Where do Caller ID names come from?

For the 5ESS numbers (ISDN phones mostly, but maybe in a few isolated cases analog phones using caller ID) the name to phone number mapping that appears comes from the switch. It is set up by Telephony CSR's and changes can be requested through them.

For VoIP phones, name to phone number mappings come out of the MIT on-line directory. If the wrong name shows up, it can usually be corrected through Atlas.