



# Connect

NEWSLETTER

March 2025



## Introduction

We start our latest issue of Connect with our newest eBook, which examines the adoption and growth of branded calling solutions in 2024. This valuable resource features the latest data insights from TNS.

Keep reading to discover more of our latest resources and updates, including research into how contact center decision makers perceive emerging threats, TNS' exciting award wins, our upcoming events and more.

If you have any questions on the topics covered in this newsletter, please email [solutions@tnsi.com](mailto:solutions@tnsi.com) or contact your Account Manager.

**Seth Walton, General Manager**  
TNS Communications Market



## Branded Calling Insights 2024 – A Review of Branded Calling Adoption

Our latest eBook, *Branded Calling Insights 2024 – A Review of Branded Calling Adoption*, reveals the phenomenal growth that branded calling has seen in the past 12 months, as enterprises deploy technology to help restore trust in the voice channel. [Download the eBook](#) to discover valuable insights on key branded calling narratives throughout 2024, including the growth of branded calling in key industries, new solutions developed to enhance the effectiveness of branded calling and what to expect for branded calls in 2025.



## Fraud Prevention Insights for Outbound Contact Center Operations

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 eBook, you will find key results from a survey of decision makers in outbound call

center operations, call center outsourcing, and customer contact strategy on the challenges facing outbound calling and the solutions available to help.

[Download the eBook](#)



## TNS' 2025 Robocall Investigation Report Out Now

Our latest [Robocall Investigation Report](#) is out now providing an analysis of signed call traffic from top tier and non-top-tier carriers, several new insights and trends and the international challenges posed by unwanted robocalls.



## Fighting Back Against the Rise of Impersonation Scams

This informative [infographic](#) offers an overview of the prevalent scams to be aware of, along with the solutions and technology available now to help you safeguard your brand reputation and protect your customers' data.



## TNS' Award Wins

TNS is delighted to share the TNS Enterprise Branded Calling solution has won a highly prized [Fierce Network Innovation Award](#) for Customer Engagement. Run by Questex's Fierce Network, the awards honor groundbreaking companies, technologies, and individuals that are revolutionizing the communications industry. Additionally, TNS Enterprise Authentication and Spoof Protection has won a [TMCnet Zero Trust Security Excellence Award](#). The awards recognize the best solution providers offering the most innovative and effective solutions using zero trust principles and strategies.

A promotional graphic for a CFCA KNOW Session. The background is dark blue with a grid of binary code. On the left, the CFCA logo (Communications Fraud Control Association) is shown above the text "Join TNS for a CFCA KNOW Session on combatting spam and fraud in commercial outbound calling." Below this, the date and time are listed: "Thursday, March 13, 2025 11:00 am EST". On the right, there are two circular headshots of speakers: Jim Tyrrell, Vice President of Global Product Strategy, TNS, and Maurie Munro, Vice President Enterprise Sales, TNS. A large blue padlock icon is also visible on the right side.

## Upcoming TNS and CFCA KNOW Session

Join this CFCA moderated KNOW Session with TNS' Jim Tyrrell, VP of Global Product Strategy, and Maurie Munro, VP of Enterprise Sales, as they explore why 80% of call center professionals see branded calling services as a good return on investment, and around three-quarters of respondents view enterprise authentication and spoof protection as valuable in the fight against spam and fraud based on TNS' latest research. The webinar will be held on Thursday, March 13 at 11:00am EST.

[Register Now](#)



## TNS and HIMSS Podcast



## Upcoming Events

In a recent podcast, hosted by HIMSS and sponsored by TNS, Maurie Munro, VP of Enterprise Sales at TNS, discussed the ways in which TNS Enterprise Authentication and Spoof Protection can help protect healthcare organizations and patients from voice channel fraud in 2025. Listen to it [here](#).

We hope to see many customers at various events throughout 2025, including the Channel Partners Conference & Expo, March 24-27, in Las Vegas, NV as well as the CFCA Spring Educational Event, March 25-27, in Tucson, AZ. To view all of TNS' events check out our [Upcoming Events webpage](#).



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