



# Highlights From TNS' New eBook – A Guide to Spoof Protection

Often, businesses don't realize they are the victims of call spoofing until it's too late, leading to damaged reputations, financial loss and decreased consumer trust. In a TNS survey, 87% of Americans said they believed the businesses they use should do more to protect customers.<sup>1</sup> As consumers expect the brands they use to take action, TNS explains why it's crucial for enterprises to understand the technology available to combat spoofing in its latest eBook, "A Guide to Spoof Protection."

## What is TNS Enterprise Authentication and Spoof Protection?

TNS has been at the forefront of the battle against bad actors and has developed the solutions needed to identify and protect enterprises from spoofing scams. These solutions include TNS Enterprise Authentication and Spoof Protection.



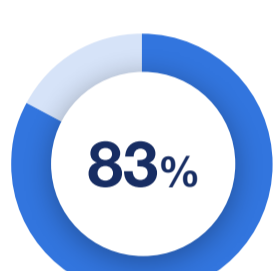
**TNS Enterprise Authentication** leverages call event API to ensure only legitimate, verified calls are delivered, with branding, to the end recipient.

**What is an API?** Application Programming Interfaces (APIs) define the standards and protocols that allow two different applications to talk to each other.

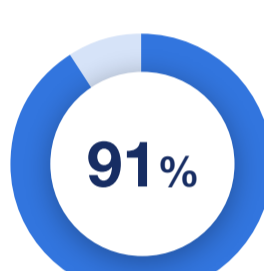
**TNS Spoof Protection** adds an additional layer of protection through an innovative technology and zero-trust policy to immediately block unverified calls.

**TNS' zero-trust policy, 'never trust always verify,' enables end-to-end, enhanced, secure communication, verification of every call and continuous monitoring with increased visibility, significantly eliminating the vulnerability to sophisticated voice fraud.**

Implementing solutions that safeguard customers strengthens brand reputation and builds customer trust, which can have significant impacts on businesses:



of consumers said protecting customer data is extremely important to building their trust in a company.<sup>2</sup>



of business executives say their ability to build and maintain trust improves their bottom line.<sup>3</sup>

## Enterprise Authentication in Action

A large US bank was victim to a large-scale, multi-pronged phishing attack that impacted millions of their customers. To restore trust, the bank **deployed the TNS Enterprise Product Suite**, including TNS Enterprise Authentication and Spoof Protection. After the implementation of TNS' solutions, the results proved to be highly impactful:

**130,000+** calls blocked in the first few months after deployment

**1/5** In one month alone, 1/5<sup>th</sup> of calls were marked as spam and blocked

**13.5%** In the third month after implementation, call durations increased by 13.5%

**100+** The bank has expanded the solution to cover more than 100 of its phone numbers



## Benefits of TNS Solutions

TNS Enterprise Authentication and Spoof Protection provides numerous benefits, including:



**Safeguards customers and your brand from fraud threats**



**Can improve call answer rates, durations and conversions**



**Helps increase trust in voice calling**



**Utilizes cutting-edge technology**



**TNS' "A Guide to Spoof Protection" eBook provides a closer look at spoofing and a full overview of TNS Enterprise Authentication and Spoof Protection.**

**Download the eBook to learn more.**

[tnsi.com/resource/com/guide-to-spoof-protection-ebook/](https://tnsi.com/resource/com/guide-to-spoof-protection-ebook/)



1. Kantar Survey, November 2023  
2. PwC, Voice of the Consumer Survey 2024  
3. PwC, 2023 Consumer Intelligence Series Survey on Trust

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