



# Transform the Calling Experience

Despite the wide variety of communication channels that are available to businesses today, phone calls remain essential for reaching customers with sensitive or urgent information. The challenge is that in today's climate of excessive robocalls and caller ID spoofing, calls are no longer being answered. In response, Congress recently passed the Telephone Robocall Abuse Criminal Enforcement and Deterrence (TRACED) Act, which mandates voice service providers to provide call-blocking services and call authentication at no cost to consumers. Although the intent of these new regulations is commendable, one drawback is that legitimate calls from authentic businesses can be mistakenly mislabeled as spam or blocked, negatively impacting a brand's operations and reputation. The result has been that contact center rates have plummeted and industries that rely on the voice channel are suffering.

The voice calling fraud epidemic has severed our trust in phone calls, leaving businesses to find a way to reconnect with their customers. Forward looking business leaders are putting tools in place to navigate this new telecommunications ecosystem. Technology has advanced, allowing savvy businesses to mitigate erroneous call blocking while, adding richer identity and context to their calls. In effect, proactive businesses are seeing increased contact rates as customers are more willing to trust and engage with their brand.

## IMPROVE OUTBOUND CALLING RESULTS

- Directly manage the name displayed for your business on outbound calls
- Protect outbound calls from being erroneously flagged as 'spam' before reaching the customer
- Defend against fraudulent impersonations of your brand
- Earn customers' trust by authenticating your outbound calls
- Enrich the mobile calling experience with a customized branded display
- Save time and operational costs by reaching customers on the first call



### Caller Name Optimization

Ensure consistency of the calling name displayed on over 100 million landline and VOIP devices, and tens of millions of mobile devices.



### Certified Caller

Authenticate caller identity for outbound calls and verify inbound calls.



### Branded Call Display

Enhance the way your brand is displayed on millions of mobile devices.

## Deliver a More Trusted Call Experience

Neustar's Trusted Call Solutions suite of services helps businesses to more effectively connect with their customers:

**Caller Name Optimization** allows your business to manage and customize outbound Caller Identity through a centralized online portal. This process protects your business from inaccurate mislabeling, spam tagging and blocking and discourages fraudsters from targeting your brand. Key features of Caller Name Optimization include:

- **Caller Name Management** – Update the name displayed for your business across landline and mobile phones. These updates apply across 850+ voice service providers and leading caller ID apps.
- **Spam Tag Mitigation** – To stop spam mislabeling, designate and register blocks of verified business numbers used for outbound calling across the telecom ecosystem.
- **Do-Not-Originate (DNO)** – To deter spoofers from abusing your brand, designate verified in-bound only business numbers.
- **Monitoring** – Monitor your brand's calling reputation and receive alerts of unusual activity.
- **Brand Protect** – Get notified when others attempt to register telephone numbers with your business name.

**Certified Caller** authenticates your outbound calls via digital signature so that customers are confident answering your call. Key features of Certified Caller include:

- **Enterprise Network Integration** – Integrate STIR/SHAKEN technology – protocols to digitally authenticate calls – with your call center platform or enterprise calling network to ensure the highest level attestation for your outbound calls.
- **Mobile App Integration** – Certified Caller authentication can be integrated with your brand's mobile app.

**Branded Call Display** enriches the mobile call experience by displaying additional content and context to the customer before they pick up the phone. Branded Call Display allows businesses to:

- **Personalize** the call experience with targeted messaging for each audience.
- **Contextualize** the call by providing key identifiers such as caller name, business location, title, and department.
- **Convey trustworthiness** by authenticating each call with a verification mark.
- **Visually enhance** the call for smartphone users by displaying company logos, images, and e-business cards.

## KEY STATS

Americans receive 2,000+ robocalls every second, over **40%** of which are scams

**\$493 million** was lost to call scams in 2019

**74%** of consumer fraud in 2019 began with a phone call

The **number one** consumer complaint to the FCC is regarding unwanted calls

**72%** of companies report voice as the second most important channel for outbound communications

**63%** of companies say the voice channel is critical to meeting customer service goals

Only **18%** of outbound calls from companies are answered

**70%** of consumers do not answer their phone if the caller ID is anonymous or an unrecognizable number

**75%** of consumers report missing important calls

**88%** of consumers are more likely to answer if they are certain of who is calling

## Why Neustar?

Neustar's position as a neutral information services provider, leading provider of caller identity services and coauthor of caller authentication standards enables us to deliver a set of integrated, market-leading trusted call solutions for enterprises, call center operators and carriers alike.

Our long-standing work in the industry gives us a broad perspective on caller identity, deep expertise in advanced analytics and identity verification and a unique ability to bring key stakeholders together to address the current ecosystem challenges introduced by robocalling and call fraud. We provide Caller Identification services to over 800 carriers and identity resolution solutions to over 7,000 leading brands and businesses.

We are pioneers in call authentication as the co-author of STIR standards and early contributor to the SHAKEN framework, and we play an ongoing leadership role in defining industry standards with ATIS, IETF and CRTC. We provide the industry's reference implementation of STIR/SHAKEN as the exclusive operator of the ATIS Robocalling Testbed, where real-world STIR/SHAKEN implementations are being tested for interoperability, and Neustar leads the industry in commercial call authentication deployments.

## LEARN MORE

Improve contact rates, deliver better call experiences to engage customers and protect your brand with Neustar Trusted Call Solutions.

For more information, contact us at **1-855-898-0036** or email [communications@team.neustar](mailto:communications@team.neustar) or visit [www.callerid.neustar](http://www.callerid.neustar).