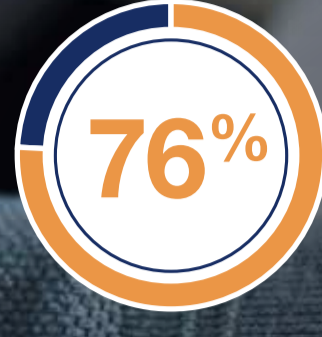


How Businesses in the Healthcare, Financial Services, Hospitality and Retail Industries Are Using TNS Enterprise Branded Calling

Americans' trust in voice calls has eroded due to the relentless barrage of robocalls. For 'high-touch' businesses such as financial services, healthcare and retail that rely heavily on phone calls, the inability to reach consumers has a significant impact on customer conversion rates, call durations and ultimately, the bottom line.

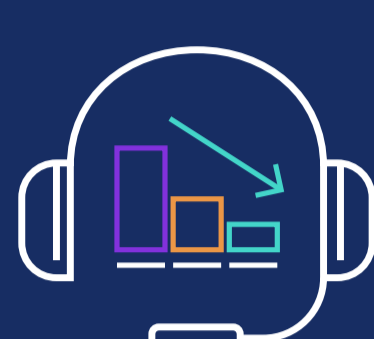
The Challenge Facing Enterprises



76% have missed calls from unknown numbers that they would have answered had they known who was calling them.*

This figure truly is a matter of trust: The volume of robocalls, as well as the perceived risk of answering calls from scammers seeking money and personal information, hurts legitimate businesses' calling efforts.

Lack of trust in voice calls also negatively impacts business' contact center agent operations. Low contact rates for agents diminish productivity, reduce close rates and require businesses to lean more heavily on other channels.



These challenges have been especially prevalent across four core industries:

- Financial Services
- Hospitality
- Healthcare
- Retail

Whether it is a bank trying to reach customers about a new offering, pharmacies trying to notify patients that a prescription is ready, airlines trying to contact people about their upcoming travel plans or eCommerce retailers trying to confirm a recent inquiry, businesses in each of these industries need to improve the rate and speed at which they make contact with their customers.

TNS Has the Solution



Organizations across these four industries are proactively seeking solutions that:

- Increase Customer Conversion Rates
- Improve Call Durations
- Gain Competitive Advantage
- Increase Answer Rates



Enter TNS Enterprise Branded Calling. Integrated into major wireless networks, Enterprise Branded Calling delivers trusted call content to help drive consumers to answer the phone.

TNS' track record in delivering branded calling solutions is unmatched in the industry.



1 Billion

The number of branded calls TNS has delivered over the past decade.



Enterprise Branded Calling can improve businesses' bottom line by expediting the lead-generation process and improving call agents' productivity.

Branded Calls for Lead Generation



A key way businesses have leveraged Enterprise Branded Calling is to improve customer engagement during the lead generation process.

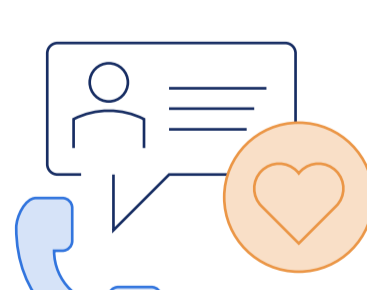


Low answer rates can grind an organization's omnichannel lead generation process to a halt. While other touchpoints can be valuable for some stages of the customer journey, voice calls are often critical to closing leads.



Branded calling helps call agents reach customers and prospects more effectively. Enabling businesses to reach customers quicker during the lead generation process drives increased revenue and offers a tangible boost to return on investment for branded calling solutions.

Branded Calls for Customer Care



Another key use case for Enterprise Branded Calling has been to more efficiently deliver critical information to customers.



Often the information delivered through these 'care calls' can involve personal or time-sensitive information. The stakes can be high if brands cannot reach individuals in a timely and trusted manner, which is why branded calling can be vital to the customer communication process.



With Enterprise Branded Calling, consumers can become more educated on who is calling them and will be more willing to answer the phone when the call they've been waiting for comes through.



To learn more about how TNS Enterprise Branded Calling can facilitate increased answer rates and positively impact your bottom line, visit our website.

tnsi.com/enterprise-branded-calling



*Kantar Survey - May 2023
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