

Enterprise Guide to **Business Number Registration**



Enterprise Guide to Business Number Registration

Large enterprises make thousands of outbound calls every day, and each one depends on the person on the other end actually picking up. First Orion's Business Number Registration is how your calls are more likely to display accurately and less likely to be mislabeled as spam.

This guide covers what registration is, how it works at scale, and how First Orion's Business Number Registration API helps enterprise teams register and manage high volumes of numbers without manual effort.



FIRST ORION

Business Registration

Tell us about your business

Business Name *

Note: Be sure to use the name registered with your Secretary of State filing

Industry *

EIN / TIN (Optional) DUNS (Optional)

Business Website *

☐ My business does not have a website.

Business Phone Number *

Business Address *

City * State * Zip Code *

What Is Business Number Registration?

Business Number Registration is the process of submitting your company's information and outbound calling numbers so that major carriers can vet and verify them. Once registered, your calls are more likely to display accurately and less likely to be mislabeled as spam.

You do not pay for this service. You do not need a developer, a telecom contract, or IT support. You create an account in [First Orion's Customer Portal](#), enter your business details, and add your numbers for verification. Within days, your numbers carry verified business information that carriers use to determine how your calls display.

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Why is Business Registration Vital for Enterprises?



An enterprise operation running hundreds of thousands of calls across multiple lines, campaigns, and geographies looks, to an unverified carrier system, exactly like the robocall operations those algorithms are designed to stop.

Without registration, your numbers carry no verified business identity, and carriers have no reliable signal to distinguish your outbound calls from those of a spoofer using a similar dialing pattern. The downstream cost of that ambiguity is significant.

Mislabeled calls suppress answer rates, erode customer trust, and create compliance exposure when regulated industries like healthcare, financial services, or collections cannot document that their communications reached the intended recipient. For enterprises managing agent productivity, campaign performance, or service level agreement commitments tied to live contact, every call that goes unanswered because of an incorrect label is an operational loss.

How Does an Unregistered Number Get Mislabeled?

Carriers and third-party analytics engines assign call labels based on signals like call volume, complaint history, and registration status. A number with no business information attached looks identical to a number used by a spoofer or a robocall operation, at least until a pattern of behavior tells the carrier otherwise.

This is not a hypothetical risk. Unwanted call volume remains a persistent problem nationally.

In fiscal year 2025 alone, the Federal Trade Commission received more than 2.6 million Do Not Call complaints¹, and consumers have been trained by years of robocalls and spoofing attempts to treat unfamiliar numbers with suspicion before they ever pick up the phone.



In 2025, the FTC
received more than

2.6M

**Do Not Call
Complaints**

For a small business, that suspicion costs real money. Every call answered late, ignored, or sent straight to voicemail is a customer interaction that did not happen.

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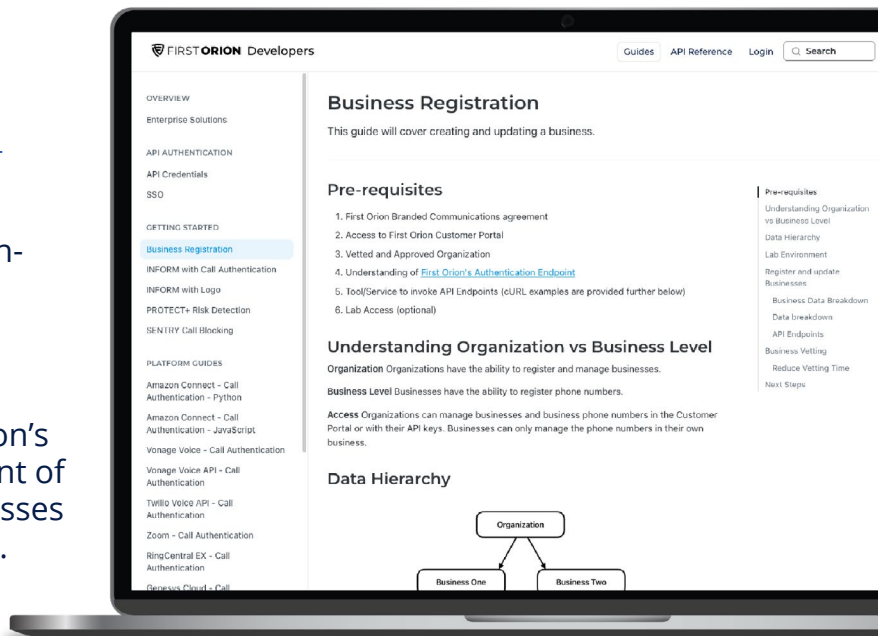
What is First Orion's Business Registration API?

The manual process of registering numbers one by one can be slow and inefficient when managing a high volume of business numbers. [Business Number Registration API](#) offers a streamlined, scalable solution for automating phone number registration and ongoing management, purpose-built for high-volume workflows.

Integrating with the Business Number Registration API is straightforward, with implementation details available in First Orion's [Developer Portal](#). Our API offers a single point of entry and users register and manage businesses and their calling numbers via API end-points. First Orion will verify registrations using standard vetting processes.

Important: Businesses must have the right-to-use each phone number submitted through the Business Number Registration API. Phone numbers without verified ownership or authorization will not pass the vetting process and will not be registered.

Note: API access supports T-Mobile registrations only.



Business Registration API Features



Bulk API Automation

Eliminate manual portal uploads

Real-Time Number Management

Modify or reassign numbers

Verified Business Vetting

Influence call labeling on the T-Mobile & Boost networks

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Why Business Registration API Matters



Save Time and Resources

Register and manage numbers in seconds.



Reduce Errors

Submission ensures consistency.



Maintain Compliance

Business vetting influence call labeling outcomes.



Enhance Trust at Scale

Complement your services with the added value of registration.

How Long Does Registration Take?

Registration takes only three steps, typically completed in under 5 minutes:

1

Create an account or log in to First Orion's Customer Portal.

⋮

2

Provide your business information and opt in to share it with carrier networks.

⋮

3

Add your business phone numbers for verification.

After that, First Orion handles the rest. Your business gets vetted and verified, and your identity is communicated to major U.S. carriers. Within days, your numbers are registered, and you are no longer indistinguishable from the scammers, and spoofers carriers are actively trying to filter out.

Let's create your account

Next step, register your business!

First Name (Required)

Last Name (Required)

Does Registration Guarantee My Calls Won't Be Labeled Spam?

No, and any solution that claims otherwise should be viewed with skepticism. Carriers make their own labeling decisions based on call behavior, complaint patterns, and other factors beyond registration alone.

What registration does is remove the most basic reason for mislabeling: a complete lack of business information. Once your numbers are registered, pairing that foundation with good calling practices, such as using consistent numbers, avoiding excessive repeat dialing, and respecting opt-out requests, gives carriers a much clearer picture of who you are and why you are calling.

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What Should Enterprises Do After Registering?

Registration is the first step, not the last one. Once your numbers are verified, two follow-up actions matter most:

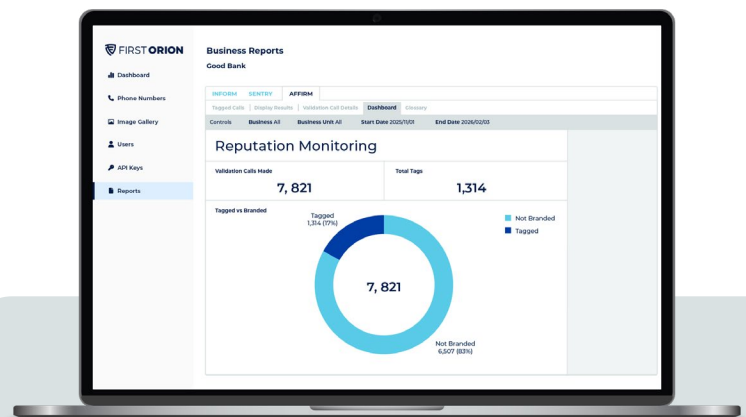


Consider Branded Calling

Registration tells carriers who you are. [INFORM Branded Calling](#) tells your customers. It displays your business name, and on supported devices, your reason for calling, directly on the recipient's screen. For a small business competing against unfamiliar numbers and spam labels alike, that visibility is often what turns a missed call into an answered one.

Monitor Your Number Reputation

Labels can change over time based on calling behavior. Tools like [AFFIRM® Reputation Monitoring](#) alert you if a registered number picks up a negative tag, so you can address it before it costs you calls.



Business Number Registration Works Best with Smart Calling Practices

Improving call outcomes takes more than just registering your business number. It also requires following proven outbound calling best practices.

While registration legitimizes phone numbers and helps carriers verify identity, pairing it with consistent, respectful call practices (like maintaining proper call frequency, leaving voicemails, and avoiding rapid redials) ensures calls aren't flagged as nuisance or spam.

Together, business number registration and good call habits build trust with both carriers and customers, increasing the likelihood that calls are answered.