



Robocalling

What You Need To Know and What You Can Do About It

WHAT is Robocalling?

Robocalling is the practice of using automatic dialing devices that randomly dial thousands of numbers at a time, searching for someone to pick up the phone. If no one answers, it waits for the answering machine to pick up and then leaves an unwanted message.

Robocall events are known to increase during election time. If you have a landline phone, you may have experienced some of these unwanted calls/messages. All critical messaging and cellular companies can be impacted by Robocalling.

WHAT happens during a Robocalling event?

Today when you call a critical messaging device number your PBX routes the call to the Public Switch Telephone Network (PSTN). When Robocallers dial our numbers and fill up the available trunks, a "fast busy signal" is triggered.

WHO is at Risk?

Anyone who direct dials a 10-digit critical messaging device number may experience a fast busy signal as a result of a Robocall event. Any telephone system that uses PSTN or a TAP connection is also at risk. Critical messaging via any internet protocols is NOT affected.*

**For internet critical messaging you can always use 10digitpager#@myairmail.com or <https://www.messagemanager.americanmessaging.net/SendMessageFree.aspx> to send a critical message.*

WHERE is this happening?

Robocalling impacts every state in the US. Recently, however, Michigan, Ohio, Wisconsin, California and the Pacific Northwest, have been especially hit hard.

HOW can customers protect themselves?

American Messaging takes this issue very seriously and has invested resources to assist in fixing the problem. There are a number of large American Messaging customers that have implemented our recommendations below and have completely eliminated Robocalling events:

- **Switch from direct dialing to different protocols such as SNPP, SMTP and WCTP**
- **You should also switch to an encrypted VoIP/SIP Connection. This type of connection will bypass the PSTN and come directly to a switch in the American Messaging headquarters. Your calls will be converted to a SIP connection instead of a PSTN call**
- **Individual account based "Overdial" numbers**

HOW can American Messaging help you?

American Messaging offers an "Overdial" number which can be used when critical messaging

numbers could be ringing busy. This will bypass the local phone company trunk/switch and give you access to an available line to message someone.

American Messaging "Overdial" instructions:

Talk to your Account Manager and request your own personal local over dial number for your location. These numbers are engineered differently and are less susceptible to Robocalls.

- *Dial your personal local over dial number*
- *Consider having your telco department set this number up as a speed dial or access line similar to dialing "9" to get an outside number*
- *At the prompt – enter your 10 digit messaging number*
- *You will hear a ring and a prompt to enter your message*
- *You don't have to wait after entering your message (you can just hang up) or if you prefer, press # and you will hear "Thank you for using American Messaging" (confirming the message was sent)*

As stated above, you can always use:

www.myairmail.com to send a message or www.AmericanMessaging.net (click the send message button).

Contact your Account Manager to schedule a meeting with your Regional Director of Network Operations to discuss the options listed in this action plan that are best for your organization.

Recent articles on the effort to eliminate Robocalling:

AT&T chief will head the intimidating-sounding 'Robocalling Strike Force'

July 2016 <https://www.yahoo.com/tech/t-chief-head-intimidating-sounding-115702841.html>

AT&T, Apple, Google to work on 'robocall' crackdown.

August 2016 <https://www.yahoo.com/tech/t-apple-google-robocall-crackdown-130952319--finance.html>