



Restoring Trust in Voice Calling: Key Consumer Insights Your Business Needs to Know

TNS recently commissioned an independent survey among US consumers that gathered perceptions and the current mood around robocalls and identified areas in which consumers believe businesses could be doing more to protect their customers. The survey findings are explored in detail in the new eBook: **“Consumer Insights: Spoof Protection and Call Authentication Are Key to Restoring Trust in the Voice Channel.”**

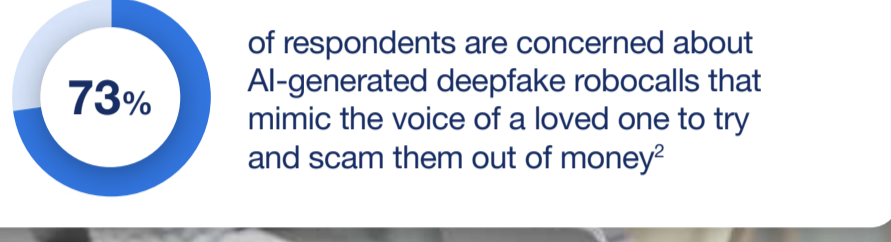
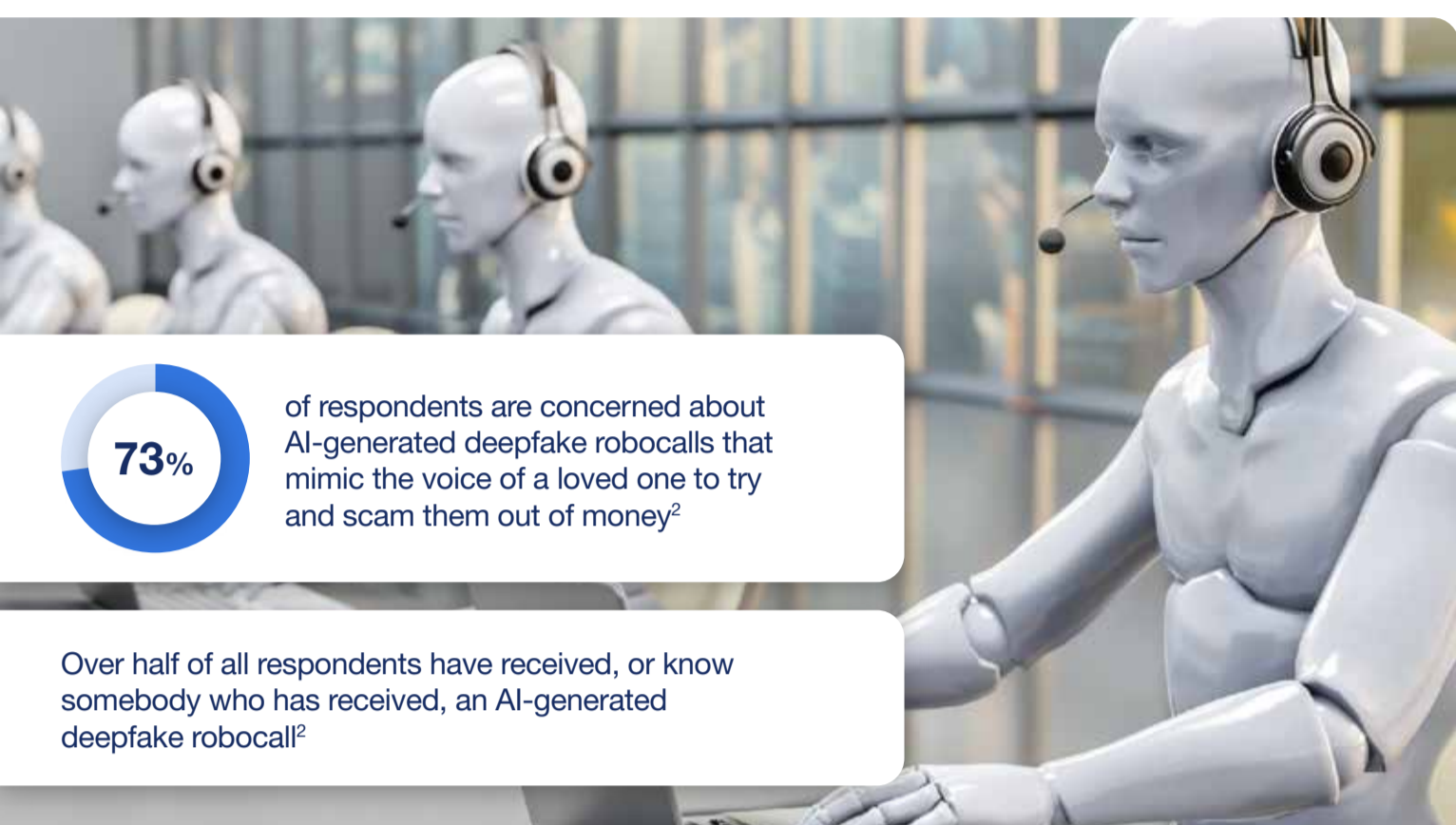
The Scale of the Problem

US consumers are subject to an onslaught of potentially fraudulent calls that have eroded trust in the voice channel. Yet for enterprises, the voice channel is still a vital part of their revenue mix and customer outreach.



AI Is a Growing Concern

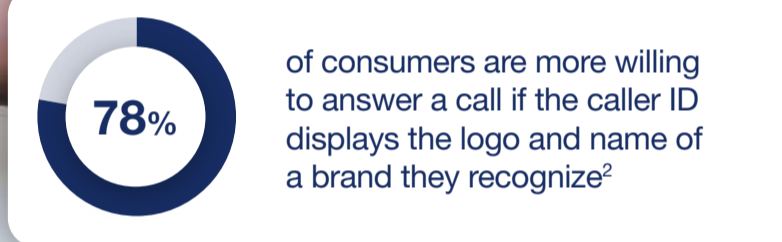
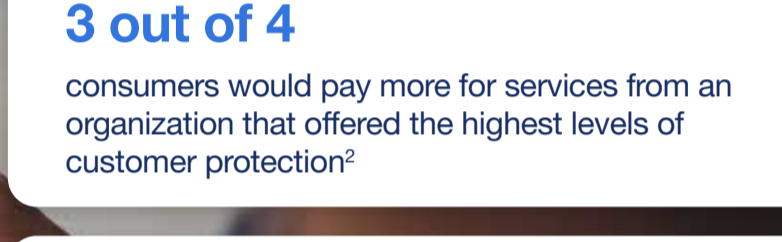
Consumers are growing more concerned by the increasingly sophisticated and innovative ways bad actors are attempting to defraud their victims, including using artificial intelligence (AI) generated deepfake calls.



Over half of all respondents have received, or know somebody who has received, an AI-generated deepfake robocall²

The Business Case for Spoof Protection and Enterprise Level Authentication

For enterprises there is good news in the data – consumers state they are willing to pay a premium for services from organizations they feel adequately protect them.




Award-Winning Solutions to Restore Trust in the Voice Channel


Enterprises looking to offer the highest levels of customer protection and modernize the customer experience should select a proven and trusted partner.




Over 1.5 Billion
TNS handles over 1.5 billion daily call events from over 500 operators



2,500
In 2023 TNS supported over 2,500 brands with Enterprise Branded Calling



300M+
TNS Enterprise Branded Calling is available on over 300M iOS and Android devices, without an app download, on Verizon Wireless, AT&T Wireless and T-Mobile



Award-Winning
Multi-award winning product including the 2023 CUSTOMER Contact Center Analytics Product of the Year Award




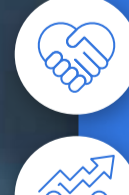





- TNS Enterprise Authentication**
- By leveraging TNS' out-of-band Call Event API, enterprises can authenticate their calls so only legitimate, verified calls get branded.
- ✓ Ensures only verified calls get the full enterprise branded call treatment
 - ✓ Reduces the amount of security protocols required once the call has connected

- TNS Spoof Protection**
- 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.
- ✓ Identifies and blocks illegitimate calls before reaching customers
 - ✓ Provides rich, real-time reporting on spoofing activities
 - ✓ Helps reduce operational costs and fraud

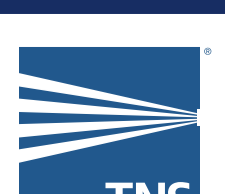
TNS Enterprise Branded Calling

TNS Enterprise branded calling can provide rich call information on the incoming caller ID screen of your customer's phone.



-  **Increases 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**

Explore the latest consumer insights; download the full eBook at: tnsi.com/resource/com/consumer-insights-call-authentication-spoof-protection-ebook



1. Compasittech.com
2. KANTAR survey, November 2023
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