



PRODUCT SHEET

# TNS Enterprise Authentication Services

## Restore Trust and Help Protect Your Brand from Call Spoofing

TNS Enterprise Authentication leverages call verification APIs to ensure only legitimate, verified calls are delivered with branding to the end recipient.

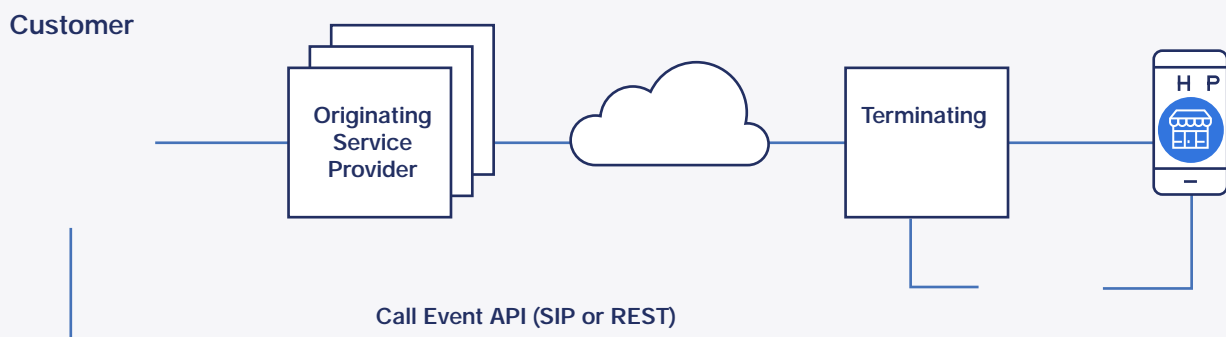
It's part of the award-winning Enterprise Product suite, providing enterprises and businesses the confidence that their branded calls will not be spoofed.



### The Benefits of Enterprise Authentication

TNS Enterprise Branded Calling provides brand information on outgoing calls, such as company name, logo and reason for calling. When Enterprise Authentication is coupled with TNS Enterprise Branded Calling, businesses can have greater certainty that only their verified calls are branded, and spoofing of legitimate enterprise telephone numbers is prevented.

### Call Verification - Call Event API



#### Call Verification method:

**Out-of-band Call Event API** - the customer can use the TNS Call Event API to notify TNS that a call is "in progress" allowing the branded call to be verified.

## Features and Benefits of Enterprise Authentication



**Ensures** only verified calls get the full enterprise branded call treatment by leveraging TNS' unique out-of-band Call Event API.



contact rates and enhance engagement, thereby boosting conversion rates and improving call durations.



**Marks** unverified calls as potential spam to warn customers.



**Decrease** customer complaints and fraud claims related to spoofed calls.



**Restore** trust in your calls by identifying bad actors attempting to spoof your calls.



the latest cutting-edge branding technology.



**Helps Improve** answer rates as customers have greater confidence to engage with enterprises on the telephone.



**Protects** your brand reputation by delivering only verified calls with your name and logo.



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