Enhanced Calling Name & Robocalls

Hala Mowafy
Ericsson
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Background

- CLASS^{SM} features have historically depended on the use of the Calling Party Number (CPN) information.
    - Calling Number Delivery – late 1980's
    - Display the name associated with the number: CNAM - mid 1990s
- The Goal: provide capabilities that help consumers **manage** their calls

eCNAM for the IP Network

- In the next generation network, Enhanced CNAM (eCNAM) helps users <u>manage</u> their calls
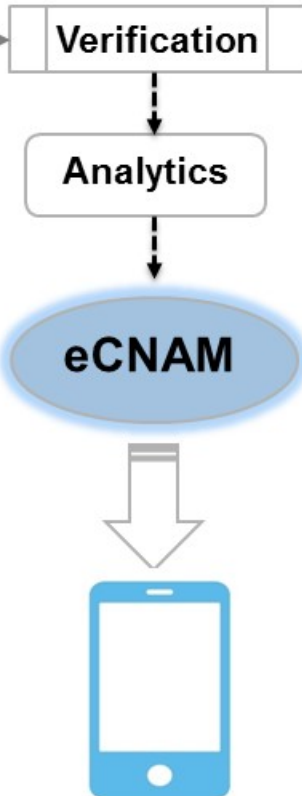 - Provides more information; not just about delivering a "name"

eCNAM =
longer NAME (35 ch.) ✚ More Data

Originating Network

- SHAKEN data
- Attestation levels

Terminating Network

Verification

Analytics
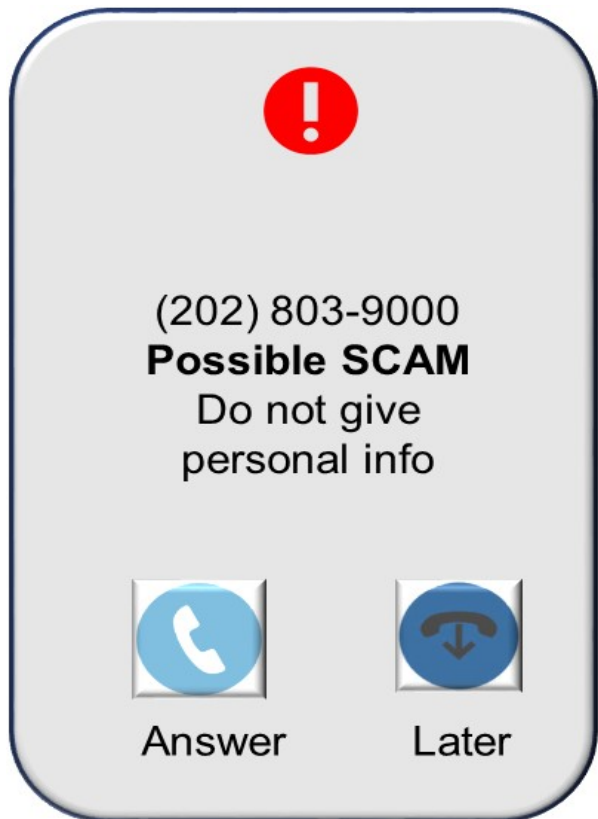
eCNAM

eCNAM service

- Applies local policy to the output of analytics in terms of formatting, etc.
  - (including results of SHAKEN verification)

- Retrieve additional data about the caller from trusted sources.

- Deliver the desired content to the handset for display.

Example Display

eCNAM may deliver additional text when the risk level assessed by analytics is very high; e.g, the infamous IRS scam.
May display *"do not give personal info"* or an audio of that phrase to the user.

eCNAM Benefits

✓ More trusted because its metadata is not user-provided.

✓ The eCNAM "envelope" could minimize impacts on handsets and changes to standards

    ✓ The envelope does not change based on its content

✓ Allows each carrier the flexibility of applying their own rules

    ✓ The selection of text and iconography

    ✓ Customization for different types of end users