

Why your business name — or “spam” — appears when you call customers

A plain-English guide to how mobile caller ID labelling works, why it happens, and exactly where to fix it.

The short version. The business name — or a “spam”/“scam likely” warning — that your customer sees is decided by a third-party caller-ID and call-screening service running *on the recipient’s phone*, not by Caznet, and not by the underlying carrier network that delivers the call. These companies maintain their own private databases, built without your involvement. **Caznet cannot set, change or remove these labels, and Australian carriers have no control over them either.** The good news: in most cases you can correct them yourself, usually for free, by contacting the relevant service directly — this sheet explains who they are and where to start.

WHY IT HAPPENS & WHERE THE NAME COMES FROM

These services build their databases automatically from several sources, then score every number with machine learning:

- ▶ **Public listings & the web**
Google Business Profile, White Pages & Yellow Pages, the ABN/ABR register, your website and public social media.
- ▶ **Crowd reports**
What other users have saved the number as, plus “mark as spam” taps from people who received calls.
- ▶ **Number history**
If a number previously belonged to another business, that *old* name often lingers for months after it’s reassigned to you.
- ▶ **Calling pattern**
High call volume, very short calls, or low answer rates automatically push a number toward a “spam” score.

Important: each service keeps a **separate** database. Fixing your details with one provider does **not** carry across to the others — you may need to lodge with several to cover all your customers’ handsets.

WHO DOES THE LABELLING

SERVICE	WHERE IT SHOWS UP	WHAT YOU CAN DO THERE
Hiya	Built into Samsung phones (“Smart Call”); also powers some overseas carriers. The most common source of labels in Australia.	Free Number Registration , free correction of a wrong name, and a one-time review for spam labels. hiya.com/au/manageyourcallerid
Truecaller	A user-installed app on both Android <i>and</i> iPhone. Names are largely crowd-sourced from other users’ address books.	Request unlisting (removal) or a business listing / correction. truecaller.com
Google Phone	Android “Caller ID & spam” and Verified Calls (built into Pixel; downloadable on other Android phones).	Submit caller-ID feedback in-app; businesses can enrol in Verified Calls to show name, logo & call reason.
First Orion / TNS	Power branded calling & spam scoring on US/ Canadian carriers (T-Mobile, Verizon, AT&T). Rarely affect Australian-to-Australian calls.	Listed for completeness — only relevant if you regularly call North American numbers.

HOW IT APPEARS, BY PHONE TYPE

Samsung (Android)

“Smart Call” is built in and powered by Hiya — the single most common cause of a wrong or “spam” label seen in Australia.

Other Android

Pixel, Oppo, Motorola and others use the Google Phone app’s “Caller ID & spam”; some users also install Truecaller.

iPhone (Apple)

iOS has **no** built-in third-party labelling, and AU carriers don’t push labels to iPhones. A name shows only if it’s a saved contact or the user installed an app like Truecaller or Hiya.

WHAT TO DO — DEPENDING ON YOUR SITUATION

1 Not labelled, but you want to be

Register free with **Hiya** (Number Registration) and enrol in **Google Verified Calls**. Keep your public listings consistent — your Google Business Profile, White Pages and website should all show the same name and number.

2 Labelled as the wrong business

Almost always stale directory data or a reassigned number. Claim and correct your **Google Business Profile**, White Pages, ABN/ABR and socials first, then lodge a free correction with **Hiya** and use **Truecaller’s** unlisting tool. Allow about a week per service.

3 Labelled, but you don’t want to be

Submit a removal / “unlisting” request to **Hiya** and **Truecaller**, then clean up the public listings that feed the data — that’s what makes the change stick, since these databases re-harvest public sources.

4 Labelled as “spam”

Start with free **Hiya** Number Registration and request its one-time review — the most effective first step. Repeat with each service (scores don’t transfer). High call volume, very short calls and low answer rates also raise the score; **genuine** recipient reports won’t be removed.

WHERE TO GO — USEFUL REFERENCES

FIX IT AT THE LABELLING SERVICE

Hiya — registration & corrections
hiya.com/au/manageyourcallerid

Truecaller — unlist / business listing
truecaller.com

Google Phone app — Settings › “Caller ID & spam” › send feedback; or enrol in Verified Calls

FIX THE UNDERLYING SOURCE DATA

Google Business Profile — claim / correct your listing
business.google.com

White / Yellow Pages — correct your directory entry

ACMA — background on scam-call blocking by carriers
acma.gov.au/caller-id-scams

Tip: before lodging anything, search Google for your phone number in quotation marks — e.g. “08 1234 5678” — to see which listings the labelling services are likely picking up. Correcting those is half the battle.

CONTACT CAZNET

We can’t change or remove these labels — no telco can — and we can’t see which service has labelled your number. The best path is to follow the steps above and contact the providers directly; if you’re unsure where to begin, our Adelaide team can point you in the right direction.

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