



Powering Trust Between Enterprises and Users in 2025



JONJIE SENA

Vice President, Product
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Trust is in Decline Around the World

\$76B

**Losses to
fraudulent
robocalls to reach
\$76bn globally in
2025**

(Juniper Research)

86%

**86% of Brazilians
block calls from
numbers they
don't recognize.**

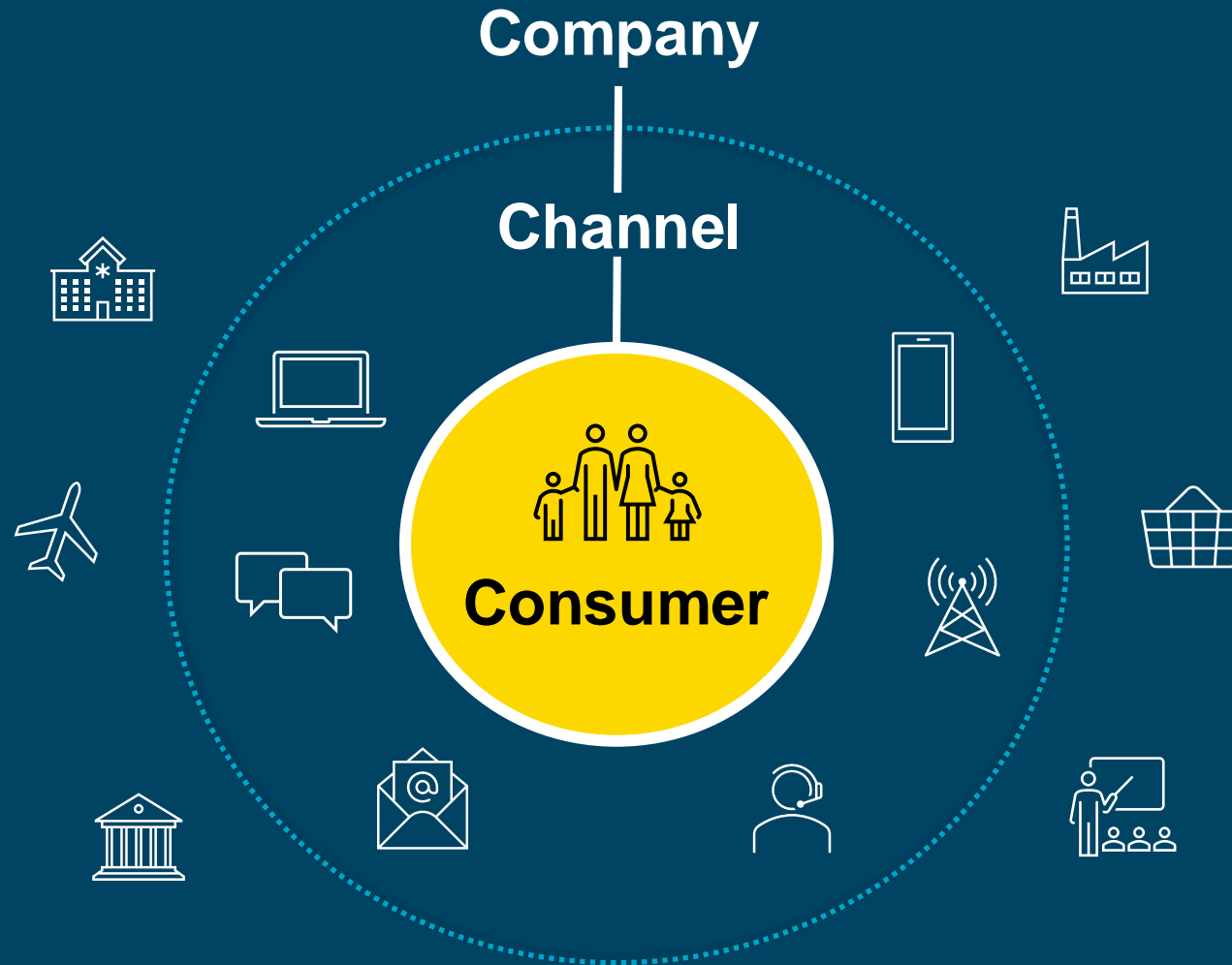
(TransUnion Survey)

€

**CEO of a British
company transferred
€220,000 to a scammer
who digitally mimicked
the voice of an
executive.**

(Forbes)

Business-to-Consumer Communications is Omnichannel



Business Communications Needs Trust



A zero-trust strategy verifies BOTH endpoints AND the channel between them.

3 Pillars for Building Trust

①

**Adopt a
Consumer-
First Approach**

②

**Leverage
Technology
that
Transcends
Borders**

③

**Build a Strong
Governance
with
‘KYCCC’**

The **DUALITY** of Trusted Communications

Trust requires protecting the consumer AND the calling organization, while enriching the call experience.



Case Study: Leading U.S. Financial Institution

Challenge

- Low Conversion Rates for New Credit Card Offers

Solution

- Addition of Branded Calling

Results

3%

**Contact
Rates**

83%

**Conversion
Rate**

59%

**Sales
Efficiency**



Case Study: Bringing Trust Back to Brazil

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4,600

People of Brazil faced more than 4,600 attempts at financial fraud every hour – mostly over the phone.

100m

We are now authenticating 100 million transactions per day, with 43 carriers signed up so far.

200+

Over 200 businesses are now branding their calls with their name and logo.

Be part of the solution.

We're building a **trusted, secure environment** for business and personal communication.

Thank You

