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Contribution

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Abstract

Open discussion and further clarifications on enhanced CNAM.

NOTICE

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Enhanced Calling Name (eCNAM)

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Robocall Solutions

- Goal of any solution is to protect and empower consumers.
- Solution must provide:
 - ➔ accurate and useful information
 - ➔ “more” data about the call / caller
- How does eCNAM match the above criteria?

On eCNAM

- eCNAM draws data from “authoritative” data sources.
 - Data is vetted to ensure accuracy
 - Data is provisioned from the source
 - Data is updated in real time

- eCNAM user receives:
 - Correct, unabbreviated NAME
 - More data elements like type of business or location
 - Analytics risk assessment results

Result:

- ➔ eCNAM restores consumer trust in its telecom service
- ➔ eCNAM additional data empowers consumers
- ➔ eCNAM authoritative data protects consumers against fraud

On eCNAM

- eCNAM is a “terminating” service.
 - Data delivered to the consumer is **not** inserted by the originator or any entity along the path of the call.
 - Selection of the quality of the data sources is controlled by the terminating SP.
 - The final content delivered to the consumer (after gaining the benefit of analytics) is determined by the terminating SP.

Result:

- ➔ eCNAM user receives reliable, complete data about the call
- ➔ Unreliable data sources soon exit the solutions market

Other Concepts and Terminology

The term “Rich Call Data” means delivering **more call information** to the end user, similar to **enhanced** CNAM.

However, Rich Call Data (rcd) is

- Sent by possibly untrusted entities as another SHAKEN PASSporT claim.

Take-aways

- ✓ Accuracy of the data is key in fighting robocalls
 - ✓ Inaccurate call data is not just a nuisance.
- ✓ Signing does not guarantee accuracy; it is only one indicator.
- ✓ eCNAM data helps empower and protect consumers.