Nomorobo Readout

Survey results and product learnings

May 2020 – September 2020

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Agenda

- Nomorobo metrics to date (May - September)

- Online survey results (currently anonymous)

- Online survey analysis

- Product learnings from Nomorobo

- Readout Recap

- Next steps

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Nomorobo™

Comcast Business is partnering with Nomorobo to provide customers FREE landline protection from robo and spam calls.

Trial Info

- Since May 6, 2020, Nomorobo has been listed as a product on the Comcast Cloud Solutions Marketplace.

- There is no awareness campaign.

- Customers go to the Nomorobo site to sign up for the service.

- There is no cost, customers can register as many landline numbers as they want.

- There is no end date for the partnership. We're collecting data, provided by Nomorobo, to assess the success of the service. We're also collecting survey results from an online form.

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Metrics to Date (May - September)

631 lines created. Over 100 lines created each month since May.

Other Metrics:

- Only 26.94% of lines have gone through "verification" (auto-call was answered). *Verification is not required for spam block protection.*

- 365, or 57.84%, of lines are considered "active" (active = have blocked at least one call).

- 14.53% of total calls are currently being blocked.

- Around 20% of total lines created have been from Residential customers.

Analysis: There is Product Demand

From the metrics, we can confirm there is a demand for robo and spam blocking on business lines.

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Online Survey: Metric Results

26 customers responded to the online survey (May - August).

Results:

- 14 of 26 respondents (54%) are dissatisfied with the service.
    - 1 respondent is neutral and 11 are satisfied.
- 12 respondents reported getting less spam calls with the service active, but 7 of those say the decrease is not significant.
    - 11 respondents are getting the same amount of calls and 3 claim to be getting more calls.
- 11 respondents found Nomorobo through the Xfinity site, an internet search, or a marketing email.
- 11 respondents provided their email address specifically to get service support.

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Online Survey: Metric Analysis

- 54% of respondents are dissatisfied with the service. 87.5% of respondents say the amount of spam calls they're getting has not decreased significantly or has not changed:

  - Recently, we've learned that many of features/methods used to block residential spam calls **do not work the same way with business spam calls.** *More on slide 7 and 9*

- 11 respondents found Nomorobo through the Xfinity site, an internet search, or a marketing email:

  - About 20% of lines have been from Residential customers. We have **zero marketing** for Business customers and have implemented **zero SEO initiatives** for the Cloud Solutions page. It's possible that many of survey respondents with positive responses have been Residential customers.

  - In the future, we will not be including Residential customers in our surveys, and we will be working toward finding a non-anonymous survey solution.

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Online Survey: Comments - Blocking

Blocking and Adding Numbers to Block List

- The calls I receive **come from blocked numbers**. Therefore, I cannot input a telephone number into this spam blocker form.

- The biggest problem with the calls I receive is that they are **"spoofed" caller id phone numbers**.

- I can't add spam callers to the list of blocked numbers because they say **"Potential Spam" or "No Caller ID"**

- It blocked the worse spammers, but **now it let through different ones**.

- Every day I receive at least 10 calls that I would like to block. **You only allow 25 calls to be blocked**.

- Your service blocked a total of zero spam calls (I know because **I have a local blocker** attached to the phone, and it is the one that did the blocking).

Nomorobo doesn't have 'spoofing'/toll free, 'neighbor detection', or custom block features.

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Online Survey: Comments - Setup

Setup Instructions

- I have not been able to set this up on my main office account, which is the account I need it on the most, as **your instructions screenshots and options do not match my screen** when logged in as the Administrator.

- My business service plan doesn't have a spam feature nor allow for Nomorobo.

- **Too difficult to set up.** I do not understand. Why is it not automatic?

- **Directions to set up on your website are non-existent. Directions on Nomorobo are old and do not match** what you see on our business account. **Simultaneous Ring is not an option and is needed per Nomorobo.** Essentially, I had to set it up for 0 rings in order for Nomorobo to work.

The setup is complicated and differs depending on user. We need a new solution for displaying them. *Unsure Nomorobo can display multiple sets of directions during setup.*

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Nomorobo Product Learnings

After a call to discuss survey results with Aaron, our Nomorobo rep, we learned of some key differences between Residential blocking services and Business blocking services.

- **No "spoofing", "neighbor spoofing", and toll free protection:** Can only identify numbers like this when they act like robocallers (calling thousands of people an hour). Spoofers are getting smarter everyday. Examples of these are "No Caller ID" and numbers that look similar to your's. *Considering implementing a Premium feature.*
- **No custom block/allowed lists ("selective call blocking"):** Reporting numbers doesn't automatically add them to the blocked list. For example: On mobile, Apple proxies, so they can't load custom blocked lists to specific devices.
- **Safety feature, 30 second call back:** Residential needs a safety feature for emergencies. Example - if an urgent call was blocked and they try again within 30 seconds the call is let through.

STIR/SHAKEN: "It's becoming evident that stir/shaken won't be the end solve for this problem." - Aaron

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Readout Recap

There is clearly a product demand for Business spam blocking services.

Nomorobo spam blocking features are specifically built for Residential blocking services.

Business customers are generally not satisfied with the current state of the service.

Business customers are having difficulties with the setup of the service.

Customers don't always understand the differences between Comcast Business / Xfinity.

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Next Steps

Surveys

- **Find an online survey that is not anonymous.**

  - This will give us the ability to contact customers directly to get further info on their experience.

- **Do not send surveys to Residential sign ups.**

  - Our goal is to POC for Business, we don't need Residential experiences to dilute the survey results.

Product Options

- **Improve directions:** Setup is challenging and unclear for many users.

- **Assess automation lift:** Nomorobo says they have all the APIs available for automating the line creation process. Internal API work. *Spectrum and Vonage are currently leveraging the same APIs.*

- **Assess Data analysis lift:** Ability to compare all allowed calls to blocked list. Internal API work.

> **Unfortunately, even if we improve the directions or create automation, many of the issues we're seeing still won't be fully resolved.**

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Questions?

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