

TNS Enterprise Branded Calling Helps Hospitality Companies Break Through the Holiday Marketing Clutter

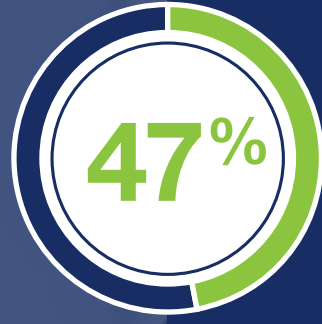


In December, many American consumers travel for the holidays, but did you know they are also being bombarded with robocalls during this time? TNS data shows that US consumers received 5.7 billion of these unwanted calls in December 2021 alone. In the face of this holiday season onslaught, consumers are hesitant to answer calls they don't recognize. This makes connecting with consumers challenging for hospitality and travel companies who might have essential updates regarding reservations and flight changes.

TNS Enterprise Branded Calling is the holiday gift that keeps on giving. It helps to restore consumer trust in voice calling, improve answer rates, and deliver a better call experience for companies and their customers. In other words, Enterprise Branded Calling helps restore some good old-fashioned holiday cheer for everyone!

The Importance of Reaching Consumers

The pandemic may have changed consumer travel plans in 2021, but they are back with a flourish now. This makes reaching traveling US consumers even more critical for hospitality businesses this holiday.



Nearly half of all Americans plan to travel during the holidays in 2022.¹ That's a large number, but only part of the estimated 70%² of Americans who have traveled, or plan to travel, during the year.

Nearly half (46%¹) of Americans planning to travel over the holidays will travel by airplane. That's up from just 40% in the pandemic-troubled 2021, but also up from 33% from 2020.



128,934 Cancellations

There were 128,934 flight cancellations in the US from January to July 2022.³ Over one million flights were delayed in that same period. Updating travelers of changes is vitally important.

Customers Will Not Answer Unknown Calls, But They Will Answer Branded Calls.

75%

Three out of every four US adults **will never** answer phone calls to their wireless phone from a number they do not recognize.⁴

67%

Two-thirds of Americans ages 18-34 **will** answer a call from a hospitality or travel brand if their brand logo and the company name are displayed on the incoming call screen.⁴

61%

Sixty-one percent of Americans ages 18-44 **would be willing** to share personal information regarding hospitality stays and travel from an enterprise branded call.⁴



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 Hospitality and Travel Companies

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.



Improves customer satisfaction by helping to ensure they do not miss important hospitality information, such as flight changes, reservation requirements, health alerts and other vital travel notices.



Can reduce costs and help contribute to revenue growth for hospitality companies by helping to achieve better business outcomes through improving call agent productivity and a better consumer experience.



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 hospitality company significantly improve call answer rates, visit our website.

tnsi.com/enterprise-branded-calling/hospitality



1. PwC Pulse Survey, Holiday Outlook 2022
2. NordWaldet Travel Study, 2022
3. Reuters, 2022
4. Kantar Survey – May 2022