



# You Have a Call from Pure CallerID

Amplified Outbound CX Servicing

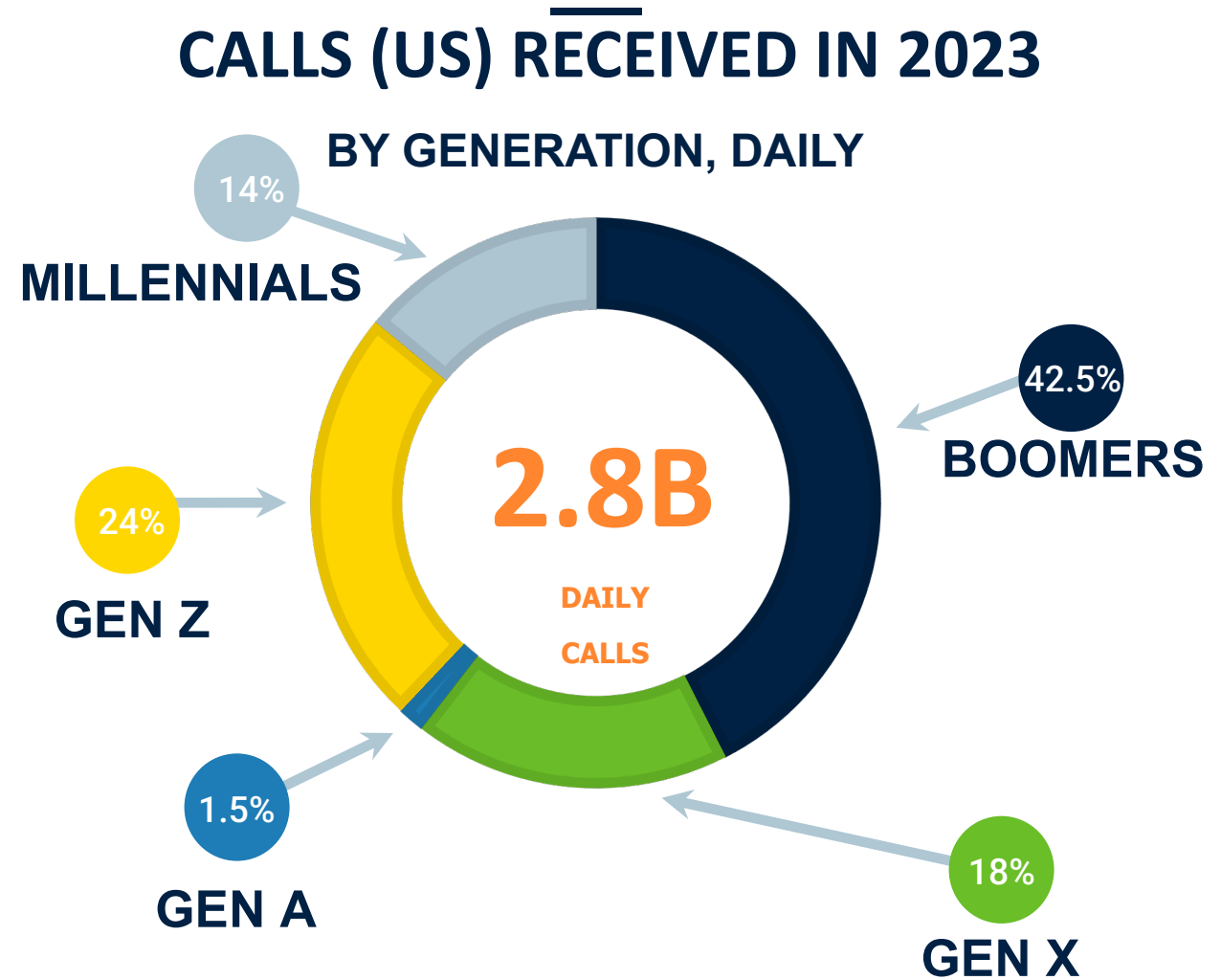


**Empower businesses to amplify outbound communication efficiency and reputation by ensuring every call is **compliant**, accurately **branded**, and **trusted** by recipients.**



# Challenge

- » The average US consumer receives at least **seven** SPAM tagged calls, daily.
- » More than 30% (**840M**) of all US calls are labeled as UNKNOWN, TELEMARKETER, or SPAM LIKELY. **Daily.**
- » The less visible threat is the combination of the **device and spam app crowdsourcing** which a number will rarely be recovered in addition to end user devices.
- » **Boomers and Gen Z** are targeted the most, with more than two times the volume of calls received by millennials and Gen X.
- » The continual decline in answer rate has resulted in an **increase in calls** to the same audience.
- » There were over **2M formal complaints** filed with the US government in 2023 for unwanted and robocalls. Leading to exponential increases in fees, fines, and litigation.



# Fees, Fines, and Failure

Regulatory Fines of the Do-Not-Call Registry in 2023

**\$465,369,318<sup>1</sup>**

That is a **DECREASE** from 2022. Note that many cases are still **pending**.

TCPA Lawsuit filings through October 2023

**1,454<sup>2</sup>**

**11.5% increase** from 2022

Significant increase in **class action suits** including Keller Williams (\$40M) and Rocket Mortgage (TBD)

ANNUAL  
TCPA FINES  
ARE IN THE  
BILLIONS

Record breaking TCPA fines

**\$300,000,000<sup>3</sup>**

Single case against a network for companies engaged in Auto Warranty calls.

Average FTC penalty related to TCPA and DNC settlements

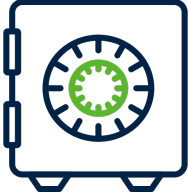
**\$590,000<sup>4</sup>**

Past penalties include **\$280M** against Dish Network and a class settlement for **\$6M** against Domino's Pizza.



# SaaS based Multi-Point Solution

## Service



### UC Protect

Advanced telephone number service for automated provisioning, management, monitoring, and remediation of your critical numbers. Eliminate doubt and ensure your callers are receiving trusted calls.

## Key Benefits

- » Protect critical numbers for your business
- » Call customers from a verified source
- » Advanced number registration and reputation management
- » Proactive carrier scans to detect SPAM activity
- » Continuous threat surveillance for phone number integrity



### Community CallerID with SPAM Sentry

Automated system for instant campaign provisioning, specific to the true geographic region of your audience, free of SPAM tagging and blacklisting by carriers.

- » Enhance contact rate and conversion
- » Reduce telco waste, latency and call degradation
- » Automated provisioning, registration and attestation
- » Branded calling, SPAM free numbers, native reputation management
- » Autonomous SPAM sentry



### DataBoost

Dial smarter, not harder, with real-time lead level optimization by DataBoost. Eliminate invalid and inaccurate data that negatively impacts your carrier risk rating and increases telco expense.

- » Only dial active lines
- » Increased right party contact
- » Record level validation
- » Reduced human error
- » Actionable data intelligence for increased outcomes



# SaaS based Multi-Point Solution

## Service



### Watchtower Scan & Guard

Watchtower scan & guard ensures the highest standards of legal and regulatory compliance for customer engagement specific to EBR and EWC, liabilities from DO-NOT-CALL, known litigators, and high-risk contacts.

## Key Benefits

- » Protection at the lead insert level
- » Litigant and DNC check
- » Protection for organizations concerned about EBR or EWC
- » API suite for connecting all lead sources



### Aegis One

CX Compliance as a Service de-risk's your organization with the Aegis One pre-dial rules engine. Protect your organization and executives with a compliance firewall for an increasingly litigious operations environment.

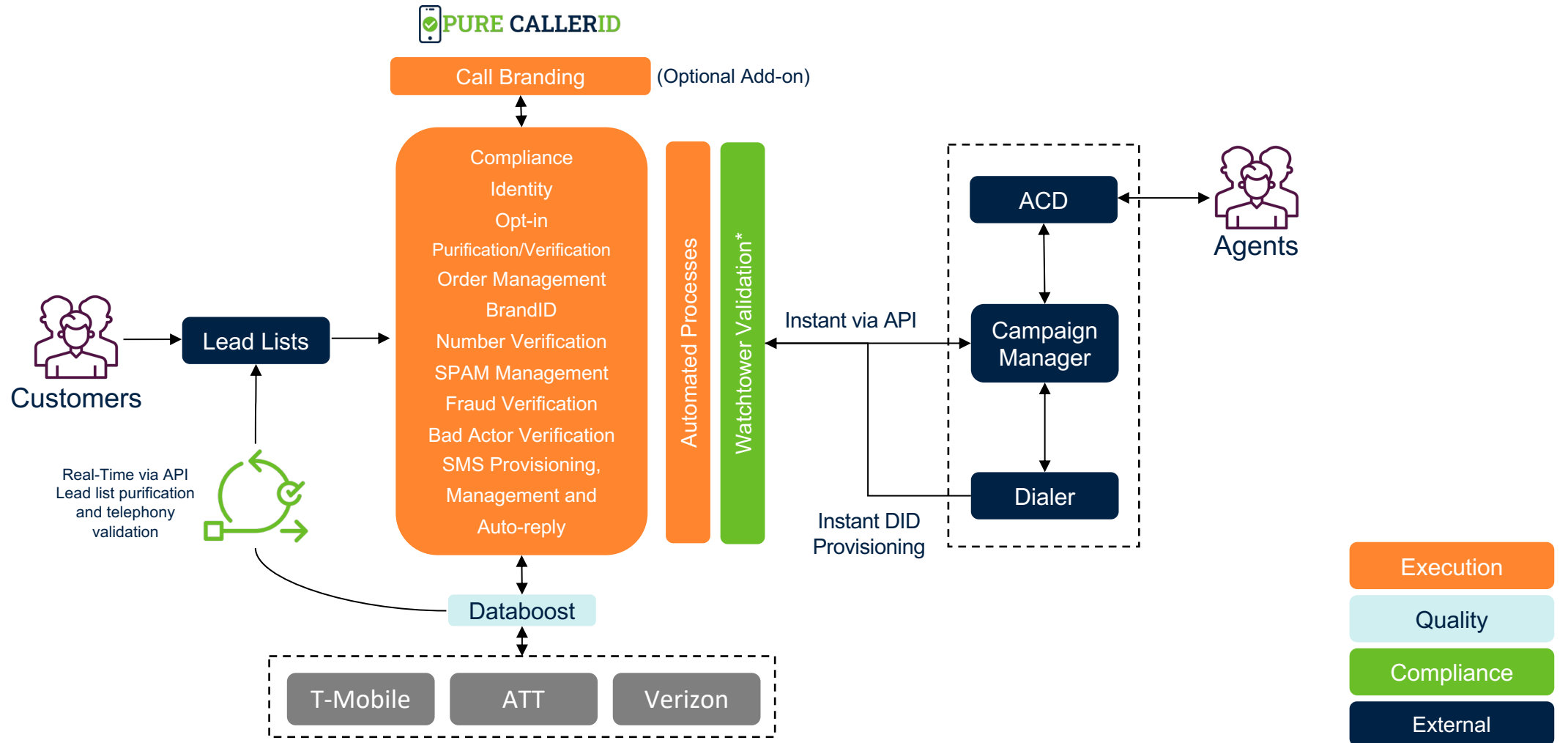
- » Per-dial validation of every call for compliance
- » Manage complex regulatory matrices including state of emergency, Federal, state, and industry-specific rules and regulations
- » Replace manual processes with automated systems
- » Reduce human error and inconsistent oversight
- » Utilize consumer location for precise compliance targeting
- » Ensure instant updates for organization wide opt-out processing



	Pure CallerID	Neustar	Gryphon AI	First Orion	Numeracle	Hiya	Outbound ANI
Call Branding (mobile) + CNAM Configuration (landline)	●	●	○	○	○	○	●
Automated Remediation	●	○	○	○	○	○	○
24/7 Reputation Monitoring	●	●	○	●	●	●	○
Automated Quarantine for Numbers with Elevated Spam Risk	●	○	○	○	○	○	○
Provision and Register Phone Numbers On-Demand	●	●	○	○	○	○	○
Automated Recurring Carrier Registration	●	●	○	○	○	○	○
Local Presence Based on Caller Geo Location	●	○	○	○	○	○	●
DIDs Included In Cost	●	○	○	○	○	○	○
Fully Automated Number Management	●	○	○	○	○	○	●
<b>Data Purification</b>							
Validation of Phone Numbers (Activity, Carrier, Line Type)	●	●	●	○	○	○	○
<b>Compliance &amp; Analytics</b>							
Integration with External BI Tools	●	○	●	○	○	○	○
Integration with External Compliance Tools	●	○	●	○	○	○	●
Do Not Call Scrub (Federal + State)	●	●	●	○	○	○	●
Litigator Detection (TCPA/DNC + Credit/Debt + NGO + Govt)	●	●	●	○	○	○	●
Lead Token + Prior Written Consent Validation	●	○	○	○	○	○	○
Real-Time State of Emergency Validation	●	○	●	○	○	○	○
Real-Time Federal, State, and Holiday rules by geography	●	○	●	○	○	○	○
Pre-Dial Call Path Validation via API	●	○	●	○	○	○	○
Tier 1 Voice Carrier Services	●	○	●	○	○	○	○
<b>SMS</b>							
Automated A2P Registration for 10DLC + Short Code	●	○	○	○	○	○	○
Auto Message Reply Service	●	○	○	○	○	○	○
1-Way Messaging Service	●	○	○	○	○	○	○
Native SMS Carrier Solution	●	○	○	○	○	○	○
Number Sync For Telco + SMS	●	○	○	○	○	○	○
<b>Highlights</b>							
1-Click CCaaS Integrations	●	○	○	○	○	○	●
Simple API Integration Capabilities	●	○	●	○	○	○	○
No Contractual Commitment	●	○	○	○	○	○	●
No Integration or Onboarding Fees	●	○	○	○	○	○	●
Consumption Based Model	●	○	●	○	○	○	●




# Tomorrow's Solution



\*SMS requires watchtower





 **Pure CallerID is a SaaS based service, combining subscription and transaction fees. No monthly minimums. No long-term commitment. No setup fees.**



# Thank You!

