

# Blockchain To Mitigate Spam Calls and Texts: The “Great 1 Bn Subscriber Problem”



## Opportunity

Spam calls and texts are a huge problem in India, made more difficult by unregistered marketers obtaining phone numbers by fraud, and by technology inefficiencies that kept a national do-not-call list from being highly effective.

Tech Mahindra worked with Tata Teleservices to mitigate spam calls and text messages received by their subscribers with a blockchain based solution to address this menace which causes bad customer experience, propagation of fake news and leads to financial scams.



## Imagining IT Differently

Tech Mahindra worked with Tata Teleservices for a blockchain based solution built on Hyperledger Fabric. Using a blockchain ledger, the solution from Tech Mahindra system guarantees that relevant preferences are automatically communicated to all the telecom service providers, participating telemarketers and the Indian government’s telecoms authority. Blockchain is also foundational to heading off the issue of unregistered telemarketers – the added security of the system makes it more difficult for them to illicitly obtain contact information or other details by using tokenization wherein they only gain access to only masked and not actual details of the subscribers’ data.



## Future Made Possible

The unified infrastructure of the platform improves performance in other ways – when consent and preferences are updated on the common ledger, the cycle time of do-not-call registration has become much faster, suspected spam calls can be detected proactively and blocked off, and any anomalies in the system can be more easily detected.

A successful rollout in India opens the path to expand the system to other countries, since no place is immune to spam calls and texts.

This makes it a standout example of technology adoption driving new digital solutions.



Tata Teleservices

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