

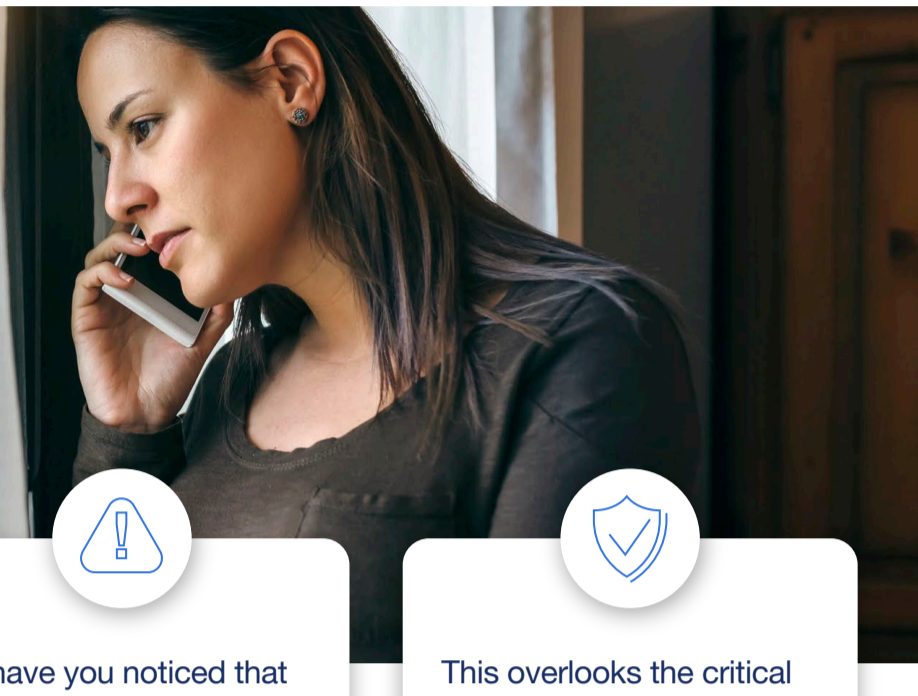


Key Takeaways from the TNS, Frost & Sullivan Executive Brief

There's no denying that call spoofing and the erosion of trust in voice calling are creating challenges for contact centers today. In a new joint Executive Brief published by TNS and Frost & Sullivan, these challenges are explored, along with some of the key benefits brand authentication solutions can bring.

A Next Practices Blueprint for Brand Authentication and Enterprise Branded Calling is available to [download now](#).

The Erosion of Trust in Voice Calling



Contact centers are facing unprecedented challenges in trying to engage with customers because of robocall scammers.

Yet have you noticed that most vendor customer experience offerings today focus on addressing inbound contact center pain points?

This overlooks the critical role outbound engagement strategies play in delivering brand security, customer protection and superior customer experiences.

Solutions for a Successful Customer Engagement Strategy

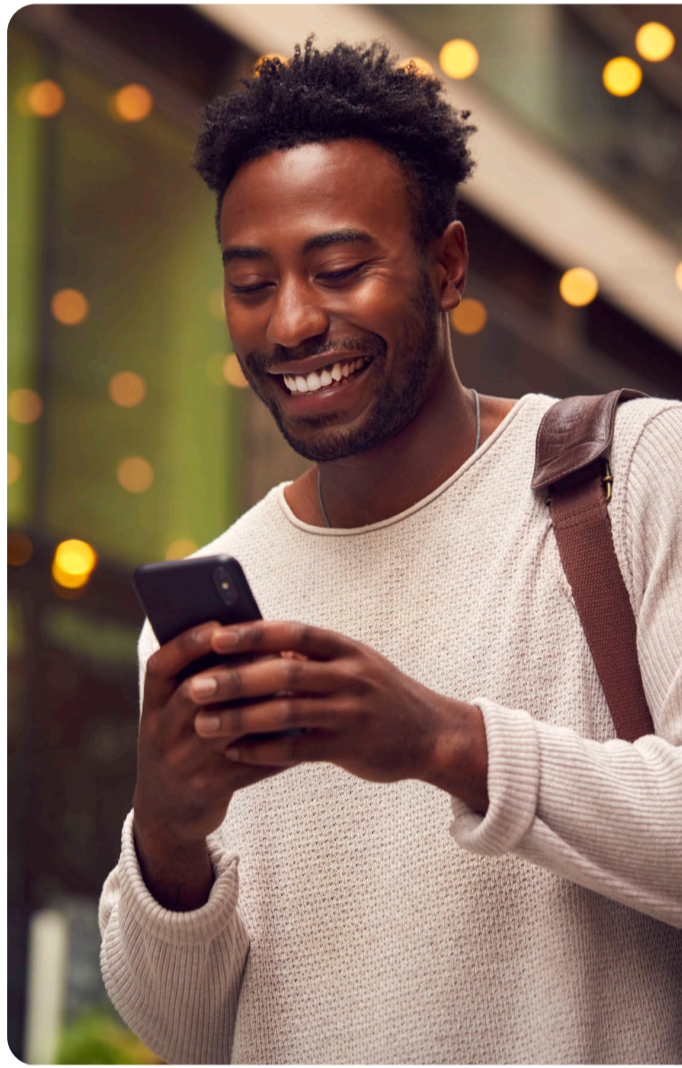
The report focuses on two core technology components facilitating a successful outbound customer engagement strategy, particularly in 'high touch' industries such as financial services, healthcare, retail and hospitality.

TNS Enterprise Authentication and Spoof Protection effectively identifies spoofed calls and ensures only legitimate, authenticated branded calls from an Enterprise Authentication user are delivered to the recipient.

The technology helps enterprises protect their customers — and brand reputation — from the threat posed by robocall scammers and spoofers.

TNS Enterprise Branded Calling further restores trust to the voice channel by providing rich call information on an incoming screen.

This enables consumers to easily discern which enterprise is calling their mobile device.



TNS has designed effective and powerful ways to enable outbound engagement strategies that also drive great experiences and high customer loyalty.

Michael DeSalles, Frost & Sullivan Principal Analyst

The Benefits of Brand Authentication and Branded Calling

Enterprises can address risks to reputation and customer engagement, while modernizing the voice channel, by adopting brand authentication and branded calling technology.

The Executive Brief features several key benefits the solutions can deliver to enterprise contact centers including:



Protects enterprise customers from call spoofing and protects brand reputation

Reduces costs and bolsters agent productivity

Boosts customer and employee satisfaction

Increases call answer rates

Improves customer conversion rates and call durations

A critical resource for in-house and outsourced enterprise contact center decision-makers seeking to improve outbound engagement and protect customers, the Frost & Sullivan Executive Brief is available to [download](#) in full now.

tnsi.com/resource/com/branded-calling-frost-and-sullivan-executive-brief

