



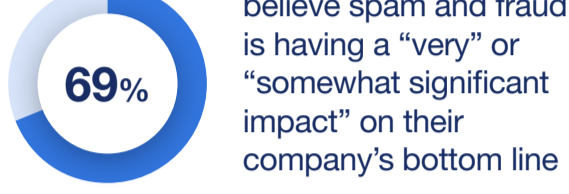
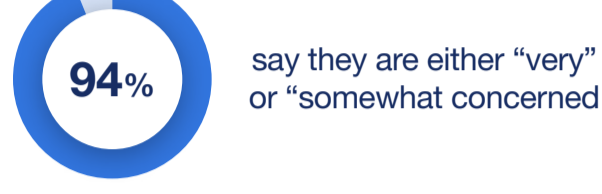
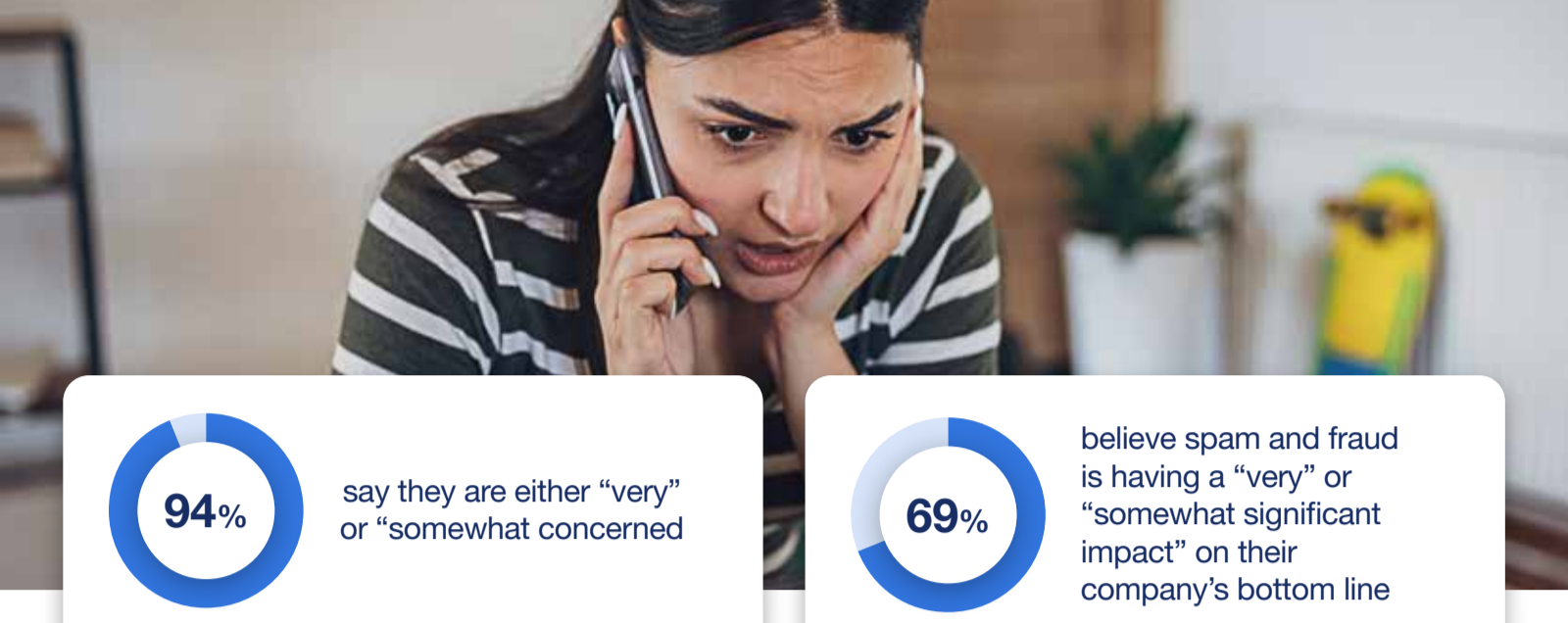
# Fraud Prevention Insights for Contact Center Operations eBook Out Now

Businesses who rely on high-touch communications to engage with customers, such as financial services, healthcare, insurance, hospitality and retail organizations, are often most at risk of being targeted by spoofing attacks. Significant reputational damage and financial losses are among the detrimental impacts of telephone number spoofing, creating a critical challenge for outbound contact centers to secure their operations and restore trust in voice calling.

In this infographic, we provide a preview of TNS' latest eBook, *Fraud Prevention Insights for Contact Center Operations*, which contains key results from a survey of outbound contact center decision-makers in varying roles.

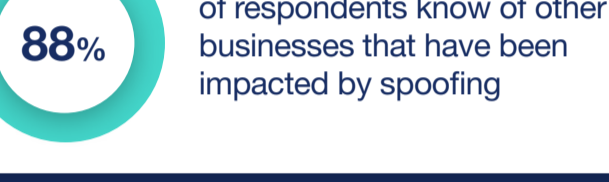
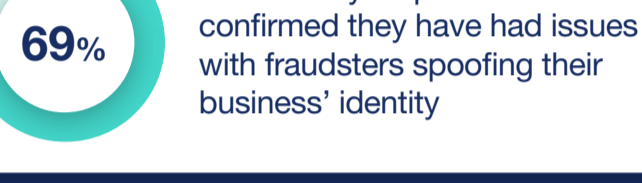
## The Sentiment Surrounding Spam and Fraud Targeting Outbound Calling

Financial losses, damaged brand reputation and impacted call agent time and customer engagement are among the dangers outbound contact centers face when threatened by spam and fraud. When asked about the issue, survey respondents confirmed they are concerned with the impact of spam and fraud on outbound calling.

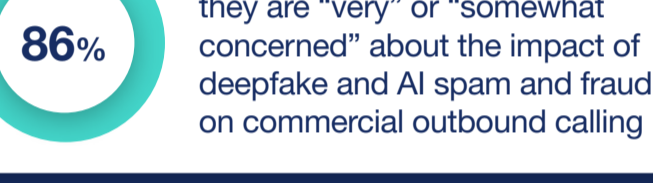


## The Concern of Telephone Number Spoofing and AI

Businesses may be unaware they have become the victim of telephone number spoofing until it's too late and they are faced with significant penalties. The issue of telephone number spoofing appears to be a concern for commercial outbound calling.



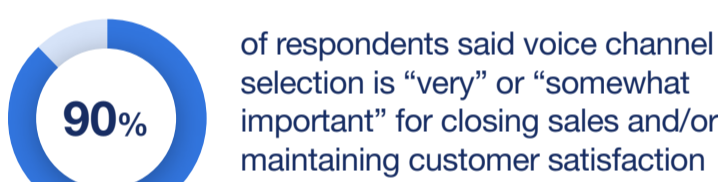
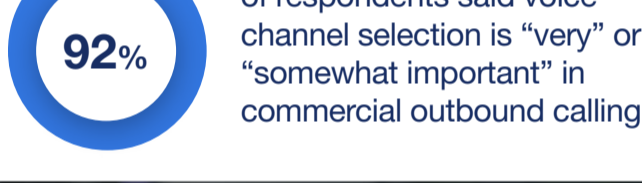
AI has furthered the threat of fraud, allowing bad actors to use new tactics, such as AI deepfake voice cloning. Voice cloning is when someone leverages a recording of a person's voice and uses AI to change or manipulate the message.



## Importance of the Voice Channel

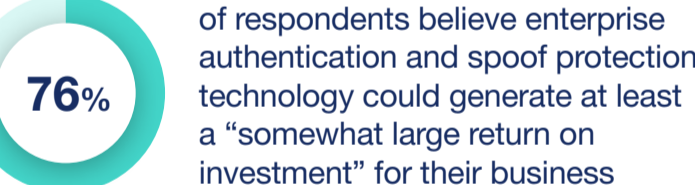


The voice channel is critical for those who rely on voice calling to effectively convey messages, engage with customers and deliver important information.

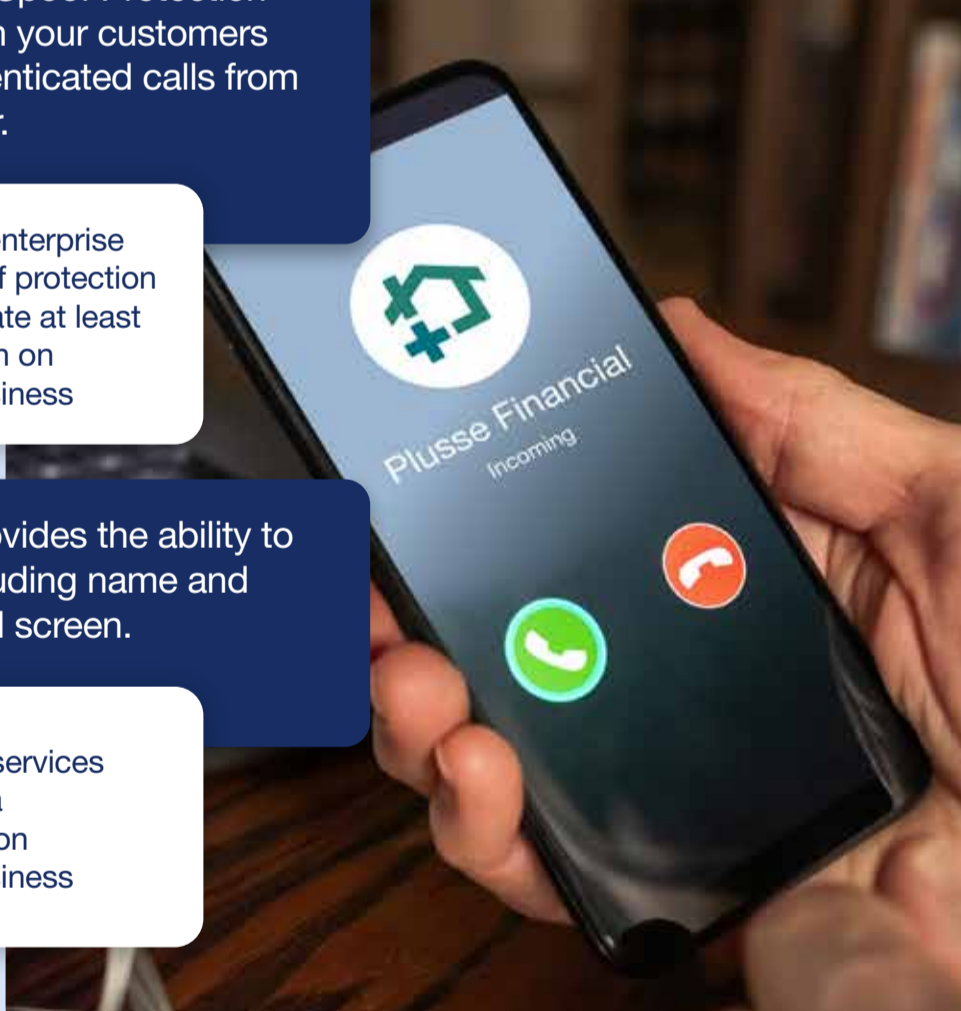
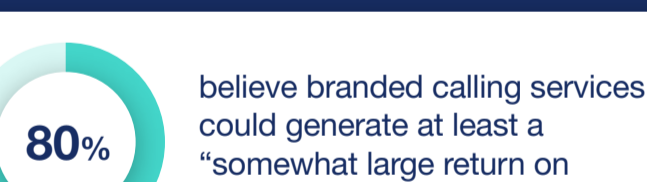


## Innovative Solutions Available to Aid Outbound Contact Centers

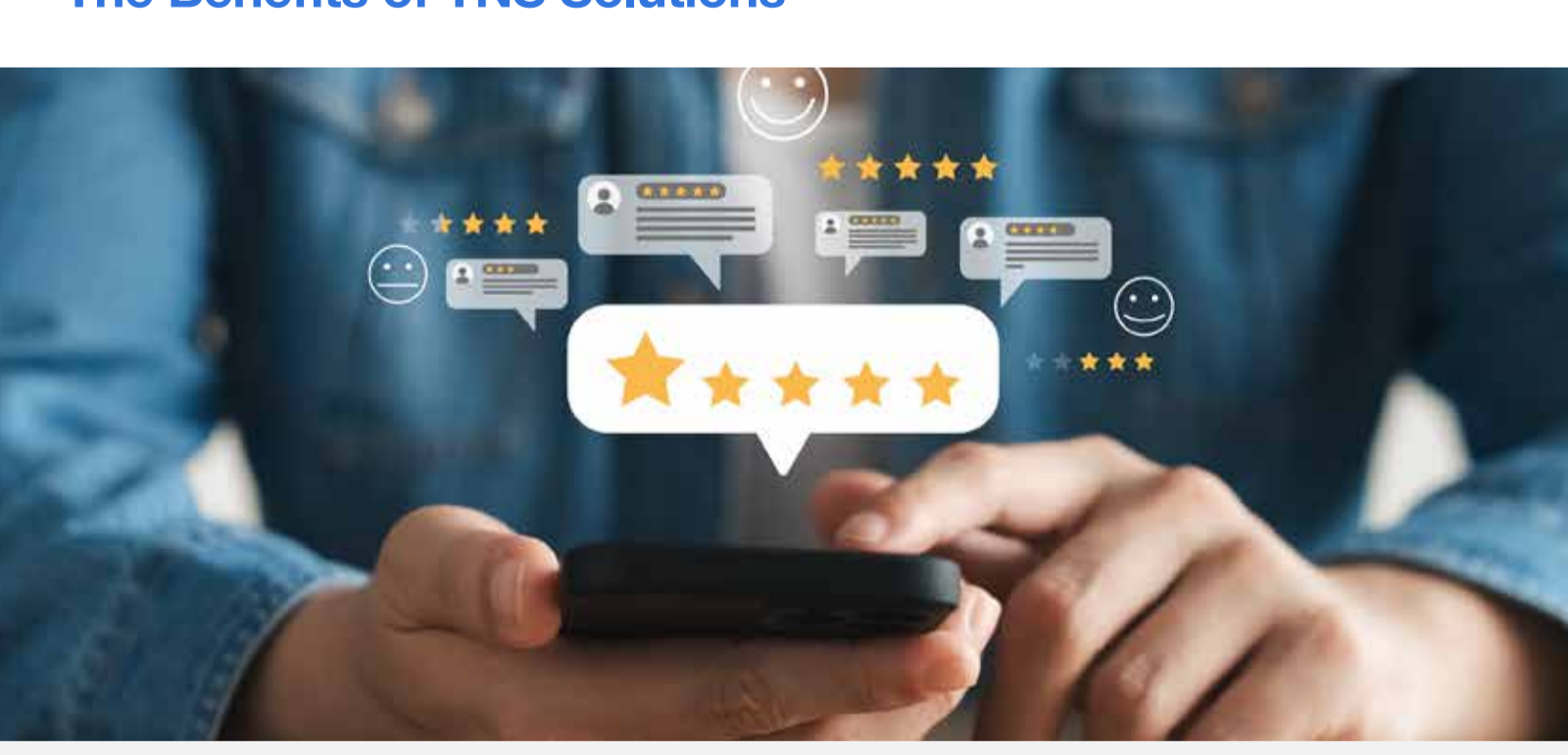
TNS Enterprise Authentication and Spoof Protection ensures only verified calls can reach your customers and automatically blocks non-authenticated calls from using your business' phone number.



TNS Enterprise Branded Calling provides the ability to present rich brand information, including name and logo, on a consumer's incoming call screen.



## The Benefits of TNS Solutions



### TNS Enterprise Authentication and Spoof Protection

- Helps protect customers and brand reputation
- Restores trust in voice calling
- Optimizes call durations

### TNS Enterprise Branded Calling

- Helps increase call answer rates
- Grow conversion rates
- Competitive advantage

### Telephone Number Reputational Monitoring and TN Insights:

- Critical intelligence
- Business continuity
- Brand protection



Download TNS' new eBook, *Fraud Prevention Insights for Contact Center Operations*, to gain further information on the challenges facing commercial outbound calling and the solutions available to help.

[tnsi.com/resource/com/fraud-prevention-insights-for-outbound-contact-center-operations-ebook/](https://tnsi.com/resource/com/fraud-prevention-insights-for-outbound-contact-center-operations-ebook/)



Research Methodology  
TNS commissioned I360 to conduct an online survey from September 20 to October 2, 2024 of 100 respondents based on the following screening criteria of manager position or higher, at least an advisory role in outbound call center operations, call center outsourcing decisions, outbound strategy, customer contact strategy, etc., employed at a US company with at least 100 employees and annual revenue of at least \$250,000, employed within the education, government, IT, insurance, nonprofit, real estate, sales, distribution, telecommunications, retail, healthcare, financial services, or hospitality industries and for a company which makes at least 20,000 outbound calls per month.  
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