answerNet

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AnswerNet Announces a Suite of Technology Solutions, Revolutionizing Third-Party Verification for Energy, Healthcare, Telecommunications and Other Regulated Industries

April 7, 2025: At the Energy Marketing Conference (EMC23) in Houston, Texas, AnswerNet announced that it had recently launched of a state-of-the-art suite of technology solutions for third-party verification (TPV), a process that is required in retail energy and other industries to protect both customers and suppliers from fraudulent transactions.

The V-Sure Suite includes five modules that help AnswerNet TPV clients confirm agent's voice, face, identity and location, as well as the quality of sales in terms of legal requirements. The benefits for clients are the enhanced ability to: 1) build trust with consumers and businesses, 2) accelerate sales and 3) protect their reputation.

V-SURE Suite™ Modules:
- **V-SURE Speak™**: Ensures that only approved and/or certified sales employees are representing the provider using cutting-edge voice biometrics to compare previously recorded voice clips to real-time sales calls—this enhances security, prevents fraud and streamlines verification like never before.
- **V-SURE Match™**: Companies can prevent fraud and ghost badging with real-time face verification, ensuring only authorized sales agents and legitimate customers complete transactions.
- **V-SURE View™**: Allows sales reps and customers to verify their identity via a secure video link, which adds another layer of fraud prevention and trust to the process.
- **V-SURE Map™**: Prevents fraud by using real-time geolocation tracking on an affordable and unspoofable device to eliminate false location claims and ending the ability to spoof the GPS coordinates on a mobile device.
- **V-SURE Check™**: Automates call analysis and compliance and quality; saving time, reducing costs and ensuring 100% compliance with industry regulations.

In addition, as part of V-SURE Map, AnswerNet TPV offers **V-SURE Track™**, the industry's first wearable device to validate the location of sales agents in real time.

The company's clients can use all or some of the modules to meet their specific needs. They manage their services from AnswerNet and access comprehensive TPV tools and reporting through the AnswerNet TPV FOCUS™ platform, which was developed to provide flexibility, assist sales teams and managers, improve enrollment quality and enhance the customer experience.

According to AnswerNet CEO Gary Pudles, "Our goal in launching the V-SURE Suite was to leverage today's newer technologies to improve the customer experience and take the entire TPV process into the future. And the face-to-face feedback we've gotten from clients and prospects at EMC23 has been incredibly valuable—confirming we are meeting the needs for better technology and leading the TPV industry."

A noted speaker, Pudles was a moderator at the energy conference for the panel: "Stronger Together: How Energy Suppliers Can Work Together to Expand Consumer Choice", which featured Chris Ercoli of REAL, Shannon McGriff of TEPA and Frank Caliva of RESA.

About AnswerNet TPV: With more than 117 million verifications to date, AnswerNet TPV is now the largest provider of third-party verification services in North America. For more information, visit answernet.com/tpv.

About AnswerNet: Headquartered in Willow Grove, PA, AnswerNet is a full-service provider of inbound, outbound, automated and outsourced customer experience services. Founded in 1998, the company has more than 25 domestic sites and 10,000+ clients across the U.S. and Canada. Specialty divisions include: third-party verification and telemarketing compliance. Industries supported include: energy, nonprofit, telecommunications, healthcare and an array of regulated industries. www.answernet.com

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