



Your Expert Partner for All Robocall Mitigation Needs

The TRACED Act, STIR/SHAKEN, Robocall Analytics, and How ECG Helps You Stay Compliant

What Are TRACED and STIR/SHAKEN, Anyway?

TRACED: Telephone Robocall Abuse Criminal Enforcement and Deterrence

STIR/SHAKEN: Secure Telephone Identity Revisited/Signature-based Handling of Asserted Information Using toKENS

The FCC has required through the TRACED Act that voice service providers deploy STIR/SHAKEN authentication – an industry-wide initiative to restore trust in voice communications.

Through STIR/SHAKEN, the provider attests to their relationship with the caller and their right to use that number.

The standard level is called **Full Attestation, or "A" Level**, where the provider:

- ✓ Is responsible for the origination of the call
- ✓ Has a direct, authenticated relationship with the customer
- ✓ Has verified the caller has the right to call from that number

Compliance With STIR/SHAKEN

When you answer a phone call and you hear a recorded message instead of a live person, you've just received a robocall. While some are legal (e.g. appointment reminders), others are from scammers – which is what STIR/SHAKEN aims to prevent.

There are a number of robocall mitigation techniques providers can use:



Blacklists:

This is essentially blocking and can be used for specific numbers, certain IP addresses, forwarded numbers, etc.



Shields:

This is a way to screen calls from numbers that are invalid, high-risk, or appear on Do Not Originate lists.



Reputation Lookup:

These services assign a numerical reputation score to calling numbers to help determine the likelihood of a scam.



SIP Analytics:

This is a self-learning tool that inspects each call before it begins. Calls that reach a certain volume or match the patterns of illegal robocalls will trigger a response.

Robocall Mitigation: Service Providers Have to Stop Illegal Robocalls!

STIR/SHAKEN alone isn't the complete answer: regulators expect voice service providers to actively monitor for and work to prevent illegal calls. This means voice services providers need ongoing analytics watching the calls leaving their network.

The FCC mandates "Know Your Customer" policies, and service providers must ensure compliance with the TRACED Act, Telephone Consumer Protection Act (TCPA), and other requirements related to proper use of caller ID. This requires both automated analysis and consistent procedures.

How ECG Supports Your Robocall Mitigation Efforts

The good news: there is software available to automate robocall mitigation. ECG can help by integrating the software directly into your network to stop robocalls at the source, and before they annoy your users. Get in touch with us today and let us be the knowledgeable missing piece in your robocalling compliance puzzle.

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