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According to the FCC, **robocalling is the #1 complaint from consumers**, with an average of **185,000 complaints filed during the last five years**. To address this problem, in March 2020, the FCC adopted new rules requiring all originating and terminating voice service providers to **implement caller ID authentication using STIR/SHAKEN standards by June 30, 2021**.

To help, we've put together this quick guide to break down what STIR/SHAKEN is, how the new rules impact you, and what you can do to stay focused on compliance and achieve success with these new changes.

What is STIR/SHAKEN?

By definition, **STIR** and **SHAKEN** are acronyms for the **Secure Telephone Identity Revisited (STIR)** and **Signature-based Handling of Asserted Information Using toKENs (SHAKEN)** standards.

STIR is a working group within the Internet Engineering Task Force (IETF), an open standards organization that develops and promotes internet standards. As such, STIR produces guidelines that form the basis of what is referred to as STIR/SHAKEN.

SHAKEN defines the extensions and industry framework for the deployment and interworking of the technology in service provider networks. To put it more simply, the STIR portion refers to the process of providing attestation that the call is legitimate, while the SHAKEN part is more about how to handle the calls.

Why is this important? Because STIR/SHAKEN is changing the contact center space with new regulations designed to combat spoofed robocalls. In the wake of a continued increase in these types of predatory robocalls, STIR/SHAKEN is aimed at protecting consumers against fraud and abuse from robocalling, providing a stronger stance against malicious robocalling, and re-establishing trust in the communications ecosystem.

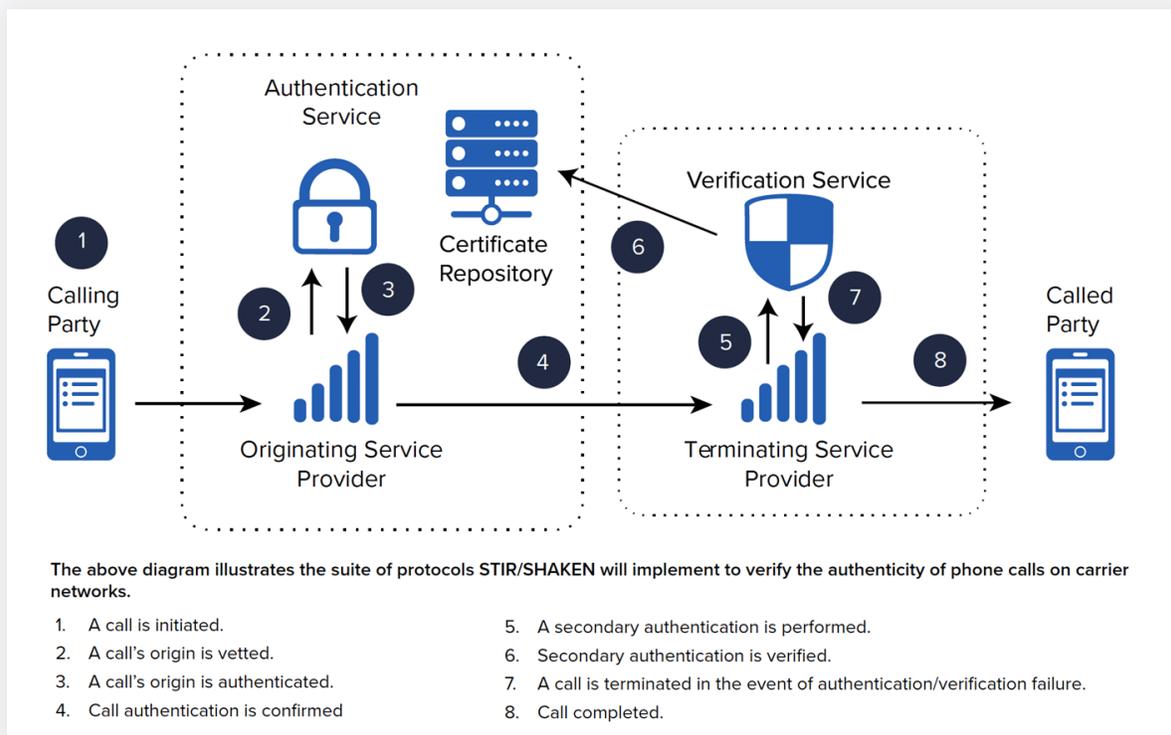
How Does STIR/SHAKEN Work?

At its very core, **STIR/SHAKEN** is all about **Caller ID authentication**, which is a new system purpose-built to combat illegal caller ID spoofing.

Once STIR/SHAKEN is implemented, voice service providers will be able to provide more accurate caller ID information, giving consumers a better idea of which calls to answer. This is because STIR/SHAKEN provides a digital validation for calls passing through the web of telephone networks, enabling the consumer's phone company to verify that a call is actually coming from the number shown on Caller ID.

This type of system will make it much harder for scammers to trick consumers into answering their phones by illegally spoofing a caller ID. It will also make it easier for consumers and law enforcement to identify the source of illegal robocalls, ultimately reducing the number of these types of calls and their impact.

What makes this all possible is call attestation. STIR/SHAKEN has a three-level system to categorize the essential information about the caller into levels of "attestation" for the call. These attestation levels characterize a caller's right to use a particular number. Calls with the highest level of validation will receive an "A" rating, with "B" and "C" ratings given for calls where the identity of the caller cannot be 100% verified.





If you're not prepared, the new STIR/SHAKEN standards could have a significant impact on your contact center because of the increased risks of your outbound calls being blocked erroneously.

How will STIR/Shaken impact my operations?

The FCC's June 30, 2021 deadline is specifically for the telecom providers to implement STIR/SHAKEN. But as an enterprise that relies on your carrier and your service provider to make your outbound calls, you need to ensure that both entities are being proactive about the upcoming rule changes.

Is your service provider proactively engaged in implementing the necessary changes and requirements? Are they in-turn collaborating with their carriers to ensure there is a plan in place? The last thing you want to do is assume everything will be taken care of only to find out you were sorely mistaken. And you don't want to worry about anything on your end as June approaches.

What will happen if I don't do anything?

Not doing anything or waiting for others to figure it out is not a wise option. You'll be putting yourself in the worst possible position by not being prepared to ensure your calls are going to be delivered to customers. Sitting on the sidelines could only have a negative impact on your operations.

You could also potentially be lowering the level of trust that you have with your clients and their customers who you are trying to contact. This may ultimately result in lower contact rates, reduced client satisfaction, decreased efficiencies across the board, more operational questions from your clients—the list goes on and on.

What do I need to do about STIR/SHAKEN?

✔ Contact your carriers and service providers:

Start by finding out if your technology platform is currently capable of supporting STIR/SHAKEN requirements.

✔ Inventory your phone numbers:

Which numbers are you using or going to be using to make outbound calls? Will these numbers cause you problems?

✔ Validate your phone numbers:

Make sure you validate your calling numbers with multiple carriers—and their analytics partners—to help limit the risk of your calls being blocked.

✔ Understand your equipment:

Work with your service provider to ensure your platform is up to date from both a hardware and software standpoint. Without the right equipment, you might not be able to generate and transmit the attestation tokens required by STIR/SHAKEN.

✔ Confirm signing authority:

Make sure you're using a technology provider that has signing authority, which is a third party trusted by all service providers. This way, you can know that your calls will be much more likely to receive an "A" attestation rating from the carrier, which shows that the signing authority is fully confident in your use and authority.

✔ Configure intelligent routing:

Strategize and handle inbound calls differently depending on attestation level ("A", "B", or "C"). Use IVR and skills-based routing to fight potentially fraudulent calls.

What are the best practices for implementation?

It all starts with your technology provider. Is your current platform capable of supporting STIR/SHAKEN? Do you understand your platform enough to establish trust with your provider? For a contact center, customer trust starts at the core of your operations, and that's with your calling technology.

You need to engage your technology provider and understand what they're doing to get ready for STIR/SHAKEN implementation. You have to know what, if anything, needs to be done with your platform—hardware and/or software—to ensure that you'll be able to meet the new requirements.

STIR/SHAKEN could significantly impact your entire operation if you're not 100% sure that your calls are going to be delivered within the framework being mandated by the FCC. You can't sit around hoping and waiting for your service provider or carrier to do something about STIR/SHAKEN. You need to be proactive.

Reach out today and see how LiveVox can be the right strategy and technology partner you need to succeed.

About LiveVox

LiveVox is a next generation contact center platform that powers more than 14 Billion interactions a year. We seamlessly integrate omnichannel communications, CRM and WFO capabilities to deliver an exceptional agent and customer experience, while reducing compliance risk. Our more than 450 global employees are headquartered in San Francisco; with offices in Atlanta; Denver; New York City; St. Louis; Medellin, Columbia; and Bangalore, India.