

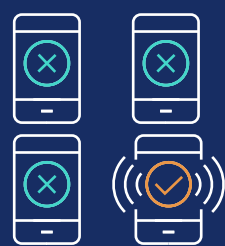
# New TNS Survey: Branded Calling Helps Increase Answer Rates for Hospitality Brands

TNS survey finds that branded calling can make a difference to answer rates and customer engagement for hospitality and travel brands.

## How Hospitality Brands Can Overcome Low Answer Rates



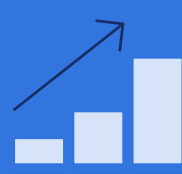
Whether it is an airline confirming a passenger can check-in before their flight, a hotel offering an extra night's stay or a restaurant reminding a customer of their upcoming reservation, many hospitality brands rely on voice communications to reach their clients.



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

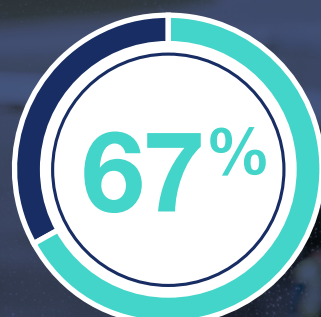


This lack of trust in voice calls **can negatively affect hospitality and travel brands** when trying to communicate with their clients.



Branded calling solutions, such as TNS Enterprise Branded Calling, **can help dramatically improving call answer rates and subscriber engagement.**

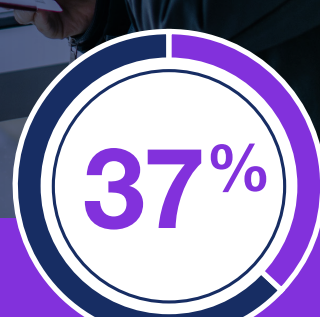
## Younger People and the Demand for Hospitality Branded Calling



67% of US adults aged between 18 and 34 confirmed that they would answer a call from hospitality and travel brands, such as a restaurant, hotel, airline or car rental if the brand logo/name was displayed on their incoming call screen.



**61% of 18 to 44-year-olds** would be more willing to share personal information when it comes to hospitality stays and travel if the caller provided their logo and name.

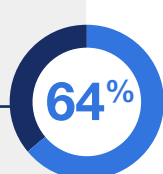
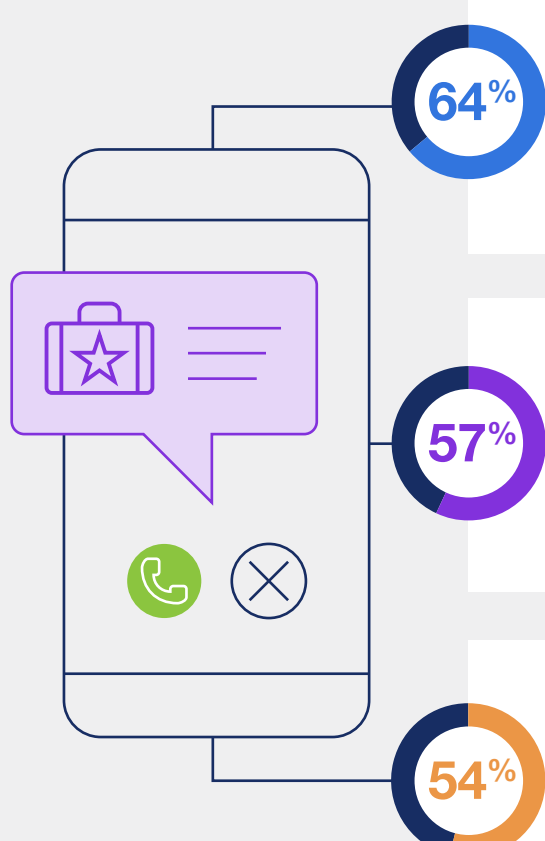


This is compared to **only 37% of those aged between 55 and 64.**

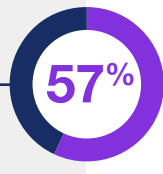
## Utilizing Normal Business Hours for Calls



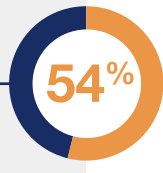
**For hospitality brands seeking to improve call answer rates and bolster the efficiency of calling campaigns, consumers are more likely to engage during traditional business hours.**



**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](https://tnsi.com/product/enterprise-branded-calling)

