



Caller ID for Toll-Free: Creating Brand Trust with TFN Identity

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Your Presenters



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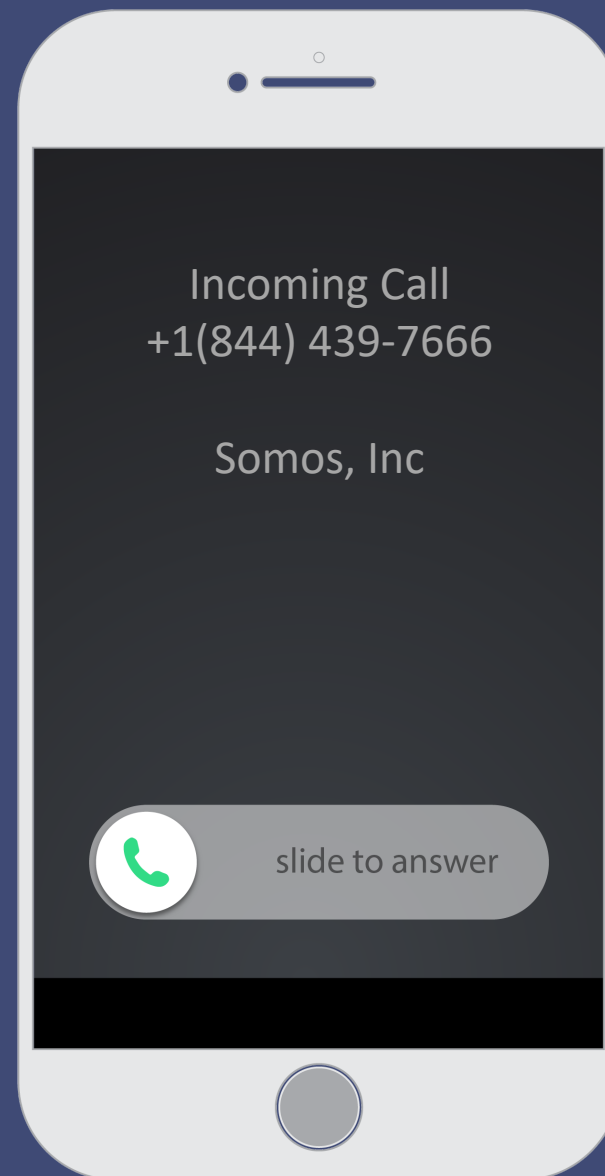
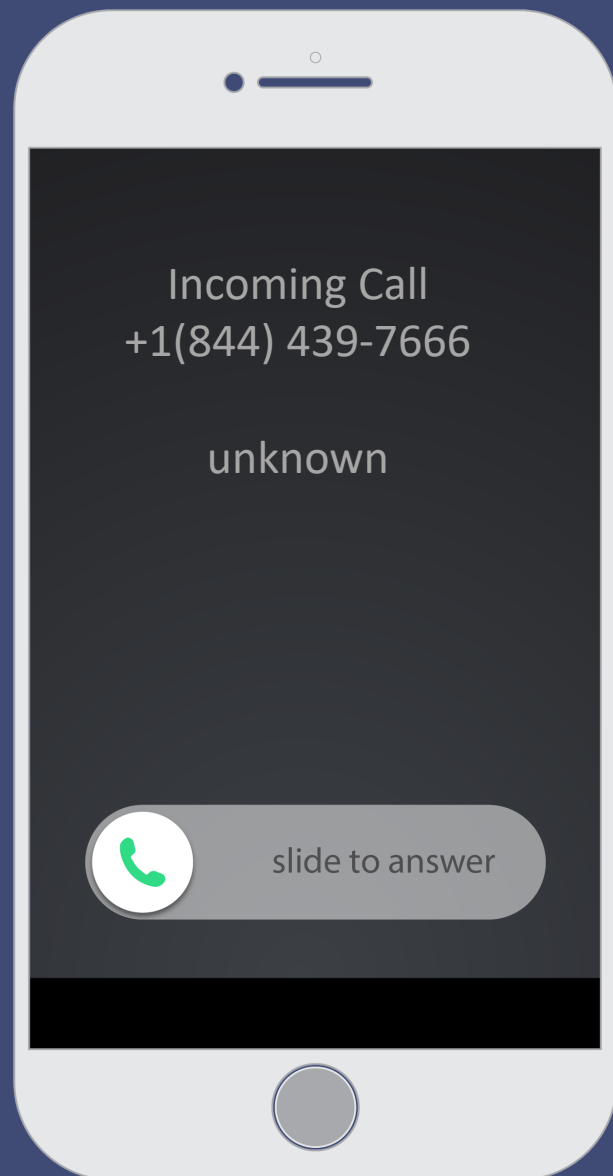
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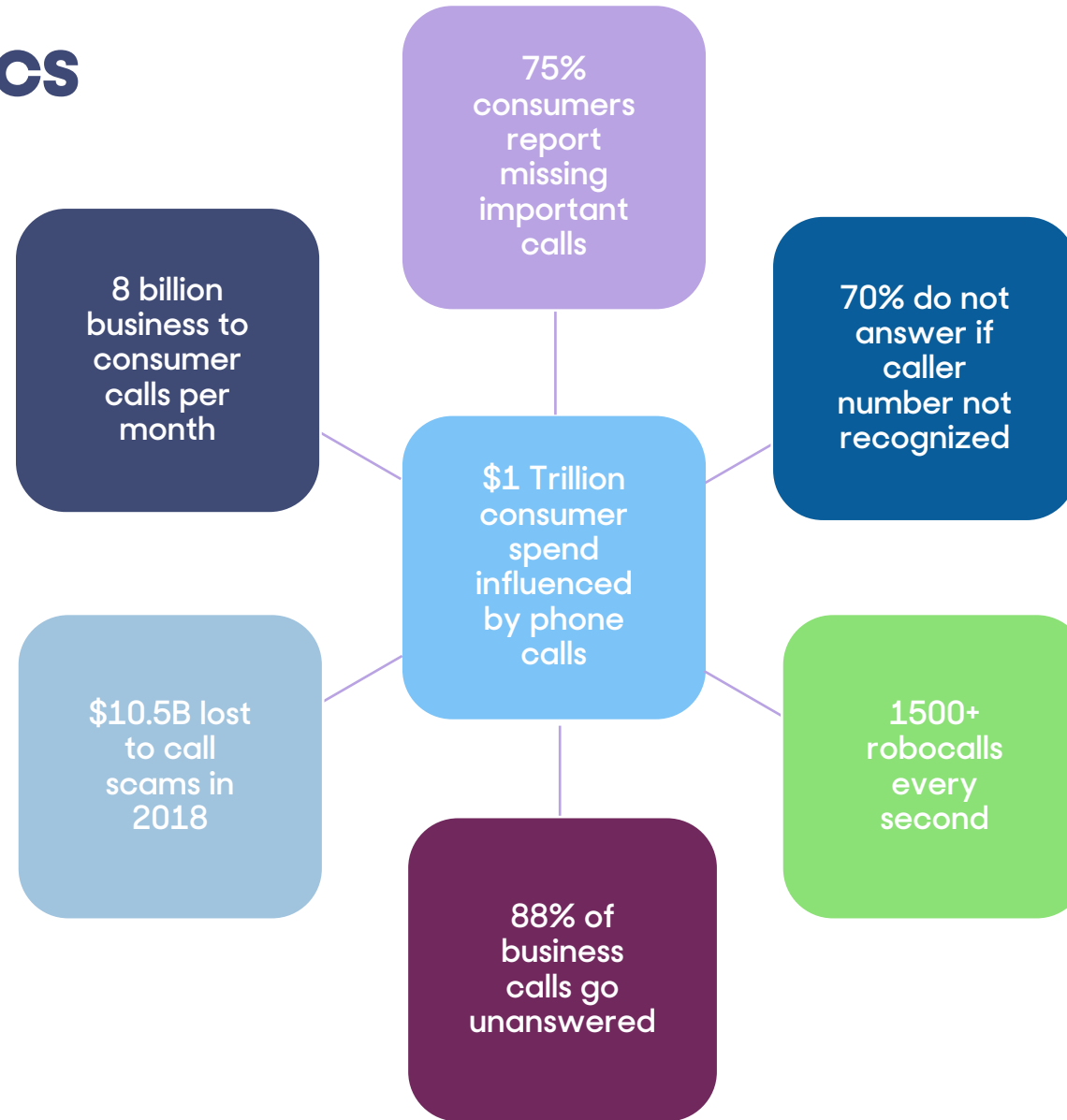


What we will cover today

1. The Need for Trusted Caller Information
2. Caller ID Challenges
3. TFN Identity Benefits
4. TFN Identity Ecosystem
5. Live Demo
6. Q/A

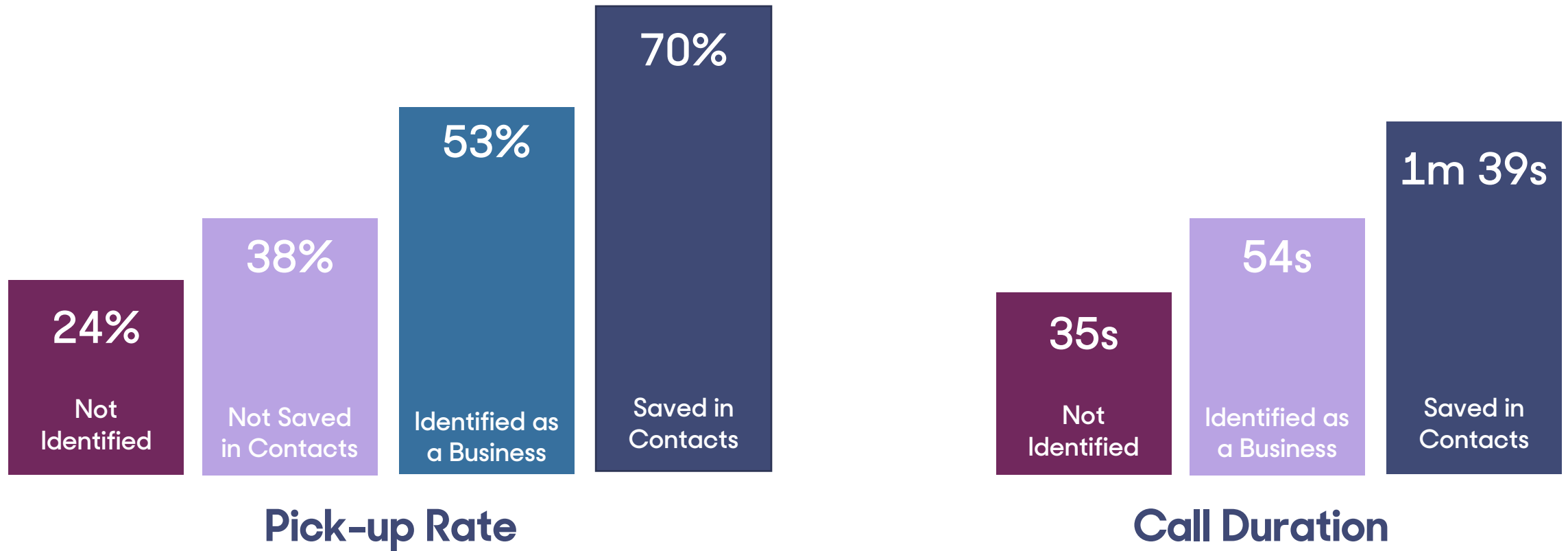


Key Statistics



Call Engagement

On average, a person receives **114 phone calls** per month and **only 43%** are saved in their contacts



TFNI Identity

Filling a Gap in the Market

- No centralized Toll-Free Number identity database
- Somos is positioned to provide a trusted, authoritative source for Toll-Free Caller Name
- Enable better customer engagement with trusted Toll-Free originated calls
- Contribute to curb fraudsters and spam in the market

How Do You Benefit?

Resp Orgs

- Additional Revenue Source
- More value for their customers
- Better data management
- Increased Toll-Free Number value

Brands

- Increased brand visibility
- Better user experience
- Increased trust

Carriers

- Better Quality data
- Reduced customer care calls
- Increased call completion rates

Caller ID Apps

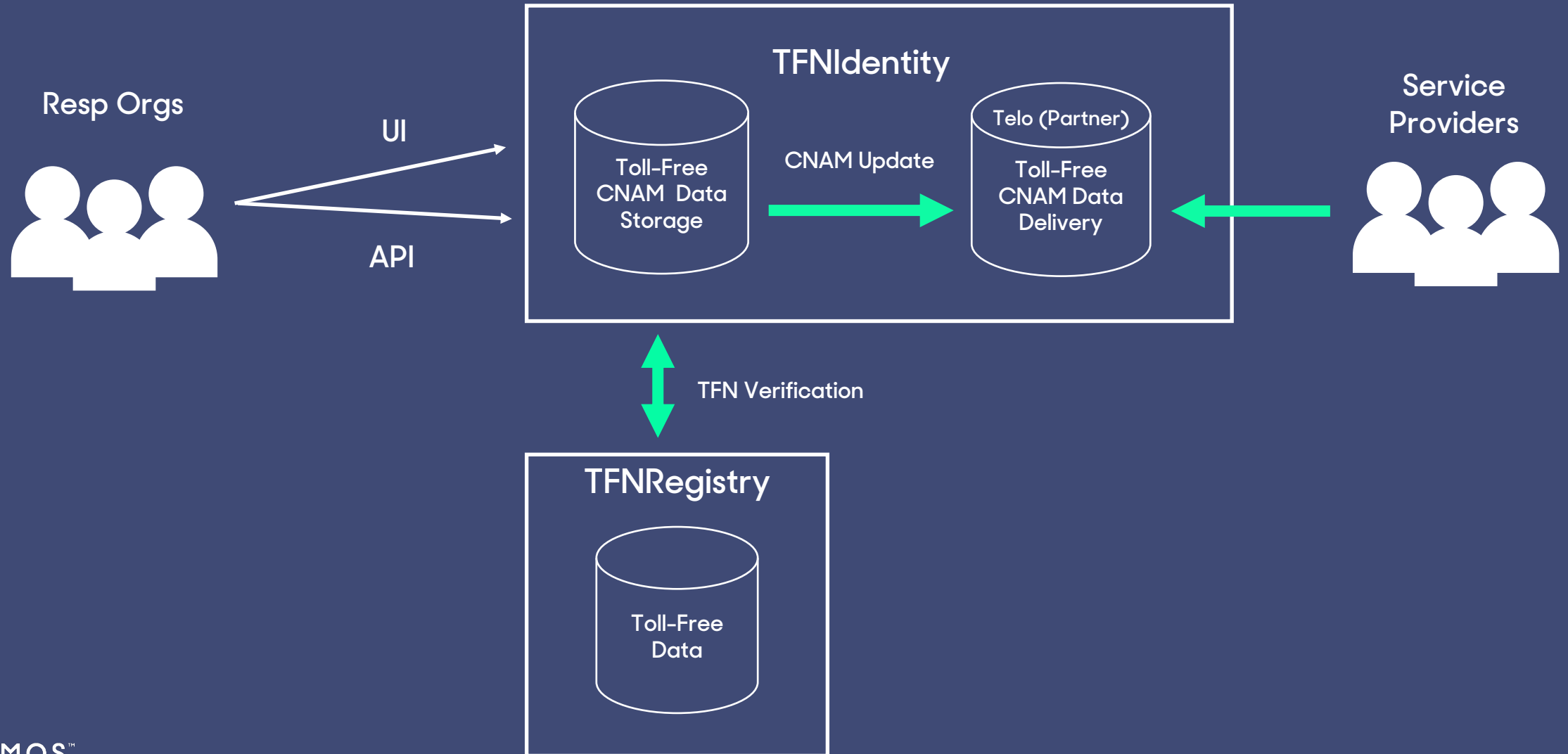
- Complement CNAM information with Toll Free Data
- Increase call completion rates
- Enhanced customer engagement and interaction

TFN Identity Ecosystem

As a centralized repository for Toll-Free Caller ID information, TFN Identity is a storage solution that allows:

- Responsible Organizations (Resp Orgs) to store Caller Name information (frequently referred to as CNAM)
- Allow the caller name to be displayed when a customer receives a call from the enterprise's Toll-Free Number.

TFN Identity Integrated Ecosystem



TFNIdentity

Live Demo

Join the TFN Identity Beta Program Today!



Join the community of
Resp Orgs that have
already signed up and are
part of our Beta Program
for TFN Identity!

It's easy! Simply click the
link below:

[Register Here!](#)

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