

TNS Enterprise Branded Calling

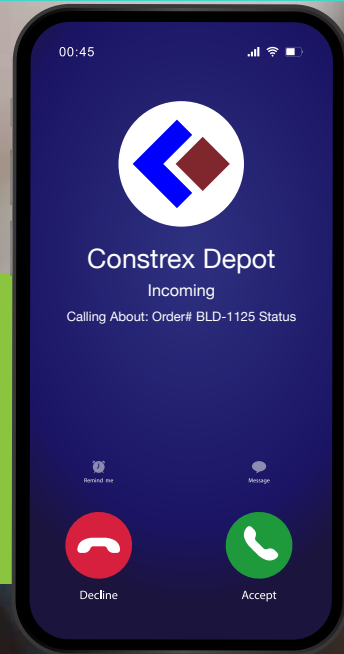
Your Questions Answered

With more than one billion branded calls across US carrier networks, TNS is the trusted source for branded calling.

What is Enterprise Branded Calling?

Enterprise Branded Calling is an industry-leading caller identification solution.

It allows you to display more caller information on mobile devices, transforming an unknown call into a trusted and eagerly accepted one.



How does this help to restore trust in voice calling?

TNS Enterprise Branded Calling helps restore trust in voice calling by **vetting enterprises' calling practices** and **registering their telephone to ensure only trusted businesses are able to provide more call information on an incoming screen.**



Our latest solution in this suite, TNS Enterprise Authentication, **leverages our unique out-of-band call event API, where the enterprise customer can query and notify TNS that a call is 'in progress' allowing the branded call to be verified.** Only verified calls get full branded call treatment and all unverified calls get the spoof protection service.

Why do I need TNS Enterprise Branded Calling?



Billions

of robocalls flood phones every year and consumers are reluctant to answer calls from numbers they don't recognize.

68%

According to our latest survey*, **68% of US adults never answer a phone call from an unknown number.**

What are the main benefits of Enterprise Branded Calling?

Studies show that with TNS Enterprise Branded Calling, **answer rates soar, which in turn helps enterprises improve customer conversion rates, experience better call durations,** all while gaining an advantage over competitors who have not yet deployed the technology.

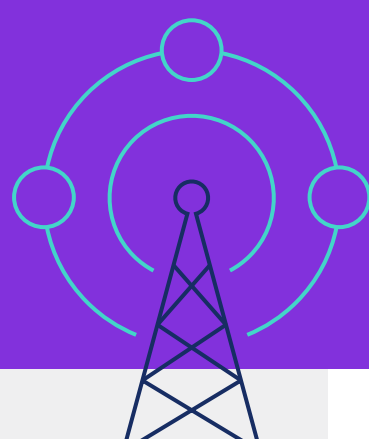


Do consumers want Enterprise Branded Calling?

Yes.

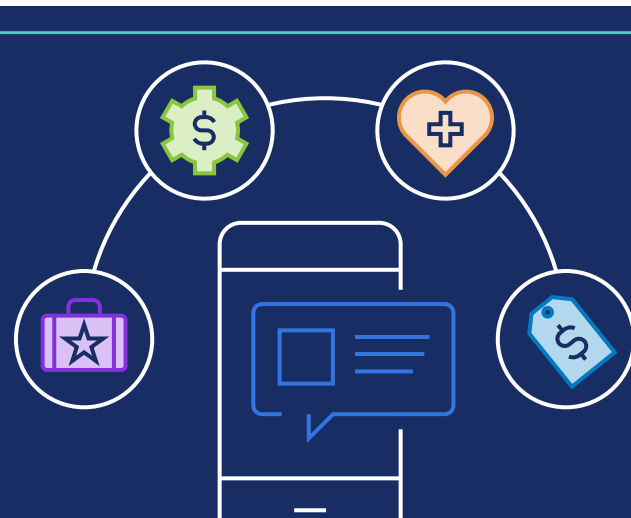
78%

78% of consumers are more willing to answer a call **if the caller ID displays the logo and name of a brand they recognize,** according to our latest survey*.



Which industries will benefit most from Enterprise Branded Calling?

All of them, but Enterprise Branded Calling is particularly beneficial for businesses that suffer from low answer rates due to excess robocalling and consumer mistrust, **including financial services, healthcare, hospitality and retail.**



Why TNS Enterprise Branded Calling?



TNS Enterprise Branded Calling has one of the largest reaches of any branded calling solution on the market, **so it is positioned to help your business achieve better outcomes from its calling activities.**

How can I learn more about Enterprise Branded Calling?

tnsi.com/enterprise-branded-calling

