

# REPUTATION DEFENSE™

## Call Number Management Service

*Restore and maintain the healthy reputation of your corporate calling numbers.*

High connection rates are vital for your agents to effectively engage with customers. Outbound calls tagged as potential spam or fraud are rarely answered. Call spoofing of your phone numbers for fraudulent activities and spamming can lead to your numbers being reported as fraud / spam, and negatively impact their reputation scores. Disgruntled customers, misdials, and other factors can also have negative effects on reputation.

Customers now have multiple avenues to report phone numbers as spam, including third-party and carrier-provided apps. Even a single negative report through these services can significantly impair your phone number's reputation. There are serious challenges in the daily monitoring and managing of reputation levels for your

multiple phone numbers across various carriers and call blocking apps that can destroy your call answer rates and trustworthiness.

The SecureLogix® Reputation Defense™ Call Number Management Service will help remove fraud / spam labeling attached to your enterprise calling numbers, and effectively restore, monitor and manage your phone number reputation. The service works to clean and restore the positive reputation scores of your existing numbers, with ongoing monitoring to maintain a healthy status. Reputation Defense collaborates with wireless carriers and analytic vendors to offer a recurring solution that registers, vets, and maintains healthy scores associated with your telephone numbers. Unlike other services that provide one-time cleaning and short-term fixes, Reputation Defense ensures comprehensive and continuous health management of all of your outbound calling numbers of interest.

### Key Benefits

#### Proactive Reputation Management

Rigorous phone number reputation monitoring & management to prevent fraudulent use of your corporate calling numbers and maintain reputation for higher outbound call trust levels and answer rates.

#### Low Friction Activation

Includes rapid onboarding with number aggregation and registration of all corporate phone #s of interest, even when purchased from different service providers.

#### Comprehensive Security Policy Definition

Integrates with outbound call spoofing protection for continuous monitoring and proactive updates, safeguarding your calls from fraudulent activities.

#### Improved Answer Rates

Improves call answer rates, enabling better communication with customers.

#### Consolidated Reputation Restoration

Collaboration with all major service providers and their associated analytics vendors to clean the reputation scores of your outbound calling numbers, ensuring your numbers are no longer labeled as *Spam*, *Fraud* or *Scam*

#### Unified Reporting and Management

Offers consolidated vendor portal administration, change management, and unified number reputation reporting across major service providers for streamlined transparency and simplified management.

#### Broad Coverage

Provides extensive call coverage for wireless subscribers, ensuring a comprehensive solution for outbound calls to wireless devices.

## Help Customers Answer Your Calls Again

The SecureLogix portfolio of Outbound Call Trust services supports a layered, stepped-approach to improving call answer rates.

### Layer 1: Number Reputation

Restoring and maintaining the existing reputation of your corporate calling numbers.

### Layer 2: Spoofing Protection

Preventing future spoofing of your corporate numbers to protect reputation and organizational brand.

### Layer 3: Call Branding

Enhancing CallerID with full call branding information display to increase caller identity and trust.

### SecureLogix® Outbound Call Trust Services

#### Reputation Defense™

##### Call Number Management Service

Remove fraud / spam labeling attached to your enterprise calling numbers.

#### TrueCall™

##### Spoofing Protection Service

Industry-leading call spoofing protection.

#### Contact™

##### Call Branding Service

A single, low-friction, secure solution for full call branding displays to increase call answer rates.

