Authenticity Matters: The Value of Brand Authentication and Spoofing Protection

Many businesses are unaware they have been spoofed until after their reputations have been marred and consumer trust is broken. With the award-winning TNS Enterprise Branded Calling Suite, enterprises can be confident their calls, customers and prospects are protected now and always.

The Growing Problem of Spoofing and Related Scams

30%

Consumers lost almost $8.8 billion in scams and fraud in 2022, an increase of 30% from the year before.[1]

1,800%

There was a 1,800% increase in fraud cases between 2001 and 2021.[1]

3.26 million | $27.6 billion

Over the last five years, more than 3.25 million consumer complaints from Internet fraud have occurred, representing $27.6 billion in total losses.[2]

TNS Enterprise Authentication and TNS Spoof Protection

Both services are part of the award-winning TNS Enterprise Branded Calling Suite.

TNS Enterprise Authentication

By leveraging TNS' out-of-band Call Event API, enterprises can authenticate their calls so only legitimate, verified calls get branded.

- Ensures only verified calls get the full enterprise branded call treatment.
- Marks unverified calls as potential spam.
- Reduces the amount of security protocols required once the call has connected.

TNS Spoof Protection (Coming Soon)

Enterprises can specify that unverified calls from their numbers are immediately blocked, helping ensure only legitimate calls reach their customers while providing detailed reports on spoofing activity.

- Blocks and identifies illegitimate calls before reaching customers.
- Provides rich, real-time reporting on spoofing activities.
- Helps reduce operational costs and fraud.

Blocking unregistered calls prohibits spoofers from reaching your valued customers, protecting against fraud and reputational damage.

TNS best practices validate the legitimacy of enterprises and confirm they have the right to use associated telephone numbers and enterprise calling data.

Enterprise Branded Calling

TNS Enterprise Branded Calling can put your enterprise's name, logo and the purpose of the call on a cell phone display screen.

- **Increase Answer Rates**
- **Restores Trust in Your Calls**
- **Helps Enhance the Customer Experience**
- **Helps Improve Conversion Rates**
- **Helps Increase Call Agent Productivity**
- **Leverages the Latest Cutting-edge Branding Technology**
- **Helps Protect Your Brand Reputation**

150+ Carriers

More than 150 telecommunications carriers accept TNS Enterprise Branded Calling. TNS provides the largest footprint of carrier customers to be able to block calls in the network without reaching the customer.

One Billion a Day

TNS handles over one billion daily call events from over 500 operators.

Businesses that can benefit from the TNS Enterprise Branded Calling Suite include:

- **Financial Services**
- **Hospitality**
- **Healthcare**
- **Retailers**

A TNS-commissioned survey[3] of US adults revealed that:

78% — **Seventy-eight percent are more likely to be answered if the caller ID displays the logo and name of a recognized brand.**

68% — **Sixty-eight percent never answer a phone call from an unknown number.**

53% — **Just over half (53%) of US adults prefer to engage with a phone call rather than any other method (such as text message or email) with their financial services provider.**

In the last 10 years, TNS has delivered more than one billion branded calls across US wireless carrier networks. TNS' trusted and proven track record of developing and delivering branded calling solutions to market means it is best positioned to help businesses improve their bottom line by facilitating an expedited lead-generation process and enhancing organizations' call agent productivity.

To learn more about how the TNS Enterprise Branded Calling Suite can protect your company and those you're calling, visit our website.

tnsi.com/enterprise-branded-calling/

TNS

1. FCC Consumer Section 2022
2. The Internet Crime Complaint Center, FBI
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