

# Get a Healthy Answer Rate for Your Outbound Calls

Consumers are making healthier choices, presenting exciting opportunities for companies that offer healthy foods, but also challenges. These companies often rely on customer communication for engagement and new sales, but those calls can get lost amid the swarms of robocalls flooding consumer telephones. The solution is TNS Enterprise Branded Calling, which puts more company information on a caller ID screen and has been shown to increase business answer rates and restore consumer trust.

## Increasing Trust Can Help Consumers Eat Healthier



People struggle to eat better, presenting many opportunities for health-oriented businesses.

50%

Half of all consumers in the US and parts of Europe, and across all age groups, **say healthy eating is a top priority for them**<sup>1</sup>.



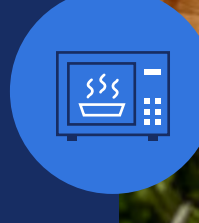
54%

Fifty-four percent of parents **don't have the time to make proper meals for their children**<sup>2</sup>.



63%

Sixty-three percent of parents **struggle with finding "easy" meals that are also well-balanced**<sup>2</sup>.



49%

Forty-nine percent of US consumers **plan to order healthier food for delivery**<sup>3</sup>.

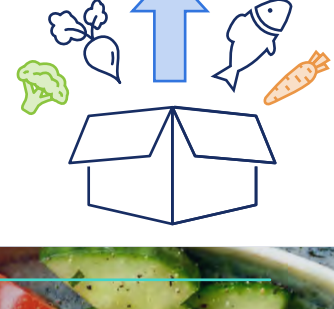


**\$45 Million**

An estimated forty-five million Americans go on a diet each year, spending thirty-three billion dollars on weight loss products<sup>4</sup>.



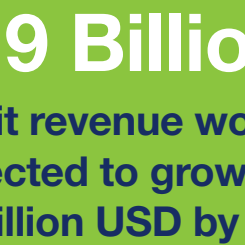
## The Rise of Meal Kits



Nutritious meal kits are a convenient way for customers to eat better, but customer retention is a challenge. TNS Enterprise Branded Calling helps companies connect with their customers, increasing loyalty and encouraging customer longevity.

19 Billion

Meal kit revenue worldwide is expected to grow to over 19 billion USD by 2027, with a CAGR of 12.8 percent<sup>5</sup>.



17%

Seventeen percent of the US consumer market has tried meal kits<sup>6</sup>.



## Customer Retention Lags

Percentage of meal kit customers who made their initial purchase in January 2022 and were still members eleven months later<sup>7</sup>.

Blue Apron 15%

Home Chef 11%

HelloFresh\* 9%

Marley Spoon\*\* 5%

Sunbasket 5%



\*Also includes Factor 75, EveryPlate and Green Chef  
\*\*Also includes Dinnerly

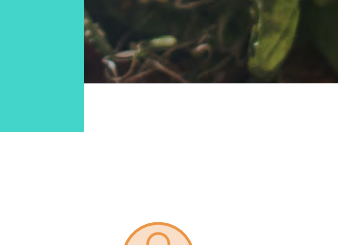
## TNS Enterprise Branded Calling Increases Customer Trust

Consumers are wary of health-related products and services because of the prevalence of weight loss and diet scams.

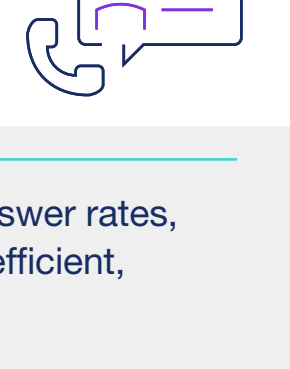
Enterprise Branded Calling has been proven to increase customer trust and confidence.

#1

Bogus diet products and programs rank number one among healthcare scams reported to the Federal Trade Commission (FTC)<sup>8</sup>.



## The Importance of Enterprise Branded Calling



By restoring consumer trust in voice calling and increasing answer rates, business revenues can go up, messaging can become more efficient, and the customer experience can be elevated.

A recent survey of US adults<sup>9</sup> revealed that –

70%

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

70%

Seventy percent would answer a call if they recognized the brand logo and name on their incoming call screen.

67%

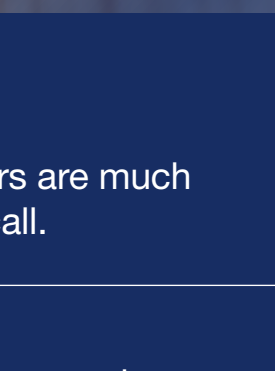
Sixty-seven percent feel that seeing a brand logo and name on an incoming call increases their trust in the call.

76%

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

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.

### Protects 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 reach more customers and prospects, visit our website.

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



1. McKinsey & Company, 2022 2. Eckrich/OnePoll Survey, 2022 3. Fast Casual, 2022 4. Boston Medical Center 5. Grand View Research, 2020 6. Linchpin SEO, 2021 7. Bloomberg Second Measure, 2023 8. AARP, 2020 9. Kantar Study, 2022  
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