



Optus Trusted Call

Make every call recognised, relevant and trusted.

Optus Enterprise

yes OPTUS

The challenge

Australia's phone trust crisis is a direct business problem. **87% of Australians screen unknown calls**¹, and only 14% regularly answer numbers they don't recognise — one of the lowest rates across 18 global markets². For enterprise organisations, this means declining contact centre answer rates, missed time-sensitive communications, and growing exposure to brand impersonation scams³.

The regulatory landscape has also fundamentally shifted. The **Scams Prevention Framework (February 2025)** — the world's first legislation of its kind^{4,5,6} places obligations on telcos and designated sectors to prevent, detect, and disrupt scams, with penalties up to **\$50 million per offence**^{7,8}.

No amount of contact centre optimisation can fix a 35% answer rate⁹ when customers genuinely can't distinguish your calls from scam attempts impersonating your brand.

What is Optus Trusted Call?

Optus Trusted Call is a verified calling platform that lets your customers see exactly **who is calling and why** — before they answer.

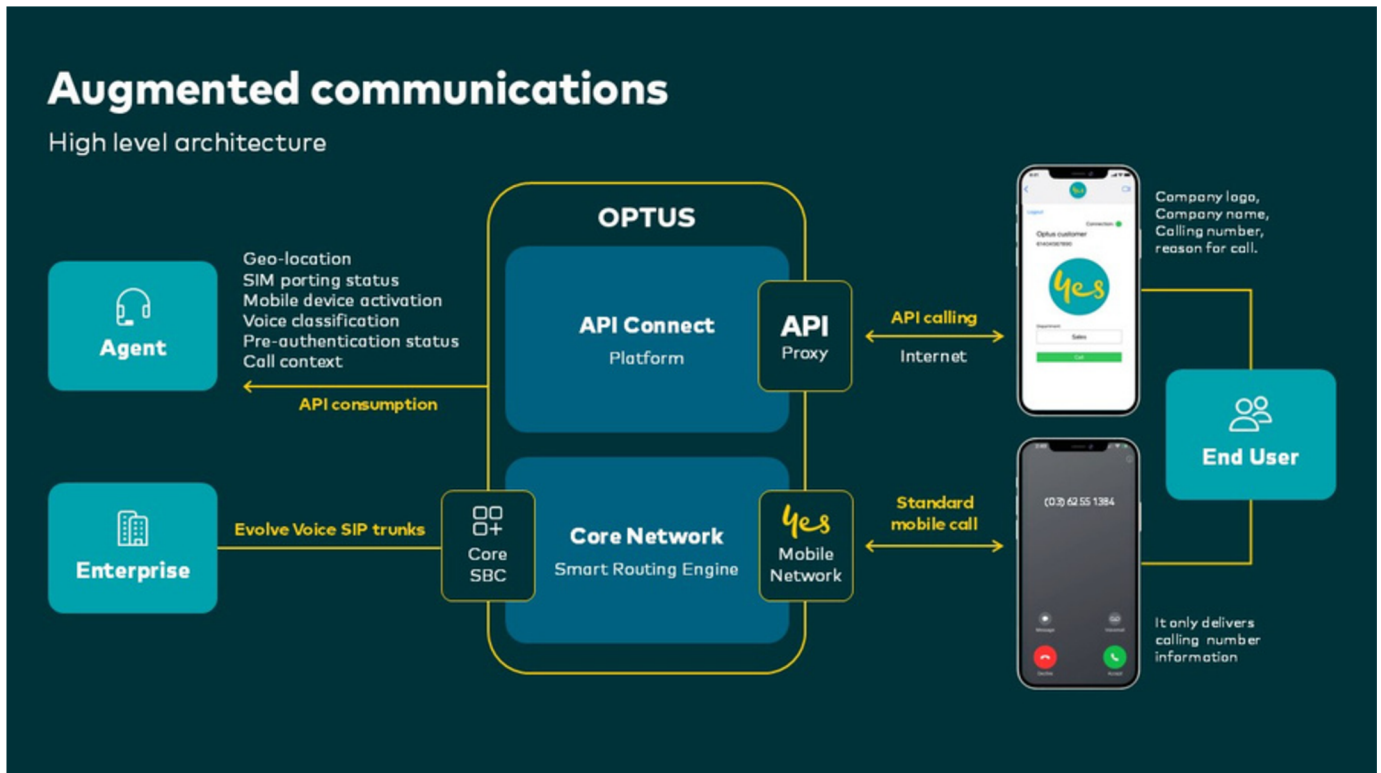
Built on Optus telecommunications infrastructure, only calls that have genuinely originated from your system and travelled through our network carry the verification.

What your customers see:

- **Enterprise branding (logo and name)**
- **Dynamic call context** — e.g. "Your claim update — our assessor is calling" or "Urgent: fraud alert on your account"
- **Call verification badge**

How it works

Calls are transported via your existing Optus SIP trunks, no changes to your dialler, IVR, or agent desktop. A lightweight SDK embedded in your existing customer app handles call context display and in-app voice. If a customer's app is unavailable, calls automatically fall back to standard voice — no failed calls, no gaps for scammers to exploit.



Benefits to your business



Improve call answer rates

- Answer rates improve 40-70%
- Cost per contact reduces by 30-50%
- Reach customers first-time for time-sensitive service, compliance, and operational communications
- Real-time API control over call context, with performance analytics and A/B testing built in



Reduce risk & ensure compliance

- Cryptographic authentication makes brand impersonation technically impossible at the network level
- Complete, exportable audit trails for regulatory review, incident response, and dispute resolution
- Privacy-by-design with customer consent embedded in the app onboarding flow



Improve customer experience

- Eliminates anxiety about answering unknown calls — customers know who's calling and why
- Measurable improvement in NPS, first contact resolution, and brand perception
- Particularly impactful for customers most vulnerable to impersonation scams

Regulatory alignment

Optus Trusted Call directly supports Australia's anti-scam regulatory framework:

Obligation	Source	How Trusted Call Helps
Prevent brand impersonation	SPF Principle 2	Cryptographic auth makes impersonation impossible at the network level
Distinguish legitimate from scam calls	SPF Principle 3	Verified logo, badge, and call context provide an unambiguous customer signal
Disrupt scammer impersonation capability	SPF Principle 5	Removes the attack surface of spoofed outbound calls from your brand
Incident response & regulatory reporting	SPF Principle 6	Full call log with authentication timestamps, exportable for regulators
Privacy-by-design and informed consent	Privacy Act 1988	Customer consent embedded in app onboarding; full context visible before answer

With the ACMA's mandatory SMS Sender ID Register launching mid-2026 for text messages^{10,11}, Optus Trusted Call delivers the voice equivalent¹² — ahead of any formal mandate.

Implementation & ROI at a glance

Phase	Timeline	Activities
Foundation	6–8 weeks	SIP trunk integration, SDK deployment, brand and call context configuration
Optimisation	Ongoing	Messaging A/B testing, engagement analysis, targeting refinement
Scale	As needed	Dynamic real-time call context via API, full outbound queue expansion

Measurable returns:

- **30–40%*** reduction in outbound contact centre costs
- Reduced brand impersonation incidents and customer compensation exposure
- Improved collections, cross-sell conversion, and retention outcomes¹³
- Demonstrable compliance with SPF obligations, sector regulator requirements, and the Privacy Act
- First-mover competitive differentiation: "When we call, you'll know it's us" — a promise competitors can't yet match

*based on a limited sample of early adopters; individual results will vary

Ready to reconnect with your customers?

Contact your **Optus Account Manager** to arrange a demonstration and technical scoping session. We'll walk you through the end-to-end customer experience and map your integration and compliance pathway. With a dedicated project team supporting you from assessment through to go-live.

Sources

- 1.IT Brief / PayPal Australia, Australian Consumer Payment and Communication Habits Survey, July 2024
- 2.Australian Communications and Media Authority (ACMA), Consumer Research on Unsolicited Communications, December 2018
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- 4.Explainer: Australia's New Scam Prevention Framework — Bird & Bird
- 5.Australia Passes Landmark Scam Prevention Legislation — Jones Day
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- 9.YouGov, Global Survey on Call Answer Behaviour — 18 Markets, December 2021
- 10.Mandatory SMS scams register coming late 2025 — Information Age / ACS
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- 12.Digital Nation Staff, "CBA and Telstra expand Scam Indicator tool to landlines", iNews, 29 August 2024 — <https://www.itnews.com.au/news/cba-and-telstra-expand-scam-indicator-tool-to-landlines-611146>
- 13.Richard Chirgwin, "NAB prompts lead customers to reconsider \$50m in payments", iNews, 29 November 2023 — <https://www.itnews.com.au/news/nab-prompts-lead-customers-to-reconsider-50m-in-payments-602905>

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