Robocaller Impact Evaluation

Predicting the effect of STIR/SHAKEN on the Robocaller Industry

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Craft an analysis document to describe:

- How and why robocallers operate today
- The rate of FCC complaints
- The significance of attestation & origid in illegal call detection
- Likely robocaller industry response to STIR/SHAKEN

Inform how STIR/SHAKEN will affect robocall rates and FCC complaints

Help guide integration decisions in display & analytics

Scope the impact of STIR/SHAKEN beyond visual display
Robocallers are an Intelligent Opponent

Detection and prevention is an arms race:

- Neighbor spoofing
- Wangiri scam
- Opportunistic plays during major events
- Victim profiling & targeting

We must assume they will react and adapt to STIR/SHAKEN
Highlights: Robocaller Industry Today

How they connect calls to the telephony network
How and when they use spoofing, or don’t spoof
What purpose do they serve (extortion & lead-generation)
How they remain profitable
How they remain in operation
Highlights: FCC Robocaller Complaints

The primary goal of STIR/SHAKEN is reducing complaint rate

How often are complaints considered false-positives?

Primary tactics/scams being reported

Trends map:
- Reports over time
- Distinct reported numbers over time
Highlights: STIR/SHAKEN Significance

Meaning of attestation tiers
Distribution of robocallers across tiers - Big Four adoption
Distribution of robocallers across tiers - Widespread adoption
Significance of origid in detection
Highlights: Robocaller Response to STIR/SHAKEN

Incarceration due to traceback
Avoiding attestation to avoid incarceration
“Hold-out” providers and targeting by analytics
Reduction in spoofing while remaining effective
Rising cost of operations
Leveraging non-reported techniques
Highlights: Conclusions and Consumer Impact

Predictions on robocall report rate impact
Overall impact on robocall traffic volume
Long-term effects on consumer interaction with calls
Display Guidelines (ATIS-1000081)

Impact evaluation can guide display recommendations

Revisit and expand usability studies
- Comprehension studies
- Consumer impact studies

Update for latest “early phase” expectations (e.g. failed verstat)
Next Steps

Requesting support & sources
Connect with FCC, FTC, law enforcement, and industry players
Submitting ATIS document for review in 30-60 days
Display usability studies in pre-design
Thank you