

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? Roughly 9 out of 10 outbound calls from businesses to their customers are not being answered. 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.

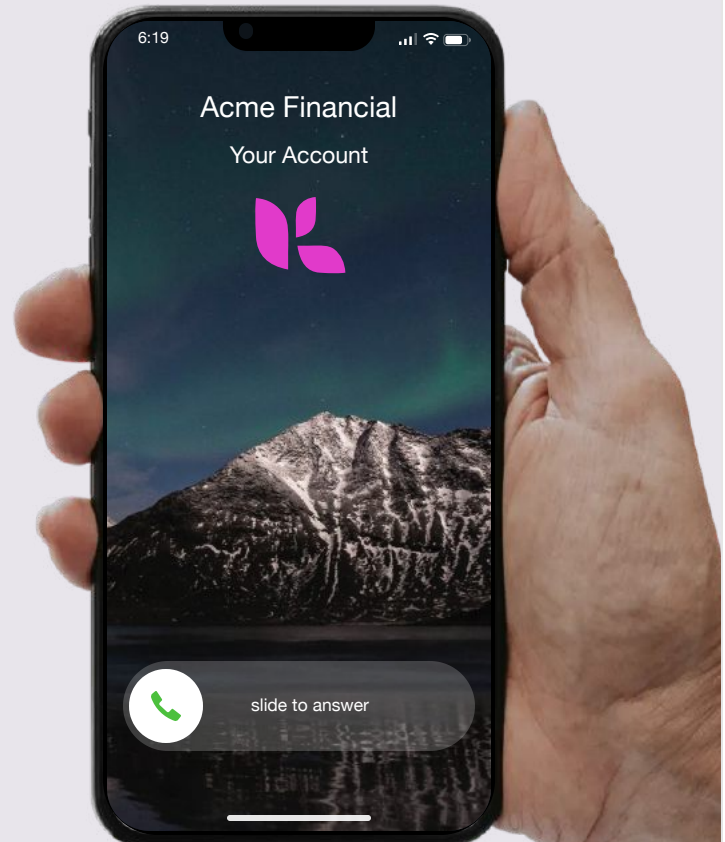
Outbound Call Trust Challenges

- 87% of calls go unanswered
- 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
- Call branding w/out spoofing protection can decrease answer rates & destroy reputation

87% of calls go unanswered



30% avg. increase in answer rates



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:

Contact™

Call Branding Service

TrueCall™

Spoofing Protection Service

Reputation Defense™

Call Number Management Service

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

Key SecureLogix Benefits

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

Customer Results: Top 10 Insurance Company Deploys SecureLogix Call Branding

