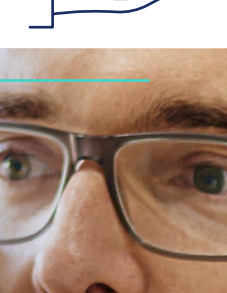




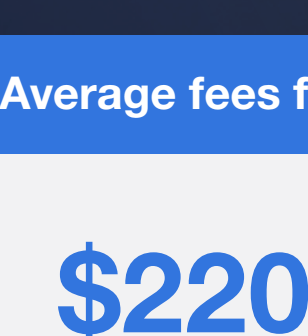
Raising Rates: TNS Enterprise Authentication and Spoof Protection Can Reduce Call Spoofing and Improve Answer Rates for Tax Professionals

During tax season, tax consultants and professionals must reach their clients. Unfortunately, call spoofing can ruin reputations and defraud consumers, crippling businesses and causing their answer rates to plummet. Our prime solutions are TNS Enterprise Authentication and Spoof Protection, along with TNS Enterprise Branded Calling.

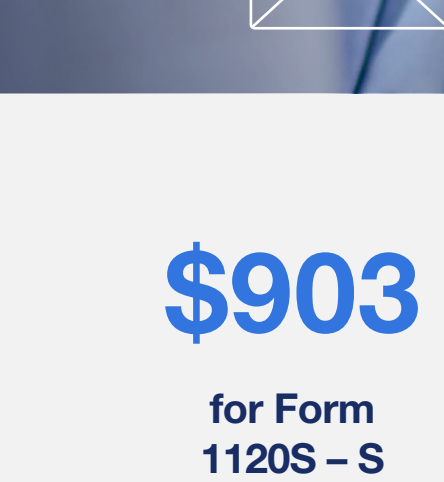


The Rise of Paid Tax Consulting

More and more US adults are using professional tax advisors or software to file their taxes, making getting new clients more competitive and reaching clients more critical, especially during the first quarter of the year.



Only a quarter of filers **report filing their federal tax returns for free.**¹



Average fees for tax returns²

\$220

for Form 1040 without itemized deductions

\$323

for an itemized Form 1040 with Schedule A

\$903

for Form 1120S – S corporation

2%

Roughly 70% of taxpayers are eligible for IRS Free File, but only 2% used it in the 2022 tax filing season.³

Spoofed Calls Damage Brand Reputation



Spoofed calls, made by imposters hijacking legitimate telephone numbers, put customers at risk, damaging brand reputation and increasing time spent handling customer complaints.

100%

Scam calls increased by **100 percent** in April 2023 compared to the month before.⁴

#1

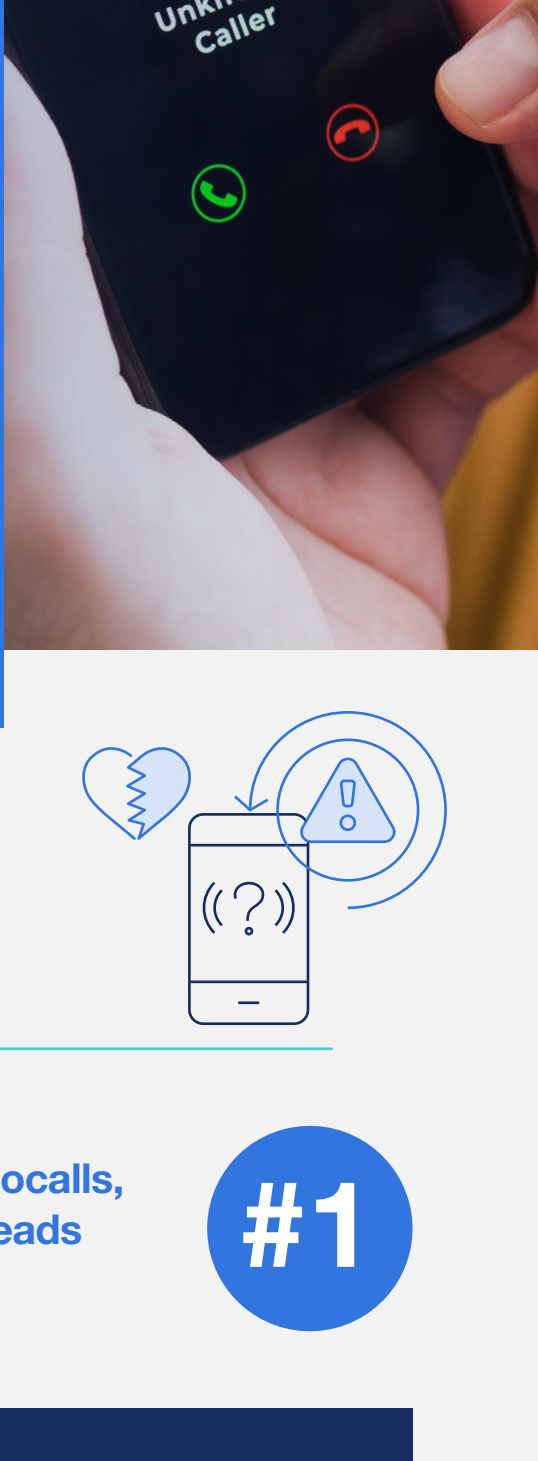
The **most used channels** for scams are phones.⁵

1 of 10

Daily, **one out of every ten calls** is a scam call.⁵

\$8.8 Billion

According to Federal Trade Commission data, consumers lost nearly **\$8.8 billion** to fraud in 2022, an increase of more than 30 percent over the previous year.⁶



Unwanted Robocalls Build Caller Distrust



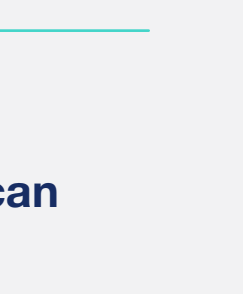
Unwanted calls, including illegal and spoofed robocalls, are the FCC's top consumer complaint.⁷ **Florida leads the country with the most spam calls in the US.**⁸

#1

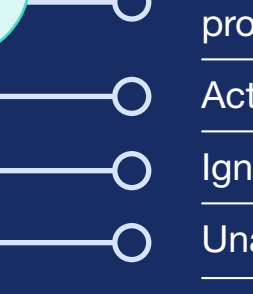
TNS Enterprise Authentication and Spoof Protection + TNS Enterprise Branded Calling

TNS Enterprise Authentication and Spoof Protection identifies spoofed calls and ensures only legitimate, authenticated branded calls from an Enterprise Authentication user are delivered to the recipient. TNS Enterprise Branded Calling further restores trust to the voice channel by providing rich call information on an incoming screen.

Avoiding Delays



Many US taxpayers pay their taxes late or at the last minute. Tax professionals who use TNS Enterprise Branded Calling can communicate with their clients or prospects on a more timely basis.



25%

About a quarter of all Americans **wait until the last two weeks to prepare their tax returns.**⁹



19 Million

About 19 million **tax extension requests** were filed in 2023.¹⁰

Top Reasons People File Taxes Late

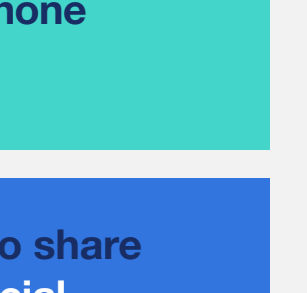


These are among the biggest reasons tax filers file late and miss the federal deadline.¹¹ Many of these can be avoided with a simple phone call from their professional tax consultant.



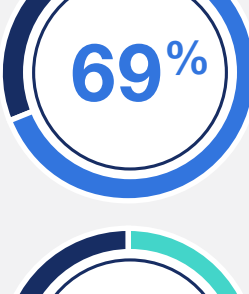
- Forgetfulness
- Confusion
- Death or serious illness of the taxpayer or immediate family
- Invalid advice from a "competent" professional
- Active duty military service
- Ignorance
- Unavailability of IRS help

The Importance of Enterprise Branded Calling



By restoring consumer trust in voice calling and increasing answer rates, business revenues can go up, messaging can become more efficient, and the customer experience can be elevated.

A recent survey of US adults¹² revealed that—



Sixty-eight percent never answer a phone call from an unknown number.



Fifty-eight percent are more willing to share personal information with their financial services provider if the call displays their logo and name.



Seventy percent would be more willing to answer a call from their bank if the caller ID displayed its logo and name.



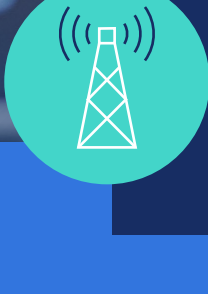
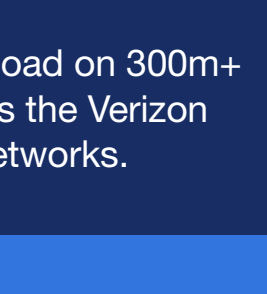
Sixty-nine percent feel that seeing a brand logo and name on an incoming call increases their trust in the call.



Seventy-six percent have missed calls from unknown numbers they would have answered had they known who was calling them.

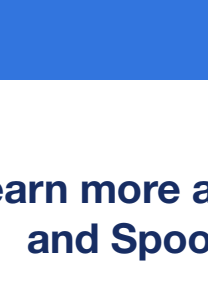
TNS' trusted and proven track record developing and delivering branded calling solutions to market means it is best positioned to help enterprises improve the customer experience, empowering customers with the confidence to answer while providing better interactions and engagement.

The Benefits of TNS Enterprise Authentication and Spoof Protection + TNS Enterprise Branded Calling



Protect Your Brand Reputation

Help your business reduce customer complaints and fraud claims related to spoofed calls.



Restores Trust

Prospects who have greater confidence in the caller are more likely to convert into customers.



Helps Increase Answer Rates

Customers, prospects and partners are much more likely to pick up a branded call.



Helps Grow Revenue

Unanswered calls can lead to missed appointments and service calls.

Extensive Coverage

Available without an app download on 300m+ Android and iOS devices across the Verizon Wireless, AT&T and T-Mobile networks.

TNS has more than 30 years' experience in call identification and has facilitated one billion+ branded calls across major wireless carriers.

To learn more about TNS Enterprise Authentication and Spoof Protection, visit our website.

tnsi.com/enterprise-authentication-spoof-protection/

1. The College Investor
2. Intuit
3. National Taxpayer Advocate Service, 2022
4. TNS Half Year Robocall Investigation Report 2023
5. TechReport
6. FTC
7. FCC
8. FCC (via CBS News)
9. Yougov.com
10. Forbes, October 19, 2023
11. TurboTax
12. Kantar Survey, 2023