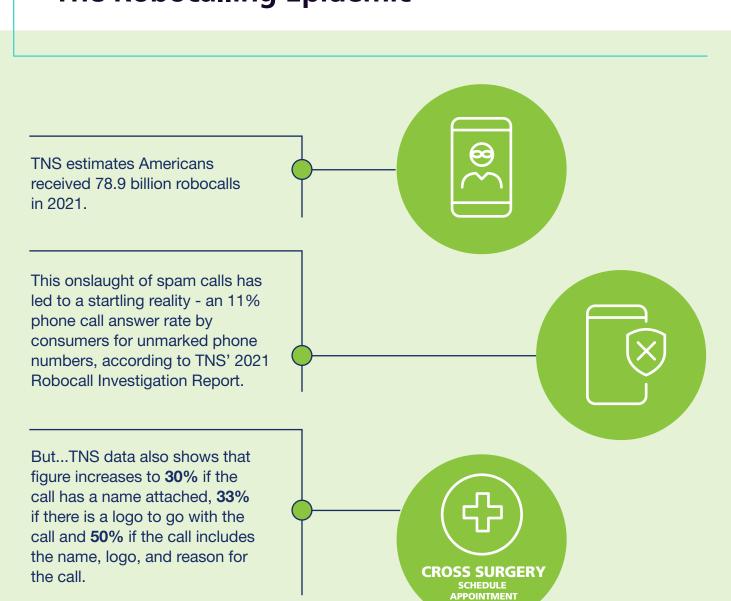
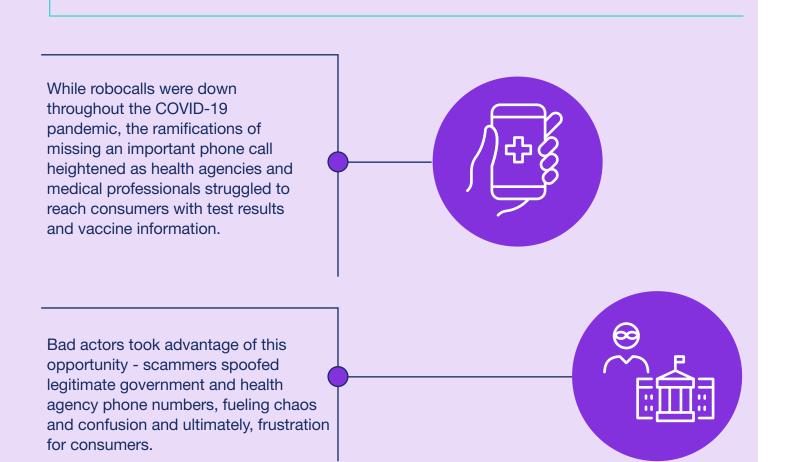


With robocalls increasing, American consumers have been conditioned to not answer the phone; branded calling offers a way to build trust among consumers.

The Robocalling Epidemic



COVID-19 Underscores Need for Branded Calling



Improve the Customer Experience

Branded calling offers crucial identification credentials that enable pharmacies, schools and local governments to identify themselves by sharing their name, logo and reason for calling to the call recipient, thus enriching the user experience while ensuring recipients don't miss important calls.



However, logos alone are no longer enough to get consumers to pick up the phone. To further improve the effectiveness of branded calling, carriers should equip the technology with advanced data analytics to sort through the massive volume of daily call events, identify patterns in emerging robocall tactics and create profiles that establish the difference between legitimate callers and bad actors.



To learn more about how TNS is helping organizations better reach their



customers visit: https://tnsi.com/product/enterprise-branded-calling/

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