



Connect

NEWSLETTER



August 2023



Introduction

Welcome to the latest issue of our Connect newsletter and my first as the new President of TNS' Communications Market business.

It's been fantastic getting to know so many of our customers over the past few months and I would like to say thank you for the warm welcome I have received. For those of you I've not yet connected with, I look forward to doing so soon.

I'm not a stranger to TNS, having worked for the company for the past two decades. In 2007, I was appointed as Chief Financial Officer and when I'm not on the road you will find me at our global headquarters in Reston.

Now that's enough about me, let's jump into the newsletter. This edition begins with the findings from our latest subscriber survey into branded calling. We hope you find the data within the eBooks insightful as you refine your strategy for the rest of 2023.

You can also expect to read exciting news and updates from the team, including information on a whitepaper report and webinar in partnership with Juniper Research urging companies to deploy call authentication.

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

Denny Randolph

TNS CFO and President, Communications Market



New Branded Calling Subscriber Insights

Last month, we [released](#) a series of eBooks on *Exploring the Demand for Branded Caller ID Among Healthcare, Financial Services, Retail and Hospitality Customers*. Throughout each eBook, you will gain valuable insights into independent research from reputable firm KANTAR commissioned by TNS. If you would like to arrange a time to discuss what the findings could mean for your business, please email solutions@tnsi.com or contact your Account Manager.

[Download an eBook](#)



Whitepaper Urges Hospitality Companies to Deploy Call Authentication

TNS and Juniper Research [released](#) a whitepaper report, *How the Hospitality Industry Must Tackle Call Spoofing & Robocalling*, calling on the hospitality industry to address the damage done by unwanted robocalls by introducing branded calling for its customers. To broaden the discussion, both firms hosted a webinar to further examine

the potential of branded calling solutions for the healthcare industry. There's still time to watch on-demand [here](#).



Sharing Expertise with Industry Media

TNS' Vice President of Enterprise Product Management, Jim Tyrrell, and Senior Director of Enterprise Sales, Shelley Dunagan, have recently penned byline articles in [Hospitality Technology](#) and [PropertyCasualty360](#) on the benefits of branded calling.



Welcoming Mike Swade to TNS

Join us in welcoming our new Vice President of Global Sales, Mike Swade, to TNS. Based in Chicago, Mike has led global sales organizations across multiple technologies and services for more than 25 years and will play a key role in growing our business as we integrate the innovative TNS Communications Application Server (CAS) platform into our portfolio.

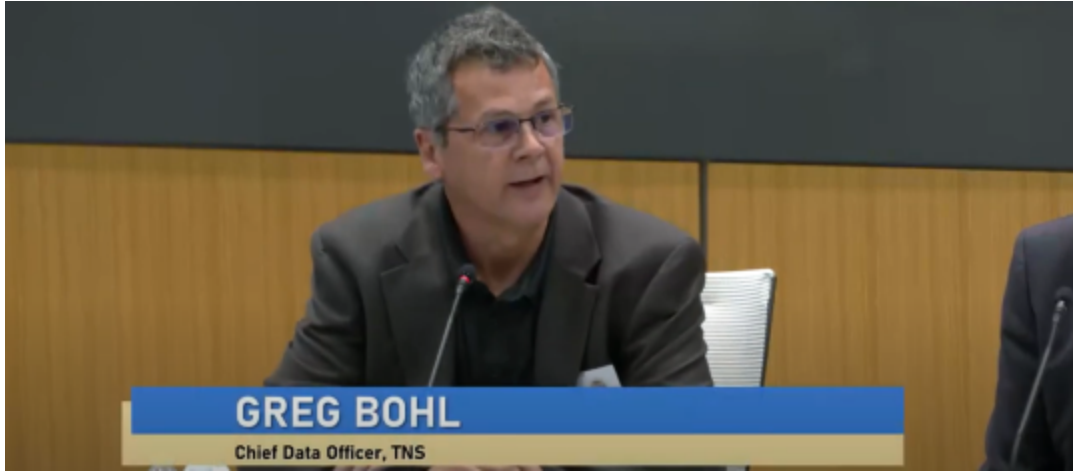


Half Year Robocall Investigation Report

We understand the importance of our [Robocall Investigation Report](#) in helping to shape industry decision making. That's why following our milestone 10th Edition earlier this

year, we decided to roll-out more regular summary reports. Our Half Year Robocall Report is out now and features key updates on robocall volume, scams and more. If you would like a copy of the report, contact your Account Manager or click [here](#).

[Read the Press Release](#)



TNS Participates in FCC AI Workshop

Our Chief Data Officer, Greg Bohl, participated in a Federal Communications Commission (FCC) workshop last month on The Opportunities and Challenges of Artificial Intelligence for Communications Networks and Consumers. Greg and other industry stakeholders took part in discussions on how AI can benefit the telecom industry, specifically how it can be used to fight illegal robocalls. The workshop was live streamed and is available to watch [here](#).



TNS Communications Market LinkedIn Showcase

If you've not visited the TNS Communications Market LinkedIn page,



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Transaction Network Services Inc. | 10740 Parkridge Boulevard | Suite 100 | Reston | Virginia | 20191

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