STIR/SHAKEN: A BEST PRACTICES CHECKLIST

What is STIR/SHAKEN?

STIR/SHAKEN (or SHAKEN/STIR) is an industry-designed and FCC-mandated protocol for end-to-end caller ID verification. Its purpose is to combat caller ID spoofing and fraudulent robocalling, and rebuild trust in voice communication.

Phone carriers like AT&T and Verizon are responsible for verifying calls using STIR/SHAKEN. When a call is placed, the originating carrier will assign an attestation – a type of trust rating – to that call. This attestation is then used by the terminating carrier to verify the call's authenticity and block any calls that fail verification.

STIR/SHAKEN's attestation levels are full (or A), partial (or B), and gateway (or C). Calls with full (A) attestations are likely to be trusted, while calls with partial (B) or gateway (C) attestations are more likely to be seen as suspicious.

What do I need to do?

We recommend the following as best practices for navigating STIR/SHAKEN:

- **Have your customers whitelist your phone number(s).**
  The easiest way for customers to do this is to add your phone number(s) into their phone's address book or contact list.

- **Register your phone number(s) to trusted phone number veri ication registries used by phone carriers.**
  The following lists some of the registries we've located:
  - AT&T: https://hiyahelp.zendesk.com/hc/en-us/requests/new
  - T-Mobile: https://callreporting.t-mobile.com/
  - Verizon: https://reportarobocall.com/trf/#

- **Use a Plum Voice ANI for outbound calls.**
  Doing so will maximize chances of getting a full (A) attestation. If this approach interests you, please reach out to the Plum Voice support team at **support@plumgroup.com**. We will take additional steps to ensure your calls receive the proper ANI and full attestation

- **Be aware that call behavior can affect your attestation level.**
  Once received, a business's attestation level will generally improve or remain high as time passes and credibility is gained. However, attestation levels could also be negatively impacted by calls with low answer rates and short durations (under 60 seconds).

To learn more about STIR/SHAKEN at Plum Voice, check out our documentation.