August 2024

Introduction

We start this August issue of Connect with our Half Year Robocall Investigation Report. With our unique visibility into over 1.5 billion daily call events and AI expertise, our latest Report includes the data and analysis you need to know from the first half of 2024.

Keep reading to find out more interesting news and updates, including an interview on AI voice cloning scams, a network transformation webinar and our latest accolades.

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

TNS Communications Market

Half Year Robocall Investigation Report Out Now

Our latest Robocall Investigation Report is out now and reveals that smaller carriers successfully increased the total volume of signed call traffic in the first half of the year. However, network interconnectivity challenges are blunting the full benefits STIR/SHAKEN can deliver. This edition includes further data and analysis, a look-back at trending scams, political robocall predictions ahead of the Presidential Election and an update on AI. If you would like a copy of the report, contact your Account Manager or click below.

Download our Report

TNS AI Expert Featured on ABC7 Chicago

The International Problem of Scam Calls

TNS' Chief Data Officer, Greg Bohl, demonstrated how scammers can clone voices using AI for ABC7 Chicago's Eyewitness News. ABC7 reports that all the scammer need is a small audio clip of a subscriber's voice and they can create an AI robocall that sounds like the subscriber.

To better monitor global call scams and trends, we have extended our coverage and visibility beyond the US and Canada. In a blog article, TNS' John Haraburda discusses five of the most common international scams and the increasing use of AI by bad actors.

A Webinar with INCOMPAS on TDM Unpredictability and the Transition to IP

TNS' VP of Product Transformation, Joe Dechant and Senior Product Manager, Barry Metz, discussed how onboarding the right partner can enable carriers to transform their networks to IP, decommission expensive TDM circuits, enable more STIR/SHAKEN interconnects and receive a predictable pricing model, all with the goal of enhancing their subscriber experience. The webinar is available on-demand here. Contact your Account Manager for more information on our Voice Transit solution or read the product sheet here.
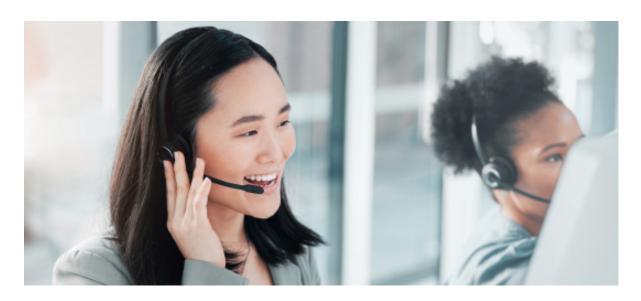
TNS Enterprise Product Suite Wins Award

ChannelVision Magazine has [awarded](#) TNS' Enterprise Product Suite – which includes TNS Enterprise Authentication and Spoof Protection and TNS Enterprise Branded Calling – a 2024 Visionary Spotlight Award for Best Emerging Technology Breakthrough.

Presenting at CFCA's International Event

Our VP of Global Product Strategy, Jim Tyrrell, presented how call authentication and spoof protection technology is restoring trust in the voice channel at CFCA's (Communications Fraud Control Association) Summer Event in London, UK in June.

An Update on TNS, First Orion and TransUnion's Partnership

TNS, First Orion and TransUnion's partnership will deliver an estimated five billion branded business calls by the end of 2024. As part of this, enterprises will receive a proven cross-carrier solution for business vetting, number verification, end-to-end call

authentication and call branding with rich call content, through direct network integration with leading US wireless carriers. Read the [press release](#) to find out some of the partnership milestones so far.

Trending Scam of the Month

Our Robocall Protection team continues to compile the latest robocall scams and tactics being deployed by bad actors. Protect your subscribers and check out our [Scam of the Month](#) page.

Upcoming Events

We hope to see lots of our customers and partners at various [upcoming events](#), including SIPNOC 2024 in September, CFCA Fall Education and the 2024 INCOMPAS Show in October.

TNS Named an 'Established Leader' in Juniper Research's Robocall and Branded Calling Report

An eBook of Digital Transformation Trends for Financial Services Contact Centers

Juniper Research [published](#) its Robocall Mitigation and Branded Calling Report and positioned TNS as an Established Leader within the Competitor Leaderboard. The leaderboard considers items such as financial performance, market presence and the extent and breath of partnerships.

Based on our 30 years' experience in call identification, we explore some of the most common challenges facing the financial services industry and identify digital transformation trends being used to enhance contact center operations in an eBook available for [download](#).