CHECKLIST | VIRTUAL-CALL

International CLI for call center traffic: 6 checks before you activate

For carriers routing call center traffic abroad.

Customer	Destination(s)	Date	Owner

- [ ] **1** **Do the destination and the route supplier accept call center traffic?**
  Some restrict or prohibit this use.

- [ ] **2** **Which CLI is permitted: origin country, international or destination country?**
  Determines whether the call passes and how it is rated.

- [ ] **3** **Does the customer prove the right to use the presented number?**
  Reduces the risk of blocking and reputation problems.

- [ ] **4** **Is a document required (LOA, number registration, operator agreement)?**
  In stricter destinations, it is the proof of the right to use.

- [ ] **5** **Does the route match the dialer profile?**
  Campaign traffic on a Premium route tends to be filtered.

- [ ] **6** **Are ASR, ACD and blocking monitored per customer and destination from day one?**
  A sharp drop is often the first sign of filtering.

Informational content, not legal advice. Rules change frequently: confirm the regulation in force with your route supplier and, where needed, with legal counsel.

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Documentation and warning signs

Minimum documentation

In stricter destinations, using a number requires proof of ownership or authorization. Keep:

- [ ] Proof of ownership or the LOA (Letter of Authorization) for each CLI
- [ ] The list of active CLIs per customer, route and destination
- [ ] The change history: who changed the CLI, when and why

Signs that a route is in trouble

- [ ] ASR drops without a change in list or campaign
- [ ] ACD falls suddenly
- [ ] PDD (time between dialing and ringing) increases
- [ ] Answered calls without audio
- [ ] Complaints from call recipients

Avoid changing CLI after every drop. Rotating numbers without criteria tends to worsen reputation. Keep a few documented numbers with consistent behavior.

> **Next step**
> Does your network route call center traffic abroad? Share destinations, traffic profile and estimated volume so we can validate the route.
>
> **Contact the Virtual-Call team**
> https://www.virtual-call.com/about-us/contact

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