

# TNS Enterprise Branded Calling Helps Companies Reach Customers During the Busiest Time of the Year

Have you done your holiday shopping yet? If you're like many people, you are waiting until the very last minute. But as a retailer, waiting until the last minute to reach consumers might be a big mistake. Because while December is a critical time for retailers to reach consumers, getting through can be challenging. TNS data shows that US consumers received 5.7 billion of these unwanted calls in December 2021 alone, and billions of calls are expected to be made in 2022. No wonder consumers are hesitant to answer calls they don't recognize.

TNS Enterprise Branded Calling helps remove those barriers. With Enterprise Branded Calling, recipients are more likely to trust a call and answer one. Consumers also report a better customer experience.

**Consumers are shopping later in the year, increasing the importance of breaking through marketing clutter this holiday.**

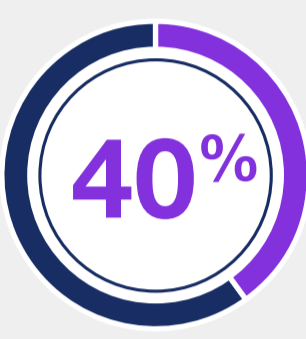
**10,000**

It is estimated that US consumers see up to 10,000 ads every day.<sup>1</sup>



**\$2.5 Billion**

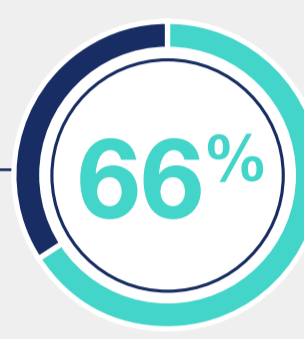
Retailers spent more than \$2.5 billion on holiday season advertising in 2020. Numbers are expected to be even higher in 2022.<sup>2</sup>



Forty percent of consumers don't begin holiday shopping before November.<sup>3</sup>



A fifth of US adults engages in Christmas shopping on Christmas Eve.<sup>4</sup>



Two-thirds of all Christmas shoppers will still need to buy gifts less than a week before the holiday.<sup>5</sup>

## The Neuroscience Behind Last-Minute Holiday Shopping

Our brains are wired to procrastinate. Dopamine, a neurotransmitter made in the brain, gives us feelings of reward and pleasure. When we procrastinate, the brain releases dopamine as a reward for accomplishing a task.



## Customers Will Not Answer Unknown Calls, But They Will Answer Calls with EBC.

**77%**

Seventy-seven percent of US adults **refuse to** pick up calls on both their wireless and wireline phones if they don't recognize the number.<sup>6</sup>



**78%**

Seventy-eight percent of consumers are **more willing** to answer a call if the caller ID displays the logo and name of a brand they recognize.<sup>6</sup>



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.

## TNS Enterprise Branded Calling for Retail Organizations

### In the Last 10 Years

TNS has delivered more than one billion branded calls across US wireless carrier networks.



TNS Enterprise Branded Calling delivers an exceptional customer experience.



Can contribute to revenue growth for retailers by helping to achieve better business outcomes through improving call agent productivity and the consumer experience.



Helps 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.



Helps call agents reach customers in fewer calls, saving time and providing opportunities for them to make more calls throughout a business day.

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

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



1. RedCrow Marketing  
2. Statista Research Department  
3. Insider Intelligence  
4. Chain Store Age  
5. National Retail Federation Survey  
6. Kantar Survey - May 2022