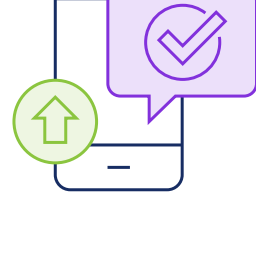


TNS Enterprise Branded Calling Solution for Financial Services Enterprises Stands Out

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 and call authentication technologies to help financial services organizations improve customer conversion rates and call durations, all while gaining a competitive advantage.

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.



Whether it is a bank alerting a customer to fraudulent account activity, a brokerage firm confirming the sale of a stock position, or a retirement planning organization trying to schedule an annual meeting, branded calling solutions can help any financial services entity that's facing low call answer rates among its customer base.



Consumer Trust in Voice Calls Has Eroded



68%

Due to the overwhelming amount of robocalls, 68% 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 financial services and banks—are challenged to engage with customers and prospects in a timely and effective fashion.



Financial services companies have sought solutions to increase customer conversion and answer rates, improve call durations, all while gaining a competitive advantage and in response to the challenge.



This demand has led to an increase in branded calling and call authentication solutions available to legitimate financial services businesses.

What Can TNS Enterprise Branded Calling Do for Your Financial Services Business?



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

Helps facilitate an improved lead-generation process by helping financial services enterprises and banks convert qualified 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.

Gain competitive advantage over other financial services firms that have not yet deployed TNS Enterprise Branded Calling. Become an early adopter and leverage the latest cutting-edge technology to enable your sales agents to provide a better customer experience.

Introducing Enterprise Branded Calling for Financial Services Organizations



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

Delivers rich call content to give financial services clients the confidence and motivation to answer the phone.

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

Easily scalable and integrated into APIs. No matter the size of the financial services enterprise, it is simple to onboard.

133%

In a recent pilot, a corporate advisory firm found that TNS Enterprise Branded Calling **increased one of its client's customer engagement rates (answer rates) by 133%.**

A Superior Customer Experience with TNS Enterprise Branded Calling

Financial services organizations and banks 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 company that offers consistently rich content in their communication is more likely to continue getting that customers' business than a competitor that relies on traditional, unbranded calls.

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

tnsi.com/enterprise-branded-calling

