

New TNS Survey: Exploring the Demand for Branded Caller ID



It can be difficult for many organizations to deliver critical updates due to low answer rates, but there are potential solutions with call authentication and branded calling. TNS reveals the latest demand for branded caller ID in a series of ebooks using results of independent research from reputable firm KANTAR, which are available to download [here](#). This infographic gives a sneak peek into some of those key insights.

Robocall Scams Erode Trust in Voice Calling



Each year, Americans receive billions of unwanted calls, so it may not come as a surprise that 68% of US adults never answer a phone call from an unknown number, according to TNS survey data.

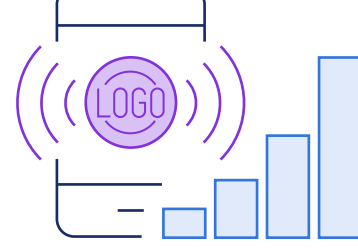


We may be aware of scams involving bad actors seeking to trick you into providing sensitive information for financial gain, but it does not make them any less worrying.

For example, **nearly 70% (69%) said they are concerned about robocall scams** that pose as retailers and claim a package is pending pickup or that they are due a refund.



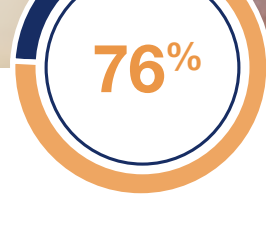
The Demand for Branded Calling Solutions



‘High touch’ businesses, such as financial services, healthcare, hospitality and retail, are deploying branded calling to increase answer rates and improve the overall experience for customers.



When subscribers were asked if they would answer a branded call from a company that they had previously given permission to contact them, 82% agreed.



Seventy-six percent say they have missed calls from unknown numbers they would have answered had they known who was calling them.

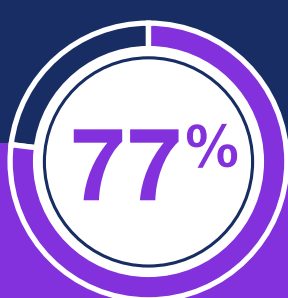
Improving Lead Generation for Financial Services Firms



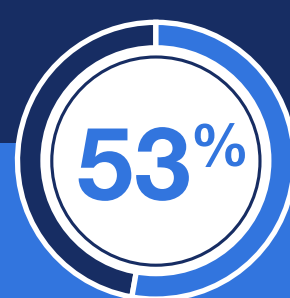
When banks provide more brand information for an authenticated call on an incoming call screen, customers are more likely to answer the phone.



Current and prospective policyholders may rely on guidance from insurance companies throughout the enrollment process.



Seventy-seven percent of US adults would answer a call from their bank if the brand logo/name was displayed on their incoming call screen.



Over half of survey respondents (53%) said they prefer to engage with a phone call rather than any other method (e.g., text message, email, etc.) with insurance providers (i.e., life insurance, health insurance, car insurance, etc.).

Healthcare Providers Delivering Critical Communications



Patients and customers want to have the confidence to answer important calls.

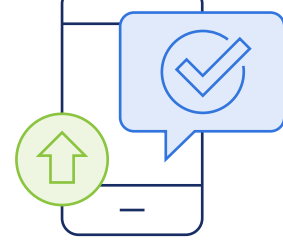


Eighty-four percent of US adults would answer a call from their healthcare provider (doctor, pharmacist, etc.) if the brand logo/name was displayed on their incoming call screen.

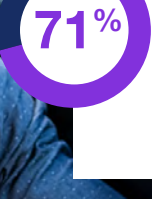


Furthermore, survey data revealed that 81% would answer a branded call if it followed a recent action they have taken with that brand (i.e., a medical provider confirming an appointment).

Increasing Customer Satisfaction for Hospitality and Retail Brands



Branded calling can help hospitality companies more effectively reach consumers to provide updates and share optional extras.



Nearly three-quarters of survey respondents (71%) would answer a branded call from a hotel, airline or cruise line if they had scheduled or were planning a trip.

And with millions of retail and food deliveries happening daily, the need for real-time engagement via phone calls is imperative.



This may be why a huge 80% of US adults confirmed they would answer a branded call from a delivery company if they were expecting a shipment.

Gain further insights into subscriber demand for branded caller ID and how the solution can help improve call answer rates. Download the ebook which is most suited to you and your business:

tnsi.com/resource/demand-branded-caller-id-ebooks

