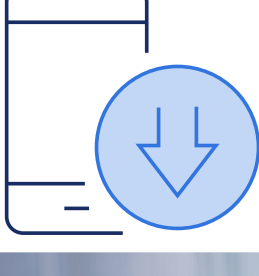


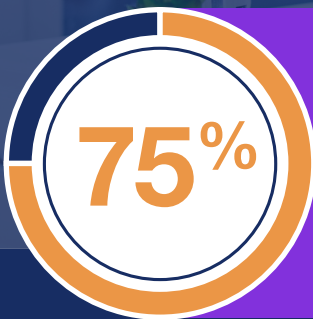
New TNS Survey: Branded Calling Helps Increase Answer Rates for Financial Services

TNS survey finds that branded calling can make a difference to answer rates and customer engagement for banks or financial services.

How Financial Services Can Overcome Low Answer Rates



Whether it is a bank alerting a customer to fraudulent account activity, a brokerage firm confirming the sale of a stock position, or a retirement planning organization trying to schedule an annual meeting, financial services rely on voice communications to reach their clients.



Yet 75% percent of US adults **won't answer wireless phone calls from a number they don't recognize.**

This lack of trust in voice calls can negatively affect **financial services brands when trying to communicate with their clients.**



Branded calling solutions, such as TNS Enterprise Branded Calling, **can help improve financial services organizations' lead-generation efforts and call agents' productivity.**



Demand for Branded Calling in the Financial Services Sector



Consumers' trust and willingness to answer branded calls are highest for banks.

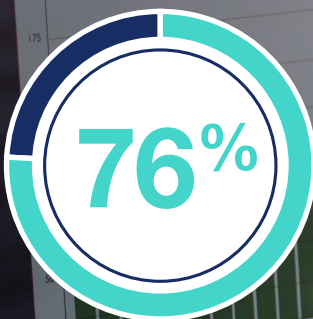


45% of US adults are interested in banks or financial services being identified by a branded call.



This figure increased to **over 50% when talking to 45 to 64-year-olds.**

The Difference Enterprise Branded Calling Could Make

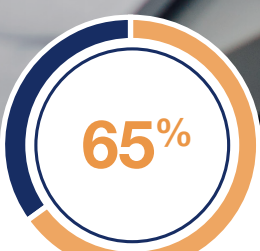


76% of consumers would answer a branded call from their bank if the brand logo/name was displayed on the incoming call screen.

57% of men and women said they would share personal information with their financial services provider over the phone if the incoming call were branded with a logo and name.



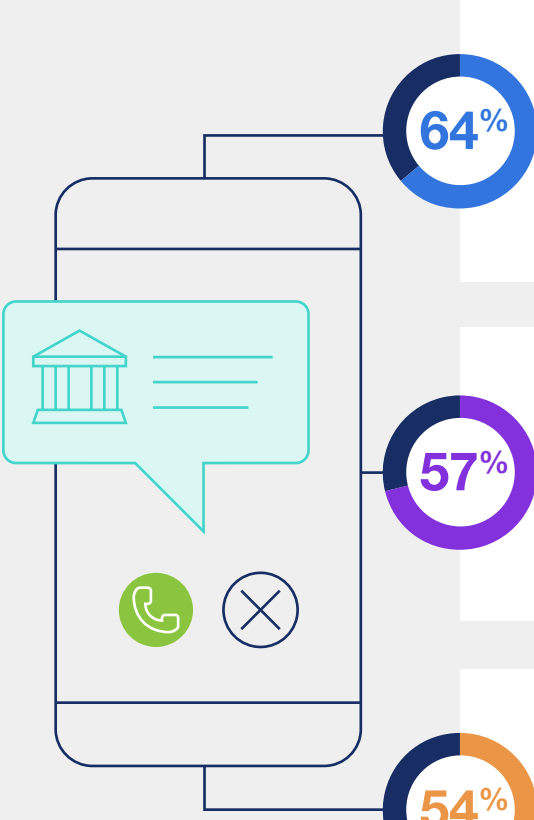
With 65% of 18 to 34-year-olds also confirming that they would.



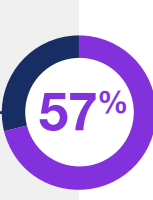
Utilizing Normal Business Hours for Calls



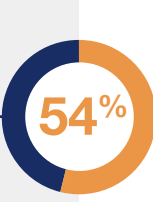
For financial services seeking to improve call answer rates and bolster the efficiency of calling campaigns, consumers are more likely to engage during traditional business hours.



64% of consumers are more likely to answer a branded call (brand logo and/or name) that arrives during normal business hours than calls that arrive outside of business hours.



57% of consumers trust calls from brands that come in during normal business hours (9am-5pm) more than calls that arrive outside of business hours.



54% of consumers trust branded calls that come in during the Mon-Fri work week more than those that arrive during the weekend.

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

