

New TNS Survey: Branded Calling Helps Carriers Restore Trust in Voice Calling

TNS survey finds that consumers want their carriers to provide more call information so that they do not miss legitimate calls.

Consumers Reluctant to Answer Unknown Callers



75% of US adults surveyed would never answer phone calls from a number they do not recognize.

Subscribers aged under 44 (48%) are more likely to risk answering calls from unidentified numbers because they don't want to miss something important.



This is compared to **only 26% of those aged between 55 and 64** who would be willing to risk picking up calls if they don't recognize the number.

The Difference Branded Calling Makes

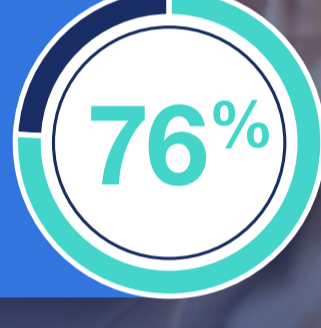


An overwhelming majority of 80% said they would answer a call from an unknown number if a company's name, the reason/intent for calling and/or the company's logo was displayed.



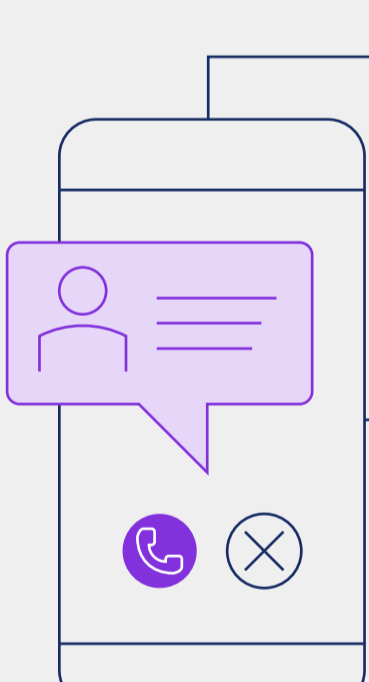
79% would answer a call from their **healthcare provider** if its logo/name was displayed on the incoming call screen.

76% of consumers would answer a branded call from their **bank**.



60% said they would answer a call from a **hospitality or travel brand** if the logo/name was presented on screen.

Heightened Demand for Branded Calling



In our survey, **79%** stated that they want their carrier to provide more call information so that they do not miss legitimate robocalls.

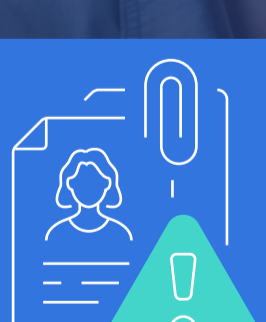
78% said they would be more willing to answer the phone if the caller displayed the logo and name of a brand they recognize, with **72%** saying they would definitely answer.

This is an increase from our year-on-year survey which showed **63%** would answer if they recognized the organization, showing an increased demand for branded calling.

The Road to Restoring Trust



47% of men would still answer a call even if they didn't recognize the brand logo or name vs only **30%** of women.



There is a general feeling of frustration amongst women towards robocalls which has been reflected in our previous TNS data insights.

Over half of US adults said that seeing a brand logo and name increases their trust in the incoming call but there is still some way to go.

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If you are interested in finding out more about TNS' latest survey, you can download our new eBook here. To learn more about TNS Enterprise Branded Calling, visit our web page.

tnsi.com/product/enterprise-branded-calling

