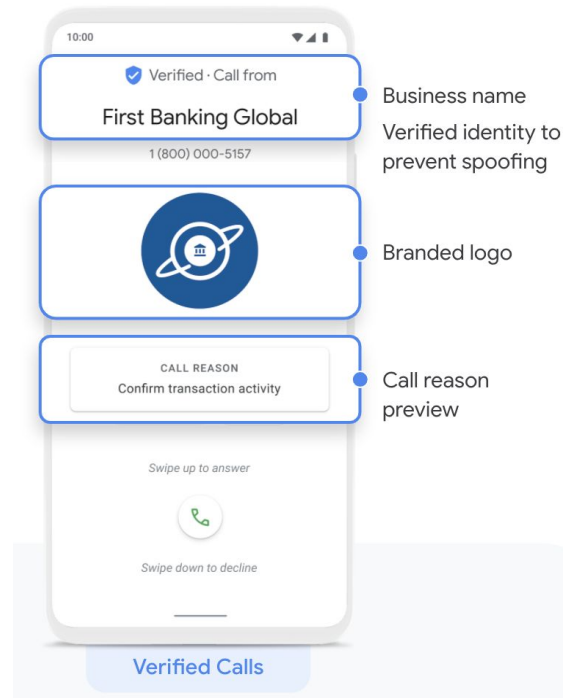


Verified Calls - Brand FAQs

What is Verified Calls?

Verified Calls upgrades communication for consumers by verifying the authenticity of the calls a business makes. When Google verifies a call, we elevate the user's experience of the call with the brand's logo and description, as well as a verification badge and call reason.



What value does Verified Calls provide?

Verified Calls builds user trust in the calls you make to your customers so more of your calls are answered. Increase your marketing and call center efficiency by letting your users know it's your brand who is calling them. Verified Calls also provides significant brand value — the opportunity to display your branding to customers with each call that you make, as well as a call reason letting the customer know the purpose of your outreach.

How does Verified Calls work?

When participating businesses place calls, Verified Calls establish trust by confirming the identity of the businesses in real-time so users can be confident that calls aren't spoofed. Users receive enhanced experiences with the caller business name and logo, verification badge, and the reason for the calling, setting the ground for a successful engagement.

Verified Calls is available to consumers through Google's Phone app on Android, which comes preloaded on many Android devices.

How can I start verifying calls from my businesses?

For quick and easy onboarding, we recommend that you work with one of our existing [partners](#) that has already implemented the Verified Calls protocol. If your current aggregator is not listed or you do not have one, please fill out our [contact form](#).

Where is Verified Calls available?

Verified Calls is first available in the US, Mexico, Brazil, Spain and India, with more countries to come. It is available via Google's [Phone](#) app on Android, which comes preloaded on many Android devices in these markets. Note that we are continually taking steps to increase the number of eligible users.

Does Verified Calls increase engagement with business calls?

We believe that users are more likely to engage with verified business calls due to increased trust and improved user experience. Most consumers won't answer a call if they don't recognize the caller.

Does Google have access to the call records?

No. We have designed the API with users' privacy in mind. The Verified Calls API removes personal information after the verification is complete. We do have access to de-identified data to measure key metrics like call volume, but this data cannot be tracked down to a user.

How much does Verified Calls cost?

Reach out to your aggregator partner for information around Verified Calls costs and promotions.

Visit g.co/cloud/verified-calls to get started