

Spoofed Call Protection (SCP)

The Rising Cost of Call Spoofing:

How to protect your business

Impersonation scams cost consumers **\$2.95 billion** in 2024.

And businesses are paying the price too. Business leaders, especially in the finance sector, also face an increasingly threatening fraud landscape shaped by generative AI.

The following findings are the results of a **2025 Forrester Consulting study commissioned by TransUnion®** that showed decision-makers at most organizations realize call spoofing is a serious and growing threat to their businesses, yet few have taken action.

Spoofed calls erode trust, drive up costs and increase regulatory risks

63% of decision-makers rated call spoofing among their top five challenges in outbound voice and the second most common hypothesis as to why existing customers are not answering calls.

“What have been the **consequences** of call spoofing to your business?”

- 81%** reported a surge in customer service inquiries – driving up costs
- 72%** saw declining customer trust, hurting retention
- 65%** experienced decreased effectiveness of communication campaigns

- 50%** faced regulatory fines and revenue losses – further highlighting the economic stakes
- 47%** experienced revenue loss
- 45%** increased labor costs investigating fraud
- 42%** decrease in brand reputation

Base: 719 US decision-makers responsible for outbound call experience strategy, technology selection, and/or security. Source: Forrester's Q4 2024 Outbound Communications Survey [E-61663]

The benefits of call spoofing protection solutions are apparent

67% considered protection against call spoofing and related fraud as essential for **enhancing customer engagement** and **right-party contact rates**.

62% said an indication on the mobile display showing the call was authenticated and hasn't been spoofed is **important or critical for the same reasons**.

Although aware of the threats – few businesses have taken action

70%
Don't use any call blocking, spam mistagging or spoofing protection solutions

- 51%** said call spoofing is a **substantial challenge** – IT security leaders see it as critical
- 55%** admitted their technologies **lack adequate call spoofing protection**
- ONLY 30%** have call spoofing protection capabilities in place **today**

Source: Optimizing Outbound Communications: Strategies and Technologies for Effective Customer Engagement: The State of Outbound Communication in 2025, a commissioned study conducted by Forrester Consulting on behalf of TransUnion, February, 2025

Stop call spoofing before it stops your business. Discover how **TransUnion Spoofed Call Protection** can help.

