

TNS Enterprise Branded Calling Solution for Healthcare Enterprises Stands Out

Pharmacies, doctor's offices, hospitals, insurance firms and other healthcare entities have taken a direct hit on their bottom line due to an erosion of trust in voice calls. Consumers are simply not answering calls from unknown numbers, in large part due to the billions of robocalls Americans received last year.

This market challenge has been met with new branded calling technologies to help healthcare organizations restore trust in voice calling. TNS' unmatched track record developing and delivering branded calling solutions to market means it is best positioned to help improve businesses' bottom line by facilitating an expedited lead-generation process and enhancing organizations' call agent productivity.

Consumer Trust in Voice Calls Has Eroded



68%

Due to the billions of robocalls received, 68% of consumers never answer a call from an unknown number.

As a result, businesses in verticals that rely heavily on voice calling for high-trust communications—such as healthcare—are challenged to engage with patients, customers and prospects in a timely and effective fashion.

Healthcare companies have sought solutions to digitally transform and improve the patient and customer contact process, experience better call durations and drive more meaningful interactions, all while gaining a competitive advantage.



This demand has led to an increase in branded calling solutions available to healthcare businesses through their wireless carriers.



Introducing TNS Enterprise Branded Calling for Healthcare Organizations

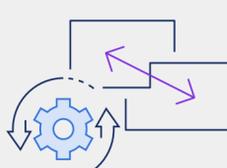


Delivers rich call content to give healthcare consumers the confidence and motivation to answer the phone.



Has one of the largest reaches of any branded calling solution.

In the last 10 years, TNS has delivered more than 1 billion branded calls across US wireless carrier networks.



Easily scalable and integrated into APIs.

No matter the size of the healthcare enterprise, it is simple to onboard.

What Can Enterprise Branded Calling Do for Your Healthcare Business?



Can lower costs and contribute to revenue growth for healthcare organizations by improving their lead generation and appointment confirmation process, call agent productivity and the consumer experience.

Helps facilitate an improved lead-generation process by helping healthcare enterprises convert warm leads that originate through other channels such as the web, email and social media. With more brand information on the incoming call, the consumer will connect the call to earlier touch points and be more likely to answer the phone.

Enables healthcare call agents to reach customers in a more expedited time frame by presenting more call information. Not only does this solution help provide appointment confirmations and delivery notifications of prescriptions, but it enables call agents to reach these customers in fewer calls provides opportunities for them to make more calls throughout a business day.

In a recent pilot with a leading healthcare provider that makes house calls to assess patients' care needs, TNS Enterprise Branded Calling increased its engagement rate (answer rate) by 41%.

41%

Healthcare organizations can deliver a superior customer experience that goes beyond improving trust in voice calls.

By delivering critical personal updates to consumers in a timely fashion, customers are more likely to be loyal to that brand and use their services again.



A pharmacy that offers consistently rich content in their communication regarding when a needed prescription is ready to be refilled and picked up is more likely to continue getting that customers' business than a pharmacy that relies on traditional, unbranded calls.

To learn more about how TNS Enterprise Branded Calling can help your healthcare business, visit our website.

tnsi.com/enterprise-branded-calling

