TruContact
Powered by Neustar®

TruContact Spoofed Call Protection

OVERVIEW

Prevent call spoofing: Sign your own calls with STIR/SHAKEN

Last year, thirty-three percent of Americans reported being a victim to phone scams, and twenty percent said it happened on more than one occasion. When calls are spoofed, the recipient's Caller ID may show that the call is coming from a trusted organization like a bank or insurance provider, but it may actually be a fraudster on the other end. Customers can then be tricked into sharing personal information that enables fraudsters to make purchases, access their devices, or even take over their financial accounts.

Although industry initiatives like STIR/SHAKEN call authentication have helped curtail call spoofing, it's not always enough. In some instances, service providers can't

differentiate between legitimate and spoofed calls. This puts customers at risk for phone scams that can potentially lead to huge financial losses—and damage a company's brand.

TruContact™ Spoofed Call Protection, Powered by Neustar®, allows enterprises to digitally authenticate their outbound calls, helping to ensure each one receives the proper treatment. If a call isn't really coming from the enterprise, this solution will help operators know to block it or mark it as spam. This is especially important for organizations concerned about their phone numbers being spoofed—including financial institutions, healthcare providers, insurance companies, government agencies, utility providers, and more.

PRODUCT FEATURES

Verify outbound calls using STIR/SHAKEN call authentication

Participate in the digital signature process to ensure you get the highest attestation level so calls get through to customers

Restore trust in call display data

TransUnion®

DON'T WAIT FOR CARRIERS TO TAKE ACTION FOR YOU

TruContact Spoofed Call Protection gives enterprises the control needed to help ensure calls are not being spoofed, and that they receive the highest current STIR/SHAKEN attestation levels.

The product automates the end-to-end process of:

- Digitally authenticating calls to ensure they receive the highest attestation
- Extending the trust chain from the enterprise to the recipient—helping protect enterprises and their customers from costly phone scams
- Enabling branded calling to be delivered with significantly reduced risk a bad actor spoofing telephone numbers
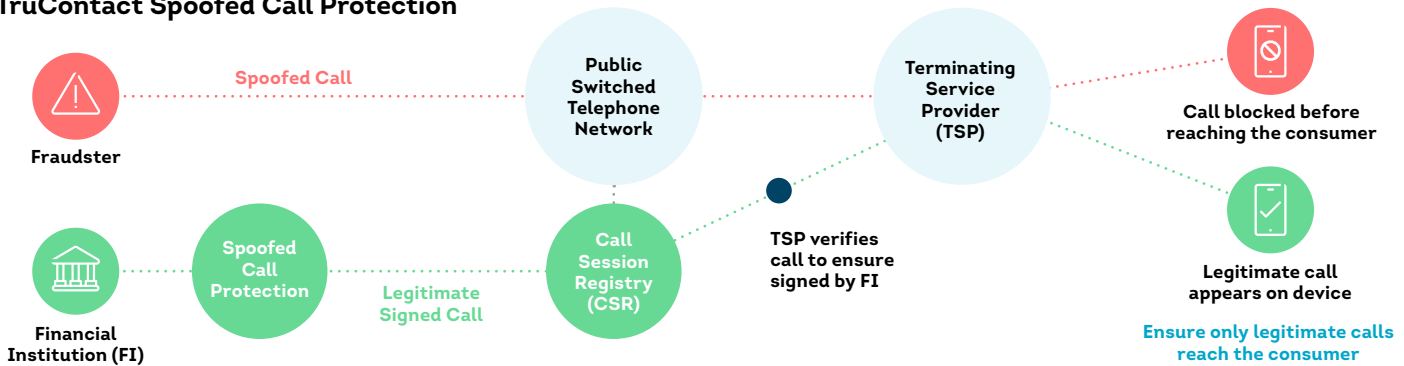- No additional integration needed

BENEFITS

- Easy to implement—we work with you every step of the way
- Eliminates spoofed calls and associated fraud
- Reduces likelihood of legitimate calls being mislabeled as SPAM, or blocked
- Protects your brand and improves customer engagement
- Works regardless of network or intermediaries

How it works

With Spoofed Call Protection, the Terminating Service Provider (TSP) verifies the call was originated by the legitimate enterprise— tackling head on the risk of fraudsters spoofing their customers' telephone numbers. The TSP retrieves the call authentication data from the Call Session Registry (CSR) to validate the call was initiated by the enterprise and helps identify spoofed calls to apply the appropriate call treatment. Consumer devices will receive verified calls with a notification, while others may be blocked before even reaching them. Spoofed Call Protection differs from other solutions in that it does not label legitimate calls as 'Fraudulent'—which often prompts the user to block calls all future calls (including legitimate calls from the enterprise) from that number. Instead it gives the TSP the opportunity to block the call so it never reaches the user.

TruContact Spoofed Call Protection

Fraudster — Spoofed Call → Public Switched Telephone Network → Terminating Service Provider (TSP) → Call blocked before reaching the consumer

Financial Institution (FI) → Spoofed Call Protection — Legitimate Signed Call → Call Session Registry (CSR) → TSP verifies call to ensure signed by FI → Legitimate call appears on device

Ensure only legitimate calls reach the consumer

ABOUT US

We're pioneers in call authentication as the co-author of STIR standards and early contributor to the SHAKEN framework, and we play an ongoing leadership role in defining industry standards with ATIS, IETF, and CRTC. We provide the industry's reference implementation of STIR/SHAKEN as the exclusive operator of the ATIS Robocalling Testbed, where real world STIR/SHAKEN implementations are being tested for interoperability, and we lead the industry in commercial call authentication deployments.

Verify your own calls to prevent call spoofing with Spoofed Call Protection.

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