



Connect

NEWSLETTER

August 2024

Introduction

We start this August issue of Connect with our latest eBook covering digital transformation trends for financial services contact centers. This is a great resource for any of our customers in 'high-touch' industries that rely on the voice channel.

Keep reading to find out more of our latest updates, including press releases announcing an award win for Best Emerging Technology Breakthrough and becoming a Technology Partner in the Avaya DevConnect program.

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



Digital Transformation Trends for Financial Services Contact Centers eBook Out Now

In our latest eBook, we explore digital transformation trends being used to enhance contact center operations. Although focused on financial services, the trends are applicable for any 'high-touch' industry that relies on the voice channel to engage with customers including insurance, healthcare, retail, hospitality and education. Learn more about protecting customers and fraud prevention with call authentication and spoof protection, brand recognition through branded calling and leveraging outbound call data metrics. If you would like a copy of the eBook, contact your Account Manager or click below.

[Download the eBook](#)



TNS Wins 2024 Award for Best Emerging Technology Breakthrough

We're excited to announce that TNS Enterprise Authentication and Spoof Protection and TNS Enterprise Branded Calling have been recognized for Best Emerging Technology Breakthrough at the 2024 Visionary Spotlight Award by ChannelVision Magazine. This award win recognizes the impact our solutions can have in improving enterprises customer experience offerings, while protecting their brand reputation from the negative impact of scammers and spoofer.

[Read our Press Release](#)



**A Trusted and Proven
Branded Calling
Solution**



**Presenting at CFCA's
International Event**

TNS Enterprise Branded Calling helped one of the largest retail mortgage lenders in the US close \$1.5B in sales by increasing call answer rates and engagement. Discover how branded calling boosted their success by reading the full case study [here](#).

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.



Avaya DevConnect Program Technology Partner

TNS was selected by Avaya for membership as a Technology Partner in the Avaya DevConnect program earlier this year. This allows us to extend the reach of our contact center solutions to Avaya customers and enable enterprise contact centers within 'high-touch' industries to deliver spoof protection and branded calling to help increase customer call answer rates, improve customer conversion rates and reduce voice fraud.

[Read our Press Release](#)



Juniper Research's Robocall and Branded Calling Report



TNS AI Expert Featured on ABC7 Chicago

TNS' Chief Data Officer, Greg Bohl, demonstrated how scammers can clone

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.

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.



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.

[Read our Report](#)



Upcoming Events

We hope to see lots of our customers and partners at various [upcoming events](#), including CFCA Fall Education in October and ChannelVision Expo in November.



Discover Your Potential ROI

There's still time to use our exclusive ROI calculator on our [Enterprise Branded Calling website page](#) to see how much this solution could be worth to you.



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