Secure your voice communications to help restore call trust
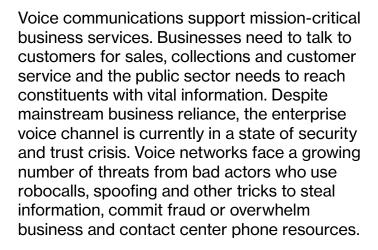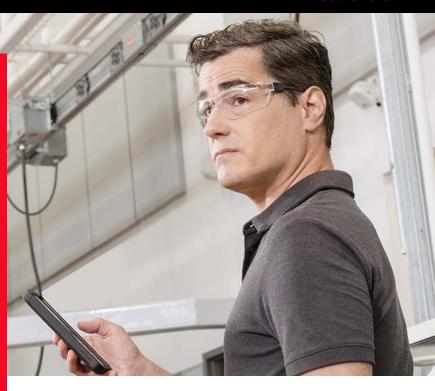
SecureLogix® voice security and assurance solutions from Verizon.

Voice communications support mission-critical business services. Businesses need to talk to customers for sales, collections and customer service and the public sector needs to reach constituents with vital information. Despite mainstream business reliance, the enterprise voice channel is currently in a state of security and trust crisis. Voice networks face a growing number of threats from bad actors who use robocalls, spoofing and other tricks to steal information, commit fraud or overwhelm business and contact center phone resources.

> Up to 60% of calls go unanswered with numbers expected to rise[1], as public trust in phone calls is at an all-time low.

With SecureLogix voice security and assurance solutions from Verizon, you can help to protect your voice systems from inbound attack, reduce unwanted calls, filter restricted call traffic and services usage and auto-verify the identity of inbound calls to help protect customer assets and information.

But we don't just secure inbound calls. Our solutions help protect your brand while trying to help increase your outbound call answer rate. Our outbound call identity assurance services can help restore and protect the reputation of your corporate calling numbers, helping to keep your calls free from fraud and spam labels and helping to prevent your corporate phone numbers from being spoofed.

Inbound voice network and call protection

Today's highly sophisticated scammers, hackers and fraudsters favor high-value targets—contact centers, 911 facilities and critical government resources—where they can take over accounts or cause the most disruption and damage. While financial, healthcare, emergency and government organizations tend to face the most risk, no industry is safe from voice attacks.

SecureLogix inbound voice security solutions through Verizon provide unified, enterprise- wide protection against threats by inspecting each call as they occur, blocking or redirecting them as appropriate and sending you alerts about abnormal or malicious activity. With our solutions, you maintain control of your voice security policies.

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Today, you can use intelligence to secure your business and control the costs of combating inbound calling attacks, disruption, fraud and abuse. SecureLogix Call Defense™ solution uses call firewall and Intrusion Prevention System (IPS) capabilities to defend against TDoS attacks, call pumping, malicious calls, fraud, social engineering attacks, etc. Our solution helps you:

Secure your entire enterprise voice perimeter, including contact centers

Maintain regulatory compliance

Reduce operating costs by removing unwarranted robocalls

Inbound call verification and authentication

Even in today's digital world, consumers rely heavily on voice communications for their interactions with businesses and organizations. And thus, the need to verify the authenticity of incoming calls has never been more critical. Robust verification and authentication solutions can allow organizations to ensure the security of sensitive information, prevent identity theft and foster trust among their customers.

A lot of organizations still rely on knowledge-based authentication (KBA) security questions in contact centers which are inefficient, costly and lead to frustrated customers. But more importantly they are ineffective as hackers can easily gain access to the questions and personal information thus leading to fraud.

SecureLogix's automated call authentication and spoofing detection services can quickly verify and authenticate inbound calls. Orchestra One™ call authentication services dynamically coordinate multiple zero-cost and low-cost metadata services to help verify and authenticate each call. This approach to automation is efficient and affordable enough to scale authentication services to all contact center calls and customer voice transactions across the enterprise. Agents can get right to work without putting customers through tedious and costly security interrogations. Orchestra One™ through Verizon, can help you:

Increase customer satisfaction

Reduce contact center costs

Improve agent productivity

Identify spoofed vs trusted calls before answering

Outbound call identity assurance and brand protection

Today, consumers are inundated with calls and messages, many of which are spam. As a result, 87% of calls go unanswered. Thus, similar to verifying inbound calls, it is imperative for businesses to ensure that their outbound calls or communications to customers are protected, secure and branded. A trusted and branded call provides positive customer experience and helps customers answer calls.

SecureLogix™ outbound call assurance services can increase your call answer rates by 40% or more while helping to protect your calling numbers and brand from spoofing and spam/fraud mislabeling.[2] SecureLogix™ outbound call assurance services can restore and protect the reputation of your corporate calling numbers, keep your calls free from fraud and spam labels and prevent your corporate phone numbers from being spoofed.

The call branding services increase your call answer rates through enhanced caller ID displays, thus helping to restore trust in phone calls again and helping you better connect with customers by letting them know who's calling and why.

The SecureLogix™ Outbound Call Services consists of three solutions:

Contact™ a single, low friction call branding solution that helps increase enterprise outbound call answer rates.

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

Reputation Defense™ a proactive call number management service that helps remove fraud/spam labeling attached to enterprise numbers to restore them to a healthy state.

The SecureLogix™ Outbound Call Services provides the following benefits:

📞 Increase in call answer rates

🤖 Remove call fraud/spam labels

🛡️ Provide protection of corporate & calling number reputation

📶 Provide call branding display capabilities

Integrate SecureLogix with your existing systems

SecureLogix voice security and assurance solutions through Verizon are vendor agnostic and work with the customer's preferred private branch exchange (PBX) to unify call center policy enforcement, authentication, network intelligence and network orchestration. The technology is compatible with time-division multiplexing (TDM) or voice over internet protocol (VoIP) networks, or full cloud delivery.

Customers can choose from SecureLogix cloud-based solutions, virtual deployment options, managed services, customer premises equipment (CPE) product platforms with central administration and Cisco and service provider-integrated solutions to support their networks, operations and business needs.

Realize returns on your security investment

Businesses that use SecureLogix report a hard-dollar ROI in less than 12 months by securing their enterprise from attack, fraud, data theft and service abuse, while helping to reduce their contact center costs and assist in optimizing enterprise voice network management.[2]

Increase call answer rates

Businesses that use SecureLogix outbound call trust and spoofing protection service reported a 40% increase in call answer rates translating into a 250% hard dollar ROI in just the first few months after deployment.[3]

Why Verizon and SecureLogix

A partnership between two strong leaders provides you with a holistic solution for your voice security.

Verizon has over 20+ years of experience developing and leveraging rich, proprietary threat intelligence to help organizations go beyond best practice and sharply focus their limited security resources on the most likely and impactful threats instead. And we have 30+ years experience designing and implementing contact center solutions.

SecureLogix has been fully dedicated to ensuring enterprise voice security and call trust for over 20 years. They transform business outcomes by helping to increase answer rates on calls to your customers and protect your enterprise and contact center resources from voice attacks, robocalls, spam and fraud. Their patented solutions, developed in partnership with the U.S. Department of Homeland Security, have filtered and secured billions of calls for some of the world's largest corporations and military installations.

To Learn more please visit us at https://www.verizon.com/business/products/contact-center-cx/voice-security/secure-logix/ or contact your Verizon Account manager.

1. The Costly Impact of Unanswered Outbound Calls and How Branded Calling is the Solution, Dec 13, 2024 (https://numhub.com/learning-center/the-costly-impact-of-unanswered-outbound-calls-and-how-branded-calling-is-the-solution)
2. Data collected by SecureLogix through customer implementations
3. SecureLogix customer case study
Network details & coverage maps at vzw.com.

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