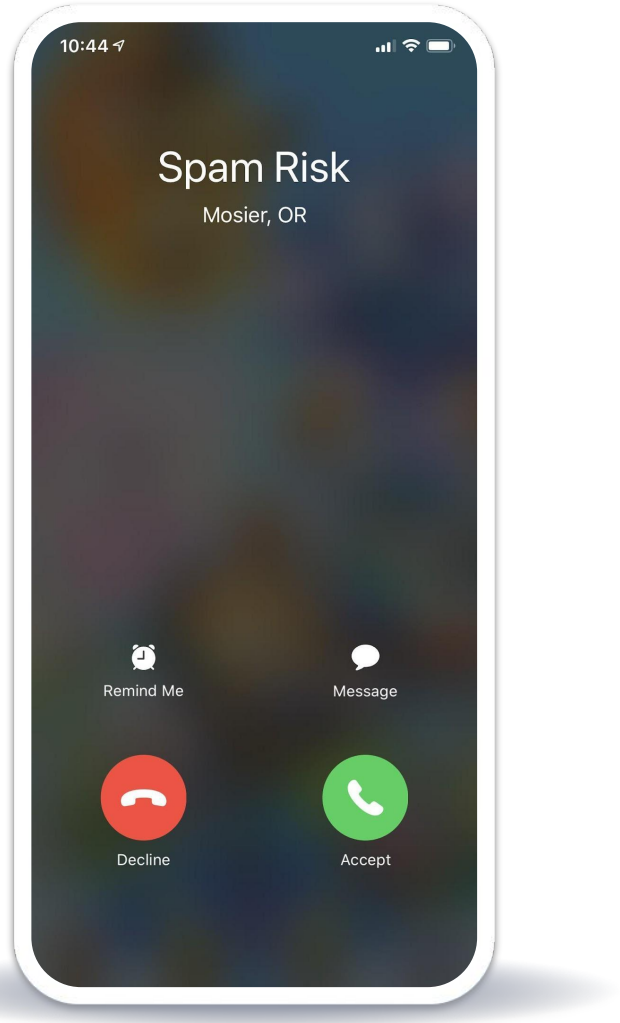
Number Reputation Management

Restore trust in outbound calls





No one is picking up for “Scam Likely”

Fraud has risen on phone channels, leading to consumers not trusting unmarked phone calls–ESPECIALLY those labeled “Spam Risk” or “Scam Likely”

- Nearly 90% of consumers will ignore, reject, or even block calls that appear with a spam warning

Source: [American Association for Public Opinion Research (AAPOR)]

These pains are especially impactful at Enterprise scale



Over 70% enterprises stated that **10%+ revenue loss over the last 6 months** can be attributed to negative call experiences

Source: [Omdia, Rebuilding Trust in Calls Second Edition (2023)]

The evolution of call labeling

Historically the FCC obligated carriers to deliver calls, even when they didn't want to

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In 2017, the FCC allowed carriers to block calls from invalid or unallocated phone numbers

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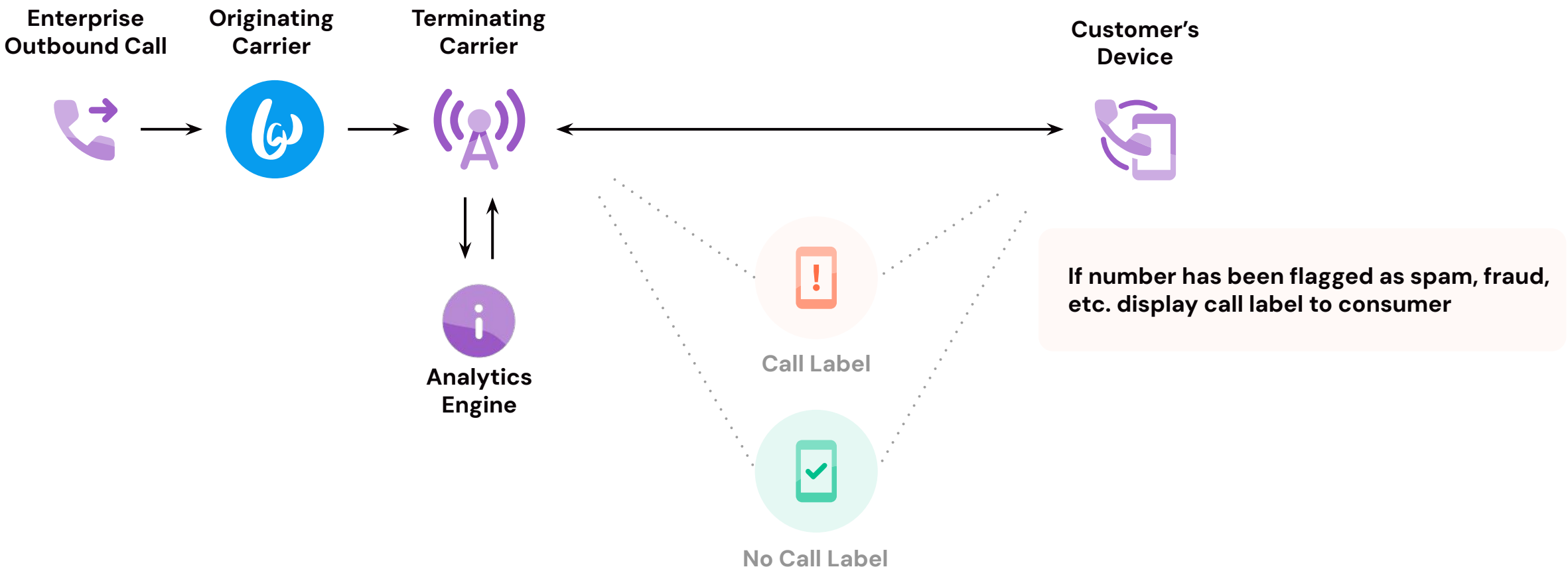
In 2019, the FCC ruled that "voice service providers may offer opt-out call-blocking programs based on any reasonable analytics designed to identify unwanted calls."

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In 2020, the FCC declined to address mislabeled calls-leading to widespread call labeling

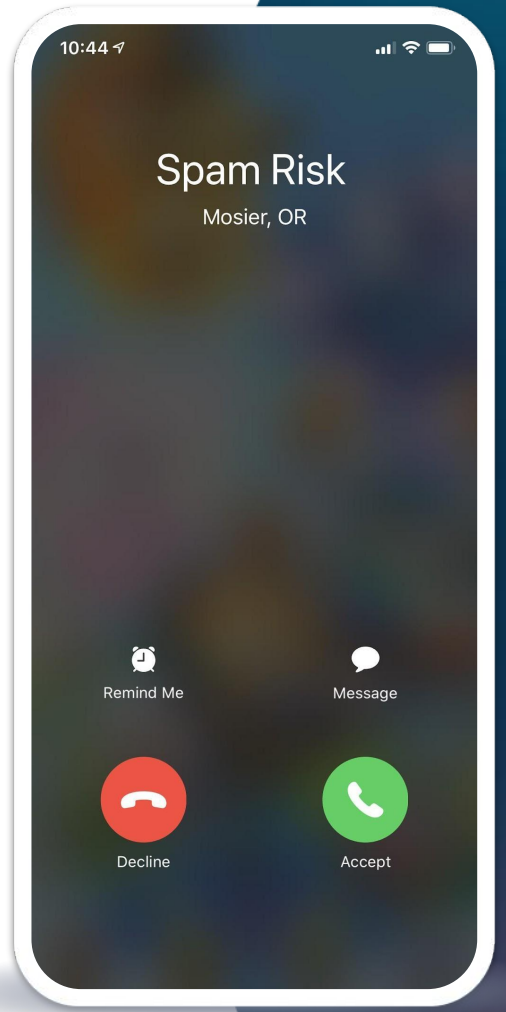
Source: FCC Declaratory Rulings. Information presented on this slide is not intended as legal advice and comes from publicly available sources.

Call Flow: How call labels are identified and app



[INSERT] Number Reputation Management

Protect and restore brand reputation to improve contact rates and customer satisfaction



How Number Reputation Management works

Get Started
Tell us about your customer with KYC Documentation

Create Registration Groups
Organize your numbers by your customer's intent.

[INSERT] monitors continuously

- Weekly updates on carrier status

99.8%
registered numbers stay label-free

[INSERT] vets your customer
We process your identity with the analytics engines and carriers

Your numbers go live

This can take 2-3 weeks.

Label Detected
When a call label is detected, we **automatically trigger** a remediation request.

Remediation Request Under Review
Analytics Engine reviews and returns the outcome.

This can take 2-3 weeks

Resolved
If approved the label is removed and the number returns to the monitoring group

[INSERT] Compared to Alternatives

	[INSERT]	Monitoring Tools	Analytics Engines	Free Registry
Enhanced Identity Vetting	✓	✗	✗	✗
Carrier-level registration	✓	✗	⚠ Limited to 1 carrier	⚠ Not guaranteed
Label Monitoring	✓	✓	⚠ Limited to 1 carrier	✗
Automated remediation	✓	✗	✗	✗
Remediation Cost Included	✓	✗	✗	✗
Remediation speed	< Week	⚠ No Remediation	✓ Comparable	⚠ No Remediation
On-Demand Dashboard	✓	✗	✗	✗
All 3 major MNOs, 1 portal, 1 API	✓	✓	✗	✓

The Lonely Road to Nowhere: DIY Number Reputation Management

