Applications Of Large-scale AI-Based Solutions To Mitigate Call Mislabeling

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THE ENTERPRISE DILEMMA:
LEGITIMATE B2C CALLS GO UNANSWERED

SPAM, Robocall, Mislabeled calls have eroded trust in B2C calling

THE ENTERPRISE DILEMMA:
LEGITIMATE B2C CALLS GO UNANSWERED

- Inaccurate call labeling of B2C Outbound calls—10% to 80%
- B2C Call answer rates <5% for mislabeled calls

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THE SOLUTION: ATTESTATION LEVEL A/BRANDED CALLING
THE BOTTLENECK IS ONBOARDING <u>WITH</u> VETTING

- Onboarding requires KYC & Telephone Number Vetting
- Enterprises have lost track of their telephone numbers
- Porting requires TN vetting

For Immediate Release

FCC SETTLES CASE AGAINST PROVIDER THAT TRANSMITTED SPOOFED AI-GENERATED ROBOCALLS FOR ELECTION INTERFERENCE IN NEW HAMPSHIRE

Lingo Telecom to Pay $1 Million Civil Penalty and Implement First-of-Their-Kind Compliance Terms Secured by the FCC

"On January 21, 2024, two days before the New Hampshire Democratic primary election (Primary Election), potential voters in the state received thousands of spoofed robocalls…The prerecorded AI message… told recipients not to vote in the upcoming Primary Election.[4]"

MAGNITUDE OF THE PROBLEM

- 5 billion phone numbers in US, half already assigned
- 100 million in the Reassigned Number Database
- Almost 400 million cell phones, ~100 million fixed line
- 2 billion reserved by business or in use w/IP-based calling services/campaigns

Manually vetting these would take ~200K man years!

TELEPHONE NUMBER VETTING CHALLENGES

CHALLENGE **#1** :   SCALE & REACH

CHALLENGE **#2** :   FLEXIBILITY & IMMEDIACY

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CHALLENGE #1 : SCALE & REACH

REQUIREMENTS

- High volume/scalable
- Batch operations
- Non-intrusive
- Rich data
- Multi-lingual

EARLY ADOPTERS

- Large Enterprises
- Large B2C volume industries
  - 100K's of telephone numbers
  - Global
  - Databases are problematic
  - Subsidiaries, brands, services

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THE POWER OF AI FOR TELEPHONE NUMBER VETTING...

- LLM driven speech analysis for entities and proper names
- Homophones and problematic audio resolution
- Matching Reported and Apparent Owners
- Relationship Divination for non-matching
- Classifying failed calls

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…WHEN COUPLED WITH A HIGHLY-SCALABLE AUTOMATED CALLING GATEWAY

- Thousands of concurrent channels
- Anti-Cadence engine maximizes successful calls
- 90+ languages supported
- 1M+ telephone number vetting/week capacity

CHALLENGE #2 : FLEXIBILITY & IMMEDIACY

REQUIREMENTS

- Moderate # of TN's
- Immediacy of results
- DI-only, DO-only vetting
- Investigative dialogue

Small-to-Medium Enterprise

- Small-to-Mid size enterprises
- Service lines
- Outbound call centers
- Number porting

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GENERATIVE AI VETTING

- Interactive, spontaneous

- SME Volume—end-customer initiated

- Capable of investigative conversation/data gathering

- Capable of vetting call center telephone numbers

- Alert telephone number owners of threats immediately

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GENERATIVE AI VETTING

Goal #1: Engage a prospect, close the sale, vet the customer and their numbers, and onboard in the span of a single call.

Goal #2: Stop bad actors in real-time

OBSERVATIONS: LARGE ENTERPRISE

- Large businesses are victims rather than bad actors

- Businesses have weak control of TN resources

- AI applied to refine negative results into clear actionable status

OBSERVATIONS: LARGE ENTERPRISE (CONT'D)

- TNs out-of-service (9% to 40%), active but not assigned (1% to 2%),

- Orphaned TNs (0.5% to 1%)

- TNs gone with divested businesses (0% to 1.4%)

- Failed to match but passed on relationship (0.5% to tens of percentages)

- 20% to more than 30% of employee voice mail greetings don't give company name

SMALL-TO-MEDIUM OBSERVATIONS

- Companies have more control of TNs

- More with 100% verification of TNs—or none.

- More likelihood of shady actors

AI APPLICATIONS BEYOND TELEPHONE NUMBER VETTING

- KYC (Know Your Customer)

- BRANDING ELEMENT VETTING

- MONITORING AND BRAND VERIFICATION

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THANK YOU!

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