

TNS Spoof Protection

Block Call Spoofing and Welcome Peace of Mind

Businesses are usually unaware they have been spoofed until it's too late, and their reputation has been harmed, penalties levied, and their customers defrauded. TNS Spoof Protection solves the problem.

TNS Spoof Protection is an add-on solution to TNS Enterprise Authentication and part of the award-winning TNS Enterprise Branded Calling suite. When paired with Enterprise Authentication, this innovative technology lets enterprises specify that unregistered calls from their numbers be immediately blocked. As a result, organizations can rest assured spoofed calls will never reach their customers. It also provides valuable, in-depth reporting features to enterprises to track spoofing activities in real-time.

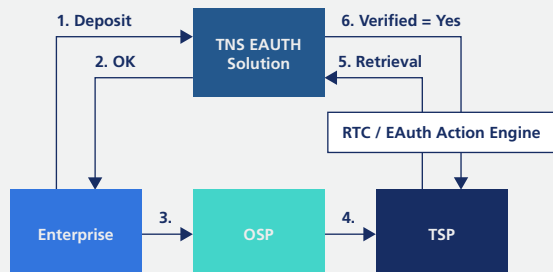


Enterprise Branded Calling + Enterprise Authentication

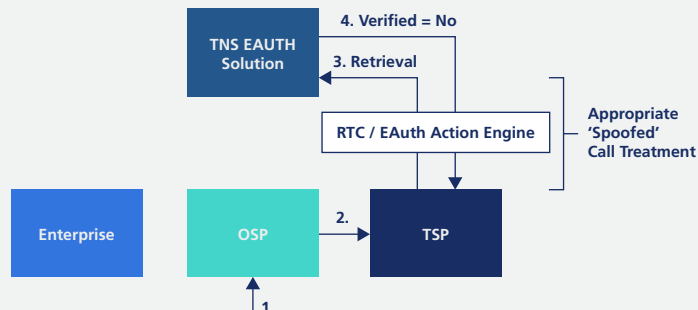
TNS Enterprise Branded Calling provides brand information on outgoing calls, such as company name, logo and reason for calling. When TNS Spoof Protection and Enterprise Authentication are added to TNS Enterprise Branded Calling, organizations have greater certainty that only their verified calls get full branded calling treatment.

Enterprises pre-register their calls with the TNS Enterprise Authentication solution by sending a 'deposit' via the Call Event API. Only calls that can be verified by TNS Enterprise Authentication are allowed through to recipients, others are recognized as spoofing and the appropriate call treatment, such as blocking, can be applied.

Enterprise Deposit (Not Spoofed)



Non-Enterprise Deposit (Spoofed)



Features and Benefits of TNS Spoof Protection

- **Ensures** only verified calls get full branded call treatment, while unverified calls can be blocked completely.
- **Helps Enhance** the customer experience by eliminating spoofing activities by illegitimate callers.
- **Helps Fight** against bad actors by adding a signifying layer of protection for customers.
- **Helps Improve** conversion rates by increasing customer confidence in voice calling.
- **Helps Reduce** operational costs and penalties incurred from dealing with customer fraud.
- **Provides** rich reporting capabilities, including real-time dashboard reports, on spoofing activities.
- **Leverages** the latest cutting-edge branding technology.
- **Helps Protect** your brand reputation.



The Most Trusted Partner for Telecommunication Services

TNS' pioneering Communications Market business has a strong heritage, which includes numerous first-mover accolades. Today's diverse offering is aligned with the demanding needs of carriers, from call analytics that identify unwanted robocalls to interoperability for LTE and 5G.

Find out how TNS can help you with a wide range of telecom solutions:

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