



# Now You Can Verify Your Own Calls with STIR/SHAKEN to Prevent Spoofing

Unwanted robocalls and illegal caller ID spoofing have made consumers wary of answering the phone. Close to 90 percent of business-to-consumer calls go unanswered.

As more and more service providers implement [STIR/SHAKEN call authentication](#) to protect enterprises and consumers from call spoofing and scams, legitimate business calls to customers may be blocked or marked as spam. Typically, in the STIR/SHAKEN ecosystem, only service providers can digitally sign calls. As a result, critical calls made by enterprises may receive a "B" attestation and/or be labeled as spam or blocked. This is known as the "attestation gap."

Enterprise Certified Caller (ECC) enables you to digitally sign your calls, and authenticate your outbound calls with the highest possible attestation level. The rest of the ecosystem is then notified that the caller ID has not been spoofed, and ensures your call receives the proper call treatment by other service providers. In addition, ECC extends the chain of trust from the enterprise to the terminating carrier - enabling end-to-end authentication to prevent spoofing.

That means your customers can be sure it's you calling, and pick up. ECC is especially important for enterprises that receive number blocks from multiple providers and use Least Cost Routing (LCR) for outbound traffic and/or outsource to call centers. And for contact centers and enterprises who receive SIP trunks from carriers and manage their own numbers.

## Are Your Calls Being Marked as Spam or Blocked?

- Verify outbound calls using STIR/SHAKEN call authentication
- Participate in the digital signature process to ensure you get the highest attestation level so calls get through to customers
- Restore trust in call display data
- Protect from inbound caller ID spoofing

**ECC BENEFITS****▪ Verify Outbound Calls**

Compliant with latest STIR/  
SHAKEN standards with  
continuous implementation of  
new software capabilities.

**▪ Validate Inbound Calls**

Leverage STIR/SHAKEN caller ID  
verification as a input to validate  
legitimacy of inbound calls.

**▪ Flexible Deployment Options**

Easily integrate into your  
enterprise network environment.

**▪ Protect Your Brand**

Prevent your numbers from  
being spoofed by providing end-  
to-end authentication.

**▪ Enable Branded Calling**

Establish technological  
foundation to ensure branded  
calls (adding logo, reason  
for call, etc.) are secure and  
authenticated, and can be  
trusted.

## Take control of your call experience by signing your own calls

ECC gives enterprises the control you need to ensure customers get top level service. ECC can be deployed in multiple enterprise network environments to enable STIR/SHAKEN call authentication to verify outbound calls and validate legitimate inbound calls.

It automates the entire process of:

- Generating a private/public key pair to sign calls
- Digitally signing outbound calls with an attestation level of "A"
- Verifying incoming signed phone calls

## The Importance of Attestation

STIR/SHAKEN uses vital information about the originating caller to assign an attestation rating of A, B, or C to each call. These "ratings" set by originating service providers (OSP) indicate how certain they are that the outgoing call is made by the owner of the number and that the OSP has authenticated the right of the caller to use the phone number.

The receiving carrier (terminating carrier) uses a decryption key and the attestation rating to validate the caller's number and help identify spoofed calls.

Depending on the call treatment algorithm used by your service provider, customers will be notified with a symbol, verification keyword, or alert indicating that the incoming call has been validated. If the call cannot be verified, the carrier may block the call and/or alert the call recipient to a potential scam call.

Neustar is a pioneer in call authentication as co-author of STIR standards, contributor to the SHAKEN framework and exclusive operator of the [ATIS Robocalling Testbed](#), where real-world STIR/SHAKEN implementations are tested for interoperability with Neustar's reference implementation.

### Part of the Trusted Call Solution Suite

ECC is just one component  
of Neustar's TCS suite of  
solutions. [Learn more.](#)

**LEARN MORE**

Contact Neustar's team of experts by visiting  
[www.home.neustar/trusted-call-solutions](http://www.home.neustar/trusted-call-solutions) or call 1-855-898-0036