

# How Branded Calling Affects Call Answer Rates

Contact tracing has highlighted the importance of being able to reach Americans by phone, and yet a deluge of robocall scams is undermining the relationship that legitimate organizations have with consumers.

## Why Don't Consumers Answer the Phone?

77 Billion

Americans received more than 77 billion unwanted robocalls over the past year.

On average, consumers receive nearly 10 unknown calls per week.

Just over half of those unknown calls are unwanted (5.6 unwanted/4.3 wanted)



## Brands Build Trust with Consumers\*



52% of consumers say that seeing the brand on an incoming call has a strong effect on their trusting the call.

They are most interested in businesses that offer personal services being identified.



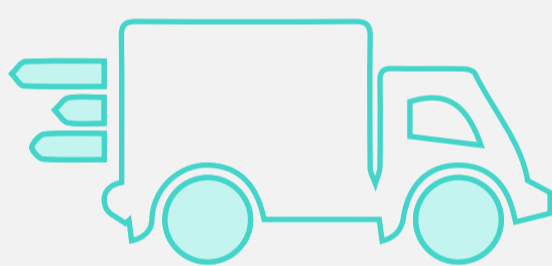
66%

of consumers want to see calls from doctors or other healthcare service identified.



62%

of consumers want to see calls from banks or other financial services institution identified.

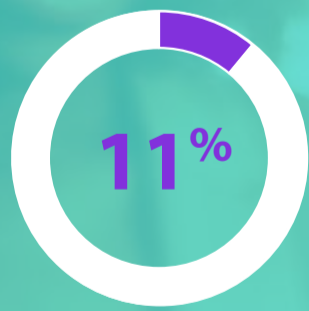


54%

of consumers want to see calls from delivery or shipment organizations identified.

## How Branded Calling Increases Answer Rates\*

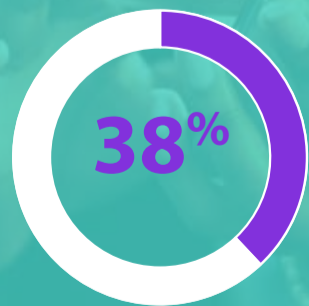
Consumers are 5x more likely to answer a call with brand presence than a simple phone number.



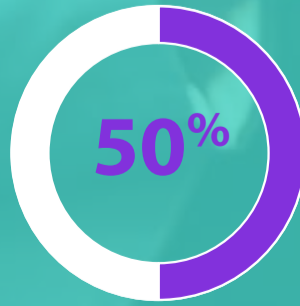
Only 11% of consumers are likely to answer a call with an unknown number.



30% are likely to answer when the name of the organization is displayed.



38% are likely to answer when the name and logo of the organization is displayed.



50% are likely to answer when the name and logo of the organization are accompanied by a reason for calling.

\*Statistics taken from nationally representative survey of 1,000 US adults commissioned by TNS in 2020 | tnsi.com