

ASSESSMENT

Bandwidth Voice Channel Risk and Trust Scorecard

A self-assessment for enterprise contact centers

This assessment will help you evaluate your technical defenses against inbound fraud, and your outbound trust posture. Please answer honestly and thoroughly—the results will provide valuable insights for your team.



1 Inbound fraud prevention and authentication

1. To what extent do you currently verify the identity of inbound callers?

- a. No formal verification process in place
- b. Basic knowledge-based authentication (KBA) performed by the agent
- c. Dynamic KBA or risk-based authentication implemented
- d. Advanced voice biometrics or behavioral analysis integrated into contact center software

2. How confident are you that your contact center agents can reliably distinguish between legitimate and fraudulent inbound calls?

- a. Not confident; agents rely primarily on KBAs
- b. Somewhat confident; agents have some training but limited tools
- c. Moderately confident; agents have access to basic fraud indicators
- d. Very confident; agents have real-time insights and advanced tools

3. Do your agents have access to real-time fraud intelligence data to assess the risk associated with inbound calls?

- a. No
- b. Limited access through disparate sources
- c. Real-time spoof detection updates and/or live risk scores
- d. Live risk scores plus voice biometrics and pattern recognition data to help inform agent handling

4. How do you handle inbound calls flagged as potentially fraudulent?

- a. Route to standard queue; no special handling
- b. Agent implements additional manual authentication steps on flagged calls
- c. Transfer to a dedicated fraud investigation team
- d. Automated routing to different teams/endpoints based on risk score and pre-defined rules

2 Outbound reputation and brand trust

5. How aware are you of your outbound contact center calls being mislabeled as 'spam' or 'scam likely'?

- a. Not aware; we have no visibility into call labels
- b. Limited visibility; we occasionally check for issues
- c. Moderate visibility; Regular manual monitoring of call labels
- d. Proactive visibility; Automated monitoring of improper "spam" or "scam likely" labels

6. Do you have a process for identifying and correcting inaccurate call labels associated with your outbound numbers?

- a. No
- b. Yes, we address labels when we hear from customers
- c. Yes, we monitor labels and initiate remediation ourselves
- d. Yes, we have automated remediation to remove labels applied by wireless carriers

7. Do you leverage call branding for your outbound calls to increase call answer rates?

- a. No, we do not use branded calling
- b. We use branded calling, but do not know if it's impacting call answer rates
- c. We use branded calling and occasionally see data associated with increased call answer rates
- d. We use branded calling and can directly draw an ROI from increased call answer rates

8. Are you aware that branded ID display can be manipulated or hijacked?

- a. No
- b. Somewhat aware, but lack specific mitigation strategies
- c. Aware and actively implementing preventative measures
- d. Proactively monitor and enforce branded calling usage





3 Visibility and Control

9. What level of visibility do you have into the overall health and security of your contact center voice communications?

- a. Limited to basic call volume and duration metrics
- b. Some visibility into call quality and error rates, but from disparate sources
- c. Comprehensive dashboards with fraud indicators and reputation metrics
- d. Real-time analytics and reporting with customizable alerts from a single view

10. How well integrated are your voice communications security tools with your existing contact center infrastructure?

- a. Disparate tools with limited integration
- b. Some integration, but manual processes are required
- c. Integrated platform with automated workflows
- d. Unified platform with API-driven integration and real-time data sharing & alerting

Scoring

Thank you for completing this assessment! To score your assessment, use the following key:

A answers = 1 point

B answers = 2 points

C answers = 3 points

D answers = 4 points

Add all points to complete your score:



Developing (10–20 points)

Your score indicates that you are in the early stages of building a robust trust and security framework. At this point, you're likely leaning heavily on legacy "Trust but Verify" methods, meaning your agents may be spending 30–90 seconds per call on KBA (Knowledge-Based Authentication) that fraudsters already have the answers to. Or, on the outbound side, you might be dealing with Whac-a-Mole with carrier labels, reacting only when the business units complain that their answer rates and outbound calling ROI have tanked.

The priority: We recommend moving from reactive to programmatic. You may need to focus on automating outbound label remediation, or implementing basic identity fraud detection so your agents aren't the only line of defense. If you start building on processes and solutions for visibility and control, your contact center security and reputation management could be much more streamlined.

Mature (21 – 30 points)

Your assessment score demonstrates a solid foundation in contact center trust and security. While you've implemented key controls and have a good understanding of the risks involved, you may be struggling with integrating all your solutions into a single platform or view.

The priority: We recommend focusing on integration, orchestration, and automation. It's time to move toward a unified platform where fraud scores help dictate call flow, and where outbound branding is tied to measurable conversion metrics.

Leading (31 – 40 points)

Your assessment score reveals a highly mature and proactive approach to contact center trust and security. You've established a strong framework, leveraging advanced technologies and demonstrating a strong commitment to continuous improvement. You've likely shaved significant time off your Average Handle Time (AHT) and protected your brand's reputation.

The priority: Continuous optimization. As the carrier ecosystem evolves (like the evolution of STIR/SHAKEN and introduction of advanced tech solutions), your goal would be to maintain this single pane of glass visibility across your global footprint.

Schedule a Voice Channel Risk and Trust Review

If you would like to connect with a Bandwidth subject matter expert to discuss your results, schedule a Voice Channel Risk and Trust Review. We'll review your score and identify the specific gaps impacting your contact center's ROI.

[Schedule my review →](#)

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