

New TNS Survey: Branded Calling Helps Increase Answer Rates for Healthcare Providers

TNS survey finds that branded calling can make a difference to answer rates and customer engagement for doctor's offices or healthcare services.

How Healthcare Brands Can Overcome Low Answer Rates



Whether it is a doctor's office confirming patient appointments, a pharmacy notifying a customer their prescription refill is ready or insurance agencies alerting clients about the status of a claim, healthcare providers rely on voice communications to reach their customers.

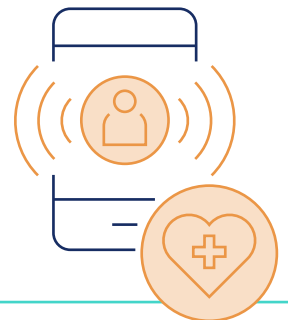


Yet 75% percent of US adults **won't answer wireless phone calls from a number they don't recognize.**

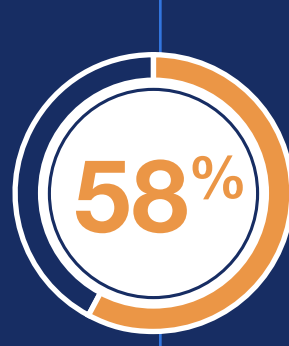
This lack of trust in voice calls can negatively affect healthcare brands when trying to communicate with the outside world.

Branded calling solutions, such as TNS Enterprise Branded Calling, can help any healthcare entity that's facing low call answer rates among its customer base.

Demand and Trust for Branded Calling in the Healthcare Sector



Consumers' trust and willingness to answer branded calls are highest for healthcare providers (doctor's offices, pharmacists, health insurance, etc.)



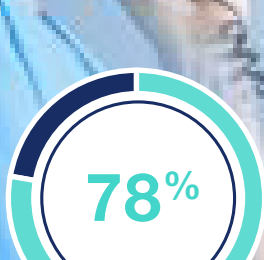
58% of US adults noted that they would be **more interested in doctor's offices or healthcare services being identified by branded calling than any other organization.**

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

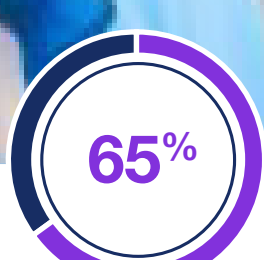
The Difference Enterprise Branded Calling Could Make



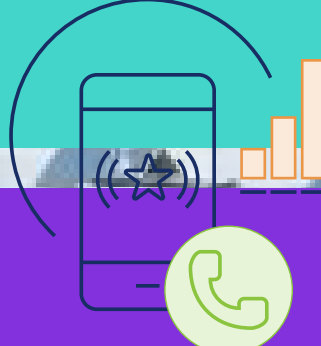
79% of consumers would answer a branded call from their healthcare provider if the brand logo/name was displayed on the incoming call screen.



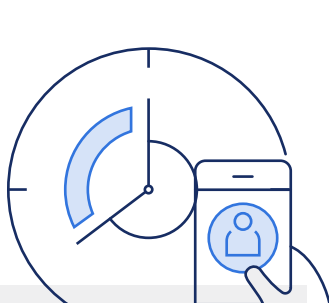
78% of 55 to 64-year-olds would always answer a branded call from doctor's offices or healthcare services.



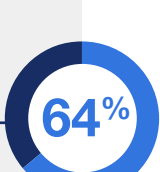
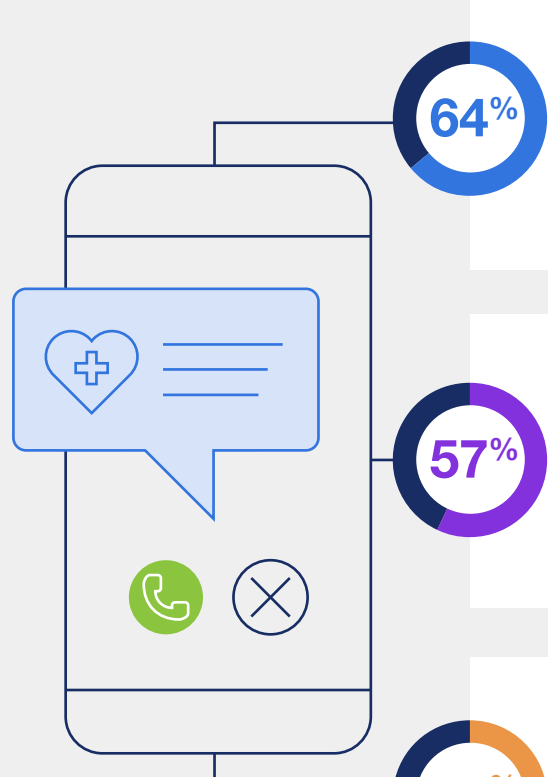
65% of US adults said they would be more inclined to share personal information with their healthcare provider on a branded call.



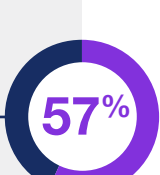
Utilizing Normal Business Hours for Calls



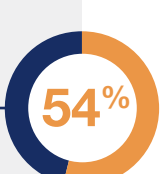
For healthcare providers seeking to improve call answer rates and bolster the efficiency of calling campaigns, consumers are more likely to engage during traditional business hours.



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

