

RESTORING TRUST IN CONSUMER CALLS

INDUSTRY-LED. STANDARDS-BASED.
ONE-STOP ENTERPRISE SOLUTION.

Branded
Calling



78%

Consumers said they stopped answering unknown telephone numbers.

Consumers said they would answer a call if they received indicators such as name, logo or call reason.

75%

The Problem.

Consumer confidence in phone calls continues to erode as Americans typically ignore calls from phone numbers not in their contacts. Nearly 8 out of 10 consumers will not answer calls from unknown numbers or numbers marked as spam. Consumers said they would answer their phone if they received one or more visual indicators (name, logo, call reason, checkmark) demonstrating the call is from a trusted source.

Unanswered calls mean important alerts, reminders, and notifications go undelivered reducing customer satisfaction, and increasing enterprise customer care costs.

Until now, the marketplace has offered fragmented, proprietary branded calling solutions that were not interoperable, secure, or fully protected against bad actors.

To address this challenge, the industry collaborated and developed an interoperable solution to deliver branded calling with rigorous data vetting and validation and end-to-end security by design, built upon open and transparent STIR/SHAKEN standards.

Data based on August 2024 Morning Consult survey.

Branded Calling ID™ is the most secure, scalable, and interoperable solution to help enterprises engage with their customers confidently and securely, saving businesses time and money, while increasing consumer trust and engagement.



INDEPENDENT VETTING & VERIFICATION—ONE STOP

Enterprise telephone numbers, caller display names, logos, and call reasons are thoroughly vetted by BCID Authorized Partners to ensure caller authenticity. BCID is the only market one-stop solution that leverages independent Authorized Partners who are required to comply with industry-defined best practices and common requirements.



CROSS-NETWORK COVERAGE & INTEROPERABILITY

Trusted and secure network interoperability is the BCID ecosystem difference. Built on industry collaboration, leveraging STIR/SHAKEN standards, and using the highest level of trust-anchor security, BCID enables the display of branded calling information with the greatest degree of end-to-end data integrity.



CONFIRMED CALL DELIVERY REPORTING

BCID is the only ecosystem where businesses receive a confirmation that each branded call was delivered to a consumer's phone. Authorized Partners receive detailed monthly reports of branded calling activity and enterprises only pay when the BCID platform confirms display.

Enterprises signup for BCID with Onboarding Agents, data is vetted and verified by a Vetting Agent, Signing Agents cryptographically confirm and "sign" the call, and Terminating Service Providers deliver the authentic branded calling data to the consumer's device.

BCID Authorized Partners are committed to maintaining integrity of one of the most important communication methods—voice calls—by providing consumers with trusted caller information.

Authorized
Partner 

Begin delivering the most secure and trusted branded calls, [visit BrandedCallingID.com](https://www.BrandedCallingID.com).

