

ASSERTION[®]
a voice security company

Identity Assurance

Gen AI Powered Secure Call Branding

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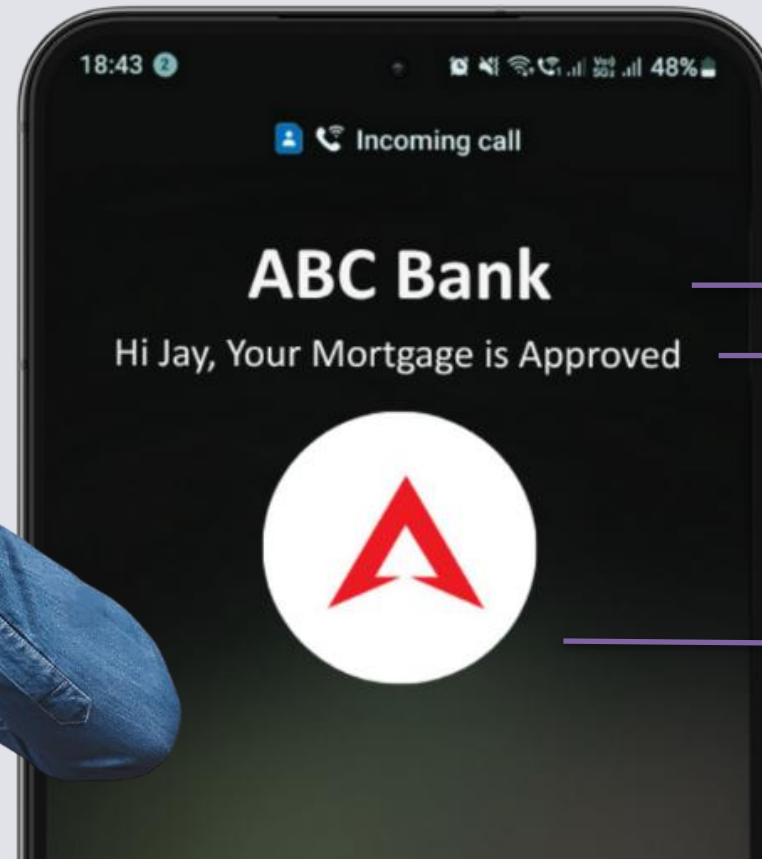
October 2025



The Global Problem: Loss of Trust in Phone Calls



The Solution: The Assertion Experience



Consumer knows who is calling

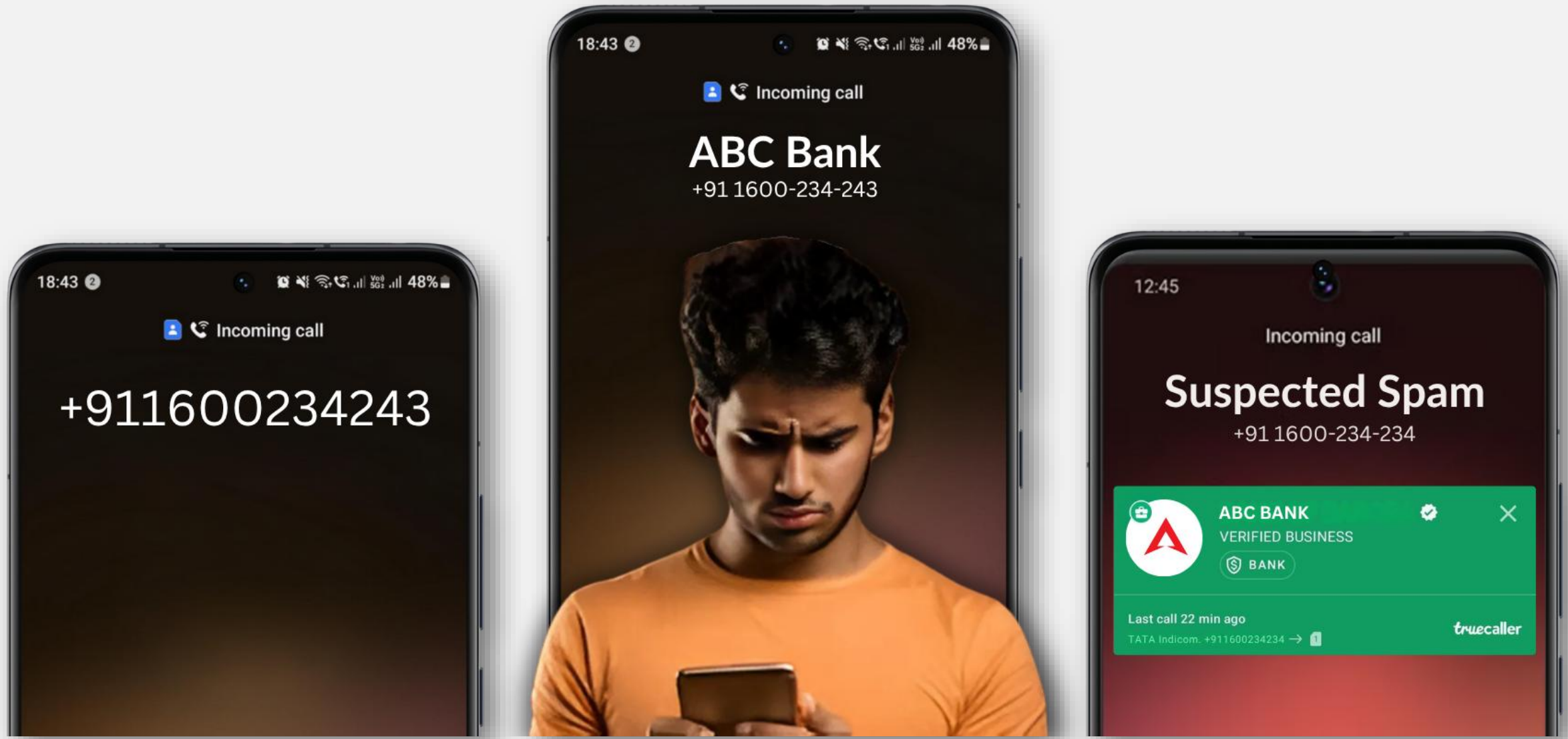
Sees their name and context of their interaction with the brand.

Is reassured that this is a verified business caller

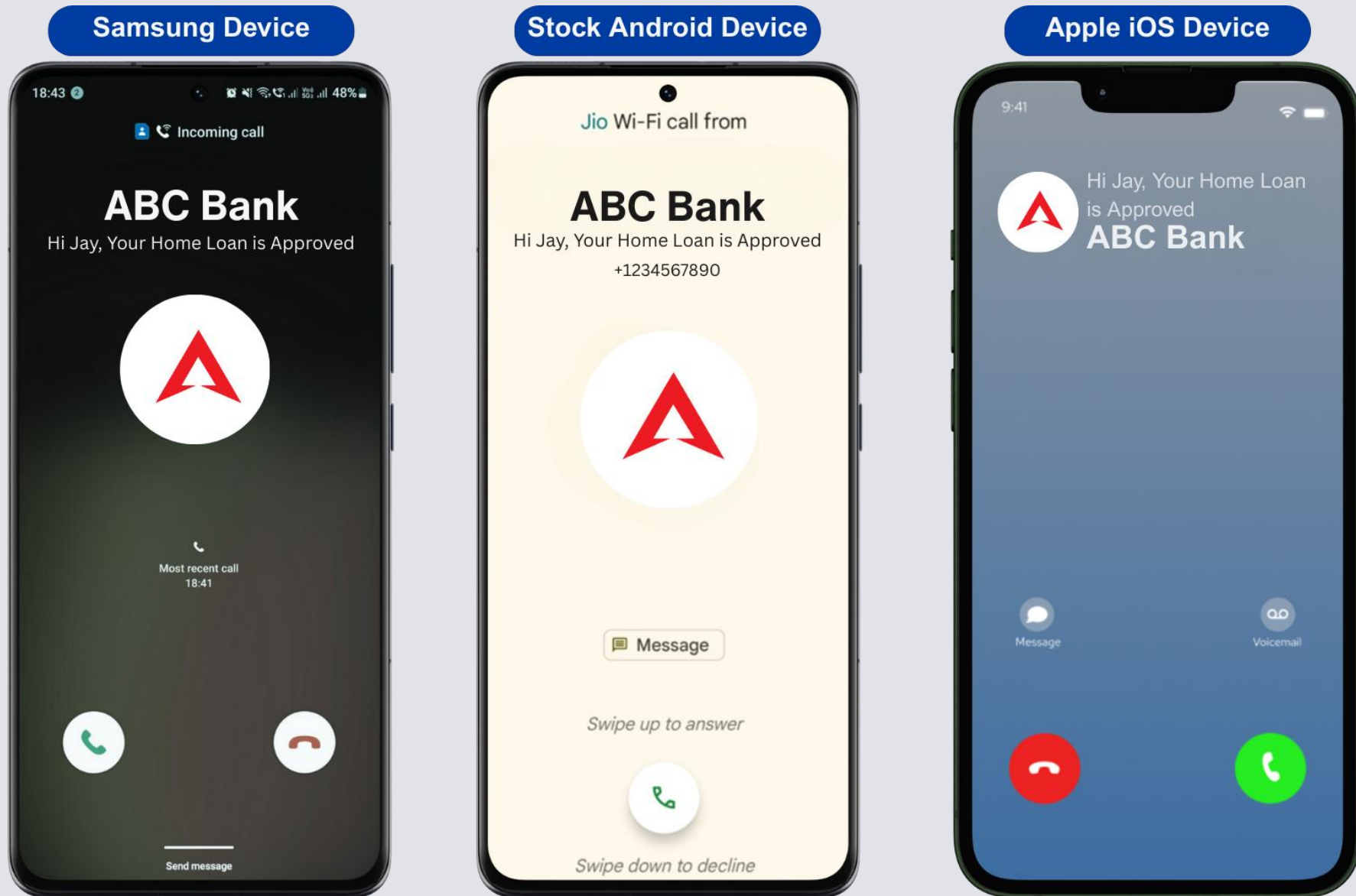
Net Result: Consumer trusts the call, answers it.

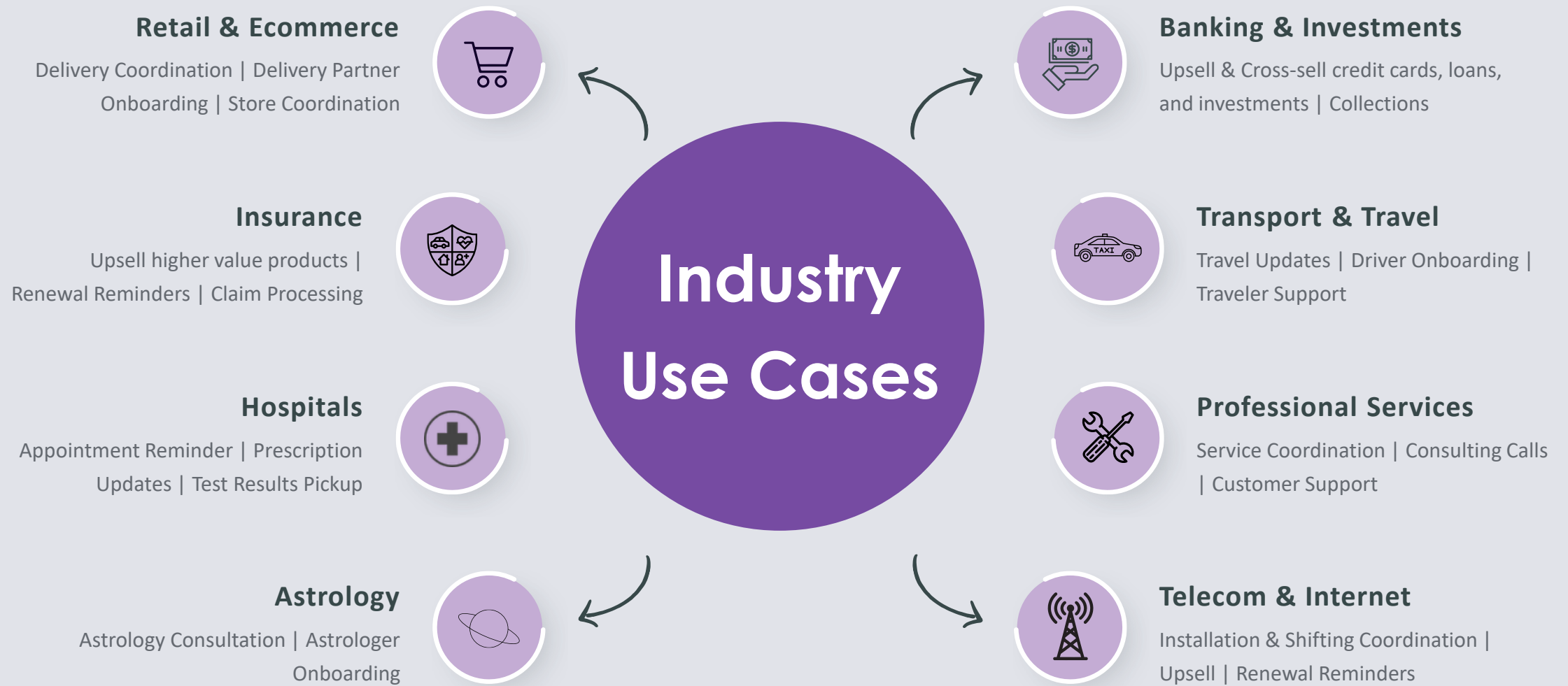
Customers not answering calls from your 160/140 numbers (INDIA)

They may know 'who' is calling, but not 'why' and cannot control the 'when'

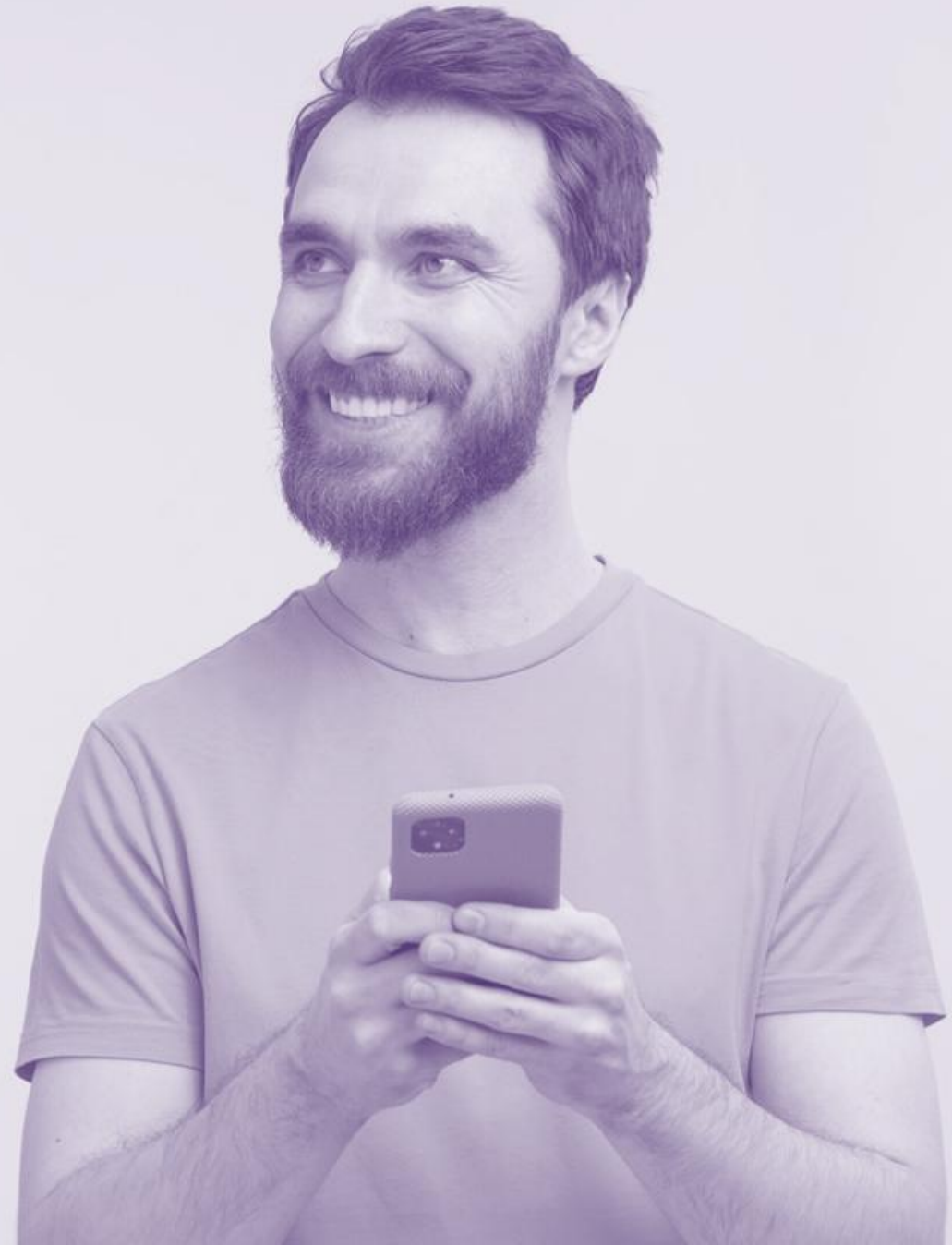


The Call Ringing Experience with Assertion Identity Assurance





Features Deep-dive



Personalized Call Branding

Address customer by Name

Get immediate attention with a personal connect

Get a consistent, global reach

Brand across domestic, global & roaming users

Highlight your brand

Stand out from competition with Your logo & brand

MFA-inspired secure branding

Secure your brand from number and identity spoofing

Send a personalized message

Gen AI optimized message per customer to get them interested

No more spam badge!

Get around silence unknown caller feature and spam filters

Multi-lingual Branding

Branding in 24+ Languages for better customer accessibility

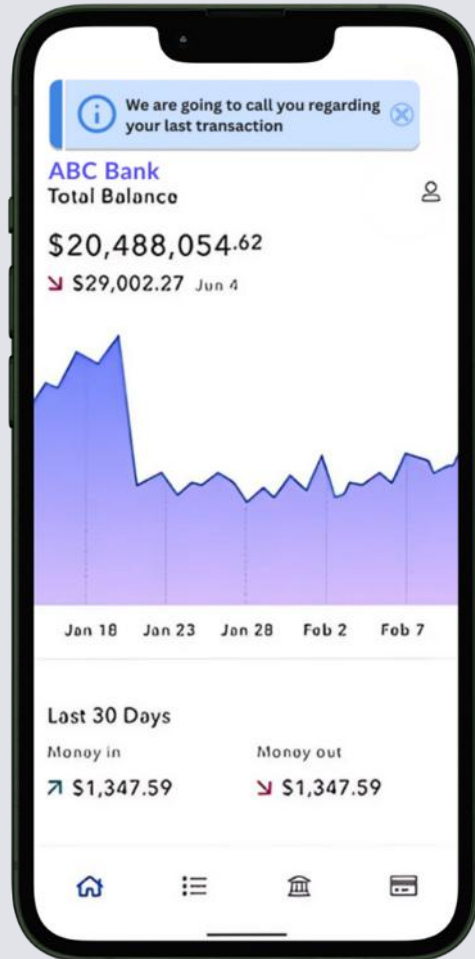
No double billing!

Auto fall back to TrueCaller /Telco branding

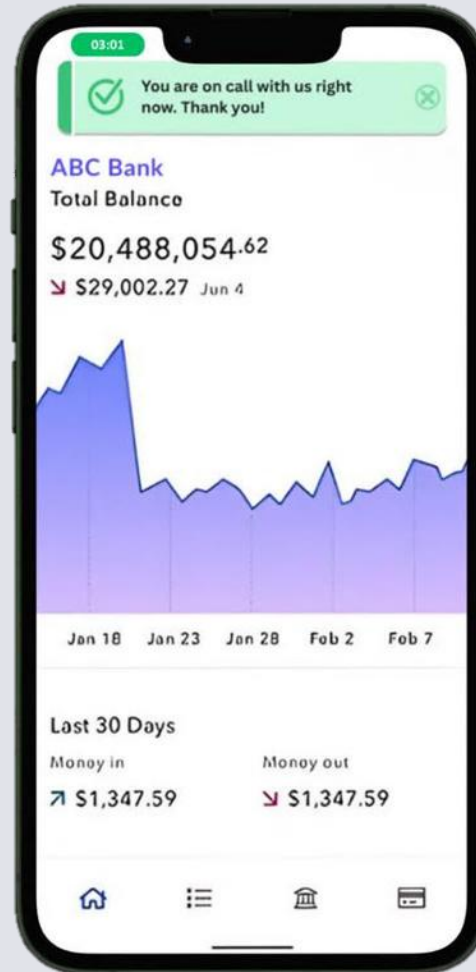


Scam check

When you are about to call*



When connected event is received*

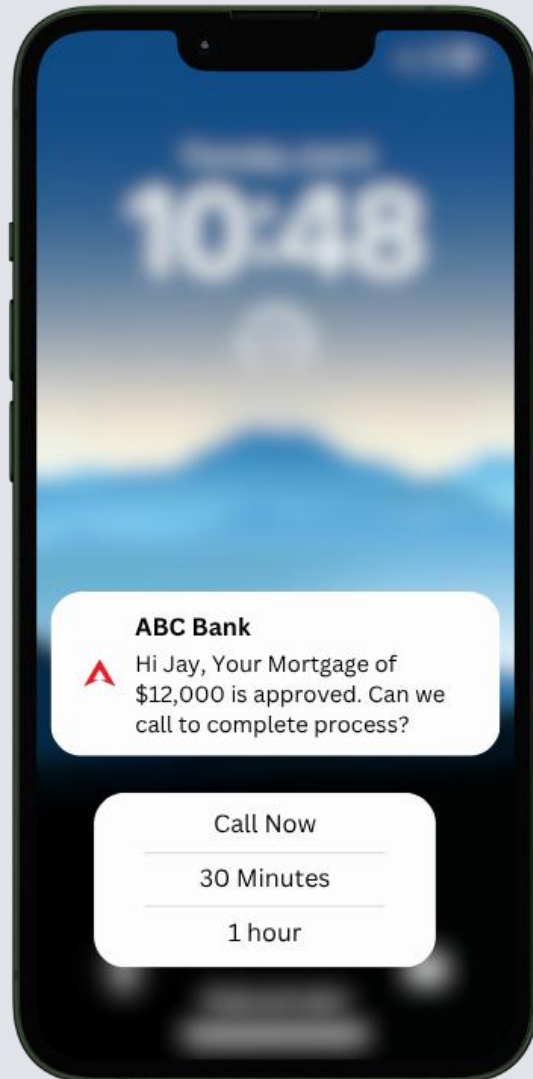


When app is open and you are not on call*



* Can be seen when app is open. User action is not required, triggered by server.

Lead Generation



Announce the purpose

Tell your customer why you wish to reach them

Get customer preference

Ask when is the right time to call your customer

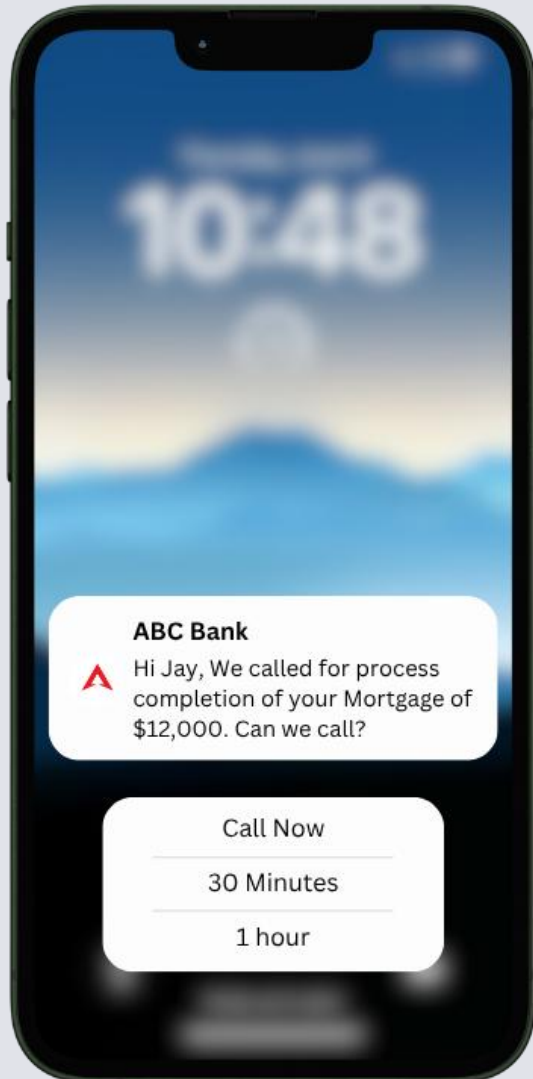
Make it personal

Context from customers' history to pique their interest

Gen-AI suggested replies

Personalized options based on past interactions & campaigns

Lead Recovery



Indicate why you called

Tell your customer why you called them

Recover lost leads

Give an opportunity to your customers to reschedule the call

Make it personal

Context from customers' history to pique their interest

Gen-AI suggested replies

Personalized options based on past interactions & campaigns

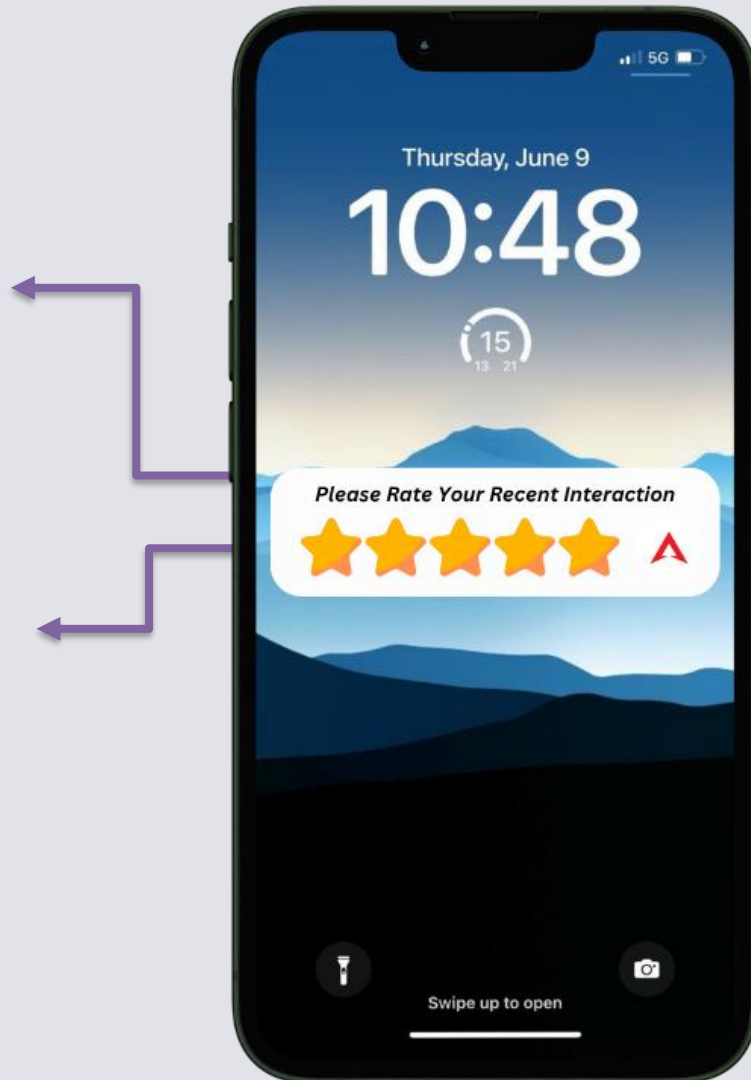
Customer Survey

Get the real feedback

Hear your customer's opinion instantly post call

Address the concern

AI based follow up on negative feedback for improved CSAT



What's the next step?

Use suggested replies to instantly move towards closure

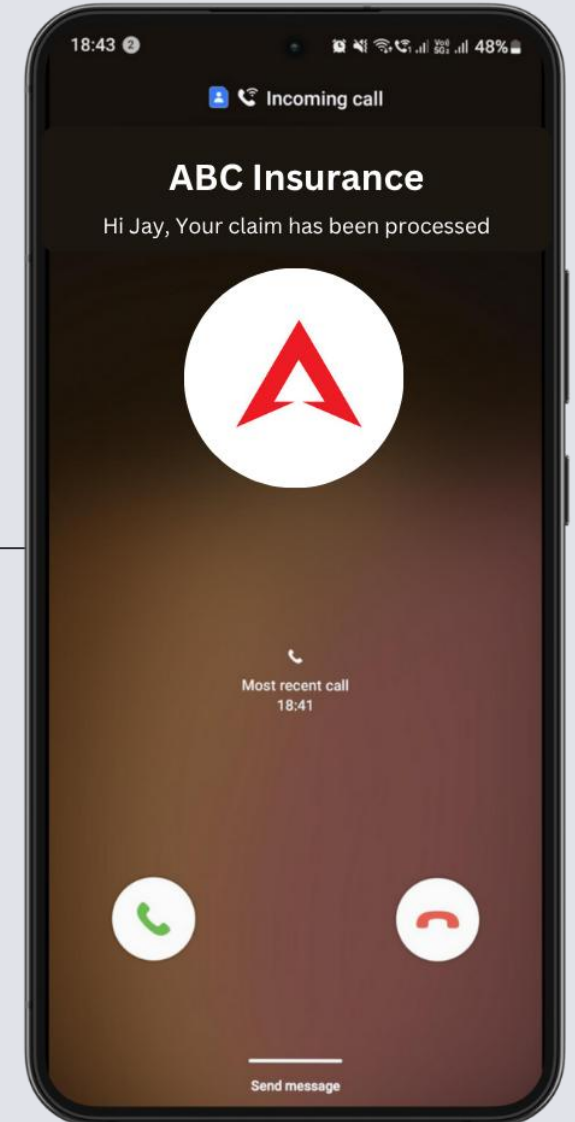
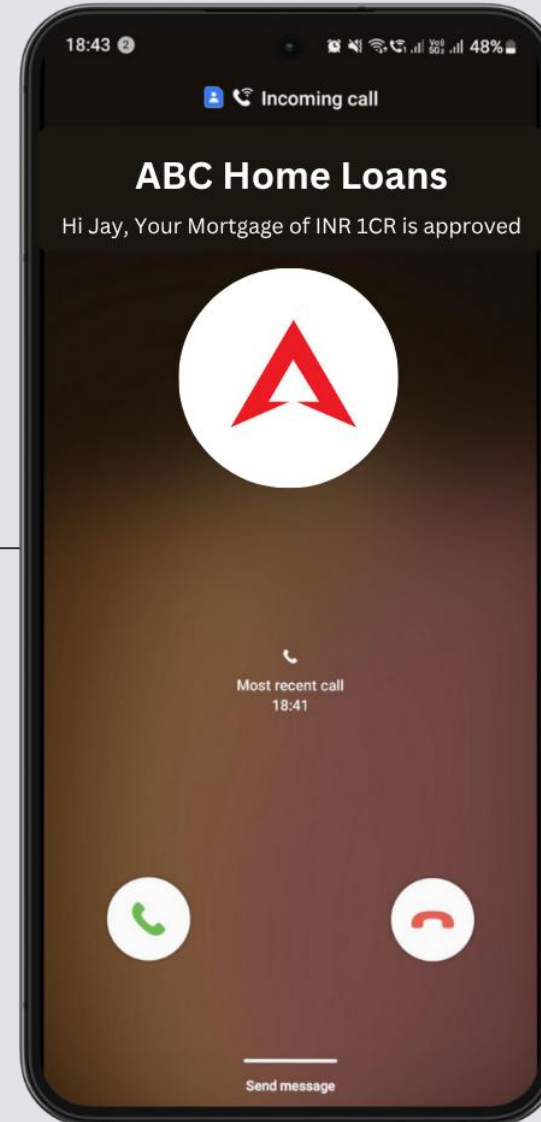
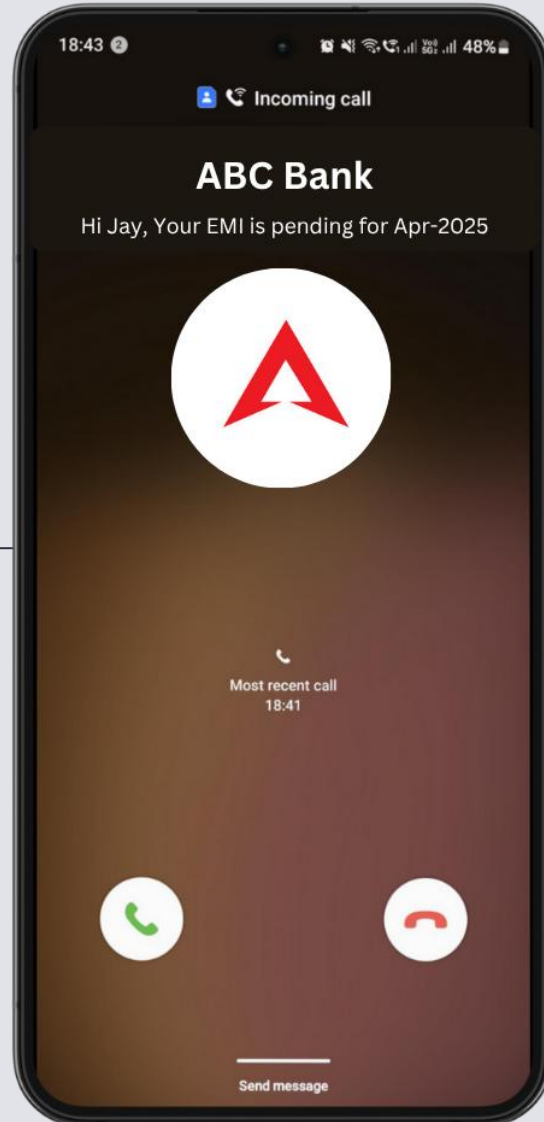
Customizable template

Customise the post call feedback form as per business use case

Multi-brand Support

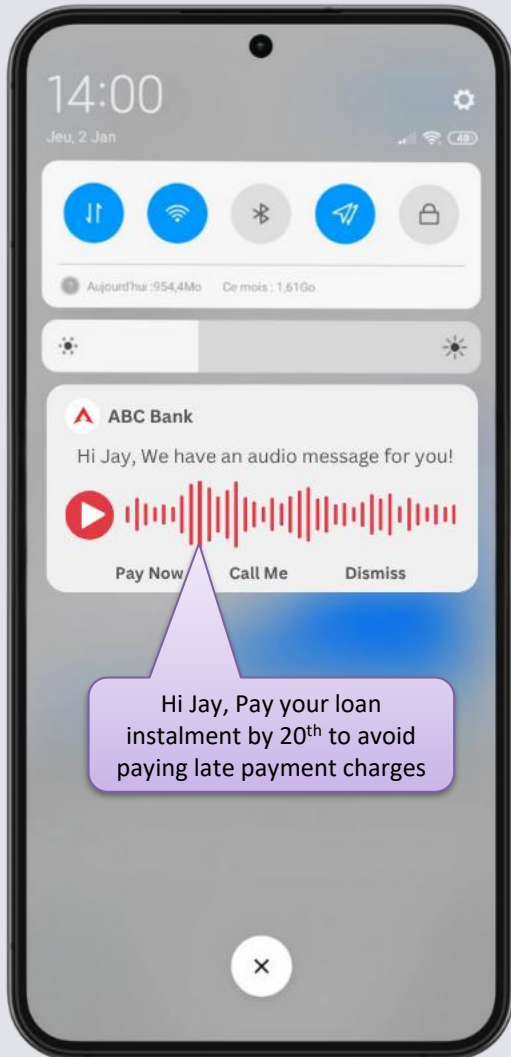
1

With the Multi-brand feature, project each department, BU or subsidiary that interacts with the customer

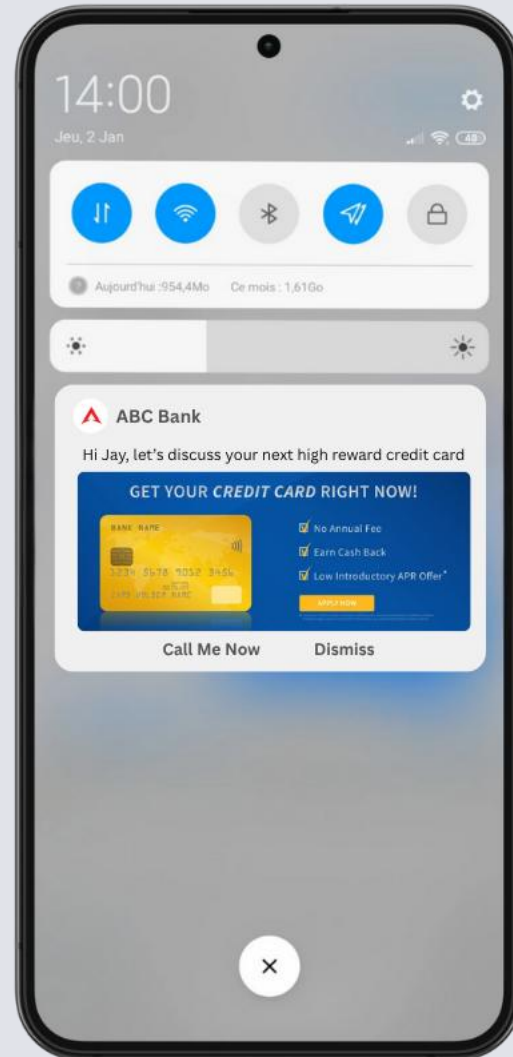


Rich Media Notifications

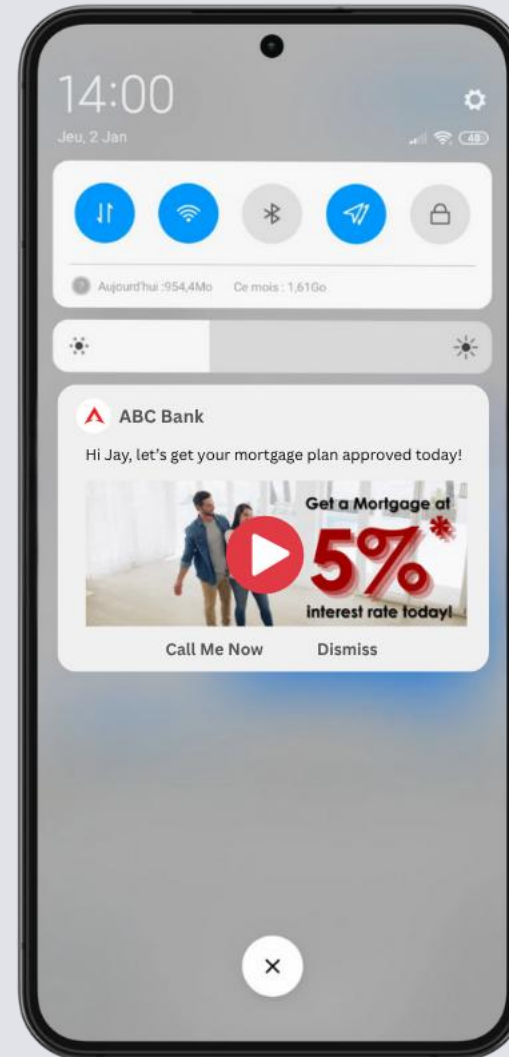
Audio message



Image



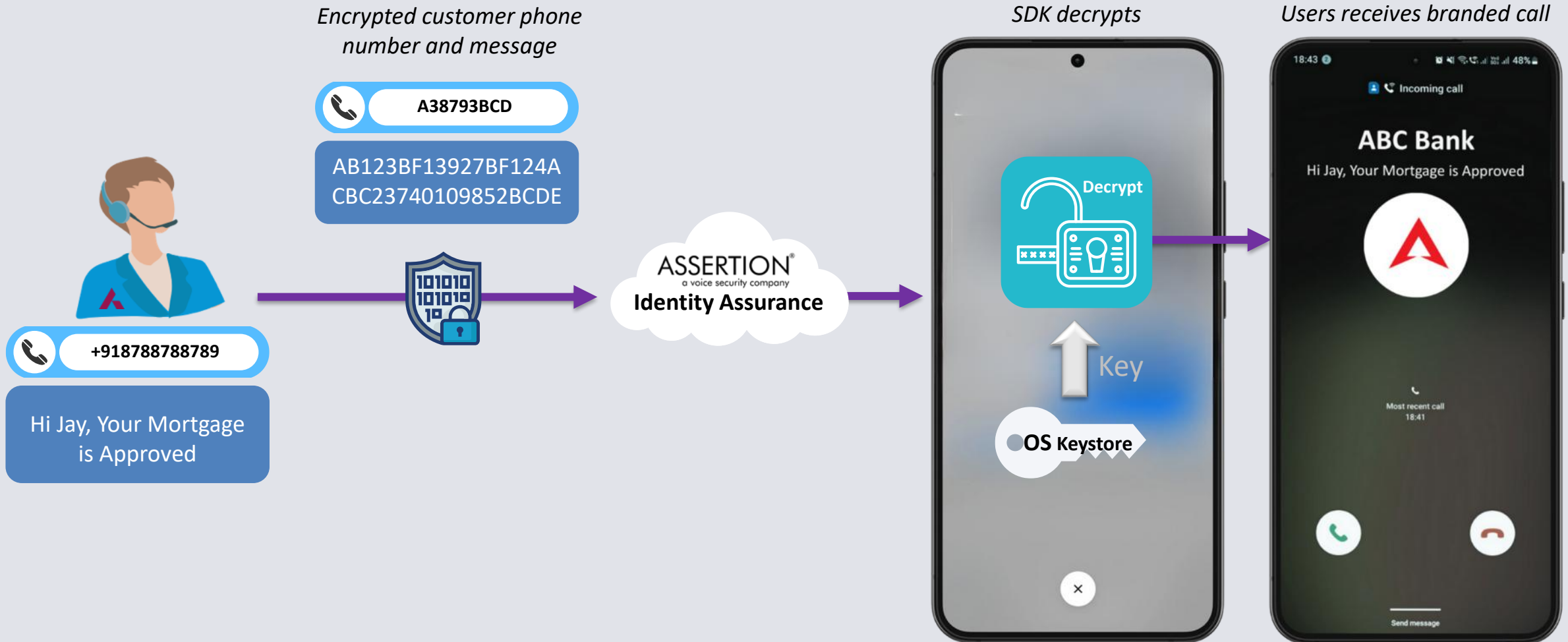
Video clip



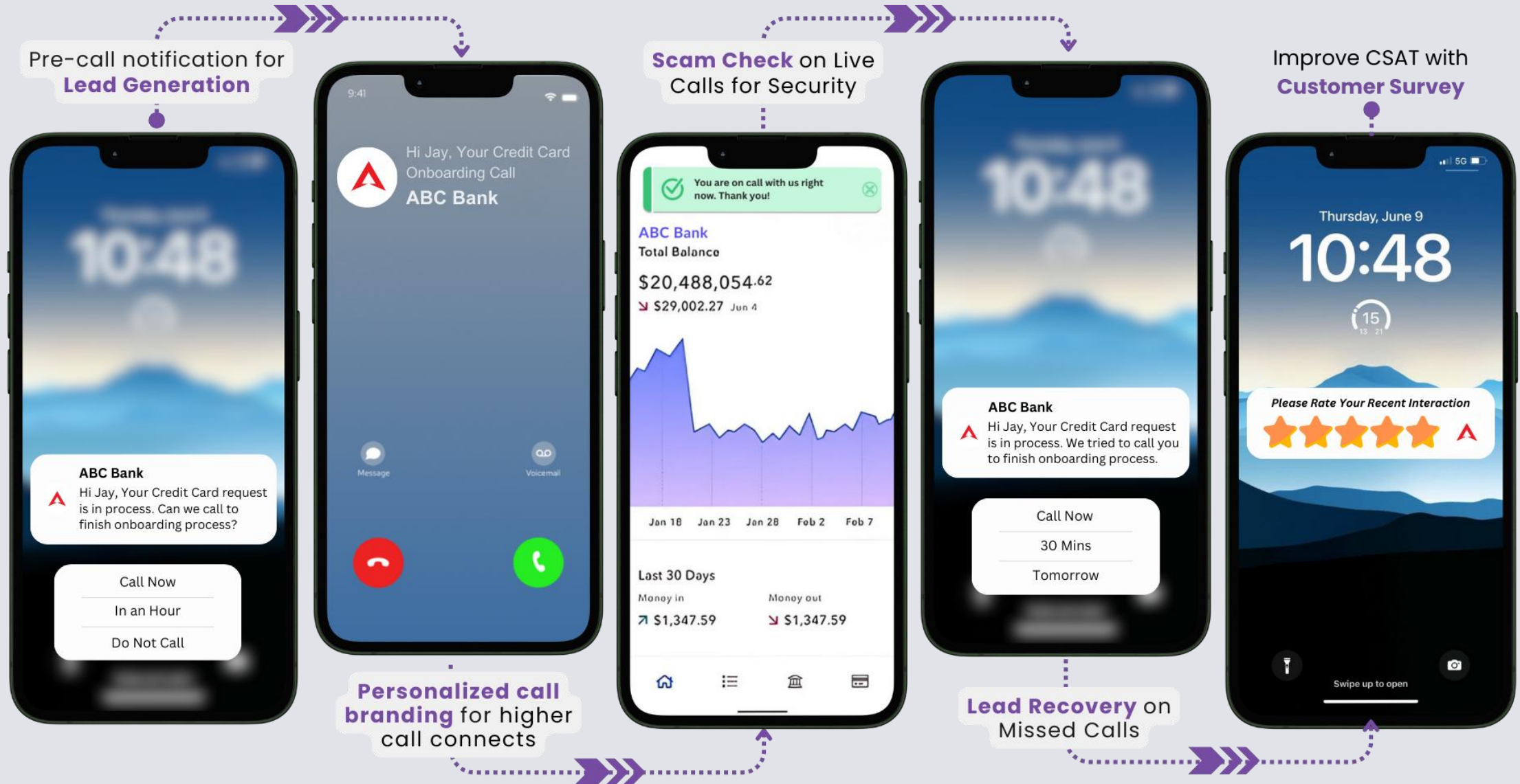
- Generate **pre-call or missed call notifications** with rich media and text to engage your customers.
- Instantly hook customers with rich media content and stand out from competition.
- The images, audio and video clips can be **personalized and auto-generated** with the help of AI.
- Less regulated than calls, ringless voice mail etc., allowing you to reach out to your customers better.

Privacy Check

Assertion never sees customer phone number or message in clear text



Get Better First Call Connects with Increased Trust



Why is Assertion Better than Telco CNAP, BCID and TrueCaller?

Personalized Call Branding

- Bypass telco & app-based spam filters
- Reach 100% of your app users
- Multi-lingual branding support
- No double billing on fallback branding

Scam Check

- MFA like anti-spoof technology to securely brand calls
- Detect brand impersonators to safeguard customers

Lead Generation

- Personalized pre-call notifications
- Get user consent and preferred time to call from the phone locked screen
- Reduce UCC complaints

Lead Recovery

- Re-engage a lost lead by sending personalized message
- Integrate with your dialer to schedule a call back



Customer Survey

- Get instant post-call feedback using a simple star rating system
- Instantly connect with unhappy customers to improve CSAT

Multi-brand Support

- Flexibility to brand your calls with any of your sub-brands using a single app
- Cross sell between brands

Rich Media Notifications

- Send rich media notifications for better accessibility and engagement of users
- AI generated option available for Voice, Image and Video

Privacy Pack

- Customer phone number and message are encrypted end to end
- Secure by Design
- Can be hosted on Private cloud

Industry best Security & Privacy controls



1. SDK source-code available for review and 3rd party security audit.



2. Locked down Network access, so SDK can only connect to the branding service, and nowhere else



3. Hosted in your AWS Private cloud



4. End to End Encryption: We DO NOT see your customer phone number nor the message



5. Logging all communication with proactive monitoring for any deviations / data leaks



6. Certification ISO 27001, SOC2 and CIS*

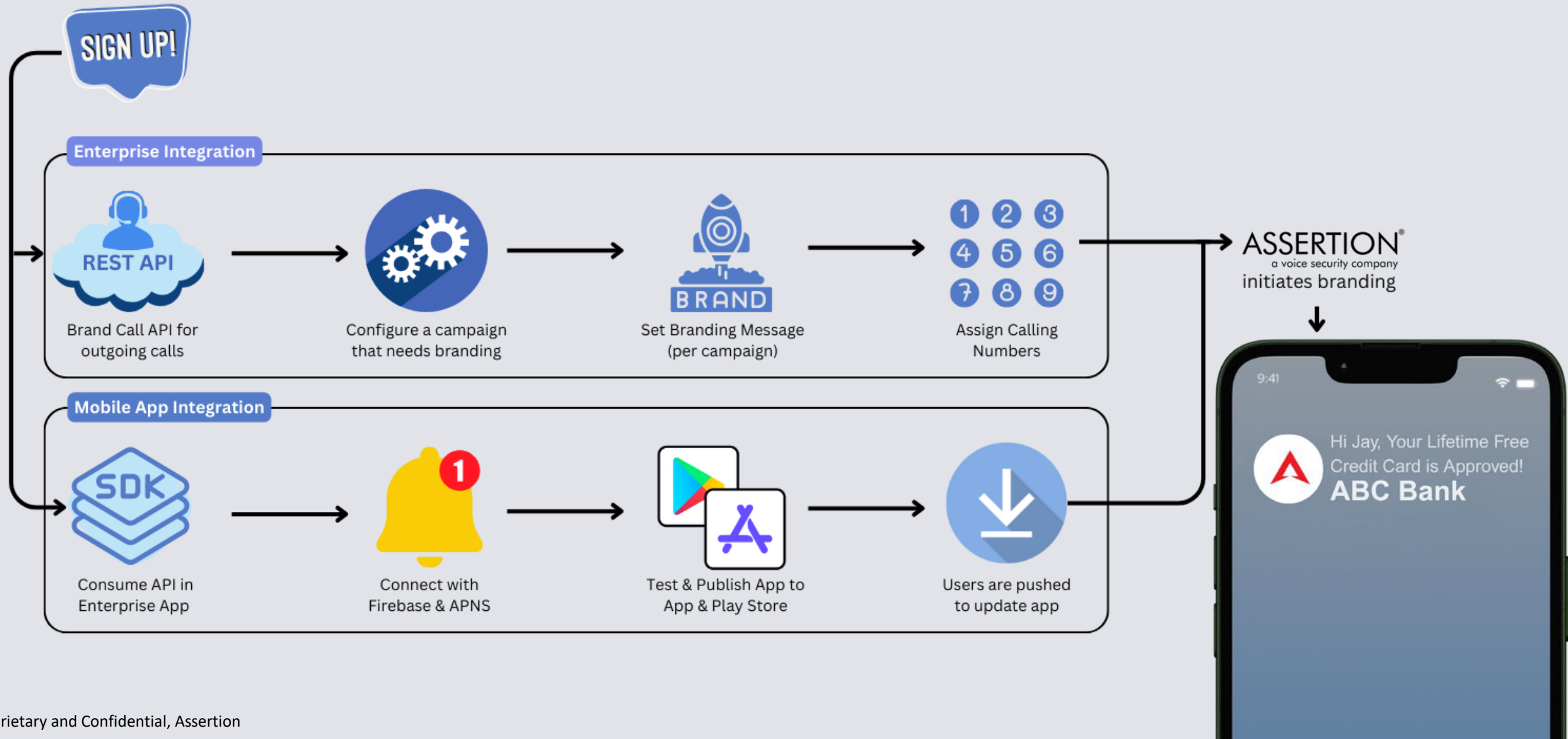


7. Cyber insurance to cover for E&O and data leaks

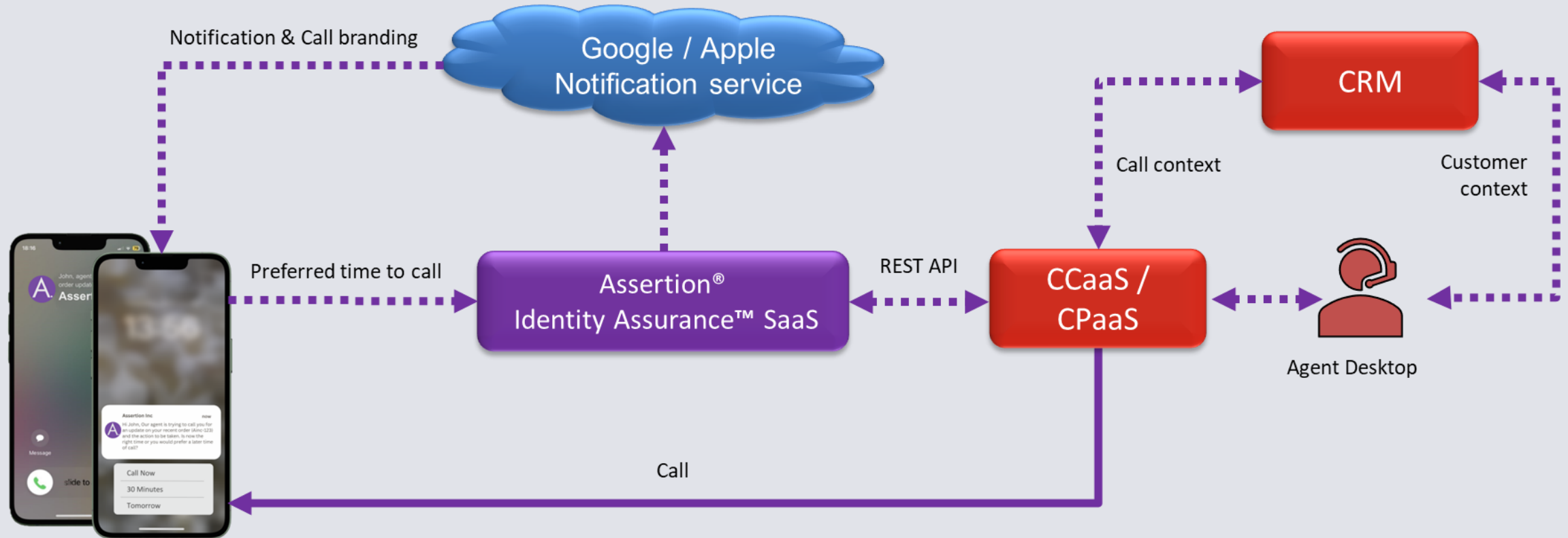


8. Technical white papers and security brief

Customer Onboarding: How to get started!



Network Architecture



*Assertion SDK or Sample code is embedded into enterprise app

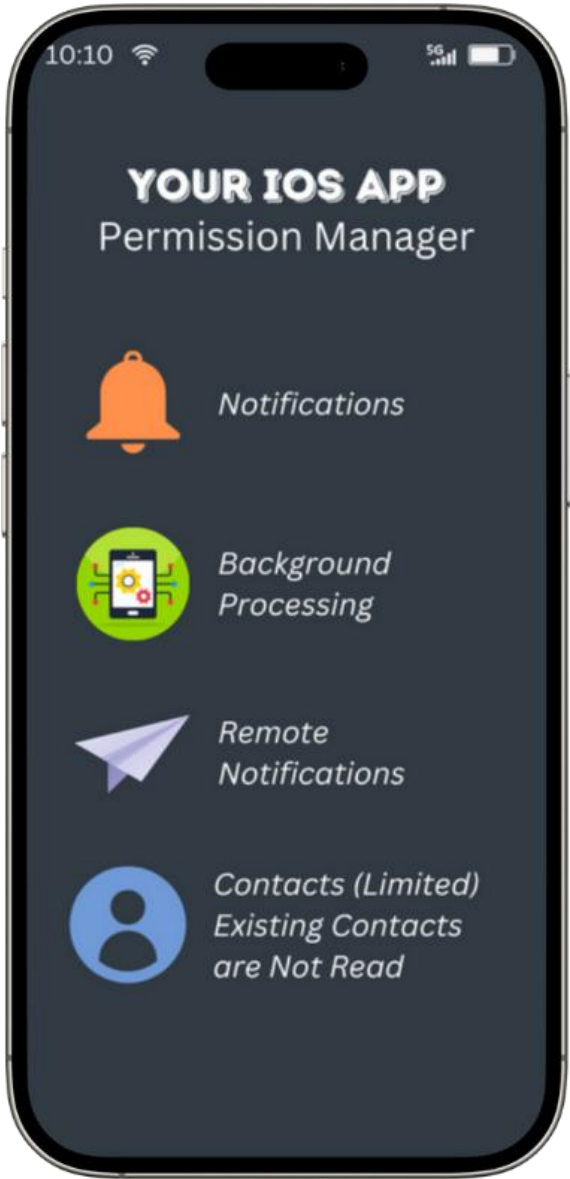
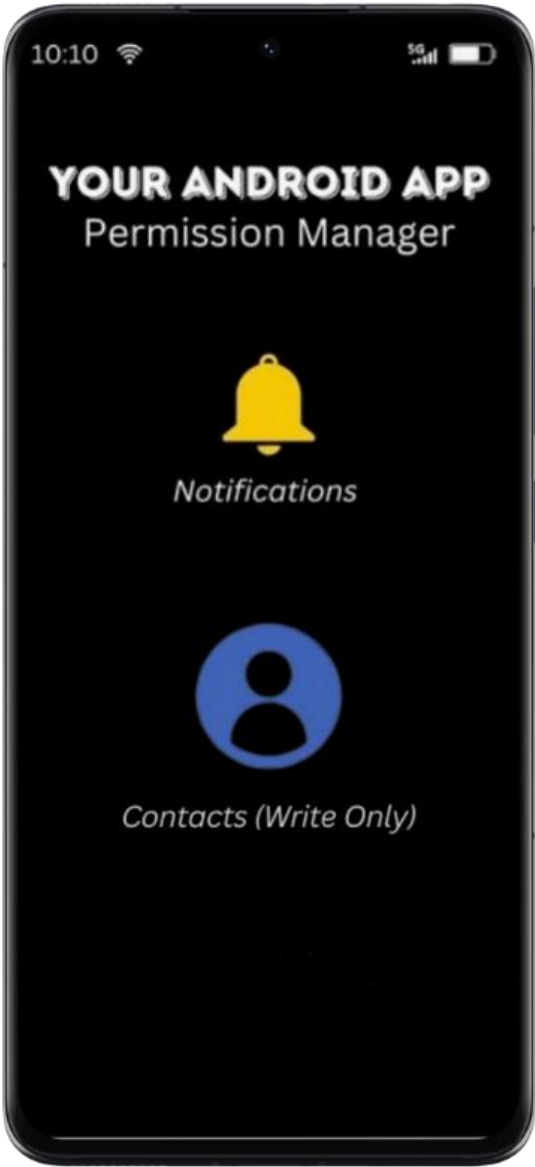
1. Integrate using SIP / REST API with your CCaaS provider
2. Mobile app integration
3. Dialer integration for user preference on right time to call & lead recovery (optional)

SDK Integration & Permissions

SDK size: 500 KB

Android		
Permission	Type	Prompt
Notifications	Ask user	System
Contact	Ask user	Application prompt before system prompt to clarify the purpose

IOS		
Permission	Type	Prompt
Notifications	Ask user	System
Contact (limited)	Ask user	Application prompt before system prompt to clarify the purpose
Background fetch	Request	None
Remote notifications	Request	None



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Thank you!

