



# Frequently Asked Questions

## How does Caller ID work?

Caller ID (CID) is a service that allows the end user to receive a calling party's information, including calling number, date and time and a name associated with the number. The CID information gets transmitted in the on-hook stage during the first and second ring using Continuous Phase Frequency Shift Keying (CPFSK) modem tones. These CPFSK tones are generated by the end user's local phone company and are used to transmit the display message in American Standard Code for Information Exchange (ASCII) character code form.

When you make a call, a number field is sent with the call - like a header on an email. The date, time and name info are added by the end customer's local phone company, which performs a database lookup (called a "dip") on that number field to get the value to fill in the name field. A 15-character ASCII value is retrieved from that database and passed on to be displayed in the name field of the customer's caller ID box.

## How does Caller ID Management work?

When you signed up with Omega service, you requested a certain number of lines. Your CIDM (calleridmanagement.com) account lets you assign a name and a ring-to number for those lines.

So let's say you have the line 206-555-5555 on your CIDM account. You set the name for that line to the client's name ('ACME WIDGET' for example, so long as it's an alphanumeric tag of 15 characters or less) and the ring-to number for wherever you have designated to take inbound calls, be it your own office or the client's sales department. Then, in your dialer or PBX, you set the number being outpulsed for all Acme telemarketing calls to 206-555-5555.

Now, whenever one of your reps makes a call for that account, the dialer sends *that* number *instead* of yours. When the customer's phone rings, their Caller ID shows 'ACME WIDGET 206-555-5555' on the display, not the name and number of your marketing house, because you outpulsed the 206 number and the terminating company "dipped" Omega's database to retrieve the name field information that you had specified.

If the customer calls that number back, their call is automatically forwarded to the number you specified, making the entire experience seamless from the customer's perspective.



## So how do I make money from this process?

When the terminating phone company does a "dip" from a database to get the Caller ID information, it pays a small fee to the company that owns that number. When you're using the Omega service and outpulsing our numbers, it is *our* database of user-assignable values that gets "dipped". We collect those fees and remit a portion of them back to you, our client. The more calls you make, the more "dips" that get made, the more money you get back. It's that simple!

## Are there any restrictions on use of this service?

Yes. There are a few restrictions on how the service can be used in order to insure compliance with FCC and FTC regulations.

- Calls must be placed in accordance with the rules and restrictions governing the National Do Not Call list and in compliance with all other applicable federal and state telemarketing rules.
- The Caller ID name used must be of the person or company calling or on behalf of whom the call is being made.
- The ring-to number assigned must be an active line terminating at a live operator during business hours or an automatic menu with the option of reaching a live operator.
- The customer must be given an option for indicating that they wish to be placed on the caller's Do Not Call list.

## I don't want to change carriers. How does this affect my current telecom relationships?

Our service won't affect your current relationships at all. The **only** change that you are making is in your dialer with respect to what number you are outpulsing for Caller ID. That's it. **Everything** else stays the same. There is no extra cost to your local or long distance carrier for your use of this service, and the company that provides the data receives the revenue for providing it - revenue of only fractions of a penny per call, which is why most carriers don't pursue this option themselves.

## I can't outpulse caller id numbers. Now what?

You can still use our service. Simply call the carrier that issued your T1 circuits and tell them that you are changing your customer service number and give them a different Omega number for each of your circuits for them to outpulse. By doing so, you now have complete control over your caller id for each circuit and can now change the information yourself through this website without having to notify your carrier each time.



## **How do I get my savings?**

This is not a program to get "savings" on your telecom bill. This is a totally separate revenue stream. You will receive a monthly report showing how many "dips" you had for the calendar month, the total revenue generated and a check for your portion of that revenue.

## **How does the Omega solution handle Canada (or other countries) to U.S. calling?**

We collect a dip fee when the call is terminated to a wire line customer in the U.S. that subscribes to Caller ID. It does not matter where in the world the call originates.

## **How does the Omega solution handle Canada to Canada calling?**

See answer above. There is no revenue generated when terminating to Canada or any other place other than a U.S.-based wire line Caller ID subscriber.

## **Does Omega control any portion of our outgoing call?**

You maintain 100% control of the process. Since the only change to your existing process is the outpulsing of a different number, it remains at your sole discretion if and when to utilize our numbers. Of course, if you choose not to use our numbers you are not gaining additional revenue!

## **How do we obtain & use Omega numbers?**

Omega will assign numbers for you to use at your discretion. Simply tell us how many numbers you require and they will appear on the web page we set up for you. From there, just enter in what you want to appear in the name portion of the Caller ID, as well as where you want your return calls to terminate and you are then ready to begin outpulsing the Omega number.

## **What is minimum turnaround time for account activation?**

Once you sign up, you will have a web page at your disposal within 24 hours. We'll put as many numbers on that site as you require. If you run out, we can add more numbers within minutes during regular business hours. Changes made on the system are normally effective within 24 hours during regular business hours – many times much, much sooner.



## **What is the Caller ID testing process?**

After receiving email confirmation of your changes, dial the Omega number and make sure it rings through to the "Service Number" you entered on the site. The confirmation will specify a time by which the name should be populated in the caller ID database. Load the Omega number in your dialer and make a test call to someone with caller id service (not a cellular phone) and make sure the "Name Field" information you entered on the site appears. That's it. You're ready to go.

## **How do we verify correct caller-id display?**

See question above.

## **What happens if the Omega system fails?**

Remember, you are ALWAYS in control of what number you outpulse, so you can always just go back to outpulsing the original number. Having said that, the Omega "system" is really just a reflection of the Caller ID system as a whole. If the name is not displaying for some reason using our numbers, it probably won't work using yours either. As for the service number, it is switched by a large, facilities-based CLEC. Therefore, with full redundancy in place it would take a VERY catastrophic event for us to go down. If, by a small chance that would happen, just stop outpulsing our number. Additionally, if for any reason a customer can not get in touch with you and they trace the number back to us, our customer service department will forward any DNC or other requests to the I.T. contact as listed on your start-up form. Also, bear in mind that the Caller ID compliance language reads "best efforts" because they (the authors of the regulations) know that all you can do is outpulse the proper information, the terminating CLEC is not obligated to display it.