

How TNS Enterprise Branded Calling Dramatically Improved Call Productivity for this Financial Services Company



Seventy-nine billion robocalls flood phones yearly, resulting in low answer rates, disengaged consumers, and customer mistrust.

This torrent of unwanted calls has led to many companies struggling to reach customers, let alone prospects. When calls are answered, people are disinterested. As a result, new business opportunities are lost, call agent time is wasted, and the company's bottom line suffers.

Business Challenge

Assurance IQ is a wholly owned subsidiary of Prudential Financial. A direct-to-consumer platform for individuals seeking personalized finance solutions, Assurance IQ connects to insurance and loans from a diverse range of companies.

Assurance IQ reaches out to customers who have visited its website, provided consent to be contacted and expressed interest in its products. However, even though a customer had provided consent to be contacted and had expressed interest in its offerings, many of its outgoing calls went unanswered. A potential reason being that customers who didn't recognize the incoming calls assumed they were spam.

Solution

Independent research from reputable, data analytics firm KANTAR shows that 75% of adults will not answer wireless phone calls from a number they don't recognize. Contrast that with this statistic: 80% of consumers will answer a wireless call if the company's name, logo and reason for calling are displayed. Customers who answer these identified calls are more trustful of the call and more likely to engage and be propelled to act.

That's the benefit of TNS Enterprise Branded Calling. Part of TNS' broader Robocall Detection and Protection Suite of products, the TNS branded calling solution displays a company's brand information.

Fifty-seven percent of surveyed adults would share personal information with their financial services provider over the phone if the incoming call were branded with a logo and name.



The benefits of Enterprise Branded Calling from TNS can include:

- 
Increases answer rates
- 
Boosts close rates
- 
Restores customer trust
- 
Increases customer satisfaction
- 
Raises caller agent productivity
- 
Leading to ROI

Outcome

TNS Enterprise Branded Calling was implemented within two days.

As a result, after contacting TNS, Assurance IQ calls almost immediately began displaying branded calls*. The benefits of the brand recognition were also immediate: Assurance IQ saw a 25% increase in the likelihood that a customer who received a call will continue to explore financial solutions with Assurance IQ or one of its partners. The efficiency and productivity of its call center representatives soared.

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About Us

A Trusted Communications Partner

TNS is a leading global provider of Infrastructure-as-a-Service (IaaS) solutions to the communications, payments and financial services markets. Established more than 30 years ago, its extensive portfolio of innovative, value-added services now supports thousands of organizations across more than 60 countries.

TNS addresses the evolving and mission-critical needs of network operators around the globe. As the industry evolves to IoT and 5G technologies, TNS leads the development of solutions to help carriers navigate a host of infrastructure complexities and maximize their network reach through the creation of unique multi-service hub solutions.

From small rural operators in the US to the largest multi-national carriers, TNS supports wireless and wireline operators in the US and globally. Supported by its 10 years of call identification experience, TNS Enterprise Branded Calling is an industry-leading solution that is integrated into major wireless networks.



TNS Enterprise Branded Calling helps organizations reach customers and prospects by phone, helping to increase call agent productivity and company ROI.



To learn how TNS Enterprise Branded Calling can help transform your organization, please contact our team.

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tnsi.com/product/enterprise-branded-calling