

State of the Call Summit

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Agenda

Morning Session

08:30 - 09:30 **Attendee Check-in**

09:30 - 09:45 **Welcome Address**

Keynote

Speaker: Alex Algard, Founder & CEO, Hiya

09:45 - 10:05 **Building customer trust with communication and voice**

Fireside chat

In today's digital age, building trust with customers is more crucial than ever. How does emerging technology and innovation like AI impact communication and the customer experience? Hiya CEO Alex Algard and Salesforce President and Chair of the Advisory Board Sarah Franklin will discuss the pivotal role of effective communication and voice interactions in fostering trust across customer experiences.

Speakers: Alex Algard, Founder & CEO, Hiya
Sarah Franklin, President & Chair of the Advisory Board, Salesforce

10:05 - 10:45 **Future of voice**

Talk and panel discussion

Modern technology has changed how the world communicates. From wearable devices, mobile messaging applications, video conference platforms and the mobile phone – people are more connected than ever. The voice call is the cornerstone of modern communications and remains one of the most trusted - and taken for granted methods of communication today. In this session, we'll explore the role of voice in 2023, the challenges threatening the future of voice, and the opportunity for voice as an area for evolution. It's time to rethink the future of voice as a product and experience and assert control through focused innovation while reestablishing trust in the voice network.

Speaker / Moderator: Jason Young, Founder & Managing Partner, Campanile Partners

Panelist: Alex Quilici, CEO, YouMail
Andy Walker, Global Communications & Media Lead, Accenture
Isaac Jacobson, SVP, Strategic Partnerships & Services, Gabb Wireless
James Lau, Chief Product Officer, Hiya

10:45 - 11:00 **Break**

11:00 - 11:30 **The 40+ billion dollar problem: The cost of voice fraud**

Panel discussion

Approximately 1 in 5 Americans fall victim to phone scams every year - costing a staggering \$40B+ each year. What is driving these financial crimes and why is the fight against them so complicated. The emergence and prevalence of payments apps, like Venmo and Zelle, have made it easier than ever to instantly move money, creating an easy entry for scammers to defraud their victims. This session will bring together financial industry veterans to discuss who bears this cost, who cares, and what the industry can do to address the \$40B+ dollar problem.

Moderator: Andrew Snead, Advisor, Hiya

Panelist: Eric Lookhoff, Vice President, Risk Operations North American Fuel, FLEETCOR
Michael Friedman, VP, Identity Innovation and Growth, Mastercard
Scott Schumacher, Partner, FICO®

Morning Session

11:30 - 12:00

Bridging industry and regulation in the fight against fraud calls

Panel discussion

Voice fraud continues to cost consumers, businesses and carriers billions of dollars every year. Years on from the Traced Act and the introduction of analytics based spam detection systems in the US, what are the successes and gaps? What has been the impact of the collaboration between industry players, policy makers and regulators in the fight against call fraud & spam? And what is next for these groups to tackle in the fight against fraud, with an eye on the impact of emerging technologies like voice-generated AI, imposter spoofing and other new tactics?

Moderator: Andrew Snead, Advisor, Hiya

Panelist: Kevin Rupy, Partner, Wiley Rein LLP
Linda Vandeloop, AVP, External Affairs/Regulatory, AT&T
Madeleine Findley, Partner, Jenner & Block LLP

12:00 - 01:00

Lunch

Afternoon Session

01:00 - 01:30

Consumer security and mobile apps

Panel discussion

As voice spam and fraud plagues consumers around the world it is becoming increasingly sophisticated, mobile subscribers are turning to over-the-top mobile applications for personalized protection against voice and messaging fraud. In this session, we'll bring together global spam analytic providers to discuss the biggest challenges in the fight against voice spam and fraud, how subscribers are responding, and how the industry can better align to protect the integrity of the voice channel. Learn how these solutions are reshaping the mobile security landscape and empowering consumers to reclaim control over their mobile experience.

Moderator: Patchen Noelke, VP of Marketing, Hiya

Panelist: Alex Quilici, CEO, YouMail
 Ethan Garr, Founder, Breakout Growth Labs
 Matt Mizenko, VP for Enterprise, Teltech

01:30 - 02:00

Enterprise vetting for consumer protection

Industry session

Enterprises are increasingly using branded calling to identify themselves and deliver a transparent customer experience for outbound calling. It is also a "tempting" service for fraudsters to try and gain access to, to perpetrate phone fraud. Learn how market leaders in identity services are working together to protect consumers and enterprises through enterprise vetting – ensuring that only legitimate businesses have access to identified calling services.

Moderator: Matt Weller, VP Operations, Hiya

Panelist: Jim Tyrrell, VP Enterprise Product Management, TNS
 John Marinho, VP Cybersecurity & Technology, CTIA
 Patrick Rea, Product Management, Hiya
 Stacy Graham, Trust & Assurance Policy Director, Sinch Voice

02:00 - 02:15

FLEETCOR and branded calling

Enterprise case study

Amidst the unprecedented market impacts brought about by the COVID-19 pandemic, FLEETCOR, the world leader in vehicle and mobility, and payment solutions, faced the challenging environment of pressured customer quality, inaccurate call labeling and dwindling right-party-contact rates. As a result, FLEETCOR saw a decline in collections effectiveness. Fleetcor explored branded caller ID solutions to address its call identity concerns and bolster its ability to connect with customers. In this session, you'll learn why Fleetcor invested in branded caller ID, how they implemented Hiya Connect, and the impact that branded calling has driven in both revenue and productivity.

Speaker: Eric Lookhoff, Vice President, Risk Operations North American Fuel, FLEETCOR

02:15 - 02:30

Break

02:30 - 02:45

Winning the war on phone spam: progress and challenges

Industry session

Despite the rollout of STIR/SHAKEN and continued regulatory progress, phone spam continues to be a problem for consumers. Why? In this session, we'll explore analytical data on legal nuisance, illegal spam and fraud, and regular phone calls to understand why phone spam is still afflicting mobile subscribers. We'll discuss where STIR/SHAKEN and spam analytics are making progress, and where commonly-used calling practices are muddying the waters and keeping the spammers in business. From the perspective of a spam analytics service, Hiya will provide recommendations on how the industry can get over the finish line and finally address this issue.

Speaker: Jonathan Nelson, Director, Product Management, Hiya

Afternoon Session

02:45 - 03:15

Call authentication for a safer voice channel

Panel discussion

The battle against spam and fraudulent calls demands cutting edge solutions. While STIR/SHAKEN and regulation has helped address part of the problem - it's not a complete solution as robocalls and spoofing continue to present a significant threat to the integrity of the voice channel. TSPs, regulators and spam analytics providers are coming together to address call authentication in the United States and stay one step ahead of fraudsters and spammers. In this session, we'll discuss the complexities, challenges and opportunities for improving call authentication and how it is a critical step in restoring trust in the voice call.

Moderator: Jonathan Nelson, Director, Product Management, Hiya

Panelist: Doug Ranalli, Founder & CEO, Gated Networks
Mark Collier, Chief Technology Officer, Securelogix
Michael O'Brien, Executive Vice President, Business Development, iconectiv

03:15 - 03:30

Voice fraud and the threat of generative AI

Industry session

Unfortunately, the unsuspecting family falling victim to a phone scam has become all too familiar as generative AI tools are being adopted by bad actors to target and trick victims. Uncover the rising and amplified dangers of voice scams and learn how and why voice and next-gen AI tools create a particularly sinister combination that is dangerous for consumers. In this session, we'll discuss how bad actors are using generative AI and the disturbing array of attacks these tools enable. Finally, we will discuss how we can protect ourselves, our family & friends, and what we can do as an industry to provide safeguards for consumers.

Speaker: James Lau, Chief Product Officer, Hiya

03:30 - 03:45

Break

03:45 - 04:15

Dialing deception: Voice fraud and scam trends of 2023

Panel discussion

Explore the evolving landscape of voice call fraud in 2023. This session will cover the latest fraud trends and data, including emerging and popular scam tactics, the use of generative AI, and regulatory response. Panelists will also discuss the latest developments in fraud detection and prevention, how carriers and telecom providers can work together to protect consumers across the voice channel, and the results for their collaboration.

Moderator: Mike Robuck, US Editor, Mobile World Live, GSMA

Panelist: Adam Guy, VP Identity Innovation and Growth for KONTXT, RealNetworks
Jessica Thompson, Director of Traceback Operations, Industry Traceback Group
Jonathan Nelson, Director, Product Management, Hiya
Stacy Graham, Trust & Assurance Policy Director, Sinch Voice

04:15 - 04:30

Closing comments

Speakers: Alex Algard, Founder & CEO, Hiya
Kush Parikh, President, Hiya

04:30 - 06:30

Networking cocktail reception