

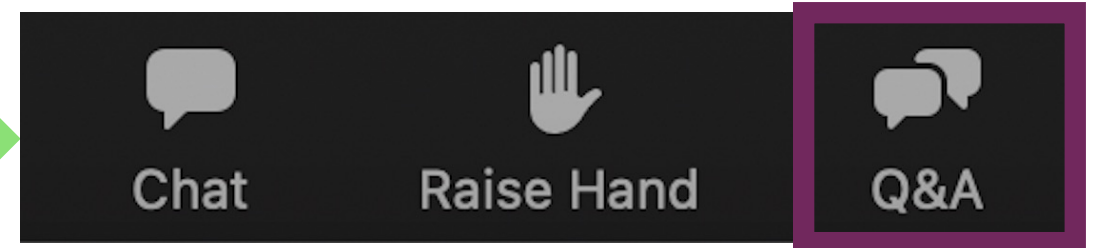


**Keep Illegally Spoofed Calls OUT of the  
Contact Center with RealNumber® DNO**

# Zoom Webinar Control Panel

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Submit your questions using the Q&A feature and our moderator will address your questions live.



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# Your Presenters



**KYLE BELCHER**  
Senior Product Manager



**BILL LARUFFA**  
Senior Director,  
Strategic Partners

# POLL

# Today we will cover:



1. Who is Somos®?
2. What is Contact Center Blacklisting?
3. Benefits of a Blacklist
4. RealNumber® DNO

# Who is Somos®?



**TFN**Registry™

# Industry Engagement

Things in our industry are constantly changing – which is why it’s mission critical to network with like-minded professionals to help stay on top of emerging trends as well as keep up to date on the information needed to remain innovative, creative and future-thinking.



# Contact Center Blacklisting



# What is a Contact Center Blacklist?

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# What is Blacklisting?



# SPAM in Contact Centers

Technical support calls

Lottery scams

False charity institutions

Insurance and healthcare scams

Debt scams

Fake customer calls

Bank fraud calls

Password and information requests

# Benefits of a Blacklist



**Minimizes  
Call Volume**



**Improves  
Customer  
Experience**



**Cost  
Savings**



**Preserves the  
Authenticity of  
Analytics Data**

# RealNumber<sup>®</sup> DNO

# What Makes a Number DNO?



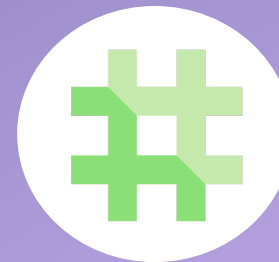
Disconnected due to fraud



Contact Centers



IoT Numbers



Billing Numbers

# RealNumber<sup>®</sup> DNO

## Dataset Counts

2.8

Million

Subscriber-Set



6

**Billion**

**Auto-Set**

Leading Wireless Provider

90%

**Reduction in Reported Robocalls**

# Questions?

Interested in  
learning more about  
RealNumber<sup>®</sup> DNO?

Contact a Somos team  
member today:

[connect@somos.com](mailto:connect@somos.com)

**RealNumber<sup>®</sup> DNO**

# Thank You!

