TNS

Enterprise Branded Calling Increases Healthcare Organization's Call Answer Rate by 41%
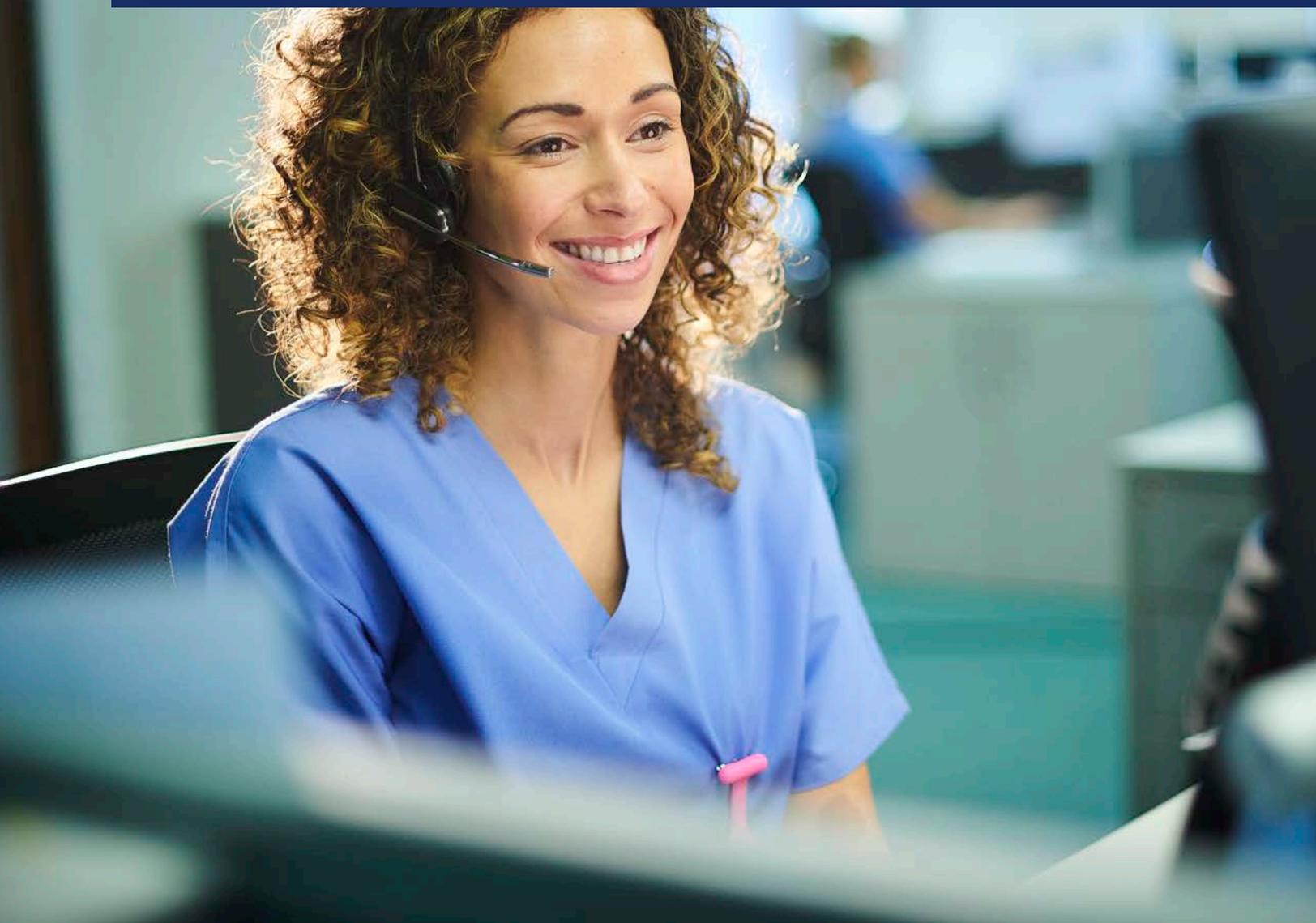
Branded Calling Rolled Out After Impressive Pilot Results

A nationwide healthcare provider has converted to a live service of TNS Enterprise Branded Calling following a pilot which resulted in a 41% increase in answer rate. This organization uses voice calls to better understand patients' care needs to mitigate the risk of unnecessary hospital admissions. Read on to learn more.

The healthcare and medical industry are in the midst of a critical patient experience challenge. Consumer trust in the core communications channel used to reach patients and customers—voice—has been severely undermined by a relentless barrage of robocalls.

Americans received 79 billion robocalls in 2021 alone, a crushing volume that explains why 75% of consumers never answer calls from an unknown number. As a result, hospitals, pharmacies, doctors' offices, insurance groups, and other healthcare entities are struggling to reach patients with critical updates on care, prescriptions, appointments, coverage and bills.

Business Challenge

One healthcare organization recently came to TNS. This nationwide healthcare provider's business model relies on making calls to patients to better understand their care needs to mitigate the risk of serious diseases and injuries plus unnecessary hospital admissions. To say unanswered calls have been a hindrance to their customer base would be an understatement.

Healthcare organizations must proactively identify solutions to improve the patient and customer contact process, experience better call durations and drive more meaningful interactions.
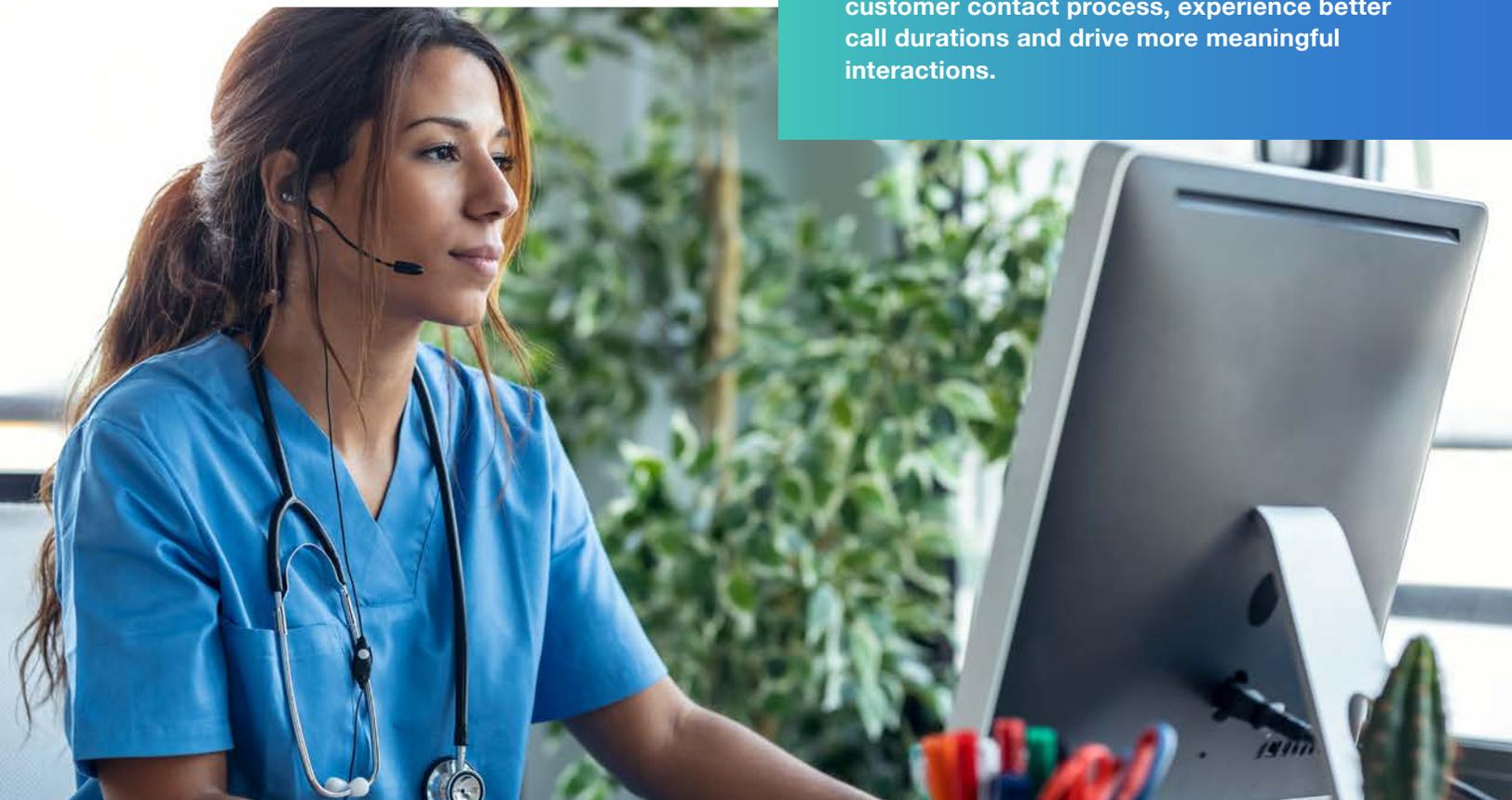
Solution

The demand for branded calling solutions that provide customers with more information is evident. A recent TNS survey found nearly eight in 10 (79%) consumers would answer the phone if they saw their healthcare provider's brand logo/name displayed on the incoming call screen.

The more brand information healthcare organizations can provide to the caller, the more likely consumers will trust and answer the phone.

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

78%

TNS Enterprise Branded Calling—part of TNS' broader Robocall Detection and Protection Suite of products—improves healthcare entities' patient engagement rates by making the voice channel an integral part of any omnichannel Customer Experience (CX) program. Integrated into major wireless networks, Enterprise Branded Calling delivers the trusted call content (caller name, logo and intent of call**) on an incoming call screen needed to motivate healthcare consumers to answer the phone. In the last decade, TNS has delivered more than one billion branded calls across US wireless carrier networks.

With Enterprise Branded Calling, this healthcare organization can improve its bottom line by expediting the patient communication process and improving call agent productivity.

- **An improved patient contact process:**
  Voice communications remain critical for this healthcare organization to the "buyer's journey." Potential customers and patients may first interact with other channels to acquire information and conduct due diligence, but it is often voice calls that are needed to convert. Any breakdown in reaching and engaging patients via voice represents a breakdown in the lead generation process. Enterprise Branded Calling rebuilds trust in voice so that healthcare organizations have more opportunities to engage with their patients.

- **Better call durations:**
  Enterprise Branded Calling can enable healthcare organizations to experience better call durations by presenting patients with brand information. Customers and patients that choose to answer the call have already decided to engage with the organization, therefore, an improved interaction can be expected.

- **Achieve Competitive Advantage:**
  Gain competitive advantage by providing customers and patients with helpful, rich call information on an incoming call screen. Effectively communicating with individuals, who may be overwhelmed by unwanted calls, can help create a significant advantage over competitors who have not yet deployed Enterprise Branded Calling.

*Kantar Survey – May 2022
**Logo and intent of call available in late 2022

Outcome

To explore the potential benefits for this healthcare organization, TNS conducted an extensive trial of wireless phone users. The objective was to determine the real-world impact healthcare branded calls would have on answer rates and the results were staggering.

The TNS Enterprise Branded Calling healthcare pilot split the organization's customers that were wireless phone subscribers into a "test" group and a "control" group. Calls to the "test" group were branded, while calls to the "control" group were not. Calls made to both groups originated from Tier-1 US wireless carriers.

The results affirmed the impact that TNS Enterprise Branded Calling would have on this healthcare organization's ability to reach its patient customers by phone, ensuring better outcomes for both patients and the business. The pilot has now converted to a live service, and with the organization able to make contact with customers in fewer calls, it is saving time and financial resources, in addition to providing its patients with a superior customer experience.

41% increase in answer rate

The difference was stark. TNS Enterprise Branded Calling increased that business' customer engagement rate (answer rate) by 41%.
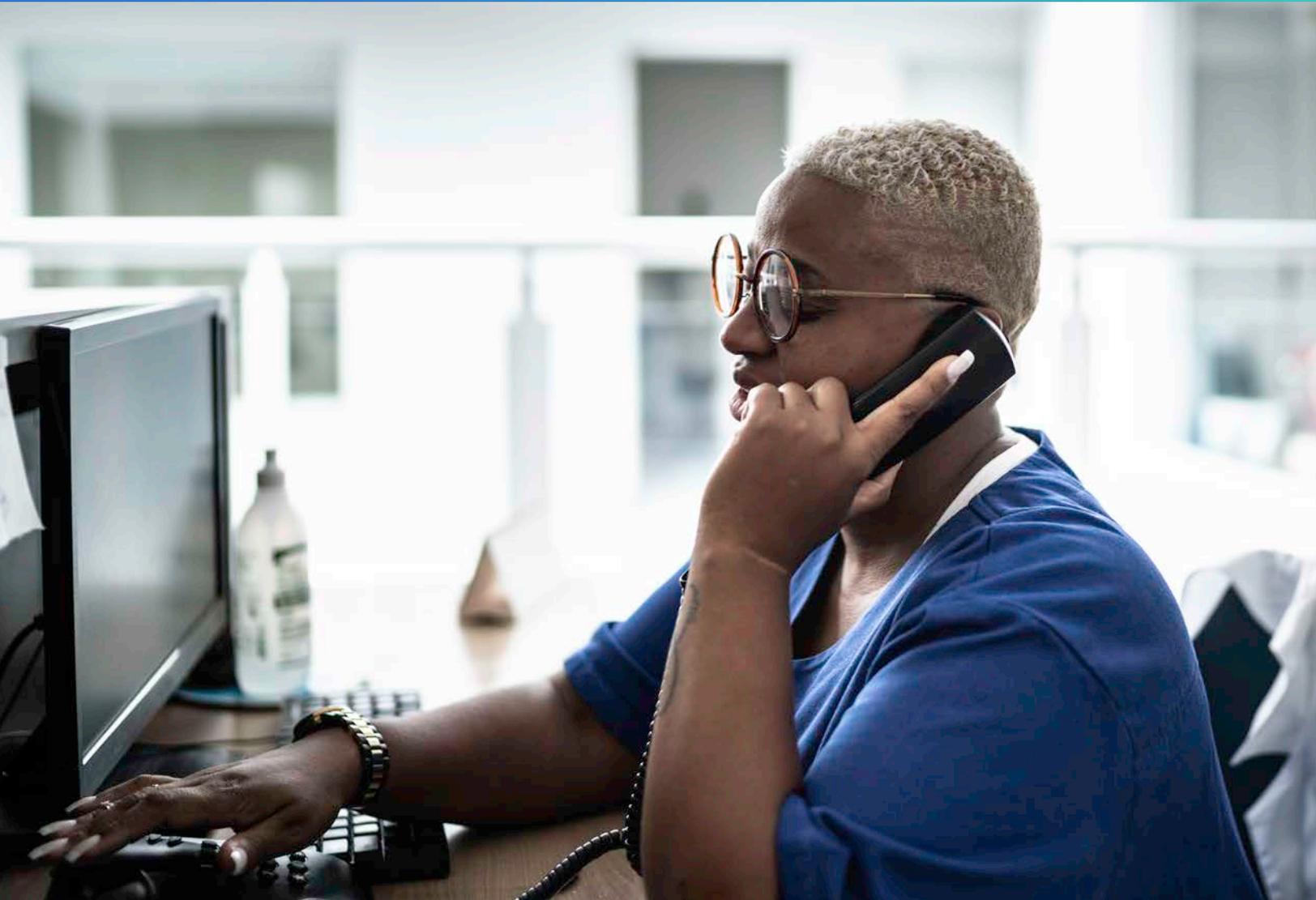
About TNS

✂ 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 healthcare organization, please contact our team.

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