

COMPLIANCE & PRODUCT · JULY 2026

How Uniden Voice Fixes the Unverified SMS Problem

The new "Unverified" label is quietly catching thousands of Australian businesses off guard. As an ACMA-compliant Australian provider, Uniden Voice solves it at the root, your texts go out from your own recognised business number, so.

Since **1 July 2026**, Australian telcos stamp texts from unregistered brand names as **"Unverified"** under the ACMA **SMS Sender ID Register**. Genuine business messages lose their name, get grouped with suspected scams, and quietly stop being trusted. **Uniden Voice Over Cloud** solves this at the source: as an **Australian-owned, Australian-hosted, ACMA-compliant provider**, it sends your business SMS from your **own recognised business number**, not an alphanumeric brand name, so your messages are **never labelled "Unverified"**. They are two-way, they sit in one thread with your calls, and they arrive as a trusted continuation of the relationship your customer already has with you. No sender-ID registration paperwork to chase, no "Unverified" trust tax, and a local support team that actually understands the rules.

■ The short version

Capability	Overseas SMS gateway (brand name)	Uniden Voice (business number)
Risk of "Unverified" label	High if sender ID unregistered	None, numbers aren't labelled
Two-way replies	Usually one-way only	Yes, replies to your team
Calls & texts together	Separate systems	One thread, one number
Aligned with ACMA rules	Varies by provider	Built for Australian rules
Setup & ongoing admin	Register & maintain sender IDs	Uses the number you already have

■ Key points

- Stop Losing Trust to "Unverified"

⚠ The trap most businesses fall into

Because unregistered texts still "deliver", your SMS reports look fine. The damage happens on the recipient's phone, where you can't see it. By the time falling response rates show up, months of trust have already leaked away.

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**.