Enhanced Caller ID is an industry-leading solution that leverages a mobile operator’s key asset, the network, to empower identity and facilitate trust in personal and business mobile communications. Enhanced Caller ID identifies over 2 billion calls or texts per month on over 200 million devices across over 500 makes and models as a partner to Tier 1 US mobile operators.

**Personal Choice**
- Accurately detect robocalls and caller ID spoofing to help subscribers avoid answering unwanted and scam calls
- Deliver calling name ID for incoming calls to your subscribers
- Stop scammers by delivering the number’s reputation profile
- Empower subscribers with a visual warning of suspicious callers and tools to avoid unwanted fraudulent calls
- Provide greater trust in voice calls and protect and provide relative context to calls
- Create a trusted and branded experience for enterprise to consumer calls

**Personal Lists**

**Personal Control**

- Block calls by spam risk level
- High risk: calls from spammer and high risk
- Medium and lower
- For non-blocking, blocked calls will be automatically sent to voicemail.
Features

- **Calling name ID delivery** - Provide calling name information on every call, even if not in subscriber’s contact list.
- **Reputation profiles** - Caller reputation on over 1 billion telephone numbers.
- **Business ID delivery** - Allow businesses to enrich their engagement with consumers.
- **Crowd-sourced feedback** - To supplement analytics.
- **Empower subscribers** - Features to manage spam lists, block calls by level of risk and send to voicemail.
- **Accuracy** - High quality of identifying bad actors, including neighbor spoofing.
- **Privacy** - Compliant with Carrier legal and privacy policies.

Benefits

- **Reduce calls into customer care** - Provide your subscribers with calling name and reputation of incoming calls and reduce the calls into your care organization to report spam.
- **Reduce customer churn** - Decrease the chance of your subscribers falling prey to scams and fraud.
- **Increase Net Promoter Score** - Provide your subscribers with the tools to personalize their experience and combat unwanted calls.
- **Customer experience** - Deliver the best experience for your subscriber regardless of terminating device.
- **Trust** - Create trusted experiences between enterprises and subscribers.
- **Revenue** - Leverage a proven monetization model to convert users from Free to Paid features.

The Most Trusted Partner for Solutions for Telecommunication Carriers or Providers

TNS addresses the evolving needs of network operators around the globe. As the industry evolves to IoT and 5G technologies, TNS leads the development of solutions to help carriers navigate a host of infrastructure complexities and maximize their network reach through the creation of unique multi-service hub solutions.

To find out more about how TNS can help you with a wide range of telecom solutions:

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