New TNS Survey: Branded Calling Helps Increase Answer Rates

rates and customer engagement.

TNS survey finds that branded calling can make a difference in answer

The Difference Enterprise Branded **Calling Could Make to Your Business**



An overwhelming majority of 80said 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.



call from their bank.

provider if its logo/name was displayed on the incoming call screen.

79% would answer a call from their **healthcare**

76% of consumers would answer a branded





was presented on screen.

60% said they would answer a call from a hospitality or travel brand if the logo/name

Calling for Health and Wellness



of 55 to 64-year-olds would always answer

a branded call from doctor's offices or

of US adults said they would be more

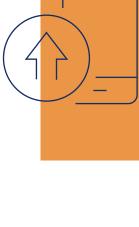
healthcare services.



their healthcare provider on a branded call.

inclined to share personal information with





branded calling. This figure increased to 63% when talking to 45 to 54-year-olds and a massive 74% of the 55 to 64 age group.

healthcare services being identified by

Younger People Want Branded

Calling for Hospitality and Travel



67% of people aged between

18 and 34 would answer a call

or car rental, if the brand

logo/name was displayed.

from hospitality and travel brands,

such as a restaurant, hotel, airline

This is compared to only of those aged between 55 and 64.

On average, **61%** of 18 to

logo and name.

44-year-olds would be more willing to share personal information when

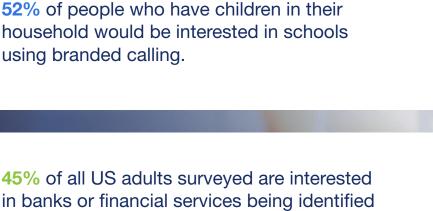
it comes to hospitality stays and

travel if the caller provided their

恤

Interesting Demands

for Branded Calling



calling than any other sector.

by a branded call.

Consumers Trust Incoming Calls More During Normal Business Hours

37% would be interested in government organizations being identified by branded



during traditional business hours.

arrives during normal business hours than calls that arrive outside of business hours.

64% of consumers are more likely to answer

a branded call (brand

logo and/or name) that

calls that arrive outside of business hours.

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

57% of consumers

that come in during

trust calls from brands

normal business hours

(9am-5pm) more than

week more than those that arrive during the weekend.

that come in during

the Mon-Fri work



tnsi.com/product/enterprise-branded-calling

©Copyright 2022, Transaction Network Services. All Rights Reserved.