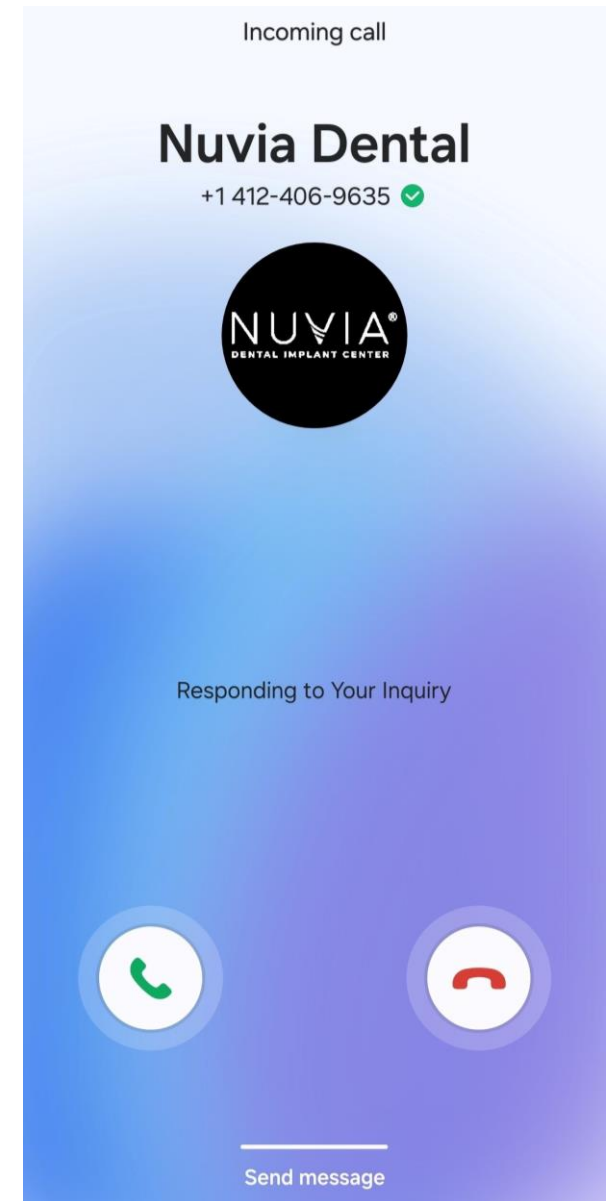
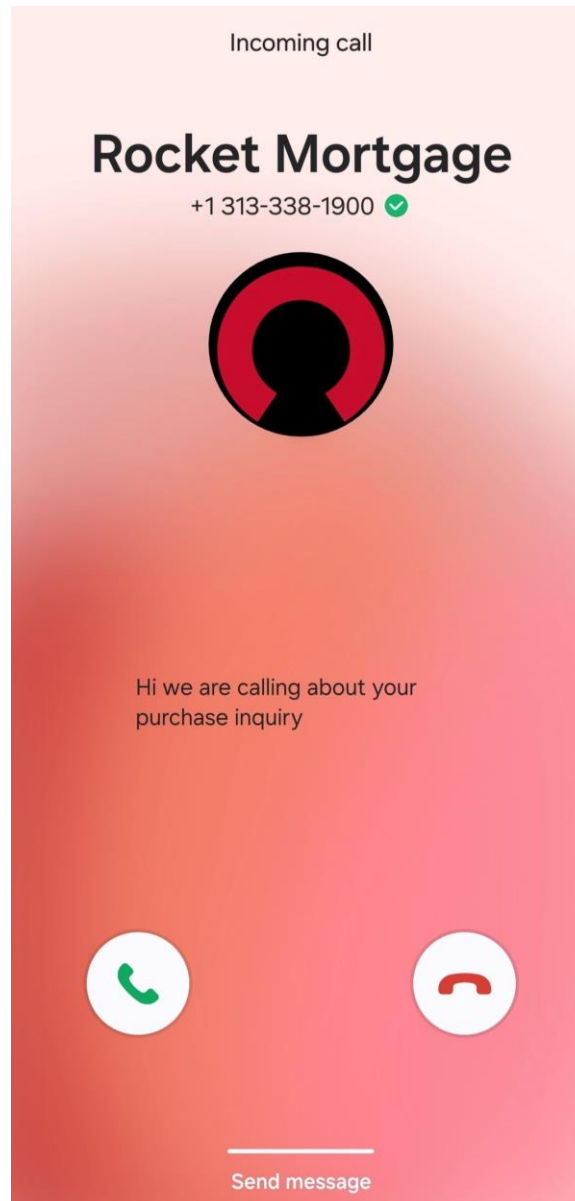
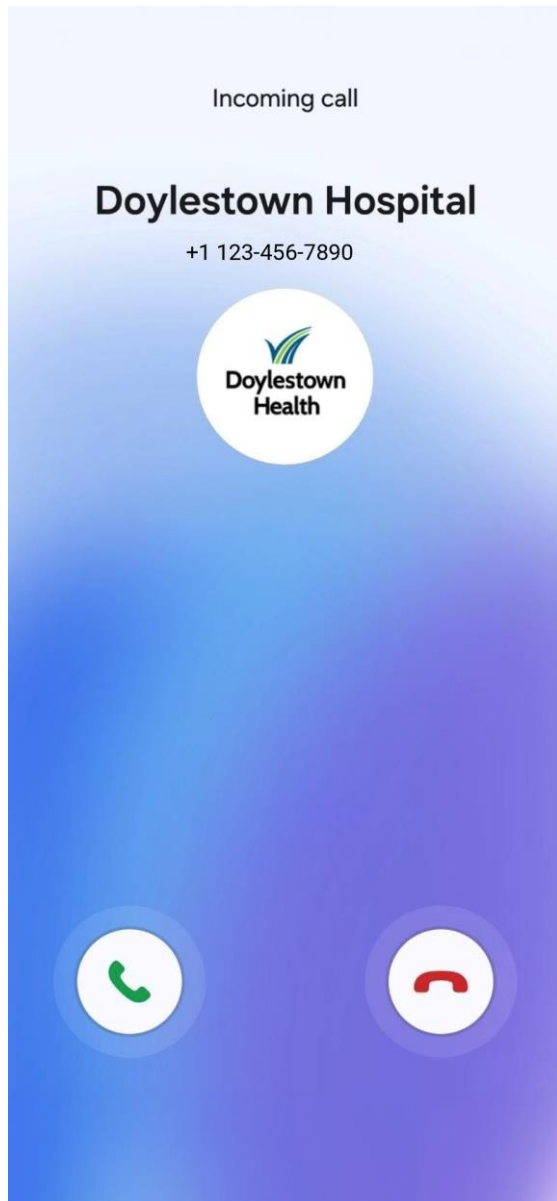


# **BCID™: Restoring Trust in Branded Calling**

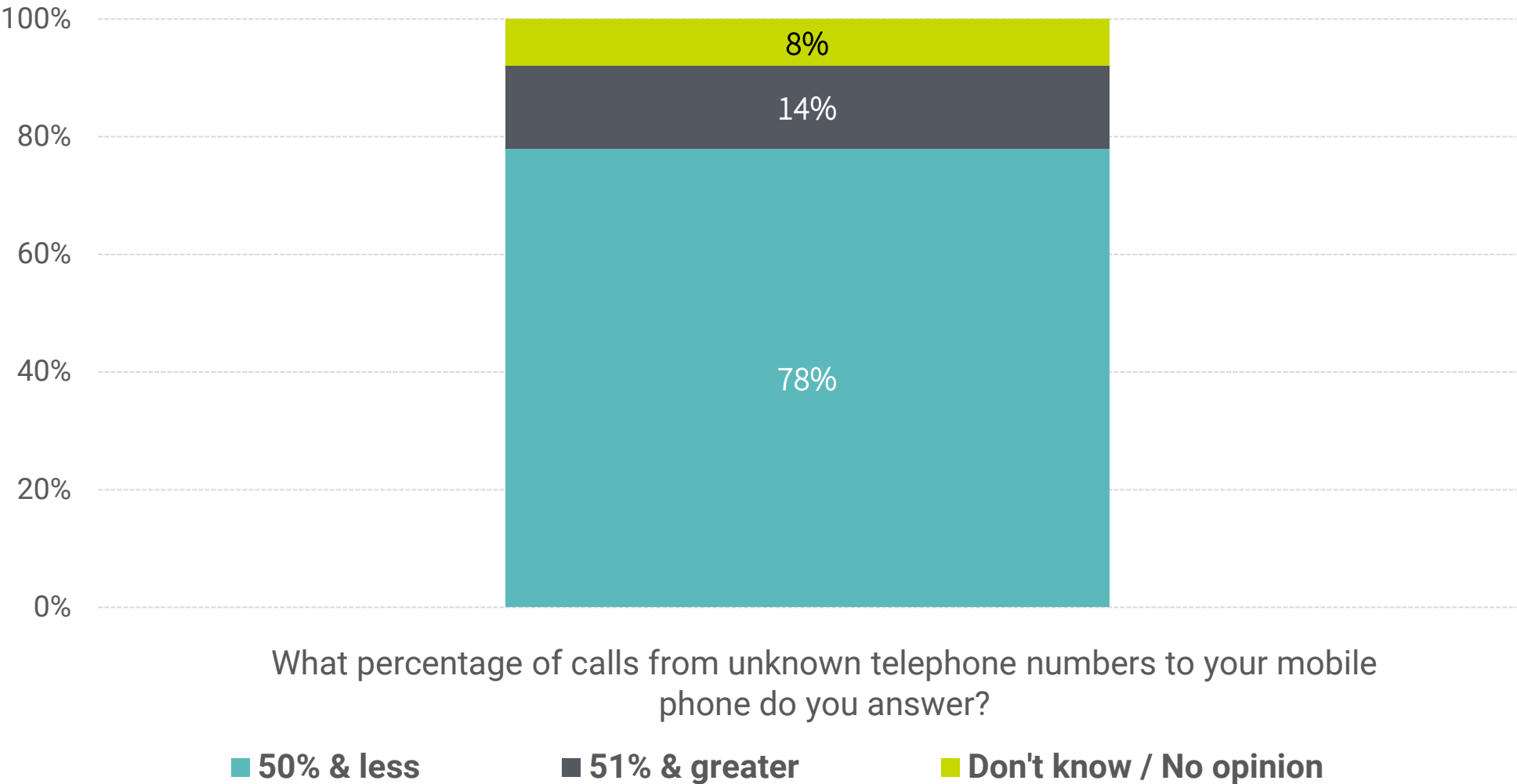
Wednesday, September 18<sup>th</sup> | SIPNOC 2024

Branded  
Calling

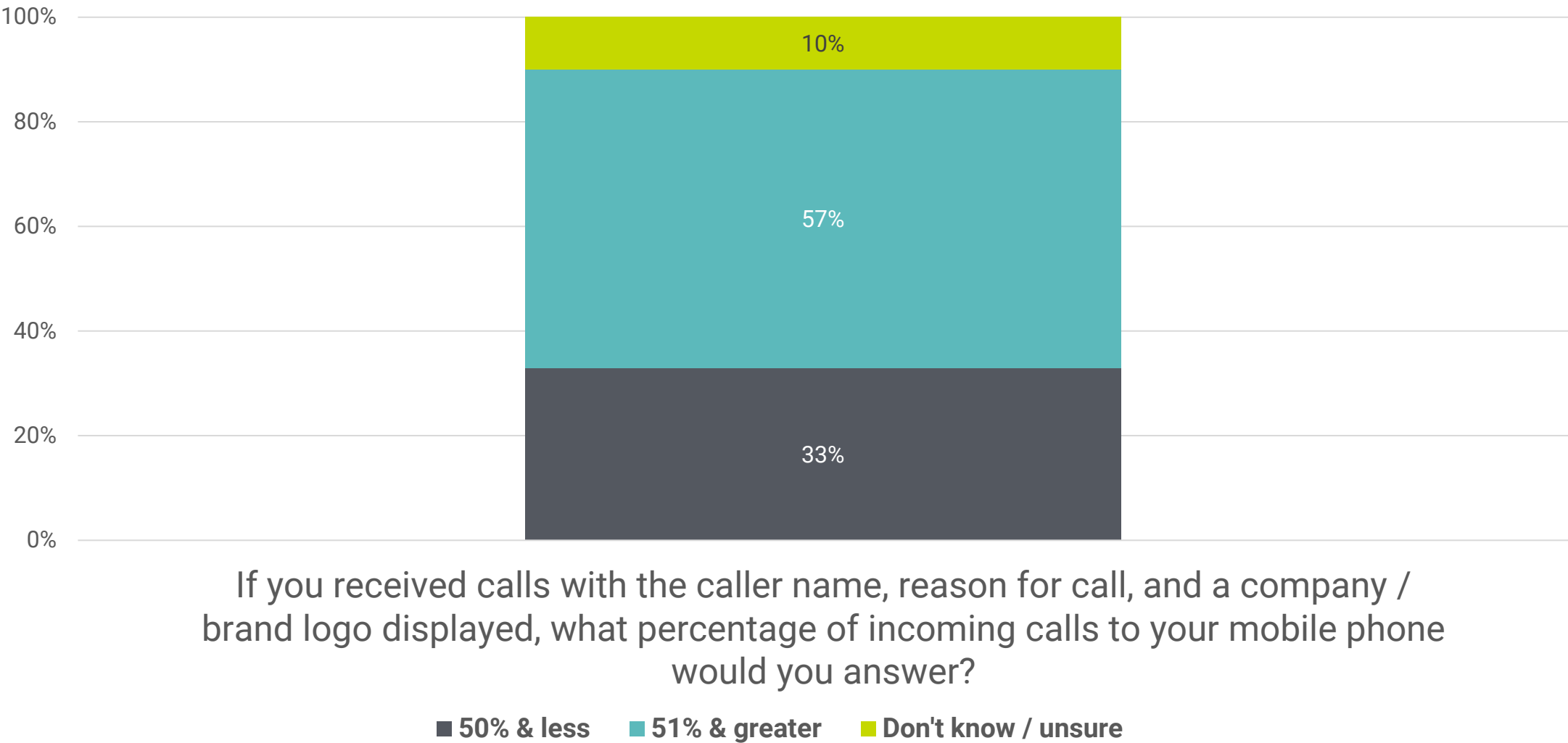




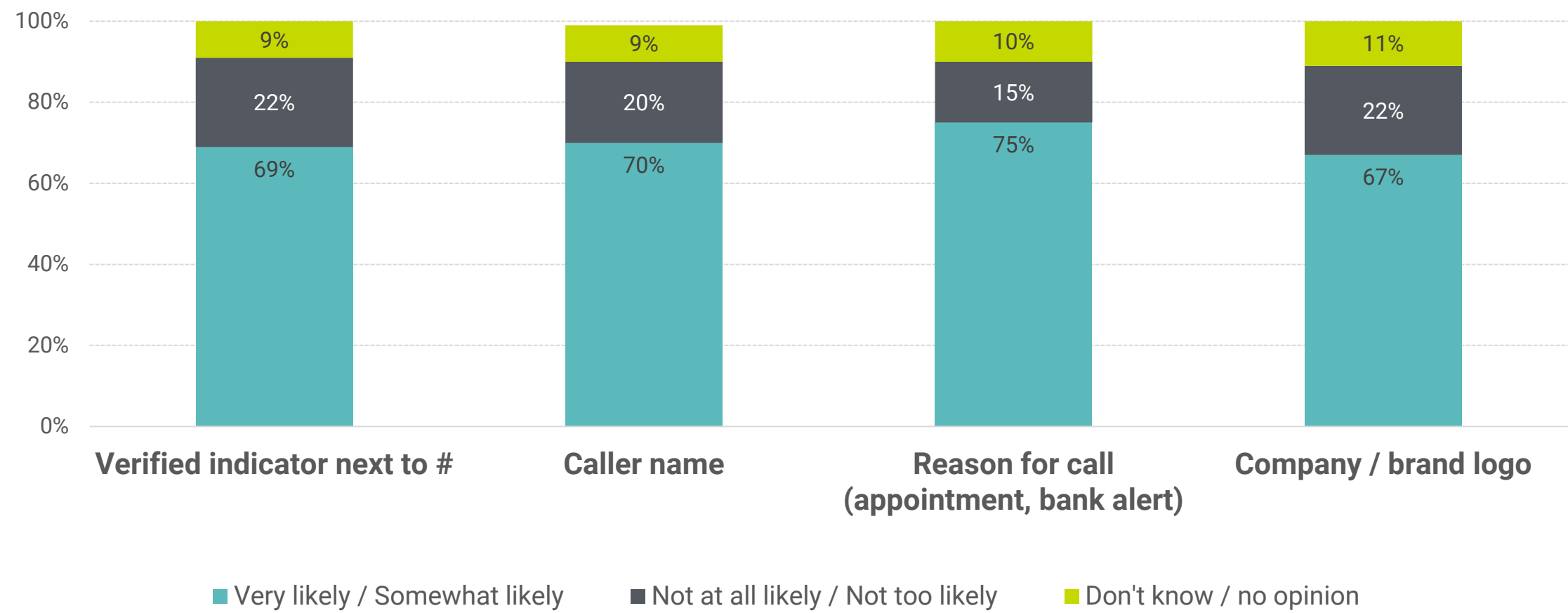
# Close to 80% of consumers don't answer unknown phone calls.



# Displaying Rich Call Data (RCD) increases consumer trust & answer rates.



# 7/10 Consumers are more likely to answer calls with visual indicators.



September 5, 2024

## **FCC Releases draft Robotext/Robocall Order**

“[We] strongly encourage industry to develop and standardize tools to ensure that this information is provided to consumers without additional charge to the call recipient.”

“[We] believe that displaying caller name information... will provide significant benefit to consumers, particularly when combined with an indication that caller ID has been authenticated.”

# Overview: What makes BCID different?

## Restoring Trust in Voice Calling



Open, transparent, and trusted ecosystem

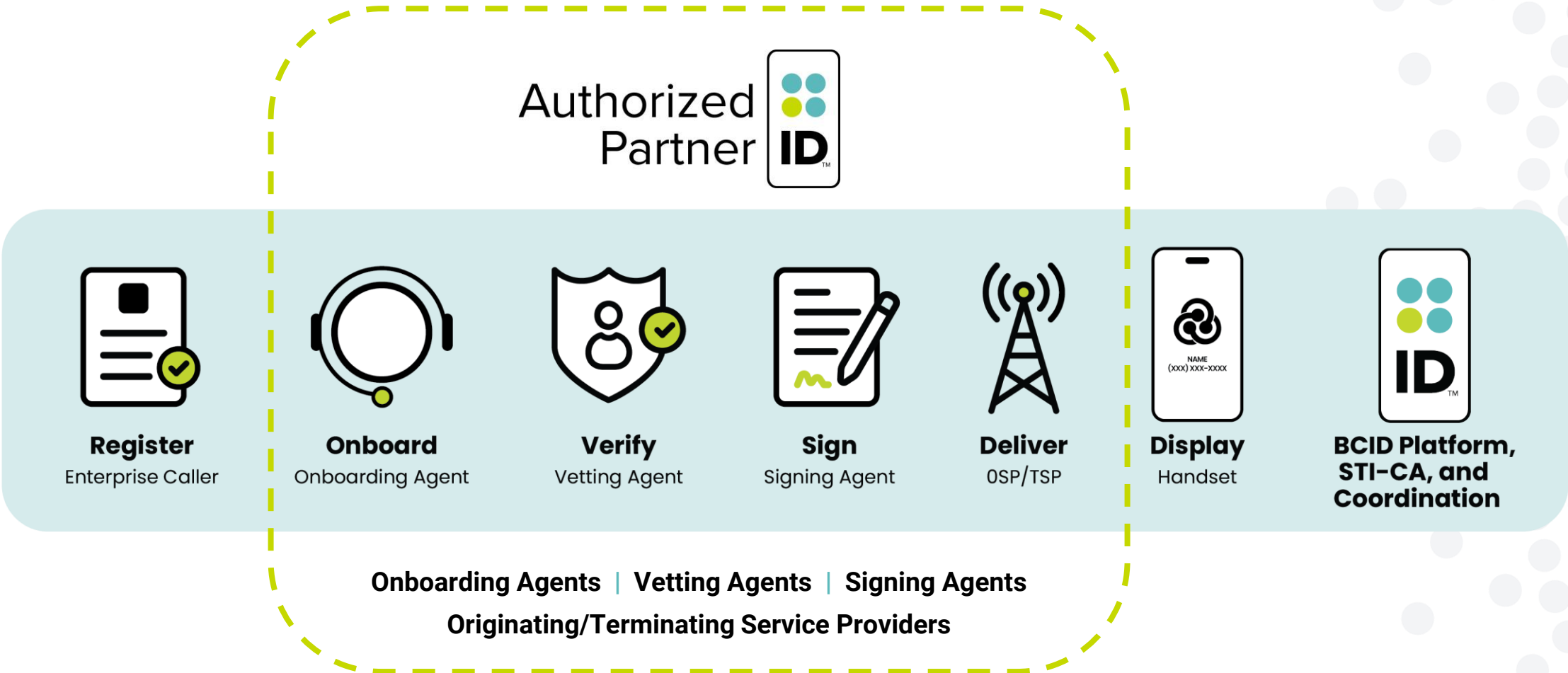
Standards-based Rich Call Data (RCD) solution that incorporates end-to-end security by design

Detailed and rigorous vetting & validation of enterprise data

Multiple roles performed by participating BCID Authorized Partners

Common BCID terms & conditions and adherence to industry best practices that are subject to compliance reviews

# BCID Ecosystem





# BCID Promise

To be the most secure and trusted branded calling ID ecosystem for enterprises



## Enterprises

BCID Authorized Partners provide a simple and transparent “on-ramp” to send cross-carrier branded calls to their customers through a trusted and secure industry ecosystem

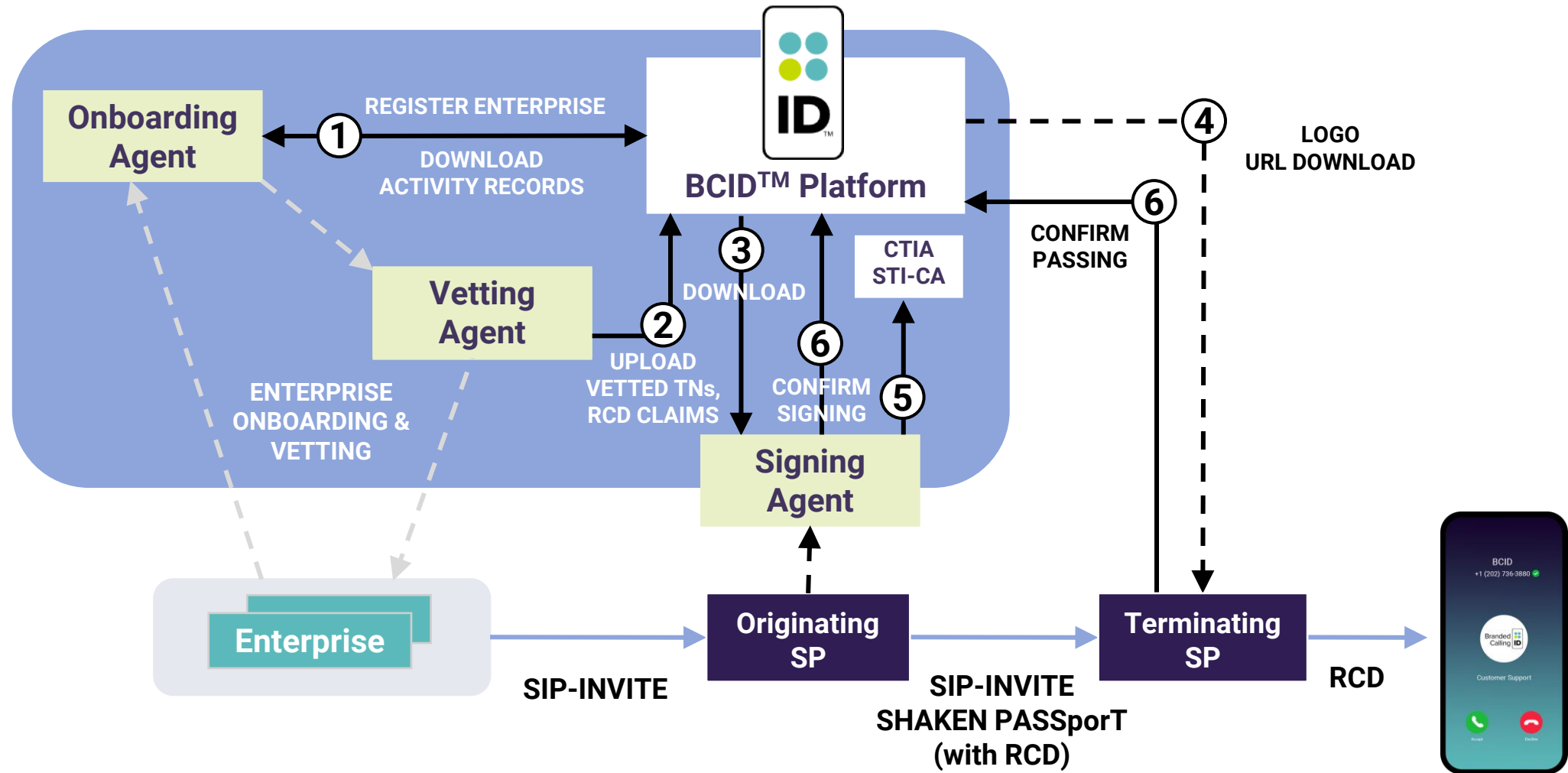
## Carriers + Agents

BCID offers a ubiquitous, secure platform to facilitate delivery and settlement of branded calls

## Call Recipients

BCID supports the delivery of verified branded calls that undergo vetting and validation to restore consumer trust in voice

# BCID Architecture – Production Testing with Live Brands





[www.BrandedCallingID.com](http://www.BrandedCallingID.com)