



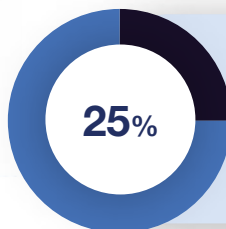
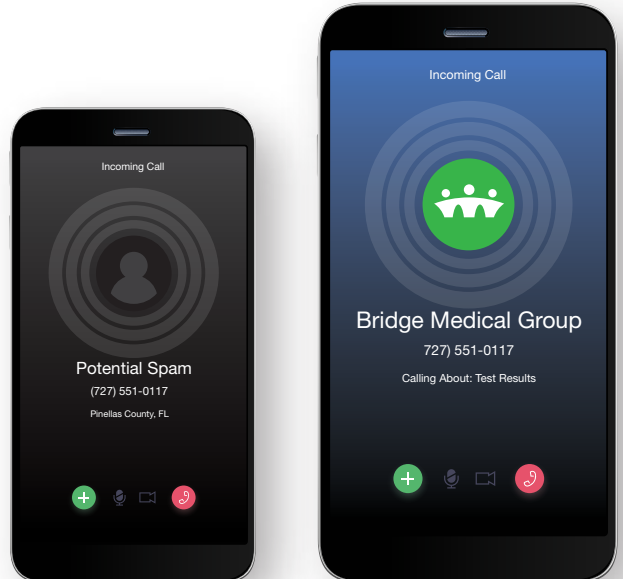
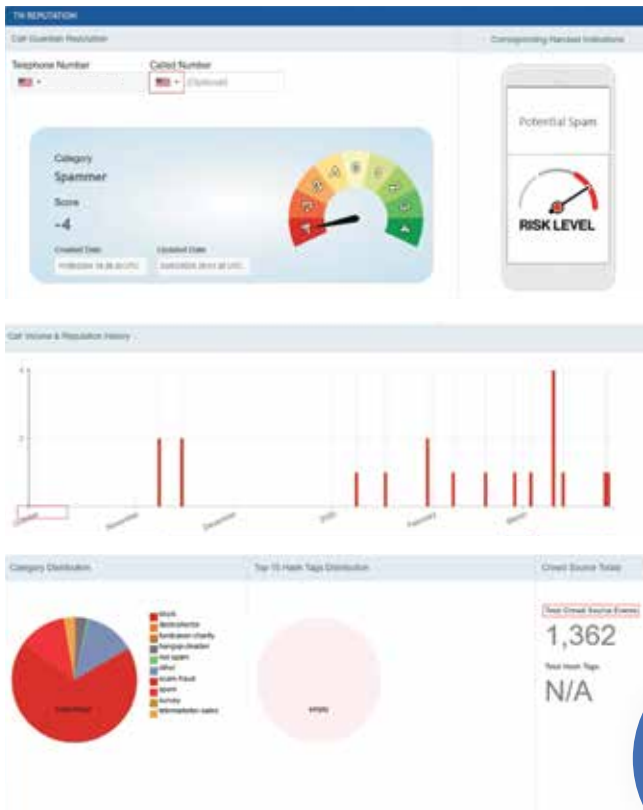
PRODUCT SHEET

# TNS Telephone Number Reputation Monitoring

**TNS Telephone Number Reputation Monitoring (TNRM) gives enterprises the ability to understand their telephone number reputation score and improve it by adopting behaviors less likely to trigger negative labeling by analytics engines.**

Reputation Monitoring provides alerts when a number becomes classified as a spammer, spoofer, scammer, or robocaller. TNRM helps enterprises avoid mislabeling, protect their brand reputation, and improve call answer rates.

In 2024, consumers reported losing over \$12.5 billion<sup>1</sup> to various forms of fraud, marking a 25% increase from 2023 to the FTC. Notably, imposter scams were among the top reported fraud categories, accounting for nearly \$3 billion<sup>1</sup> in losses. Illegal robocalls have eroded consumer trust, impacted contact rates and harmed bottom lines. TNRM looks to support enterprises to be alerted to reputation changes possibly caused by imposter fraud on their numbers for calling campaigns, so that consumers have the opportunity to properly identify who is calling.



**An enterprise utilizing TNRM saw their negative consumer sentiment decline by 25%, resulting in better customer engagement and lowered calls being labeled as spam.**

Source: TNS Internal Data

<sup>1</sup>Source: [https://www.ftc.gov/system/files/ftc\\_gov/pdf/csn-annual-data-book-2024.pdf](https://www.ftc.gov/system/files/ftc_gov/pdf/csn-annual-data-book-2024.pdf)



## Features



### Reputation History

Track how your reputation changes over time across more than 500 wireless, wireline, and cable operators.



### Real-Time Detection

Identify issues as they occur with alerts on reputation changes.



### Mislabeling Remediation

Quickly register new numbers or resolve mislabeling to strive for your campaigns that are successful.



### Self-Service Portal or API

Access your data and manage your numbers in the way that works best for you.

## Benefits



### Consumer Feedback

Understand how consumers perceive your calling practices for each telephone number.



### Drive Desired Outcomes

Look into Increased revenue and engagement rates through positive calling practices.



### Protect Brand Integrity

Receive alerts when your calling practices deviate from its best practices and reduce negative reputational scoring.



### Mitigate Risk

Work toward confirming your legitimate calls are delivered and not inadvertently blocked or tagged as spam.



## A Trusted Partner

TNS' pioneering Communications Market business has a strong heritage, which includes numerous first-mover accolades. Today's diverse offering is aligned with the demanding needs of enterprises and carriers, from call analytics that identify unwanted robocalls to interoperability for LTE and 5G.

TNS Telephone Reputation Monitoring was trusted by over 2,500 brands spanning over 8 million telephone numbers in 2024<sup>2</sup>

**Find out how TNS can help you with a wide range of telecom solutions:**

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