

# Help your customers answer your calls again

**SecureLogix call assurance solutions**



## Help your customers answer your calls again

Trust in Caller ID is at record lows due to the dramatic rise in robocalls, phone scams and calling number spoofing. Most customers are reluctant to answer calls from unidentified numbers. The results? 8 out of 10 Americans don't generally answer their cellphone when an unknown number calls.<sup>1</sup> These missed connections dramatically disrupt business operations, dampen sales revenue and increase costs, all while lowering customer satisfaction levels and corporate brand strength.

In addition, corporate calling numbers regularly fall victim to spoofing. Spoofing is a fraudster's attempt to manipulate the calling number displayed on outbound calls to impersonate an individual or company. Spoofed calls using your corporate numbers can significantly damage your brand and reputation.

## Outbound call trust challenges

- 87% of calls go unanswered<sup>2</sup>
- Spoofed calls damage corporate reputation and customer answer rates
- Lower answer rates increase costs and negatively impact revenues and brand
- Degraded call trust decreases customer satisfaction, CC staff morale/retention
- Call branding is at increased risk of spoofing compared to traditional Caller ID<sup>2</sup>
- Call branding without spoofing protection can decrease answer rates and destroy reputation

# 87%

of calls go unanswered.<sup>3</sup>

# 30%

average increase in answer rates.<sup>3</sup>

## Increase your call answer rates by 30% or more

Outbound Call Trust Services from SecureLogix can increase your call answer rates by 30% or more while protecting your calling numbers and brand from spoofing and spam/fraud mislabeling.

SecureLogix Outbound Call Trust Services include:

**Contact™** – A single, low-friction call branding solution that increases enterprise outbound call answer rates across all major wireless devices.

**TrueCall™** – A spoof protection service that identifies and blocks spoofed calls attempting to use corporate calling numbers to impersonate the brand.

**Reputation Defense™** – A call number management service that helps remove fraud/spam labeling attached to enterprise numbers.

These services restore customer trust in your calls, that can result in increased revenue, lower operational costs, improved agent productivity and higher customer satisfaction and corporate reputation.

## Benefits of Outbound Call Trust services

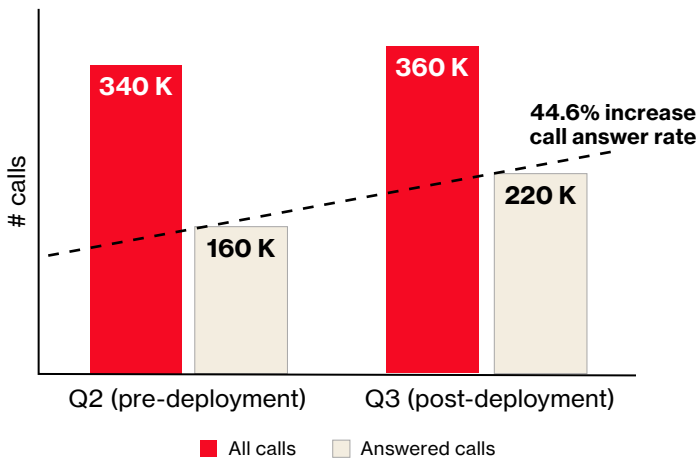
- 30% average increase in call answer rates
- Protection of corporate and calling number reputation
- Unified call branding and number reputation management and security solution
- Broad coverage across wireless devices
- Industry-leading call spoofing protection
- Full reporting, analytics and support from one of the industry's most experienced call security and trust specialists
- Secure branding integration with SecureLogix inbound security and authentication solutions

### Learn more:

Contact your Verizon Account Manager or visit us at:  
[verizon.com/business/products/contact-center-cx/voice-security/secure-logix/](https://verizon.com/business/products/contact-center-cx/voice-security/secure-logix/)

## Single customer data sample

### Outbound call answer rate



### Financial impact<sup>4</sup>

Increase in answer rate	44.6%
Additional customer interactions	60,049
Value of increased answer rate	\$285,233
<b>Total ROI – 2 months</b>	<b>268%</b>

1. [pewresearch.org/short-reads/2020/12/14/most-americans-dont-answer-cellphone-calls-from-unknown-numbers/](https://pewresearch.org/short-reads/2020/12/14/most-americans-dont-answer-cellphone-calls-from-unknown-numbers/)

2. [forbes.com/sites/forbestechcouncil/2020/09/25/getting-your-calls-answered-when-it-matters-four-things-to-know/?sh=5b05349d3845](https://forbes.com/sites/forbestechcouncil/2020/09/25/getting-your-calls-answered-when-it-matters-four-things-to-know/?sh=5b05349d3845)

3. Based on information collected by SecureLogix

4. Data collected and provided by SecureLogix from a single customer implementation. Results from other implementations may vary