

Enterprise Branded Calling Increases a Nonprofit's Call Answer Rate by 42%



Voice calling has long been the lifeblood of nonprofits' fundraising efforts. The ability to raise critical funds for causes and to support operations depends on successfully reaching and engaging with individuals in a timely and efficient manner. Over the past few years, these efforts have been severely undermined due to the relentless barrage of robocalls.

Americans received 79 billion robocalls in 2021 alone, a crushing volume that explains why three-fourths of consumers never answer calls from an unknown number. As a result, many nonprofits have struggled to contact potential donors, a massive hindrance to these groups' fundraising.

Business Challenge

A nonprofit that works to ensure animals are treated respectfully by humans and protected by the law recently engaged with TNS. The organization wanted to better understand how branded calls might improve its "gifts" or donations generation process. Core to its fundraising efforts is voice calling campaigns to individuals who have shown prior interest in giving, what they quantify as "warm" leads. Unanswered calls restrict their efforts to secure additional gifts and maximize the number of successful calls their team can make in a day.

Nonprofits that rely on voice calling to reach their audience must proactively identify solutions to increase call answer rates, drive more meaningful engagement and restore trust in voice calling.

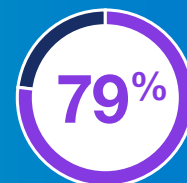


Solution

The impact branded calls have on consumers is clear. A recent TNS survey found that 78% of consumers are more willing to answer a call if they recognize the brand logo and name on their incoming call screen.

The more brand information nonprofits can provide on the incoming call screen, the more likely consumers will trust the call is legitimate and answer the phone.

79% of consumers want their carrier to provide more call information (brand name, logo) so that they do not miss legitimate robocalls.



TNS Enterprise Branded Calling – part of TNS' broader Robocall Detection and Protection suite of products – can help improve call recipient engagement rates by making the voice channel an integral part of any omnichannel Customer Experience (CX) program. Integrated into major wireless networks, Enterprise Branded Calling delivers the trusted call content on an incoming call screen that motivates consumers to answer the phone. In the last decade, TNS has delivered more than 1 billion branded calls across US wireless carrier networks.

With Enterprise Branded Calling, this nonprofit has an opportunity to increase the number of gifts and donations it receives by improving the efficiency of its voice channel efforts and increasing the productivity of its fundraising team.

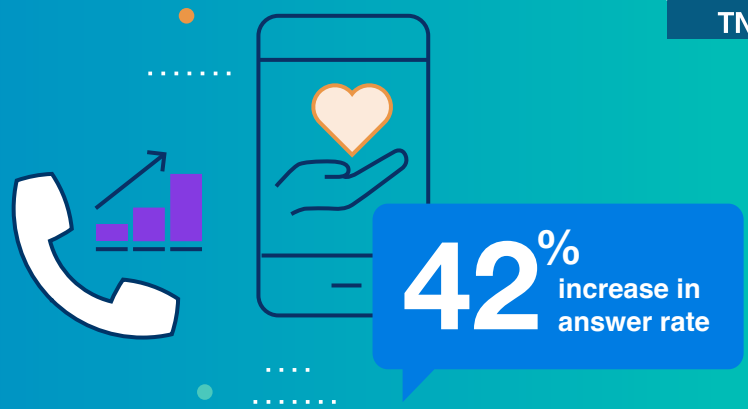
- **An improved donation generation process:**
Voice communications remain critical for this nonprofit's ability to establish relationships with potential donors. While potential donors may first interact with other channels to determine what gift level is most appropriate for them to provide, voice calls often prove most successful in building relationships. Any breakdown in reaching and engaging donors via voice disrupts this process. Enterprise Branded Calling rebuilds trust in voice calls so that opportunities can be converted into more donations.
- **Call team productivity:**
Enterprise Branded Calling enables the nonprofit's call agents to reach donors in an expedited time frame by presenting them with critical call information. Not only does this solution help generate more gifts to continue with its mission, but it enables the team to reach potential supporters in fewer attempts and provides opportunities for them to make more calls throughout the day.

Outcome

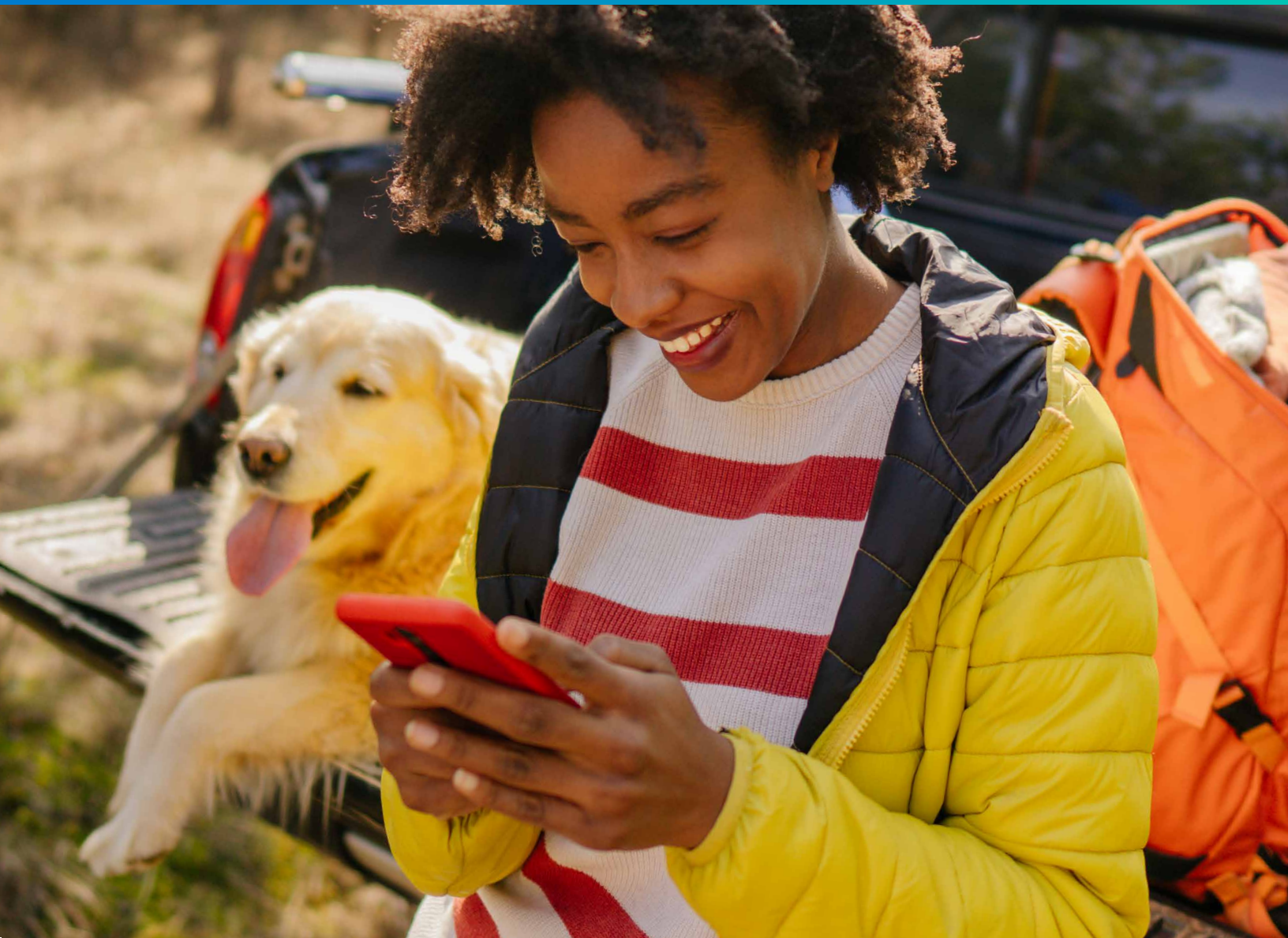
TNS conducted an extensive trial of wireless phone users to determine the real-world impact branded calls would have on answer rates. This nonprofit participated in the study, and the results were overwhelming.

The TNS Enterprise Branded Calling pilot for the organization split wireless phone subscribers into a “test” group and a “control” group. Calls to the “test” group were branded while calls to the “control” group were not. Calls made to both groups originated from Tier 1 US wireless carriers.

These results confirm the impact TNS Enterprise Branded Calling would have on this nonprofit’s ability to reach prospective donors by phone.



The improvement was instantly noticeable. TNS Enterprise Branded Calling increased the business’ customer engagement (answer) rate by 42%.



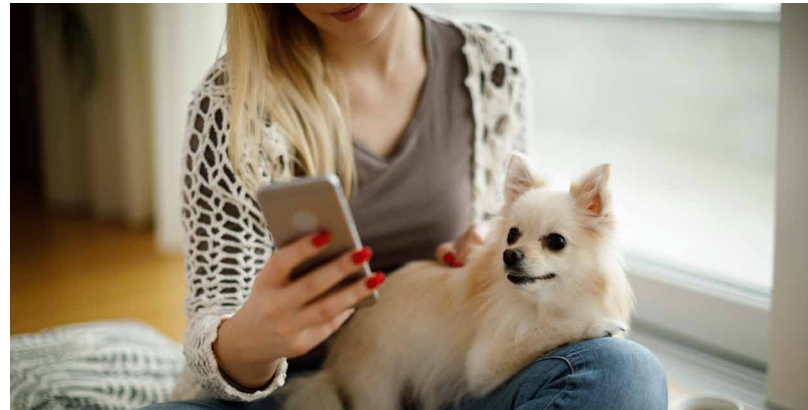
About Us

A Trusted Communications Partner

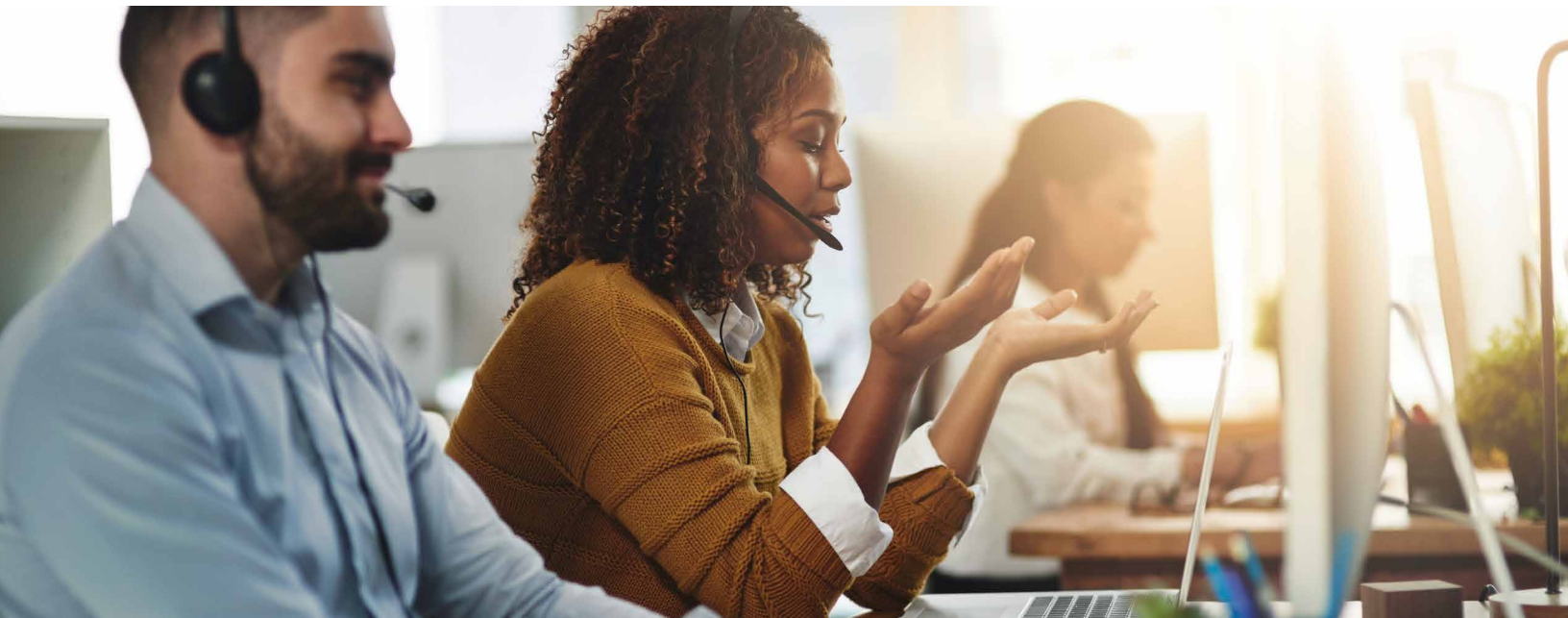
TNS is a leading global provider of Infrastructure-as-a-Service (IaaS) solutions to the communications, payments and financial services markets. Established more than 30 years ago, its extensive portfolio of innovative, value-added services now supports thousands of organizations across more than 60 countries.

TNS addresses the evolving and mission-critical needs of network operators around the globe. As the industry evolves to IoT and 5G technologies, TNS leads the development of solutions to help carriers navigate a host of infrastructure complexities and maximize their network reach through the creation of unique multi-service hub solutions.

From small rural operators in the US to the largest multi-national carriers, TNS supports wireless and wireline operators in the US and globally. Supported by its 10 years of call identification experience, TNS Enterprise Branded Calling is an industry-leading solution that is integrated into major wireless networks.



TNS Enterprise Branded Calling helps nonprofit organizations reach consumers by phone, improving the donation generation process and call team productivity.



To learn how TNS Enterprise Branded Calling can help transform your nonprofit organization, please contact our team.

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tnsi.com/product/enterprise-branded-calling