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



Game Changing New Solutions



Spoof Protection Delivers critical call information only on

authenticated calls

TNS Enterprise Authentication and

- Leverages real-time call verification and spoof protection
- Reduces security protocols required

Access to real-time potential spoofing issues for rapid mitigation

TNS Insights

- 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:

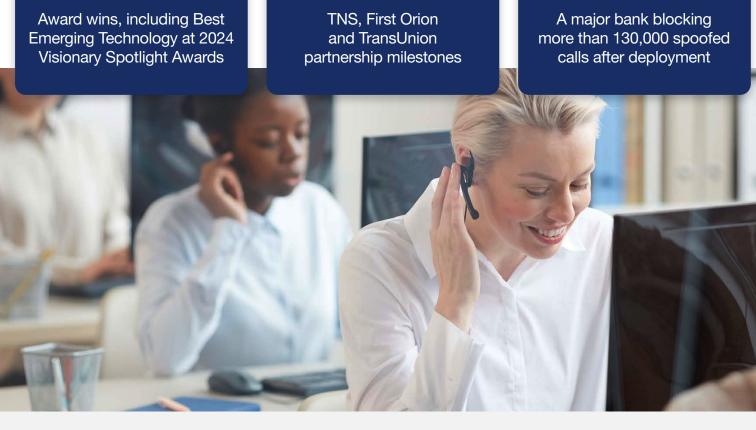




TNS Enterprise Product Suite Highlights



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





solutions across a variety of key industries. To find out more, download the eBook today:

Branded Calling Insights 2024 - A Review of

Branded Calling Adoption provides a comprehensive

look at the adoption and growth of branded calling



tnsi.com/resource/com/branded-calling-insights-