

# Restoring Trust in Consumer Calls

Industry-Led. Standards-Based. One-Stop Enterprise Solution.

## The Problem.

Consumer confidence in phone calls continues to erode as Customers typically ignore calls from phone numbers not in their contacts. Nearly 8 out of 10 consumers will not answer calls from unknown numbers or numbers marked as spam. Consumers said they would answer their phone if they received one or more visual indicators (name, logo, call reason, checkmark) demonstrating the call is from a trusted source.

Unanswered calls mean important alerts, reminders, and notifications go undelivered reducing customer satisfaction, and increasing enterprise customer care costs.

Until now, the marketplace has offered fragmented, proprietary branded calling solutions that were not interoperable, secure, or fully protected against bad actors. To address this challenge, the industry collaborated and developed an interoperable solution to deliver branded calling with rigorous data vetting and validation and end-to-end security by design, built upon open and transparent STIR/SHAKEN standards.

**78%** Consumers say they stopped answering unknown telephone numbers.

**75%** Consumers say they would answer a call if they received indicators such as name, logo or call reason.

*UNOid Branded Calling ID™ is the most secure, scalable, and interoperable solution to help enterprises engage with their customers confidently and securely, saving businesses time and money, while increasing consumer trust and engagement.*

### INDEPENDENT VETTING & VERIFICATION—ONE STOP

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Enterprise telephone numbers, caller display names, logos, and call reasons are thoroughly vetted by BCID Authorized Partners to ensure caller authenticity. BCID is the only market one-stop solution that leverages independent Authorized Partners who are required to comply with industry-defined best practices and common requirements.

### CROSS-NETWORK COVERAGE & INTEROPERABILITY

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Trusted and secure network interoperability is the BCID ecosystem difference. Built on industry collaboration, leveraging STIR/SHAKEN standards, and using the highest level of trust-anchor security, BCID enables the display of branded calling information with the greatest degree of end-to-end data integrity.

### CONFIRMED CALL DELIVERY REPORTING

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BCID is the only ecosystem where businesses receive a confirmation that each branded call was delivered to a consumer's phone. Authorized Partners receive detailed monthly reports of branded calling activity and enterprises only pay when the BCID platform confirms display.

**Enterprises** sign up for BCID with Onboarding Agents, data is vetted and verified by a Vetting Agent, Signing Agents cryptographically confirm and "sign" the call, and Terminating Service Providers deliver the authentic branded calling data to the consumer's device.

**BCID Authorized Partners** are committed to maintaining integrity of one of the most important communication methods—voice calls—by providing consumers with trusted caller information.