

# TNS Enterprise Branded Calling Can Deliver Better Answer Rates for Food Delivery Companies

The order has been sent, the food prepared, and now you just need the customer to answer the phone to confirm it, give address directions, accept a substitution, add a drink, or a million other reasons. But consumers are hesitant to answer phone calls from numbers they don't recognize. For a food delivery company, this can mean missed deliveries, aggravated delivery drivers and lost orders. A solution to all of these challenges can be found with TNS Enterprise Branded Calling.

## Big Game, Big Eating

As friends and fans gather to watch the big game, Sunday, February 12 will be one of the busiest days of the year for food delivery.

**70%** of Americans **plan to watch the big game this year<sup>1</sup>.**

**48 Million** 1 in 7 (or 48 million) Americans **will order takeout or have food delivered on game day<sup>2</sup>.**

**12.5 Million** An estimated **12.5 million pizzas** are typically sold on Super Bowl Sunday each year<sup>3</sup>. Instacart alone sells enough frozen pizza to create one massive pizza with a diameter the size of three football fields<sup>1</sup>.

## Every Day Delivery

The world thrives on home delivery, and not just during football Sundays.

**57%** Fifty-seven percent of global consumers purchase takeout food up to three times a week<sup>4</sup>.

**\$0.91 Trillion** The estimated global online food delivery market will reach nearly one trillion USD in 2023. The market is expected to reach \$1.45 trillion by 2027<sup>5</sup>.

**\$42.6 Billion** The estimated total of US online food delivery by the end of 2027. This represents an annual CAGR of 10.5%<sup>6</sup>.

## The Importance of Enterprise Branded Calling

By restoring consumer trust in voice calling, answer rates increase, call agent productivity can be enhanced, and the customer experience can be elevated.

A recent survey of US adults<sup>7</sup> revealed that—

**70%** Seventy percent **never answer a phone call from an unknown number.**

**60%** Sixty percent would answer a call from a retail brand, such as a food delivery service, if the brand logo and name were displayed on their incoming call screen.

**73%** Seventy-three percent would be more willing to answer a call if the caller ID displayed the logo and name of a brand they recognize.

**67%** Sixty-seven percent feel seeing a brand logo and name on an incoming call **increases their trust in the call.**

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.

## The Benefits of TNS Enterprise Branded Calling

### Helps Increase Answer Rates

Customers, prospects and partners are much more likely to pick up a branded call.

### Restores Trust

A branded experience lets the consumer know the call is legitimate, enhancing the customer relationship and building trust.

### Enhance Agency Productivity

By reaching more customers, you can help improve the productivity and efficiency of your agents.

### Helps Increase Revenue

Unanswered calls can lead to missed appointments and service calls. With branded calling, customers are more engaged and ready to listen.

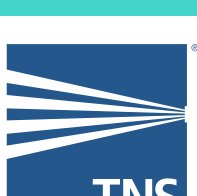
### Protect Your Brand

With a branded call, you maintain complete control over how your brand is presented.

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

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

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



1. Instacart Survey  
2. Restaurant Business

3. Motus  
4. Deliverect Survey

5. Statista  
6. Business Wire

7. Kantar Survey, 2022