

# What Outbound Call Centers Need to Know about STIR/SHAKEN



Secure Telephone Identity Revisited and Signature-based Handling of Asserted Information Using toKENS

## What is STIR/SHAKEN?

STIR/SHAKEN is a set of rules and procedures developed by the industry and regulators to improve call integrity by authenticating caller ID information associated with every phone call by assigning it an encrypted "digital fingerprint."

## Why STIR/SHAKEN?

STIR/SHAKEN is an industry-wide initiative to restore trust in voice communications. Its goal is to prevent fraudsters from scamming consumers and businesses through robocalls and illegal phone number spoofing, while making sure that legitimate calls reach the recipient.

## Objective

The purpose of STIR/SHAKEN is to combat illegal robocalling by having a system to verify calls. The challenge is do so without threatening the ability of legitimate businesses to contact consumers for legitimate purposes.

## Background

Between 3 and 5 billion robocalls are placed each month, and roughly a third of those calls are fraudulent.

To address the issue, in 2019 Congress passed the TRACED Act (Telephone Robocall Abuse Criminal Enforcement and Deterrence Act). One of the major provisions of this bill mandated that large carriers implement STIR/SHAKEN by June 2021, with an exception for smaller carriers that provides them with an extra two years to implement the framework. This timeframe was later amended, meaning that smaller carriers must have STIR/SHAKEN in place "in the IP portions of their network" by June 30, 2022.

## How does STIR/SHAKEN work?

- 01** Originating telecommunications carrier “signs” a call with an attestation rating.
- 02** Terminating carrier decrypts and verifies signature.
- 03** Terminating carrier decides whether or not to connect the call using signature as an input.



### Does STIR/SHAKEN block calls?

STIR/SHAKEN is not the same thing as call blocking or flagging. However, attestation ratings are already considered when carriers determine which calls to flag and block, and will play a larger role in the near future.

Staying ahead of call flagging and blocking is an important strategy for improving contact rates.

## What are the ratings for STIR/SHAKEN?

- A** **A rating [Full Attestation]**  
The highest attestation level, means that the carrier is confident in the identity of the caller and their right to use that specific number or caller ID.
- B** **B rating [Partial Attestation]**  
The carrier knows who is making the call, but they aren't sure if the caller is allowed to use that number or caller ID.
- C** **C rating [Gateway Attestation]**  
The carrier can't validate the caller's identity or right to use the number or caller ID.



## Questions to ask your dialer software provider about STIR/SHAKEN

- ☰ How are they handling STIR/SHAKEN?
- 📈 What is the highest attestation rating will they be able to provide?
- 🗣️ Are they signing calls themselves or are they going through a 3rd party to sign the calls?

## What is Convoso doing about STIR/SHAKEN?

Convoso has developed functionality to accommodate STIR/SHAKEN and the ability to sign calls.

Customers who have completed our “Know Your Customer” program are eligible to have their calls signed with an A level attestation.

STIR/SHAKEN is just one element that can contribute to your calls being flagged and/or blocked. Convoso offers tools, strategies, and support to help you navigate this multifaceted problem, while driving profitability for your call center.

📍 FOR MORE INFO visit our [Call Center Compliance Resource Center](#)