



# TNS Enterprise Branded Calling Can Help Improve Businesses' Customer Engagement Rates

Over the last decade, TNS has consistently helped businesses that rely on voice communications more effectively reach and engage with their customers by providing rich content on the incoming call screen.

## 1 Billion Branded Calls



# 1 Billion

TNS has branded more than one billion calls over the last 10 years, a milestone that reflects TNS' unparalleled success in supporting carriers' business needs.

Enterprise Branded Calling and TNS Public Safety Branded Calling have helped businesses in market verticals such as healthcare, financial services and public safety drive increased customer/citizen engagement by improving call answer rates.



To further explore the benefits of Enterprise Branded Calling, TNS conducted an extensive trial of wireless phone users. Here are some examples of how TNS has successfully deployed branded calling in those industries.

## TNS Use Case - Healthcare Industry



One nationwide healthcare provider that participated in the trial relies on phone calls to reach patients to better understand their care needs and prevent unnecessary hospital visits.



The TNS Enterprise Branded Calling healthcare pilot split the organization's customers that were 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.

The difference was stark: TNS Enterprise Branded Calling increased that business' customer engagement rate (answer rate) by 41%.



The success of the wireless phone user trial supports recent TNS survey data:



nearly eight in 10 (79%) consumers would answer the phone

if they saw their healthcare provider's brand logo/name displayed on the incoming call screen.

## TNS Use Case - Financial Industry



In that same extensive trial of wireless phone users, a corporate advisory firm that works with clients to weather shifts in financial markets came to TNS to better understand how branded calls might improve their customers' lead generation process.

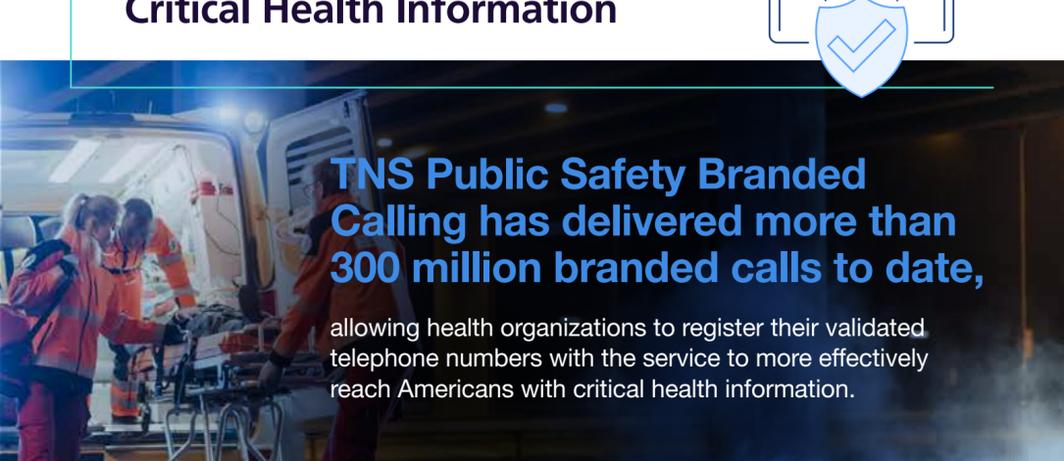


Enterprise Branded Calling increased one of that business' customer engagement rates by 71% during the trial.

This successful pilot test also aligns with recent survey data indicating considerable demand for branded calling: 45% of consumers are interested in banks and other financial services organizations being identified by a branded call.

By offering consumers more content to help identify who is calling, businesses in the financial services industry can help drive better answer rates which, subsequently, helps improve their bottom line.

## Public Safety Branded Calling More Effectively Delivers Critical Health Information



## TNS Public Safety Branded Calling has delivered more than 300 million branded calls to date,

allowing health organizations to register their validated telephone numbers with the service to more effectively reach Americans with critical health information.



## 9 MILLION

TNS has delivered an average of nine million Public Safety branded calls per month to over 120 million consumers.



TNS has registered more than 2,200 phone numbers from hospitals, state health departments and care providers across 46 states.

To learn more about how TNS has used Enterprise Branded Calling to help businesses get their customers to answer the phone faster, visit our website.

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

