## Executive Overview

Pure CallerID is the ultimate solution for businesses looking to enhance their communication strategy. We ensure every call and message you send is compliant, accurately branded, and trusted by recipients, helping you build credibility and amplify efficiency. With Pure CallerID, you can protect your reputation, increase answer rates, and create meaningful connections with your audience.

## Product & Service Offerings

- UC Protect - Manage, monitor, remediate, and brand numbers for enhanced contact and reduced spam tagging

- Core - Improve connection rate, reduce telco waste, and enhance critical KPI across the board

- Aegis - Demand Generation and Compliance as a Service (Routing and velocity efficiencies, full compliance suite for all regulatory requirements)

## Sales Engineer Take On Best Fit

PureCaller ID's core product focuses on improving connection rates for outbound calls. It was created to address a gap in the market for a comprehensive solution that handles brand ID, caller ID health, remediation, increasing contact rates, and compliance.
John Paullin - Field Sales Engineer UCaaS, CCaaS

## Key Features & Differentiators

**Pure CallerID – Amplified Outbound CX Servicing**

- Only solution in the market that covers the whole landscape of Caller ID Brand Management, Reputation Monitoring, Data Purification, Compliance as a Service and a native SMS Solution. Other providers can do one or the other but not all at once where Pure CallerID can.

- Pure CallerID has patented algorithms that have proven to increase connection rates with their local presence based on caller geo locations. We go above ANI to ANI matching.

- Compliance as a Service to de-risk's your organization with a pre-flight rules engine to cover all voice and messaging communications. Monitors all regulations and compliance in real time so the customer doesn't have to worry about it.

**Benefits**

**100% uptime**

- Never worry if the system will go down when you need it the most.

**Consumption Billing**

- Pure CallerID's Core and Aegis products are based on a consumption based model to ensure our customers are only paying for services used.

## Top Industries Served

- Other

## Ideal Customer Profile

**Primary Target Prospect: Anyone calling or messaging B2B or B2C in America**

- Heavy outbound campaigns where connection rate and/or compliance is important.

- We are CCaaS agnostic and already connected to most major providers today.

**Primary Target Prospect: Compliance-as-a-Service**

- Organization that calls or messages customer or prospects that would be at risk for Regulation or Compliance (TCPA, One to One Consent) fines. The beauty here is everyone is at risk for fines. Fines can be anywhere from $500 to $5k per call.

**Primary Target Prospect: Anyone experiencing SPAM issues**

- Manage, monitor, remediate, and brand numbers for enhanced contact and reduced spam tagging

## Qualifying & Technical Questions

- Are your connection rates low or dropping recently? Do you know why?

- Are you experiencing issues where your number is coming up as SPAM?

- How do you manage the hygiene for all your DID's for your campaigns?

- Have you ever been fined for a call or message that was out of compliance?

- How does it impact your business if you can't get through to your customers?