

# AB HANDSHAKE AND VODAFONE PROCURE & CONNECT LAUNCH VOICE PROTECT TO REBUILD TRUST IN VOICE CALLS

AB Handshake and Vodafone Procure & Connect have launched Vodafone Voice Protect, an AI-powered real-time call management platform designed to help mobile operators and MVNOs fight fraud and restore trust in voice communications.

The platform combines AB Handshake's AI Shield technology with Vodafone's Global CLI Trust layer to help operators proactively detect and prevent spam, scam, spoofed calls, and other fraudulent traffic, verify legitimate callers, and support regulatory compliance — all while enabling new revenue opportunities through trusted calling services.

## The Trust Deficit in Voice

Consumer trust in voice communications continues to erode rapidly as fraudsters exploit caller ID spoofing and AI-generated voice technologies. Research shows that 86% of consumers do not answer calls from unknown numbers, while one in four Americans report having received a suspected deepfake voice call in the past year.

At the same time, regulators are raising the stakes for non-compliance. In 2025, the FCC removed more than 1,200 voice service providers from its Robocall Mitigation Database for failing to meet compliance requirements related to illegal robocalls and caller ID abuse. In the UK, Ofcom has the power to issue fines of up to 10% of a company's relevant turnover in cases of serious non-compliance with rules designed to combat nuisance and scam calls.

*"The voice ecosystem is increasingly under attack from fraudsters and scammers," said Kenneth Graham, MD of Wholesale and Products at Vodafone Procure & Connect. "We believe the industry must take a more proactive approach to tackling voice fraud, restoring confidence in the channel, and transforming it into a driver of business growth."*

## Vodafone Procure & Connect Voice Protect

Voice Protect is a platform that helps operators identify high-risk traffic and improve the way incoming calls are presented to end users.

The solution combines AB Handshake's AI Shield with Vodafone's Procure & Connect Global CLI Trust layer to create a comprehensive real-time voice protection framework. Powered by machine learning and big data analysis, AI Shield screens calls in real time, detects suspicious traffic patterns, assigns confidence scores for caller verification, and helps operators assess call legitimacy before calls reach subscribers. Complementing these capabilities, the platform supports A-number validation against global fraud databases and regional regulatory requirements.

Vodafone Voice Protect is available as either a cloud-hosted or on-premises deployment and integrates seamlessly with existing network and operational systems.

*"We are thrilled to bring our proven real-time AI technology to one of the world's most expansive networks," said Nadejda Papernaia, CEO at AB Handshake. "Together, we can help protect more operators, businesses, and consumers from voice fraud while making truly trusted communications available on a much broader scale."*

## From Fraud Protection to Revenue Growth

We believe that for mobile operators and MVNOs, this partnership helps cut fraud-related losses, reduce disputes, lower operational costs, and protect termination revenue by preventing legitimate traffic from being incorrectly blocked. The platform also supports new monetization opportunities through Enterprise Calling, SIM bypass prevention, and real-time roaming checks, contributing to enhanced network performance and operational efficiency.

For consumers, operators can choose to implement rich, verified caller information and spam warnings directly on mobile screens, helping rebuild trust in voice communications and encouraging users to answer legitimate calls. By increasing transparency around caller identity, Vodafone Voice Protect helps improve answer rates for legitimate calls and enhances enterprise customer engagement, as operators adopt increasingly trusted and verified calling frameworks.

## About AB Handshake

AB Handshake is a global provider of real-time fraud prevention solutions, helping mobile operators, carriers, and enterprises protect their subscribers from unwanted spam, scam calls, and fraudulent calls and SMS while stopping associated revenue leakage.

Founded in 2020 and headquartered in Miami, USA, the company combines two core innovations: AI Shield, a proprietary AI/ML engine for intelligent, proactive fraud detection, and a patented validation technology that verifies every call and message before harm is done.

AI Shield is trained on large volumes of retail and wholesale voice traffic and analyzes hundreds of real-time signalling, behavioural, and network-level parameters, achieving best-in-class, measurable accuracy with a false positive rate below 1% in benchmark testing.

Recognized by CEPT as a recommended technology for countering CLI spoofing and an active contributor to the GSMA, ITU, MEF, and CFCA, AB Handshake is trusted by the global telecom community as a leader in fraud prevention standards.

To learn more, visit [www.abhandshake.com](http://www.abhandshake.com)

## About Vodafone Procure & Connect

Vodafone Procure & Connect is the telecommunications industry's benchmark for procurement excellence combined with one of the world's most trusted global voice and roaming capabilities. We help businesses simplify procurement and deliver seamless connectivity, enabling smarter operations and stronger performance in a fast-changing digital world.

For more information, please visit [procureconnect.vodafone.com](http://procureconnect.vodafone.com) or connect with us on LinkedIn at [www.linkedin.com/showcase/vodafone-lux/](http://www.linkedin.com/showcase/vodafone-lux/).

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