Connect
NEWSLETTER

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Introduction

We begin this issue of Connect with TNS' newest eBook, which examines the growing impact of impersonation scams and the increasing need for consumer and enterprise protection.

Keep reading to discover more of our latest resources and updates, including the latest insights into Caller ID and branded calling, TNS' newest awards, a webinar available on demand and more.

If you would like more information, please email solutions@tnsi.com or contact your Account Manager.

Seth Walton, General Manager
TNS Communications Market

Imposter Fraud Insights: The Growth in Impersonation Scams

The recently published eBook, *Imposter Fraud Insights: The Growth in Impersonation Scams*, presents findings from independent research commissioned by TNS on the role that social engineering plays in defrauding consumers. The complimentary eBook examines the scale of the problem and shows how TNS Enterprise Branded Calling, Enterprise Authentication and Spoof Protection can help organizations and consumers reduce and prevent imposter fraud.

Download the eBook

Juniper Research Names TNS Platinum Winner

TNS has been awarded Platinum – the highest distinction -- at the Juniper Research Future Digital Awards for Telco Innovation. TNS Enterprise Branded Calling won the Best Branded Calling Solution category and TNS Call Guardian won for Best Robocall Mitigation Innovation.

History, Inventors and Evolution of Caller ID

The invention of Caller ID revolutionized the telecommunications industry. This blog provides an in-depth look at the origins of Caller ID, how it works, the rise of Caller ID spoofing and where the technology may be headed in the future.

TNS and CRN Webinar - How Partners Stop Call Fraud

As impersonation and spoofing threats continue to surge, organizations are finding it harder than ever to maintain customer trust and ensure their calls are answered. That's where partners become essential. TNS Enterprise Branded Calling and Spoof Protection help restore confidence in voice communications by protecting customers from fraud while unlocking new revenue opportunities.

In this CRN webinar, Sydney Neely of The Channel Company joins Maurie Munro, TNS' VP of Enterprise Sales, to discuss how organizations can:

- Block impersonators before they reach customers
- Add verified display names to wireless calls
- Deliver trusted, recognizable calling experiences that drive customer engagement

Watch the session to learn how to bring trust back to the voice channel and strengthen customer relationships.

Watch the Webinar

Call Center Authentication Best Practices in 2026

Effective call authentication can help organizations reduce fraud, restore trust in the voice channel and accelerate legitimate interactions. This blog breaks down what caller authentication is, outlines the various authentication methods, shares best practices, and highlights next steps to ensure more efficient call center authentication workflows that helps lower fraud rates and increase call answer rates.

CNAM vs Caller ID & Why Branded Calling Is Superior

Following continuous development in the telecommunications industry, branded calling now stands alongside CNAM and caller ID, helping businesses display their identity on calls. Check out this blog to discover why branded calling is the superior solution in today's mobile-first world.

2026 Robocall Investigation Report

Request your complimentary copy of TNS' 2026 Robocall Investigation Report today. The report highlights several new insights and trends to help inform CSPs, regulators, policymakers and the telecom industry on what to expect in 2026.

TNS' Upcoming Events

TNS will be attending the Channel Partners Conference & Expo, April 13-16, in Las Vegas, NV and the CFCA Summer Educational Event, June 2-3, Stockholm, Sweden. Email solutions@tnsi.com to schedule time with the team.