



## Introduction

We start the latest issue of Connect newsletter with a new joint Executive Brief with Frost & Sullivan. This is a critical resource for in-house and outsourced enterprise contact center decision-makers seeking to protect customers and improve outbound engagement moving forward. Keep reading to find out more interesting news and updates, including new solution launches such as TNS Enterprise Authentication and Spoof Protection, a podcast for the banking sector and award wins.

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

## TNS Communications Market



**A Next Practices Blueprint for  
Brand Authentication and Enterprise  
Branded Calling**

## TNS, Frost & Sullivan Executive Brief: A Blueprint for Brand Authentication

A new joint Executive Brief by TNS and Frost & Sullivan highlights the key benefits and competitive advantages brand authentication and branded calling solutions can deliver to enterprise contact centers and outsourced contact center service providers to engage with customers effectively and consistently. 'A Next Practices Blueprint for Brand Authentication and Enterprise Branded Calling' is available now. Contact your Account Manager to receive a copy 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.



## TNS Joins American Banker Podcast Show

Jim Tyrrell, Vice President of Enterprise Product Management and Shelley Dunagan, Senior Director of Enterprise Branded Calling, recently joined an [American Banker podcast](#) show to discuss how spoof protection and branded calling can help banks restore trust in voice calling and help drive improvements in customer engagement.

## TN Insights Launched to Optimize Calling 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](#).



[TNS Enterprise Branded Calling](#)

## CUSTOMER Contact Center Analytics Award Winner

TNS Enterprise Branded Calling was recently named a 2023 CUSTOMER Contact Center Analytics Product of the Year Award winner by TMC. The award recognizes vendors that demonstrate how their solution empowers businesses to harness the power of data-driven insights, foster customer loyalty and thrive in an increasingly competitive marketplace. This is a testament to how contact center operations are using our solution as the foundation for their outbound customer engagement strategy.

[Read the Press Release](#)



## Discover Your Potential ROI

We've recently revamped our Enterprise Branded Calling website page to include an exclusive ROI calculator. Click the [link](#) to see how much this solution could be worth to you.



## Upcoming Events - Meet the Team

We hope to see lots of our customers and partners at various events this year, including the Call & Contact Center Expo next month where we will be presenting. Click [here](#) for the full list.



## Introducing TNS Enterprise Authentication and Spoof Protection

TNS Enterprise Authentication works by ensuring only legitimate, branded calls are delivered to subscribers, with Spoof Protection 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 to help reduce fraud. Trust in voice calling can be restored once consumers have reassurance that spoofer are proactively identified, and spoofed calls are not delivered to consumers. Additionally, enterprises can deliver rich content to consumers that will help improve engagement and conversion rates. [Watch our video](#) to find out 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.



## 2024 Robocall Investigation Report

Our latest Robocall Investigation Report includes data-driven analysis of robocall trends from the previous year as well as predictions for 2024. If you would like a copy of the report, contact your Account Manager or click [here](#).



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