Connect
NEWSLETTER

September 2025

Introduction

We start our latest issue of Connect with the recent launch of the TNS Enterprise Voice Security suite, a solution built to empower the cyber security strategy of inbound voice security.

Keep reading to discover more of our latest resources and updates, including new research into consumer demand for branded calling, TNS' exciting award wins, webinars available on demand and more.

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

Seth Walton, General Manager
TNS Communications Market

TNS Launches Inbound Contact Center Voice Security Solutions to Protect Businesses from Rising Fraud Threats

TNS has recently launched TNS Enterprise Voice Security, a comprehensive suite of call authentication applications designed to protect enterprises from evolving fraud tactics – including vishing, AI voice cloning, customer impersonation and more. Designed to operate in a zero-trust framework that meets cybersecurity and regulatory compliance, the solution delivers powerful capabilities to enterprises and CCaaS providers. Benefits of the solution include secure inbound contact center traffic, enhanced call agent productivity and reduced enterprise risk from fraud tactics.
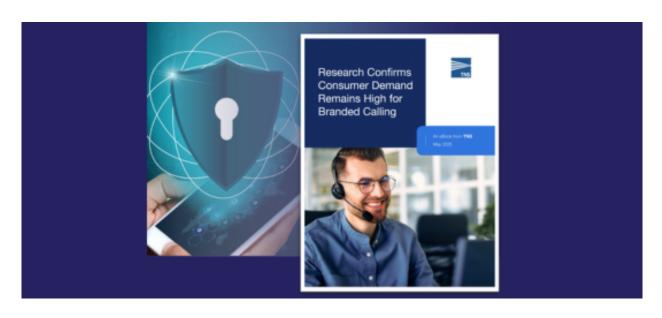
Read the Full Press Release

TNS wins Security Solution and Customer Engagement Accolades

The 2025 Merit Awards for Telecom selected TNS Enterprise Authentication and Spoof Protection for Gold in the Security Solution category, and TNS Enterprise Branded Calling for Silver in the Customer Engagement category.

TNS Ranked Top Global Vendor

Juniper Research has ranked TNS as the top global vendor in its 2025 Competitor Leaderboard Report for Robocall Mitigation and Branded Calling. As an "Established Leader" in the industry, TNS was recognized for its scale, technological innovation and strategic partnerships.

Research Confirms Consumer Demand for Branded Calling

This eBook examines the results of new independent research commissioned by TNS, including how robocall scams and fraudulent calls are affecting US adults. It also highlights the perceptions consumers have of branded calling within various 'high touch' industries and the impact these perceptions have on their willingness to share information with enterprises. Download the eBook to learn more about the consumer sentiment and demand surrounding branded calling solutions.

Care Referral Service Overhauls Calling Practices with TNRM

Explore this use case to discover how TNS' Telephone Number Reputation

Call Spoofing: The Impacts on Enterprises & Consumers

In this webinar, hosted by Juniper Research, TNS' Maurie Munro and

Monitoring allowed a senior care referral service to improve its calling practices and address its previous regulatory compliance concerns.
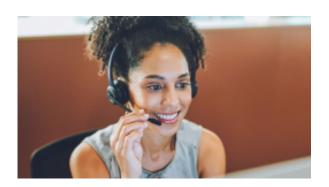
Juniper Research's Sam Barker explore the latest trends in call spoofing, the growing role of AI in fraudulent activity and the biggest opportunities within branded calling. Watch the webinar to gain vital insights into call spoofing.

UScellular Becomes TNS Approved Partner for Branded Calling
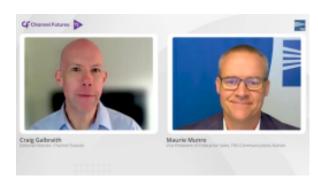
TNS Enterprise Branded Calling customers spanning a broad range of industries can now extend branded calls to UScellular customers, presenting rich call information on incoming call screens without the use of a mobile application. Improved call answer rates, enhanced call durations, and competitive advantage are among the benefits branded calling makes available to enterprise customers.
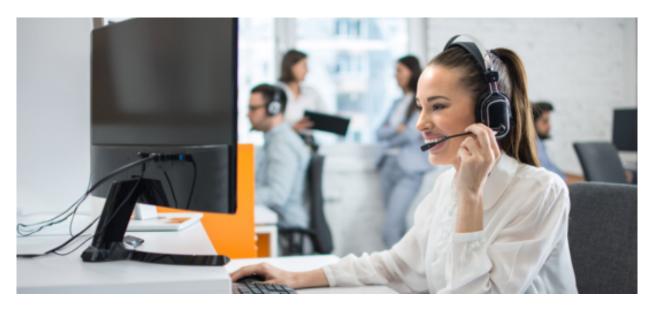
Read the Full Press Release

How Verizon Protected its Reputation and Dialed Up Higher Answer Rates

When Verizon identified call spoofing activities hijacking the company's name and the number to one of its main call centers, they turned to TNS Enterprise Branded Calling to help. Download the use case to learn more.

How Caller ID Authentication and Spoof Protection Help Secure Outbound CX

TNS' Maurie Munro joins Channel Futures' Editorial Director, Craig Galbraith, for this Channel Futures 'Fast Chat' TV interview, where he discusses how channel partners can secure their customers' outbound CX with caller authentication best practices, including anti-spoofing measures.

Recent TNS and CFCA KNOW Sessions

In case you missed it, catch up on TNS' latest webinars with the Communications Fraud Control Association (CFCA), "Combatting Spam and Fraud in Commercial Outbound Calling" and "Why Anti-Spoof Calling Measures Are on the Rise." Watch the webinars on demand to gain meaningful insights from industry experts on enterprise authentication and spoof protection services in the fight against fraud and spam.

Half Year 2025 Robocall Report

Our latest Robocall Investigation Report, available now, provides new data and insights to help prepare the telecom industry for the remainder of the year. Download a copy of the report to discover why bad actors are increasingly able to exploit vulnerabilities within smaller carrier networks.

Upcoming Events

TNS will be attending various events this Fall, including the CFCA Fall Educational September 30 in New Jersey and the Sandler Partners National Summit October 6-9 in California. Visit our Upcoming Events webpage to view all upcoming webinars, events and podcasts.