



Building Trust in Voice Communications

The role of KYC and End-to-End Call
Authentication in Branded Calling



Panel Moderated by
Jonjie Sena, VP of Product, TransUnion



Our Panelists



Jim Tyrrell
VP,
Global Product Strategy



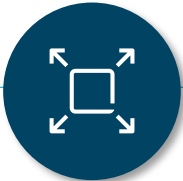
Henry Hayter
Sr. Director,
Product Management



Josh Whitehurst
Head of Product

First Orion, TNS, and TransUnion Partnership

Standardized Enterprise Vetting and End-to-End Authentication Across the Branded Calling Ecosystem



Reach

- Includes coverage across the 4 major wireless carriers



Scale

Est. by end of 2025

10 billion +

branded calls delivered¹

40 million +

treated calls¹



Trusted

12,000+

active brands, including Fortune 500 brands

2.5 Million +

Telephone Numbers under management



Secure

- End-to-End call authentication across the major mobile networks, enhancing call security with spoofing prevention and rich call content



FIRST ORION



TransUnion 

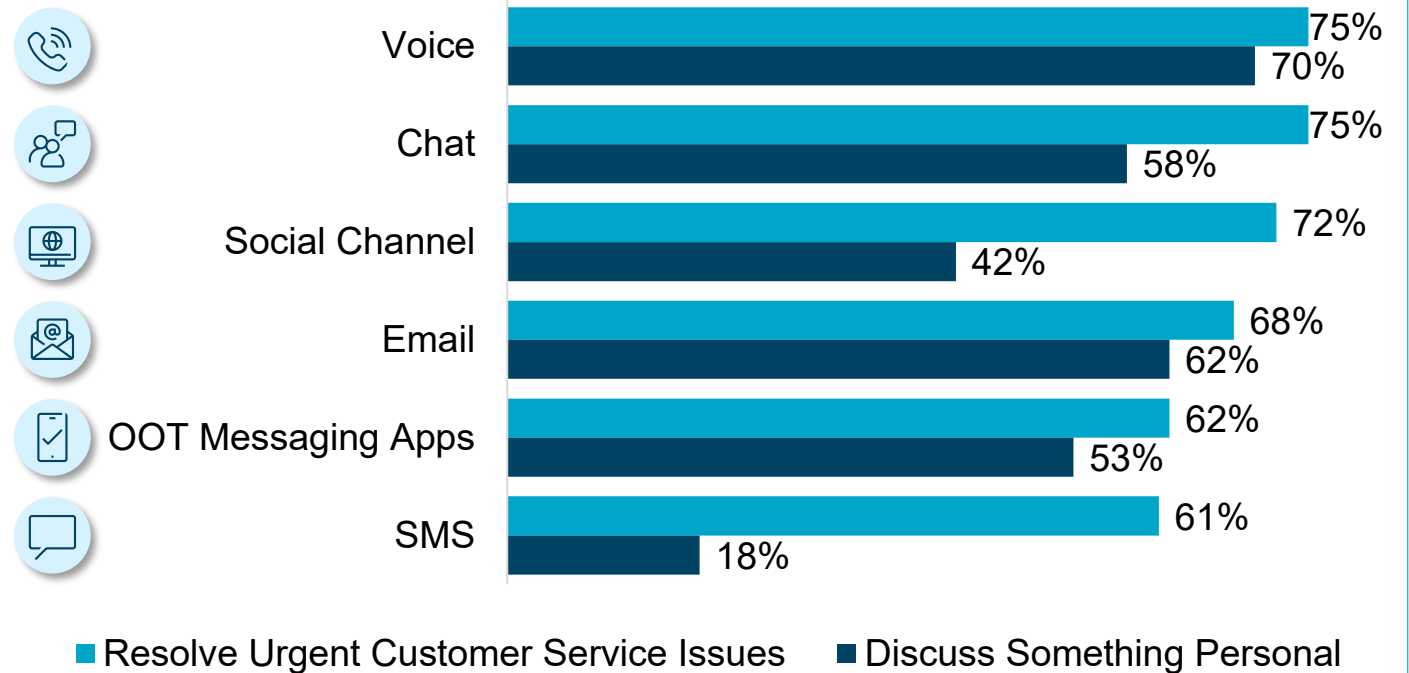


Is the phone channel still relevant?

86% of enterprise said the phone channel is the most important outbound contact channel.

Phone channel remains critical to the customer experience

"Which channels do you use to deliver outbound communications to address the following situations?"



Source: The State Of Outbound Communications In 2025, a commissioned study conducted by Forrester Consulting on behalf of TransUnion, February 2025



Consumer Insights:

Impact of Fraud Calls

Nearly **6 in 10** people reported losing at least **\$250** to healthcare fraud.



MORE THAN



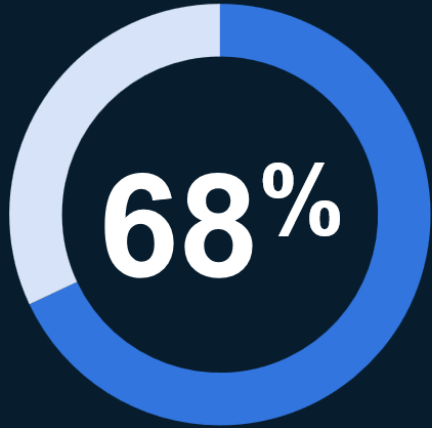
of consumers receive fraud calls at least once a week. **39%** say it happens almost daily.

Fraud calls are the norm.

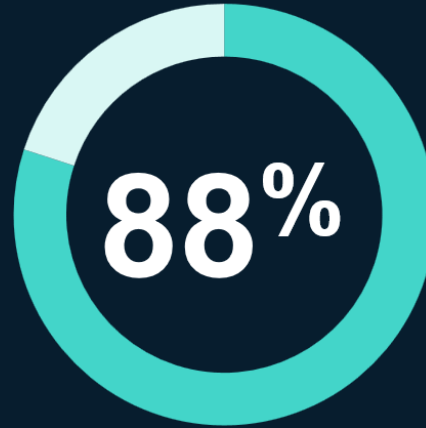
Only 1% of consumers say they haven't received a fraud call in the past year.



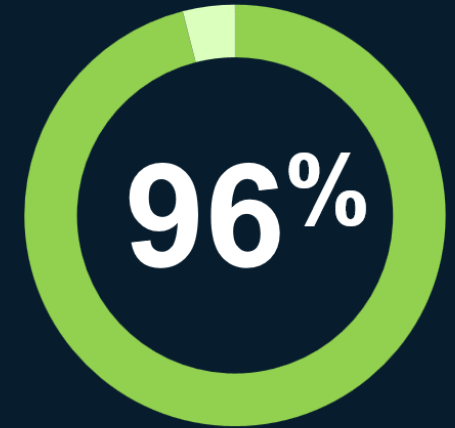
A Survey of Contact Center Executives



of contact center executives believe spam and fraud against commercial outbound calling is impacting their bottom line



know of other businesses that have been impacted by call spoofing

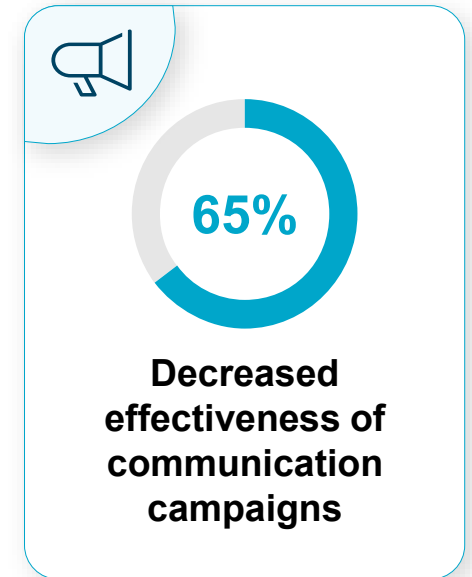
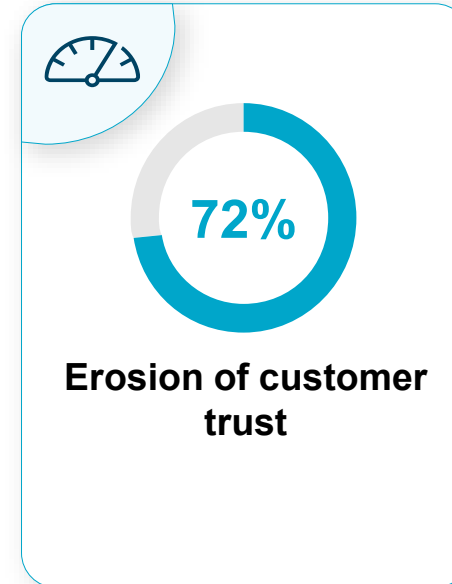
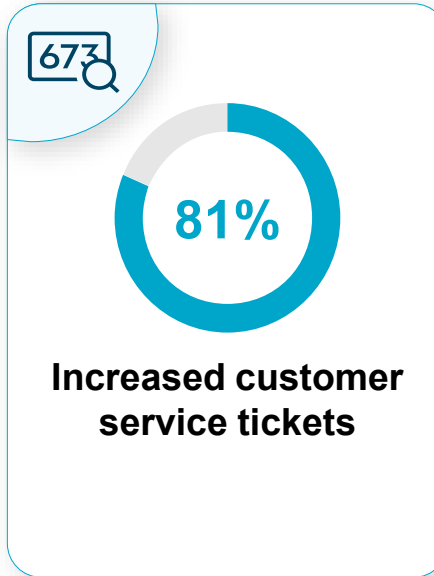


are interested in adopting enterprise authentication and spoof protection technology for their businesses



Seven in ten contact center industry professionals say their company is spending less than **20%** of total monetary loss from fraud on prevention solutions

"What have been the consequences of call spoofing to your business?"



Panel Discussion





THANK YOU!

