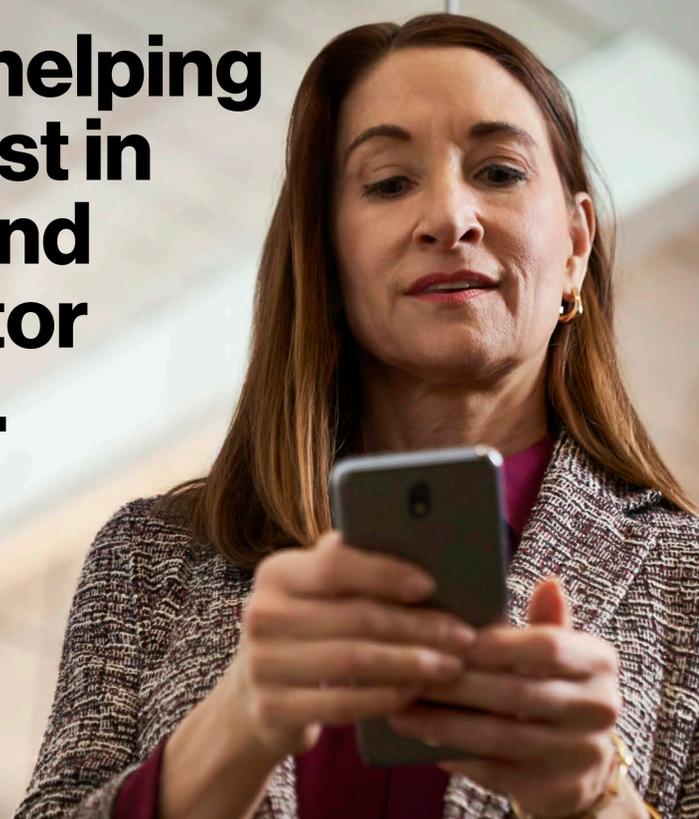


Verizon is helping restore trust in business and public sector voice calls.



Americans have learned not to answer the phone. That's a big problem for organizations that need to reach them.

In 2019:

70%

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

106 B

One hundred and six billion unwanted calls were placed.

- Almost 325 for every person in the United States
- Almost one per day
- Up more than 70% in a year²

2/3

Nearly two-thirds of calls from toll-free numbers were labelled "nuisance" or "high-risk."²

\$1.48 billion

was lost to telephone fraud in 2019 – 38% more than in 2018.²

Scams involved:

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

That can lead to significant losses for businesses:

- Impacting income
- Tarnishing reputations
- Eroding consumer trust

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.



Almost 80% want carriers to block high-risk calls.²

At a time when voice-enabled technology use is actively growing across home and businesses, voice security is more important than ever.



Seventy-eight percent of all customer interactions are by voice.³

For things like:

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

Verizon is lighting a path to improved voice security.

Verizon supports a layered approach to combating fraudulent calls:



We've already helped customers avoid more than 1.5 billion robocalls⁴



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



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



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

Learn more:

For more information about STIR/SHAKEN, contact your Verizon Business Account manager, or [click here](#). >

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¹ "Why Robocalls Are Even Worse than You Thought," Consumer Reports, May 2019. <https://www.consumerreports.org/robocalls/why-robocalls-are-even-worse-than-you-thought/>

² Transaction Network Services 2020 Robocall Investigation Report, March 2020.

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

⁴ Verizon press release: <https://www.verizon.com/about/news/verizon-helps-customers-avoid-15-billion-robocalls> (August 2019).