

WEBINAR

destination
CRM.com

Best Practices for Call Originators

in a World of Robocalls and Phone Scams

Wednesday, March 18, 2020 | 2-3 pm ET

neustar

Call scams have reached epidemic levels.

It destroys customer trust, erodes your brand, and exposes you to penalties & liabilities.

There is an opportunity to protect yourself AND your customers.

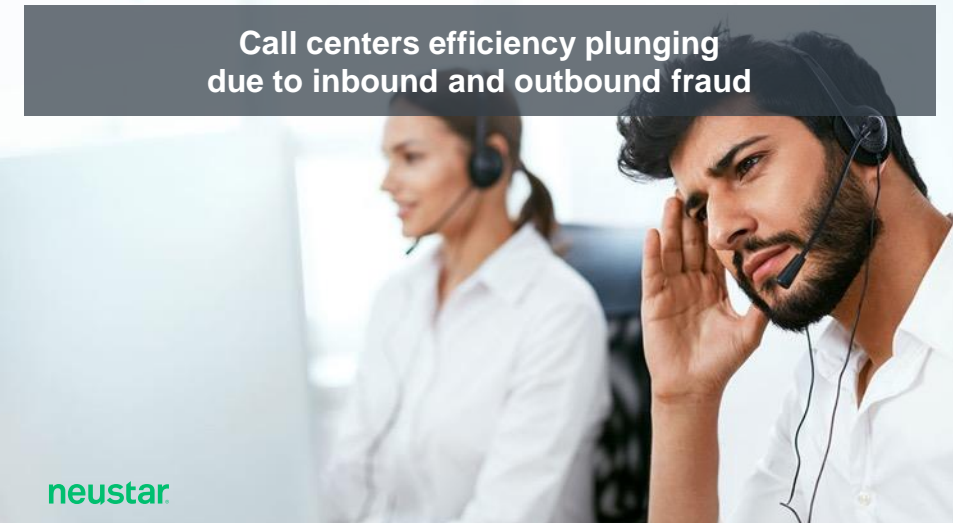
Spoofing erodes brand and risks potential liability



Calls to consumers incorrectly blocked or mislabeled



**Call centers efficiency plunging
due to inbound and outbound fraud**



**Epidemic of robocalls & call fraud
mean consumers no longer answer their phones**



REGULATORS & LEGISLATORS: STOP ROBOCALLS NOW



June 6, 2019

FCC allows blocking of **illegal AND unwanted** robocalls (without opt-in)

Aug 22, 2019

All State AG's + 12 leading operators adopt Anti-Robocall Principles



May 23, 2019

Senate votes 97-1 to approve **TRACED Act**



July 24, 2019

House votes 239-3 to pass **Stopping Bad Robocalls Act**

Nov 15, 2019 House & Senate compromise bill

Dec 04, 2019 House passes 417-3

Dec 19, 2019 Senate passes unanimously

Dec 30, 2019 Enacted: **Pallone-Thune TRACED Act**

TRACED ACT

- ◆ **BLOCK** unwanted calls and texts
- ◆ **VERIFY** calls with STIR/SHAKEN
- ◆ **FINE** violators up to \$10K per call

CHALLENGES FOR CALL ORIGINATORS

1. Calls you **WANT**
ARE NOT getting through
2. Calls you **DON'T WANT**
ARE reaching customers

POLL QUESTION

**What is your BIGGEST CHALLENGE
in calling your customers?**

- 1. Inaccurate Customer Contact Details**
- 2. Call Agent Scheduling / Staffing**
- 3. Caller ID Quality**
- 4. Incorrect Spam/Fraud Labeling**
- 5. Call Blocking**
- 6. Call Spoofing**
- 7. None**

NOW

Improve Contact Efficiency

Manage calling brand;
Mitigate call blocking
& spam labeling

NEXT

Enable Trusted Communications

Authenticate calls to
protect calls to/from
your customers

LATER

Improve Customer Engagement







Transform the phone
call experience with
identity & context

A close-up photograph of an elderly man with white hair and glasses, wearing a dark suit and a blue patterned shirt. He is holding a white corded telephone receiver to his ear. The background is blurred, showing what appears to be a window or a wall with some indistinct shapes. The overall tone of the image is serious and focused.

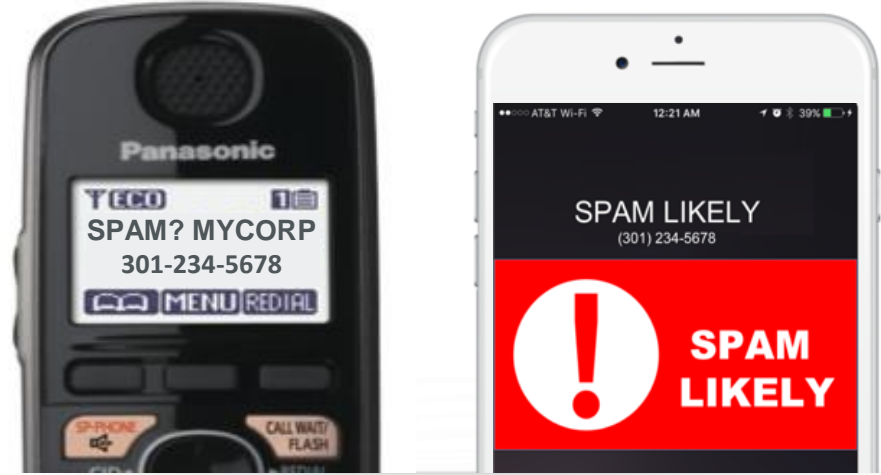
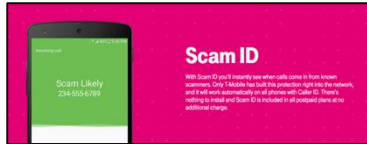
NOW

MITIGATE CALL BLOCKING & SPAM LABELING

NEUSTAR OUTBOUND DIALING SOLUTIONS

OPTIMIZE	 <p>Are my CRM records complete, accurate, and up-to-date?</p>	Customer Record Enhancement
	 <p>What's the best number and time-of-day to reach this person?</p>	Phone Behavior Intelligence
	 <p>How do I avoid my calls being blocked or spam-misabeled?</p>	Caller Name Optimization
	 <p>How do I improve odds of calls being answered?</p>	Branded Call Display
DE-RISK	 <p>Is this number at risk for TCPA violations?</p>	Contact Compliance Risk
	 <p>How do I reduce fraud risk without additional friction?</p>	Outbound Risk

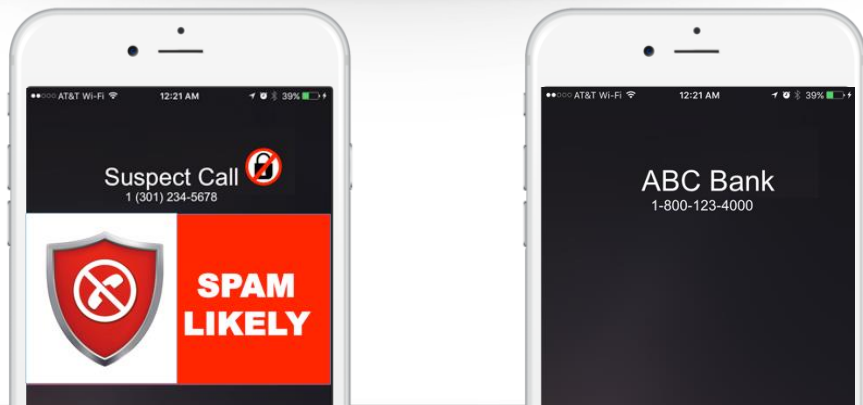
INDUSTRY RESPONSE #1: ROBOCALL ANALYTICS



CONCERN: calls already mislabeled;
now can be blocked.

VIEW: network blocking is permissible;
➔ Impacts nearly all devices, 4x increase

CALLER NAME OPTIMIZATION: MANAGE YOUR CALLING BRAND



FEATURES

CALLER NAME MANAGEMENT

- Standardize caller name, or customize by extension for Toll-Free and local phone numbers

SPAM TAG MITIGATION

- Register verified business numbers to mitigate incorrect call blocking and spam-labeling
- Neustar publishes to all leading carriers & apps

DO-NOT-ORIGINATE (DNO)

- Blacklist inbound-only numbers as Do-Not-Originate to prevent spoofing

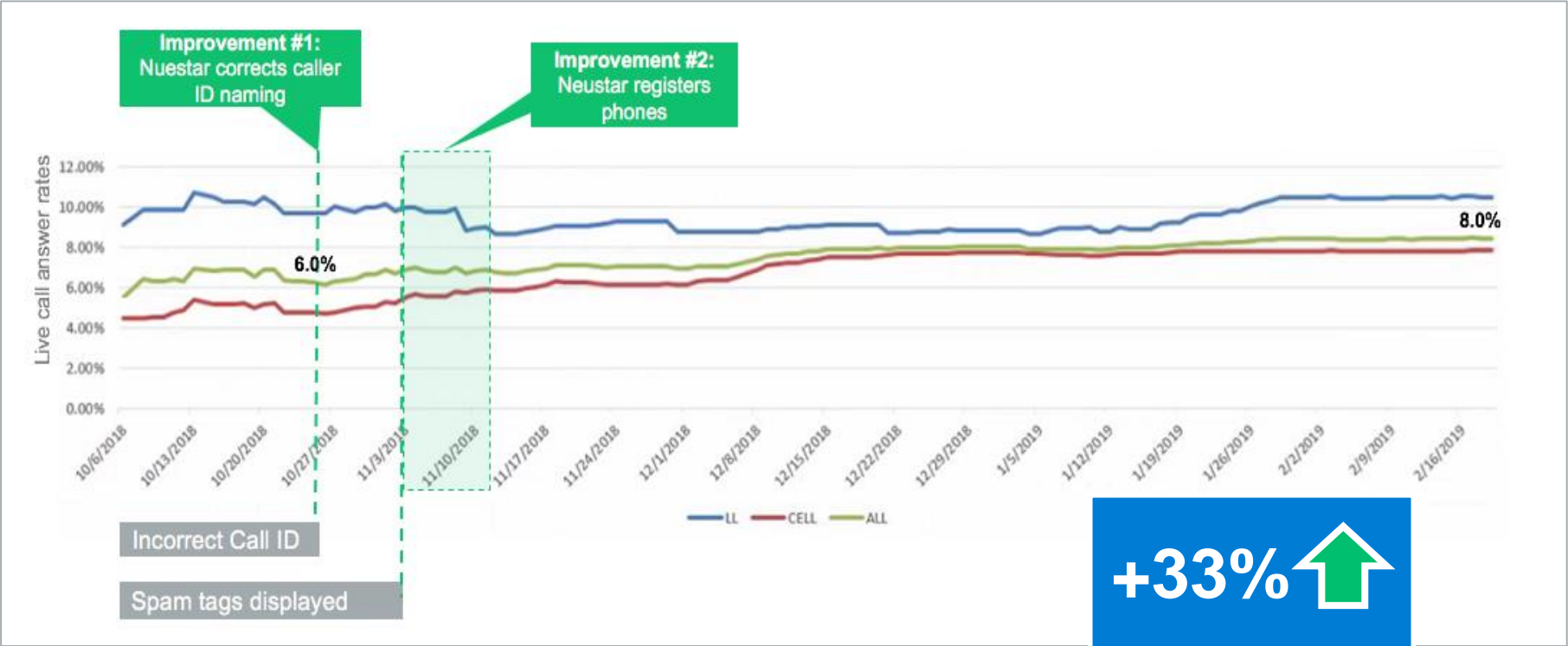
REPORTING

- Monitoring and alerts regarding your brand's reputation

BRAND PROTECT

- Protect call brand with monitoring alerts if others attempt to register their numbers with your name

ENTERPRISE CASE STUDY: COLLECTIONS



ENTERPRISE CASE STUDY: DATA SURVEYS

Profile

- Data collections & surveys
- >50M calls / year

Optimize Caller Name

- Poor coverage
- What to show?
- Test & Measure

+23% 

Yield Rate

+12% 

Complete Rate

Challenge

- More time + calls to reach right survey responders

Register #s

- Mitigate incorrect blocking & labeling

-29% 

Landline
Call Costs

-14% 

Wireless
Call Costs



NEXT

AUTHENTICATE CALLS WITH STIR/SHAKEN

INDUSTRY RESPONSE #2: CALL AUTHENTICATION



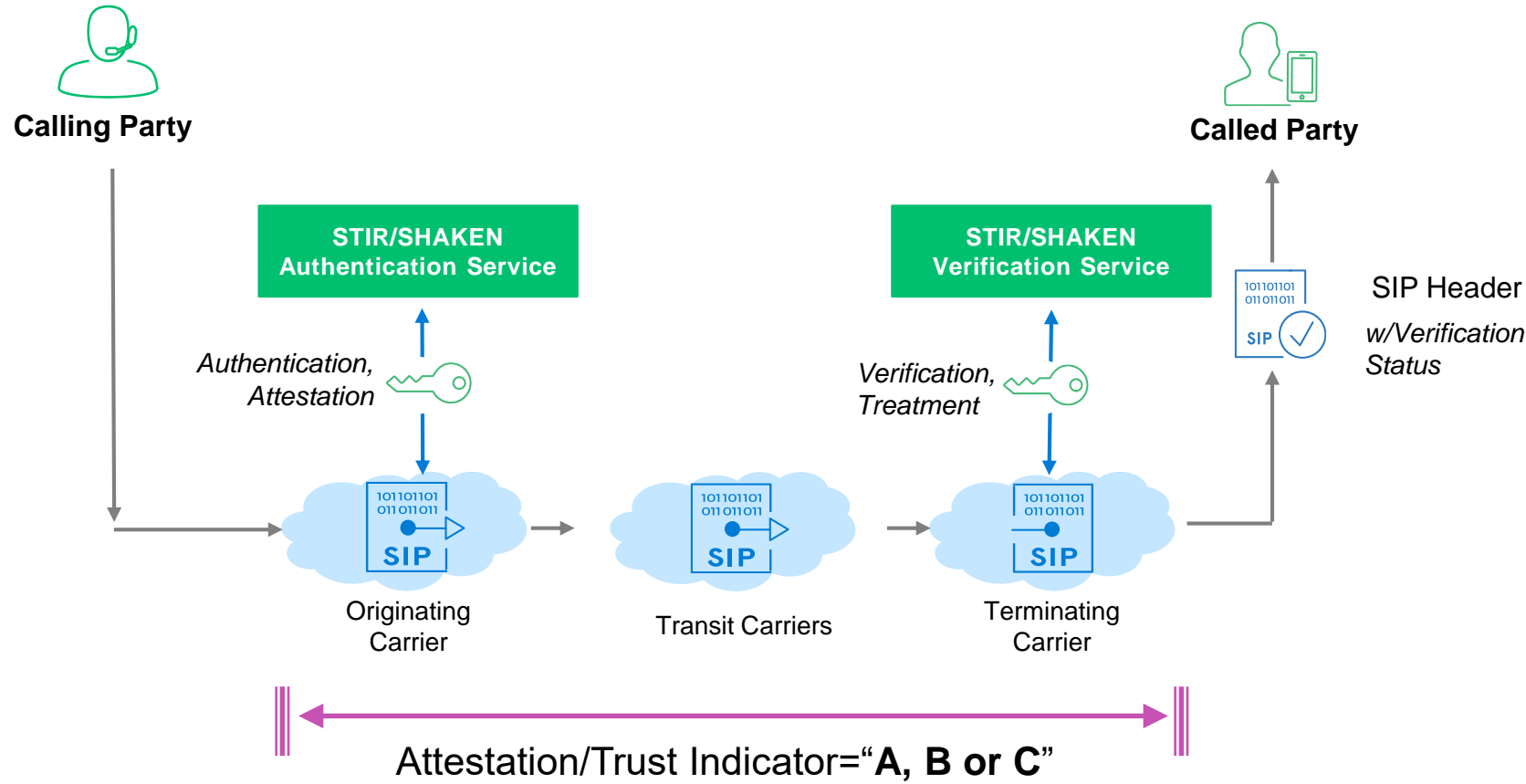
STIR: Secure Telephony Identity Revisited

SHAKEN: Secure Handling of Asserted information using to**KEN**s

STIR / SHAKEN are the technology standards which define to digitally sign phone calls to prevent spoofing.

❖ Neustar is co-author of STIR, a contributor to the SHAKEN framework, and hosts the industry testbed for STIR/SHAKEN implementations

CALL AUTHENTICATION EXAMPLE



ENTERPRISES WANT CALL AUTHENTICATION

SHAKEN is a carrier solution.

Enterprises cannot sign their calls.
They worry their calls will be
blocked or tagged as spam.

Enterprises want to self-attest or
have carriers sign on their behalf.

Enterprises want device
distribution to maximize reach.



WHICH ENTERPRISES GET HIGHEST LEVEL OF ATTESTATION?



Enterprises that let carriers manage their numbers, with numbers from and connectivity to a single carrier, will likely get an “A” attestation.



There are gaps/questions for enterprises with **common scenarios**:

- Enterprises with legacy TDM telecom infrastructure
- Enterprises who receive SIP trunks from carriers and manage their own numbers
- Enterprises that receive number blocks from multiple carriers, and use Least Cost Routing (LCR) for outbound traffic
- Enterprises that use “legitimate spoofing” to provide alternate callback numbers
- Enterprises that make outbound calls from toll-free (8XX) numbers
- Enterprises that outsource to call center providers

There is growing consensus that carriers will only trust “A” attestations. Most complex cases above will likely receive attestation of “B” or “C”.

CERTIFIED CALLER: SIGN YOUR OUTBOUND CALLS



FEATURES

ENTERPRISE NETWORK INTEGRATION

- Integrate STIR/SHAKEN to authenticate outbound and verify inbound calls, even if underlying operator does not support STIR/SHAKEN

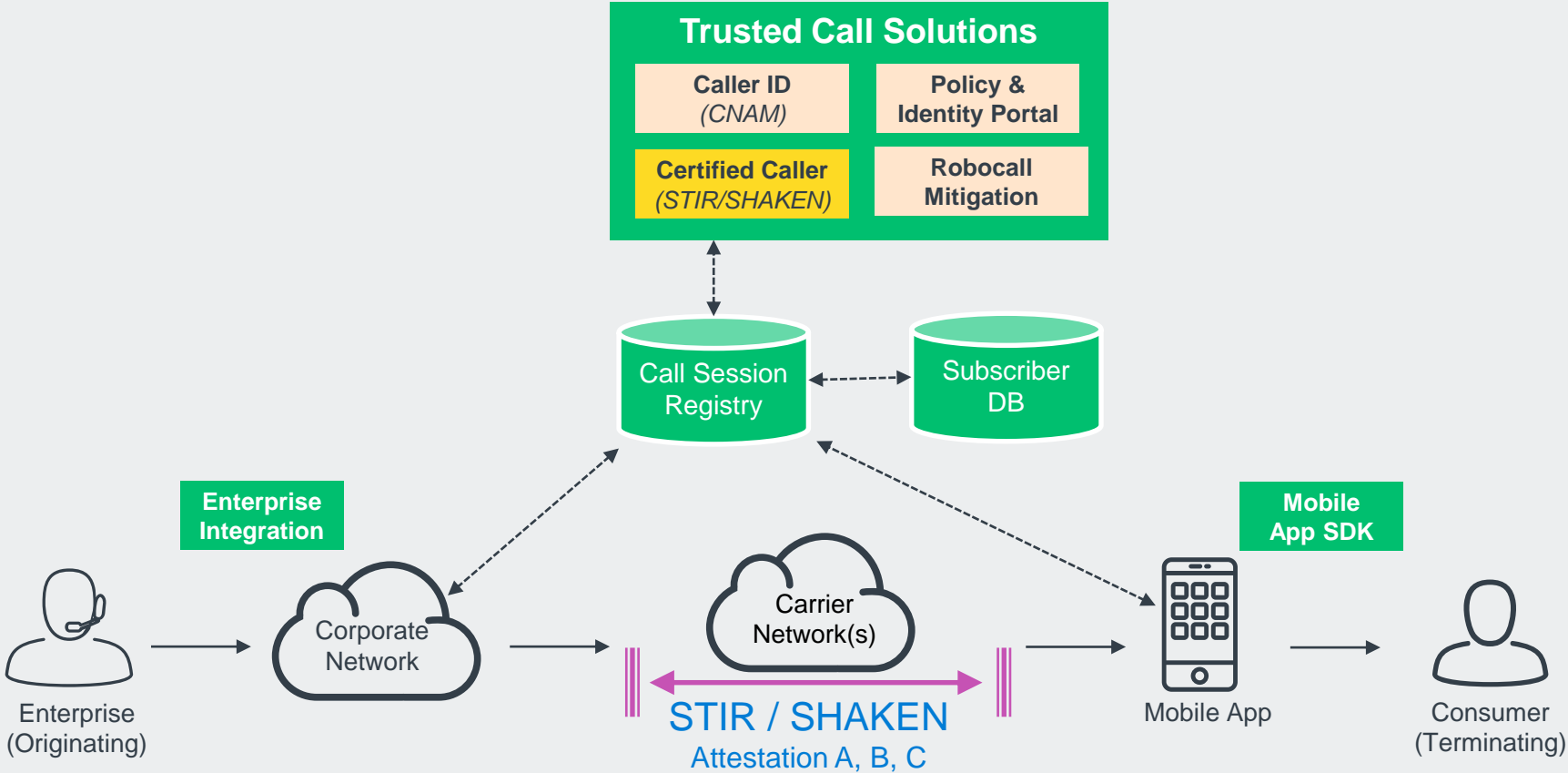
CARRIER NETWORK INTEGRATION

- Commercial, fully-compliant STIR/SHAKEN implementation

CERTIFICATE DELEGATION (PILOT)

- Neustar defining certificate delegation mechanism with carriers & enterprises

ENTERPRISE INTEGRATION: Business → Customer Mobile



POLL QUESTION

**What stage of PLANNING for
call authentication technologies
are you?**

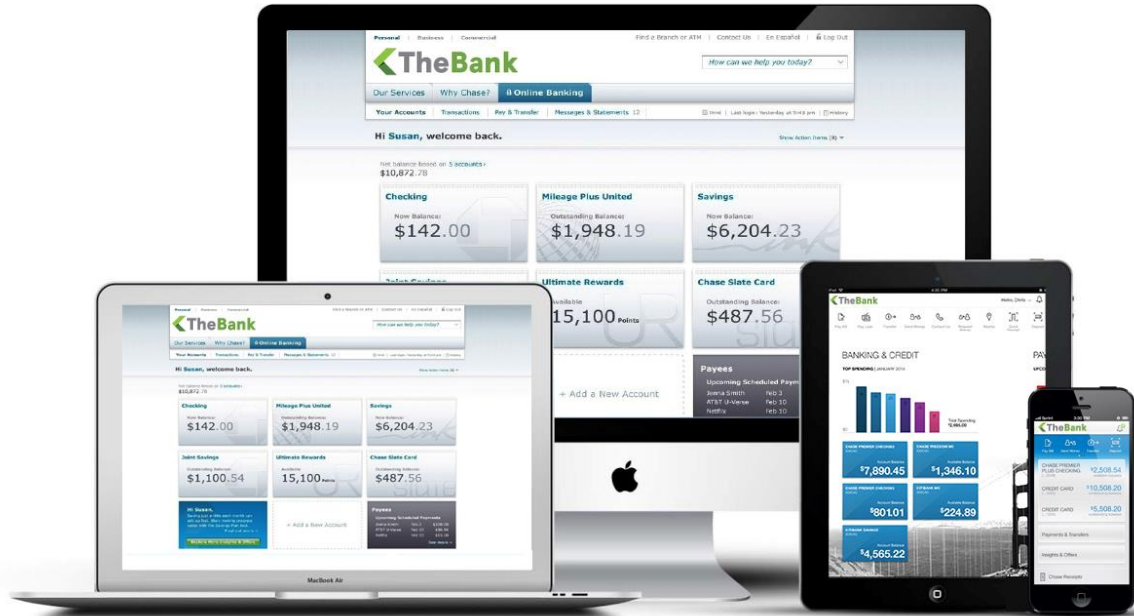
- 1. Complete / Near Complete**
- 2. In Progress**
- 3. Planning**
- 4. Haven't Started**
- 5. No Plans**



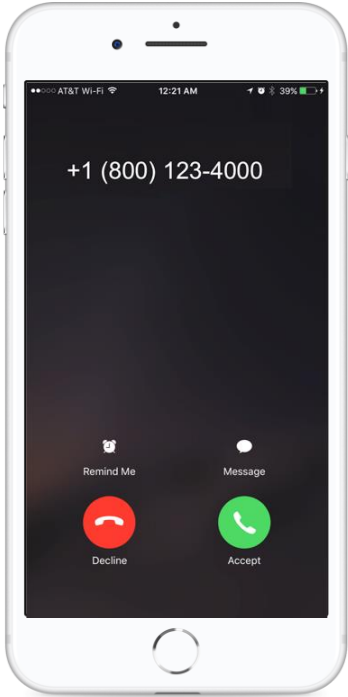
LATER

TRANSFORM THE CALL EXPERIENCE

THE CALL EXPERIENCE DOESN'T MEASURE UP

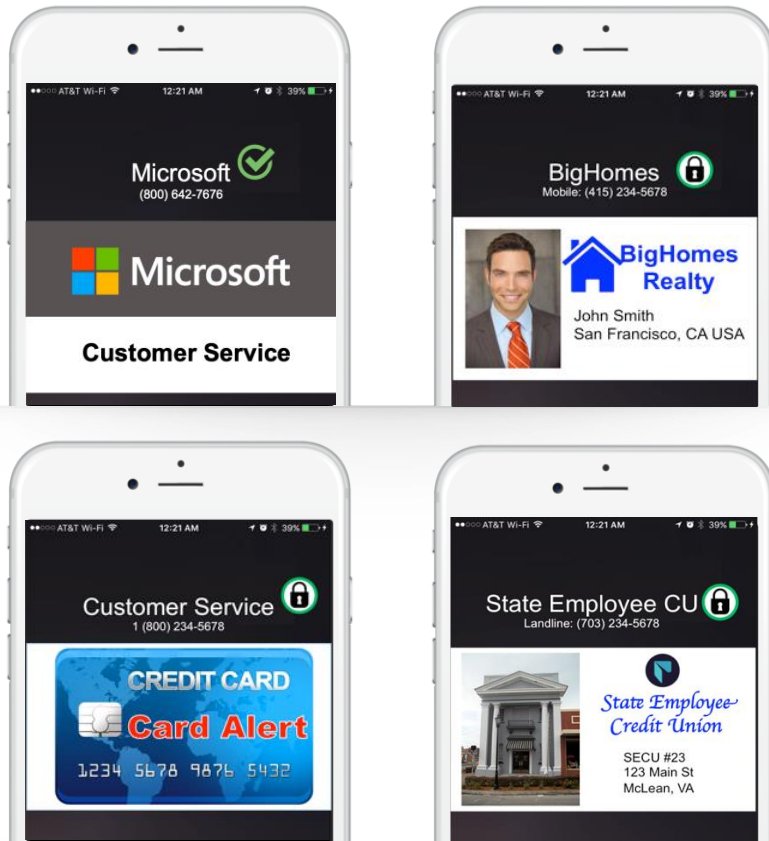


Digital user experience is amazing



But call experience is poor

BRANDED CALL DISPLAY: ENHANCE THE MOBILE CALL EXPERIENCE



FEATURES

PERSONALIZED

- Enhance caller identity with a customized brand display for an differentiated and enriched mobile call experience
- Add a targeted message to deliver a personalized branded experience

CONTEXTUAL

- Give customers a reason to answer and to engage in the conversation
- Display call authentication / verification result

RICH ENHANCED CONTENT

- Leverage the mobile screen with logos, images and e-business cards for a rich multimedia display
- Provide expanded name information, business location, title, department

BRANDED CALL DISPLAY: CARRIER PILOT

Collaborative Pilot

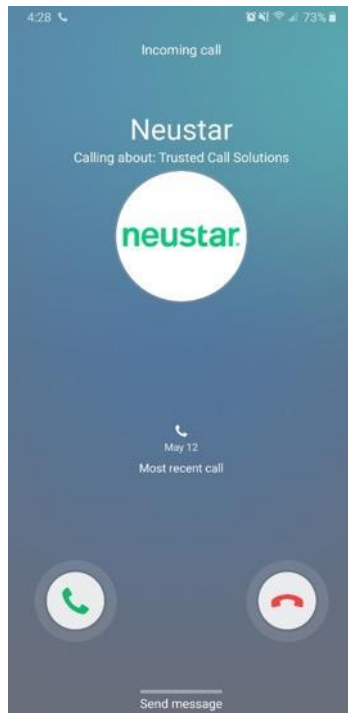
Pilot with 12 enterprises, with carrier and mobile app partners for end-to-end integration

Integrated platforms to register and manage enterprise branding (logos, phone numbers, etc.)

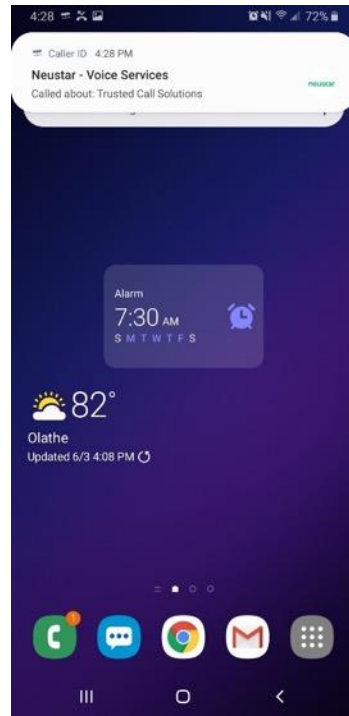
Branded calling for enhanced call experience

Compelling results in improved engagement

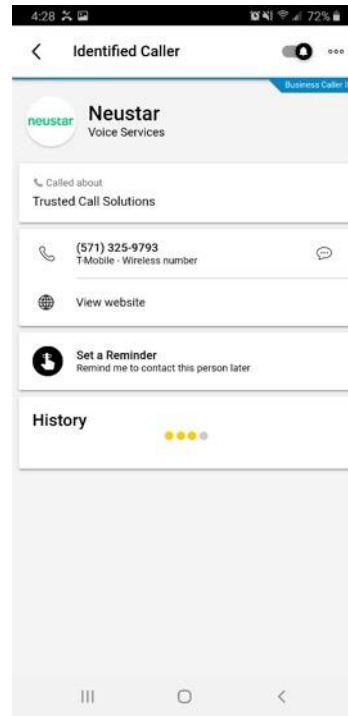
1. Incoming Call Screen



2. Post-Call Notification



3. Call History Log



BCD CASE STUDY: SURVEY ENTERPRISE

Industry:	Market Research / Survey / Data Collection								
Product/Services	<ul style="list-style-type: none">• Political polls• Health research• Government program research								
Branded Call Display Pilot activity	<ul style="list-style-type: none">• Participating in Branded pilot during 2nd half of 2019• Approximately 1 million calls per year across campaign survey• Initial pilot results across a sample of 15K Branded calls• Branded display includes Survey Name, Survey Logo and Called Intent reason. Post call content includes Business Type and Business Website.								
Branded Call Display Results	<table><tr><th>KPI</th><th>Sample</th><th>Rate</th><th>Control:Test Lift</th></tr><tr><td>Live Answer Rate</td><td>Control Branded Test</td><td>18.2% 28.48%</td><td>56% ↑</td></tr></table>	KPI	Sample	Rate	Control:Test Lift	Live Answer Rate	Control Branded Test	18.2% 28.48%	56% ↑
KPI	Sample	Rate	Control:Test Lift						
Live Answer Rate	Control Branded Test	18.2% 28.48%	56% ↑						

POLLING QUESTION

What is the MOST IMPORTANT driver to your organization for implementing call authentication?

- 1. Regulatory Compliance**
- 2. Risk & Security**
- 3. Customer Retention / Care**
- 4. Customer Growth / Experience**

WRAP UP

EVOLUTION: TRUSTED CALL SOLUTIONS FOR ENTERPRISE



Caller Name Optimization

Manage how name & brand appears on calls, and protect against blocking / mislabeling



Certified Caller

Digitally sign outbound calls to assure customers, and battle unwanted inbound robocalls



Branded Call Display

Personalize mobile screen for contextual and branded customer call experience

HERE'S WHAT OUR CUSTOMERS SAY

NEUSTAR CUSTOMER STATISTIC

75% of surveyed organizations agree that Neustar has enhanced how their brand displays.



Source: TechValidate survey of 20 users of Neustar

Validated Published: Jan. 10, 2020 TVID: 8C7-6C1-D38

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TechValidate

NEUSTAR CUSTOMER STATISTIC

89% of surveyed organizations agree that Neustar has reduced or eliminated incorrect call blocking or tagging.



Source: TechValidate survey of 19 users of Neustar

Validated Published: Jan. 10, 2020 TVID: 8A0-5DF-F2A

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TechValidate

NEUSTAR CUSTOMER STATISTIC

100% of surveyed organizations agree that Neustar has increased consistency and accuracy of caller ID on their outbound calls.



Source: TechValidate survey of 19 users of Neustar

Validated Published: Jan. 10, 2020 TVID: 243-8D4-53E

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TechValidate

NEUSTAR CUSTOMER SATISFACTION RATING

A Director Call Center Operations at a large enterprise financial services company would be very likely to recommend Neustar for this reason:

“Neustar has always been a leader in communications – Having the experience working with the telecoms is a big benefit.”

Source: Director Call Center Operations, Large Enterprise Financial Services Company

Validated Published: Jan. 10, 2020 TVID: 03D-373-1A7

Based on a response of 9 to the question “On a scale of 0-10, how likely would you be to recommend Neustar?”

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NEUSTAR CUSTOMER TESTIMONIAL

“Neustar Caller Name Optimization product has improved our brand identity and enabled us to stay in touch with Blacklisting ongoing to correct the issue observed.”

— SVP/VP Operations, Medium Enterprise Banking Company

Source: SVP/VP Operations, Medium Enterprise Banking Company

Validated Published: Jan. 10, 2020 TVID: 6BF-74E-4C7

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TechValidate

NEUSTAR CUSTOMER TESTIMONIAL

“Fixed many inaccurate SPAM definitions and made it easy for us to update our caller id across carriers. The flexibility and ease of making additional changes is one of the driving factors to selecting Neustar.”

— Director Call Center Operations, Large Enterprise Financial Services Company

Source: Director Call Center Operations, Large Enterprise Financial Services Company

Validated Published: Jan. 13, 2020 TVID: 498-963-CE3

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TechValidate



YOUR PARTNER FOR TRUSTED CONNECTIONS

Thank You

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