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Introduction

We start our latest issue of Connect with a Juniper Research white paper, which highlights several new insights into how branded calling and telephone number reputation affects consumer trust. Keep reading to discover insightful blogs, on-demand webinars, TNS’ recent award wins 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



Addressing Low Trust in Voice: Why Branded Calling Is the Future of Enterprise Voice

Fraudsters continue to erode customer trust in voice by deploying call spoofing and impersonation scams that target enterprises and steal sensitive customer information. It is becoming increasingly important for enterprises to effectively safeguard their phone numbers. This new Juniper Research white paper addresses the challenges businesses face due to consumers’ unwillingness to answer calls from unknown numbers and how positive phone number reputation scores, branded calling and call verification can help rebuild that lost trust with customers.

[Download Your Copy](#)



Why Businesses Need New Technology to Counter the Rising and Costly Threat from Spoof Calls

In this CIO webcast, moderated by Vik Iyer, hear from TNS’ Maurie Munro and IDC guest analyst Sam Abadir as they share expert insights into the growing trust deficit in voice communications due to spoof calling scams, how leading financial institutions are addressing this challenge and the solutions enterprises can implement to make customer calling safer and more effective.

[Watch the Webcast](#)



TNS Enterprise Product Suite

TNS Wins Mobile Breakthrough Award

The TNS Enterprise Product Suite has won the Mobile Security Innovation of the Year award at the Mobile Breakthrough Awards 2025. These awards aim to celebrate the breakthroughs that are redefining connectivity, communication, and mobility worldwide.



TNS Wins Global Retail Banking Innovation Award

At the Digital Banker's Global Retail Banking Innovation Awards 2025 the TNS Enterprise Product Suite was named Best CX Suite. The solution suite was awarded the trophy for its achievements helping financial institutions protect their brand and enhance operational efficiency.



TNS' Investigation of Credit Union Phone Numbers Identifies Severe Scam and Robocall Labeling Issue

TNS discovered the legitimate outbound calls made by a major US bank were being widely mislabeled as spam or robocalls, leading to very low answer rates. Read the full [business case](#) to discover the reasons for spam labeling and the recommended solutions to reduce being mislabeled.



TNS Identifies Opportunities for University to Transform Outbound Calling Operations

The outbound communications of one of America's top 100 universities is facing two major hurdles – lack of trust in unknown callers and widespread spam mislabeling. In this [business case](#), explore TNS' proposed strategy to help the university improve answer rates and restore trust.



What is Phone Number Reputation? Check, Score and Manage Yours

Voice communication remains a critical tool for high-touch industries, such as healthcare finance and retail, which makes maintaining a strong phone number reputation essential. In this [blog post](#), TNS' Maurie Munro dives into the importance of phone number reputation management and how you can check yours today with a free assessment.



Why Healthcare Organizations Must Secure the Voice Channel

As customers' reluctance to answer phone calls from numbers they don't recognize grows, patient engagement via the voice channel declines. TNS' Maurie Munro joins [Swaay.Health](#) as guest contributor to discuss the erosion of patient trust in phone calls, the risks providers face and how healthcare organizations can build a safer, smarter outbound communications strategy.



Why Inbound Calling Fraud is an Enterprise-Wide Issue

Bad actors continue to evolve their fraud tactics, now exploiting weaknesses within Interactive Voice Response (IVR) systems and voice networks to carry out sophisticated vishing and Telephony Denial of Service (TDoS) attacks. In this CFCA KNOW Session, TNS' Maurie Munro VP of Enterprise Sales, and Krishna Korlepara, Senior Director, Product Management, discuss the types of voice fraud attacking enterprise contact centers, which organizations are most at risk of these attacks and the steps needed to secure inbound contact center traffic, improve call agent productivity and help reduce enterprise risk.

[Watch the Webinar](#)



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