



# 2024

## A Program Guide for TNS Channel Partners

**Learn How TNS' Solutions  
Can Help Transform Your  
Customers' Business by  
Protecting Their Consumers,  
Restoring Trust and  
Modernizing the Voice Channel**



A photograph of a call center environment. In the foreground, three agents (two women and one man) are seated at their desks, wearing headsets and looking at their computer monitors. They are all smiling. In the background, other agents are visible, also working at their desks. The office has a modern feel with blue chairs and grey cubicles.

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# Why Your Customers Need Call Authentication and Identification Solutions

With an estimated 900 million unknown calls per week reaching US adults, it's not surprising that in a recent TNS commissioned survey only 19% of wireless subscribers said they answer calls from unknown numbers. This loss of trust is damaging businesses and causing the voice channel to lose its prominence in customer outreach strategies. Now is the time for contact center owners and operators to act.

To restore trust to the voice channel, protecting the consumer is key and that begins with identifying and blocking bad actors that spoof legitimate company telephone numbers. When customers can be confident that the call they are receiving is a legitimate call they will be more willing to engage.

A selection of award-winning call authentication, spoof protection and branded calling technologies is now available from TNS and offer a range of flexible deployments to suit our channel partner customers.

Fully integrated, TNS' solutions are available without an app download on over 300 million Android and iOS devices across the Verizon Wireless, T-Mobile and AT&T Wireless networks. This makes it easy, fast and efficient for channel partners to add our solutions to their existing customer offerings.

Helping your customers to restore trust in the voice channel can help deliver many positive impacts for call and contact centers operations, including:

- Protects consumer from potentially fraudulent scam activity.
- Protects brand reputation by blocking spoofers.
- Increases answer rates with rich call information.
- Helps improve business outcomes as customers who answer are ready to engage.
- Provides consumer with more information, enabling them to make an informed decision on whether to answer the call.
- Improves employee satisfaction and reduces agent turnover.
- Increases productivity of call agents as they do not need to make as many calls to reach the same number of customers.
- Supports advertising investment by reaching customers who requested call backs.
- Reduces acquisition cost by reaching customers sooner.





# Protect Your Customers While Adding Revenue to Your Organization

Partnering with TNS enhances your business and helps grow your market.

## 1. Stand Out from the Crowd:

Offering unique services, such as branded calling and spoof protection, can set you apart from competitors, attracting more customers and retaining existing ones.

## 2. Unlock New Profit Opportunities:

As relatively new technologies, branded calling and spoof protection can open up a fresh market segment, creating an additional source of income.

## 3. Foster Customer Loyalty:

Introducing new and innovative services can enhance customer loyalty, giving them more reasons to stick with your services.

## 4. Boost Call Security:

These services enhance the security of calls, a major concern for many businesses. This can attract businesses seeking secure communication solutions.

## 5. Accelerate Revenue Growth:

Providers investing in both traditional (like SMS and voice calls) and innovative solutions (like branded calling) are witnessing faster growth than their rivals.

## 6. Safeguard Clients' Brand Image:

Labeling your clients' outbound calls and blocking spoofed calls enhances your clients' reputation and builds trust with their customers.

## 7. Elevate Customer Satisfaction:

By offering services that cater to both the communication preferences and security needs of customers, you can boost customer satisfaction.

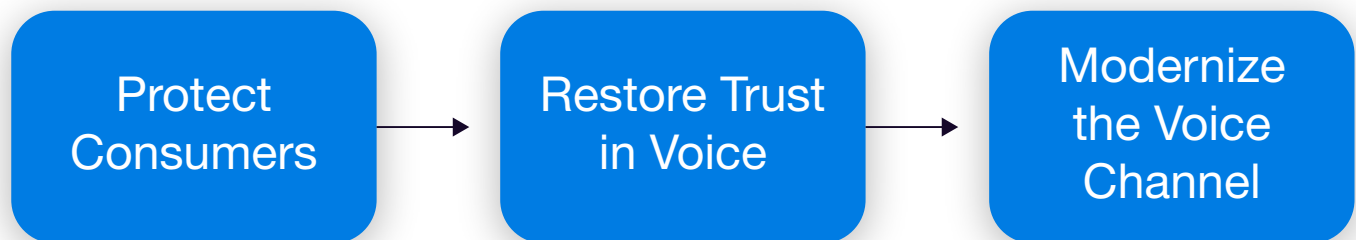
## 8. Avoid Costs of Fraud Incident Resolution:

With spoof protection, you can save on the costs associated with resolving fraud incidents.

Understanding your customers' needs and offering innovative solutions to meet those needs is the key to success as a provider.



# How We Can Help: An Introduction to TNS Enterprise Authentication, Spoof Protection, Enterprise Branded Calling and TN Insights

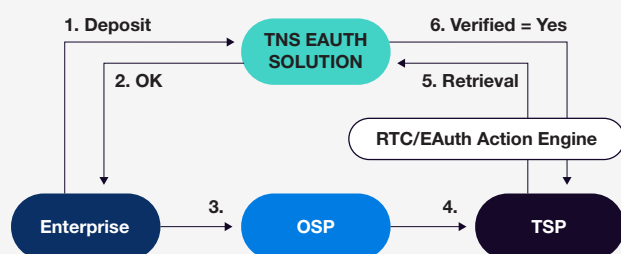


## TNS Enterprise Authentication and Spoof Protection

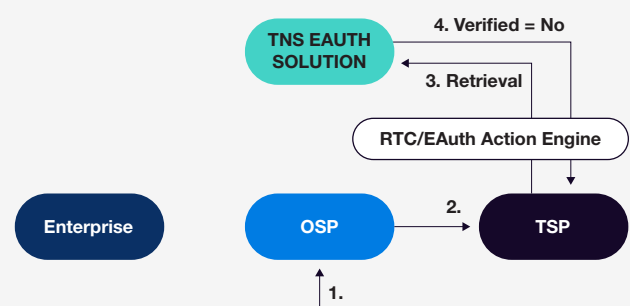
Businesses are usually unaware they have been spoofed until it's too late, and their reputation has been harmed, penalties levied, and their customers defrauded. TNS Enterprise Authentication verifies a call is legitimate and only displays branded information on calls that have been authenticated, while TNS Spoof Protection blocks calls to help prevent bad actors from using your customers' outbound telephone numbers.

How does it work? To help prevent spoofing, the Enterprise makes a 'deposit' of the calling and called number into the TNS Enterprise Authentication service on a per call basis via the Call Event API. Then when the service provider receives the intended terminating call from the Enterprise, they can be assured the call was not spoofed. If the per call 'deposit' is not received by TNS, it is likely the call is spoofed and appropriate call treatment can be applied. There is also a short-lived 10 second (configurable) timer within TNS Enterprise Authentication to ensure it is truly a 'per call' solution.

### Enterprise Deposit (Not Spoofed)



### Non-Enterprise Deposit (Spoofed)







## TNS Enterprise Branded Calling

TNS Enterprise Branded Calling provides rich call information on telephone screens to notify the recipient of who is calling. Displaying a company name and logo on outbound calls enhances transparency for consumers, builds trust and primes consumers for the interaction.

By enhancing the customer experience and modernizing the voice channel, enterprises can improve their business call answer rates, conversion rates, and call durations, cementing the future of the voice channel as a customer communication tool.

## TN Insights Featuring Telephone Number Reputation Monitoring

TN Insights is a powerful new addition to our established Telephone Number Reputation Monitoring service. These solutions provide enterprises with critical intelligence and visibility into the reputation of their telephone numbers to combat spoofers and mislabeling while identifying optimum calling behaviors to reach customers more effectively.

### Key Features:

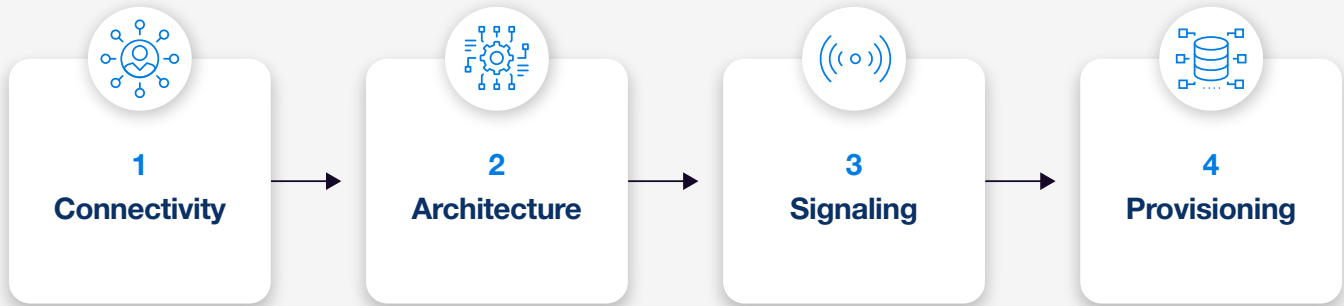
- **Callout Practice Observation for Brand Protection.** Access to real-time scoring and crowd-source feedback to detect potential spoofing issues ensures enterprises receive alerts when a telephone number is being abused for rapid mitigation.
- **Calling Reputation Analysis for Business Continuity.** Businesses that rely on voice calling reputation monitoring – such as financial services firms, healthcare organizations, and contact centers – reduce the chance of being mislabeled by following good calling practices and reaching the recipient by maintaining accurate reputation scores for telephone numbers.
- **Calling Intelligence for Competitive Advantage.** Enterprises glean critical intelligence from TN Insights to help drive higher customer answer rates, which can lead to increased revenue opportunities, improved agent productivity and increased conversion rates.



# Getting Started: Targeted and Efficient Solution Integration

The TNS team is highly experienced at getting enterprises up and running as soon as possible to begin protecting customers and enhancing the customer experience.

The following **4 steps** are typically followed to bring projects to a successful go live date.



**Step 1** – Customers can choose between VPN or IPX connectivity

**Step 2** – The proposed architecture, including integration with the session border controller and other platforms or components, is mapped out and agreed

**Step 3** – Signaling is established via REST API, SIP redirect, TDM interworking or UCaaS interworking

**Step 4** – Provisioning configuration and customization are identified to address the requirements to block calls in the network before they can reach the customer

## Step 1 – Connectivity Options

We will work with your customers to identify which connectivity setup is most appropriate for their infrastructure. This will be confirmed via consideration of these questions:

1. What type of connection will be used to integrate with TNS?

- ☐ VPN
- ☐ IPX
- ☐ Open internet (HTTPs)
- ☐ SIPoTLS

2. What IP address type will be used on the connection?

- ☐ IPv4
- ☐ IPv6

3. Will you be using private or public IPs?

- ☐ Private
- ☐ Public

4. What IP addresses will be utilized so they can be whitelisted?

5. How many transactions per second (TPS) will you be sending to make call deposits?

6. Will you be supporting different enterprises over a single connection?

- ☐ Yes
- ☐ No

7. How many Enterprise Authentication customer locations will you be utilizing from a redundancy perspective?

- ☐ 1
- ☐ 2
- ☐ More

8. Do you currently have the proper IP network infrastructure to support IP configuration?

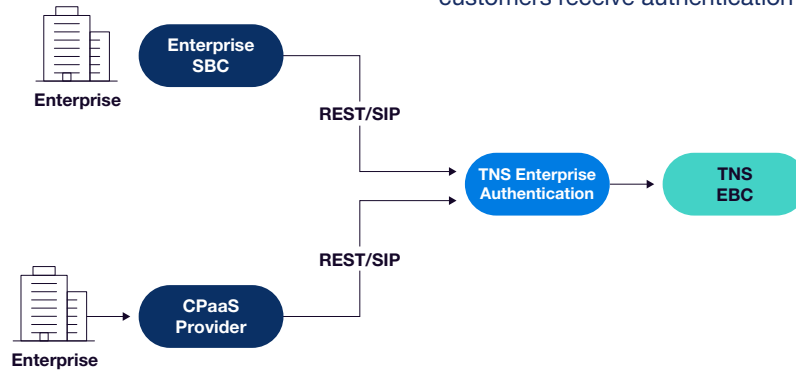
- ☐ Yes
- ☐ No

9. Who will whitelist TNS IPs in your network for the Enterprise Authentication solution?

## Step 2 – Architecture Considerations

An architecture map, including relevant switch elements from the customers' PBX, SBC and other application servers, is proposed and agreed with the specific elements to be integrated into the Enterprise Authentication service for signaling and provisioning.

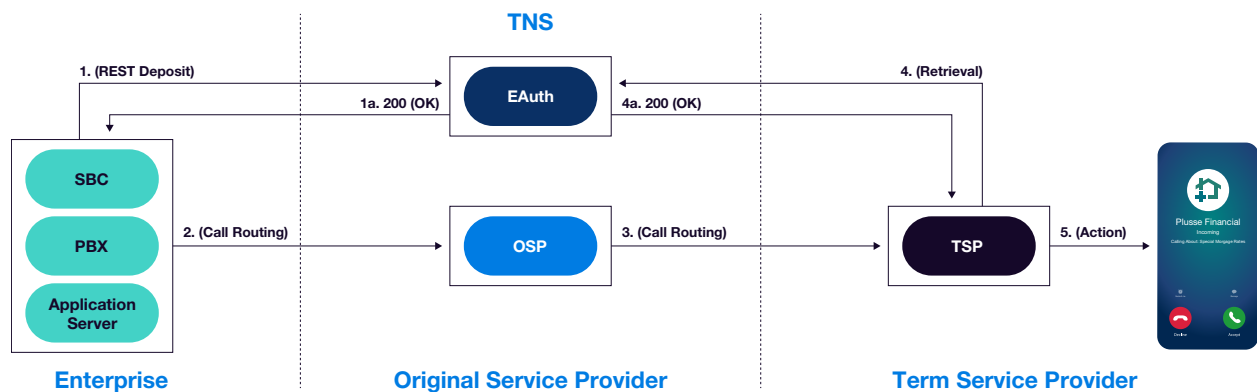
A Provisioning API allows customers to register their originating telephone numbers, authorize the use of those telephone numbers, manage the content and delivery rules associated with a telephone number, and support for other real-time integrations supporting publishing of content. The Provisioning API is a REST interface. To use the API, customers receive authentication credentials from TNS.



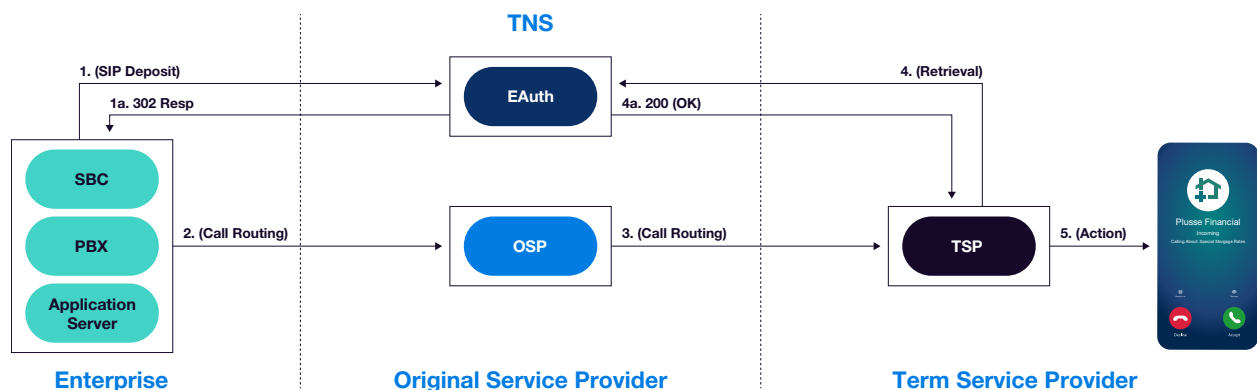
## Step 3 – Signaling Integration Options

A comprehensive set of four signaling integration options allows TNS to handle virtually any customer requirement.

### REST API

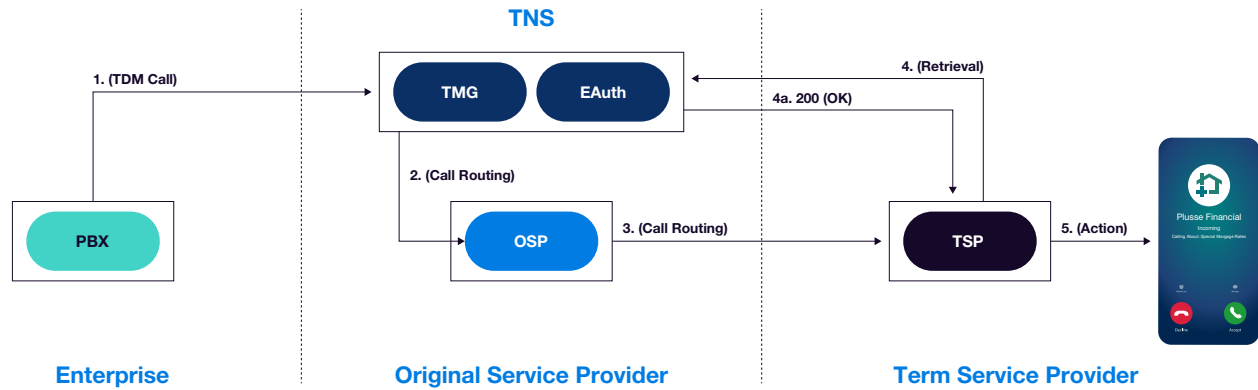


### SIP Redirect

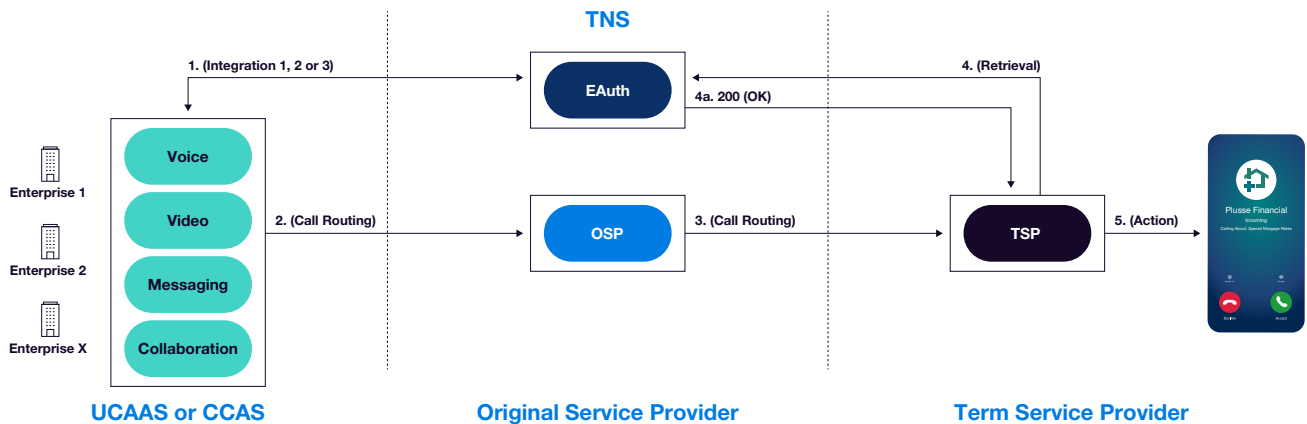




## REST API



## SIP Redirect



## Step 4 – Provisioning Configuration

In order to establish the most effective configuration, we will work through the following questions with your customer.

1. Can you send a REST API to provision enterprise numbers and name?
  - ☐ Yes
  - ☐ No, must send email to TNS for manual configuration
2. For Enterprise Authentication configuration, you have 1 of 3 configuration options. What configuration do you want to set on each?
  - ☐ Regular (no EBC name, no logo, no reason presented)
  - ☐ AoR spoofer (potential spam presented)
  - ☐ Call block

3. What test/trial numbers will you utilize to test the Enterprise Authentication solution?

4. Can you gather all telephone numbers for each enterprise and their associated enterprise name?

- ☐ Yes
- ☐ No

## Contact Us

Are you ready to help your enterprise customers protect customers, restore trust and modernize the voice channel, all while adding an additional revenue stream to your organization? Get in touch with TNS using the information below or email [solutions@tnsi.com](mailto:solutions@tnsi.com)

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