

TNS Enterprise Branded Calling Makes Reaching Clients Less Taxing

March and April are (by far) the busiest times for tax consultants and professionals. But because customers are hesitant to answer the phone from phone numbers they don't recognize, reaching clients to schedule consultations, provide information on tax code changes, request missing or incomplete information and confirm appointments, can be difficult.

So how can tax professionals avoid being bounced to voice mail or having their calls ignored? TNS Enterprise Branded Calling is the key.

The Rise of Paid Tax Consulting



More and more US adults are using professional tax advisors or software to file their taxes, making getting new clients more competitive and reaching clients more critical, especially during the first quarter of the year.

90% Ninety percent of US adults file taxes using commercial software or a paid tax return preparer¹.



58% Fifty-eight percent of taxpayers pay \$50 or more to file their federal tax return². One-third of filers pay more than \$100.



25% Only a quarter of filers report filing their federal tax returns for free².



46% Forty-six percent of Americans use tax software like TurboTax².



Breaking Through



When you consider how difficult it can be to contact the IRS, it is even more vital for tax professionals to reach their clients quickly.

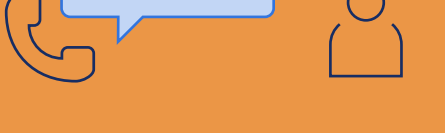
In 2022, less than 13% of callers to the IRS reached someone who could help them³.

<13%



Only 16%

In 2022, only 16% of phone calls to the IRS were answered. For those taxpayers who did get through, the average on-hold time was 29 minutes⁴.



Avoiding Delays



Many US taxpayers pay their taxes late or at the last minute. Tax professionals who use TNS Enterprise Branded Calling can communicate with their clients or prospects on a more timely basis.



33%

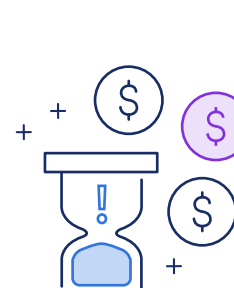
Up to one-third of all US adults file their taxes at the last minute⁵.



19 Million

18.95 million federal tax extension requests were filed in 2022, according to the IRS⁶.

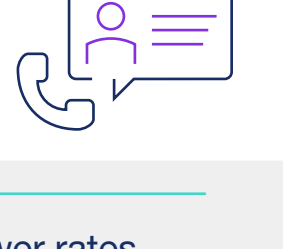
Top Reasons People File Taxes Late



These are among the biggest reasons why tax filers file late and miss the federal deadline⁷. Many of these can be avoided with a simple phone call from their professional tax consultant.

- Forgetfulness
- Confusion
- Death or serious illness of the taxpayer or immediate family
- Invalid advice from a "competent" professional
- Active duty military service
- Ignorance
- Unavailability of IRS help

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 adults⁸ 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.

58%

Fifty-eight percent prefer to engage with a phone call rather than any other method (such as text message or email) with their financial services provider.

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.

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 significantly improve call answer rates, visit our website.

tnsi.com/enterprise-branded-calling/



1. U.S. Government Accountability Office 3. NPR 5. CNBC 7. TurboTax
2. The College Investor 4. National Taxpayer Advocate Service, 2022 6. Detroit Free Press 8. Kantar Survey, 2022

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