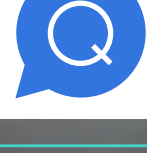


TNS Enterprise Branded Calling

Your Questions Answered

With more than one billion branded calls across US carrier networks, TNS is the trusted source for branded calling.



What is Enterprise Branded Calling?

Enterprise Branded Calling is an industry-leading caller identification solution.

It allows you to display more caller information on mobile devices, **transforming an unknown call into a trusted and eagerly accepted one.**



How does this help to restore trust in voice calling?



TNS Enterprise Branded Calling helps restore trust in voice calling by **vetting enterprises' calling practices** and **registering their telephone** to ensure only trusted businesses are able to provide more call information on an incoming screen.



Why do I need TNS Enterprise Branded Calling?

Due to nearly



80 million

robocalls flooding phones every year, consumers are reluctant to answer calls from numbers they don't recognize.

79%

According to our latest survey*, **79% of US adults want their carrier to provide more call information** so that they do not miss legitimate robocalls.



What are the main benefits of Enterprise Branded Calling?

Studies show that with TNS Enterprise Branded Calling, **answer rates soar, which in turn can positively impact consumer engagement, customer satisfaction and conversion rates**, improving your call center agents' productivity.

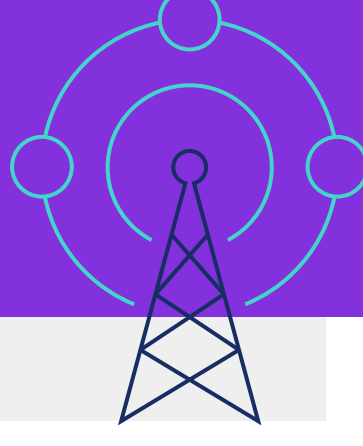


Do consumers want Enterprise Branded Calling?

Yes.



82% of consumers say they want their carrier to provide **more caller information before answering a call**, according to our latest survey.

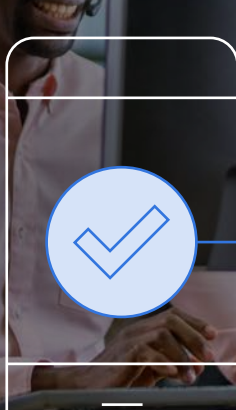


Which industries will benefit most from Enterprise Branded Calling?

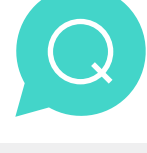
All of them, but Enterprise Branded Calling is particularly beneficial for businesses that suffer from low answer rates due to excess robocalling and consumer mistrust, **including financial services, healthcare, hospitality and retail.**



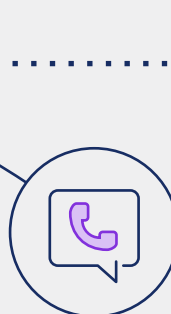
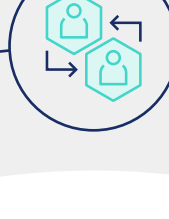
What functionality is currently available for TNS Enterprise Branded Calling?



Name identification is currently available. The company logo and reason for calling functionality are expected to be released in late 2022.



Why TNS Enterprise Branded Calling?



TNS Enterprise Branded Calling has one of the largest reaches of any branded calling solution on the market, **so it is positioned to help your business achieve better outcomes from its calling activities.**



How can I learn more about Enterprise Branded Calling?

tnsi.com/product/enterprise-branded-calling

