



PROTECT
INTERCONNECT
MONETIZE

Branded Calling

Turn Business Calls into Conversations.
Protect Against Spam Calls.

www.heksagon.com

53.7% of People Do Not Answer Calls from Unknown Numbers*

40.7% refuse to answer because they think the call is a scam.*

Unknown Calls are Ignored

Reports of unwanted calls dropped 50+% from 2021. People are ignoring instead of reporting.



FEDERAL TRADE COMMISSION
PROTECTING AMERICA'S CONSUMERS

Demand for Branded Calling

80% of Americans would prefer to use enterprises that use branded calling solutions to protect customers.



*Source: National Cellular Directory

What Can MNOs Do?

Leverage Branded Calling to increase revenue, secure their income, and ensure QoS.

Stay Competitive

- Turn **suspicious calls** into professional services
- **Maximize ROI** by keeping voice channels relevant

Restore Trust

- Help End Customers **restore confidence in telephony services**
- **Increase pickup rates** and brand trust
- **Support stronger caller engagement**



What is Heksagon Branded Calling?

- A service that **transforms your client's unknown phone numbers into branded outreach tools**.
- Your partner in **restoring trust in voice calls and securing your reliable revenue streams**.
- Your key to **revitalize voice as a premium channel and introduce a value-added service** for enterprises.
- Your competitive way **to become a B2C trust enabler** in a digital-first world.

Unknown Number Call

vs.

Heksagon Branded Calling

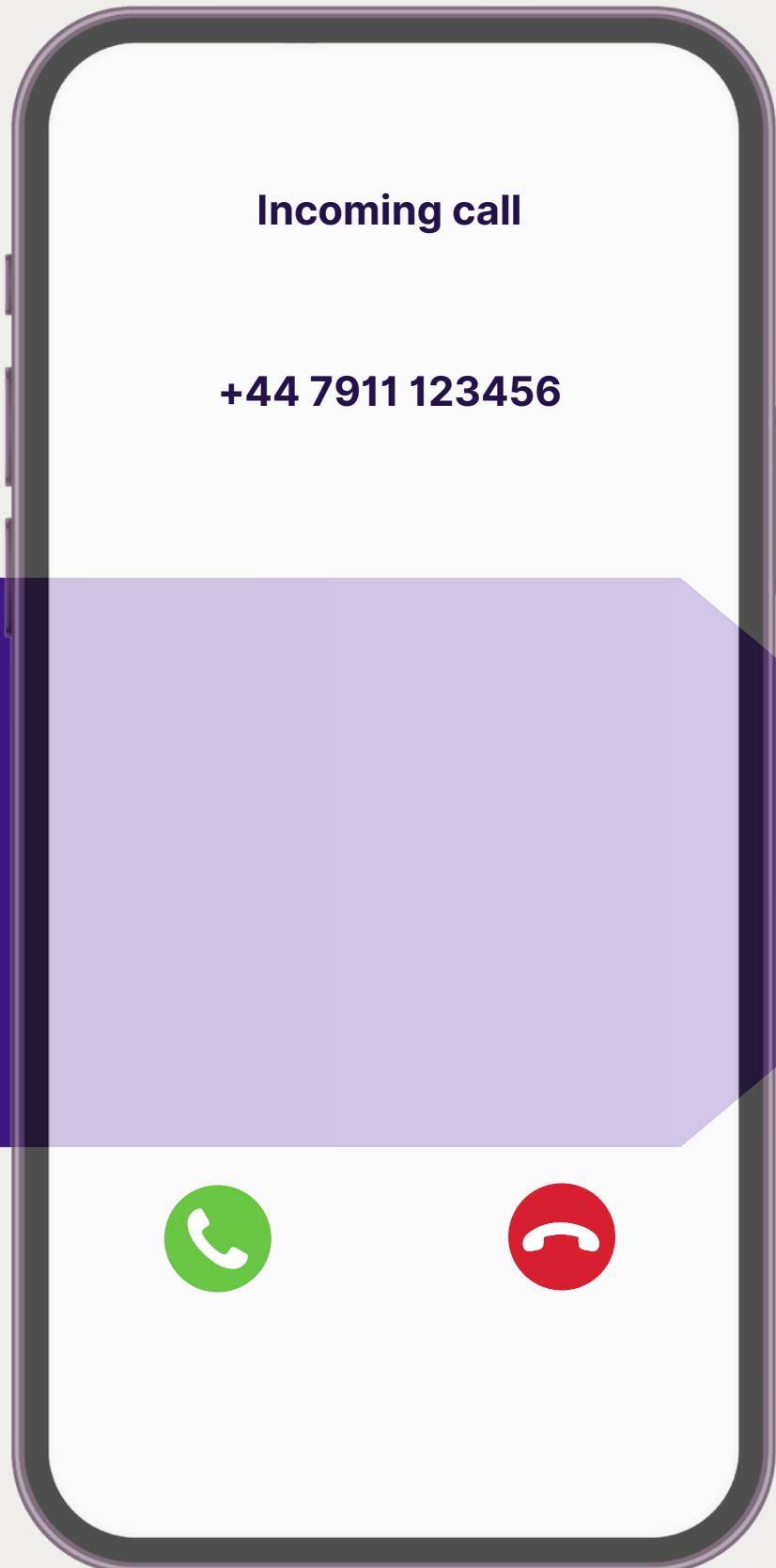


Beyond Branding

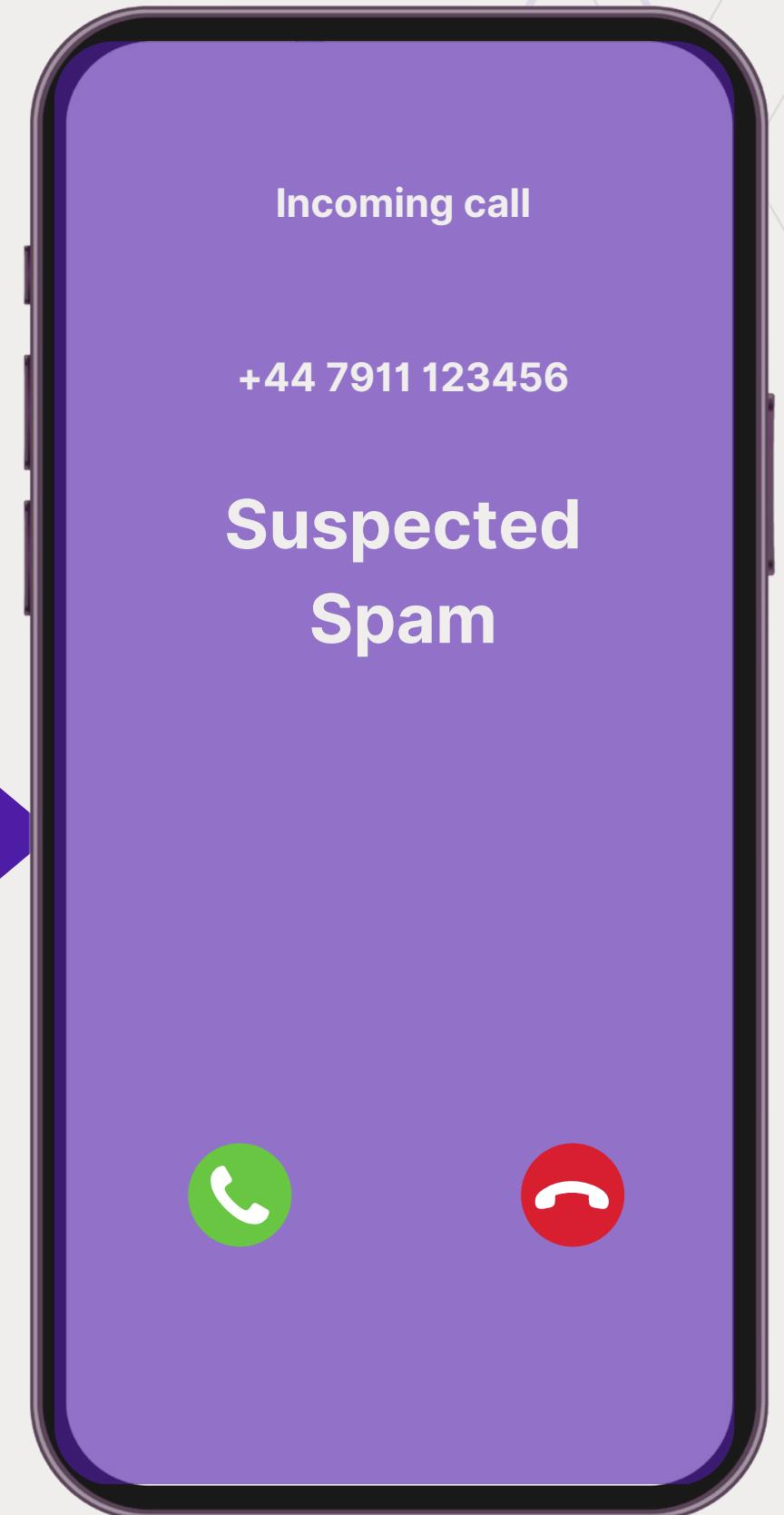
Heksagon Safeguards Your Clients from Spam Calls

Display label on inbound calls as 'potential fraud and scam calls' to:

- Protect your client's end users from dangerous calls
- Provide voice fraud security as a service
- Further Improve ASR & ROI



Typical Scenario



Heksagon Caller Name Display



Branded Calling Solution

(Re)Monetize Voice Calls

- Sell branded calling as a service.
- Offer analytics and insights.
- Create new revenue streams.

Prevent Fraud

- Show verified caller info.
- Reduce fraud and spoofing.
- Make calls feel safe again.

Enhance Enterprise Business

- Improve answer rates.
- Add context to calls.
- Help clients reach real people.

Protect Core Services

- Counter voice traffic decline.
- Reduce churn.
- Defend against OTT and CPaaS competition.



PROTECT
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Powering the Future of Telco Operations:

- ◎ Fraud Detection and Prevention
- ◎ Routing and Interconnect Management
- ◎ Flash Call Prevention and Monetization

Get in Touch:

www.heksagon.com
info@heksagon.com

About Heksagon:

Heksagon is one of the leading software development firms specializing in telecommunications, with a foundation dating back to 2007. Together with its affiliated companies, Heksagon has established a robust presence in the IT and telecommunications industries. Our solutions are implemented by telecom operators in more than 20 countries, serving both small and large-scale operators.

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