



# Call Authentication and Spoof Protection Enhance Branded Calls

SIPNOC 2024

Date: 09/17/2024

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# About Me



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# The unprecedented state of unwanted robocalls

# Unwanted and Nuisance Calls



Every year, US subscribers are inundated with billions of unwanted robocalls.



While some of the calls are legitimate, some involve scammers trying to trick individuals into providing sensitive account and personal information for financial gain.

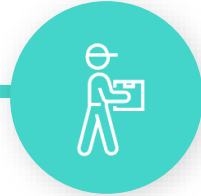


US consumers lost more than \$10 billion to fraud in 2023, according to data from the FTC.

# Fraudulent Scam Calls



**Amazon and other online retailer impersonations**



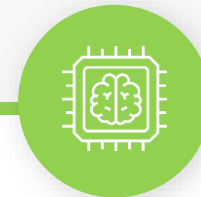
**Package delivery scams**



**Fake tax rebate claims**



**Bank impersonation scams**



**Increasing use of AI deepfakes**

# The Growing Concern of Call Number Spoofing

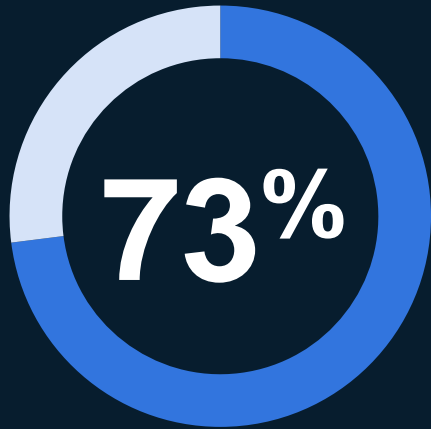


**This type of scam can involve a bad actor illegally using the number of a legitimate organization to convince a victim that they are interacting with a known and trusted source such as a bank or insurance firm.**

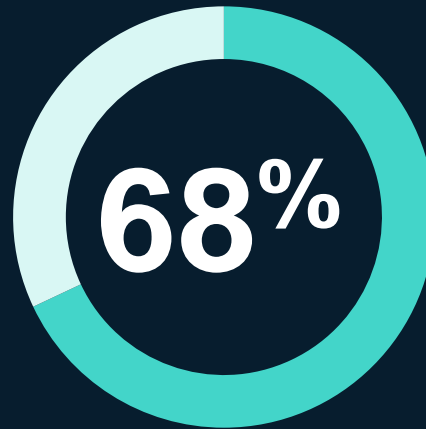


**Businesses may be unaware they have been 'spoofed' until it's too late and their reputation is harmed, penalties are levied, and customers are defrauded.**

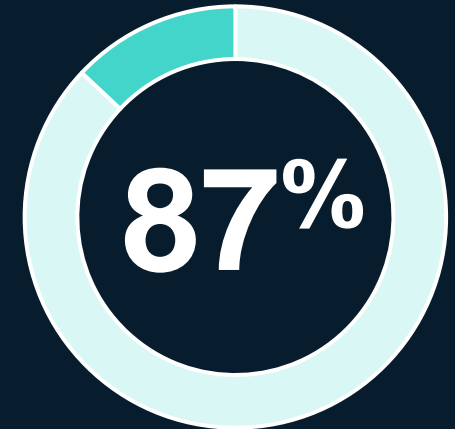
# A Survey of US Adults



Of US adults are concerned about robocalls scams that claim to be from a financial services provider.



Never answer a phone call from an unknown number.



Believe that the businesses they use should do more to protect consumers.



# Robocall mitigation progress

# STIR/SHAKEN Call Authentication Framework



- **Telecom providers, operators, ISPs and other stakeholders have progressively implemented STIR/SHAKEN.**
- **The FCC and FTC have moved forward with enforcement efforts.**



- **Although this has proven to be a valuable tool, it is not a 'silver bullet' to preventing unwanted calls.**
- **Tracebacks are done quicker to find origination of fraudulent traffic.**

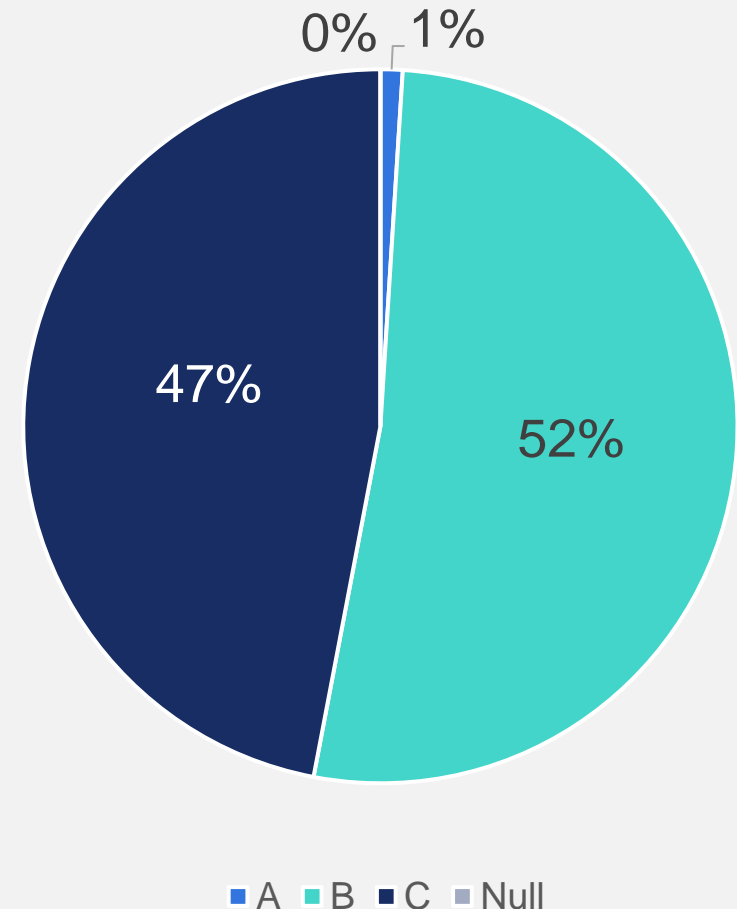


- **Having a robust registration, vetting and authentication plan is also needed to differentiate legitimate enterprises from potentially dangerous ones.**

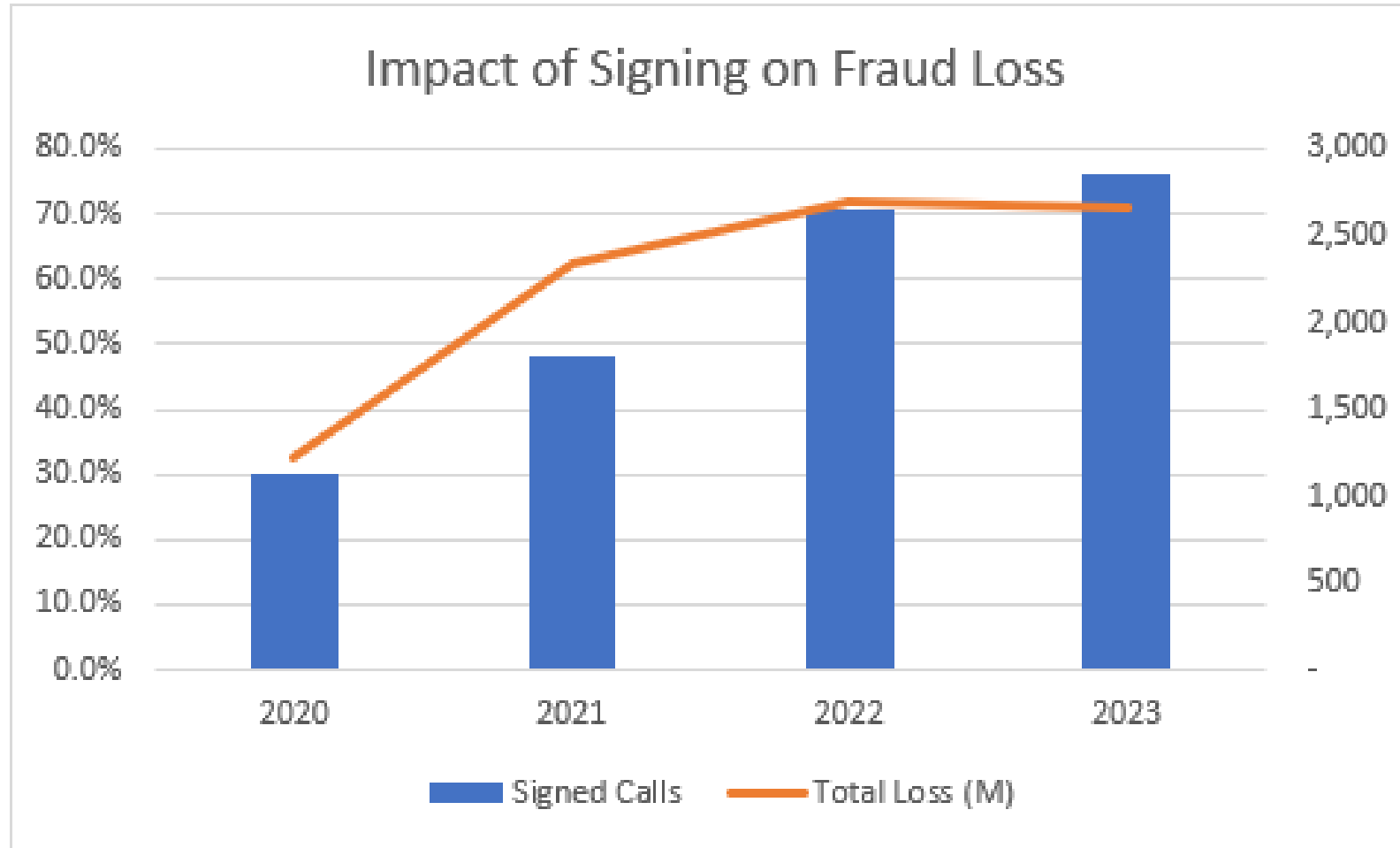
# Tax Scam Case Study

- Scam - Government suspended the Tax Collection Act and we'll settle all old tax debts that US residents may have
- 1% of Calls Were A-Level Attested with verstat=TN-Validation-Passed
- More Than 50% of Calls Were B-Level Attested
- All Tracebacks Went Back to Mazatlan, Sinaloa 82110 (Mexico)

## Attestation Levels of Tax Scams



# Federal Trade Commission Fraud Loss by Year



Source: FTC Consumer Sentinel Network, TNS Robocall Investigation Report

# Why is call authentication and spoof protection integral to branded calling?

# Modernizing the Voice Channel

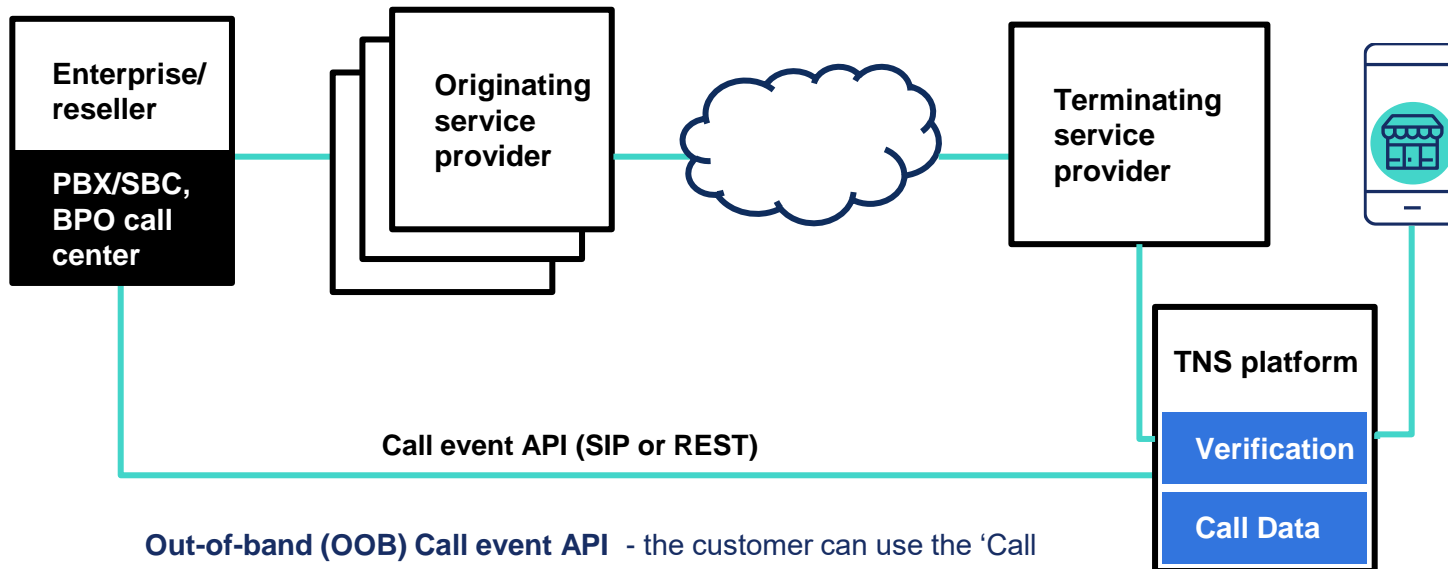


**Enterprises are increasingly jumping off the sidelines to assume a more proactive role in protecting their customers from unwanted robocalls and safeguarding their own brand reputation.**



**Branded calling delivers many benefits but restoring consumer trust requires strengthening the authentication and verification process so that a spoofed call never reaches a customer.**

# Call Verification Technology



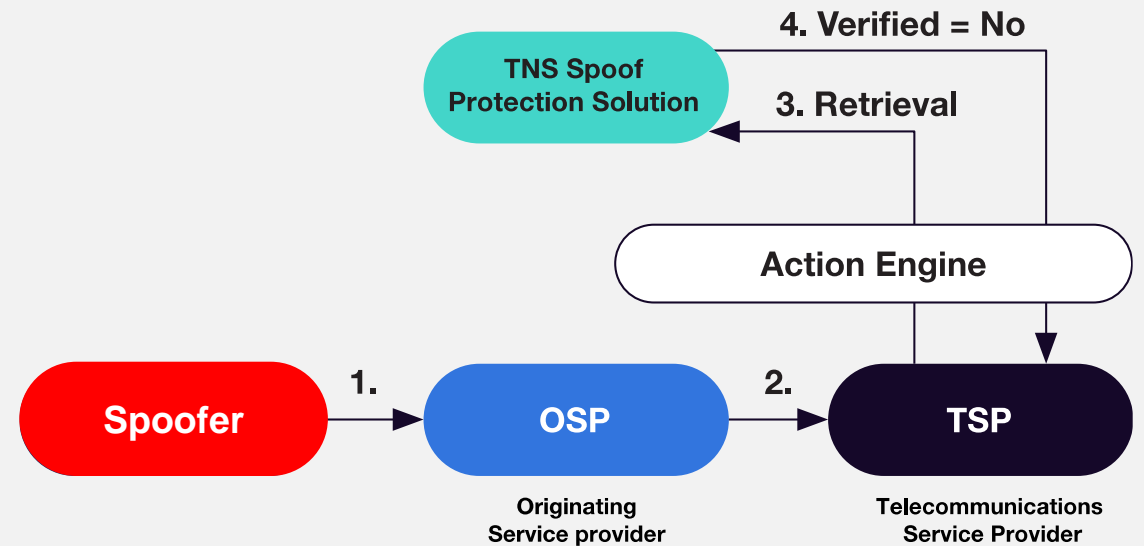
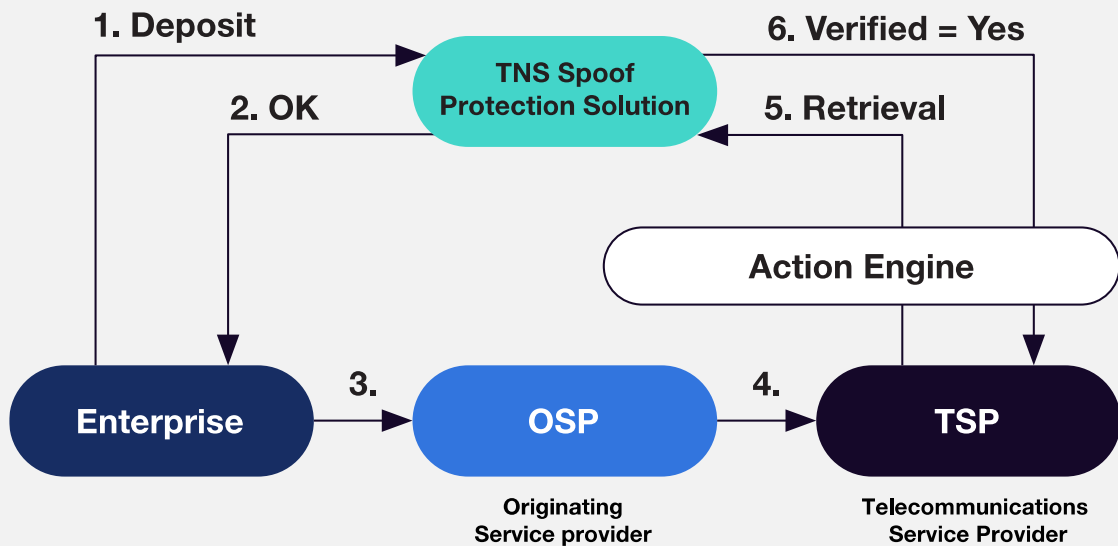
**Out-of-band (OOB) Call event API** - the customer can use the 'Call Event API' to notify TNS that a call is "in progress" allowing the branded call to be verified.

- A customer can notify that a call is "in progress".
- This ensures that only legitimate, verified calls are delivered with branding to the end recipient.
- Calls that are unverified are marked as potential spam to warn customers.

# Enterprises Deposit (Not Spoofed)

VS.

# Non-Enterprises Deposit (Spoofed)





# August Data on Spoof Protection

Customer	Spoofed Calls	Branded Calls	Total Calls	% Spoofed Calls
Customer #1	41,003	167,701	208,704	19.6%
Customer #2	98,418	504,642	603,060	16.3%
Customer #3	31,658	895,900	927,558	3.4%
<b>Grand Total</b>	<b>171,079</b>	<b>1,568,243</b>	<b>1,739,322</b>	<b>9.8%</b>

# Key benefits call authentication can deliver

# Call Authentication



**Validates and registers the legitimacy of a business to confirm they have the right to use associated telephone numbers.**



**Fewer security protocols are needed once a call has connected such as two-way verification.**

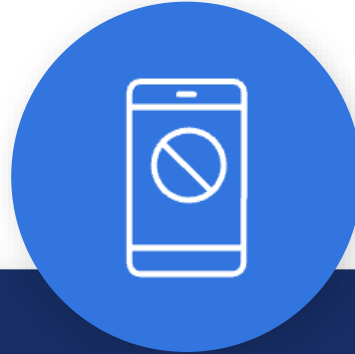


**Prospects who have greater confidence in the caller are more likely to convert to a customer.**

# Spoofer Protection



**Provides in-depth reporting features to track spoofing activities in real time.**



**Spoofer calls won't reach their customers protecting their brand.**



**Reduces customer complaints and fraud claims related to spoofed calls.**

# Branded Calling



When customers see a brand logo and company name appear on their incoming call screen this significantly increases their trust in the call.

78% of US adults are more willing to answer a call if the caller ID displays the logo and name of a brand they recognize.

Priming the customer with rich call content on-screen promotes improved call durations, efficient engagement and receptive conversations for sales agents.

# Q&A

# Thank you.

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