

Ahead of STIR/SHAKEN, Few Contact Center Leaders Feel Prepared



In an effort to learn about the robocall risk mitigation strategies organizations have or plan to enact, LiveVox surveyed over 300 contact center professionals at the C-suite, VP, Director, and Manager levels to gauge their understanding of the upcoming June 2021 FCC STIR/SHAKEN mandate.

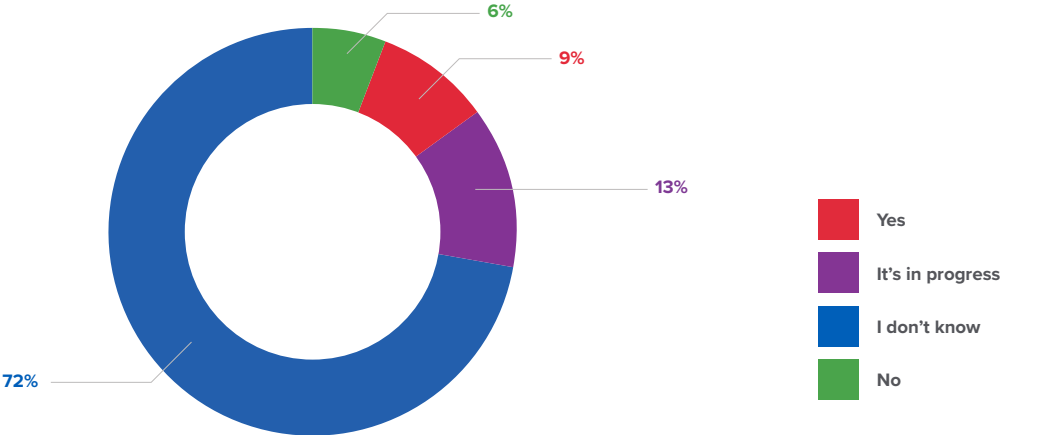
The survey sought to understand the contact industry's current knowledge level regarding the mandate's implications on outbound voice communications. We gathered responses from individuals in fourteen different industries, including Banking, Finance, Retail, Insurance, and Debt Collection, across job functions ranging from Operations to IT to Customer Experience. Our questions assessed general STIR/SHAKEN preparedness and knowledge, as well as the provider and carrier communication plans organizations have already established.

Based on their inputs, we've crafted this report that highlights the challenges, gaps, and opportunities for contact center professionals as they relate to STIR/SHAKEN at this critical juncture in pre-implementation.



Has your provider completed the authentication and tokenization required by the FCC?

At its core, STIR/SHAKEN is a call authentication protocol intended to prevent robocalls and restore trust. In order for calls to get through the STIR/SHAKEN process, they will have to first be vetted by their carriers at call origination. Our survey found that most contact center leaders are in the dark when it comes to the progress their vendors have made on this front, with only **9% reporting knowledge of their vendor's tokenization completion status.**



These findings were consistent irrespective of the vendor participants noted, pointing to the need for greater education and communication between providers and clients — a need legitimized by the **27% of participants who said they don't understand STIR/SHAKEN at all**, with another **39% claiming only a partial understanding** of the requirements.

83%
of respondents are concerned about their ability to reach customers and maintain current contact efficiency levels once STIR/SHAKEN goes into effect.

30%
of operations respondents noted the burden of the cost associated with STIR/SHAKEN implementation as a concern.

28%

of survey participants are worried about the impact on **client experience and business relationships.**

51%

of respondents **have taken no action** regarding their STIR/SHAKEN compliance readiness.

15%

of those surveyed are **currently in a position to achieve full call attestation.**

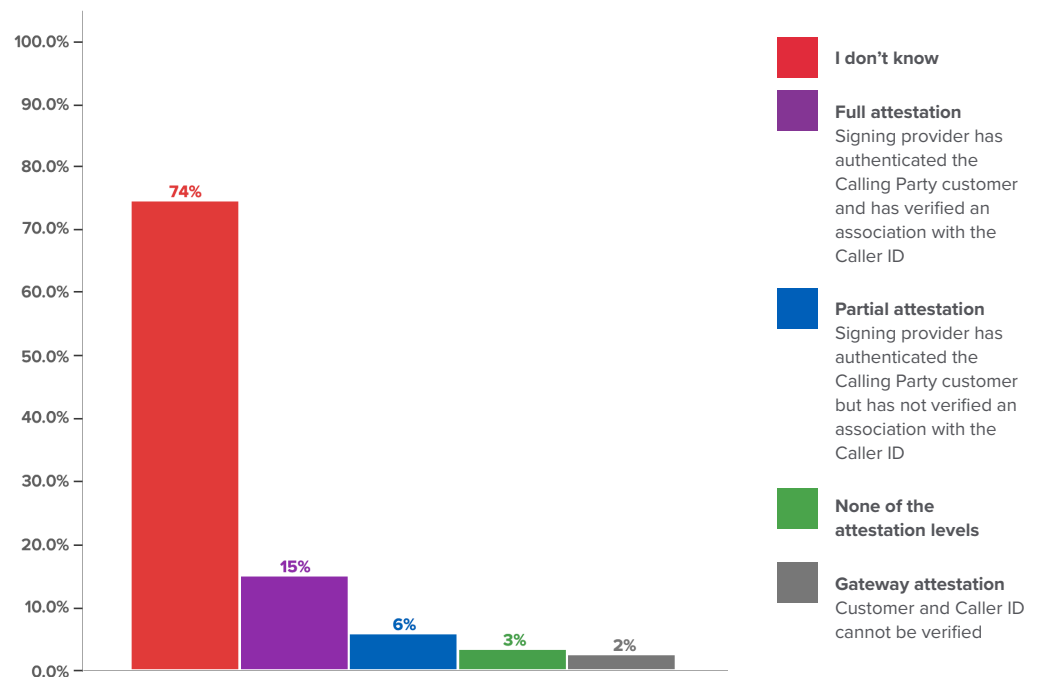
9%

of respondents were able to confirm their provider had **completed the FCC tokenization process.**

What attestation level will your service provider achieve?

In the STIR/SHAKEN protocol, attestation refers to how calls will be validated and categorized between originating and terminating carriers. It is built on a 3-tier system based on the originating caller's IP information, with A being the highest level of validation possible, and B and C for calls where identity can't be 100% recognized, with C signifying an unknown or unauthorized call identity.

An astonishing **74% of respondents are uninformed about their provider's attestation level.** It will be important to attain an A-level attestation under the new protocol because this guarantees your calls will travel carrier networks successfully, while B and C attestation levels could significantly hinder your ability to connect with customers.



Wrap up: Don't wait for your calls to get blocked to begin preparing for STIR/SHAKEN.

It is critical that contact center operators work with their service providers to understand and analyze call traffic in order to determine what is happening with their calls as they travel carrier networks. Doing so will ensure that contact rates do not fall below current and expected levels.

STIR/SHAKEN could significantly impact your entire operation if you're not 100% sure that your calls are going to be delivered in the future. 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 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 reliable, easy-to-use technology enables effective engagement strategies on communication channels of choice to drive performance in your contact center. Our battle-tested risk mitigation and security tools help clients maximize their potential in an ever-changing business environment. With 20 years of pure cloud expertise, LiveVox is at the forefront of cloud contact center innovation. Our more than 500 global employees are headquartered in San Francisco, with offices in Atlanta; Columbus; Denver; New York City; St. Louis; Medellin, Colombia; and Bangalore, India.