

A Concept Paper on Branded Calling and Its Impact on Consumer Behavior



The report *“Issues for Measuring Call Branding on Consumer Behavior and Economic Outcomes,”* by the Commonwealth Cyber Initiative and sponsored by Transaction Network Services (TNS), reports on the positive impact branded calls can have on businesses and the customer experience and its important role in shaping the future of telecommunications. We explore some of the key findings of this paper.

The Backdrop for Branded Calling



STIR/SHAKEN aims to combat the problem of caller ID spoofing, where individuals or organizations disguise their phone numbers to appear as a different number.

The rise of unwanted robocalls and scams has created a need for communication technologies such as STIR/SHAKEN that can help restore the trust and authenticity of phone calls for consumers.

Although STIR/SHAKEN is part of this mission, the paper highlights Enterprise registration, vetting and authentication is also needed through branded calling technologies.

The report recognizes that by reducing unwanted calls and improving the overall customer experience, branded calling could help businesses to better manage their reputation and protect their brand image.

What Do Consumers Have to Say?



As the paper explains, in today's data-driven world, surveys are powerful tools to gather insights and make data-backed decisions.

73%

According to a TNS survey of consumers, 73% of US adults agree that they are more willing to answer a call if the caller ID displays the logo and name of a brand they recognize.

67%

And when it comes to the topic of trust – 67% said seeing a brand logo and name on an incoming call increases their trust in the call.

Branded Calling in Action for Enterprises



The Concept Paper explores data from pilot trials of TNS Enterprise Branded Calling that have been carried out by organizations across several verticals including healthcare, hospitality and financial services.

The results indicate that call branding is a promising technology for increasing contact rates, according to the report.

133% Increase

For example, the best pilot result saw contact rates more than double, resulting in a 133% increase in answer rate.



The Future of Restoring Trust in Voice Calling



The paper explains the potential benefits of branded calling to businesses can be significant and calls for more research to be done on this promising solution.

Branded calling could help businesses reduce unwanted and fraudulent robocalls, improve the caller ID experience for customers and increase customer trust in their brand.

By doing so, businesses can improve customer engagement, increase customer satisfaction and ultimately drive revenue growth.

The Concept Paper concludes with stating that we can expect these measures to play an increasingly important role in shaping the future of telecommunication technology and the business world.

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The TNS sponsored Concept Paper is available to download here.

tnsi.com/resource/tns-commonwealth-cyber-initiative-concept-paper-2023

