

Robocall & Caller ID Spoofing Data Analytics Solutions Showcase and Panel Discussion

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SIP **NOC**
2018



neustar

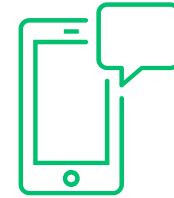
For over 20 years, Neustar's unique capabilities have made it the leader in identity resolution.



GOVERNMENT
Empowering all major government agencies and security units.



ENTERPRISE
Empowering all leading financial institutions and over 7000 brands.



CALLER ID
Empowering all leading communications service providers.

A LOSS OF CONSUMER TRUST

88%

Business calls go unanswered

Source: Boston Consulting Group, 2017

20%

Decrease in answer rates for outbound contact centers

Source: PACE, 2018

78%

Credit & Collections companies that report their calls are being blocked

Source: ACA International, 2018

74%

Credit & Collections companies that report their calls are being mislabeled

Source: ACA International, 2018

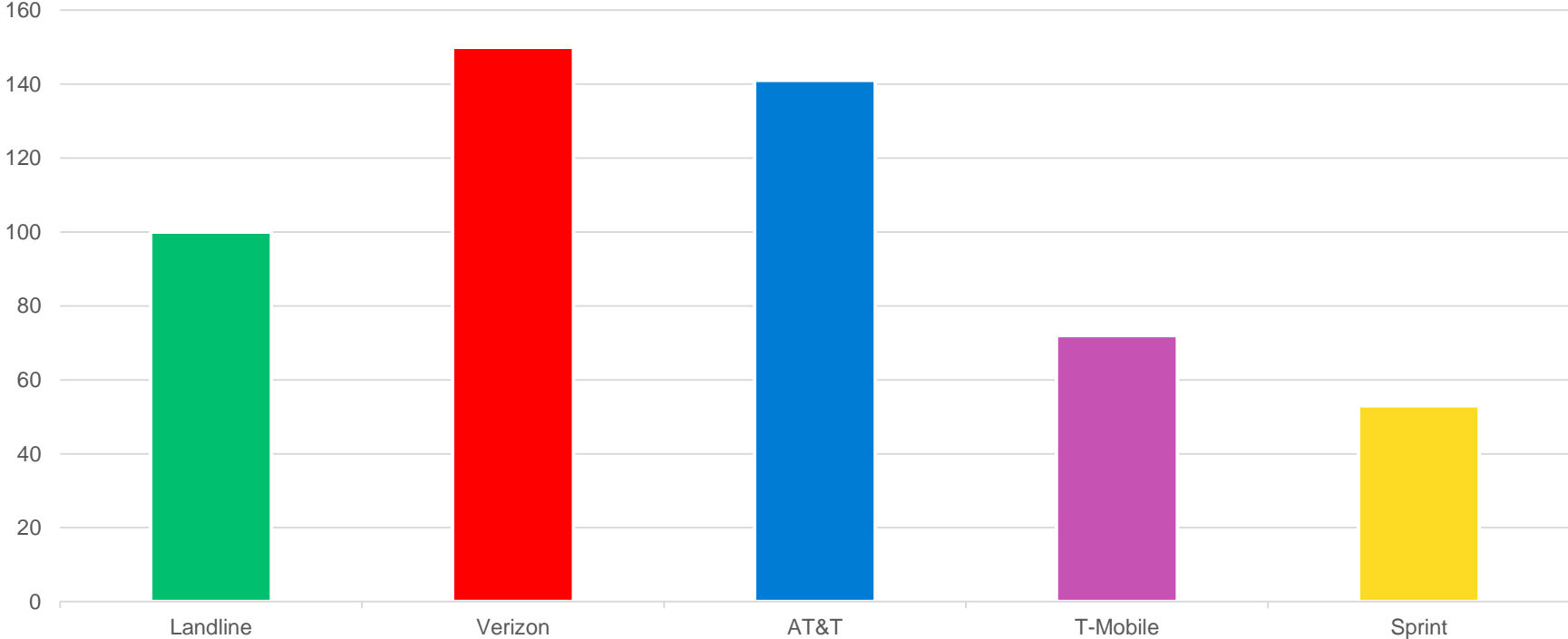
COOPERATION IS THE THOROUGH
CONVICTION THAT NOBODY CAN GET
THERE UNLESS EVERYBODY GETS THERE.

- VIRGINIA BURDEN



“WALLED GARDENS” OF CALLER ID & ANALYTICS

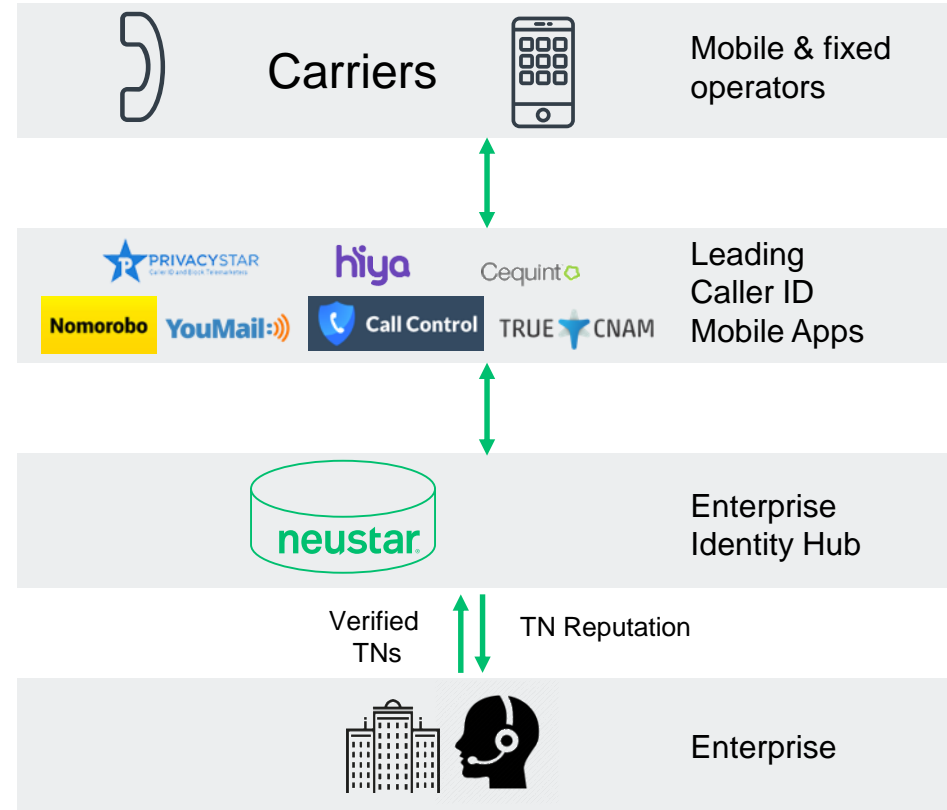
Number of Landline & Mobile Devices



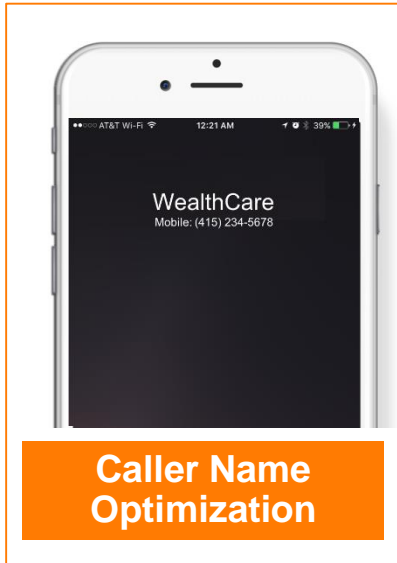
Source: Neustar, Strategy Analytics

ONGOING INDUSTRY PILOT

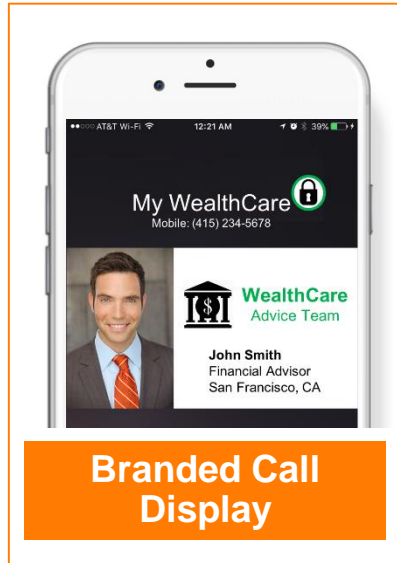
- **Prove** out solutions to **improve the call experience**
- **Centralized platform** to register and manage phone numbers
- **Deployed across** caller ID ecosystem
- **Shared with** mobile app & analytics companies



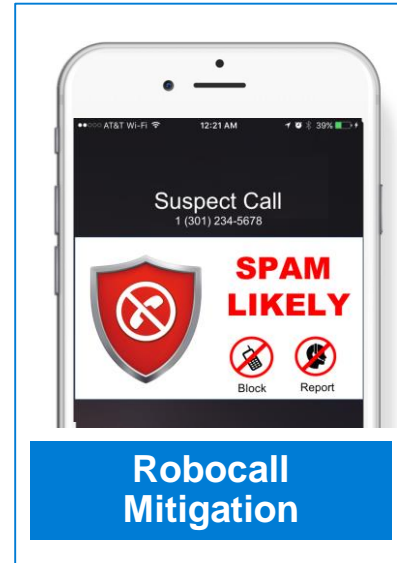
NEUSTAR TRUSTED CALL SOLUTIONS



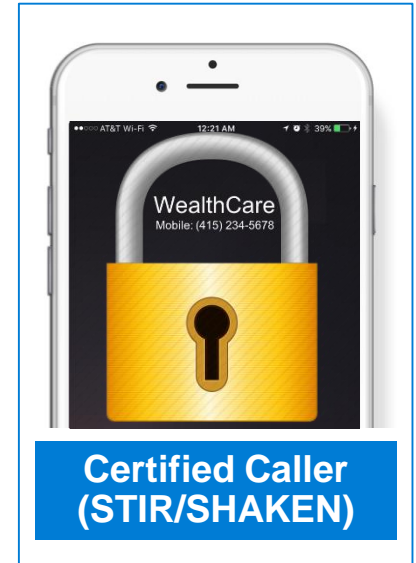
Lets verified businesses customize and manage how their brand appears on all calls



Personalize mobile screen for contextual and branded customer call experience



Apply fraud analytics to detect and warn consumers of illegal and unwanted calls



Digitally Sign Phone Calls to Detect & Warn on Call Spoofing