



ROBOCALL MITIGATION PROGRAM

Call monitoring

The wholesale team consults a daily report showing traffic and its evolution by customer and by destination. The metrics monitored are:

- Number of call attempts
- Number of completed calls
- Completion rate (ASR)
- Call duration
- Average call duration (ACD)

From experience, the profile of calls generated by robots have high volumes and, compared to retail traffic, an abnormally low ASR and ACD.

These metrics are therefore continuously monitored to detect the occurrence of robocall traffic: when the ASR drops below 50% and/or the ACD below 20 seconds, regardless of the destination, the customer is contacted and asked to stop sending the calls. If there is no response or no action from the customer, the relevant destination is closed and the calls are rejected.

Collaboration with downstream operators

Kertel terminates voice traffic with the major international players in the telecoms market. The vast majority of these organisations have processes for detecting and alerting to non-standard call flows such as traffic generated by robots.

When the situation arises, these operators write to us to report a flow of calls that they do not want and ask us to stop making the calls. These cases occur when the criteria of our partner operators are stricter than ours or if their reactivity is greater (especially at weekends when a small operator like Kertel does not have sufficient resources to maintain its surveillance).

In these cases, in the same way as an internal detection of the flow as described above, Kertel writes to the customer concerned and asked to stop sending the calls. If there is no response or inaction from the customer, the destination concerned is closed and the calls rejected.

Customer management

Prior to establishing a partnership with a new customer, Kertel assesses the call traffic profile of the prospect concerned. Kertel works with call-centers but makes a strict selection of players who can use our termination capacities. As these capacities are limited, profiles that optimise the use of our voice platform and the best filling of our interconnections (high ASR and ACD) are systematically favoured.

Despite this, we have already noted discrepancies between the figures announced during the preliminary discussions before signing a partnership and the reality of the calls sent. When the call profile deviates too much from the initial promises, falls below 50% ASR and 20 seconds ACD and/or gives rise to complaints from our partners, we do not hesitate to end the partnership.