The evolution of branded calling

to enable trusted communications
between businesses and consumers

Panel Moderated by

Jonjie Sena, VP of Product, TransUnion

Agenda

1. Introductions

2. Evolution of branded calling

3. Overview of the partnership

4. Panel discussion

Our Panelists

Jim Tyrrell
VP, Global Product Strategy

TNS

TransUnion

Mick Moss
Sr. Director, Product Management

Josh Whitehurst
Sr. Director, Product Management

FIRST ORION

The industry is excited about branded calling

Enterprise feedback

92%

believe branded calling will improve answer rates

68%

reported it will improve the call experience

Consumer feedback

76%

likely to answer calls from businesses if the company displayed its name and logo
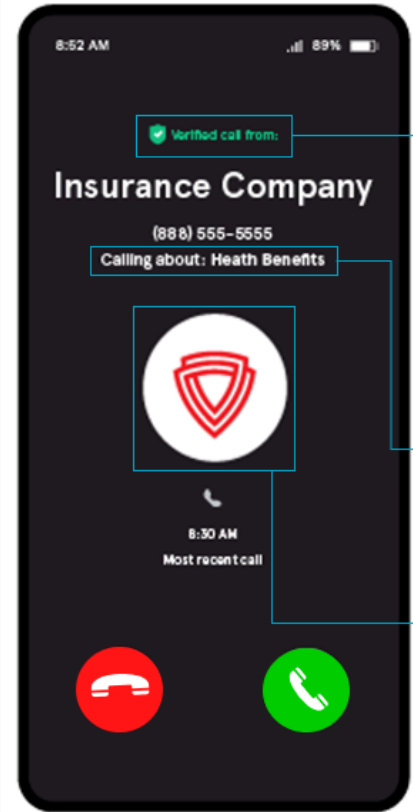
71%

Interested in caller name services on their mobile phone

57%

Indicated "verification the call has not been spoofed" is a top feature

Bank Mega
800-123-4567

Regarding: 2PM Appt

Bank Mega
800-123-4567

The evolution of branded call display

Authentication:
Indicator of authentication at time of call. Currently authentication is only shown in call log.

Reason for call:
Provide context so recipient can decide whether to answer

Company logo:
Delivers a logo to consumer device at time of call

Name
Extend Caller ID reach to mobile phones, without (premium) mobile apps

Let them know who's calling
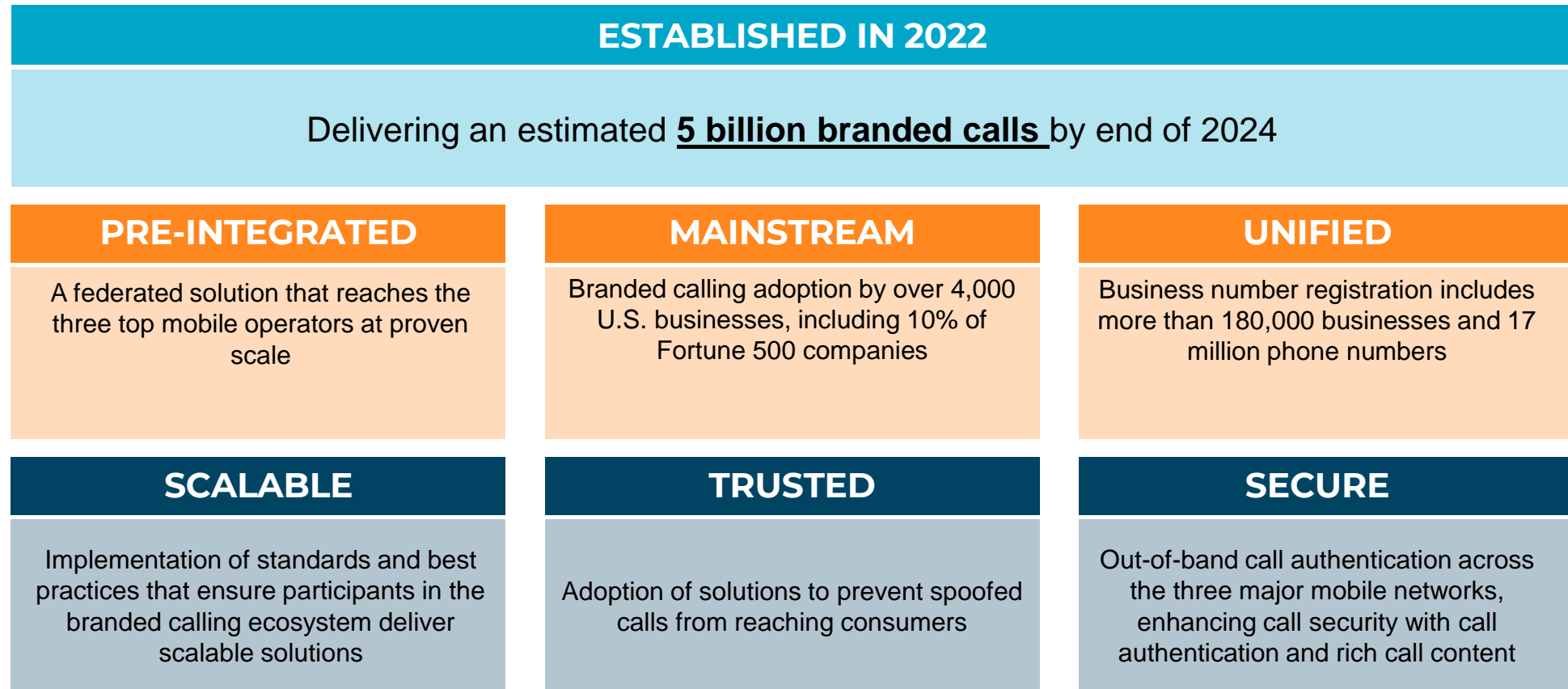Share your business name, logo, brand colors and images

Rich
Personalize the mobile screen for contextual and branded call experience

And the reason you're calling
Add details about the purpose of your call with a custom message

First Orion, TNS, and TransUnion Partnership

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

ESTABLISHED IN 2022

Delivering an estimated **5 billion branded calls** by end of 2024

PRE-INTEGRATED
A federated solution that reaches the three top mobile operators at proven scale

MAINSTREAM
Branded calling adoption by over 4,000 U.S. businesses, including 10% of Fortune 500 companies

UNIFIED
Business number registration includes more than 180,000 businesses and 17 million phone numbers

SCALABLE
Implementation of standards and best practices that ensure participants in the branded calling ecosystem deliver scalable solutions

TRUSTED
Adoption of solutions to prevent spoofed calls from reaching consumers

SECURE
Out-of-band call authentication across the three major mobile networks, enhancing call security with call authentication and rich call content

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Panel Discussion

Thank You!