

**ASSERTION**<sup>®</sup>  
a voice security company

# Identity Assurance

Smart call branding add-on gets you up to **50% more call connect** and conversion rates by branding outgoing calls in real-time.

It integrates off-the-shelf through standard SIP with SBCs for Smart Call Branding. Integrates with dialer and Agent desktop through standard APIs for pre-call user consent.

**August 2024**



Pain & Solution

3 - 5

Product Screens

11 - 13

Features

6

Pre-requisites / Support matrix

14 - 15

Solution Benefits

7

PoC / Trial offer

16

Success Stories

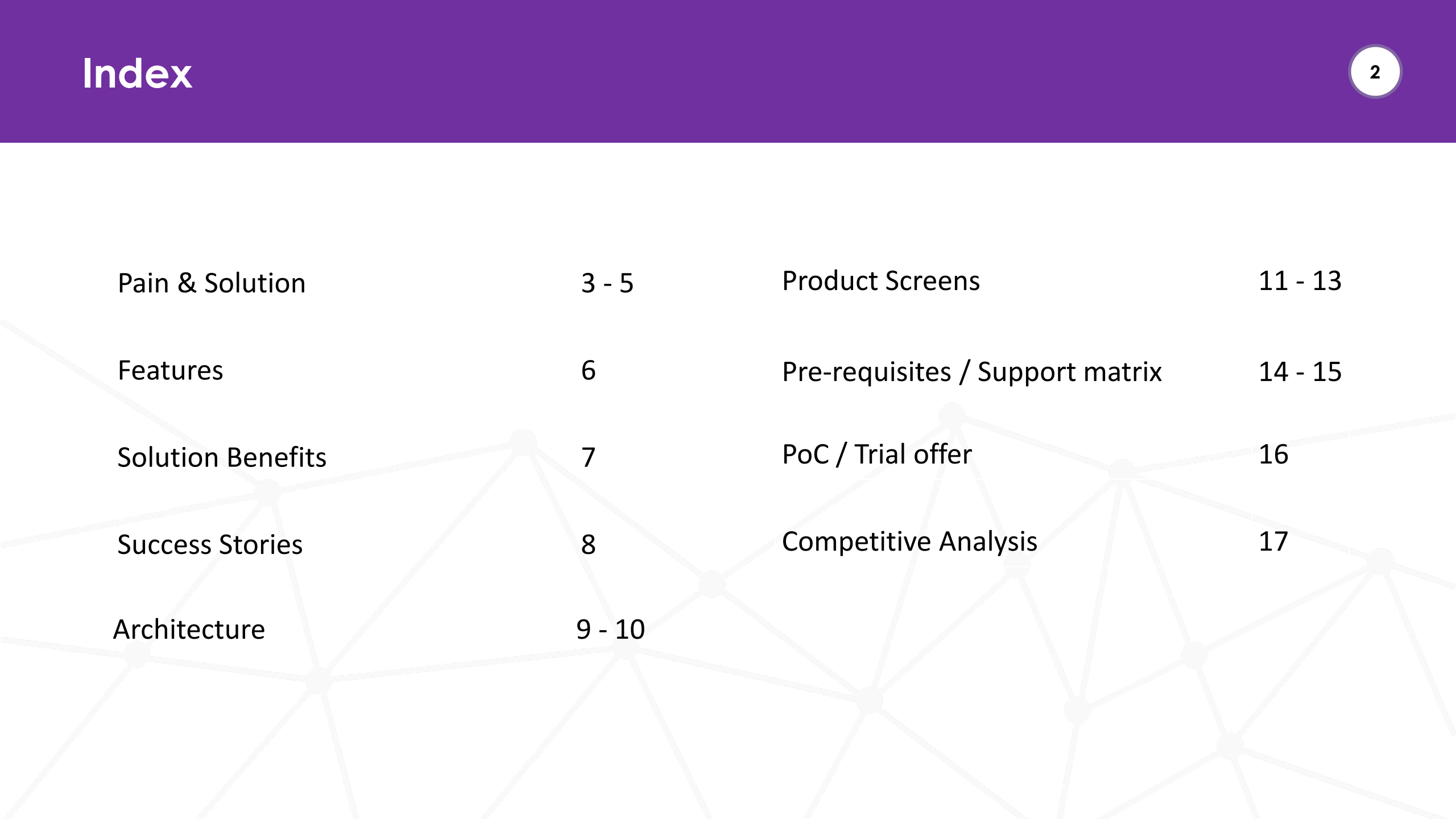
8

Competitive Analysis

17

Architecture

9 - 10



Customers do not appreciate unsolicited calls



Only 6-12% of people answer calls from unknown numbers and engage in a conversation. Businesses struggle to have meaningful interactions with customers.

Inform Customers of the purpose and get their consent before calling - Increases call connect rate by 50%



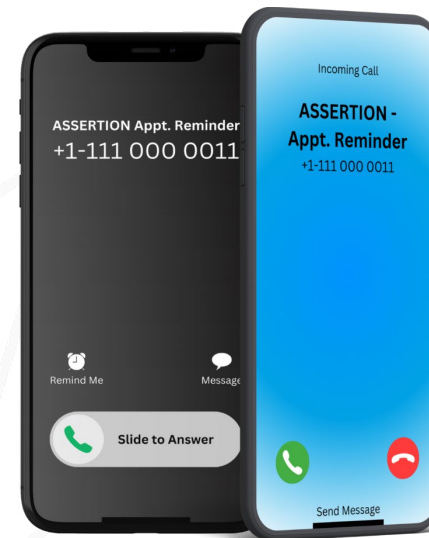
A personalized app notification is sent few minutes prior to call to inform the user of the call purpose and to get their consent. Call at customers' preferred time to ensure that they answer.

**Customers do not answer calls from unknown numbers or calls tagged as Scam Likely**



Only 1-2% of people answer calls from numbers that get tagged as scam likely. This is a significant challenge for businesses as crowd sourced databases can mark their numbers as scam likely.

**Show your business name and personalized call purpose to increase trust**



Full screen branding increases trust in the call. Personalized branding cannot be recreated by scammers.

## Telco based branding costs at least 3 cents a call



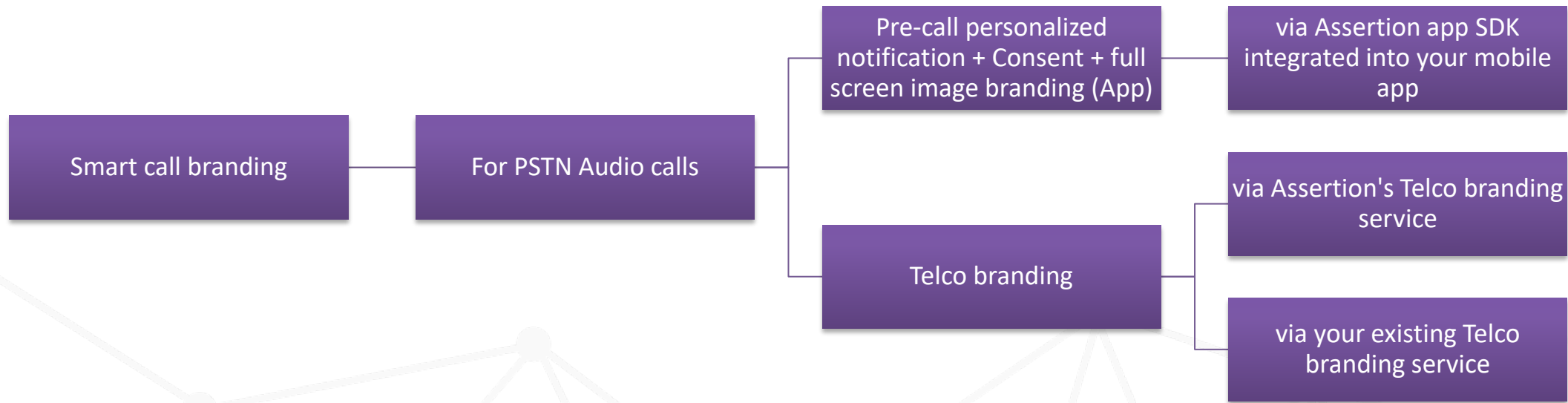
Telco-based branding starts as high as 7 cents per call and goes down to 3 cents per call for high volume customers. For customers doing 1M calls a month, this works to \$30,000 a month.

## Smart branding uses your mobile app infrastructure for notification, consent & branding. Starts at 1 cent per call



Assertion's Smart branding checks if the customer has the mobile application and network connectivity. If the 2-way connectivity check with the app passes, it uses the App branding experience, else falls back to Telco branding.

# Features of Identity Assurance



## Pre-call consent

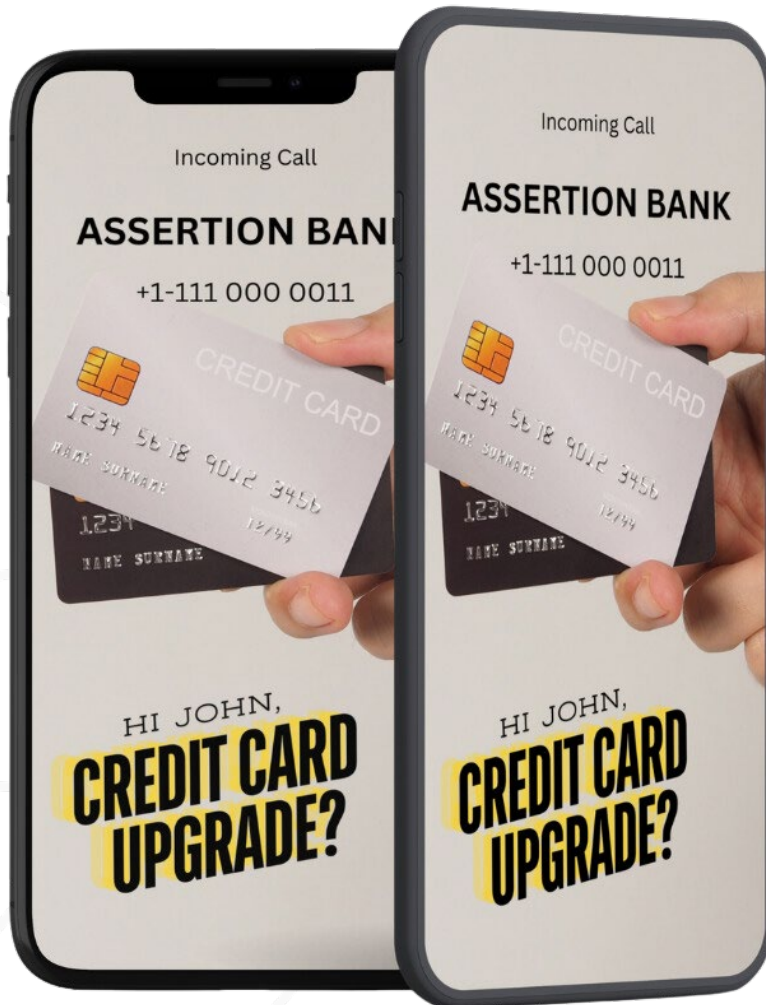
- Integrate with dialer and send a personalized message to customer a few minutes before the call
- Fixed + custom “time to call” options
- Configure calling behavior on user consent
- Reschedule call based on user consent

## Smart call branding

- Integrate with dialer to launch call at user preferred time
- Check network connectivity to app and decide between app branding and telco branding.
- Full screen image branding supported with Apple phones and select Android phones; Brand icon on other phones with personalized message

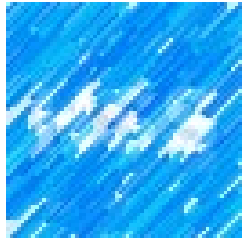
## Detect brand impersonators

- Customers can detect and report impostors using Live Call Verification feature.
- Historical call verification allows customers to validate identity of past callers.



1. User consent prior to call
2. Get the user's preferred time to call
3. Call user at their preferred time (re-program the dialer)
4. Full-screen branding with call purpose on incoming call
5. Live call verification post-call answer
6. Fallback to Telco-based branding if App-branding is not available
7. Priced per call, billed monthly or annually

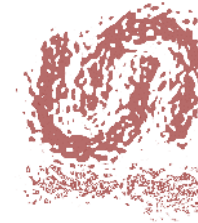
## Hospital



Missed appointments, or "no-shows," cost healthcare providers an average of \$264 per missed appointment. With a 22.3% no-show rate, a typical clinic loses \$1,325 daily – over \$350,000 annually per doctor. For managed care organizations, the stakes are higher, with Medicaid patients having a 41% no-show rate. Beyond the financial impact, missed appointments create dangerous delays in care, worsening conditions as patients await rescheduled visits.

A leading national hospital implemented Assertion's Identity Assurance solution, reducing their no-show rate from 21% to under 15%. This decreased daily missed appointments per doctor from 4.62 to 3.3 on average, improving operational efficiency, patient satisfaction, and care quality. This recaptured an estimated \$90,948 in revenue per doctor per year. With over 100 doctors, the hospital saw a \$9 million annual boost by ensuring appointment reminders reach patients.

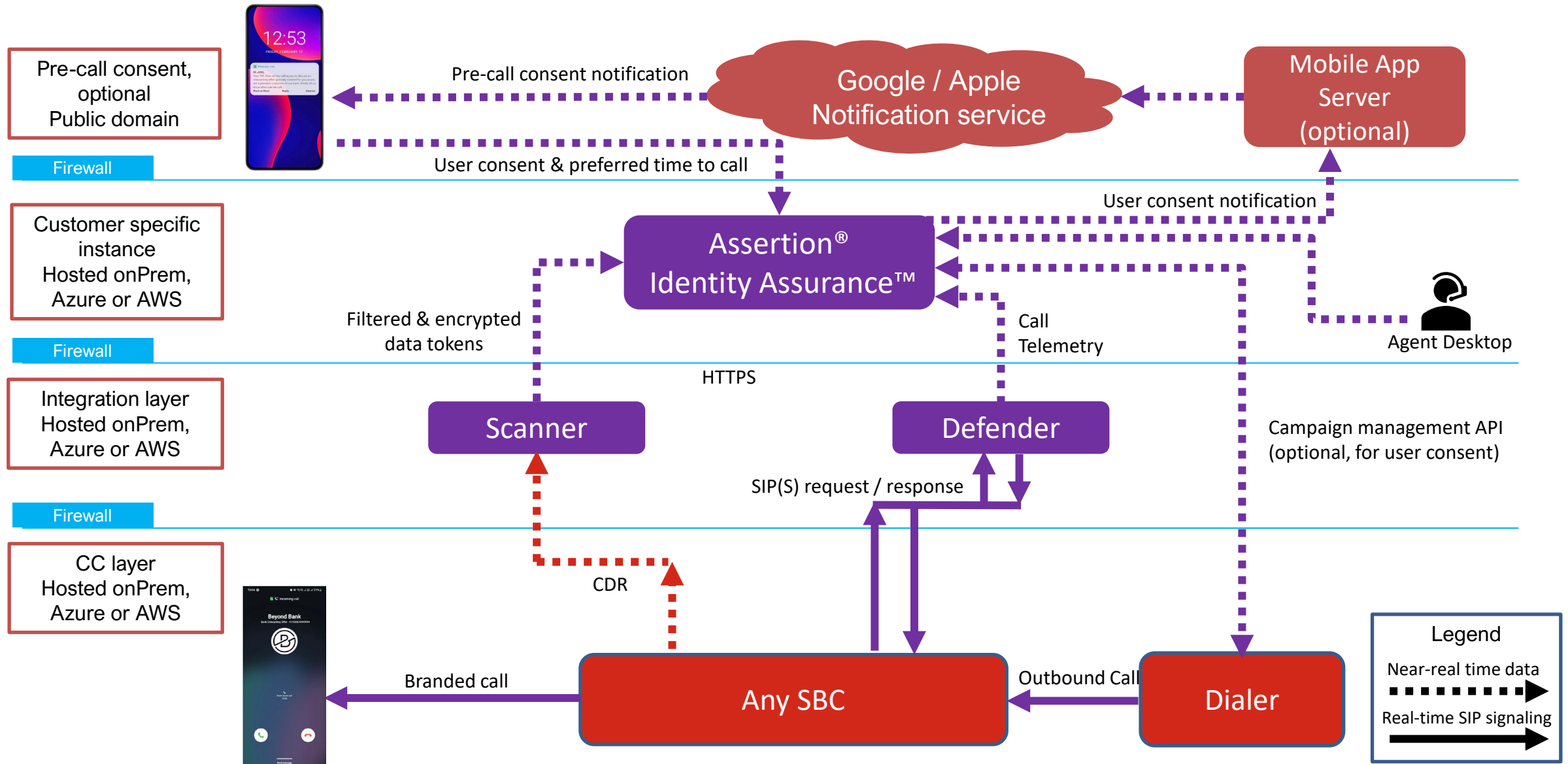
## Bank



Our client, one of the top 10 banks in India, uses CISCO contact center to make millions of outbound calls monthly. They had an average connect rate of 6%, with most customers indicating disinterest or inconvenient timing, resulting in a disconnect. Meaningful Conversations, defined as conversations of over 15 seconds, were less than 2% of the calls made.

Assertion Identity Assurance addressed their two pain points - trust and unsolicited calling - by leveraging the bank's mobile app to send a consent message prior to the call, call at the user's consented time, and brand the call with the bank's logo and a personalized message. This approach built trust and ensured higher connect rates and meaningful conversations. As a result, the bank's connect rate improved to 15% (up from 6%) and its conversation rate doubled to 4%, leading to hundreds of millions in additional revenue.





Defender is consulted during call setup and allows / redirects / blocks calls. It is not on signaling path of connected calls and is never in the media path.

- Assertion Scanner supports geo-redundant HA
- Assertion Defender supports active-standby HA in the same site.
- Defender is never in the middle of media path (does not get RTP, ever). It redirects SIP INVITE using 3xx, 5xx message.
- Defender does SIP keep alive with the SBC. If Defender fails or is slow to respond, SBC is configured to skip the Defender and move ahead with call processing.
- When Defender fails, there is no loss of call processing or delay in call processing.
- Defender is fast. It responds to each call within 10 milliseconds.
- It is highly scalable and can handle up to 500 calls / second / Defender node. Multiple Defender nodes can be stacked up, without any known limit.
- The solution is vendor agnostic and uses RFC SIP signaling. Supports all major SBCs with no extra components.
- The App notification uses the Google / Apple notification service, and the reliability is limited by the base service.

# Agent Dashboard – Consent Flow

**Predictive Mode** | John Doe

918888812345 00:00  
VO\_TRA\_NTPA\_ENG\_WRO

**Assertion Identity Assurance**

**Notification History**

- 06-June-2024 04:00 pm: Branded call "Summer offer upgrade" made to customer at consented time
- 06-June-2024 11:30 am: Customer consented for callback at 4:00 pm
- 06-June-2024 11:28 am: Pre-call consent message sent to customer

**Customer Details** | Call Log | Call Notes | Template

<b>Channel</b> Web	<b>Tier</b> Grey	<b>Upgraded</b> Yes	<b>Verified</b> Yes
<b>Credit Status</b> Good	<b>Repeated Customer</b> Yes	<b>Recent loan enquiry</b> Yes	

**Customer Details**

Customer Email	frank.abel@yahoo.com
Customer Name	Frank Abel
Reason for call	Summer offer on personal loan
Active Saving account	013225553135
Customer tier	Grey
Customer status	Active
Blacklisted	No
Source webpage	www.famousbank.com/enquiry
Current country	US
Languages	English

**Messaging** | 2

Identity Assurance widget on Agent screen (provided by Assertion). Notifications sent to user and their consent can be seen here

Last message recieved at 2:00 PM

Type a message...

## Real-time Dashboard



Real-time overview on top campaigns, smart branding split, conversions, engagement, impersonation attempts and more

## Campaign Insights



Deeper real-time analytics on each campaign with AI insights, A/B split test widget, cost of campaign and conversion

## Billing Insights



A complete bifurcation of value delivered by Assertion as a whole and per campaign on the billing insights page

- Minimum 3 VMs - 1 Scanner, 1 Defender and 1 Identity Assurance Core
- Assertion<sup>®</sup> Scanner has the following requirements:
  - Hardware requirements – VM with 8GB RAM, 4 vCPU \* 2.2GHz, free disk space of 150 GB.
  - Software requirements – OVA provided with RHEL 8.x/9.x. Customer to provide license.
  - Network – 2 NIC cards, 1Gbps
- Assertion<sup>®</sup> Defender has the following requirements:
  - Hardware requirements – VM with 8GB RAM, 4 vCPU \* 2.2GHz, free disk space of 150 GB.
  - Software requirements – OVA provided with RHEL 8.x/9.x. Customer to provide license.
  - Network – 2 NIC cards, 1Gbps
- Assertion<sup>®</sup> Identity Assurance Core has the following requirements:
  - Hardware requirements – VM with 16GB RAM, 8 vCPU \* 2.2GHz, free disk space of 500 GB.
  - Software requirements – OVA provided with RHEL 8.x/9.x. Customer to provide license.
  - Network – 2 NIC cards, 1Gbps

## Compatibility matrix

SBC Vendor	Version Supported
Avaya SBC	8.x, 10.x
AudioCodes SBC	7.2+
Oracle SBC	7.2.x, 7.4.x, 8.x
Ribbon SBC	10.x, 11.x for SBC SWe Lite, SBC 1K, SBC 2K
Cisco Cube	14.x+

**We offer a 30-day Proof of Concept (PoC) for Assertion Identity Assurance, tailored to meet your business needs!**

Opt for a no obligation PoC to test the system in your environment. Purchase only if the PoC is successful. This flexible approach allows you to experience the value of Assertion Identity Assurance with confidence.

# Competitive Analysis against Neustar, TNS, Hiya & First Orion

Pre-call user consent	Assertion	Competition
Pre-call personalized notification to the customer		
Get customer consent along with preferred time to call		
Integrate with your dialer to schedule the call at customer preferred time		
Notify agent about customer consent to boost their confidence when talking to customer		
Fixed and Custom call scheduling options given to customer		
Smart call branding	Assertion	Competition
App based branding with fallback to Telco branding for maximum coverage		
Use CLI not registered with Telco branding when doing App branding to save costs		
Full screen image while call rings to wow the customer		
De-associate branding on customer's phone within 5 seconds of call disconnect to avoid misuse		

Detect brand impersonation	Assertion	Competition
Verify ongoing call to detect impersonator using Live Call Verification		
Report impersonation attack to enterprise when active on a live call		
Validate historical call from logs and report impersonation attack to enterprise		
Receive push notification from enterprise when calling the enterprise to safeguard against fake call center impersonators		
Unique features	Assertion	Competition
Campaign wise performance reports in real-time		
Flexible deployment options – 100% onPrem, Hybrid, Private and Public cloud		
Run A-B testing and compare campaign performance over time		
30 days free pilot		



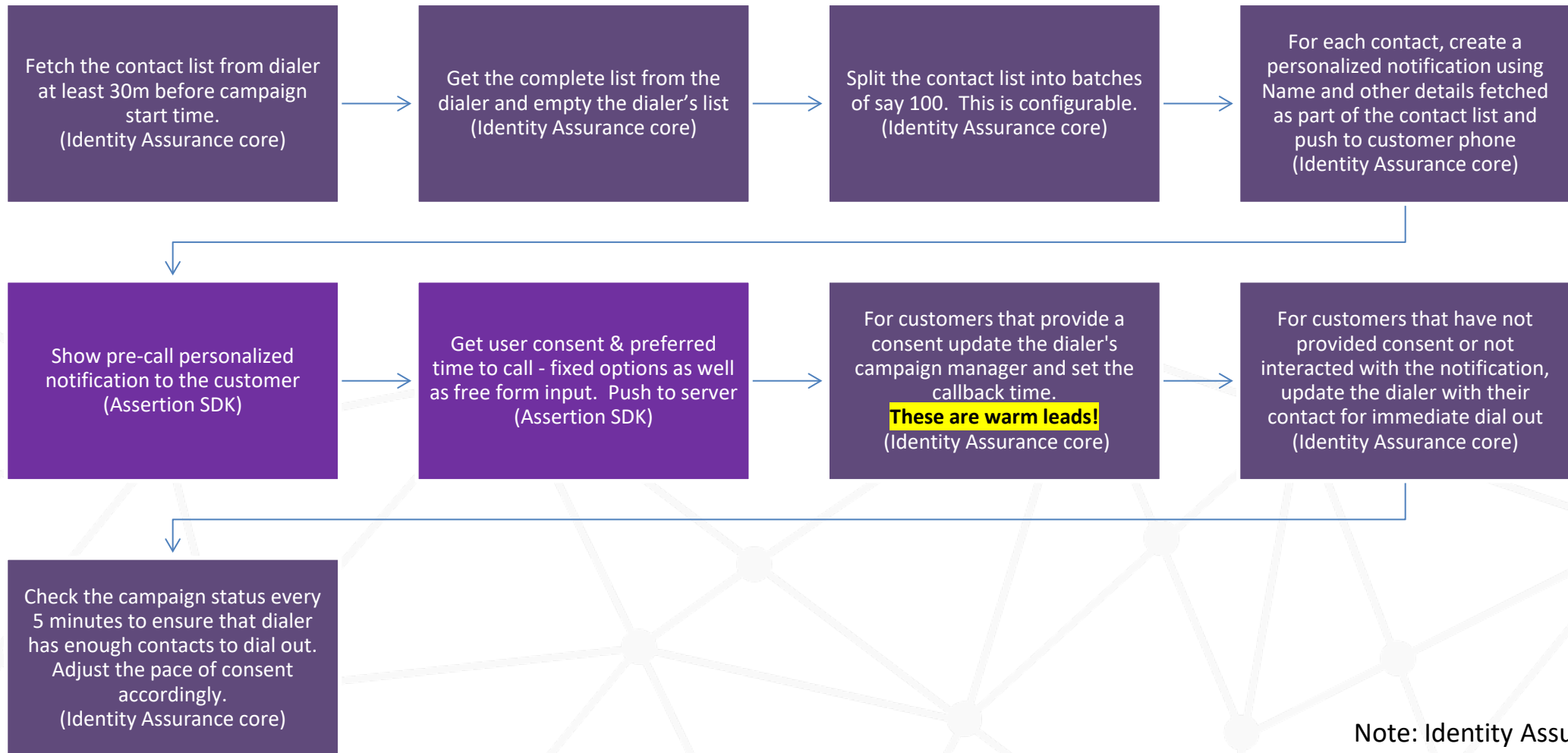
**ASSERTION**<sup>®</sup>  
a voice security company

**Thank you**

Contact us today to discover how Assertion's innovative solutions can elevate your technology infrastructure and meet your evolving needs.

# Step 1 – Get user consent (no other competitor can offer this)

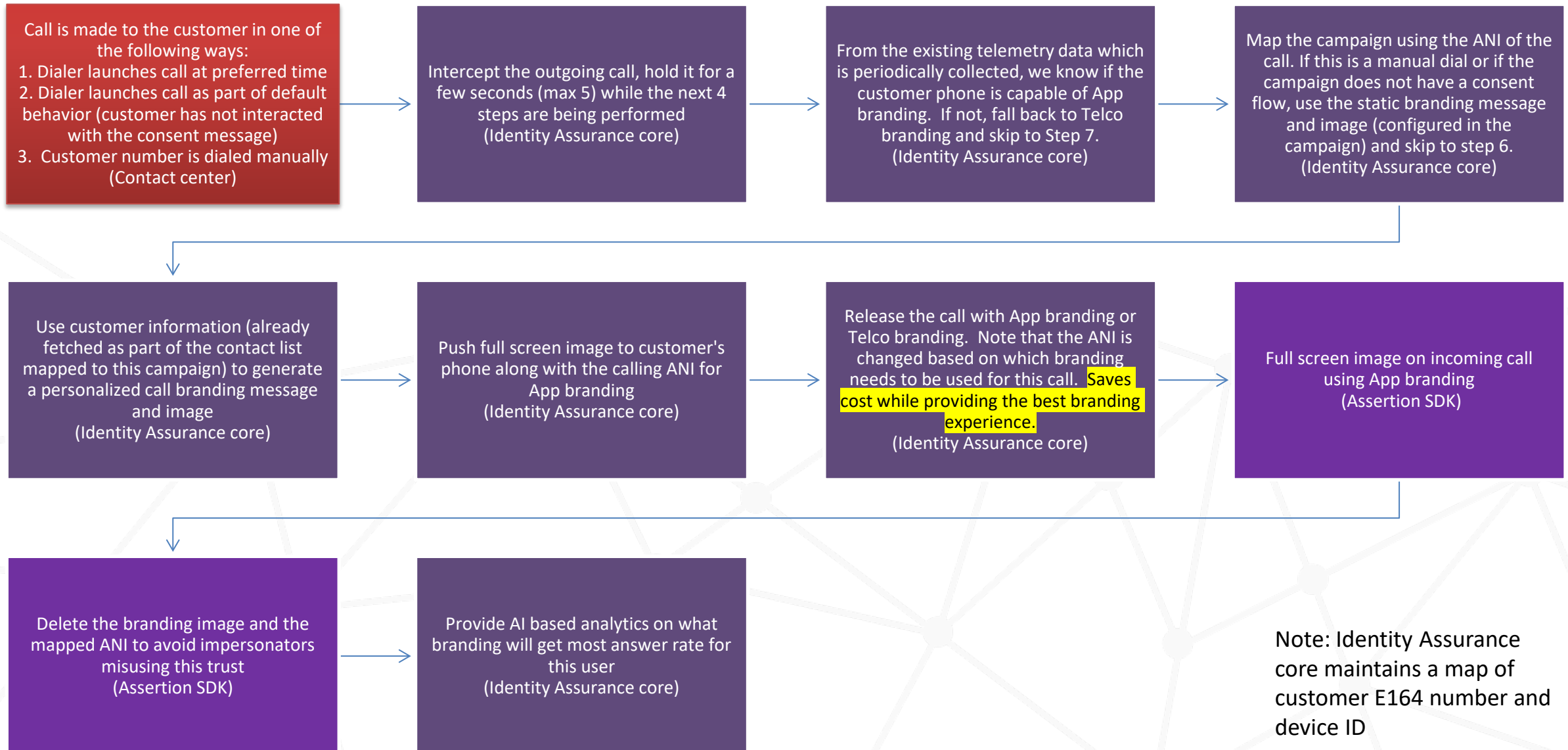
Turn a contact into a warm lead even before launching a call! Get the world's best connect rates with your dialer!



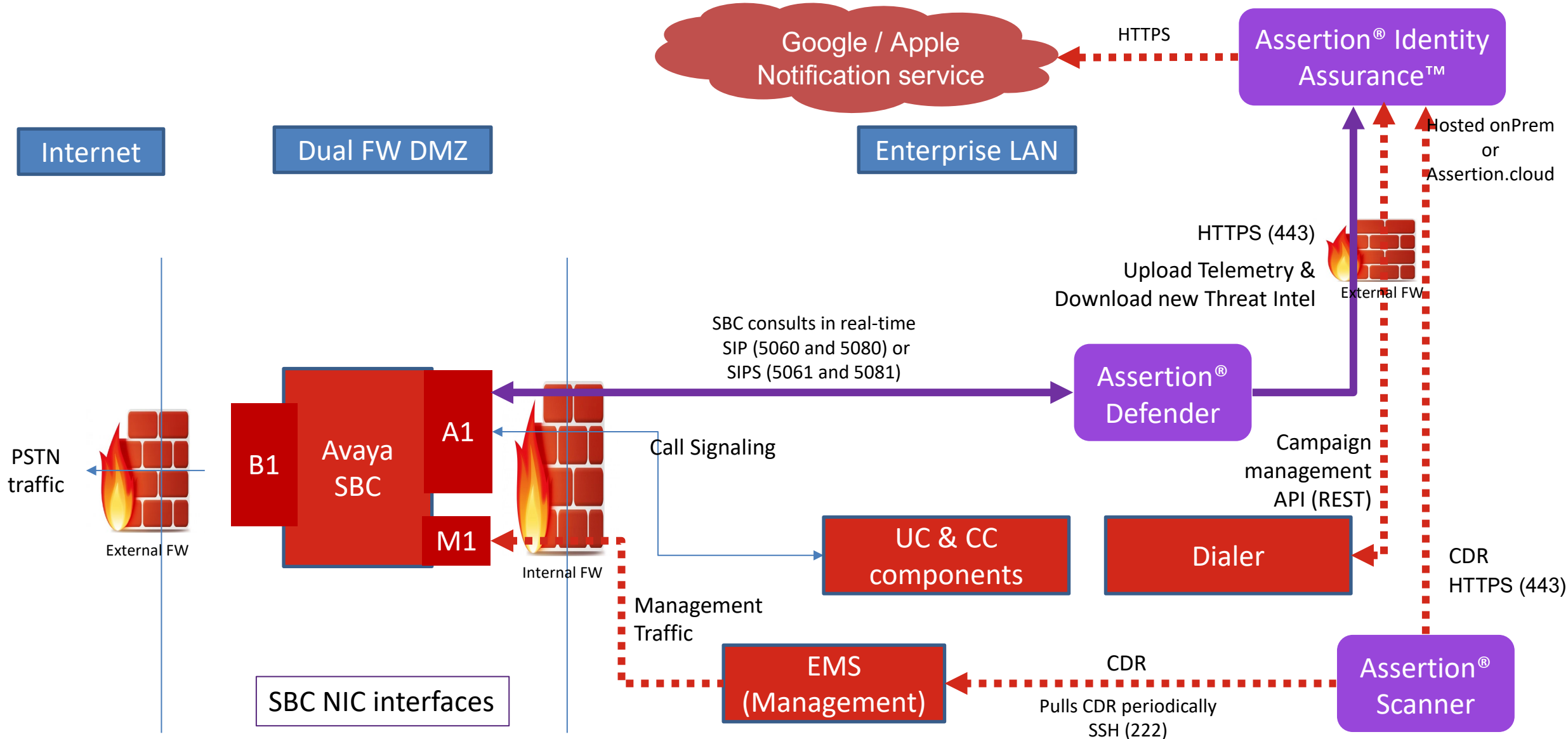
Note: Identity Assurance core maintains a map of customer E164 number and device ID

# Step 2 – Smart call branding

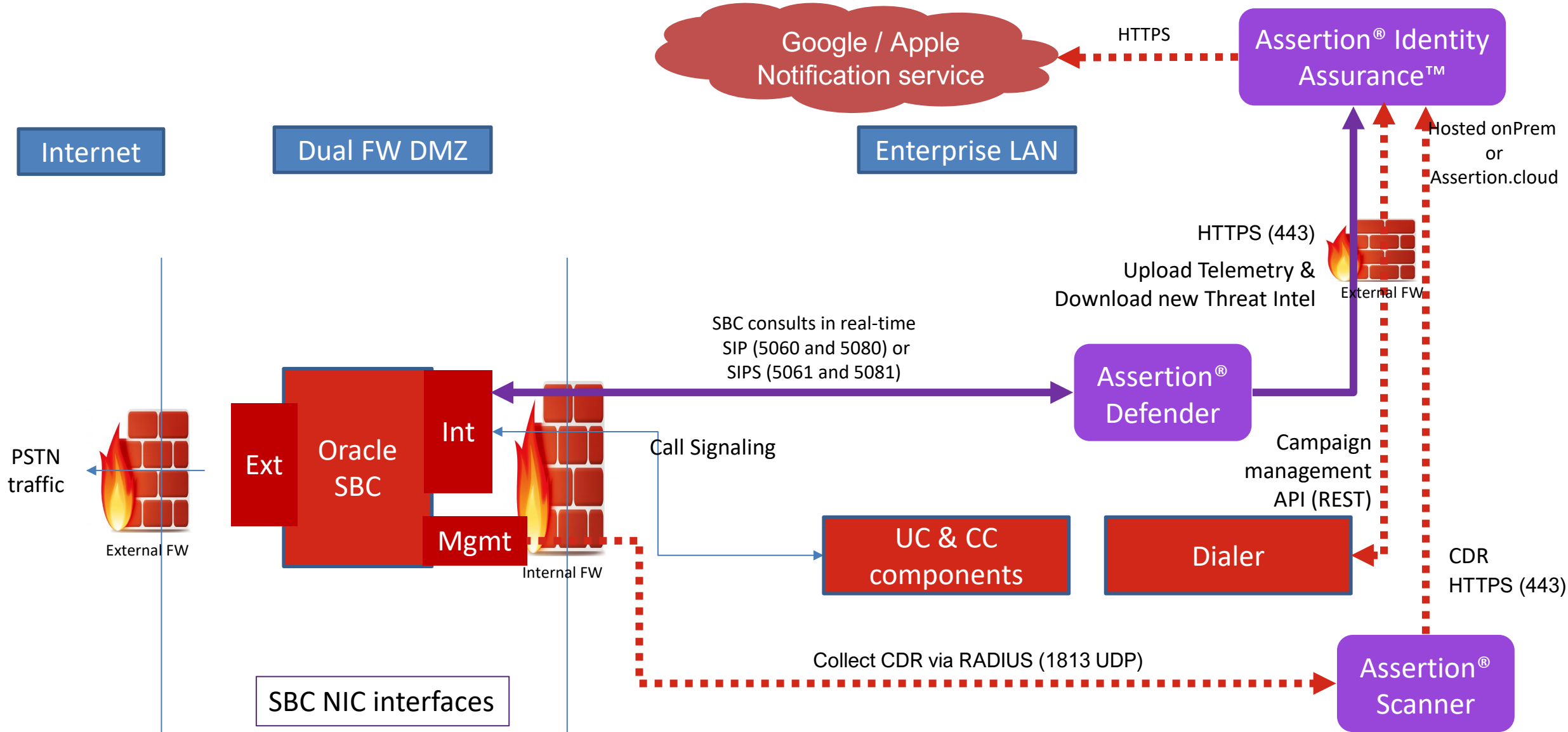
Save on Telco branding costs and provide App users with a rich branding experience to get world's best connect rates.



# Deployment and Connectivity – Avaya onPrem (recommended)



# Deployment and Connectivity – Oracle onPrem (recommended)



# Deployment and Connectivity – Audiocodes onPrem (recommended)

