

Authenticate Your Numbers. Prevent Spoofing. Boost Call Conversion Rates.

Trust in voice calling has eroded over time. Three out of four Americans refuse to answer calls to their wireless phone if they do not recognize the number, and it's estimated that 70% of all scam calls in the US are facilitated through number spoofing. It's no wonder consumers often view cold calls with skepticism and concern. Creating the right first impression and modernizing the customer experience is vital to restore trust in the voice channel; doing so can help increase the likelihood of consumers answering calls from your business.

This infographic highlights how TNS can help you improve conversion rates for your business.

Eliminate Spoofing to Restore Trust to Voice Calling



For enterprises, authenticity matters. Bad actors find more and innovative ways to abuse the voice channel, with many businesses unaware they've been spoofed until after their reputations have been damaged and consumer trust is broken.

\$10 Billion

Consumers report losing \$10 billion in scams and fraud in 2023 with imposters being the biggest single fraud.¹



\$1,480 Median Loss

Scammers contacting consumers by phone led to the highest per person reported loss.

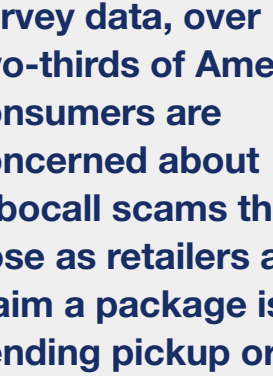
Verify

Enterprise Authentication provides confidence that only verified calls are allowed to reach your customers.

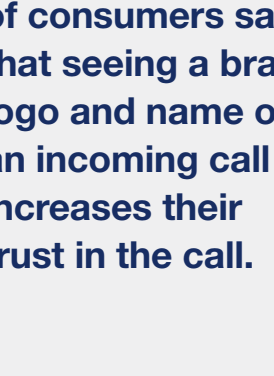


Protect

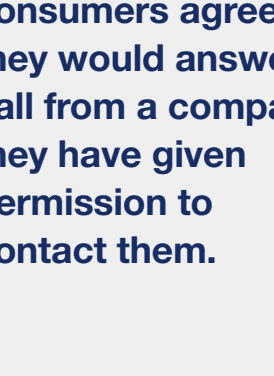
Spoof Protection blocks non-authenticated calls from using your number.



According to TNS survey data, over two-thirds of American consumers are concerned about robocall scams that pose as retailers and claim a package is pending pickup or that they are due a refund.



Over three-fourths of consumers said that seeing a brand logo and name on an incoming call increases their trust in the call.



More than 8 out of 10 consumers agreed they would answer a call from a company they have given permission to contact them.

Protect and Block: 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
- ✓ Helps reduce operational costs and fraud
- ✓ Provides rich, real-time reporting on spoofing activities

Verify and Authenticate: TNS Enterprise Authentication



Leverage TNS' out-of-band Call Event API and authenticate your 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

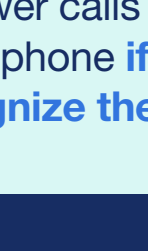
300M+ Devices

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

The Branded Calling Advantage

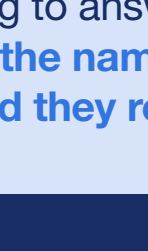


For brands, making the leap from call to conversation is vital to improve conversion rates and restore trust in the voice channel. Once spoofed and other illegitimate calls have been prevented, a proven branded caller ID solution can help boost call answer rates.



3 out of 4

Americans refuse to answer calls to their wireless phone if they do not recognize the number.



73%

of American consumers are more willing to answer a call if it displays the name and logo of a brand they recognize.

Increased Call Answer Rates

Customers that answer are often more willing to engage. Improving answer rates is the first step to improving conversion rates and call duration.

Brand Trust

By displaying rich call information on an incoming call screen, familiarity and trust can be established earlier allowing agents to deliver their most important message earlier in the conversation, a powerful contributor to boosted conversion rates.

Better Business Outcomes



The right solution that helps boost consumer confidence in the voice channel can make a meaningful difference to an enterprise's bottom line and protect their reputation.

133%

TNS Enterprise Branded Calling helped one financial services organization boost their call answer rate by a staggering 133%.



41%

Improved call answer rate for a nationwide healthcare provider.



Profitability, Effectiveness and Efficiency

With branded call content on the incoming call screen improving answer rates across multiple industries, and allowing deeper engagement with customers, call agents can be more efficient and effective.

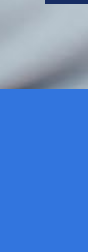
Trust TNS Enterprise Branded Calling for Your Business



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



Increase Answer Rates



Restore Trust in Your Calls



Help Enhance the Customer Experience



Help Improve Conversion Rates



Help Increase Call Agent Productivity



Leverage the Latest Cutting-Edge Branding Technology

Help Protect Your Brand Reputation



OVER 1.5 BILLION

TNS handles over 1.5 billion daily call events from over 500 operators.

Protect your brand from bad actors; explore the benefits of working with TNS for your organization

tnsi.com/enterprise-authentication-spoof-protection

1. FTC Consumer Sentinel 2023

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