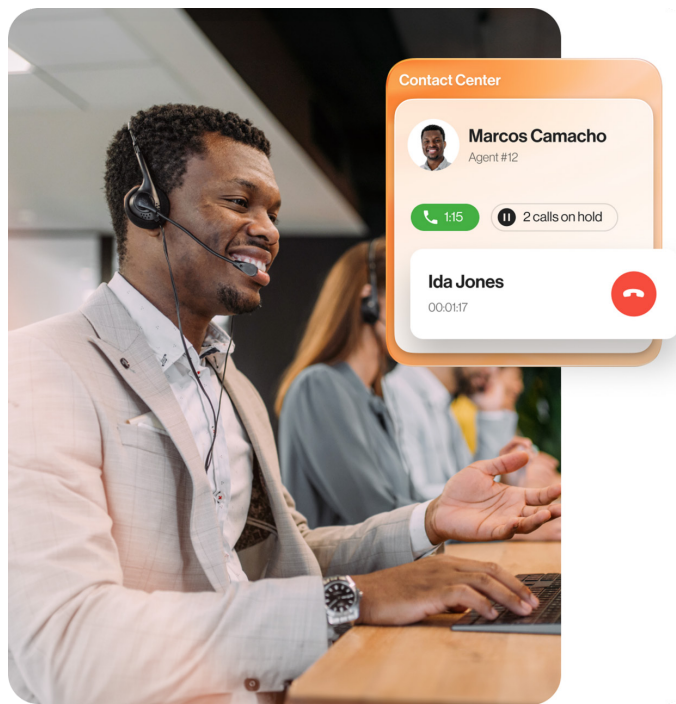
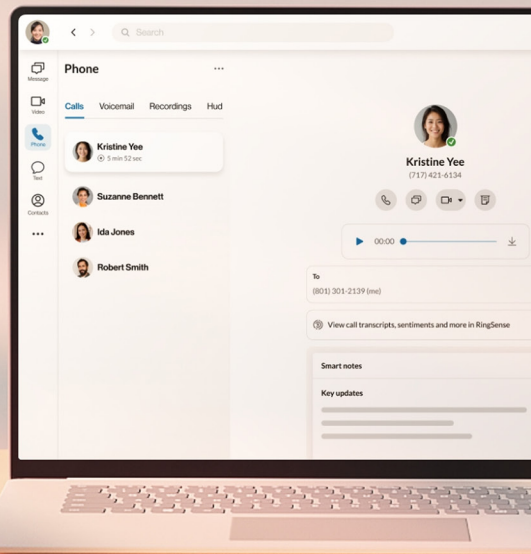


RingCX Autodialer with Apple iOS 26 Call Screening: Impacts and Best Practices

How to maintain high contact rates and brand reputation



The release of iOS 26 introduced more robust call screening capabilities, promising better spam call prevention and user experience for Apple's customers. While this update serves individual users well, it also poses significant challenges for businesses that rely on outbound communications. New AI-driven spam filters and stricter number verification measures may result in reduced call engagement and increased barriers to reaching customers.

For businesses using RingCX's outbound capabilities, proactive measures are essential to maintain high contact rates, protect brand reputation, and achieve desired ROI for outbound campaigns. This solution brief details the potential impact of iOS 26 call screening, outlines RingCX's outbound capabilities, and provides actionable steps to mitigate these challenges.

Understanding iOS 26

Call Screening

With the introduction of iOS 26, Apple has enhanced its Call Screening functionality. This feature serves as an intelligent go-between when an incoming call originates from an “Unknown” number, acting as an intermediary before the call reaches the iPhone user.

Here’s a breakdown of how it works:

- **Automatic interception:** When a call comes in from a number not saved in the user’s contacts or without a very recent, significant interaction, iOS 26 can automatically intercept it.
- **Siri’s inquiry:** Instead of ringing directly, a Siri-like voice prompt will ask the caller to state their name and the reason for their call.
- **Real-time transcription:** The caller’s verbal response is then transcribed in real-time and displayed on the iPhone user’s screen.
- **User decision:** The iPhone user sees this transcript and decides whether to accept the call, send it to voicemail, or hang up—all before their phone ever rings.

Potential impact on outbound campaigns

The introduction of iOS 26 call screening presents several potential challenges for businesses relying on autodialer campaigns:

- **Decreased contact rates:** The most immediate impact could be a noticeable drop in live connections. If callers aren’t providing compelling enough information in their initial prompt, users may simply decline the call, leading to fewer successful conversations.
- **Poor Answering Machine Detection (AMD):** Traditional AMD systems, which are designed to differentiate between live answers and answering machines, may struggle with the iOS 26 screening prompt. The AI voice asking for information could be mistaken for an answering machine or voicemail greeting, causing the dialer to disconnect prematurely or drop a voicemail when a live person could have been reached.
- **Reduced agent efficiency:** Agents may find themselves “pitching” to an AI assistant (and a live transcript) rather than a human directly. This adds an extra layer to the interaction and could increase the average time per call, reducing the number of dials an agent can make in a given period.
- **Inconsistent branding visibility:** iOS 26’s aggressive “UNKNOWN” filtering means that your brand name might not always appear during the initial screening phase, potentially hindering recognition and trust.

How to minimize your impact

To maintain the effectiveness of your outbound campaigns and adapt to iOS 26 call screening protocols, RingCX offers adaptable tools and strategies, including:

1. Implement verified Caller ID

Verified numbers are significantly more likely to bypass call screening systems and make it to customers' devices successfully.

2. Leverage number reputation management

Use number reputation management to monitor and proactively respond to changes in your number status. Dynamic solutions, such as rotating or re-registering outbound numbers, will further mitigate spam risks and enhance your campaigns.

3. Enable omnichannel outreach

Expand beyond voice calls by incorporating SMS, email, and other engagement methods into your outreach strategy. RingCX's omnichannel tools allow you to craft end-to-end campaigns that reach prospects where they are most likely to engage. Pre-call text or email notifications, for example, can prime customers to recognize and trust your business.

4. Educate your teams

Equip your agents with a clear, concise, opening message for the AI that emphasizes why the call is relevant to the recipient. Think of it as a short elevator pitch that is brief, direct, and compelling. Leverage the Agent Scripting capability in RingCX to help agents deliver the opening consistently and effectively.

5. Analyze and adapt your campaign performance

Utilize RingCX's robust analytics to monitor contact rates for each outbound campaign. Identify which campaigns and scripts are performing best (or worst) in the new environment. Be prepared to iterate on your strategies and continuously optimize based on real-world data.

Why choose RingCX?

RingCX, powered by RingCentral, is the trusted AI-driven communications solution designed to optimize both inbound and outbound customer interactions. Its unique combination of cloud-based technology, advanced AI features, and seamless partner integrations makes it the ideal platform to overcome obstacles like those posed by iOS 26 call screening.

With RingCX, your business is equipped to not only navigate these changes but thrive in a customer-centric communications landscape.

For more information, please contact a sales representative. Visit ringcentral.com or call 855-774-2510.

RingCentral is a leading provider of trusted AI communications, contact center, sales intelligence, video, and hybrid event solutions. RingCentral empowers businesses with conversation intelligence and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of hundreds of thousands of customers and millions of users worldwide.

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