TouchTone
communications

TO SCHEDULE A DEMO, TALK PRICING, OR FOR ADDITIONAL INFORMATION:
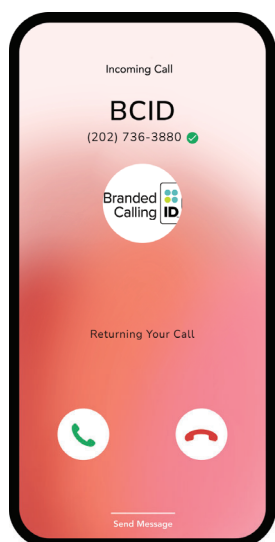800.900.3668   •   sales@touchtone.net   •   www.touchtone.net

Branded Calling ID (BCID)™

Authorized Partner **ID**™

The Challenge of Increased Spam Calls: Impacts on Legitimate Business Communications

The surge in robocalls and phone scams has caused consumers to lose trust in the voice network. Calls from trusted organizations—such as healthcare providers, schools, financial institutions, and government agencies—are increasingly being dismissed as communications from an "Unidentified Caller." As a result, consumers are missing critical and time-sensitive communications, including appointment reminders, emergency/account notifications, and service updates.

This loss of trust in the voice channel not only undermines customer engagement, but also threatens public safety and the operational efficiency of legitimate enterprises.

Incoming Call

BCID
(202) 736-3880 ✓

Branded Calling **ID**

Returning Your Call

Send Message

Restore Trust in Voice Calls with BCID

Branded Calling ID™ (BCID) offers a secure, end-to-end calling ecosystem governed by CTIA and is designed to help verified businesses deliver trusted, branded calls that get answered. It is the only industry-led, standards-based Rich Call Data (RCD) solution built to enable secure and recognizable voice communications across participating U.S. mobile carriers. Developed by the telecom industry, BCID is engineered to be secure-by-design and fully aligned with federal compliance standards, including STIR/SHAKEN protocols.

As one of the first Authorized Partners in the BCID ecosystem, TouchTone Communications now offers fully verified BCID, enabling businesses to display authenticated caller details—such as name, logo, and call reason—directly on recipients' mobile screens. This visibility helps ensure that important calls are recognized, trusted, and answered.

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How BCID Works

BCID leverages the FCC-mandated STIR/SHAKEN call authentication framework to verify the caller's identity. It then enriches the call with branded elements using Rich Call Data, ensuring both technical trust and visual recognition.

With BCID, businesses can:

- ☑ Improve call answer rates and customer engagement

- ☑ Strengthen brand credibility and trust

- ☑ Deliver a seamless, secure calling experience

Join the Ecosystem of Trusted Voice Communications

The ability to clearly and credibly identify calls has never been more essential. BCID gives businesses the tools to re-establish voice as a reliable and effective channel.

The Branded Calling ID Ecosystem is the Difference

On Service, Across Networks

Branded Calling ID is designed to work seamlessly across nationwide networks, so enterprise businesses can deliver trusted, branded calls to their consumers.

Most Secure Branded Calling Solution

Two layers of rigorous vetting and validation plus cryptographically signed, in-band conveyance of Rich Call Data make Branded Calling ID the most secure end-to-end solution available in the marketplace.

Authorized Partner **ID**