on signals like call volume, call frequency, complaint rates, and calling patterns that resemble known spam behavior. Even businesses with clean, compliant outbound operations can be caught by these filters, especially during high-volume campaigns or when a number is new. This is why monitoring matters.

Which Industries and Businesses Benefit Most From AFFIRM?

Any business with moderate to high outbound call activity. This includes sales, customer support, collections, healthcare, finance, retail, and logistics and delivery teams. AFFIRM is built for businesses of all sizes from growing companies managing a handful of outbound numbers to enterprise operations running high-volume call campaigns across multiple business units.

How Long Does It Take to See Results?

Setup is straightforward and does not require significant IT involvement. Monitoring insights appear as soon as validation calls are placed. Businesses that identify and address the calling behaviors contributing to spam tags — such as call frequency, volume patterns, and compliance practices — have seen tags drop to zero within weeks of making targeted adjustments.

How Many Phone Numbers Can AFFIRM Monitor?

AFFIRM is designed to scale with your operation. The number of outbound calling numbers that can be monitored depends on your plan. [Contact First Orion](#) directly to discuss your call volume, number of lines, and the right configuration for your business.

What Does AFFIRM Cost?

Pricing is customized based on your business's outbound call volume, number of lines monitored, and specific needs. [Contact First Orion](#) for a quote tailored to your operation.

Stop Guessing How Your Calls Are Labeled. AFFIRM® Shows You.

What Results Have Businesses Seen?

[Pacific Debt Relief](#), a leader in debt settlement since 2002, was manually testing their outbound numbers using three phones to check for spam tags. It was time-consuming, inconsistent, and impossible to scale.

After implementing AFFIRM, the results were significant:

- Spam tags dropped to **ZERO** across all carriers over time
- **9,300** validation calls per month handled automatically — work that would have required 617 manual person-hours
- **\$3,940** saved per month compared to their previous manual approach
- **20–30%** increase in daily business, translating to as much as **\$700,000** in additional monthly enrollments
- Automation delivered the equivalent of **four full-time hires** in recaptured capacity



“AFFIRM solved all that through automation. It has given us peace of mind, allowing us to know exactly what is happening with our numbers and maintaining our high customer satisfaction rating.”

- **Anthony Zoble**, Director of Information Technology at Pacific Debt Relief.

Start Monitoring Your Calls Today

Every call your team makes right now could be showing up as “Spam Risk” on your customers’ phone, and you’d have no way of knowing. AFFIRM gives you that visibility in days, not months.

[Get Started With AFFIRM Today](#)