C1 Branded Calling ID

C1 Branded Calling ID (BCID) transforms the way businesses communicate by ensuring outbound calls are recognized, trusted, and branded with verified caller information. Built on STIR/SHAKEN standards, BCID enhances call transparency by displaying rich call data (RCD) that includes caller names, logos, and call reasons on consumer smartphones, significantly reducing the risk of call rejection, fraud, and spoofing.

BCID ensures that businesses can increase customer engagement, improve call answer rates by over 40%, and protect brand integrity while complying with industry regulations and best practices.

Key benefits

Enhanced call trust and recognition
Displays verified brand name, logo, and reason for the call to consumers

Fraud prevention and security
Mitigates robocalls, spoofing, and fraud risks with cryptographic call signing

Cross-network compatibility
Supports major carriers including T-Mobile, AT&T, and Verizon

Confirmed call delivery
Enterprises only pay for successful branded call deliveries

Improved customer engagement
Reduces call rejection rates and increases answer rates

Comprehensive monitoring and reporting
Real-time insights into branded call performance

Features

- **Caller verification:** Enterprise phone numbers, caller names, and logos are vetted to ensure authenticity

- **STIR/SHAKEN signing:** Calls are cryptographically signed to verify identity before reaching consumers

- **Branded display:** Calls appear with the business name, logo, and purpose on consumer handsets

- **Confirmation and reporting:** Businesses receive detailed monthly reports on branded call activity

- **Availability:** Available as an add-on for C1 Cloud Calling and as a direct sale for bring your own carrier (BYOC) SIP customers

How it works

1

Customer

Onboarding agents   **Vetting agents**
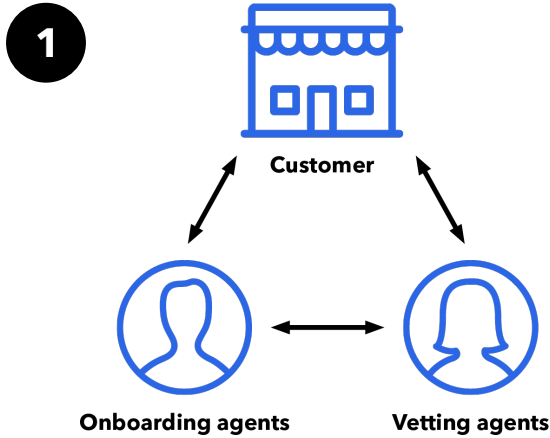
Onboarding and vetting agents register, vet, and then provision customer and BCID data

2

BCID platform

Verified phone number   **Rich call data**   **Brand logo**
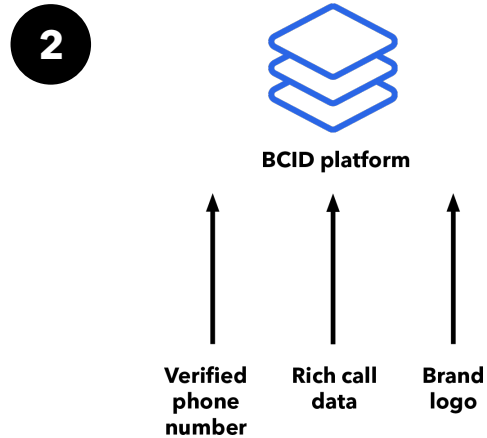
C1 BCID platform enhances with embedded rich call data (RCD) information to be displayed

3

Terminating service provider (TSP)

Terminating service providers (TSP) verify the BCID data and pass to a recipient's handset

4

BCID platform

Signing agents

Originating service provider (OSP)
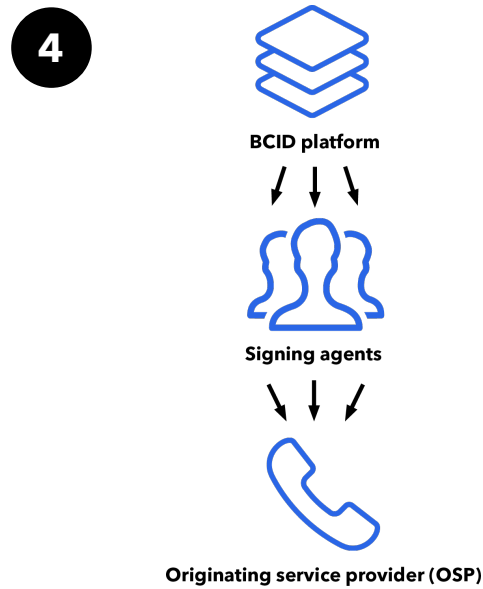
C1 BCID platform distributes vetted BCID data to signing agents to issue certificates at call origination

C1, the global technology solutions provider, transforms businesses by creating connected experiences that shape the future. With more than 6,000 customers, C1 empowers industries through secure, innovative technologies, collaborating with leading partners to deliver total lifecycle solutions. Learn more at onec1.com.