



USE CASE

TruReach Intel

Maximize Call Answer Rates and Operational Efficiency

challenges

Rise in illegal robocalls has undermined consumer confidence in voice calls

76% of consumers don't answer calls from phone numbers they don't recognize

77% of consumers say they would answer a call from a number they recognize.¹

solution

TruReach Intel: a central platform of verified business and phone number

result

Higher call answer rates

Increased operational efficiency

Verified information for accurate call treatment

challenge: call answer rates plummet for legitimate businesses

Consumers were inundated with over 50 billion illegal robocalls in 2019, according to the FCC.² So it's no surprise that 77% of consumers say they would answer a call from a number they recognize.³

That's bad news for contact centers – both internal and third-party providers. As regulators, voice service providers and other members of the telecom ecosystem battle back against illegal robocalls and other spam calls, legitimate contact centers are getting caught in the crossfire.

Call blocking can result in a few ways: For example, analytics engines can provide voice service providers with data that suggests certain phone numbers need to be blocked or marked as spam. Another example is smartphone apps that screen calls to warn consumers of potential spam and illegal robocalls. By some estimates, outbound call answer rates fell 30 percent in 2019 because these apps and engines may have mistakenly blocked many legitimate calls.⁴

These tools and policies also dramatically increase operating expenses for contact centers because repeat calls are necessary to those unanswered calls.

76%

Consumers No Longer Answer Calls

55B

Illegal Robocalls in 2023

8.1B

Scam Calls in 2023

¹<https://www.hubspotusercontent-na1.net/hubfs/6751436/2024/SOTC%202024/State%20of%20the%20Call%202024%20-%20Hiya.pdf>

²<https://docs.fcc.gov/public/attachments/DOC-365152A1.pdf>

³<https://www.hubspotusercontent-na1.net/hubfs/6751436/2024/SOTC%202024/State%20of%20the%20Call%202024%20-%20Hiya.pdf>

⁴<https://www.connectionsmagazine.com/article/outbound-call-centers-on-rep> <https://www.prnewswire.com/news-releases/us-consumers-received-just-under-3-8-billion-robocalls-in-december-according-to-youmail-robocall-index-30209930.html>

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solution: a central source of trusted information

TNS recognized how plummeting consumer trust in calling information creates challenges for legitimate businesses, government agencies and other organizations. To help overcome those challenges, TNS developed TruReach Intel to verify the identity and trustworthiness of organizations that use voice calls, text messages and Rich Business Messaging/Rich Communications Services (RBM/RCS) to interact with consumers.

For voice calls, TruReach Intel, for instance, could provide voice service providers with a centralized phone number platform that gives verified information about each phone number and the company using it. This authenticated data would then enable voice service providers to correctly treat each call and present caller information that their customers can trust.

This verified information directly benefits contact centers by maximizing call answer rates. For example, 77% of consumers say they would answer a call from a number they recognize.⁵

Voice service providers also can combine this trusted data with their existing call analytics tools to further ensure that only legitimate calls are reaching their customers.

results: higher call answer rates, operational efficiency and opex savings

Contact centers — internal and third-party providers — can use TruReach Intel to maximize call answer rates and increase operational efficiency. In the first step, call centers register their phone numbers, along with information about their company or their clients.

Once verified, this information is shared with all participating voice service providers and robocall-mitigation companies. This centralized architecture would save contact centers significant time and money because they don't have to provide their information to different voice service providers that are managing each phone number.

TruReach Intel also reduces contact center opex by enabling more efficient staffing. For example, higher contact rates mean agents spend less time repeatedly calling people who don't answer when they see an unfamiliar phone number.

Third-party contact centers also can use TruReach Intel as a value-added service and a market differentiator. By registering their clients' phone numbers with TruReach Intel, third-party contact centers can help increase their clients' call answer rates.

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

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