

Illegitimate Spam Reporting Discussion

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Overview

- The ability for consumers to report illegitimate spam calls is an important mechanism to help identify and initiate a path to blocking and potential legal enforcement of illegitimate spam call offenders.
- STIR/SHAKEN provide a proof of origination mechanism to allow for easy identification of the source origination of a call over VoIP network.
- CVT or spam analytics is another important component of the overall spam call solution particularly near term before large percentage of calls are signed.

Reported spam vs. Analytics accuracy

- Don't have any specific statistics for this presentation, however intuitively, the impact of human reported spam statistics vs. analytics and global pattern analysis and spam pattern identification in terms of successful identification of spam vs. non-spam would tend to favor the latter in terms of accuracy.
- Humans want to feel empowered to contribute to identifying spam or punishing spammers for disrupting their day, but what defines spam for one person may not be spam for another, so it doesn't seem clear how helpful or unhelpful making it easier to report spam would be. May have the opposite effect of more noise into the system.
- Current mechanisms are usually separate reporting pages, something that does have some inertia to get to, however, if a consumer is motivated enough to go to a separate page vs. just click a button, I would hypothesize the report would be more valuable because it would likely be a spammer that is being annoying enough to cause people to go an extra step.

Vertical Service Codes?

- Our data shows that for fixed line service, the use of Vertical Service Codes even for most popular, block caller id *67 at sub .1% usage.
- I think we need to consider first, what value VSC reporting will bring to the accuracy of identifying spam versus analytics.
- Two, whether the general population is even aware that VSC exist and the consumer education effort.
- When do i press the vertical service code? If i hang up, can i pick up the phone and press vertical service code and apply to previous call, etc.? How do I get more granular feedback about why the call is reported as spam?
- Our preference is to provide better more customer friendly mechanisms through both web portals and apps either on mobile or TV or security panels. Something where we can potentially get more data about the call if the consumer is willing to provide.

Moving forward

- We are only at the early stages of combating call spam and illegitimate call spam identification.
- We already seem to be coming to realization that STIR/SHAKEN is more about call identity security and origination identification for traceback and enforcement.
- Spam identification and CVT function is a layer on top of this that can use STIR/SHAKEN but is an area that the industry is innovating as we speak.
- As time goes on and STIR/SHAKEN deployment is more comprehensive, the origID and attest parameters will be both valuable tools to analytics as input into spam determination as well as a path to enforcing bad actors.
- Arguably this will be a more accurate tool than human input. Spam after all is a volume game about pumping as many calls out as possible to get a small percentage of unsuspecting consumers to fall for a scam. So it's hard not to identify those patterns, specifically when you can correlate where these calls are coming from.