

# Robocaller Impact Evaluation

Predicting the effect of STIR/SHAKEN on the Robocaller Industry

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## Description & Intent

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

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