



Connect

NEWSLETTER

March 2024

Introduction

We start the latest issue of Connect newsletter with the highly anticipated 2024 Robocall Investigation Report. The latest report includes data-driven analysis on STIR/SHAKEN progress, network transformation, the AI battle between carriers and bad actors, international scams and enterprise call authentication. Keep reading to find out more interesting news and updates, including TNS' AI Labs initiative, new solution launches, a webinar on transitioning from TDM to IP and award wins.

If you have any questions on the topics covered in this newsletter, please email solutions@tnsi.com or contact your Account Manager.

TNS Communications Market



2024 Robocall Investigation Report

11th Edition

By Transaction Network Services

2024 Robocall Investigation Report Out Now

There's still time to receive a copy of our latest Robocall Investigation Report, with key findings on robocall trends and scams from the previous year as well as predictions for 2024. This edition includes several new robocall insights including progress made by carriers in deploying STIR/SHAKEN infrastructure, as well as the benefits of network transformation solutions and enterprise call authentication. If you would like a copy of the report, contact your Account Manager or click [here](#).

[Read the Press Release](#)



Double Award Win for TNS Communications Market

We're thrilled to announce that TNS' AI Labs initiative has been named a Gold Winner in the AI Innovation Category of the Merit Awards for Telecom. This recognition shows our commitment to helping carriers and enterprises tap into the full potential of advanced artificial intelligence technologies. In addition, TNS Enterprise Authentication and Spoof Protection and TNS Enterprise Branded Calling has been named a Silver Winner in the Business Services Category of the Merit Awards for Telecom.



TLR Conversion Campaign



TNS, Frost & Sullivan Executive Brief

Transitioning from TDM to IP has no longer become a question of 'if' but 'when'. TDM costs are rising and regulatory demands are changing. Discover your options by [watching our webinar](#) with Product Transformation Director, Brad Zerr.

A new joint Executive Brief published by TNS and Frost & Sullivan highlights the key benefits and competitive advantages brand authentication and branded calling solutions can deliver to enterprise contact centers. [Download the report](#) to learn more.



TNS Launches AI Labs

The initiative is designed to help TNS' customers tap into the full potential of advanced artificial intelligence technologies to improve the voice calling experience, better analyze call traffic activity and protect consumers from the growing use of nefarious AI voice cloning robocalls. There are plans to host demo days during which key customers can tour the labs to observe and experience AI applications in development. Contact your Account Manager to register interest.

[Read the Press Release](#)



[TNS Enterprise Branded Calling](#)

CUSTOMER Contact Center Analytics Award



TN Insights Launched to Optimize Calling

Winner

TNS Enterprise Branded Calling was recently named a 2023 [CUSTOMER Contact Center Analytics Product of the Year Award](#) winner by TMC. This latest award win is a testament to how contact center operations use our solution as the foundation for their outbound customer engagement strategy.

Practices

We're thrilled to announce the availability of TN Insights - a powerful addition to our Telephone Number Reputation Monitoring service. TN Insights provides critical intelligence and visibility into calling behaviours to effectively reach customers and achieve optimum business outcomes. Read more [here](#).



Introducing TNS Enterprise Authentication and Spoof Protection

TNS Enterprise Authentication works by ensuring only legitimate, branded calls are delivered to subscribers, with Spoof Protection immediately blocking non-authenticated calls. This technology strengthens our commitment to helping enterprises protect their brand reputation from spoofed calls and the threat posed by robocall scammers. Trust in voice can be restored once consumers have reassurance that spoofers are proactively identified. Additionally, enterprises can deliver rich content to consumers that will help improve engagement and conversion rates. [Watch our video](#) to find out more.



Upcoming Events

We hope to see lots of our customers and partners at various events this year, including the CCA Mobile Carriers Show next month where we are a gold sponsor. Click [here](#) for the full list.



Scam of the Month

Our Robocall Protection team continue to compile the latest robocall scams and tactics being deployed by bad actors. Protect your subscribers and check out our [Scam of the Month](#) page.



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