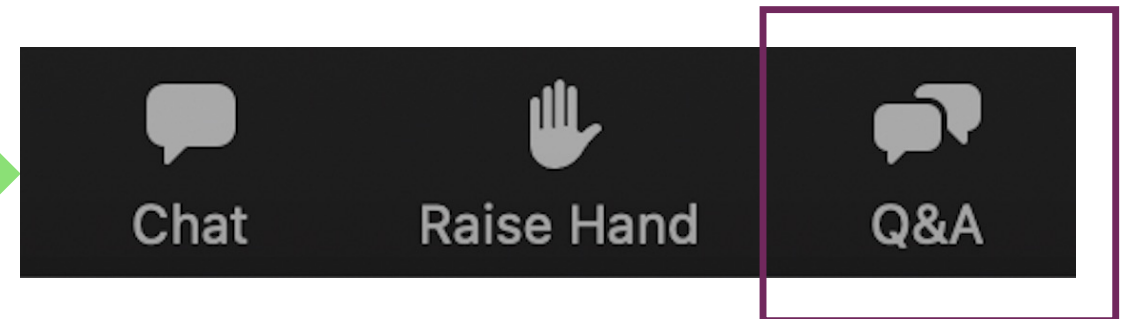# Transforming Contact Center Operations with Improved Fraud Prevention and Compliance

March 21, 2024

Zoom Webinar Control Panel

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

Chat   Raise Hand   Q&A

Today we will cover:

1. Contact Center Challenges

2. Who is Somos®?

3. Available Solutions
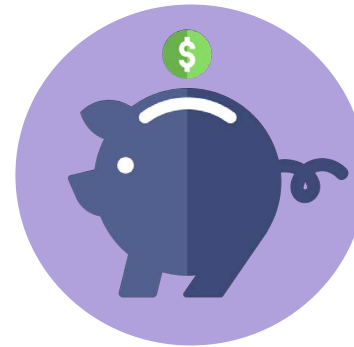
4. Q&A

Contact Center Telecommunication Challenges

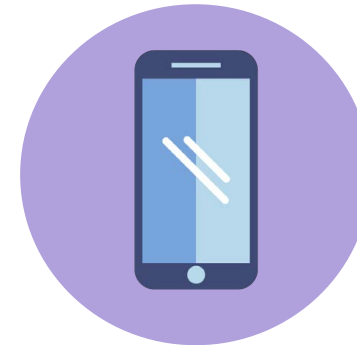Call Routing Optimization

Brand Protection

Customer Experience at Risk

Cost Inefficiency

Negative Number Reputation

TCPA Liability

SOMOS®

Call Routing Optimization

- Calls to agent to handle the call

- Call to end user that is intended to get the call

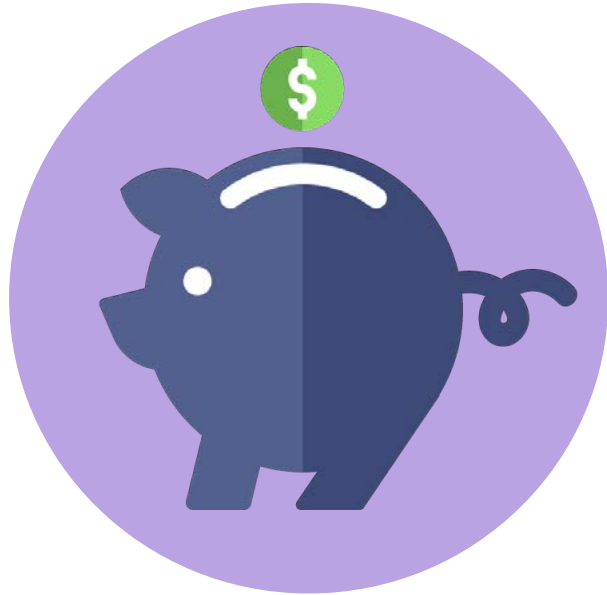- Safe Harbor protection for calls

SOMOS®

Brand Protection

- **Ensuring inbound numbers are not being spoofed**

SOMOS®

**Customer
Experience at Risk**

- If you are answering the wrong call, your REAL customers are waiting on hold

- Social engineering

SOMOS®

Cost Inefficiency

- Agent time
  - Answering calls not needed
  - Calling people you should not be

- Avoid TCPA fines

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Negative Number Reputation

- Numbers are being assigned a reputation by analytics company which could be impacting your calls

- Want to learn more?

SOMOS®

TCPA
Liability

- Telephone Consumer Protection Act (TCPA)- you have consent to be making outbound calls/texts to that number

- Safe Harbor – eliminates liability against TCPA violation

- Costly fines

- Inquiries

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Somos Numbering Administration
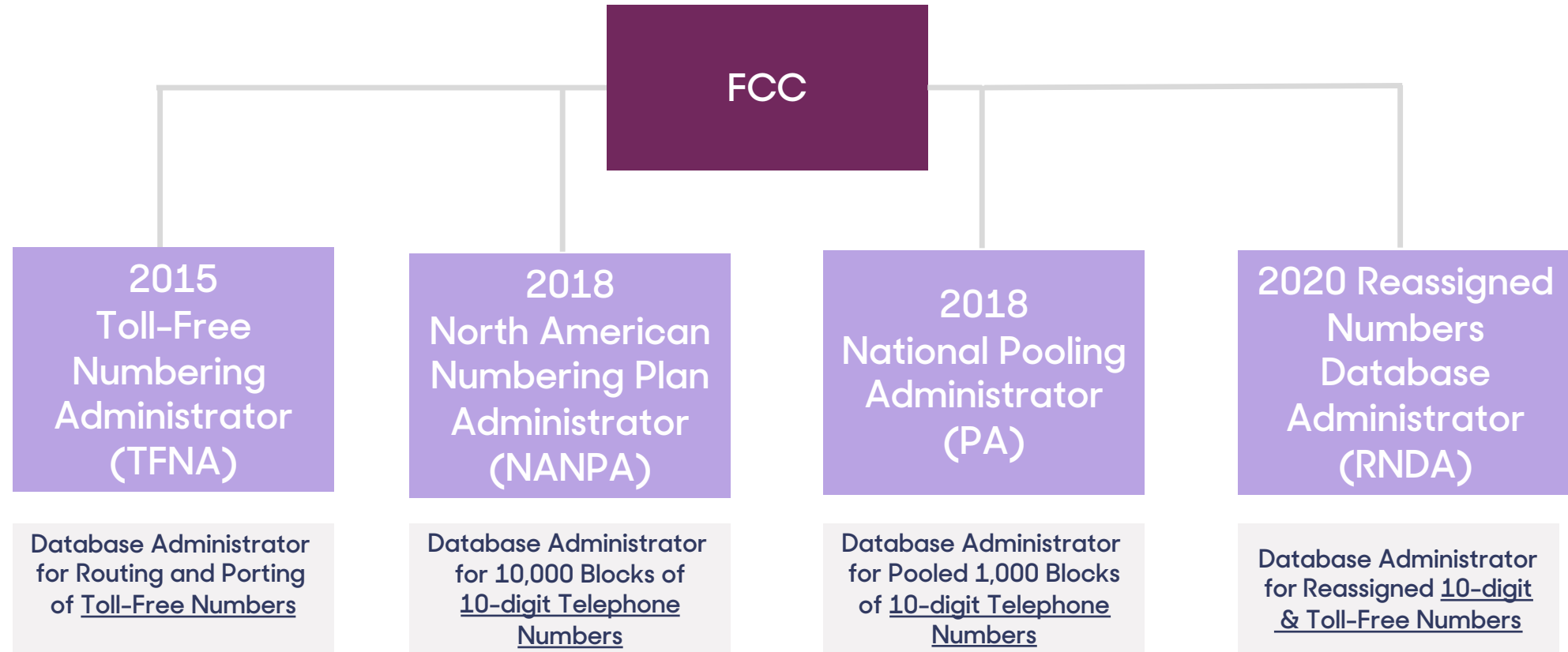
Industry Engagement

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.

atis

CFCA

ENTERPRISE COMMUNICATIONS ADVOCACY COALITION

FCC

fcba

GSMA

i³ forum

IETF

imc
IoT M2M COUNCIL

ITU

M³AAWG
MESSAGING MALWARE MOBILE ANTI-ABUSE WORKING GROUP

MEF
MOBILE ECOSYSTEM FORUM

NANC-Chair

NARUC
National Association of Regulatory Utility Commissioners

NENA
THE 9-1-1 ASSOCIATION

NICC
IP Interoperability Standards

NAPM
NUMBER PORTABILITY MANAGEMENT, LLC

PACE
Professional Association for Customer Engagement

SIP FORUM

USTELECOM
THE BROADBAND ASSOCIATION

SOMOS®

13

RealNumber® DNO

Stop Fraud Before It Happens

An effective solution for combatting illegally spoofed phone calls and texts.

Help prevent spoofing with

Do Not Originate!

INCOMING CALL

Not Your Bank
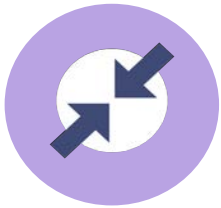
SOMOS®

Set as DNO to Help Prevent Spoofing

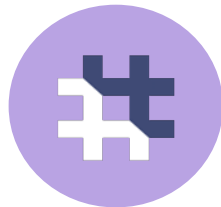**Do Not Originate Dataset**

Examples of DNO Numbers

Contact Centers

Inbound Only

Billing Numbers

IRS

IoT

Consumers of DNO data

Carriers

Contact Centers

CCaaS

Enterprise

UCaaS

CPaaS

International Inbound Traffic

RealNumber® DNO
Dataset Counts

6+

Billion Auto-Set Toll-Free & Local Numbers

SOMOS®

4.2

Million

Subscriber-Set

SOMOS®

Primary Use Cases

Setting your non-originating number as DNO to prevent spoofing

Querying DNO dataset for data accuracy/hygiene to support KYC efforts

Querying DNO dataset for inbound calls/texts

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RealNumber DNO Can Help You:

Increase Efficiency by reducing outbound calling to numbers that are invalid

Protect Brand Identity from Spoofing by adding your inbound only numbers to DNO

Reduce Cost and Increase Efficiency by using DNO to screen out fraudulent inbound calls

Increase Security by protecting from social engineering

SOMOS®

RealAgent™

Confidence that Every Connection is the Right Connection!

Ensure that your outbound calls & texts are only directed to your intended recipient.

Reassigned Numbers Database (RND)

- Established by the Federal Communications Commission

- Helps to prevent a consumer from receiving unwanted calls and texts

- Operational since November 2021

- Contains a dataset of reassigned and disconnected phone numbers and the date of disconnection

- Enterprises & Contact Centers making outbound calls & texts are mandated to query the RND

- Helps organizations increase Safe Harbor against potentially costly TCPA fines

421+ Million

numbers in the RND

2.3+ Billion

queries to the RND

50+ Million

calls/texts to the wrong person potentially avoided

Reassigned Data Facts and Use Case

FACT

10% of all phone numbers are reassigned every year

FACT

Organizations making outgoing calls or texts are <u>required</u> to establish that the number hasn't been recently reassigned and/or permanently disconnected

FACT

Making an outgoing call or sending a text to a recently reassigned number has consequences that can be damaging & pricey

Primary Use Cases

1. **TCPA Compliance**: Protected with Safe Harbor and avoid costly TCPA fines

2. **Data Hygiene**: Enhance your Know Your Customer (KYC) Practices
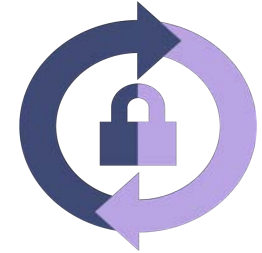
SOMOS®

RealAgent Can Help You:

Query the RND, process responses, and deliver data in a *Simple, Digestible Format*

Reduce the Cost of querying the RND Directly with our Agent Pricing

Protect Brand Identity and improve customer trust

Increase Safe Harbor protection from TCPA violations

SOMOS®

Questions?

We're excited to be exhibiting at

enterprise CONNECT

📅 **March 25–28, 2024**

📍 Gaylord Palms, Orlando, FL

Visit Us at Booth #2222 !

Interested in learning more about our fraud mitigation solutions?

Contact a Somos team member today!

connect@somos.com

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RealAgent™
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Thank you!