OUTBOUND CALL TRUST

Help customers answer your calls again.

SecureLogix®

Call Branding | Outbound Spoofing Protection | Call Number Management

87% of Calls Go Unanswered

Trust in Caller ID is at record lows due to the dramatic rise in robocalls, phone scams, and calling number spoofing. Most customers are reluctant to answer calls from unidentified numbers. The results? Roughly nine (9) out of ten (10) outbound calls from businesses to their customers are not being answered.

Spoofing & Fraud

Corporate calling numbers regularly fall victim to spoofing, a fraudster's attempt to manipulate the calling number displayed on outbound calls to impersonate a legitimate individual or company as the caller. Impersonation scams over phone calls are largely used to commit information theft & financial fraud. It is critical that companies prevent the use of their legitimate business numbers in spoofing attacks by fraudsters. Spoofed calls using your corporate numbers can significantly damage your corporate brand and reputation as customers associate scam activity with your brand and report your phone number to the analytics vendors and fraud-reporting authorities. This will result in legitimate calls from your company being labeled "spam" or "fraud."

Increased Costs & Lost Revenue

Destruction of call trust has made it increasingly difficult for the enterprise to effectively and safely utilize the voice channel to transact with customers. Whether attempting to coordinate home deliveries, complete financial transactions, execute successful promotional or recall campaigns, confirm appointments, or follow-up on medical procedures and other service engagements, these missed connections dramatically disrupt business operations, dampen sales revenue, and increase costs, all while lowering customer satisfaction levels and corporate brand strength.

Mounting Pressure on Contact Centers

Frustration levels for contact center personnel is at record highs, as it becomes increasingly difficult to reach and transact with customers. Contact center turnover (staff loss) rates are increasing as employee satisfaction levels plummet. The resulting increases in contact center operating costs and loss of corporate morale are placing heightened pressures on contact center team managers.

↓ *answer rates*

> 87% of calls go unanswered as customers ignore calls from unknown #s

↓ *revenues*

> Lower answer rates increase costs and negatively impact revenues and brand

↓ *satisfaction*

> Degraded call trust decreases customer satisfaction & contact center staff morale

↑ *spoofing*

> spoofed calls damage your corporate reputation & depress answer rates

↑ *risk*

> call branding is at increased risk of spoofing compared to traditional caller ID

↓ *reputation*

> call branding without strong spoofing protection risks call answer rates & reputation

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## A Single, Low-Friction, Secure Solution for Call Branding

The SecureLogix® Contact™ Call Branding Service provides centralized, secure call branding capabilities to increase enterprise call answer rates across all major service providers while protecting calls and corporate reputation from spoofing.

The Contact™ service restores customer trust in your calls, resulting in increased revenue, lower operational costs, improved agent productivity and morale, and higher customer satisfaction and corporate reputation.

Full Call Branding Displays to Increase Call Answer Rates

With call branding display capabilities through SecureLogix, you can restore trust with your customers and signal to them that your calls are legitimate through enhanced call displays including your full corporate name and logo, trust verifications, reason for call and other rich call data display information. Branding increases answer rates by 30% on average.

87% | of calls go unanswered
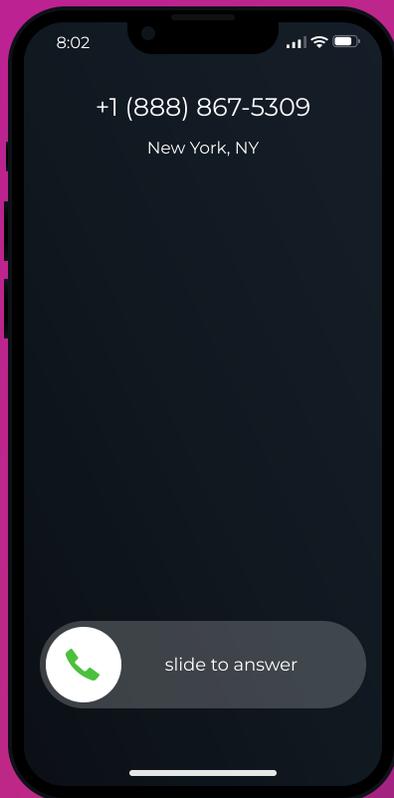
30% | avg. increase in answer rates
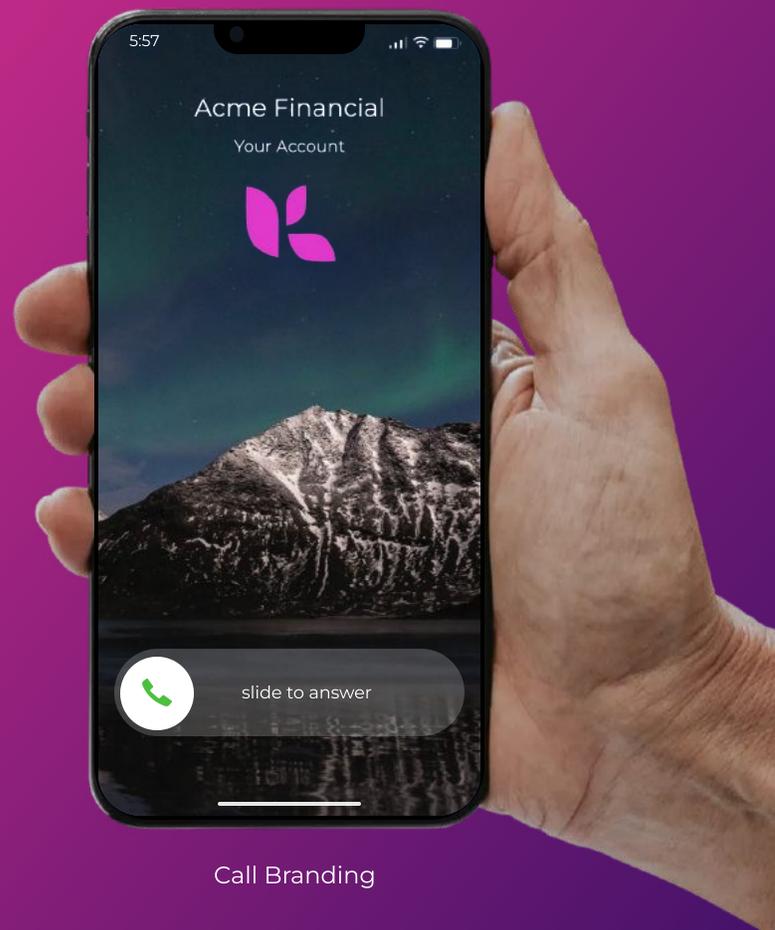
Call Branding

Benefits

- 30% average increase in call answer rates

- Full protection of corporate & calling numbers reputation

- Unified call branding and number reputation management & security solution

- Broad coverage across U.S. wireless devices

- Full call branding display capabilities

- Industry-leading, carrier-integrated call spoofing protection
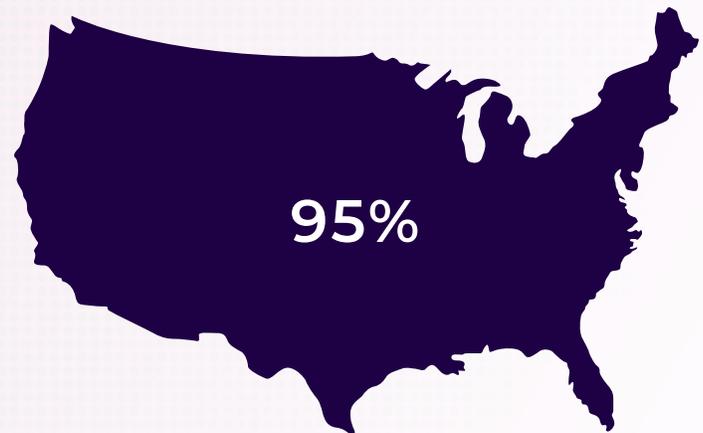
- Full security call treatment control & blocking

- Full reporting, analytics, & management support from industry's most experienced call security & trust specialists

- Secure branding integration with full SecureLogix solutions portfolio covering inbound security attacks and authentication needs

A Unified, Low-Friction Solution Providing Broad Coverage of Outbound Calls to Wireless Devices

Most call branding solutions are piecemeal in terms of their capabilities and call coverage across the major wireless service providers. Contact™ call branding service from SecureLogix® provides a unified outbound call branding solution with broad call coverage across major wireless carriers, resulting in outstanding branding coverage for wireless subscribers.

95%

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TrueCall™

Industry Leading Call Spoofing Protection

The same security issues that destroyed trust in traditional caller ID remain when you brand calls. In fact, call branding solutions may even enhance the ability of fraudsters to spoof calls as the call display tool set expands. Adding call branding without enhanced security and anti-spoofing protections can significantly damage corporate reputation and trust in your outbound calls and calling numbers.

The SecureLogix® TrueCall™ Spoofing Protection service integrates with the major wireless carriers and their call analytics vendors to identify and block any spoofed calls using your corporate calling numbers. Only your legitimate outbound calls pass through our carrier network level spoofing protection filter on their way to customers, and can included full branding information if you choose.

Some vendors attempt to address spoofing risks by repurposing STIR / SHAKEN standards for inbound call authentication. This secondary approach to piggyback off of "attestation" may miss some spoofed calls and is not supported by call control and blocking. Industry leading spoofing protection from SecureLogix provides full-proof, primary level call spoofing inspection analysis with full call blocking and control.

SecureLogix uniquely offers options to subscribe to call branding or spoofing protection independently or as a unified, bundled service.

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The SecureLogix® Reputation Defense™ Call Number Management Service will help remove fraud / spam labeling attached to your enterprise calling numbers. The service works to clean and restore the positive reputation scores of your existing numbers, with ongoing monitoring to maintain a healthy status.

SERVICES INCLUDE

- Quick-turn onboarding with number aggregation and registration of all corporate phone numbers of interest, even when purchased from different service providers.

- Security policy definition and coordination for Outbound Call Spoofing Protection with full monitoring and proactive updating.

- Consolidated work across all major SPs and associated analytics vendors to clean your outbound calling number reputation scores across all major SPs. Calling number scores are restored to a positive or neutral state so they are no longer labeled as "Spam," "Fraud," or "Scam."

- Consolidated vendor portal administration, change management, and unified call branding reporting across all major SPs including branded call volumes, first call and overall answer rates, contact and engagement rates, call spoofing attempts, etc.

- Coordinated calling campaign management across all SPs to ensure calls are delivered and labeled properly.

- Ongoing, rigorous Phone Number Reputation Monitoring and Management to prevent fraudulent use of your corporate calling numbers and maintain reputation for higher outbound call trust levels and answer rates.

58%
branded call answer rate

60.4%
contact rate

51.6%
first call answer rate

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FULL CALL SECURITY & TRUST

SecureLogix is the only vendor providing a single, unified solution set for the full range of voice security and call trust issues threatening the enterprise, from Telephony Denial of Service attacks, to contact center fraud, robocalls, vishing scams, malicious calls, voice spam, and call spoofing.

Industry leading SecureLogix is solely dedicated corporate-wide to solving call security and trust issues for the enterprise, and has been a trusted partner helping clients navigate the ever-evolving call security and trust risk landscape for over 20 years.
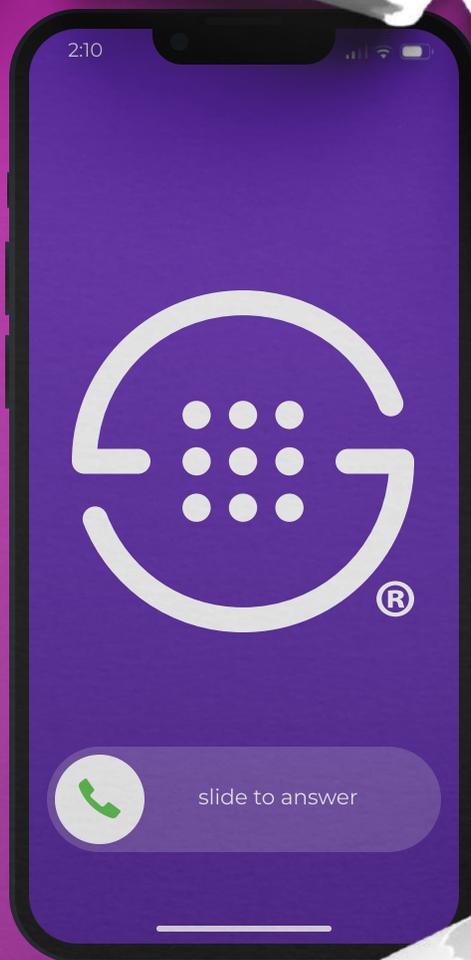
Security   **Authentication**   **Trust**

- Call Security & Voice Network Protection
- Inbound Call Authentication
- Outbound Call Trust Services

2:10

®

slide to answer

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