

How TNS Enterprise Branded Calling Dramatically Improved Call Productivity for this Financial Services Company



Winning Solution Delivers Significant Uplift in Conversion Rate

TNS Enterprise Branded Calling is supporting Assurance IQ, a direct-to-consumer platform for individuals seeking personalized finance solutions. The financial services company reaches out to customers who have visited its website, provided consent to be contacted and expressed interest in its products, and after deploying Enterprise Branded Calling reported a 25% increase in the likelihood that a customer who received a call will continue to explore financial solutions with Assurance IQ or one of its partners. Read on to learn more.

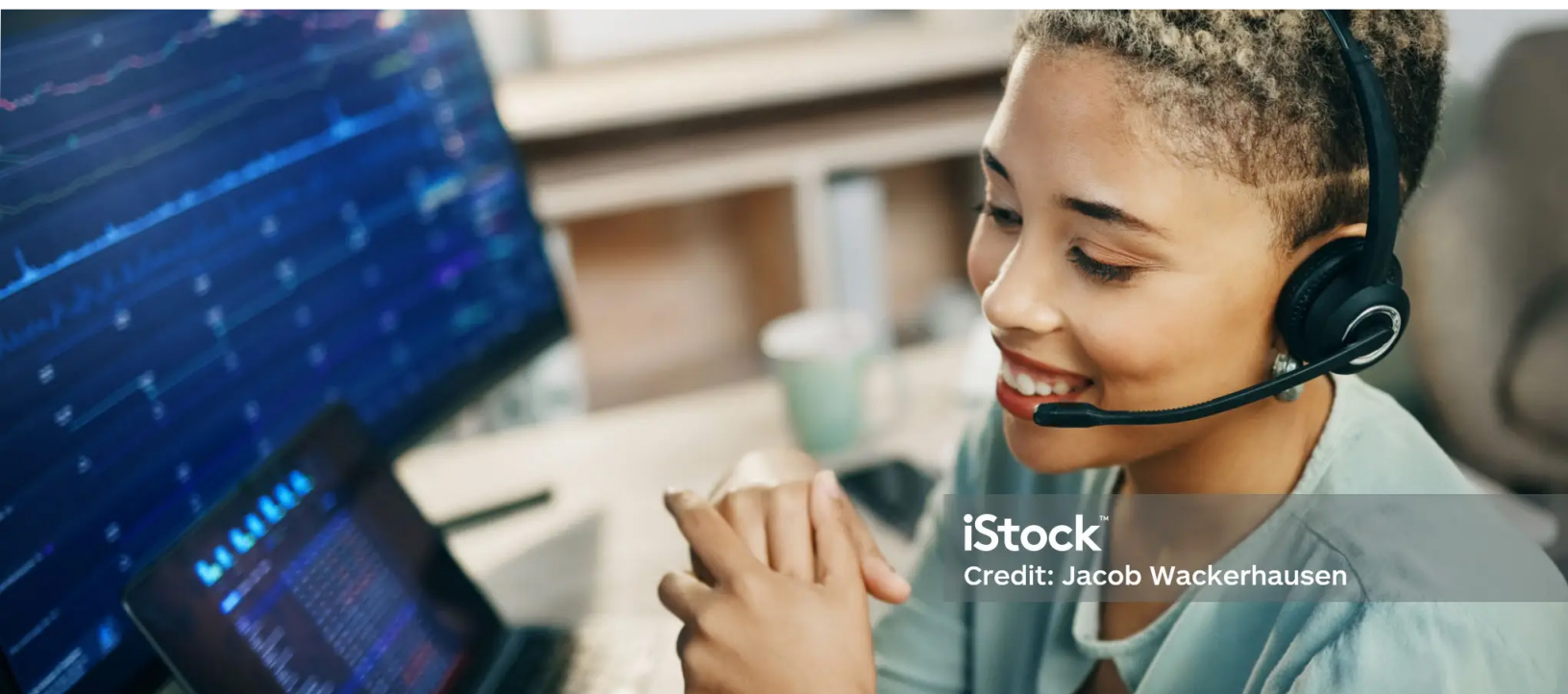
Seventy-nine billion robocalls flood phones yearly, resulting in low answer rates, disengaged consumers, and customer mistrust.

This torrent of unwanted calls has led to many companies struggling to reach customers, let alone prospects. When calls are answered, people are disinterested. As a result, new business opportunities are lost, call agent time is wasted, and the company's bottom line suffers.

Business Challenge

Assurance IQ is a wholly owned subsidiary of Prudential Financial. A direct-to-consumer platform for individuals seeking personalized finance solutions, Assurance IQ connects to insurance and loans from a diverse range of companies.

Assurance IQ reaches out to customers who have visited its website, provided consent to be contacted and expressed interest in its products. However, even though a customer had provided consent to be contacted and had expressed interest in its offerings, many of its outgoing calls went unanswered. A potential reason being that customers who didn't recognize the incoming calls assumed they were spam.

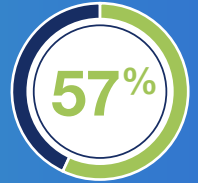


Solution

Independent research from a TNS-commissioned survey* shows that 75% of adults will not answer wireless phone calls from a number they don't recognize. Contrast that with this statistic: 80% of consumers will answer a wireless call if the company's name, logo and reason for calling are displayed. Customers who answer these identified calls are more trustful of the call and more likely to engage and be propelled to act.

That's the benefit of TNS Enterprise Branded Calling. Part of TNS' broader Robocall Detection and Protection Suite of products, the TNS solution displays a company's brand information.

Fifty-seven percent of surveyed adults would share personal information with their financial services provider over the phone if the incoming call were branded with a logo and name.



The benefits of Enterprise Branded Calling from TNS can include:



Improves conversion rates



Better call durations



Achieve competitive advantage



Increases answer rates



Restores customer trust



Improves the customer experience



Leading to ROI



Outcome

TNS Enterprise Branded Calling was implemented within two days. As a result, after contacting TNS, Assurance IQ calls almost immediately began displaying branded calls*. The benefits of the brand recognition were also immediate: Assurance IQ saw a 25% increase in the likelihood that a customer who received a call will continue to explore financial solutions with Assurance IQ or one of its partners. The efficiency and productivity of its call center representatives soared.

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About TNS



Established more than **30 years ago**



Facilitated **one billion+ branded calls**



Supports **thousands of organizations** across more than **60 countries**



Handles **over one billion daily call events** from **over 500 operators**



10 years of call identification experience



To learn how TNS Enterprise Branded Calling can help transform your organization, please contact our team.

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tnsi.com/enterprise-branded-calling/financial/