



**BRANDED COMMUNICATIONS**

# Trusted Call Solutions

**OVERVIEW**

## Help restore trust in the phone to better improve the customer experience and increase engagement

The voice channel can be essential to enhancing the customer experience. Yet 88% of business calls go unanswered because customers fear illegal robocalls, phone scams, and identity spoofing<sup>1</sup>. For enterprises that depend on the global voice ecosystem for global commerce, and communications service providers (CSPs) that deliver and authenticate calls across networks, we help enable trusted connections to make every touchpoint count.

The bottom-line benefits of our Trusted Call Solutions (TCS), are clear:

**Enterprises**

Enhance outbound call operations, increase contact rates, improve the customer experience, and protect your brand reputation.

**Communications Service Providers (CSPs)**

Implement STIR/SHAKEN call authentication, protect consumers, and empower enterprises with new revenue-generating services.

**TRUCONTACT™ TRUSTED CALL SOLUTIONS**

We offer a full suite of Trusted Call Solutions (TCS), to help CSPs and businesses better protect customers from fraudulent calls while letting legitimate calls through. Help future-proof customer contact with a reliable approach to manage the consistency of enterprise brand identity and business information displayed to consumers.

**OUR TCS SOLUTIONS INCLUDE:**

**Branded Call Display (BCD)**

Give customers a reason to answer and improve customer engagement with our award-winning BCD. Now you can add Rich Call Content (RCD), including name, number, logo, reason for the call—and verification the call hasn't been spoofed—to the mobile display.

**Spoofed Call Protection**

With our award-winning solution, enterprises can digitally sign their own calls to prevent bad actors from impersonating their brand, and help legitimate calls get through to customers.

<sup>1</sup> TransUnion-commissioned research by Boston Consulting Group

Our Trusted Call Solutions are underpinned by call authentication and vetting, which can help ensure participants in the ecosystem can be trusted, while enabling organizations to tailor call treatment to meet their specific business needs.

Vetting helps enterprises verify the entity, business purpose, intent of calls, and ownership of telephone numbers to identify legitimate call originators.

#### **Global Trust Lab**

Join the Global Trust Lab and help reduce robocalls and nuisance calls internationally. The Trust Lab serves as the industry's virtual testbed for CSPs, equipment manufacturers, software suppliers, and enterprises the ability to remotely test solutions to validate the effectiveness of caller authentication standards developed by the Internet Engineering Task Force (IETF), ATIS, and other international standards bodies.

[Learn more about our testbeds](#) in the U.S., Brazil, and Canada.

Email [PDLGlobalTrustLab@transunion.com](mailto:PDLGlobalTrustLab@transunion.com) for more information.

#### **EXPERIENCE A MODERN, DIGITAL APPROACH TO TRUSTED COMMUNICATIONS**

We are a leader in identity resolution with the industry's most authoritative data and insights to restore trust in communications.

Our award-winning, patented solutions offer many benefits:

##### **Trusted, continuously corroborated sources**

Leveraging hundreds of data sources, both proprietary and customer-sourced, we continuously corroborate consumer and device identity in near real-time.

##### **Broad telecom reach across the ecosystem**

Gain extensive coverage of wireless, VoIP, and non-public telephone numbers and leverage unique predictive insight into billions of call transactions.

##### **Near real-time data enabling informed decisions**

Enhance processes and automate updates with current and complete landline and wireless data to make better informed decisions.

##### **Work with leading carriers**

We manage caller ID across over 850 carriers—and are trusted by thousands of leading brands and enterprises in financial services, government, healthcare, insurance, and more.

**Trusted Call Solutions (TCS)** enable authenticated communications and enhance customer outreach.

Learn more about our Trusted Call Solutions here:  
[transunion.ca/trucontact](https://transunion.ca/trucontact)

