

I work for a telephone provider and over the years have heard many comments from our customers regarding their outbound caller id not displaying their correct information when they call someone from their phone. I know that each telephone provider has to maintain their own LIDB which the customer's information is stored and in order for the caller id to be displayed correctly on another telephone provider's network, the other provider has to update their information with ours. My experience as well as others in the industry is that each telephone provider does not update their information unless one of their customers requests it. This can be frustrating for the small business customers that depend on their correct information displaying instead of someone else's. I had a recent event where one of my customers when he called someone the caller id was coming up as an Asian massage parlor, that really wasn't cool since he used this number as his small business number. We were displaying his information correctly in our LIDB however everyone else had not updated their LIDB's. Our customer had this number for over a year and this was very embarrassing for him and it was embarrassing for me since I had to tell him he had to have someone from the other companies request they update their LIDB. Let me get to the point of this comment. Wouldn't it be easier to have a central database that each provider had to update so everyone pulls the caller id from the same database each time someone places a call?? I know that would probably have to have a company step up to the plate and actually maintain that database but we have all of these other charges that each company charges a customer to maintain different aspects of the communications systems, I'm sure if everyone that has a phone pays a small amount then someone should be able to maintain that kind of system.. right??