Caller ID Name (CNAM) Guide

Roy Kim - 2026-01-27 - Comments (0) - Voice

Caller ID Name(CNAM) - Customer Guide

Why CNAM Is Not Consistent Across PSTN and Mobile Networks

Caller Name (CNAM) is the textual identifier associated with a phone number that is displayed on the recipient's device.

Despite the expectation of uniformity, the CNAM display can vary or even be incorrect across different networks due to several reasons:

1. CNAM is not transmitted with the call – Unlike Caller ID number (phone number), CNAM is retrieved by the terminating carrier using a database lookup based on the calling number.
2. Decentralized CNAM storage – There is no centralized CNAM database in the U.S.; multiple CNAM databases exist, managed by third-party providers.
3. Terminating carriers may use different or outdated CNAM databases – Some carriers prioritize cost over accuracy and may not regularly sync or update records.
4. Latency in CNAM propagation – After a CNAM update, it can take 24–72 hours (/or 1 - 2 weeks) to propagate databases and carriers.
5. When **business CNAM** displays correctly on landlines but **not on mobile phones**, it's usually because **mobile carriers don't use traditional CNAM dips(**query)— they rely on **their own branded caller ID systems or third-party data sources.**
6. These reasons show updating CNAM through your phone service provider alone is not enough.

Steps to Correct Business CNAM on Mobile Phones

Disclaimer:
While Atlantech doesn't have direct access to update third-party CNAM (Caller Name) databases—or the authority to request changes on your behalf—we've put together a helpful guide based on our research to show you the best steps businesses can take to improve CNAM display, especially on mobile phones.

Following these steps should give you a strong chance of getting your correct caller name to show up, but please note that we can't guarantee results, since these

databases are managed by outside providers we don’t control.

Step 1: Understand Mobile Caller ID Systems

Mobile carriers rely on **branded caller ID partners**, not standard CNAM lookups:

Carrier	Branded Caller ID Partner
T-Mobile	First Orion (Name ID)
AT&T	Hiya
Verizon	TNS (Total Call)

These partners **build their own caller ID databases** from:

- Business registry data
- CNAM databases
- Crowd-sourced reports
- Paid business verification programs

Step 2: Register or Claim the Business Name with Mobile Data Partners

The Customer must submit their business name directly to these data aggregators:

First Orion (T-Mobile / Boost / MetroPCS)

- Visit: https://calltransparency.com/
- Submit your business phone number and branding
- Use “**Branded Caller ID**” option to control what displays

Hiya (AT&T / Cricket / Samsung SmartCall)

- Visit: https://hiyahelp.zendesk.com/hc/en-us/requests/new
- Choose **“Caller ID name correction”**
- Provide proof of business ownership and the correct CNAM

TNS (Verizon / US Cellular / Tracfone)

- Visit: https://reportarobocall.com/trusted-caller-registration/
- Register under **“Trusted Caller ID”**
- Business verification and branding submission required

Step 4: Submit the Information and Wait

- Include:
  - Correct business name (15 characters or fewer)
  - Main phone numbers used
  - Business website or documentation
- Processing may take **1–2 weeks**

Step 5: Retest Caller ID on Mobile Phones

- Make test calls to each mobile carrier (T-Mobile, Verizon, AT&T).
- Ask contacts or use test devices to **screenshot what name appears**.
- If the name is still incorrect after 2+ weeks, re-submit or escalate to each mobile data partners.

Summary

Step	Action
1	Confirm CNAM is correct in standard databases with Atlantech Online.
2	Identify mobile carrier data partner
3	Submit name correction request to Hiya, First Orion, TNS
4	Wait 1–2 weeks for processing
5	Retest on mobile networks