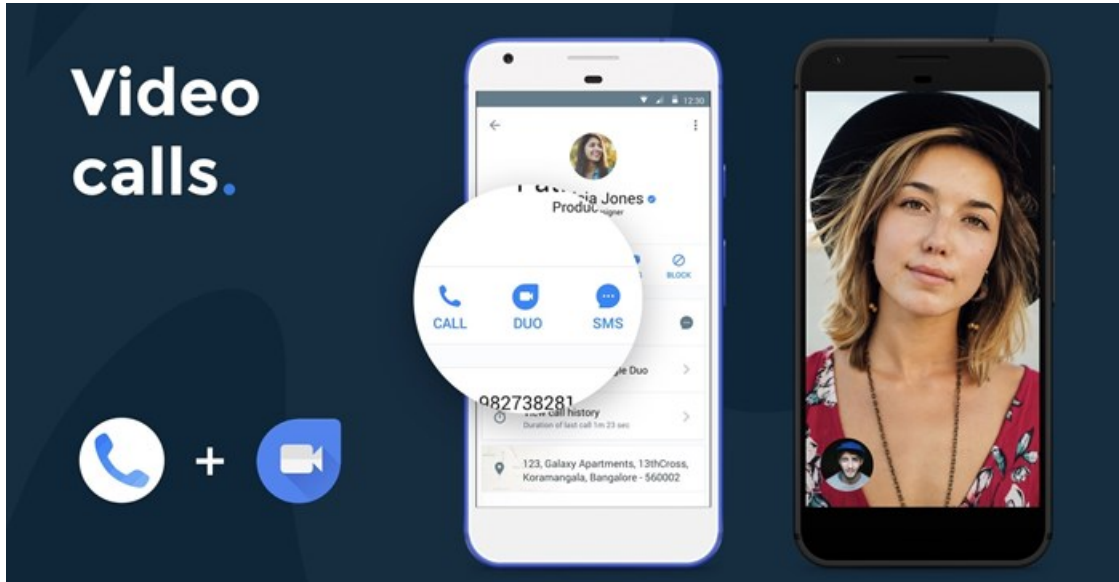


# Truecaller, Google improve video calling

Truecaller is stepping into a strategic agreement to integrate Google Duo, a high-quality video calling service, within [its app](#). This will add a crucial communications layer that strengthens the value of the company's dialer, caller ID, and spam blocking app already used by more than 250 million users globally.



Along with news of this integration, the company announced a redesign of the Android app, and now with a broader array of features including:

- SMS: Instantly see who's SMS'ing you and filter out all spam messages. Spam SMS account for 15% of all SMS messages sent globally and represents 1.2 trillion spam messages each year.
- Flash messaging: Allows you to send quick pre-defined messages to any Truecaller user to let them know if you're in distress, you're on your way, your location, or that you've reached home.

"From the very beginning we have worked relentlessly to build a product that helps simplify communications for consumers across the globe, and help them address important needs such as knowing the identity of those calling, and blocking unwanted numbers. With valuable partners like Google, we are excited to take the next step in our journey, bringing all your mobile communications under one roof and giving you the safest, most efficient, and most convenient experience possible without having to switch back and forth," said Nami Zarringalam, co-founder and CSO of Truecaller.

"Video calling should work for everybody, regardless of what platform they are on. Our aim is to make video calling simple,

fast, and available to everyone,” said Amit Fulay, head of Duo at Google. “With this Truecaller integration, we’re able to bring a better video calling experience to millions of new users.”

For more, visit: <https://www.bizcommunity.com>