Registered Caller™

verizon   **metaswitch**

Verizon Maximizes Call Answer Rates for Enterprise Customers

Challenges

- 71% of consumers no longer answer their phone due to skyrocketing illegal robocalls

- Terminating service providers, such as Verizon, need to present calls from legitimate businesses as trustworthy

- Lower answer rates result in higher opex and lost sales for legitimate businesses

Solution

- Registered Caller, the industry-backed centralized registry, verifies the association between the business and the caller ID being used

- Verizon successfully completed a proof-of-concept trial of the solution, including integration with Registered Caller, a collaborative initiative between CTIA and iconectiv

Results

- Valid enterprise calls were fully authenticated, shared and broadcasted for optimal call delivery to improve the call answer rate.

- This authentication indicated an attestation of "A" where the destination could be on any terminating service provider's network.

- The "A" attestation was then shared with the called party to give them trust to answer the call.

Challenge
Increase call answer rates

Consumers in the U.S. are inundated with robocalls; around 48 billion in 2020, according to the FCC. Of those, approximately 45% are illegal robocalls..

No wonder 71 percent of consumers are now so annoyed that they no longer answer their phone. Another 58 percent say they won't answer calls from numbers they don't recognize.

STIR/SHAKEN provides originating and terminating service providers (OSP/TSP) with a powerful new framework for weeding out illegal robocalls and other spam. Service providers use STIR/SHAKEN's digital signatures to confirm that the business making a call has the legitimate right to use that phone number.

This authenticated calling information is key for restoring consumer trust in caller ID and increasing call-answer rates for legitimate businesses. In fact, 95% of consumers say they would answer a call if they knew it was from a trusted source. High call-answer rates also reduce operating expenses by minimizing phone tag, which requires additional contact center staff.

71%
stopped answering their phone

58%
answer calls from numbers they recognize[1]

https://www.fcc.gov/spoofed-robocalls
https://blog.youmail.com/2021/09/estimating-illegal-robocall-volumes/
https://registeredcaller.com

For more information or to begin registration, go to RegisteredCaller.com

> " Verizon is committed to ensuring that calls from our enterprise customers receive the highest level of attestation aligned with standards based approaches and established best practices, regardless of the terminating network, which is absolutely critical in the STIR/SHAKEN era"
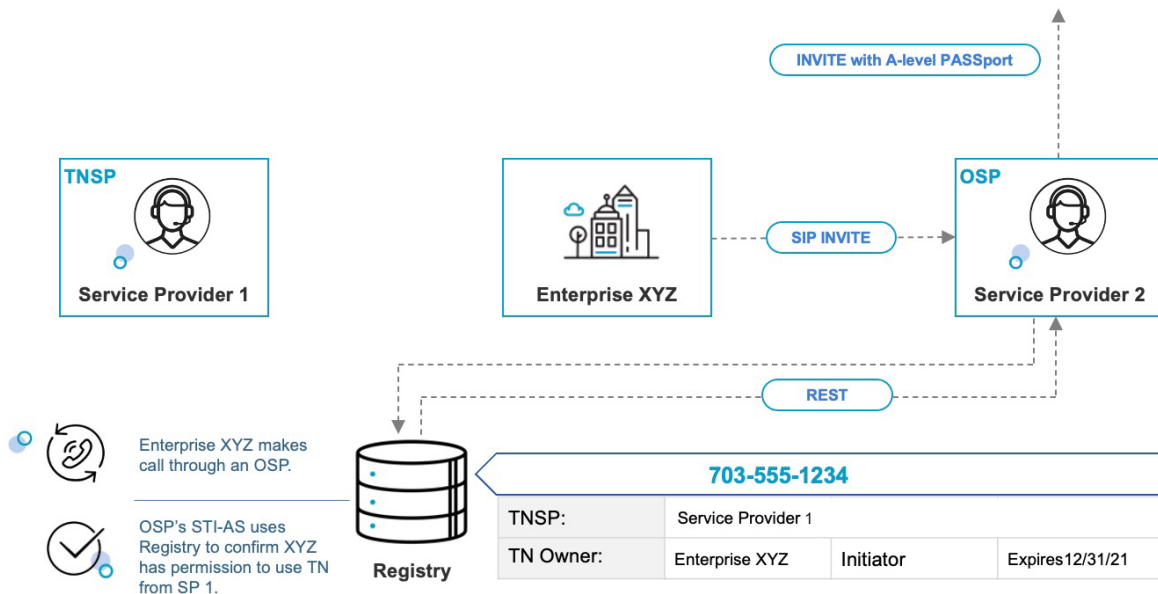>
> Lulia Barakat, Senior Manager, Verizon

Solution
Accurate Attestation Made Easy

To help service providers and their enterprise customers overcome these challenges, iconectiv partnered with Metaswitch on a new version of its QCall STIR/SHAKEN solution. In conjunction with iconectiv TruReach Intel, the new version gives service providers access to an authoritative, centralized telephone number registry for attestation uplift.

Metaswitch successfully tested the new version with Verizon. This test included integration with Registered Caller™, a collaborative initiative between CTIA and iconectiv. Registered Caller is the centralized telephone number registry developed with input from major voice service providers and other telecom industry stakeholders. It enables OSPs to identify which enterprises have been assigned telephone numbers in order to assign the appropriate level of attestation and verification.

703-555-1234			
TNSP:	Service Provider 1		
TN Owner:	Enterprise XYZ	Initiator	Expires 12/31/21

However, OSPs don't always have all the information necessary to give a call the highest level of attestation (A) and, when calls are signed at lower levels (B or C), some TSPs may mark them as spam and not be able to differentiate them from spoofed calls, even when they are from legitimate businesses.

"This proof of concept trial with Metaswitch demonstrated that the CTIA and iconectiv Registered Caller solution solution is easy to integrate and that the callerID for our enterprise customers was presented to the recipient with the appropriate level of attestation regardless of the terminating network provider"

Lulia Barakat, Senior Manager, Verizon

A centralized registry gives an OSP and the enterprise it serves a simpler mechanism for attestation uplift.

"Running as a managed service, it eliminates the cost and complexity of buying and administering additional hardware and software, or running and maintaining a subordinate Certification Authority," Peter Brown, Director of Product Management, Metaswitch. "Enterprise customers also don't have to implement any additional hardware or software, nor are they responsible for subordinate certificates.

In implementation terms, at the OSP, when the STI Authentication Service (STI-AS) receives a B-level attestation request for signing, it uses the registry information by looking up the telephone number and enterprise's ID. If the response is that the enterprise has permission to use that telephone number, then the call can be uplifted to A-level attestation.

Key Benefits of Registered Caller

Enterprises can receive A-level attestation for calls initiated by telephone numbers that are not owned by the Originating Service Providers

Enterprises do not need to make any hardware or software changes

The Originating Service Providers only need to connect to the registry to obtain the information they need

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Sample Test Plan

1

Current Scenario

A. Call obtains "B" Attestation

B. No elevation potential

2

Valid Elevation using Centralized Registry

A. Default "B" Attestation for call

B. Calling Party Telephone number has been registered in Centralized Registry

C. Centralized Registry API enables elevation of attestation to "A" by AS environment

3

Invalid Elevation Attempt

A. Default "B" Attestation for call

B. Calling Party Telephone number has been registered, however, with a different Enterprise

C. Centralized Registry API does not confirm elevation of attestation therefore AS environment does not change the default attestation

Results
Elevated Attestation and Higher Call-Answer Rates

By providing independently verified information about each phone number and the business using it, a centralized registry enables service providers to apply the correct level of attestation to each caller ID. By ensuring that calls from legitimate businesses receive the A-level attestation, service providers directly help those enterprises increase their call-answer rates.

Accurate attestation increases revenue for service providers because they can complete more traffic

A-level attestation also significantly reduces outbound-calling opex for legitimate businesses. For example, contact center staff are now more efficient and productive because more calls are answered on the first attempt. This minimizes the expense of phone tag and other follow-up calls to people who don't answer when they see an unfamiliar number.

Learn More About
Registered Caller

Registered Caller helps service providers restore consumer trust in voice calls. It helps ensure that communications from legitimate enterprises are presented correctly to their recipient so that the recipient, in turn, has confidence in engaging with that business.

Registered Caller is a centralized telephone number registry developed with input from major Voice Service Providers, Robocall Mitigation Companies, and other leaders in the voice service industry.

Registered Caller is a collaborative initiative facilitated by CTIA, representing the U.S. wireless communications industry, and iconectiv, a leading supplier of cloud-based B2C trusted communications platforms to communications providers.

For more information, call + 1-866-512-2919 or email support@registeredcaller.com.

ctia **iconectiv**