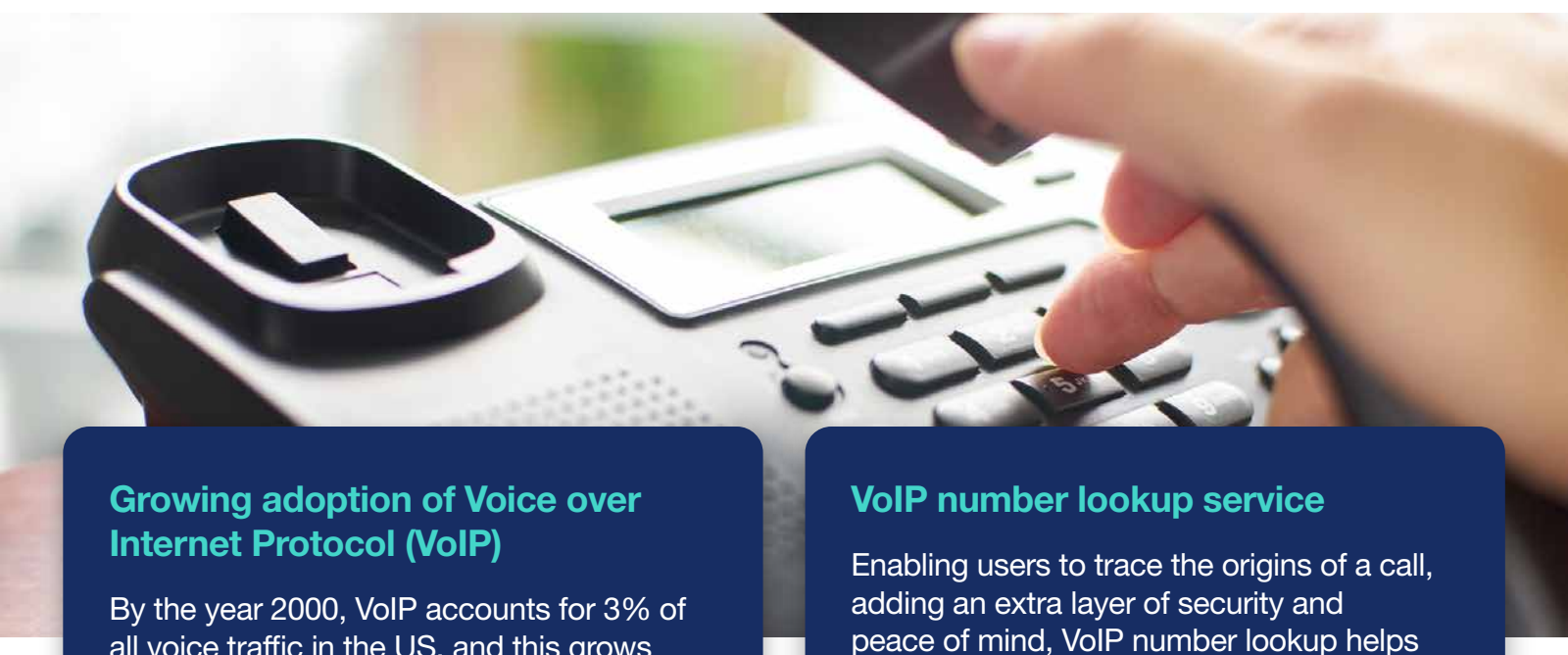
A History of Caller ID – Part Two

In part one, we looked at the landline origins of Caller ID. In this part two infographic, we find out how the digital age, and adoption of Voice over Internet Protocol (VoIP) systems, have given Caller ID its present-day pivotal role in restoring trust to voice calls, helping to combat spam, fraud and call spoofing.

The Emergence of Internet Telephony

As a new millennium brings with it digital technology, new telecommunications systems mark a significant shift in Caller ID technology, enhancing its capabilities and applications.



Growing adoption of Voice over Internet Protocol (VoIP)

By the year 2000, VoIP accounts for 3% of all voice traffic in the US, and this grows over the next decade as businesses see a market gap for robust VoIP-enabled hardware and software. The internet becomes a new medium for voice transmission and a robust and flexible alternative to traditional landline telephony.

VoIP number lookup service

Enabling users to trace the origins of a call, adding an extra layer of security and peace of mind, VoIP number lookup helps to guard against scam calls and phishing attempts.

Integration with computer systems

VoIP enables Caller ID to integrate with computer systems for numerous enhancements, such as integration with contact lists and a more personalized calling experience.

CNAM and Enhanced Caller Identification

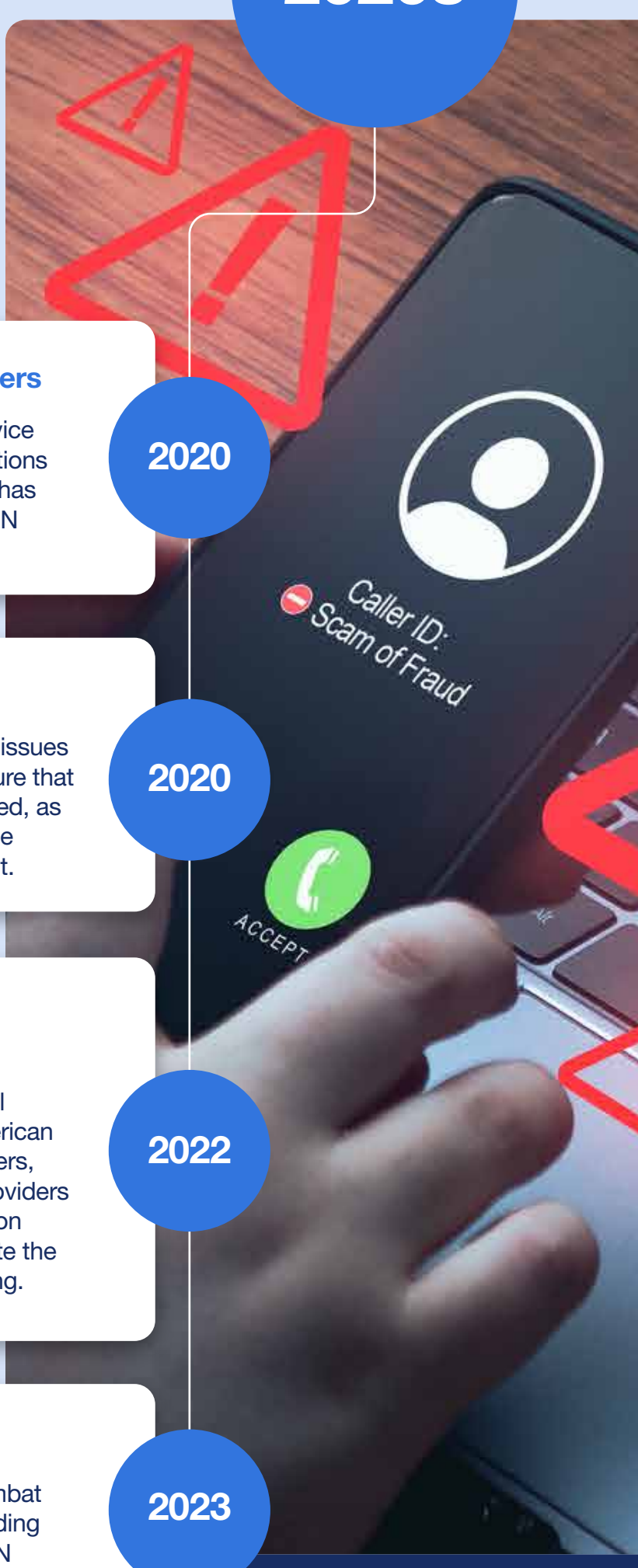
The arrival of CNAM, or Caller ID Name, becomes a critical feature, displaying the caller's name as well as phone number. This helps to reduce the number of fraudulent calls because users can now more easily identify each caller before answering.

Moves to Combat Fraudulent Voice Calls

The 2020s have so far seen significant steps to overcome spam and robocalls. Among the advances that continue to shape and improve Caller ID is the STIR/SHAKEN framework.

Secure Telephone Identity Revisited (STIR) and Signature-based Handling of Asserted Information Using toKENs (SHAKEN) are industry-standard caller ID authentication technologies that allow for the authentication and verification of caller ID information for calls carried over Internet Protocol (IP) networks.

2020s



2020

FCC adopts rules for voice service providers

2020: The FCC introduces rules requiring voice service providers to implement STIR/SHAKEN in the IP portions of their voice networks by June 30, 2021. The FCC has continued to work towards ubiquitous STIR/SHAKEN adoption with other providers since then.

2020

Protection against illegal robocalls

December 2020: The Wireline Competition Bureau issues best practices to providers of voice services to ensure that the calling party on a voice call is accurately identified, as part of the Pallone-Thune Telephone Robocall Abuse Criminal Enforcement and Deterrence (TRACED) Act.

2022

Stringent compliance requirements for international call traffic

May 2022: The FCC adopts new rules to stop illegal robocalls that originate overseas from entering American phone networks. The new rules on gateway providers, the on-ramps for international call traffic, require providers to comply with STIR/SHAKEN caller ID authentication protocols and to take additional measures to validate the identity of the providers whose traffic they are routing.

2023

Increasing provider obligations

March 2023: The FCC adopts its latest rules to combat illegal robocalls, including by enhancing and expanding provider obligations to implement the STIR/SHAKEN caller ID authentication framework.

Branded calling, AI integration and spam detection

Caller ID continues to evolve in the current day, with branded calling solutions enabling organizations to display rich call information, such as their name and logo, on the recipients call screen. AI is bringing new levels of innovation, including the ability to identify spam calls more accurately, using algorithms to analyze calling patterns and flagging potential spam or scam calls.

Find out how TNS Enterprise Branded Calling can help you increase conversion rates, improve call duration, get your calls answered and provide competitive advantage for your brand at https://tnsi.com/enterprise-branded-calling

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Sources

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