

Answering Ecosystem Needs for Secure Branded Calls

Addressing Industry & Technology Gaps for More Trustworthy Caller Information

The rise of telecom fraud by 12% since 2021, coupled with increasing consumer skepticism regarding unrecognized calls, presents notable challenges for businesses aiming to effectively reach their audiences. Our research indicates that **76%** of Americans are unlikely to answer calls from unknown numbers, while **74%** report receiving calls from entities they do not trust. This environment of distrust significantly impacts communication efficacy between businesses and their customers.



Fraud in all Channels

Doing nothing or switching communications channels allows identity-fraud to continue and isn't a solution, but a mere temporary band-aid of avoidance.



Regulatory Oversight

Missing participation, guidance, consensus, and collaboration at the standards-level, signals the need for the industry to respond.



Verification Method

Disparate data creates a fragmented ecosystem and lack of trust across all providers.



End-to-End Security & Trust

Current communications infrastructures and technologies do not transmit and present verified identities with branding in a secure way or that prioritizes trust in the "Who" and the "Why" of the call.



Enterprise Control

Enterprises currently lack the control to determine how their identities are transmitted and displayed, plus, limitations with Caller ID and CNAM technologies leave brands vulnerable to discrepancies and 3rd party tampering.

Branded Calling ID (BCID)

To address ecosystem needs for a more secure and trustworthy branded calling ecosystem to address rising identity fraud, TouchTone is now an Authorized Partner to deliver CTIA's Branded Calling ID™ (BCID™) via our **Secure Verified Identity Presentation (sVIP)** solution.

Join the ecosystem for a secure pathway that originating service providers can use to deliver trusted, verified branded calls to consumers.

