

TNS Enterprise Branded Calling Helps to Drive Growth for Health Insurance Companies During Open Enrollment

Americans received 79 billion robocalls in 2021. As a result of this onslaught, consumers aren't answering calls from unknown numbers. This is especially challenging for health insurance companies during open enrollment – and all year long – since your agents are calling with vital information about benefits, coverage and more.

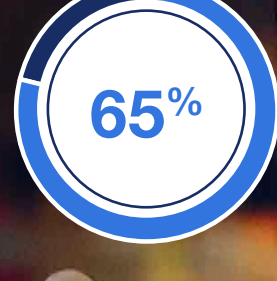
TNS Enterprise Branded Calling helps to restore trust in voice calling and motivates recipients to answer your calls, improving the customer experience and your bottom line.

Customers Want Your Calls, But Don't Know It's You

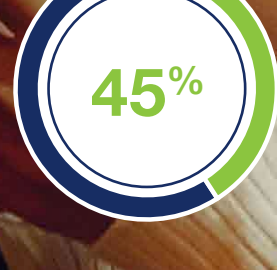


Healthcare scams tend to spike during open enrollment. It is essential that current and potential policyholders know that a real agent from your organization is calling. TNS Enterprise Branded Calling gives your agents credibility by displaying more call information on each incoming call.¹

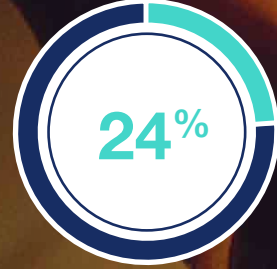
Nearly **65% of Americans** (211 million) have private health insurance through their employer or individually. Many have questions about insurance decisions during open enrollment that your agents can answer.²



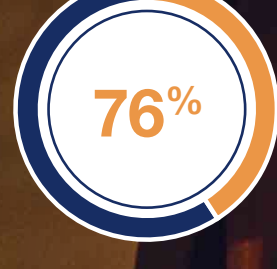
45% of insured Americans are considering switching their plan or coverage provider or changing the amount of coverage. If your agents can't answer their questions immediately, current and prospective policyholders will expect a call back.³



24% of Americans have made a mistake during open enrollment before. The most common errors were not fully exploring their options and missing the deadline for open enrollment. When your agents explain the details, policyholders can make smarter choices.⁴



76% of employees don't open or read communication materials about open enrollment from their HR and benefits departments. They rely on guidance from your agents.⁵

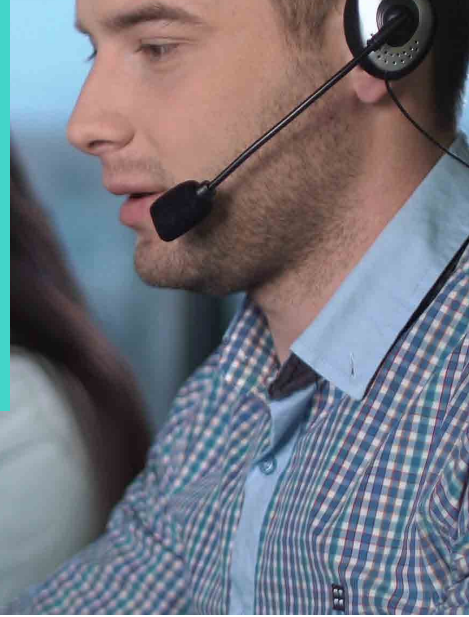


TNS' trusted and proven track record developing and delivering branded calling solutions to market means **it is best positioned to help businesses improve their bottom line by facilitating an expedited lead-generation process and enhancing organizations' call agent productivity.**

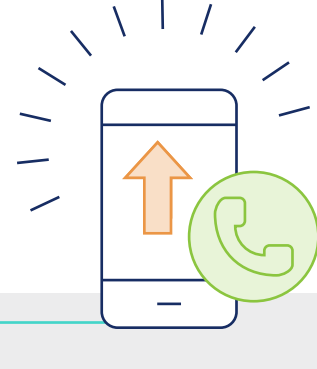
One of TNS' customers reported that callers who answered Enterprise Branded Calls were 20-25% more likely to fill out an insurance application.



Whether your agents are calling to provide information about plan comparisons, deductibles, co-pays, premiums, out-of-pocket maximums, prescription coverage, pre-approvals, claim status or other issues, **branded calling solutions can help any insurer that faces low call answer rates among its customer base.**



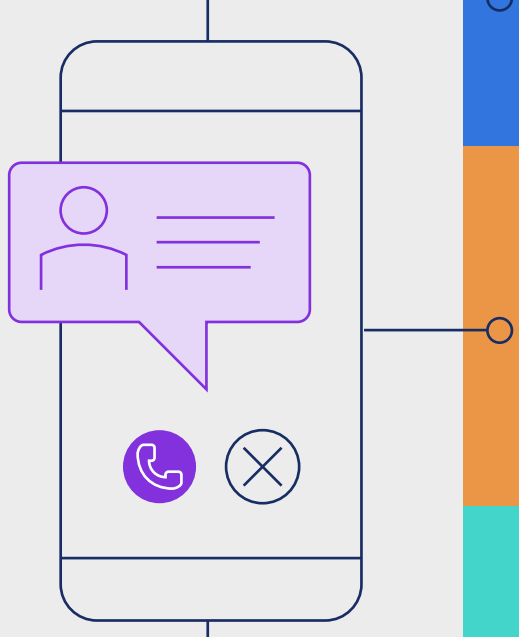
TNS Enterprise Branded Calling is Essential for Your Insurance Organization



Designed to reduce costs and contribute to revenue growth for healthcare insurers by helping to achieve better business outcomes through improving call agent productivity and the consumer experience.

Help facilitate an improved lead-generation process by converting qualified leads that originate through other channels such as the web, email and social media. With more brand information on the incoming call, the consumer will connect the call to earlier touch points and be more likely to answer the phone.

Enable call agents to reach customers in a more expedited time frame by presenting more call information. This solution helps enable call agents to reach these customers in fewer calls providing opportunities for them to make more calls throughout a business day.



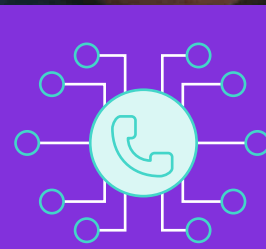
Introducing Enterprise Branded Calling for Insurance Organizations



In the last 10 years, TNS has delivered more than **one billion branded calls** across US wireless carrier networks.

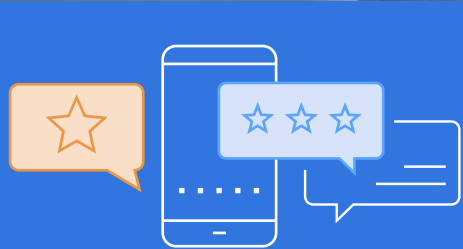


Delivers rich call content to give employers and individuals the confidence and motivation to answer the phone.



Easily scalable and integrated into APIs. No matter the size of your enterprise, it is simple to onboard.

A high quality customer experience with TNS Enterprise Branded Calling.



Insurance organizations can deliver a superior customer experience that goes beyond improving trust in voice calls.



Delivering important information to individuals and employers in a timely fashion helps to drive brand loyalty.

To learn more about how TNS Enterprise Branded Calling can help your insurance company significantly improve call answer rates, visit our website.

tnsi.com/product/enterprise-branded-calling



1. <https://www.fcc.gov/health-care-scams-tend-spike-during-open-enrollment>
2. <https://ago.fas.org/crs/miso/IF10830.pdf>
3,4. <https://www.valueopen.com/consumers-changing-health-insurance-during-open-enrollment>
5. <https://blog.febp.org/typical-open-enrollment/>