

# Protect Your Calls:

## How TCN's Full Attestation and Number Sentinel Combat Spam, Blocking and Labeling

### Your calls are being judged before they ring

Every outbound call your business makes now carries a digital trust score known as an attestation level. This score is assigned by the STIR/SHAKEN caller ID authentication framework and determines whether your call gets delivered cleanly, flagged as "Spam Likely" or silently blocked before it ever reaches your consumer's phone.

At the same time, carrier analytics engines are independently scoring your numbers based on calling patterns, consumer complaints and reputation data – and those signals shift as frequently as every 15 minutes. As such, even a fully authenticated call can be labeled as spam if the number's reputation has degraded.

Protecting your calls requires a two-step approach:

- **Step 1: Ensure every call carries Full Attestation (Level A) by porting your numbers to TCN.**
- **Step 2: Implement active number governance through TCN's partner, Number Sentinel.**

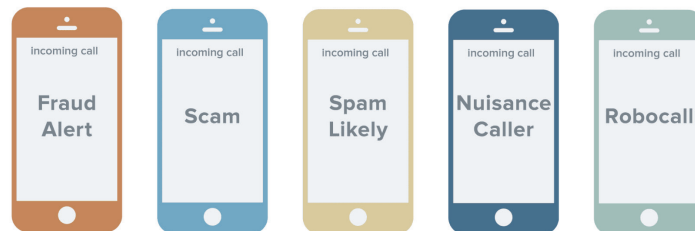
### Step 1: Port your numbers to TCN for Full Attestation (Level A)

STIR/SHAKEN attestation is the foundation of call trust. It's the first thing downstream carriers evaluate when deciding whether to deliver, label or block your call. Here's a breakdown of the different attestation levels your contact center could receive:

- **Full Attestation (Level A):** The originating carrier verifies the caller's identity and confirms their right to use the specific number. It demonstrates the highest level of trust and calls receive the verified checkmark on consumer devices.
- **Partial Attestation (Level B):** The originating carrier verifies the caller's identity but cannot confirm their right to use the number. Because there is no verified indicator, these calls are more susceptible to spam labeling and blocking.
- **Gateway Attestation (Level C):** The carrier can only confirm the point at which the call entered the network. Some carriers block C-level calls outright.

**When your numbers are ported to TCN, your calls receive Full Attestation (Level A).** This is because as the originating carrier, TCN can verify both your identity and your authorized use of the number. When your numbers remain with a third-party provider, your calls typically receive only Partial Attestation (Level B). Because the attestation level is increasingly used as a direct input to carrier robocall analytics algorithms, companies may find that if they do not use a telecom carrier with Full Attestation, they may experience weaker trust signals, higher spam labeling risk and lower answer rates.

**Porting to TCN for Attestation A is the single most impactful step you can take to protect your call delivery.**



## Why the FCC is making this even more critical

The Federal Communications Commission's (FCC's) March 2026 Notice of Proposed Rulemaking (NPRM), "Combatting Illegal Robocalls Through FCC Numbering Policies" (WC Docket No. 26-49), proposes changes that make attestation level and number provenance more important than ever.

### Caller ID rotation is under pressure

The FCC is specifically targeting number cycling, which is the practice of cycling through large volumes of phone numbers to evade spam-detection analytics. The NPRM identifies this as a significant robocall enabler – and the scale of the problem is staggering. The FCC cites enforcement actions where robocallers used hundreds of millions of numbers, with the majority used only once or twice. One operation routed over 4.5 billion calls using nearly 475 million different numbers – 72% of which were used for just a single call.

For legitimate businesses, this matters because number rotation, even when used as a strategy to avoid analytics mislabeling, is now squarely in the FCC's crosshairs. The FCC is seeking comment on whether to develop rules that prohibit or limit the practice entirely. Whether you call it traditional rotation (replacing numbers every few weeks, hoping performance resets) or super-swapping (discarding numbers after only 80–100 calls), both approaches are increasingly viewed as evasive behavior by carriers and regulators alike.

**The better path:** Port your numbers to TCN, achieve Full Attestation (Level A) – thereby choosing to invest in disciplined, governed number management rather than cycling through disposable numbers.

### The Robocall Mitigation Database

The FCC requires all voice service providers to maintain an active filing in the Robocall Mitigation Database (RMD). In fact, carriers are prohibited from accepting traffic from any provider not listed. Plus, the FCC levies a \$10,000 base forfeiture per violation for false or inaccurate RMD filings and

\$1,000 per day for failure to update changed information. In 2025, over 1,200 non-compliant providers were removed from the database.

Your provider's RMD standing directly affects whether your calls connect. If your current number provider's RMD status lapses, downstream carriers may refuse your call traffic. In other words, your calls simply stop connecting.

TCN maintains an active, current RMD registration. You can verify it directly by viewing [TCN's FCC RMD filing](#).

## Expanded certification and resale restrictions

The NPRM also proposes expanding robocall certification requirements to all providers and resellers, restricting number resale to a single level and enhancing reporting obligations. The FCC Enforcement Bureau has found that the majority of its robocall investigations involved resold numbers. Porting to TCN removes your numbers from multi-layered resale chains and the regulatory exposure that comes with them.

## Step 2: Engage Number Sentinel – A managed program, not just a tool

Attestation A is the foundation, but it doesn't protect you entirely from carrier-level spam labeling, which is driven by separate analytics engines that evaluate your calling behavior in near real time.

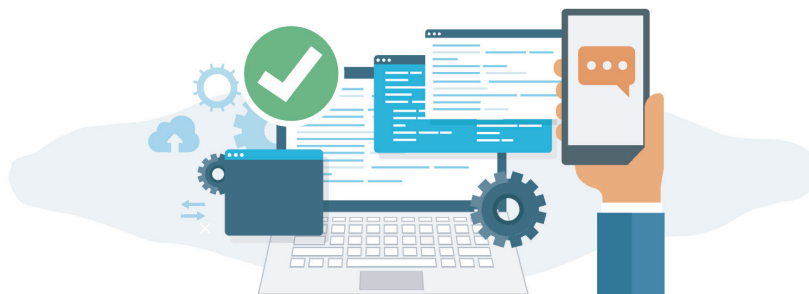
That's where using both **TCN and Number Sentinel** becomes essential.

**Number Sentry is not a feature, a dashboard or a dialer add-on.** It is a managed program and an operating model that governs how your numbers are used, not just how they are monitored. It is delivered by a dedicated team, not left to customer self-management and works hand in hand with TCN's platform to protect your outbound calling operation.

## Why tools alone fail

Most number management solutions on the market are monitoring tools. This means they observe problems after damage has already occurred – after your numbers are labeled, after your answer rates drop, after your campaigns underperform. They tell you there's a problem, but don't change the behavior that caused it.

Number Sentinel takes a fundamentally different approach. Numbers are managed every day, not checked occasionally. Accountability for number performance and outcomes is built into the program and execution adjusts as carrier conditions evolve. This is adaptive control, not static configuration.



## The Number Sentinel operating model: End-to-end number governance

Number Sentinel governs the full number lifecycle as a continuous, integrated system:

- 1. Analyze:** Performance signals, reputation indicators and carrier feedback inform every decision as spam labels, blocking and reputation shift based on recent 15-minute behaviors.
- 2. Obtain, brand and protect:** Numbers are selected, branded with accurate Caller Name Delivery (CNAM) across all major carriers and registered to establish legitimacy and trust across the carrier and analytics ecosystem.
- 3. Map and manage:** Each call uses the most appropriate number based on current fitness for use. Daily mapping validates that each number is still fit for use because yesterday's good numbers can become today's liability. However, daily mapping does not mean daily swapping because although many numbers persist across days, it's only after validation.
- 4. Connect over clean paths:** Calls are delivered over high-trust routes that minimize filtering and degradation.
- 5. Adjust as conditions change:** Usage patterns and assignments are adjusted as carrier conditions evolve, with daily intelligence applied where performance and value matter most.



## Curated management vs. rotation and swapping

Most outbound programs fall into one of three number management behaviors:

**Traditional rotation** replaces numbers every few weeks, hoping performance resets. It fails because carriers track behavioral patterns, not replacement schedules.

**Super-swapping** adds and discards numbers rapidly, often within hours, after only 80–100 calls. It backfires because rapid swapping signals evasive behavior to carrier analytics, thereby accelerating blocking and labeling.

**Number Sentinel's curated model** treats numbers as long-term performance assets, based on their fitness for use. Numbers rotate only when intelligence indicates it is necessary. This disciplined number management preserves trust and delivers sustained connect rates.

As the FCC's NPRM makes clear, the regulatory environment is moving decisively against rotation and

cycling. Number Sentinel's governance approach aligns with where the industry and regulators are heading.

## The two-step framework: Why both steps matter

	Without numbers on TCN	Step 1: Port to TCN	Steps 1+2: TCN + Number Sentry
	⊖	✓	✓ ✓
<b>Attestation Level</b>	B or C (Partial/Gateway)	A (Full)	A (Full)
<b>Number management model</b>	Reactive rotation/swapping	Improved	Governed and monitored end-to-end
<b>Spam label protection</b>	None or manual	Basic	Continuous managed remediation
<b>CNAM branding</b>	Inconsistent	Improved	Improved
<b>Number reputation</b>	Blind or periodic	Limited visibility, block visibility	Daily mapping and validation
<b>Carrier-level blocking</b>	Unprotected	Reduced	Reduced
<b>Number cycling dependency</b>	Very high	Reduced	Replaced with governed rotation
<b>RMD compliance</b>	Dependent on a third party	TCN-verified	TCN-verified
<b>FCC regulatory exposure</b>	Higher risk (resale chain risk)	Reduced	Reduced
<b>Operational burden</b>	On your team	On your team	Managed by a dedicated team

## Stop swapping. Start governing.

The old playbook of cycling through large pools of numbers and hoping the analytics don't catch up is dying. The FCC is proposing to restrict or prohibit number cycling. Carrier analytics are evaluating your numbers in 15-minute windows. And every call that doesn't carry Full Attestation starts at a disadvantage.

That's why it's more important than ever to follow the steps for porting your numbers to TCN and engaging Number Sentinel through TCN. Together, these two steps give your calls the strongest possible foundation for deliverability, trust and compliance in an environment where the FCC, carriers and consumers are all demanding greater accountability from every call that rings.