



# How Call Spoofing Is Impacting Trust (and Why It Matters to Call Centers)

Call spoofing is eroding consumer trust in voice calls. It's likely one of the reasons why 68% of Americans never answer a phone call from an unknown number.<sup>1</sup> But when legitimate calls go unanswered, contact centers can struggle to deliver valuable information to their customers, such as account updates, appointment confirmations, payment alerts, membership renewals and even sales or product add-on opportunities. TNS Enterprise Authentication and Spoof Protection can help solve many of those problems.

## What Is TNS Enterprise Authentication and Spoof Protection?

Caller ID authentication technology ensures callers are who they say they are, reducing the effectiveness of fraudulently spoofed calls. TNS Enterprise Authentication gives you the confidence that only verified calls are allowed to reach your customers. With Spoof Protection, non-authenticated calls can be immediately blocked from using your number.

### What Is Spoofing?

Spoofing is when a caller deliberately falsifies the information shown on your caller ID display to disguise their identity. It's important to note that caller ID is the responsibility of the number making the call, not the number receiving it.

### Examples of Call Spoofing

#### Bank Account Scams

A caller pretends to be a bank representative, claiming there's an issue with your account, and they need private banking information to solve the problem.



#### Government Scams

A caller poses as a government representative and needs personal information, such as your social security number, to ensure certain benefits aren't denied.



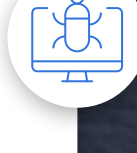
#### Unpaid Tax Scams

A caller requires immediate payment due for an overdue tax bill, threatening arrest, fine or deportation.



#### Tech Support Scams

A fraudster claims there is a problem with your computer and they need remote access. They may then try to install malware or other malicious programs.

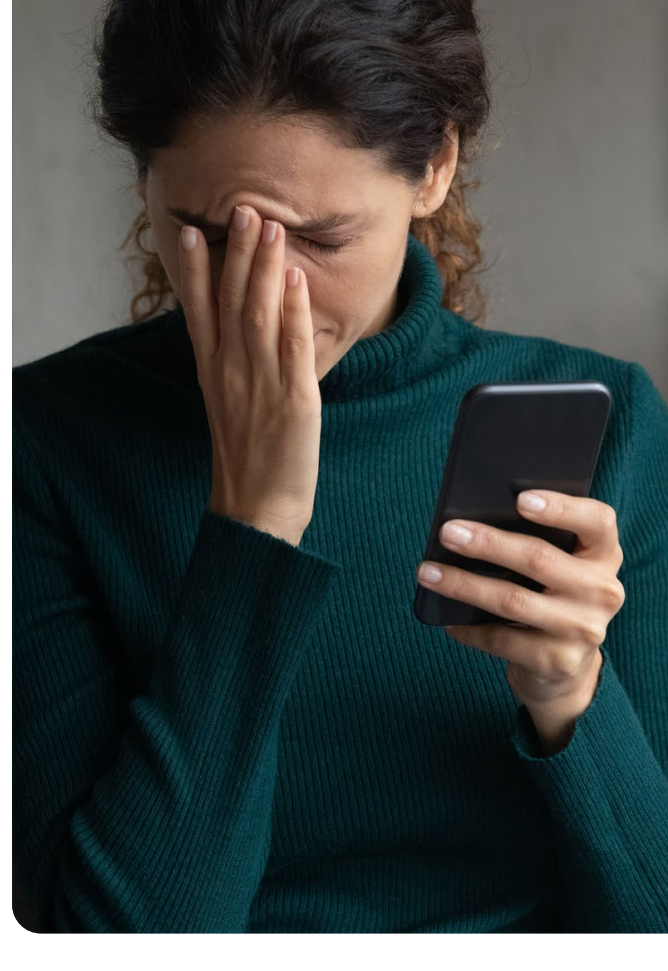


#### Prize Scams

A caller says you won a prize, but a small upfront fee must be paid to claim it.

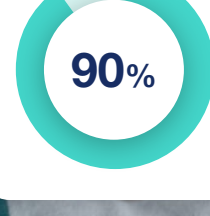


## Fraud Attacks Are on the Rise

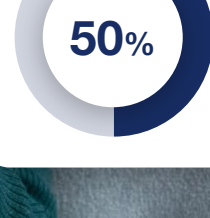


### \$65 Billion

Sixty-five billion dollars was stolen from Americans via robocall scams in 2022 alone.<sup>2</sup>



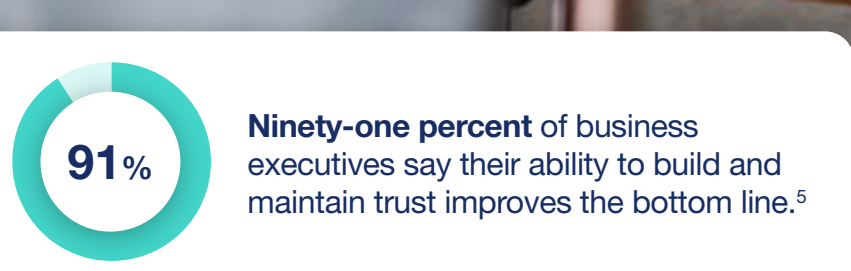
Ninety percent of financial firms report an increased use of call spoofing into their call centers. Twenty percent of those firms have seen increases of 80% or more since 2021.<sup>3</sup>



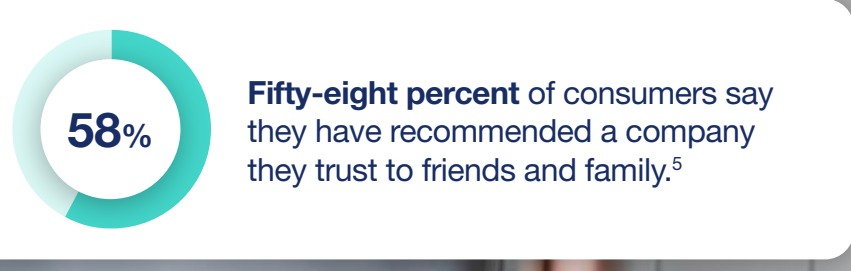
North America suffered more than half of global losses to fraudulent robocalls in 2023.<sup>4</sup>

## The Value of Trust and CX

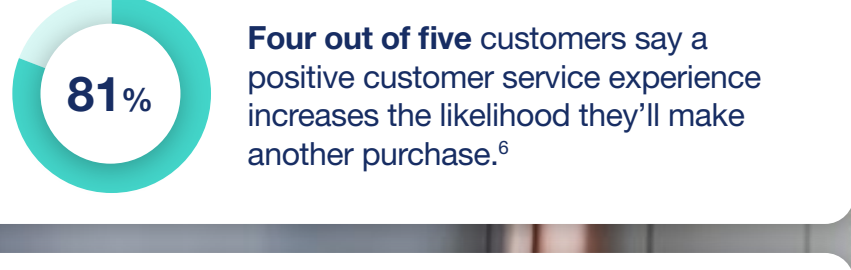
By eliminating call spoofing, you not only reduce fraud but give customers a better caller experience, which can improve trust and customer loyalty.



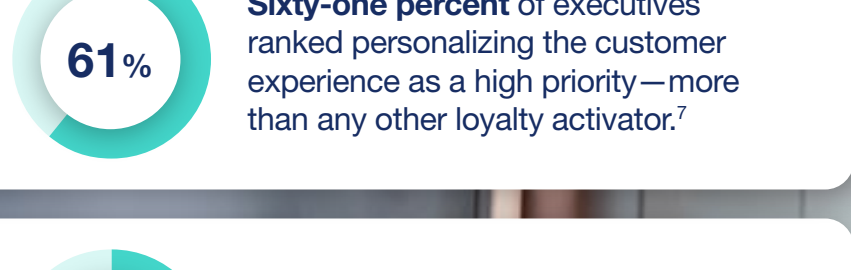
Ninety-one percent of business executives say their ability to build and maintain trust improves the bottom line.<sup>5</sup>



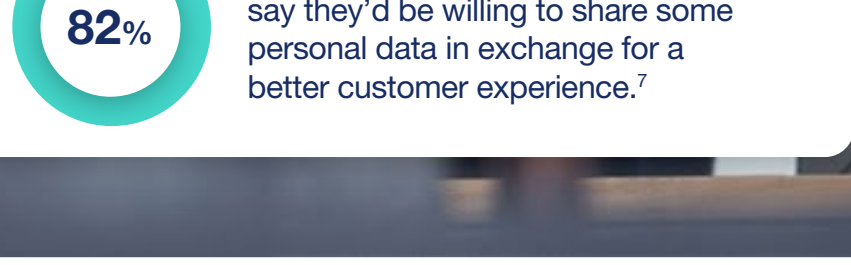
Fifty-eight percent of consumers say they have recommended a company they trust to friends and family.<sup>5</sup>



Four out of five customers say a positive customer service experience increases the likelihood they'll make another purchase.<sup>6</sup>



Sixty-one percent of executives ranked personalizing the customer experience as a high priority—more than any other loyalty activator.<sup>7</sup>



Eighty-two percent of respondents say they'd be willing to share some personal data in exchange for a better customer experience.<sup>7</sup>



## The Importance of Customer and Brand Protection

By protecting your customers and brand, conversion rates can be improved and call durations optimized due to increased trust in the call.

A recent survey of US adults<sup>1</sup> revealed that –

Sixty-eight percent never answer a phone call from an unknown number	Ninety-two percent believe financial services organizations should be taking all the measures available to them to protect consumers	Eighty-seven percent believe that the businesses they use should do more to protect consumers	Three-quarters would pay more for services from an organization that offered the highest level of customer protection

TNS' trusted and proven track record developing and delivering branded calling solutions to market means it is best positioned to help enterprises improve the customer experience, empowering customers with the confidence to answer while providing better interactions and engagement.

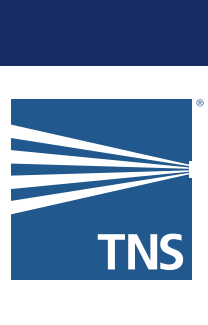
## The Benefits of TNS Enterprise Authentication and Spoof Protection

	<b>Reduces Customer Complaints and Fraud Claims</b> Provides reassurance that spoofers are proactively identified and corrective action is taken before reaching the consumer
	<b>Improves the Customer Experience</b> Customers trust calls and so are ready to engage, improving conversion rates and call durations
	<b>Increases Customer Trust in Calls</b> Improves the customer experience and builds trust by letting the consumer know the call is legitimate
	<b>Helps Grow Revenue</b> Unanswered calls can lead to missed appointments and service calls

TNS has more than **30 years** of experience in call identification and has facilitated one billion+ branded calls across major wireless carriers.

To learn more about how TNS Enterprise Authentication and Spoof Protection can help your contact center restore trust in voice calling, visit our website.

[tnsi.com/solutions/communications/restoring-trust-voice/](https://tnsi.com/solutions/communications/restoring-trust-voice/)



1. Kantar Survey, 2023  
2. CNN Central, November 30, 2023  
3. Destination CRM, November 10, 2023  
4. Juniper Research  
5. PricewaterhouseCoopers, 2023 Consumer Intelligence Series Survey on Trust  
6. Zenius, What is Customer Experience? 2023  
7. PricewaterhouseCoopers Customer Loyalty Executive Survey 2023  
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