



Branded Calling Insights 2024

A Review of Branded Calling Adoption

As trust in the voice channel erodes due to the rise in scams impacting the legitimacy of calls people may receive, many industries are turning to branded calling to improve their fraud prevention measures and protect consumers from such scams. TNS' latest eBook, *Branded Calling Insights 2024 – A Review of Branded Calling Adoption*, looks at the growth of the technology over the year, the industries pioneering adoption and new functionality now available, as well as a look to what 2025 and beyond may bring.

In this infographic, we provide a preview into the insights and TNS data presented in the eBook.

Branded Call Growth Analysis

1 Billion
More than 1 billion branded calls are expected to be delivered by TNS in 2024

221%
221% increase in branded calls delivered via TNS Enterprise Branded Calling in the last 12 months

Branded Calling Insights 2024 – A Review of Branded Calling Adoption reveals continued growth and adoption trends in key industries for branded calling, such as:

-  **Healthcare**
-  **Financial Services**
-  **Food and Beverage**
-  **Education**



Game Changing New Solutions

With multiple new solutions launched in the past 12 months, the branded calling landscape has changed. These solutions are expanding on the call vetting and authentication technologies that TNS Enterprise Branded Calling already provides and delivers critical intelligence and visibility into calling behaviors.







- TNS Enterprise Authentication and Spoof Protection**
- ✓ Delivers critical call information only on authenticated calls
 - ✓ Leverages real-time call verification and spoof protection
 - ✓ Reduces security protocols required

- TNS Insights**
- ✓ Access to real-time potential spoofing issues for rapid mitigation
 - ✓ Calling reputation analysis for business continuity
 - ✓ Calling intelligence for competitive advantage

Looking Ahead to 2025 and Beyond

With so much on the horizon for the world of branded calling and call authentication, make sure to download the eBook to find out more about:

-  **New content added to incoming call screens**
-  **Branded calling hitting the mainstream**
-  **Fraud prevention becoming front and center**
-  **Growth in zero-trust operations**

TNS Enterprise Product Suite Highlights

The TNS Enterprise Product Suite has been widely recognized in 2024, including highlights such as:

-  Award wins, including Best Emerging Technology at 2024 Visionary Spotlight Awards
-  TNS, First Orion and TransUnion partnership milestones
-  A major bank blocking more than 130,000 spoofed calls after deployment



Branded Calling Insights 2024 – A Review of Branded Calling Adoption provides a comprehensive look at the adoption and growth of branded calling solutions across a variety of key industries. To find out more, download the eBook today:

tnsi.com/resource/com/branded-calling-insights-2024-review-of-branded-calling-adoption-ebook/

