Give Customers a Reason to Answer

Eighty-eight Percent of Business Calls to Consumers Go Unanswered

Hidden among the scams and fraud are legitimate calls that are not getting through—like information about school closures, or doctor’s appointments and test results. Consumers and enterprises still view the phone as the most important channel, but they don’t trust it.

Seventy-six Percent Want to See Company Name and Logo

Branded Call Display (BCD) lets you reassure customers it’s you calling by displaying your full name, business location, logos, e-business cards, social media links, and more, on the mobile display. At the same time, Neustar provides the STIR/SHAKEN component that verifies that the number, and the data, have not been spoofed.

BCD Gives Customers the Data They Need:

Verified: Signals that a business and the phone numbers that it uses have been vetted, so its identity is legitimate.

Authenticated: Uses digital certificates known as STIR/SHAKEN to sign and certify that the caller ID has not been compromised.

Branded: Shows the brand’s logo or identity, which helps aid recognition and recall.

Contextual: Gives the user the information they need, including the reason the business is calling.
BCD BENEFITS

Deliver a Personalized Call Experience
Providing a branded experience demonstrates a modern, digital approach, enhances customer relationships and restores trust.

Increase Answer Rates
Customers, prospects, and partners who know it’s you calling are much more likely to pick up the phone.

Reduce Costs
Reduce missed appointments and service calls by providing relevant company information, even for employees who bring and use their own devices.

Protect Your Brand
Maintain complete control over how your brand is presented, with the added assurance for the consumer that the call has not been spoofed.

A Centralized Platform for Personalizing Your Calling Brand
Neustar simplifies and streamlines authenticated branded calls for enterprises by integrating with all leading mobile carriers. You’re up and running in three easy steps:

1. Verify you’re a legitimate business and certify you have the right to use all the phone numbers you intend to use to place calls.
2. Add rich call data such as brand name and logo, as well as specifying the various calling reasons for the phone numbers, using a centralized caller identity management portal.
3. When you place a call, Neustar’s call authentication solution signs the call with a STIR/SHAKEN PASSporT. Once the call is verified end-to-end, software on the called party’s mobile phone retrieves the enhanced call data for display.

The authentication of the call, assembly of the rich content, and presentation to the user takes place in the blink of an eye.

BCD informs consumers with logos, verification status, and call reasons, even before they answer, as well as URLs and callback numbers in the call history log for completed or missed calls.

About Neustar
Neustar provides a single standards-based interface through which enterprises can sign all outbound calls via STIR/SHAKEN and deliver branded call display experiences across their carrier and technology partners, without the need to develop separate, proprietary, and non-scalable interfaces. Neustar works with carriers, mobile apps, and mobile OS providers. Learn more by reading Google’s blog post about Verified Calls, and visit our Trusted Call Solutions Center.

Part of the Trusted Call Solution Suite
BCD is just one component of Neustar’s TCS suite of solutions. Take our outbound call assessment.

Visit our Trusted Call Center to learn about resources and solutions that can help you optimize outbound call operations, increase contact rates, improve the customer experience and protect your brand reputation.