

2022 TNS Survey: Branded Calling Helps Increase Answer Rates

TNS' 2022 survey finds that branded calling can make a difference in answer rates and customer engagement.

The Difference Enterprise Branded Calling Could Make to Your Business

An overwhelming majority of **80%** said they would answer a call from an unknown number if a company's name, the reason/intent for calling and/or the company's logo was displayed.

79%

79% would answer a call from their **healthcare provider** if its logo/name was displayed on the incoming call screen.

76% of consumers would answer a branded call from their **bank**.

76%

60%

60% said they would answer a call from a **hospitality or travel brand** if the logo/name was presented on screen.

The Importance of Enterprise Branded Calling for Health and Wellness

83%

of 55 to 64-year-olds would always answer a branded call from doctor's offices or healthcare services.

65%

of US adults said they would be more inclined to share personal information with their healthcare provider on a branded call.

58% also noted that they would be interested in doctor's offices or healthcare services being identified by branded calling. This figure increased to 63% when talking to 45 to 54-year-olds and a massive 74% of the 55 to 64 age group.

Younger People Want Branded Calling for Hospitality and Travel

67%

67% of people aged between 18 and 34 would answer a call from hospitality and travel brands, such as a restaurant, hotel, airline or car rental, if the brand logo/name was displayed.

61%

On average, 61% of 18 to 44-year-olds would be more willing to share personal information when it comes to hospitality stays and travel if the caller provided their logo and name.

This is compared to only **37%** of those aged between 55 and 64.

Interesting Demands for Branded Calling

52% of people who have children in their household would be interested in schools using branded calling.

45% of all US adults surveyed are interested in banks or financial services being identified by a branded call.

37% would be interested in government organizations being identified by branded calling than any other sector.

Consumers Trust Incoming Calls More During Normal Business Hours

For brands seeking to improve call answer rates and bolster the efficiency of calling campaigns, consumers are more likely to engage during traditional business hours.

64% of consumers are more likely to answer a branded call (brand logo and/or name) that arrives during normal business hours than calls that arrive outside of business hours.

57% of consumers trust calls from brands that come in during normal business hours (9am-5pm) more than calls that arrive outside of business hours.

54% of consumers trust branded calls that come in during the Mon-Fri work week more than those that arrive during the weekend.

If you are interested in finding out more about TNS' latest survey, you can download our new eBook here. To learn more about TNS Enterprise Branded Calling, visit our web page.

tnsi.com/enterprise-branded-calling

