The Importance of Vetting and Authentication in the Branded Calling Ecosystem

neustar
A TransUnion Company

STIR/SHAKEN
ENTERPRISE SUMMIT

Tuesday October 18th 2022 11:30-12:30PM ET

OUR PANELISTS

Mick Moss
Director, Product Mgmt
neustar.
A TransUnion® Company

Brice Smith
Director, Solutions Architect
FIRST ORION

Joe Dechant
Sr Director, Network Architect
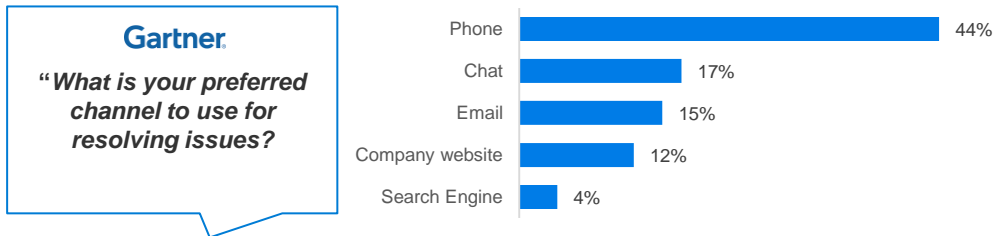TNS

Matt Weller
Sr Director, Revenue Ops
hiya

Gaurav Sharma
Sr Director, Solutions Architect
neustar.
A TransUnion® Company

POLL QUESTION #1

Does it matter?

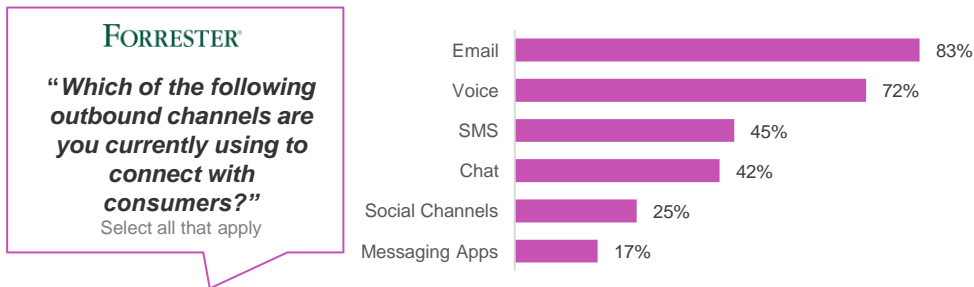## YES! PHONE CALLS ARE CRITICAL TO THE CUSTOMER EXPERIENCE

**Consumers:** #1 preferred channel for issue resolution is the phone.

Gartner

"*What is your preferred channel to use for resolving issues?*"

Channel	%
Phone	44%
Chat	17%
Email	15%
Company website	12%
Search Engine	4%

Source: Gartner's 2019 Customer Service and Support Leader poll of of 8,398 customers.

Enterprises: 72% said the voice channel is important or critical to meeting customer service goals.

FORRESTER

"*Which of the following outbound channels are you currently using to connect with consumers?*"
Select all that apply

Channel	%
Email	83%
Voice	72%
SMS	45%
Chat	42%
Social Channels	25%
Messaging Apps	17%

Source: Commissioned study conducted by Forrester Consulting on behalf of Neustar, May 2019 of 319 business and technology decision makers responsible for outbound call experiences.

neustar

A GAP IN OMNICHANNEL CUSTOMER ENGAGEMENT
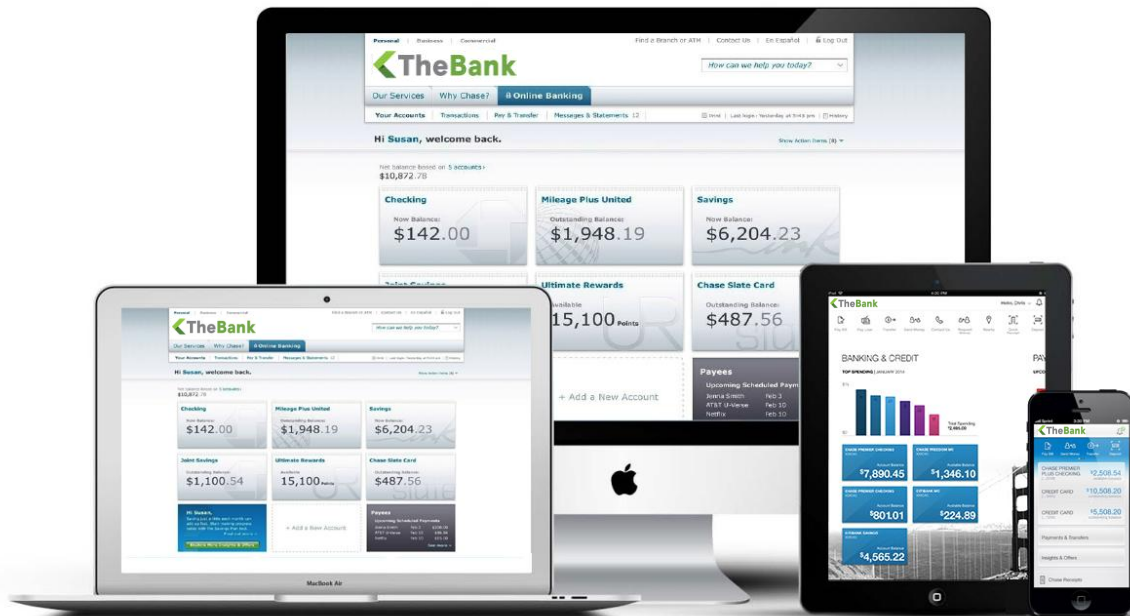

Digital user experience is amazing

Call experience is poor

VETTING: PREVENT ROBOCALLS, FRAUD AND ERRORS FROM ENTERING THE ECOSYSTEM

Enterprise Vetting

Verify legitimacy of the corporate entity and its business purpose.

Vetting Fallout

Iterative exception process to address registration failures of entities, TNs and campaign strategies

Telecoms Vetting

Verify TN ownership and chain-of-custody with carrier & caller ID ecosystem

Call Behavior Vetting

Verify calling behavior conforms to registered information; Reconcile with analytics call treatment and consumer feedback

Call Campaign Vetting

Understand calling use cases, phone numbers in use, caller name, and calling strategy.

neustar
A TransUnion® Company

AUTHENTICATION: PROMOTE LEGITIMATE OUTBOUND CALLS

STIR/SHAKEN is the technology mandated by the FCC to protect against spoofing.
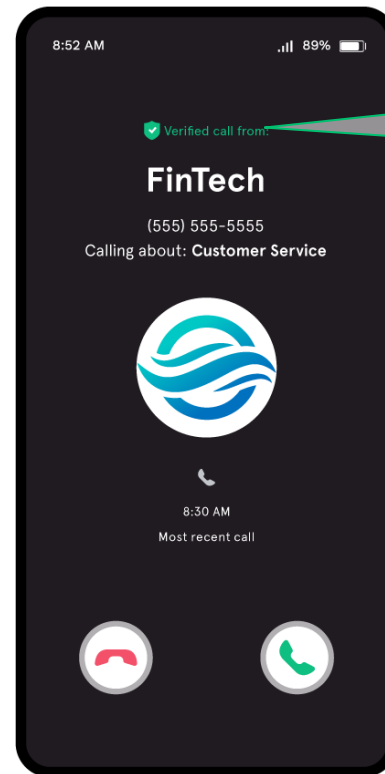
VERIFIED CALL

The checkmark assures users that the call has been certified end-to-end, and your phone number has not been spoofed.
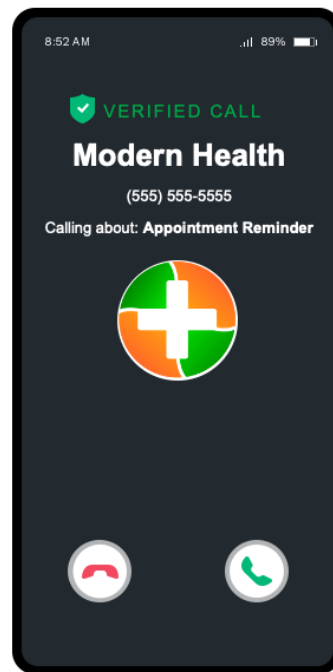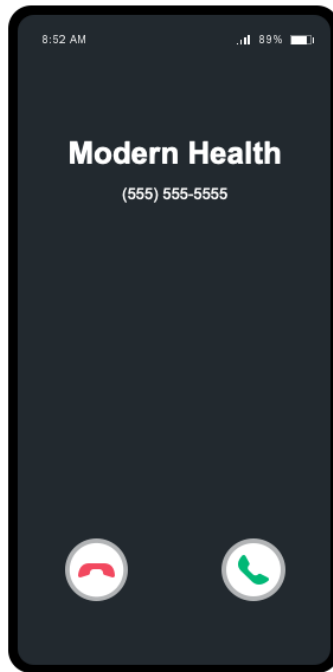
neustar.
A TransUnion® Company

BRANDED CALLING: ENHANCE THE MOBILE CALL EXPERIENCE

Let them know who's calling

- Share your business name, logo, brand colors and images

Let them know why you're calling

- Add details about the purpose of your call with a custom message

POLL QUESTION #2

Thank You!

neustar.
A TransUnion® Company

POLL QUESTION #1

Is delivering branding on outbound calls a strategic objective for your organization?

Select one:
A.   Top priority
B.   Planned
C.   Considering
D.   No plans

POLL QUESTION #2

How important is stopping bad actors from spoofing your brand?

Select one:
A. Highest of importance
B. Important
C. Somewhat important
D. Not important

PANEL QUESTION

- What benefits are leading enterprises seeing from real-world deployments?
  <Round robin for all panelists to answer>

ROBUST VETTING AND REGISTRATION PROCESSES ARE CRITICAL TO RESTORING TRUST IN CALLING.

- Talk a bit about vetting. How does that scale and what development is planned to help this process? <Brice>

- Why is registration important? What architecture achievements have allowed for better communication across the telco ecosystem? <Gaurav>

- How do you vet content and what automation would help streamline this process? <Matt>

STIR/SHAKEN ENTERPRISE SUMMIT

neustar.
A TransUnion® Company

AUTHENTICATION IS A CRUCIAL STEP FOR BRANDED CALLING.

- What are carriers asking be done in the authentication space for Branded? <Joe>

- How do positive signals from an enterprise help start the authentication process for branded calling? <Gaurav>

- What are some recent development accomplishments helping bring clarity between enterprise, carrier and end mobile client? <Brice>

STIR/SHAKEN
ENTERPRISE SUMMIT

neustar.
A TransUnion® Company

HOW TO STOP ENTERPRISE CALL SPOOFING AND OVERCOME THE LIMITATION OF TDM NETWORKS?

- What technical implementations provide options for call treatment for a wireless carrier? <Matt>

- Why is TDM a limitation and how has TNS developed alternative methods? <Joe>

- What is your definition of call spoofing and what preventions have FO developed to stop it? <Brice>

STIR/SHAKEN
ENTERPRISE SUMMIT

WHY IS RICH BCD WITH CALL REASON AND LOGOS SO DIFFICULT TO SCALE?

- What are some of the challenges providing Logos and Call Reason on the mobile device and what are some initial thoughts on how to resolve? <Matt>

- What are carriers saying about Rich BCD and how is TNS looking at integration options to meet these capabilities? <Joe>

- It is just a logo, what could go wrong? What is the Neustar position on logos (Content Delivery Network) to ensure accuracy, beat latency and avoid fraud? <Gaurav>