



Connect

NEWSLETTER



April 2023



Introduction

Welcome to the latest issue of our Connect newsletter, which celebrates the release of the TNS 2023 Robocall Investigation Report, which is the 10th Edition of the market-leading report. We hope the data and insights within the report help your business when making plans for the rest of 2023.

We know an important part of the robocall story is restoring trust in voice calling, and we're delighted with the results our Enterprise Branded Calling solution is yielding for customers and subscribers. If you're interested in finding out more about branded calling, please attend our webinar being hosted in partnership with researchers from the Commonwealth Cyber Initiative on May 4. Information about the webinar can be found within this newsletter.

In this newsletter, you will also be able to read about our latest news and updates, including the roll-out of AGNITY solutions for TNS customers, the industry partnership formed to unify enterprise call vetting and authentication practices, and multiple awards won by our Communications Market team.

If you have any questions on the topics covered in this newsletter, please email solutions@tnsi.com or contact your Account Manager.

Mike Keegan

Chief Executive Officer, TNS



TNS 2023 Robocall Investigation Report Milestone 10th Edition

With updates on STIR/SHAKEN implementation, robocall volume and scams and how branded calling solutions are helping to restore trust in voice calling, there is still time to [request a copy](#) of TNS 2023 Robocall Investigation Report. The latest bi-annual Robocall Report marks our 10th Edition of sharing insights and helping to shape industry decision making.

[Read More in Our Press Release](#)



AGNITY Solutions Now Available

It's been almost nine months since TNS announced the [acquisition of AGNITY Global](#), a leading provider of intelligent business communication applications and infrastructure, and we're pleased to be able to start offering AGNITY's solutions to our customers. This includes its Next Generation Intelligent Network (NGIN) product portfolio of advanced call features and FlexYcharge realtime multimedia charging. Contact your Account Manager to find out more.



TNS Enterprise Branded Calling Helps Dramatically Improve Call Productivity

Following the [deployment of Enterprise Branded Calling](#), Assurance IQ saw a 25% increase in the likelihood that a customer who received a call will continue to explore financial solutions with Assurance IQ or one of its partners. Check out the case study [here](#).



Your Questions Answered on Enterprise Branded Calling

We've developed a series of Frequently Asked Questions and How To Guides on TNS Enterprise Branded Calling, specifically for brands in the healthcare, hospitality, retail and financial services industries, which are available to view on our [website](#).



Branded Calling Webinar with CCI and TNS

Following the [release](#) of a TNS and the Commonwealth Cyber Initiative Concept Paper which explores the impact of branded calling on customer engagement, Dr. Eric Burger, Research Director and Professor will come together with Jim Tyrrell, TNS' Vice President of Enterprise Product Management, Shelley Dunagan, Senior Director of Enterprise Branded Calling and Helen Disney, Technology Consultant and Moderator, to discuss the findings in an exclusive webinar on May 4. The Concept Paper is available to download [here](#).

Sign up to the Webinar



Major Partnership Formed to Unify Enterprise Call Vetting and Authentication Practices

First Orion and Hiya have joined [Neustar, Inc.](#), a TransUnion company, and TNS to form a strategic partnership advancing the industry's call vetting and authentication standards with a single framework across the largest carriers in North America. This partnership reduces industry fragmentation with a common process for enterprises to brand calls on all major carriers, helping to protect subscribers from phone scams and restore trust in voice calling.

[Read More in Our Press Release](#)



Juniper Research Highlights TNS Solutions

The Juniper Research team requested our assistance with their latest roaming report which is available to purchase via the [Juniper website](#). Stay tuned as we



Sharing Insights at Industry Events

You may have seen our team recently attending and speaking at events including ITEXPO and FASG#25 on topics around restoring trust in voice calling and Insurance Innovators USA

will be working with Juniper Research again later this year on a White Paper and Webinar on branded calling for hospitality and healthcare enterprises.

and LeadsCon Las Vegas for Enterprise Branded Calling. We will also be speaking at Customer Contact Week, the Mobile Carriers Show and CCA Annual Convention.



TNS Celebrates Multiple Award Wins

We're thrilled to announce a series of award wins starting with retaining our place in the NVTC Tech 100 Companies list. Enterprise Branded Calling received Gold for Best Digital Transformation Project and our Roaming Hub was named Platinum Winner for the Best 5G Roaming Service Provider for the second year running at the [Juniper Research Future Digital Awards for Telco Innovation](#). At the [FinTech Breakthrough Awards](#), Enterprise Branded Calling won a Digital Identity Innovation Award. And, TMC named TNS Enterprise Branded Calling a *2023 CUSTOMER* Product of the Year Award winner.



Welcome to the New tnsi.com

We're proud to announce the launch of our new corporate website. As you



Old Scams with New Tricks

Scammers continue to evolve their fraudulent activity by using new tactics in

browse through the pages, you will find a host of interesting [resources](#) and information on our Communications Markets [solutions](#).

order to evade detection. Keep up to date with the latest scams on our [Robocall Scam of the Month](#) page.



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