

How to Stop Robocalls from Spoofing Business Numbers



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Business identity theft, specifically number spoofing, is on the rise. For enterprises, the cost can be missed calls and a weakened brand reputation. Here is everything you need to know about spoofing and how to prevent it with [SENTRY® Call Blocking](#).



What is a Robocall?

To protect your business, you must first understand the threat's mechanism.

A robocall is a phone call that delivers a pre-recorded message using an autodialer. While some robocalls are legal and helpful (such as flight delay notifications or school closing alerts), the vast majority are illegal robocalls used by scammers to reach millions of people at a low cost.

Why Robocalls are Dangerous to Businesses:



Volume

Autodialers can make thousands of calls per minute.



Automation

They require zero human intervention to initiate.



Deception

Scammers often pair robocall technology with spoofing to make the automated message appear as if it is coming from a local or trusted business number—yours.

What is Business Number Spoofing?

Spoofing occurs when a scammer or malicious actor deliberately falsifies the information transmitted to your caller ID display to disguise their identity.

Scammers often use “neighbor spoofing” or “brand spoofing” to mimic the phone numbers of trusted organizations (like banks, healthcare providers, or government agencies). Their goal is to trick the recipient into answering the call and providing sensitive information, such as social security numbers or credit card details.

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The High Cost of Spoofing: Why Businesses are at Risk

When scammers hijack your numbers, your customers may blame the name on the screen, not the scammer behind the call.

The Impact on Your Brand

- **Declining Answer Rates:** As customers become wary of your “flagged” numbers, legitimate calls go unanswered.
- **Brand Erosion:** Customers associate your brand name with harassment and fraud.
- **Legal & Regulatory Risks:** Spoofed numbers can lead to an influx of “Do Not Call” complaints against your legitimate business.
- **Operational Loss:** Vital communications (appointment reminders, delivery updates, fraud alerts) fail to reach the intended party.



Spoofing and Scam Statistics

Metric	2025 Statistic	Business Consequence
Identity Theft & Impersonation	\$2.95 billion lost to imposter scams ¹	Scammers are systematically stealing business identities to defraud the public.
High-Volume Robocalling	68% of adults get scam calls weekly ²	Legitimate business calls are buried in automated fraud.
Trust Deficit	87% of consumers ignore unknown calls ³	Businesses lose the ability to reach customers for vital updates or sales.
Vulnerable Populations	41% of older adults lost \$10K or more to an imposter scam via a call ⁴	Scammers target seniors by spoofing trusted financial and healthcare brands.

The Solution: SENTRY Call Blocking by First Orion

Standard call labeling isn't enough; businesses need proactive defense. SENTRY is the industry's first solution that proactively [prevents scammers from fraudulently spoofing](#) a business's phone number and brand.

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How SENTRY Works

Powered by First Orion's advanced [Call Authentication](#) feature, SENTRY creates a protective shield around your outbound communication:

- 1 Real-Time Verification**
 - The technology verifies a call's authenticity the moment it is placed.
- 2 Identification**
 - It identifies bad actors and fraudulent patterns in real-time.
- 3 Proactive Blocking**
 - Malicious actors are blocked before the call reaches the customer.
- 4 Authorized Delivery**
 - Only legitimate calls from your verified business are allowed through to the consumer.

Why Choose SENTRY for Call Blocking?

By integrating SENTRY Call Blocking, enterprises can take back control of their outbound voice strategy.

Restore Consumer Trust

When your brand name appears on a screen, the customer knows it is you.

Maintain Brand Reputation

Stop your numbers from being flagged as "Scam" on consumer devices.

Unprecedented Scale

With [availability across all three major U.S. carriers](#), SENTRY provides a comprehensive blanket of protection.

Peace of Mind

Businesses can focus on growth rather than damage control from fraud-related fallout.

Restore Confidence in Your Brand's Voice

Call spoofing scams are among the most damaging forms of fraud in the U.S. today. Don't let scammers dictate the value of your phone number. With SENTRY, you can protect your customers, secure your reputation, and ensure your voice is heard.

[Learn more](#) about how SENTRY Call Blocking protects businesses.