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TNS TELEPHONE NUMBER REPUTATION MONITORING

With Telephone Number Reputation Monitoring and TN Insights, enterprises can:

- Know the reputation of their telephone number and how it is perceived
- Use a mechanism to redress their reputation profile and have subscribers answer wanted calls
- Receive alerts when their number is being spoofed by bad actors
- Ensure call centers are following best practices
- Receive details on callout practices and consumer reception to its calls

Increase contact rates and protect your brand identity

Consumers are bombarded with spammer's robocalls that use unknown or spoofed numbers from local areas or businesses. To reach customers, organizations must differentiate their legitimate calls from those of the spammers. Transaction Network Services (TNS) Telephone Number Reputation Monitoring (TNRM) can help make that distinction and get more calls answered.

With its TNRM services, TNS helps enterprises avoid mis-labeling, prevent damage to their brands, and improve call answer rates. The solution identifies if a number has been negatively impacted by a robocall app or spoofed by a bad actor, and provides best practices to minimize damage and overcome these obstacles. It gives enterprises the ability to understand their telephone number reputation score and improve scoring by conforming to behavior less likely to trigger negative labeling by analytic engines.

Enterprises using Avaya Contact Center solutions can confidently add TNRM to help differentiate their customer services and mitigate the risks posed by phony calls. Reputation Monitoring provides alerts when the telephone number becomes classified as a spammer, spoofer, scammer, or robocaller, enabling the enterprise to take action. TRNM also includes TN insights, an innovative and comprehensive reporting tool that presents outbound call data metrics, including calls answered, declined, blocked, and missed, along with contact rate and duration analysis. In addition to these core metrics, enterprises can gain access to advanced reporting to benchmark their calling practices against industry peers when it comes to answer rates, as well as when and how often subscribers are being called.

Features & Benefits

Callout Practice Observation for Brand Protection

Provides access to real-time scoring and crowd-source feedback, helping detect potential spoofing issues and sending alerts when a telephone number has turned negative, enabling rapid mitigation. Also, helps identify positive or negative contact center calling practices.

Calling Reputation Analysis for Business Continuity

Helps businesses that rely on voice calling reputation monitoring—such as financial services firms, healthcare organizations and contact centers—ensure calls are not mis-labeled and reach the recipient by maintaining accurate reputation scores for telephone numbers. Helps enterprises understand why their telephone numbers have a negative reputation.

Calling Intelligence for Competitive Advantage

Delivers critical intelligence to help enterprises drive higher customer answer rates, which can lead to increased revenue opportunities, improved agent productivity, and increased conversion rates. Helps increase call contact rates by letting customers know who is calling so they are more likely to pick up.

Learn More

To learn more about Avaya solutions and DevConnect Technology Partner Transaction Network Services, contact your Avaya Account Manager or authorized Avaya reseller.

About Transaction Network Services

TNS is a global provider of Infrastructure-as-a-Service (IaaS) solutions to the financial, communications, and payments markets. Established more than 30 years ago, its extensive portfolio of innovative, value-added services supports thousands of organizations across more than 60 countries to interact efficiently, conducting mission critical processes securely and adopt new technologies flexibly. TNS' state-of-the-art, scalable, and secure communications solutions make TNS a leader in an increasingly connected world.

Headquartered in Reston, Virginia, USA, TNS has offices in 32 countries across the globe including the United Kingdom, Ireland, Italy, Spain, Germany, Brazil, Japan, Hong Kong, Malaysia, Singapore, South Korea, India, Australia, and more.

In 2021 TNS became a wholly owned subsidiary of Koch Equity Development LLC, the investment and acquisition arm of Koch Industries. For more information, please visit tnsi.com.

About DevConnect

DevConnect is Avaya's developer and technology partner program, an integral network of Avaya experts, partners, developers, and customers. This global collaborative is well positioned to deliver the next-generation customer and employee experiences businesses need to turn moments into experiences that matter. Membership in the DevConnect program offers access to a wide range of developer resources including documentation APIs and SDKs. Technical support and training, as well as compliance testing and co-marketing benefits are available to enhanced level members. To learn more or register for membership, visit www.avaya.com/devconnect.

About Avaya

Businesses are built by the experiences they provide, and every day, millions of those experiences are delivered by Avaya. Organizations trust Avaya to provide innovative solutions for some of their most important ambitions and challenges, giving them the freedom to engage their customers and employees in ways that deliver the greatest business benefits.

Avaya contact center and communications solutions power immersive, personalized, and unforgettable customer experiences that drive business momentum. With the freedom to choose their journey, there's no limit to the experiences Avaya customers can create.

