



Connect

NEWSLETTER



March 2022



Introduction

Welcome to the latest issue of our Connect newsletter, which is again filled with lots of news and updates. This month sees the publication of our bi-annual Robocall Investigation Report, now in its eighth edition, and which has firmly become a leading and trusted guide for carriers, the media and the industry at large because of its in-depth analysis and insights.

We're also pleased to share an update on our much-anticipated Enterprise Branding Calling solution and a new ebook that reports on the latest consumer attitudes to the robocall menace.

If you have any questions on the topics covered in this newsletter, please email solutions@tnsi.com or speak with your account manager.

David Kaemmer

Vice President, Communications Market

**Telco
Innovation
Awards 2022**



**Future
Digital
Awards**

Recognising Challengers and Disruptors

TNS Wins Two Future Digital Awards

TNS is delighted to have received two accolades at the Future Digital Awards for Telco Innovation run by Juniper Research. TNS' [Roaming Hub](#) was a platinum winner in the best 5G roaming service provider category and our [Identity and Protection Suite](#) was a gold winner for best robocall mitigation solution.



New TNS Robocall Investigation Report Now Available

The eighth edition of TNS' highly regarded Robocall Investigation Report has been published this month and shines a spotlight on robocall activity during 2021. This includes a review of the distribution and origination of unwanted calls, as well as the scams circulating and how wireless and wireline robocall volumes vary. [Request your complimentary copy here.](#)



TNS Achieves 1 Billion Branded Calls Milestone

TNS has eclipsed one billion branded calls delivered across US wireless carrier networks. The milestone reflects TNS' unmatched success supporting carriers' robocall mitigation efforts, which is driving demand for [TNS Enterprise Branded Calling \(EBC\)](#), the next evolution in restoring trust in voice calling by enriching consumer engagement making the voice channel an integral part of any omni-channel Customer Experience (CX) program. [Read our press release in full.](#)



Consumer Perceptions Overshadow Robocall Improvements

Independent research commissioned by TNS has uncovered a disparity between consumer perceptions and the fall in robocall volumes over the last few years. The great strides taken by the industry saw robocalls fall to 79 billion in 2021, naturally this is still a significant amount but is notably less than the 107 billion seen in 2019. Our research revealed that 45% of US adults still perceive they are plagued by five or more robocalls every day, which has most likely become an embedded belief caused by years of frustration. The research also showed 82% of US adults want more caller information presented before they answer a call.

Download our new [Exploring Consumer Robocall Attitudes and Perceptions](#) ebook to discover the key findings of the research.



What to Expect from



TNS Invited onto CNBC

Robocallers this Year

While significant strides continue to be made in the fight to end unwanted robocalls, TNS' data suggests robocalls will continue to plague consumers in 2022. Find out more in our blog which explores [five key robocall predictions](#) for this year.

Primetime

TNS' CEO Mike Keegan was interviewed live on CNBC's The News with Shepard Smith show in December and discussed how the use of 10-digit long codes is facilitating rising numbers of robotexts. Watch the footage on the [TNS YouTube Channel](#).



Enterprise Branded Calling Pilot Achieves 56% Increase in Answer Rate

TNS is committed to helping carriers restore trust in voice calling and has been actively developing its Enterprise Branded Calling solution with a tailored beta program. Early results have shown a dramatic improvement in call answer rates and, as a result, a full market launch is planned for this year. Email solutions@tnsi.com for more information or contact your account manager.



**TNS and Cellusys
Collaborate on 5G Roaming
and Security**



**5G Blog Series: Focus on
Security and Adoption**

With 5G roaming and interworking on the horizon, TNS is collaborating with Cellusys, in research, development, and testing of roaming and security solutions for 5G networks. Discover more in our [press release](#).

Check out the TNS blog for the latest installments in our 5G blog series. Recent entries explore how [authentication is keeping subscribers safe](#) and the important role of [VoLTE launches](#) in securing 5G adoption.



TNS Events Calendar: CCA and ITEXPO

Join the TNS team in Tampa, Florida, between April 11 – 13 at the CCA Mobile Carriers Show. TNS' Senior Director of Product Marketing, Jim Tyrrell, will also be speaking about STIR/SHAKEN at the forthcoming ITEXPO in June.

Email solutions@tnsi.com if you would like to meet up at an event this year.



Classic Scams Continue to Circulate

While scammers frequently evolve and adapt their tactics, some scams prove too lucrative to leave behind. Over the last six months, scammers have been particularly active with classics like IRS child credit, student loan forgiveness and car insurance smishing. Keep up to date with the latest scams at our [Scam of the Month](#) webpage.



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