



Line Identification Append

Line Identification tells you valuable information about the phone number that is calling you, or the phone number you are calling. Line Identification Append (LIA) service is the result of a proprietary process combining discrete pieces of data licensed from agents of the United States Federal Communication Commission (FCC) and the Canadian Radio-Television and Telecommunications Commission (CRTC). PacificEast's combining process allows it to integrate the most authoritative and recent updates from these agents.

Why do you need this information? Consumer protection legislation, especially the TCPA (Telephone Consumer Protection Act) requires different treatment of cell phones because the consumer is charged for the call. According to the FCC...

"it is unlawful for any person to make any call (other than a call made for emergency purposes or made with express prior consent) using any automatic telephone dialing system or any artificial or prerecorded voice message to any telephone number assigned to a paging service, mobile telephone service, or any service for which the called party is charged for the call."

[Source: <http://www.fcc.gov/cgb/consumerfacts/truthaboutcellphones.html>]

PacificEast's Line Identification Append product helps you stay in compliance.

But there's more value here than just regulatory compliance. Cell phones are "individual" communication devices; landlines generally serve an entire household. Call behavior and phone use vary for these two types of devices. LIA can help you identify which of your customers are using which kind of phone, be it a landline, wireless phone or VoIP phone allowing you to customize your message to their specific needs.

LIA is available via a real-time interactive service, secure batch service as well as an integrated query via our XML API.

Comparison to Other Providers

We don't blame you for shopping around. These services may be critical to your business process so you should make sure you have the best product for the money. Here are a couple quick tips for you to use in comparing our Line Identification Append service with those from other providers:

- Some products use reference files that tell you only if the exchange (the first 6 of 7 digit of the phone number) is typically landline or wireless. They don't use the full phone number; just part of it.
- Our LIA service checks every telephone number in real-time against the US and Canadian telephone systems.
- Some products use files that are only updated every 30 days.
- Our service doesn't use data compiled monthly and we don't tell you just what is typical for the exchange. You get authoritative information for the exact phone number and you get it accurate and current up to the minute... even if the number was just ported from one type of provider to another.



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