



Understanding CNAM

Can I use CNAM on Toll-Free

Toll-free does not support the CNAM service.

A toll-free number is considered an inbound only DID (meaning it is only to accept calls and not generate outbound calls). Due to this classification, the CNAM service is not offered.

Caller ID Outbound vs CNAM

What is Caller ID?

There are two types of Caller ID: **Caller ID Number (CID)** and **Caller ID name (CNAM)**.

CID is a service that displays your phone number to the **phone of the individual you are calling** (on an outgoing call).

CNAM is a service that displays the name associated with **your phone number to the phone of the individual you are calling** (on an outgoing call).

In the US & Canada, CNAM is controlled by a national CNAM database that serves as a log of all US names and phone numbers.

Inbound Caller ID Number

By default the CLI (Calling Line Identification) number for all calls being received on an Avaya SIP Trunk number. Once a number is provisioned on our service, we will automatically include the caller ID number when sending you your inbound calls.

Inbound Caller ID Name

Inbound Caller ID Name will allow you to have the name of the individual calling appear on your phone when receiving calls. We can activate this feature instantly and there's a fee involved. To know more about the fee please email siptrunksupport@avaya.com

Outbound Caller ID Number

When placing an outbound call we will pass the caller ID number that you use with the call. That is, whatever CLI (calling line identification) you are sending with the call will be shown to the party receiving the call. If you do not provide a CLI, your call will go through with "unknown" displayed to the receiving party.

Outbound Caller ID Name

Outbound Caller ID Name is what enables you to have your Caller ID Name displayed to the receiving party that you are calling. This is done by registering a Caller ID Name for a number. Registering CNAM must not exceed 15-character including space and it does not allow special characters like !@#\$ etc.

(Outbound caller ID name listing is free)

CNAM for USA & Canada

How caller ID name (CNAM) works is different in the U.S. as it is in Canada.

USA

In the U.S., several CNAM databases have a record of every US number and the CNAM associated with the number. When a CNAM listing is enabled on a U.S. number, the CNAM details are inserted into the relevant database.

When a call is placed between two U.S. numbers, the carrier who receives the call will check one of the databases to get the CNAM associated with the number. The carrier will pass the call along with the CNAM to the called party.

Canada

In Canada, there is no national CNAM database. Instead, the CNAM information is passed in the appropriate SIP headers. The SIP headers are:

- FROM
- P-ASSERTED-IDENTITY

NOTE

When enabling CNAM listing this can take up to 72 hours to propagate and process.

When enabling CNAM Listing on numbers belonging to our underlying carrier, it can take 5-7 working days.

Please remember, that it's up to the receiving carrier of your outbound calls to display CNAM on their subscriber's phones.