

The Number Health Checklist

AT CAMPAIGN LAUNCH

- ☐ Number series matches use case (1600 for BFSI, 1400 for promotional, 79/80/92 for general outbound — India)
- ☐ DLT registration complete for 1400/1600 series numbers
- ☐ Business numbers registered on TrueCaller Business
- ☐ Daily volume plan confirmed within guidelines (cold: ≤ 500 –600/day; warm: $\leq 10,000$ /day with even distribution)
- ☐ Calling hours confirmed: 9:00 AM – 9:00 PM only
- ☐ Gradual ramp-up schedule set for newly provisioned numbers
- ☐ Multiple numbers in pool — never run a campaign through a single DID

WEEKLY MONITORING (NUMBER HEALTH DASHBOARD)

- ☐ Review answer rate for each DID — flag any sustained decline week over week
- ☐ If answer rate drops on one DID: investigate that number (volume, duration, failure patterns)
- ☐ If answer rate drops across all DIDs: investigate the campaign (list quality, agent behavior, calling hours)
- ☐ Check failed call breakdown — is CALL_REJECTED rising as a proportion of failures?
- ☐ Review average call duration — sudden drops indicate caller ID trust issues
- ☐ Check daily volume chart for burst patterns or post-spike decline

MONTHLY MAINTENANCE

- ☐ Rotate numbers showing high cumulative 30-day call volume
- ☐ Release consistently degraded numbers that have not recovered after a structured recovery attempt
- ☐ Replenish number pool — purchase fresh DIDs for upcoming campaigns
- ☐ Pull per-DID CDR data programmatically via the Vobiz CDR API and review hangup cause distribution
- ☐ Verify TrueCaller Business registration is current for all active numbers

SPAM RECOVERY (WHEN TRIGGERED)

- ☐ Pause all outbound on the flagged number immediately
- ☐ Run 5–10 legitimate calls through the number with 3–5 minute durations
- ☐ Refresh business identity on TrueCaller Business (or CNAM with your US provider)
- ☐ Observe approximately one week cooling period before reintroduction
- ☐ Reintroduce at low volume and monitor answer rate daily in Number Health dashboard
- ☐ If answer rate has recovered, continue scaling; if still degraded, release and replace