

# THE ULTIMATE CALL EXPERIENCE JOURNEY

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# FIRST ORION

is the Leading Provider of the Digital Call Experience.

Our solutions are built on innovation and data.

## CALL PROTECTION

Protecting Consumers from fraudulent phone calls

## BRANDED CALLING

Helping enterprises showcase their brand so customers answer the calls they want to receive

## STIR/SHAKEN

Ensuring our clients' calls are compliant with standards



Headquartered:  
North Little Rock, AR

Offices:  
Seattle | London | Dubai | Sao Paulo

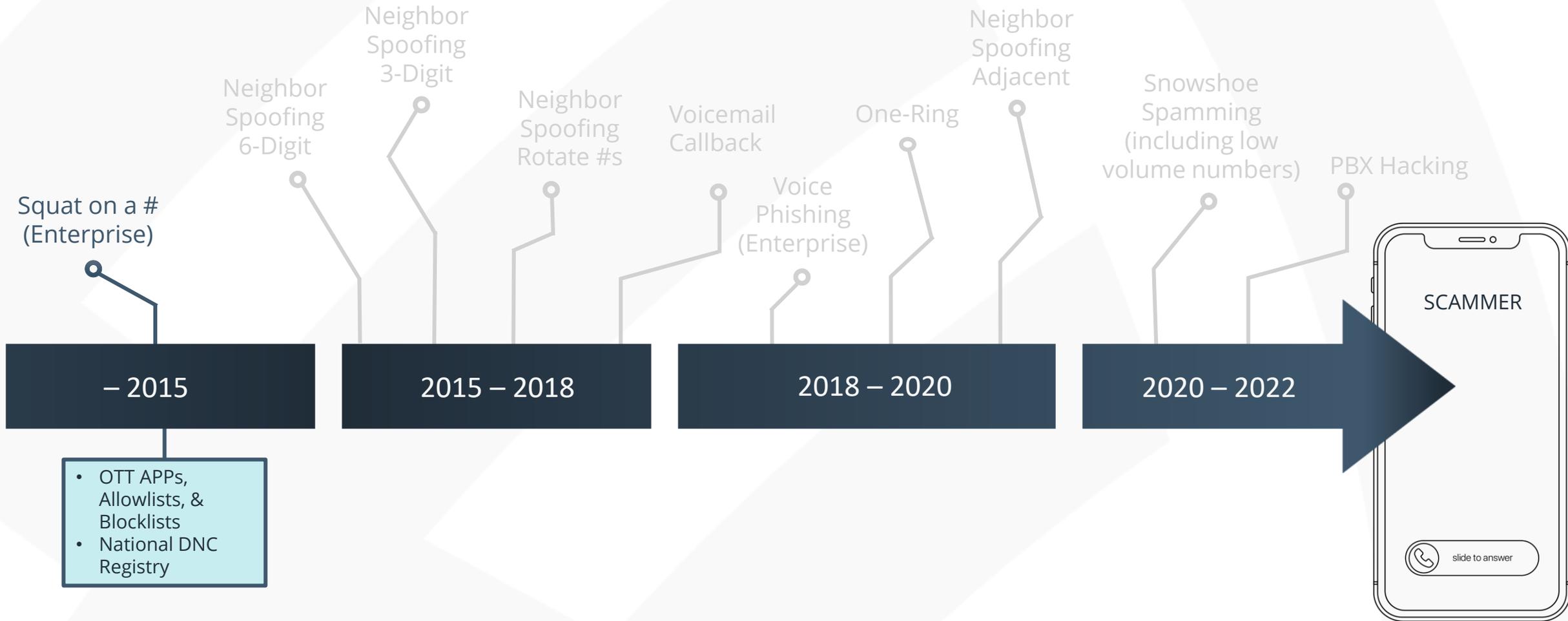
# SCAMS ARE BIG BUSINESS.

- Nearly 1 in 3 Americans say they've fallen victim to a phone scam in the past year
- That's roughly 59 MILLION Americans that have lost over \$29.8 BILLION dollars to phone scams alone from June 2020 to 2021\*
- If you took the money that scammers made in the last year and ranked it among the Fortune 500, they'd be sitting at #101

*\*Source: <https://www.cnbc.com/2021/06/29/americans-lost-billions-of-dollars-to-phone-scams-over-the-past-year.html>*

# Evolution of the Scam Industry

...and the critical role of analytics



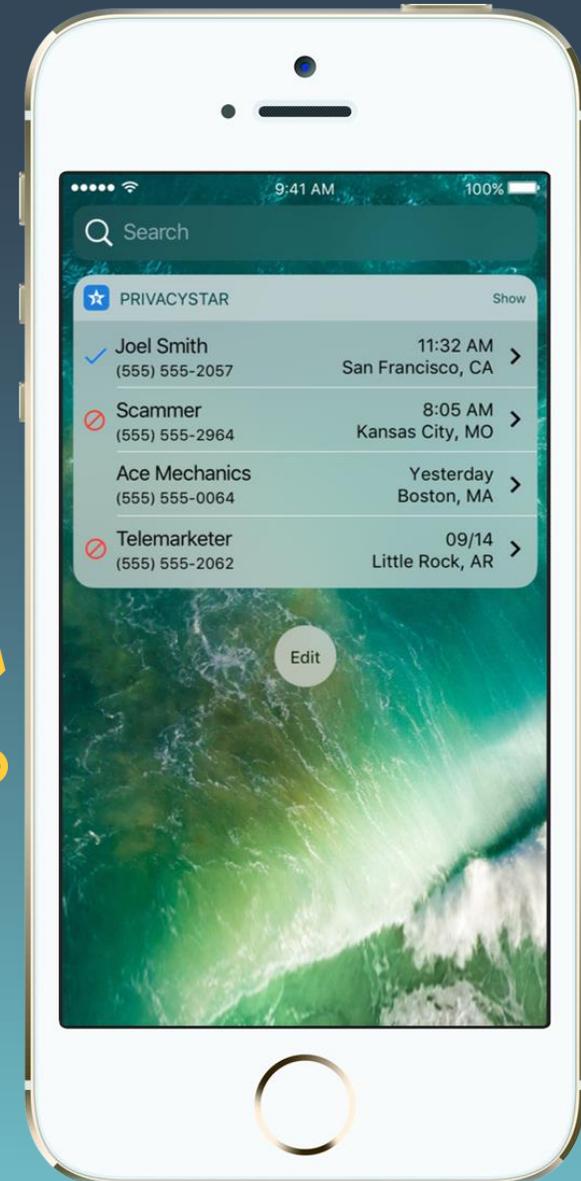
# - 2015

Consumers voice their frustration with unwanted/scam calls and industry takes notice

- National Do Not Call Registry
- Over-the-top Applications
- End-User Tools: Complaint filing, Number lookup, Blocking

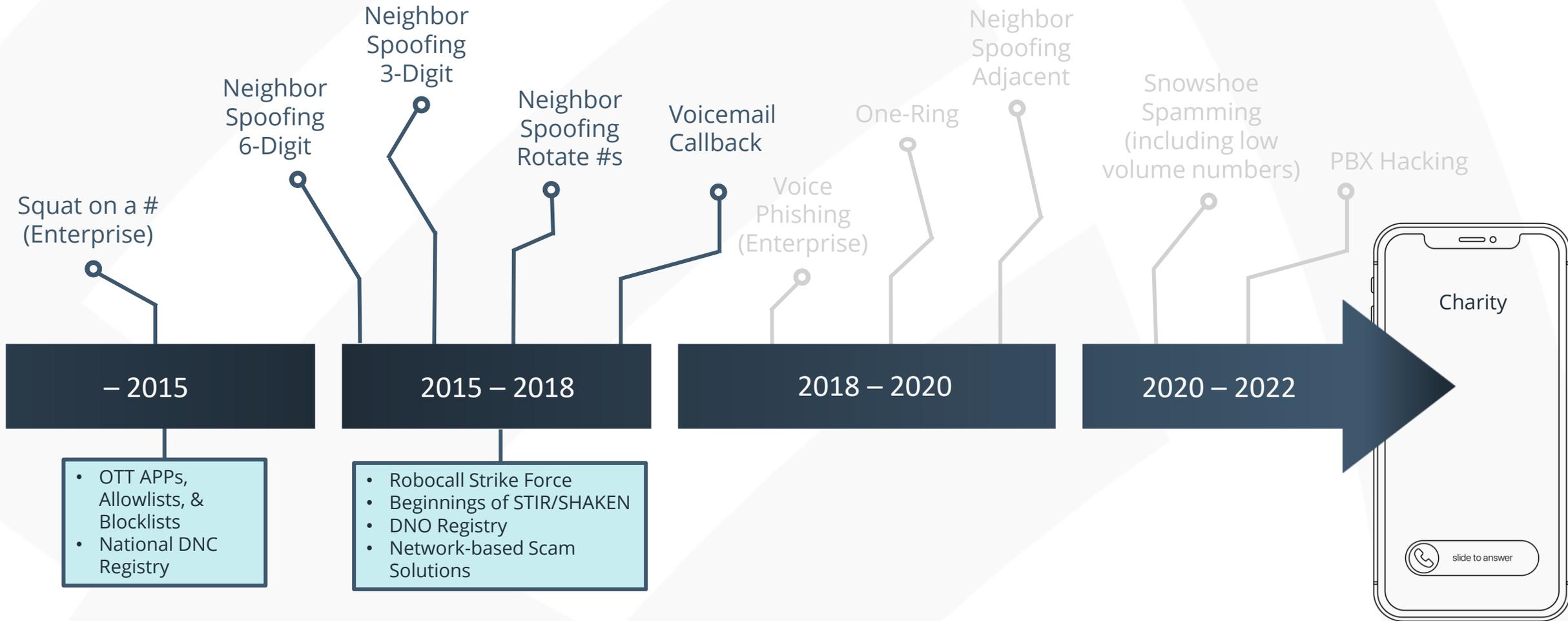
Analytics...  
List-based

1<sup>st</sup> Generation Blocking Over-the-Top was a huge breakthrough for an escalating problem, but it was only scratching the surface based on technology limitations.



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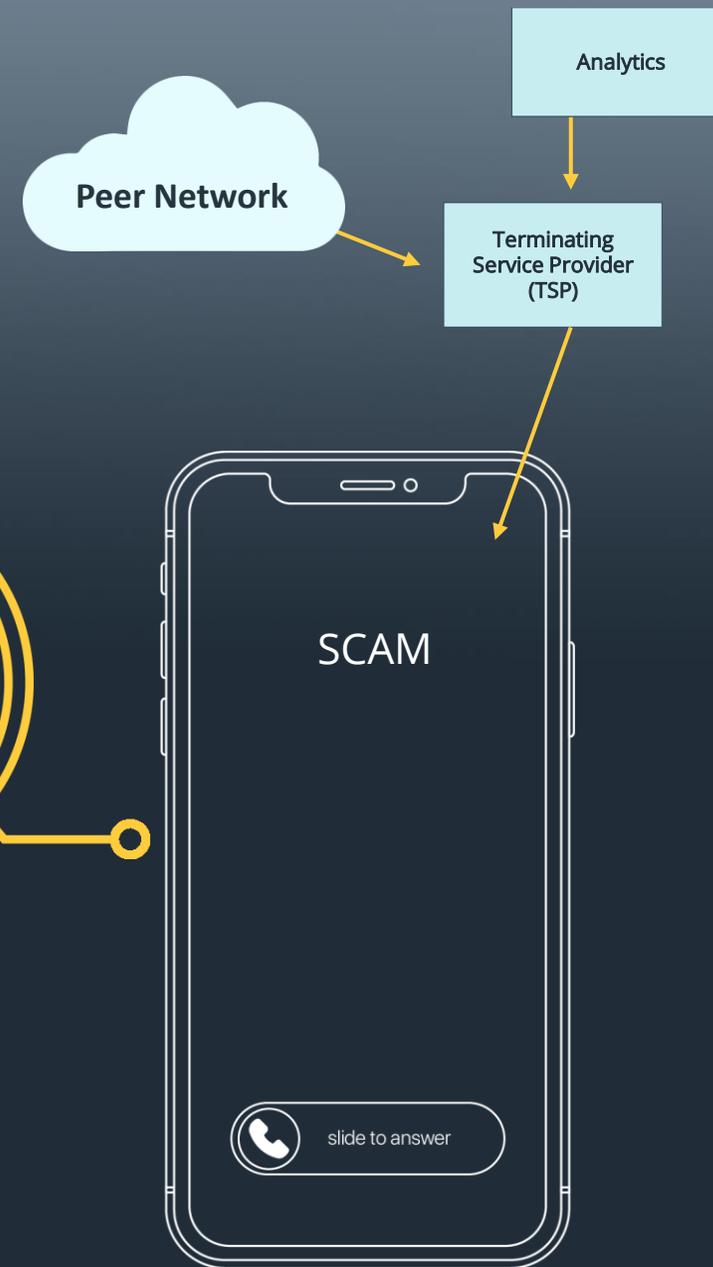
# 2015 – 2018

New technology gives scammers an edge so early initiatives fall short

- Government & Industry response to Robocall Mitigation
  - Robocall Strike Force formed
  - The birth of STIR/SHAKEN standards
- Do Not Originate registries
- Introduction of business phone number registries
- Network-based solutions

Analytics...  
AI & ML

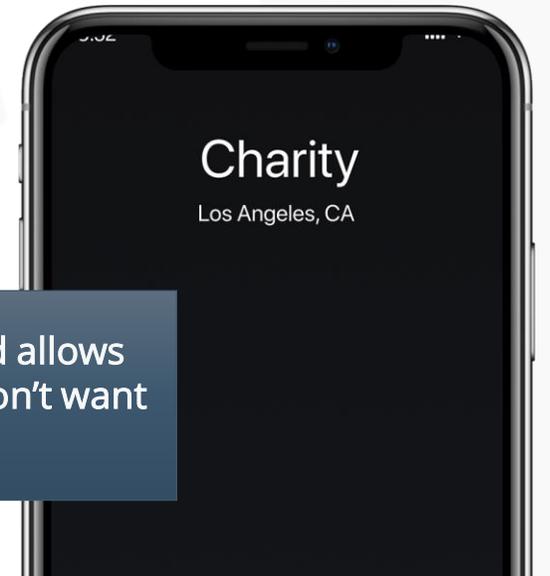
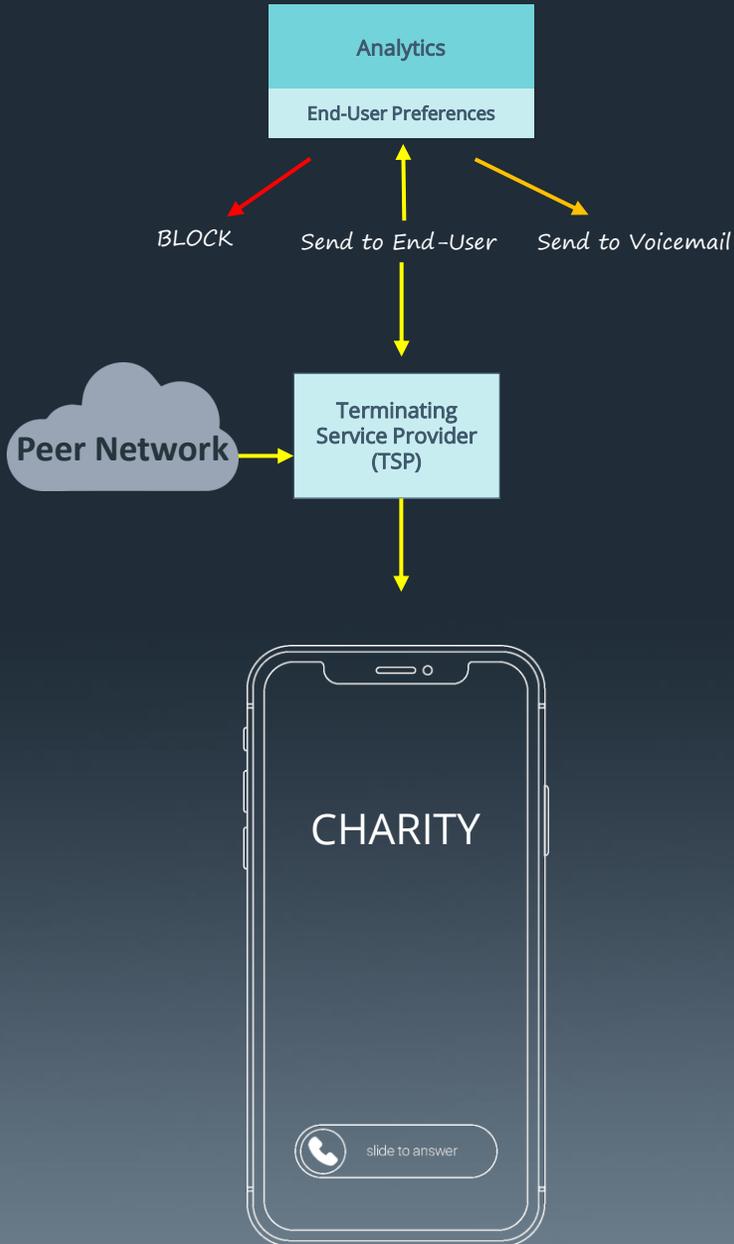
Taking advantage of consumers started to become BIG BUSINESS, making 2<sup>nd</sup> generation blocking via the network necessary to keep up with evolving bad actors.



# 2015 – 2018

New technology gives scammers an edge so early initiatives fall short

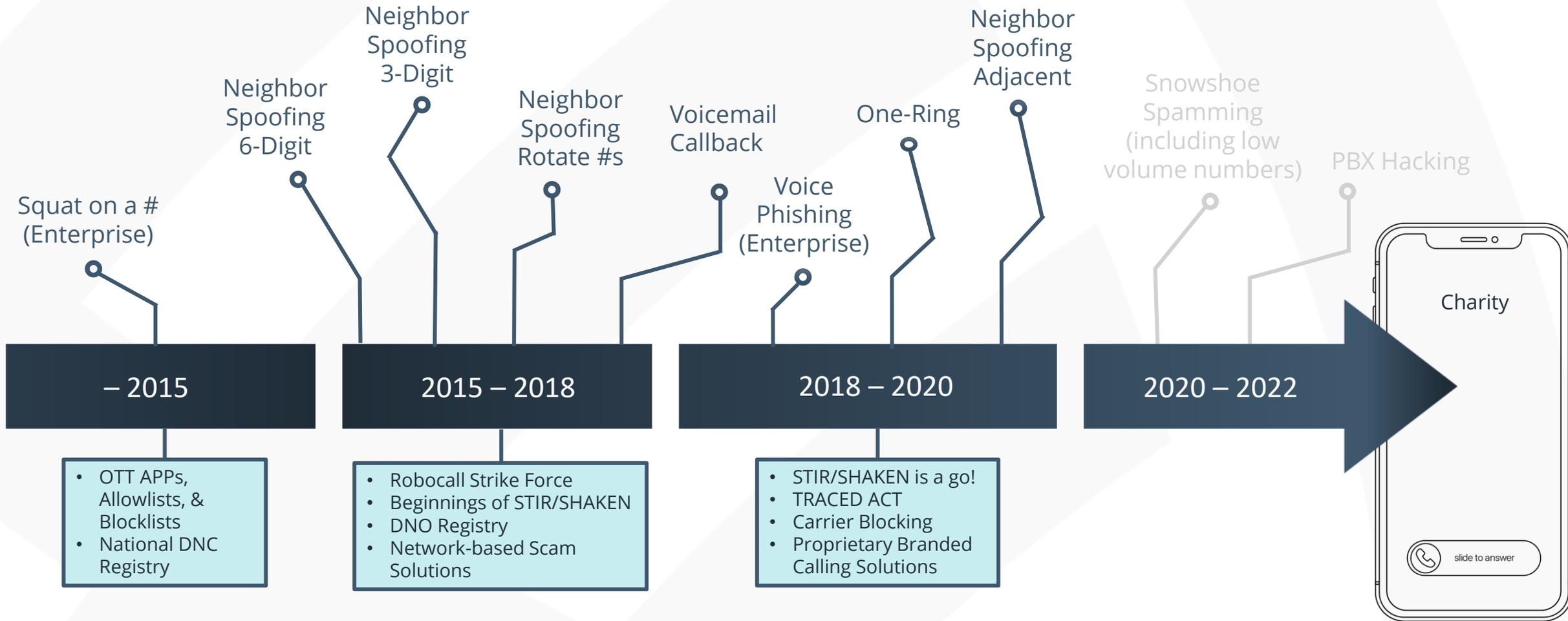
- Call categories provided end user additional Insights into the calling party
- Discernment among legitimate Business, Scam, and Nuisance was NECESSARY!
- User preferences gave called party further control over call disposition



Preemptive category blocking gives users control and allows them to set defined dispositions for calls they do or don't want to receive

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# 2018 – 2020

Rise in spoofed calling numbers increases consumer confusion

- STIR/SHAKEN is a go!
- TRACED ACT signed into law
- Carrier-based blocking of “bad actors”
- Proprietary spoof protection solutions
- Proprietary branded calling solutions

Industry starts taking aggressive measures against illegal spoofing and branded calling brings further insight into who is calling

Analytics...  
Advanced AI + ML +  
Emerging Technologies





# Enterprises want Richer End-User Interactions

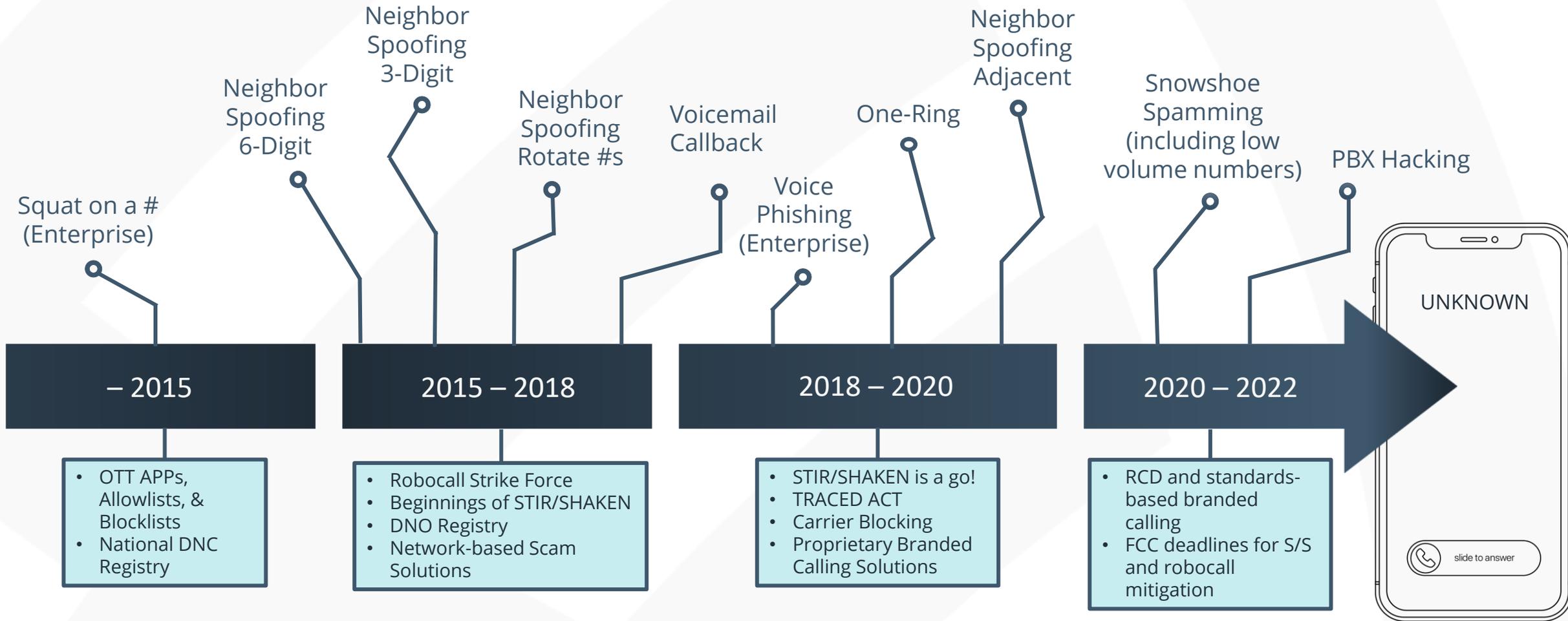
## Using Branded Calling Solutions

- Enterprises are waking up to the value of Brand recognition via a call
- Conversely, stopping a Bad Actor from hijacking a Brand and Enterprise calling becomes mission critical
- Business legitimacy and right of use is at the center of enabling Enterprises with this level of technology
- Advanced spoof mitigation solutions beyond STIR/SHAKEN required
- Business and asset vetting takes center stage for branded calls

The future of telecommunications requires advanced analytics and programmatic solutions to meet the demands of tomorrow.

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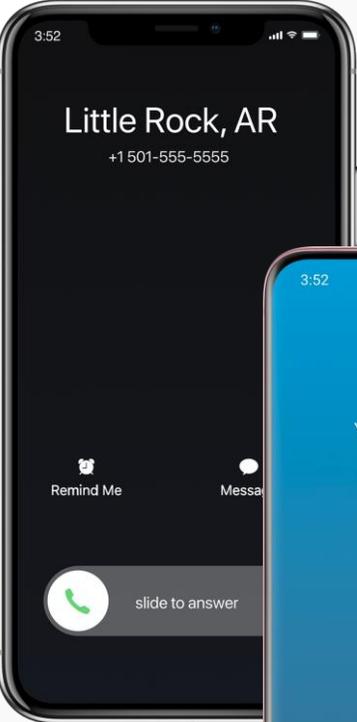
# 2020 – 2022

Bad actors are evolving, Analytics are evolving...and so is the call experience!

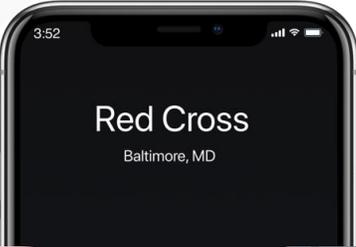


# Example Results from the Industry Evolution

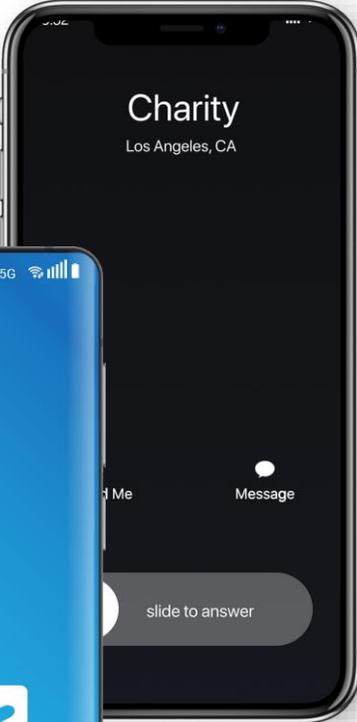
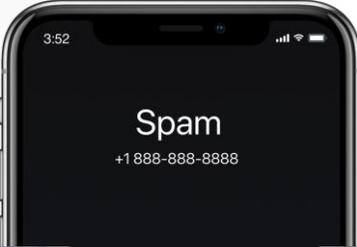
Unknown  
(City,  
State)



Caller  
Name



Category



Branded  
Call



Verified  
Caller



RCD



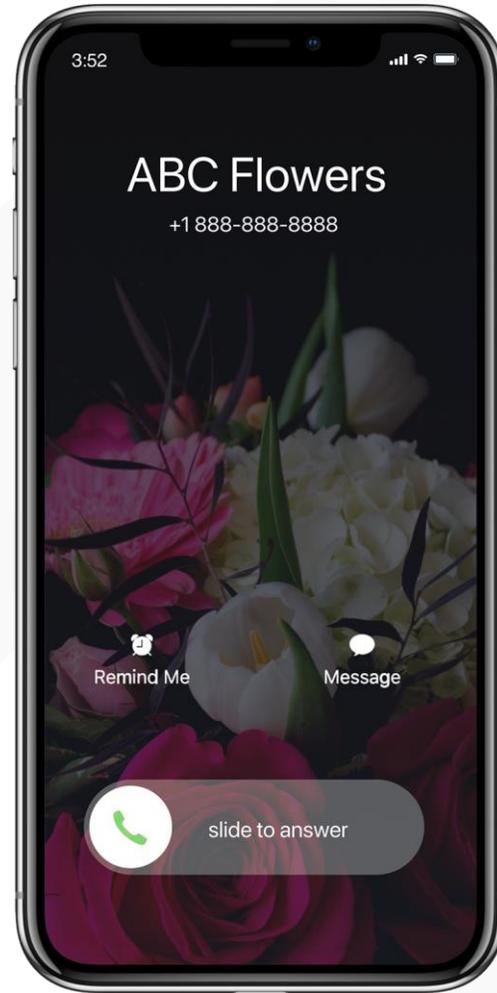
Possibly Conflicting

IF WE AREN'T CAREFUL, USERS HAVE A VARIETY OF EXPERIENCES

# SHOULD THE USER ANSWER?

Business Name

Not Verified

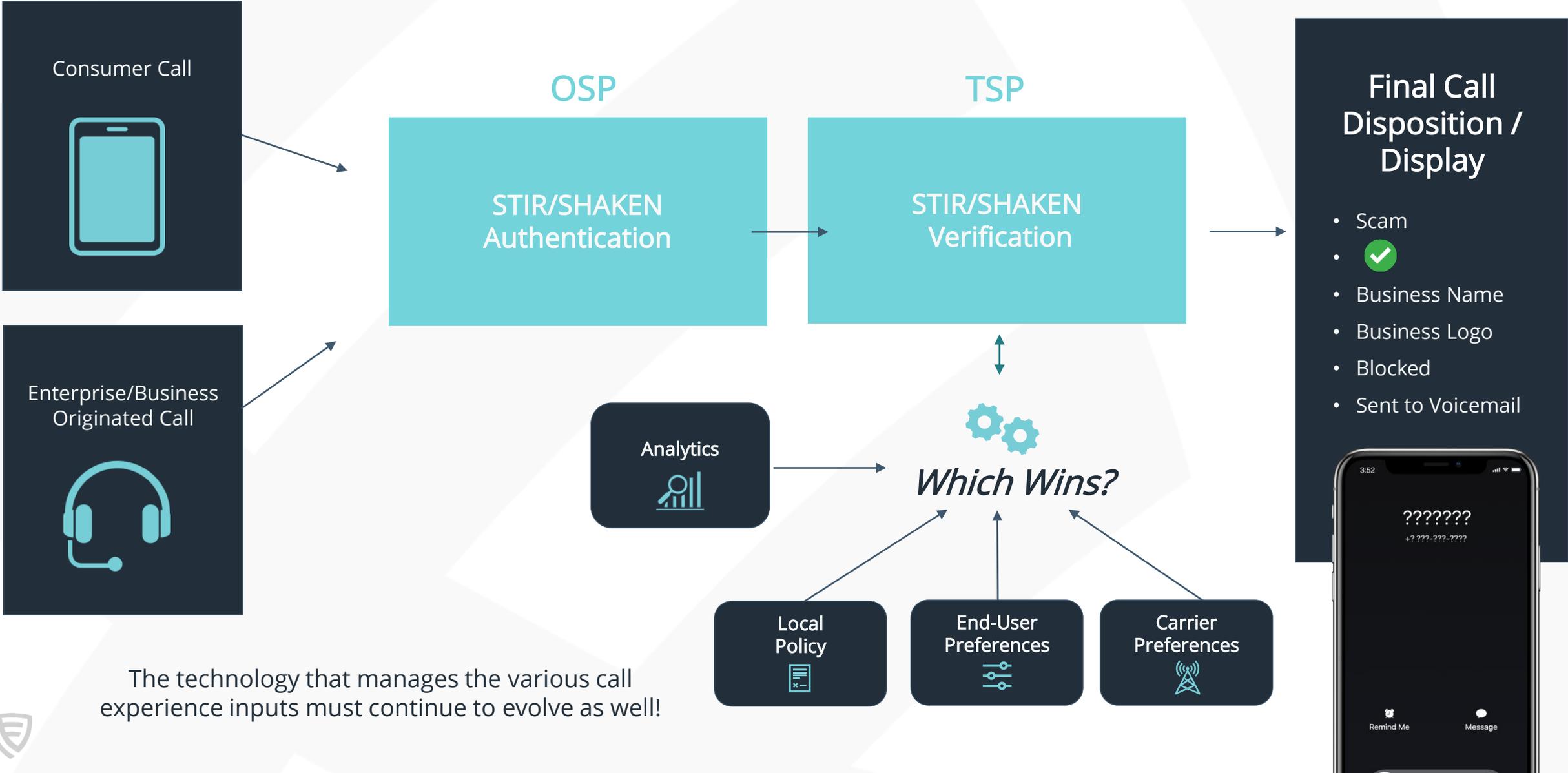


Analytics

Verified Caller

Without careful consideration by Telco's and Service Providers, users will become confused on what calls to answer!

# The Call Experience is Influenced by Every Step of the Evolutionary Journey



The technology that manages the various call experience inputs must continue to evolve as well!



# Ultimate Call Experience

Restoring confidence and knowledge to every call

- Knowing “Who’s” calling and context of “Why” is standard
- Advanced analytic solutions are standard, using advanced tooling
- Empowering end-users and service providers with advanced capabilities and control over local policy
- Enterprise and brand protection
- Continuous feedback, research, and learning

The Ultimate Call Experience is a journey –  
not a final destination



# WHAT'S NEXT?

Remember the BILLION-dollar industry?

- Scammers will continue to evolve and so will consumer expectations
- Therefore, data analytics, tools and methodologies must continue to evolve

The Journey Continues...

# Q&A

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Call Protection

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