

Why is the Wrong Name Showing When I Call? (Caller ID Name / CNAM)

In Australia, WTCO sets your outgoing **caller ID number** - not the name. The name that appears on someone's phone when you call (often called **CNAM** or Calling Name) is determined by the recipient's device, their carrier databases, or third-party lookup services.

Result: Your business name can show incorrectly even if your WTCO settings are correct.

Common Causes

- Your number was previously registered to another business.
- Online business listings still link your number to an old name.
- Mobile devices pull name data from Google Maps, Apple Business Connect, or caller ID apps.
- Carriers or directory services haven't updated their records.

How to Correct It

You can't change CNAM through WTCO, but you can update the databases that feed it:

1. Google Business Profile (Android & Google search)

- Go to: <https://business.google.com>
- Search your phone number in Google.
- If the wrong name appears, claim the listing and update **Business name**, **address** and **phone**.

2. Apple Business Connect (iPhone caller ID)

- Go to: <https://businessconnect.apple.com>
- Sign in with or create an Apple ID.
- Search your number, claim the location, and update the details to match your Google profile.

3. Truecaller (crowd-sourced caller ID app)

- Go to: <https://www.truecaller.com>
- Click **Update Name**, verify via SMS, and set the correct business name.

4. Hiya (used by some carriers)

- Go to: <https://hiya.com>
- Under **Support**, choose **Request Name Change** and submit your number and correct name.

5. Other Online Directories

- Search your number in Yellow Pages, White Pages, and TrueLocal.
- Update or remove any outdated entries.

How Long Will it Take?

Updates to online databases may appear in a few days; carrier ecosystems can take a few weeks. Some recipients may continue to see the old name until they refresh or edit their saved contacts.

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