

TNS Celebrates One Billionth Branded Call Milestone



Earlier this year, TNS delivered its one billionth branded call across US wireless carrier networks, strengthening consumer trust in voice calling, which has eroded due to the onslaught of robocalls.

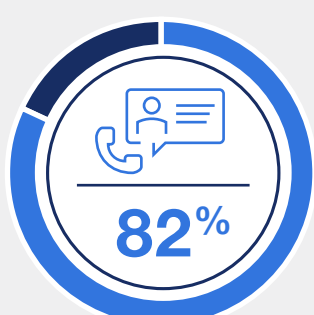
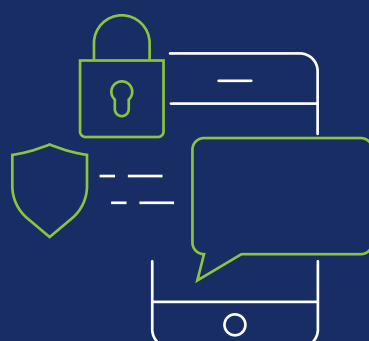
The Next Frontier for Robocall Protection: Branded Calling



78.9 billion

Americans received 78.9 billion unwanted robocalls in 2021. Although down from pre-pandemic peaks, this figure increased compared to robocall volumes in 2020.

The evolution of branded calling takes a giant leap forward with TNS' Enterprise Branded Calling, which telecom providers are deploying to mitigate robocall traffic, restore trust in voice calling, and improve the subscriber consumers' experience.

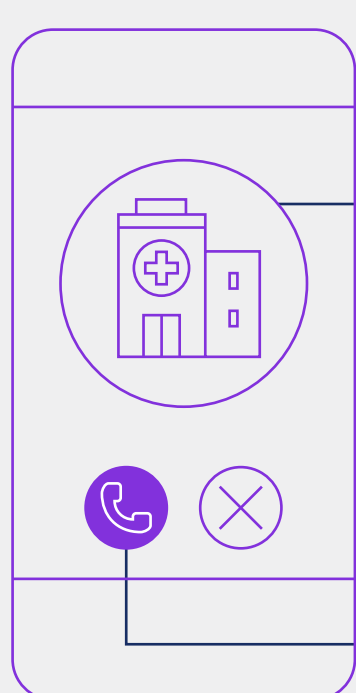


The demand for branded calling is palpable among consumers. According to a recent TNS survey, 82% of consumers want their carrier to provide more caller information (brand logo, name, etc.) so they can make a more informed decision on whether to answer a call.

Restoring Trust Among Consumers



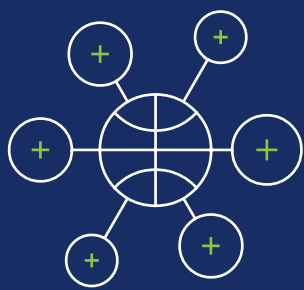
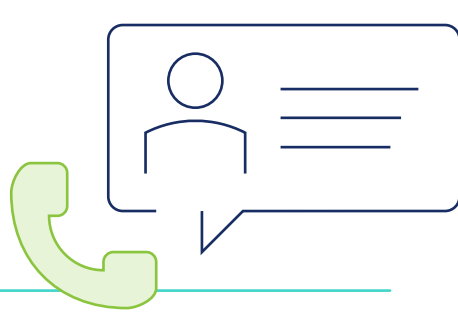
Robocalls have destroyed consumer trust in voice calls: a mere 11% of consumers answer calls from an unknown number, but that answer rate rises significantly when rich content such as caller name and logo are added.



Businesses in the financial services, **healthcare, hospitality and public safety** markets, which are particularly reliant on robocalls to reach customers and citizens effectively, have had a particularly difficult time establishing trust with their consumers via robocalls due to the low answer rates of unidentified calls.

Over the past several months, top US wireless carriers have rolled out TNS' Enterprise Branded Calling for their business customers to increase answer rates and improve brand reputation.

The Advantages of Enterprise Branded Calling



Enterprise Branded Calling has the largest reach of any branded calling solution on the market, with **100+ million** active monthly users and **50+ million** active monthly app users.



Enterprise Branded Calling offers strong verification for branded calls through advanced data analytics that parse the massive volumes of daily call events and identify patterns in emerging robocall tactics. This allows carriers to verify phone numbers and accompanying call information plus identify and flag suspicious call patterns or spoofing, thus further improving trust with the consumer.

To learn more about how TNS' Enterprise Branded Calling is facilitating increased answer rates for businesses' customer base, visit

tnsi.com/product/enterprise-branded-calling

