



Zoho Voice launches call branding services within the USA

What is call branding?

Call branding is an essential service that empowers your customers to connect through a branded and verified voice call over their local cellular network. As a licensed user of Zoho Voice, you can activate the call branding service to launch quick custom displays solely rendered by the local mobile telephony network and impart your voice calls with the trust and identity that your customers recognize instantly.

Leverage that small amount of screen space and ringing time before call connection for your brand to communicate with your customer in advance and boost your call answer rates by adding an authentic identity to your calls. Establish your brand identity via a 30-character long customized display name with no special mobile app or the internet.

Follow the steps below to incorporate the new call branding service into your existing Zoho Voice setup.

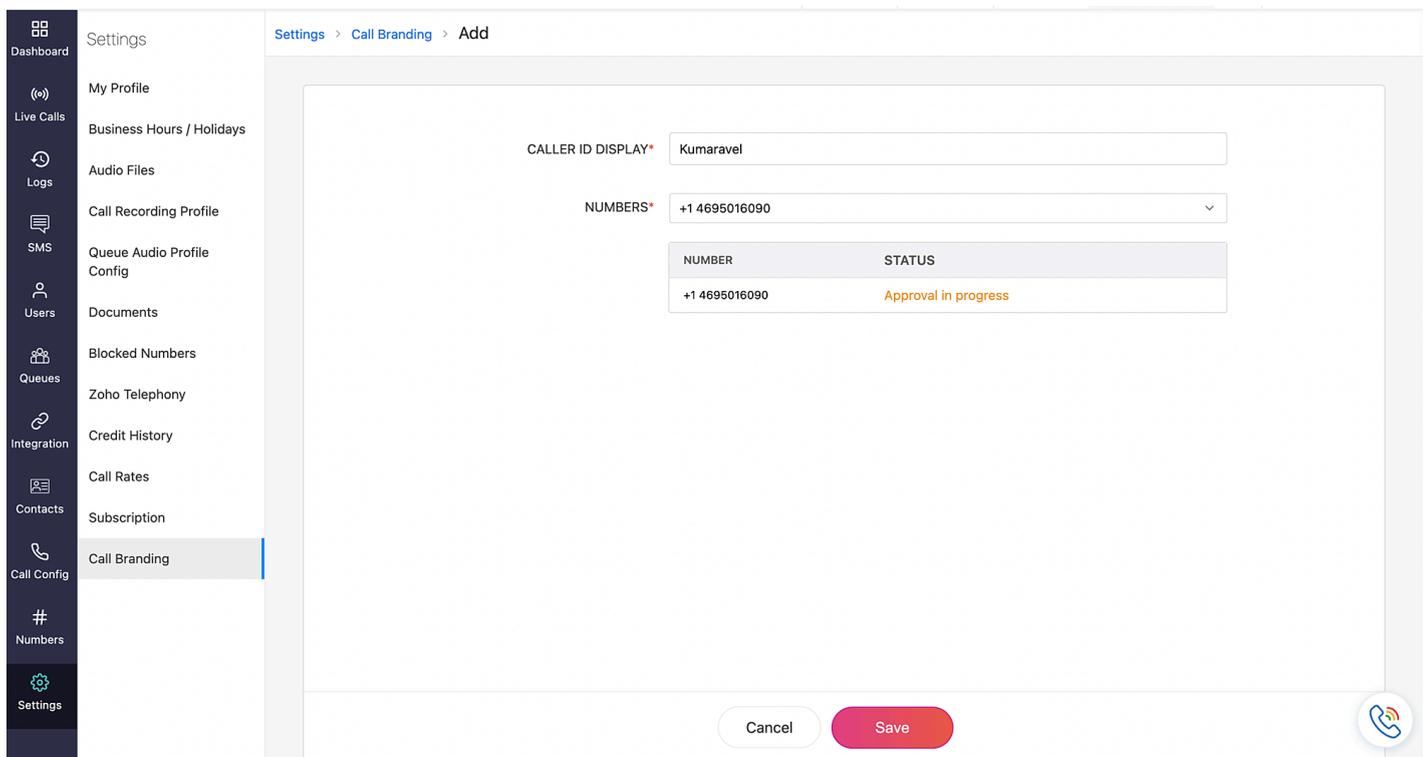
Business registration request and approval

1. To avail call branding services inside Zoho Voice, the SuperAdmin or the Admin(s) of an organization must register their business by filling in the required fields on the **Business Details** form.
2. To access the **Business Details** form, Select **Settings** from the left menu bar and find **Call Branding** and click it.
3. Key in all the essential details including the *Business Name*, *Business Address*, *Website Link*, *Industry Classification*, and *Employee Count*. This also need to upload the *Business Registration Proof* of the organization.
4. Zoho Voice also makes it mandatory to share the name and contact details of someone designated as *Authorized Personnel* for essential business correspondence.
5. The business registration proof must be uploaded here exclusively for availing call branding even if it was already shared with Zoho Voice for other purchases or requests.

6. Once the details are keyed in, click **Submit** to register your business for the call branding service. Call branding can be configured only when the business details shared are verified and approved by our telecom providers.
7. On successful approval, a new business profile under your business name is created for the call branding service. Now you can configure as many branded caller ID display names as you want and associate your numbers with the brand names of your choice.

Brand name activation and number association

1. Inside your business profile, you can add as many brand names as you want. To create a new brand name, click on your business name to navigate through it.
2. Click **Add Brand** in the extreme right corner.
3. On the subsequent page that appears, enter the branded caller ID display name in the corresponding field.



The screenshot shows the Zoho Voice settings page for adding a brand name. The left sidebar contains navigation options: Dashboard, My Profile, Business Hours / Holidays, Audio Files, Call Recording Profile, Queue Audio Profile Config, Documents, Blocked Numbers, Zoho Telephony, Credit History, Call Rates, Subscription, Call Branding (highlighted), Numbers, and Settings. The main content area is titled 'Settings > Call Branding > Add'. It features a form with the following fields:

- CALLER ID DISPLAY***: A text input field containing 'Kumaravel'.
- NUMBERS***: A dropdown menu showing '+1 4695016090'.

Below the form is a table with the following data:

| NUMBER | STATUS |
|---------------|----------------------|
| +1 4695016090 | Approval in progress |

At the bottom of the form, there are 'Cancel' and 'Save' buttons, and a call icon in the bottom right corner.

 The **Caller ID Display** field can bear a maximum of 30 characters. No special characters are permitted in the branded *Caller ID Display* name.

 Zoho Voice does not yet support any branded graphic display or personalized message for specific call recipients.

4. For the **Numbers** field, you can multi-select the numbers to be linked to that particular brand name from the list of available US numbers in your Zoho Voice account.
5. Once the numbers are chosen, a separate approval request is created for each of the numbers to be linked to the particular brand name. During this approval request, Zoho Voice displays a message reading "**Approval in Progress**" besides each number.
6. Upon successful brand name approval, the requested branded **Caller ID display** name will be activated for each of the numbers.

i Zoho Voice takes around one to two weeks for the business verification, brand name approval, and activation processes to be completed.

Updating the branded caller ID display name

The screenshot shows the Zoho Voice settings interface. On the left is a navigation sidebar with options like Dashboard, My Profile, Business Hours / Holidays, Audio Files, Call Recording Profile, Queue Audio Profile Config, Call Branding (highlighted), Documents, Blocked Numbers, Zoho Telephony, Credit History, Call Rates, Subscription, Power Dialer, Call Config, and Numbers. The main content area is titled 'Settings > Call Branding > Edit'. It features a 'CALLER ID DISPLAY*' field with the value 'Voice' and a 'NUMBERS*' dropdown menu set to 'Select'. Below these is a table with two columns: 'NUMBER' and 'STATUS'. The table contains two rows, both with the status 'Brand Approval in progress'.

| NUMBER | STATUS |
|---------------|----------------------------|
| +1 2013455432 | Brand Approval in progress |
| +1 2012344321 | Brand Approval in progress |

At the bottom of the main content area, there are 'Cancel' and 'Save' buttons, and a circular icon with a telephone handset.

To update an already existing brand name:

1. Hover on the brand name to be updated.

2. Click **Edit** at the right side of the brand name to navigate through it and update its details.
3. Here, you can replace the current brand name, and key in and update the new branded caller ID display name.
4. You can also link other new, unassociated numbers to the brand name or delink the numbers already associated with the current brand name.

 The caller ID display name, once created with Zoho Voice, can be replaced and updated with a new name any number of times. You can link or unlink your numbers with a brand name as you like. A number can only be exclusively linked to one caller ID display.

Who can set up call branding in Zoho Voice?

1. Only the SuperAdmin and the Admin(s) of an organization in Zoho Voice can access, enable, or disable call branding configurations.
2. Call branding services can be configured only for US-based Zoho Voice numbers of any type including Personal Unlimited, Personal, Local, and Toll-free numbers.
3. The call branding services can be availed under all the subscription plans offered by Zoho Voice except the free Solo plan (with or without additional user add-ons).

 Solo users can avail call branding services only by upgrading to advanced plans under the Business Phone edition or the more advanced plans under the Enterprise Telephony edition.

Where are Zoho Voice's call branding services available?

Zoho Voice's call branding services are only available across the whole cellular/mobile network within the United States. The caller ID display name is shown only over two of the three major supported carriers: T-Mobile and AT&T.

The brand names would not appear for:

1. Call recipients connected over landlines or fixed lines
2. Call recipients located outside the US cellular networks
3. Call recipients subscribed to a mobile network other than AT&T and T-Mobile
4. Call recipients handling calls over the mobile virtual network in the US

ⓘ Once a number is associated with a brand profile, the branded caller ID display name automatically appears on the customer's screen whenever they connect on an incoming call with the number.

Please reach out to support@zohovoice.com if you have any questions.