



PRODUCT SHEET

TNS Spoof Protection

Prevent Call Spoofing and Gain Peace of Mind

Businesses are usually unaware they have been spoofed until it's too late, and their reputation has been harmed, penalties levied, and their customers defrauded. TNS Spoof Protection solves the problem.

TNS Spoof Protection is an add-on solution to TNS Enterprise Authentication and part of the award-winning TNS Enterprise Product suite. This innovative technology allows enterprises to immediately block unverified calls from their registered numbers. As a result, businesses can rest assured spoofed calls will never reach their customers. It also provides valuable, in-depth reporting features to enterprises to track spoofing activities in real-time.

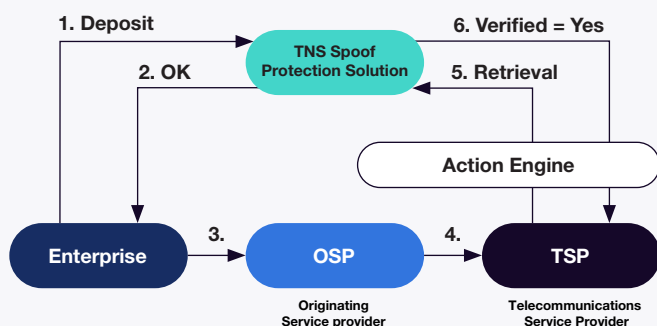


Enterprise Branded Calling + Spoof Protection

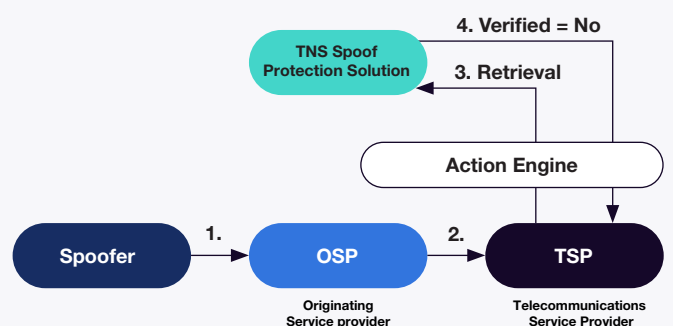
TNS Enterprise Branded Calling enhances outgoing calls with brand details like company name, logo, and call intent. When coupled with TNS Spoof Protection, enterprises have greater certainty only verified calls receive full branded treatment, while unverified ones are blocked, safeguarding the brand.

Enterprises pre-register their calls with the TNS Enterprise Authentication solution by sending a 'deposit' via the Call Event API. Only calls that can be verified by TNS Enterprise Authentication are allowed through to recipients, others are recognized as spoofing and the appropriate call treatment, such as blocking, can be applied.

Enterprises Deposit (Not Spoofed)



Non-Enterprises Deposit (Spoofed)





Features and Benefits of Spoof Protection



Ensures only verified calls get the full enterprise branded call treatment by leveraging TNS' unique out-of-band Call Event API.



Helps Enhance the customer experience by eliminating spoofing activities by illegitimate callers.



Helps Combat fraud by blocking unregistered or unverified calls.



Helps Improve answer rates by increasing customer confidence in voice calling.



Helps Reduce operational costs and penalties incurred from dealing with customer fraud.



Provides rich reporting capabilities, including real-time dashboard reports on spoofing activities.



Leverages the latest cutting-edge branding technology.



Protects your brand reputation by delivering only verified calls with your name and logo.



The Most Trusted Partner for Telecommunication Services

TNS, a market leader in call analytics and robocall mitigation, provides an end-to-end ecosystem for protecting and restoring trust in voice. TNS addresses the full needs of wireless and wireline operators globally with TNS Call Guardian® the industry-leading call analytics solution that protects subscribers from high risk and nuisance robocalls. In addition, its Enterprise Branded Calling solution is the core component of its Enterprise Product Suite that is taking the next step in enriching consumer engagement making voice calling an integral part of an omnichannel customer experience program. TNS analyzes over 1.5 billion call events across more than 500 operators every single day, enabling carriers to identify more unwanted robocalls.

Explore how TNS can amplify your marketing, sales, and growth strategies with our tailored telecom solutions.

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