Seventy percent of Americans didn’t answer calls if they didn’t recognize the incoming number.1


3 Pindrop® Labs annual Call Center Fraud Reports, 2013-2017.


Network details & coverage maps at vzw.com. © 2020 Verizon INF9510720

In 2019:

70% Seventy percent of Americans didn’t answer calls if they didn’t recognize the incoming number.

106 B One hundred and six billion unwanted calls were placed.

$1.48 billion Scams involved:

- COVID-19 testing
- Automobile warranty
- IRS scam
- Medicare enrollment
- Tech support
- Utility shut-off

Was lost to telephone fraud in 2019—38% more than in 2018.2

2/3 Nearly two-thirds of calls from toll-free numbers were labeled “nuisance” or “high-risk.”

Trust drives the growing conversational economy.

Consumers are clear about what it will take to restore their trust in voice calling—but voice applications go far beyond traditional calls.

80% Almost 80% want carriers to block high-risk calls.3

78% Seventy-eight percent of all customer interactions are by voice.4

We’ve already helped customers avoid more than 1.5 billion robocalls5

We supported the Telephone Robocall Abuse Criminal Enforcement and Deterrence (TRACE) Act, which boosts penalties for phone scammers

We’re leading the way to drive policy and standards that fight fraudulent calls

And we are implementing the Secure Telephony Identity Revisited (STR/SHAKEN) initiative, which digitally signs calls to help customers know who’s really calling

Seventy-eight percent of all customer interactions are by voice.4

For things like:

- Voice-assisted internet searches
- Voice-activated appliances and tools
- Voice-assisted shopping

Verizon supports a layered approach to combating fraudulent calls

Learn more:
For more information about STR/SHAKEN, contact your Verizon Business Account manager, or click here.