

OUTBOUND CALLING · CALLER ID · 2026

Why Your Business Calls Get Flagged as Scam

Answer rates on legitimate Australian business calls have been falling for five years, and most businesses blame the script, the list or the time of day.

Two separate systems are working against your outbound calls, and they need different fixes. The first is network-level blocking: under the registered industry code, Australian providers identify, trace and block scam calls, and since 2021 they block calls presenting invalid or non-conforming calling line identification. That is a rules system, comply with it and your calls stop being dropped. The second is reputation labelling: carrier screening services, handset software and call-identification apps decide independently whether to warn the recipient. That is a statistical system, nobody publishes the internals, and you can only influence it through behaviour over time.

■ The short version

Network blocking	Reputation labelling	
Who does it	Your provider and the terminating carrier, under a registered industry code.	Carrier screening services, handset operating systems, and third-party call-identification apps installed by the recipient.
What it decides	Whether the call is carried at all.	Whether the recipient sees a warning, a category label, or nothing.
Basis	Rules. Number validity, conformance, rights of use, format.	Statistics. Volume, duration, complaints, user blocks, crowd-sourced reports.
Symptom you see	Calls fail immediately or return an error. Nothing rings. Often 100% failure to a given destination network.	Calls connect and ring normally. Answer rate collapses. Failure is partial and varies by handset.
How fast you can fix it	Same day, once the configuration is corrected.	Weeks. Reputation is earned back through behaviour, not through a form.
Can you appeal	Yes, this is a compliance matter with a defined path through your provider.	Sometimes, partially, per vendor. There is no single register to correct.

Also worth knowing

#	Cause	Signature	Fix difficulty
1	Presenting a number you do not hold. Often inherited: an old head-office number kept after a move, a number belonging to a related entity, or a client's number.	Total or near-total failure to some networks, works fine to others. Inconsistent by destination.	Easy, present a number you hold, or document the authority properly.
2	Presenting an unallocated or malformed number. A typo in a trunk configuration, a number in a range that was never allocated, an international format where a national.	Immediate failure, frequently on every destination.	Easy, one configuration correction.
3	Withholding CLI. Historically common for outbound teams who did not want callbacks.	Calls connect. Answer rate is catastrophic. Recipients report "private number".	Easy technically. Requires an operational decision about handling callbacks.
4	Presenting a number nobody can call back. Technically valid and allocated, but rings out, hits a disconnected recording, or reaches a mailbox nobody empties.	Calls connect. Answer rate declines steadily over weeks as reputation accumulates against the number.	Easy, route the number to something that answers.
5	Volume and duration profile. Hundreds of calls an hour from one number with a median duration of eight seconds looks, statistically, exactly like the thing being.	Progressive degradation. Fine on Monday, poor by Thursday. Recovers slightly over a quiet weekend.	Moderate, requires changing how you dial, not what you present.
6	Accumulated complaint and block signals. Recipients pressing block, reporting the number in an app, or complaining. Each signal is small; they compound.	Slow decline over months, concentrated on mobile destinations.	Hard, this is reputation, and it is repaired by behaviour over weeks.

The diagnostic distinction, in one sentence

If your calls do not ring, it is a rules problem. If your calls ring and are not answered, it is a reputation problem. This one sentence saves most businesses several thousand dollars, because the rules problems are cheap to fix and the reputation problems cannot be fixed by buying anything.

Questions the full guide answers

- ☐ Why do my business calls show up as a scam on people's phones?
- ☐ Is it legal to present a different phone number on outbound calls in Australia?
- ☐ What are the Australian rules that cause outbound calls to be blocked?
- ☐ How do I find out why my outbound calls are failing?
- ☐ Does the SMS Sender ID Register help my call answer rates?
- ☐ Will rotating through multiple phone numbers fix my answer rate?
- ☐ Does using an AI voice agent for outbound calling help or hurt deliverability?

This is the summary. The guide has the detail.

Every point above is worked through in full on our site, with the Australian context, the numbers and the exceptions. If you would rather talk it through, call **1300 881 662** or visit **unidenvoice.com/get-started**.