TruReach Intel

Restore Trust in Communications

The Wild West of Telecom

Americans were inundated with more than 55 billion robocalls and 8.1 billion scam calls in 2023,[1] plus 225 billion spam texts in 2025.[2] No wonder consumers let update it to 77% based on this report,[3] or that the FTC received over 525,000 complaints about fraud stemming from text or phone calls with over $1.2B in losses text messages.[4]

SMS spam and illegal robocalls create big, expensive problems for service providers and their enterprise customers. Businesses lose billions of dollars every year in lost productivity dealing with customer complaints about illegal robocalls. At schools, doctor's offices and other legitimate businesses, employees waste hours of productivity playing phone and message tag with people wary of unfamiliar numbers.

Instead of having to work directly with dozens of service providers, businesses simply register once with TruReach Intel. It gives service providers a single, centralized resource for verified information, backed by TNS, a brand they've trusted for decades. That saves time and money for everyone by eliminating duplicate processes.

Protect Consumers and your Bottom Line

To help service providers and their enterprise customers overcome these challenges, TNS developed TruReach® Intel. Part of its robust Platform, this software-as-a-service (SaaS) solution provides legitimate brands and the service providers that support them with a streamlined, straightforward way to register business phone numbers, schools, creditors or government entities to obtain sensitive personal data or extract credit card "payments" and wire transfers, defrauding consumers for billions each year.

SMS short codes and RCS chatbots, get them independently validated and then have that information distributed to service providers. Consumers benefit because they can trust the information displayed, so they no longer fall victim to fraud or waste time responding to unsolicited calls and messages.

1 https://www.prnewswire.com/news-releases/us-consumers-received-just-under-3-8-billion-robocalls-in-december-according-to-youmail-robocall-index-302029930.html

2 https://www.robokiller.com/robokiller-2022-phone-scam-report#The-state-of-the-robotext-in-2022

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

4 https://www.ftc.gov/policy-notices/open-government/data-sets

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TruReach Intel gives enterprises, aggregators, content providers and application developers a streamlined process to:

- Register short codes, toll-free numbers,10-digit numbers and chatbots in a centralized, omni-channel database

- Have their business information independently validated using an industry leading enterprise data verification service

- Distribute their verified information to dozens of service providers serving millions of consumers

- Help ensure that service providers' call-blocking and analytic engines do not inadvertently block their voice and messaging traffic

- Enable verified information to be presented so that consumers can make informed decisions about whether to answer

TruReach Intel gives service providers a convenient, one-stop resource to:

Verify the identity of the business sending the calls, text messages or operating the chatbots

Verify traffic from legitimate businesses, even when it originates from multiple domestic service providers

Streamline back-end processes for anti-fraud initiatives

Further optimize performance by blocking illegal robocalls, SMS spam and other network-congesting traffic

Enhance their proactive response to fraud and spam for increased protection to their brand, their customers and their bottom line

Trusted Information from a Trusted Partner

TruReach Intel is also available on a white-label basis for those that want a single registration point for voice, text or data channels, all backed by TNS's expertise and global reputation.

TruReach Intel is part of the TNS platform, a suite of four solutions that verifies information for voice calls, SMS and RCS. The TNS platform gives service providers and legitimate businesses a convenient, streamlined and intelligent set of resources to manage all of the components necessary to ensure trust in communications. This comprehensive design makes the TNS platform ideal for helping business customers maximize the reach and response of their omni-channel initiatives.

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

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