

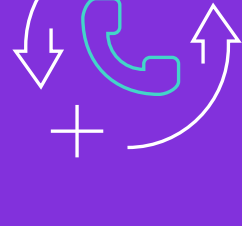
TNS Enterprise Branded Calling Helps You Avoid the High Cost of Unanswered Calls

When your business calls a customer or patient, and that customer doesn't answer, your costs can be considerable. A sales representative can't close a deal. A contact center rep can't respond to a complaint. A medical office can't confirm an appointment, and a food delivery service can't get much-needed directions. A solution to these challenges and more is TNS Enterprise Branded Calling.

Enterprise Branded Calling for Sales Reps



Branded calls are more trusted and more likely to be answered according to survey data, saving a sales rep a great deal of wasted time.



18 Calls

Reps must make an average of 18 calls to reach one potential buyer¹.



5 Follow-ups

One answered call often isn't enough. Even after reaching a prospect, salespersons must typically make an average of five successful follow-up calls to close a deal². Enterprise Branded Calling can make it possible.



70 Voicemails

Sales reps leave an average of 70 voicemails per day³.

Enterprise Branded Calling for Food Delivery

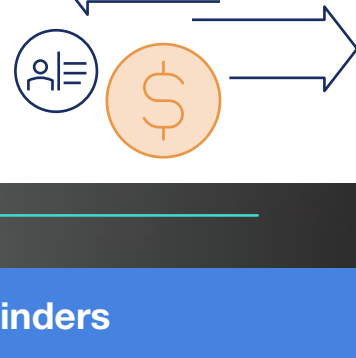


For every missed delivery, retailers must pay numerous additional costs that can take a profitable delivery to one that loses money. Those costs include:



- ✓ Added Fuel Costs
- ✓ Additional Labor Costs
- ✓ Lost Space on the Delivery Van
- ✓ Additional Telephone Calls to Customers to Get the Information for Scheduling Redelivery
- ✓ Increased Customer Support Calls

Enterprise Branded Calling can be critical for hundreds of industries that need to provide important information, including –



Healthcare Appointment Reminders

\$50 Billion

Missed healthcare appointments in the US waste approximately \$50 billion a year⁴.

Travel Alerts

128,934

There were 128,934 flight cancellations in the US from January to July 2022⁵. Over one million flights were delayed in that same period.

Fraud Alerts

36%

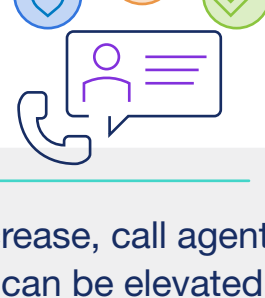
Thirty-six percent of consumers prefer receiving suspected fraud alerts by phone⁶.

Deliveries

\$2 Billion

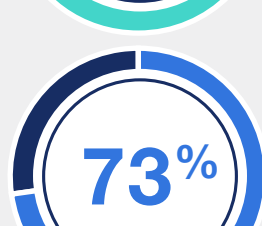
Failed deliveries cost retailers, couriers and consumers a collective \$2 billion a year⁷.

The Importance of Enterprise Branded Calling

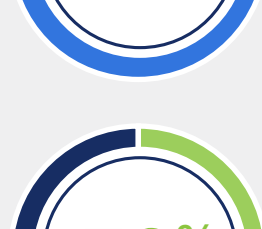


By restoring consumer trust in voice calling, answer rates increase, call agent productivity can be enhanced, and the customer experience can be elevated.

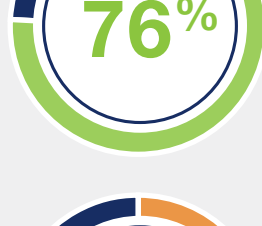
A recent survey of US adults⁸ revealed that—



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



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.



Seventy-six percent **want their carrier to provide more call information** (brand name, logo, call intent) so they do not miss legitimate robocalls (health, school, medication updates, etc.).



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.



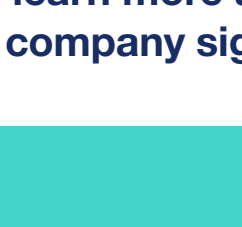
Helps Increase Revenue

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/

