



SOLUTION SHEET

Trusted Call Solutions

Restore trust in the phone to improve the customer experience and increase engagement.

The voice channel remains essential to enhancing the customer experience. Yet 88% of business calls go unanswered because customers fear illegal robocalls, phone scams, and identity spoofing. 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 enable trusted connections to help make every touchpoint count.

The bottom-line benefits of our TruContact™ Trusted Call Solutions (TCS), Powered by Neustar®, are clear:

Enterprises

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

Communications Service Providers (CSPs)

Meet regulatory requirements, 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), Powered by Neustar®, to help CSPs and businesses protect customers from fraudulent calls while getting legitimate calls through. Future-proof customer contact with a reliable, compliant approach to manage the accuracy and consistency of enterprise brand identity and business information displayed to consumers.

OUR TRUCONTACT 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 Data (RCD), including name, number, logo, reason for the call—and verification the call hasn't been spoofed—to the mobile display.



Caller Name Optimization (CNO)

Mitigate your enterprise calls from being blocked or mistakenly marked as spam by registering and managing your telephone numbers through our centralized online portal.



Caller ID

To increase confidence in customer connections, use robust caller name services across the leading mobile, landline, cable, and VoIP service providers to accurately display the identity of the caller to inform the called person.



Caller ID Authentication

Restore trust by digitally signing calls using STIR/SHAKEN authentication to provide the highest possible attestation, and mitigate call spoofing and mislabeling.



Spoofed Call Protection

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



Robocall Mitigation

Identify unauthorized and suspicious use of phone numbers and detect anomalies in calling patterns to flag or block robocalls. Our multiple award-winning solution complements STIR/SHAKEN call authentication.

Our TruContact Trusted Call Solutions are underpinned by call authentication and vetting, which 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 accurately identify legitimate call originators. TruContact Policy Manager enables CSPs to manage call policies, rules, and preferences at the network, enterprise, and/or subscriber level for all Trusted Call Solutions.

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 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 authoritative 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 unparalleled 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.

Optimize processes and automate updates with current, complete, and accurate landline and wireless data to make decisions that align with your compliance risk tolerance.

The latest in compliant authentication.

Compliant with the latest standards, we enable authentication and verification of calls with a STIR/SHAKEN certificate without the need to develop separate, proprietary, and non-scalable solutions.

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.

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

[Learn more about our Trusted Call Solutions here.](#)

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