



NEWS RELEASE

Vonage Announces Agentforce Identity Insights and Fraud Detection Powered by Next-Gen APIs

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Vonage's new AI-powered actions for Contact Centers boost agent productivity while delivering a secure, seamless customer experience

HOLMDEL, N.J., Oct. 13, 2025 /PRNewswire/ -- **Vonage**, a part of Ericsson (NASDAQ: ERIC), today announced the launch of **Vonage Agentforce Identity Insights and Fraud Detection**, which provides insights for contact center agents, leveraging AI to help detect fraud risks, verify customers and validate effective communications channels in real time. Using Vonage **Communications APIs** and **Network APIs**, these Agentforce actions enable customers of Vonage's Contact Center as a Service (CCaaS) solution, **Vonage Premier for Salesforce Voice**, to enhance productivity for agents and provide an advanced customer experience while helping to secure interactions – all seamlessly from within Agentforce and across Salesforce workflows.

Enhancing new and existing workflows, securely

The new Vonage solution leverages Vonage Identity Insights and Fraud Detection APIs, enabling agents and AI to work together to improve contact center outcomes. With Identity Insights, including SIM Swap check powered by Vonage's Network APIs, Vonage Agentforce Identity Insights and Fraud Detection helps users mitigate fraud across a number of use cases, such as identifying and flagging numbers that have had their SIM recently swapped as potentially fraudulent; validating mobile numbers before sending outbound SMS or making voice calls; and auto verifying phone numbers during lead creation to ensure lead quality.

"CX and security are critical to every business' success and today's customers demand both. At the same time, security measures can often slow down processes at the cost of customer experience, leaving many organizations



to navigate the challenge of finding ways to marry the two," said David Myron, Principal Analyst, Customer Engagement for Omdia. "By leveraging network intelligence, Vonage Agentforce Identity Insights and Fraud Detection offers a seamless and automated verification process that is completely invisible to the customer. This paves the way for all businesses to tackle fraud prevention head on, while continuing to foster the kind of customer experience that drives lasting loyalty."

"Agentforce provides the foundation for partners like Vonage to transform the agent experience bringing together real-time data, automation and AI insights," said Kishan Chetan, EVP & GM, Agentforce Service at Salesforce. "The network capabilities Vonage is able to embed in Identity Insights and Fraud Detection bridges the gap between CX and security for our joint contact center customers."

Ensuring number validity in the contact center

With this solution, organizations can simplify customer engagement and outreach by ensuring number validity so they can prioritize valid accounts, as well as verify number type to target customers with the most effective channel for communications. This rich phone intelligence – including number type, carrier, validity, caller ID name, and SIM swap status – enables contact centers to:

- Flag potential fraud risks by detecting numbers with recent or multiple SIM swaps and escalating suspicious transactions
- Verify customer identities seamlessly by matching caller ID against CRM records, and securing interactions without added friction
- Optimize outbound engagement by automating SMS/WhatsApp for mobile devices, while specialist sales teams call landline-only customers
- Enhance lead quality by verifying numbers at lead creation to eliminate invalid or outdated details
- Deliver proactive notifications by triggering reminders and alerts only on verified numbers, improving engagement rates

Fueled by programmable APIs that can be embedded directly into workflows, Vonage Identity Insights enhances agent productivity by reducing manual verification efforts through automation. This allows agents to prioritize more complex tasks and displays actionable insights on valid and high-priority numbers directly within Agentforce, and reduces instances of incomplete calls by ensuring accuracy of valid numbers or numbers no longer in use.

"Fraud continues to be an ongoing challenge for businesses in today's evolving digital landscape, underscoring the need for constant innovation in prevention and detection technologies," said Reggie Scales, President and Head of Applications for Vonage. "The power of Network APIs is enabling smarter use cases that can be deployed at scale with embedded trust. With Vonage Agentforce Identity Insights and Fraud Detection, we are putting the power to

combat these risks directly into the hands of those on the frontlines of the contact center - agents. Empowering today's agents to automate verification processes at scale by leveraging programmable capabilities and network intelligence is the new frontier of fraud protection."

Vonage Agentforce Identity Insights and Fraud Detection is now available on the **Salesforce AppExchange**. Check out a demo or schedule a meeting with Vonage in Booth #205 at **Dreamforce 2025**.

About Vonage

Vonage, a part of Ericsson, creates technology that empowers enterprises and equips developers to lead in the next era of digital transformation. Its AI-powered platforms and tools enable new value creation and innovative customer experiences across mobile networks and the cloud.

The company's technology portfolio includes Network APIs, CPaaS, CCaaS, and UCaaS solutions. Trusted by enterprises across industries and embraced by developers around the world, Vonage is committed to reimagining every digital interaction.

Vonage is a wholly-owned subsidiary of Ericsson (NASDAQ: ERIC) and operates within Ericsson Group Business Area Global Communications Platform (BGCP). For more information visit **www.vonage.com** and follow @Vonage.

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