

ORCHESTRA ONE™

Call Authentication & Trust Service

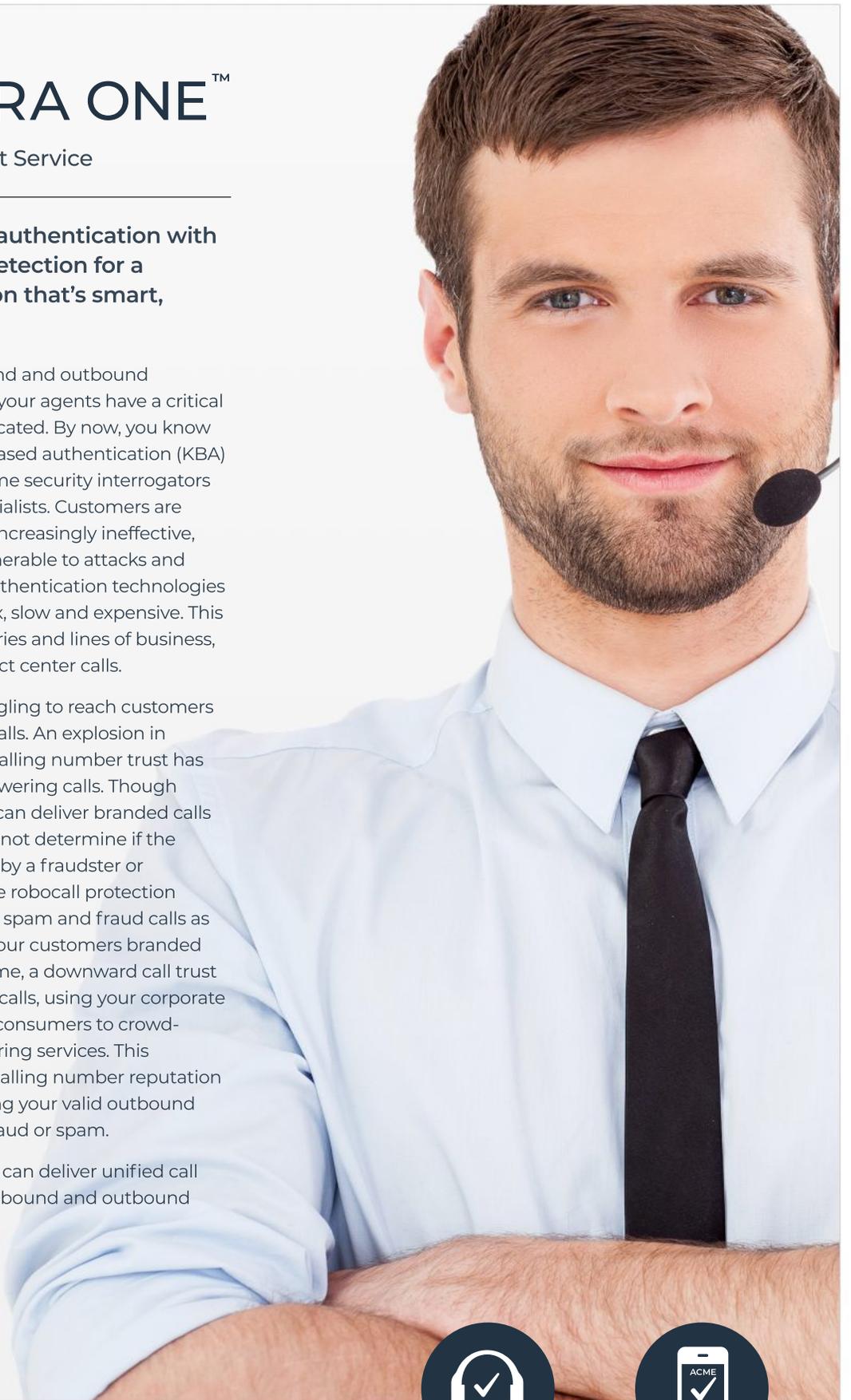
Automated, inbound call authentication with outbound call spoofing detection for a complete call trust solution that's smart, efficient and affordable.

Call trust issues plague all inbound and outbound enterprise calls. Inbound calls to your agents have a critical need to be verified and authenticated. By now, you know the problems with knowledge-based authentication (KBA) security questions. Agents become security interrogators versus consultative support specialists. Customers are frustrated. And, because KBA is increasingly ineffective, your contact center remains vulnerable to attacks and fraud anyway. Automated call authentication technologies exist, but they are overly complex, slow and expensive. This limits their use to specific industries and lines of business, or to only your highest risk contact center calls.

Meanwhile, businesses are struggling to reach customers over the phone with outbound calls. An explosion in robocalls and a deterioration in calling number trust has led many consumers to stop answering calls. Though robocall protection applications can deliver branded calls with trust certifications, they cannot determine if the calling number is being spoofed by a fraudster or spammer. As a result, these same robocall protection services are potentially certifying spam and fraud calls as trusted and delivering them to your customers branded with your company logo. Over time, a downward call trust spiral develops as these spoofed calls, using your corporate calling number, are reported by consumers to crowd-sourced fraud and spam monitoring services. This degradation of your company's calling number reputation score will lead to all calls, including your valid outbound business calls, to be labeled as fraud or spam.

Industry needs one solution that can deliver unified call authentication and trust for all inbound and outbound calls.

Now, there is ONE.



Inbound Call
Authentication



Outbound
Call Trust



ORCHESTRA ONE™

call authentication service

Our automated call authentication and spoofing detection service quickly verifies and authenticates every inbound call.

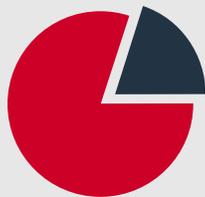
With automated inbound call authentication, your agents can get right to work without putting customers through tedious and costly security interrogations. You will increase contact center productivity and security, improve customer experiences, and lower your contact center costs. Other authentication technology vendors on the market have expensive per-call charges. Naturally, they would prefer that customers send all calls through their expensive products. But, for each call there are often several different but equally credible lower-cost methods to authenticate. SecureLogix dynamically orchestrates multiple zero-cost and low-cost metadata services to authenticate each call at its lowest possible price.

SecureLogix® orchestrates the best authentication pathway at the lowest cost for each of your calls.

We analyze and orchestrate thousands of call details along with real-time carrier network metadata (including STIR / SHAKEN when present) to deliver a rigorous, high-value verification/ authentication score for each call at your absolute lowest per-call price. And, we can orchestrate media analysis and fraud detection tools delivering multifactor authentication for your most at-risk calls, but only when you need these expensive services.

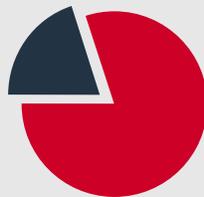
And we've got your outbound calls covered as well. We deliver spoof-free, trusted outbound calls that increase your call answer rates while protecting your corporate calling numbers and reputation.

Our Outbound Call Trust & Spoofing Protection Service will block fraudsters and spammers from completing calls when spoofing your corporate calling numbers. This consolidated solution unifies spoofing protection across major carrier service providers and protects US wireless subscribers through APIs with industry leading robocall protection vendors. Only SecureLogix offers a unified and complete call trust and verification solution for all of your business inbound and outbound calls.



Reduce Agent Call Duration

Automated call verification can reduce CX calls by 30 seconds



Reduce CX Costs

20% reduction in contact center costs through automation



Increase Call Answer Rates

Unified, outbound call spoofing protection and trusted call delivery

Authentication & Risk Scoring

The Orchestra One™ service dynamically orchestrates the call authentication process using a variety of metadata services to assign a risk score to every call. The cost of authentication increases as the call progresses from standard to external. Orchestration enables 90% of calls to be verified at standard or advanced, allowing the contact center to save money by authenticating each call at its lowest possible price.



L1: Low-cost metadata, industry, and proprietary data sources, SIP analysis, etc.



L2: Strong authentication through STIR / SHAKEN and porting data.



API support, or real-time carrier network information with US providers.

Orchestrate the use of 3rd party solutions including media / voice analysis, audio deep fakes, etc.

