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When I call a customer, why do they sometimes see my call to them as a SPAM or Possible SPAM call?

“Possible SPAM” labeling is usually caused by the analytics systems used by the **receiving carrier** (the customer’s phone company), not directly by your phone system itself. But the reputation data they use can be influenced by Abadata Connect and by your calling patterns.

In practice, responsibility is shared across several layers:

1. Your phone system / outbound carrier
2. Intermediate voice carriers
3. The receiving carrier (like [AT&T](#), [Verizon](#), or [T-Mobile](#))
4. Third-party analytics companies such as used by the receiving company:
 - [First Orion](#)
 - [Hiya](#)
 - [TransUnion/Neustar](#)
 - [TNS Call Guardian](#)

These analytics engines decide whether a call gets tagged as:

- “Spam Risk”
- “Scam Likely”
- “Possible Spam”
- “Telemarketer”
- etc.

For a business using a platform like Abadata Connect, the most common causes are:

- A number previously used by another company with poor reputation
- High outbound call volume (This is monitored by Abadata Connect and highly unlikely)
- Short-duration calls in combination with high volume calls (ie Robocalls) which is not allowed on our platform.

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- Many unanswered calls
- Calling many mobile numbers quickly. (See short duration above.)
- Customers manually marking calls as spam
- Missing or invalid STIR/SHAKEN attestation. Abadata Connect is fully STIR/SHAKEN compliant.
- CNAM mismatch or missing caller ID branding
- Use of local DID numbers that appear “neighbor spoofed” Abadata Connect Customers are not allowed the controls to spoof phone calls. This is a FCC violation.

A key point:

Even if your provider sends the call correctly with full STIR/SHAKEN authentication, the receiving carrier can STILL label it spam.

So:

- **Your provider affects your reputation**
- **The receiving carrier makes the final display decision**

With Abadata Connect specifically, we have:

- **STIR/SHAKEN enabled**
- **Proper SIP identity headers**
- **Registered caller ID**

...but spam labeling can still happen because mobile carriers rely heavily on behavior analytics.

Things you can do to reduce spam tagging:

- Ensure outbound CNAM is correct and consistent
- Register numbers in business caller registries
- Avoid blasting many calls from one DID
- Use local recognizable numbers
- Remove old/recycled numbers with bad reputation
- Ask your upstream carrier to submit reputation remediation tickets

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- Register with:
 - [Free Caller Registry by Hiya/First Orion/TNS](#)
 - [Google Verified Calls \(where available\)](#)

For MSPs and VoIP providers, one of the biggest hidden issues is inherited DID reputation. A “clean” newly assigned number can actually carry years of spam complaints from a previous owner.