



Protect Subscribers from Illegal Robocalling

With almost 5.1 billion robocalls received by Americans each month, 4.5 million consumer complaints about robocalls to the Federal Trade Commission and [\\$10 billion](#) lost by call scam victims per year, the time is now to improve your subscribers' call experience.

While the Federal Communications Commission (FCC) has put rules in place that allow carriers to block 'likely fraudulent' robocalls before they reach subscribers, there is a lot more to do to ensure the right calls are blocked.

Apps that detect spam and tag the call with an alert warning are helpful to mobile phone subscribers. And it's important to offer these same features for calls to landline phones, since 49% of American households are still using wireline.

With 97% of business calls unanswered, it's critical to help your enterprise and SMB customers manage and protect their brand, improve call answer rates and deliver a better customer experience when calling customers.

IMPROVE THE CALL EXPERIENCE

Accurately detect illegal robocalls and caller ID spoofing to help subscribers avoid answering unwanted and scam calls

Stop scammers by blocking or tagging potentially fraudulent calls

Empower subscribers with a visual warning of suspicious calling numbers

Ensure legitimate calls go through so subscribers get the calls they want and businesses can relay important information to their customers

Improve call answer rates and customer engagement for business calls

KEY STATS

5.1B robocalls per month in 2018

4.5M consumer complaints to FTC re: robocalls in 2017

97% of business calls unanswered

Phone calls #1 preferred contact channel by majority of population

90% of consumers have received fraud calls

90% of US landlines have adopted Caller ID

88% of consumers are more likely to answer if the caller is identified

Deliver Trusted Calling Experiences

Neustar Robocall Mitigation solution combines behavioral analytics, caller authentication and verification to help accurately identify robocalls, caller ID spoofers and call scammers.

Key Features

- **Authoritative Data:** Neustar's reliable proven data integrated with a broad range of sources, helps to identify, flag and classify risk of a phone number and calculate a fraud score
- **Advanced Fraud Detection:** Behavior analysis and tracking of abnormal and unexpected calling patterns to detect high volume robocalling, spoofing and suspicious call activity
- **Subscriber Notification:** Override Caller Name 15-character display to warn subscribers of suspicious calls across 800+ operators (landline, cable, mobile & VoIP)
- **Call Blocking Support:** Identification of invalid, unallocated and unassigned numbers as per FCC Report & Order (Nov 2017) to accurately identify which calls to block
- **Blacklisting:** Allow verified enterprises to specify inbound-only Do-Not-Originate numbers to help identify caller ID spoofing
- **Register Verified Business Numbers:** Allow verified enterprises to specify legitimate outbound numbers to prevent inadvertent blocking or spam-tagging
- **Web-Based Dashboard:** Near real-time access to service metrics and analytics
- **Flexible Policy Engine:** Allow customers to define their own Caller Name override policy based on their company's regulatory rules and requirements

Today, Neustar can deliver a trusted calling experience

- Leverage CNAM data analytics to alert customers
- Supports FCC Robocall Blocking Order
- Policy engine supports customizable business rules for display
- Specify inbound-only, DNO numbers to create authoritative blacklist
- Specify legitimate outbound numbers to create authoritative list of verified business numbers



To learn more, visit www.callerid.neustar