Caller ID for registered companies - lean canvas

Time horizon: 12 months/start of MVP

Problem

As a customer want to be reassured that whenever I receive a phone call from an organisation with whom I have a relationship it is the actual organisation calling me rather than a scam.

As a consumer-facing company we want to ensure our customers know it is us calling rather than a scam so we can save on time spent contacting customers and avoid the need for call backs.

Existing alternatives

Apps such as hiya and trustedcaller support call blocking and supply caller/business profile information. Phone numbers can be easily spoofed and such approaches can't guarantee provenance of the call
Hiya has struck deals with manufacturer (Samsung) who designed a SmartCall function in their Android implementation. Hiya also struck a deal with T-Mobile.
Hiya is in several countries including Australia but not NZ.

Solution

Use 'over-the-top' content via the call originator official app (e.g. mobile banking) to notify users of an upcoming call. Alternatively use a messaging/calling functionality built into the app to make the secure call (this requires a smartphone and installed app).

Key metrics

Quantifiable.

Understandable.

Relevant.

Value proposition

By increasing trust between companies and their customers, we will reduce the impact of scams, time wasted getting in touch with customers and the customers' own time, leading to overall increase in satisfaction and efficiency.

High level concept

Consumer-facing organisations can signal to their customers that their phone call is legitimate, saving everyone's time and promoting trust.

Consumers who receive phone calls from organisations are reassured the call is legitimate or alerted to the fact that it may not be so.

Advantage

No NZ market presence, first-to-market advantage. NZ Government places a huge number of calls that require trust.

Channels

Call centre industry group events; marketing and customer centre industry events; existing telecomm contacts.

Verified/Trust service providers.

Customer segments

B2C: companies that are sensitive to reputation and easily affected by scams, e.g. financial services, telecomms and government. Banking and telecomm customers who use smartphones often have their apps installed.

Early adopters

Financial services industry and government agencies

Cost structure

Complexity: 5 the unknowns are mappable and steps to resolve them feel achievable

Risk: 5 Risks feel acceptable with complexity not higher than 5 but moderated by high acquisition and effort

Effort: 7 The key effort required is to coordinate all the multiple partners, changing call-centre processes and updating existi
Acquisition: 8 Most resources are external with a relatively slim contribution from us
high value to companies and benefits experienced by customers in a simple, understandable way

Revenue streams

As a company wishinig to protect my reputation against consumer scams I will pay a certifier to become verified and for any brand add-ons, e.g. logo etc.
As a telecomms company I wish to integrate a trusted caller ID service in my basic offering to differentiate myself from competitors, and obtain revenue from companies wishing to verified.