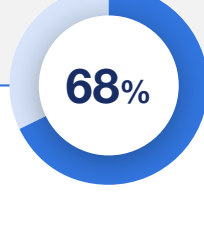


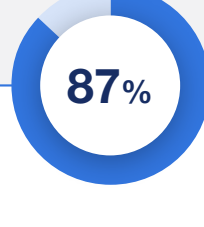


Protect Your Company and Customers from Fraud with TNS Spoof Protection

Subscriber losses due to robocall scams are projected to exceed \$76 billion globally in 2025¹. [With consumers' trust in voice channels decreasing](#), it is up to enterprises to restore trust in voice communication.



Sixty-eight percent of US adults never answer a call from an unknown number².



Eighty-seven percent believe the business they use should do more to protect customers³.

Help improve your customers' experience by ensuring only authenticated calls reach end recipients with TNS Enterprise Authentication and Spoof Protection. Present brand information on incoming call screens to improve call conversion with TNS Enterprise Branded Calling.

Improve Answer and Conversion Rates

Selecting the right tools that offer the highest levels of customer protection and help restore trust in the voice channel is vital. Solutions such as TNS Enterprise Authentication and Spoof Protection and TNS Enterprise Branded Calling provide enterprises with the ability to:

Ensure only verified calls get the full enterprise branded calling treatment by leveraging TNS' unique out-of-band Call Event API.



Restore trust in your calls by blocking bad actors attempting to spoof your telephone number.



Mark unverified calls as potential spam to warn customers.



Improve answer rates as customers have greater confidence to engage with enterprises on the telephone.



Can increase contact rates and enhance engagement, thereby boosting conversion rates and improving call durations.



Help decrease customer complaints and fraud claims related to spoof calls.



Leverage the latest cutting-edge branding technology.



With the annual global cost of fraudulent robocalls to mobile subscribers at \$58 million¹, it is little wonder consumers are less likely to answer calls from unknown numbers.

However, businesses, regulators and consumers are all on the same page and striving for a common goal—increased protection for consumers.

80%

of Americans would prefer to use enterprises that use branded calling solutions to protect customers³.

3 in 4

3 in 4 consumers would pay more for services from an organization that offered the highest levels of customer protection³.

76%

say using branded calling solutions would help them feel more protected as a consumer³.

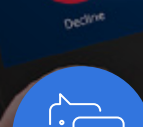
Protect Your Brand and Your Customers

Call identification and branded caller ID solutions can help enterprises concurrently close business with customers while building confidence in their brand and protecting their customers. With TNS Enterprise Branded Calling, outbound communications are given a head start:



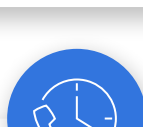
Helps Increase Call Answer Rates

Give customers the confidence to answer and engage with your agents.



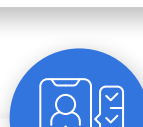
Grow Conversion Rates

By answering a branded call, your customers have already chosen to engage with you.



Designed to Improve Conversations

Priming the customer with rich call content on-screen promotes efficient engagement and receptive conversations.



Build Competitive Advantage

Offer a rich caller experience and provide a level of customer service your competitors are overlooking.

53%

Callers are spending **53%** more time on the phone due to manual security checks.

16 Secs

Up to **16 seconds** extra costs enterprises money and impacts customer experience and satisfaction ratings.

83%

of authentication is still performed by agents through manual question-and-answer methods⁴.

TNS' award-winning Enterprise Product Suite authenticates your calls, meaning that your brand won't become a spam magnet for bad actors, while providing brand integrity, making agents more efficient and helping increase conversion rates.

To learn more about **TNS Enterprise Authentication and Spoof Protection** and **TNS Enterprise Branded Calling** visit tnsi.com/solutions/communications/restoring-trust-voice/



1. Juniper Research (May 2024) Global Robocall Mitigation & Branded Calling Market: 2024-2029
2. TNS Survey (May 2023)
3. TNS Survey (November 2023)
4. Contact Babel (2024)

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