

Enterprise Branded Calling Increases a Nonprofit's Call Answer Rate by 42%



Branded Calling Makes Critical Contribution to Successful Fundraising

A trial of TNS Enterprise Branded Calling increased a nonprofit's answer rate by over 40%. The organization wanted to better understand how branded calls might improve its donations generation process, as core to its fundraising efforts is voice calling campaigns to individuals who have shown prior interest in giving. Read on to learn more.

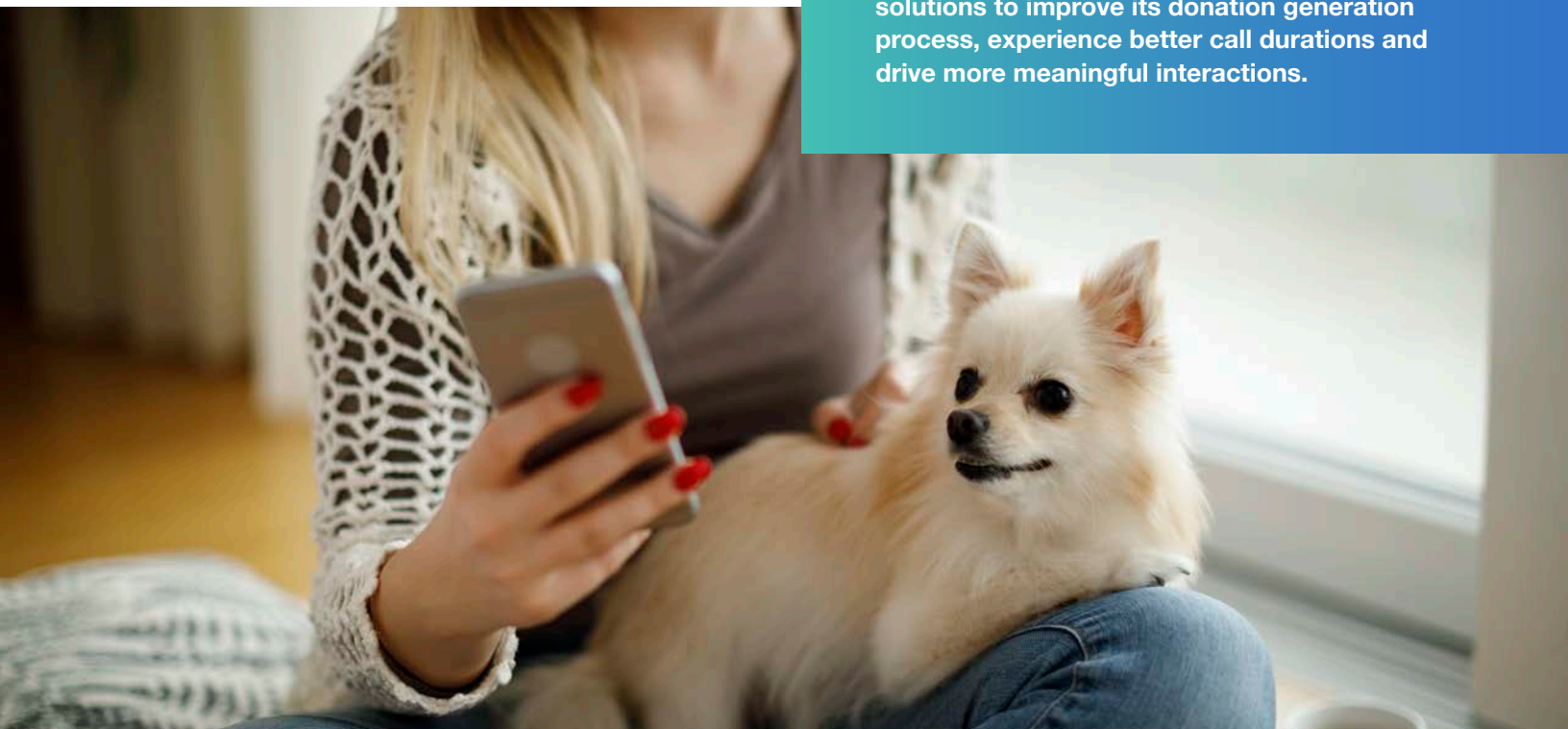
Voice calling has long been the lifeblood of nonprofits' fundraising efforts. The ability to raise critical funds for causes and to support operations depends on successfully reaching and engaging with individuals in a timely and efficient manner. Over the past few years, these efforts have been severely undermined due to the relentless barrage of robocalls.

Americans received 79 billion robocalls in 2021 alone, a crushing volume that explains why three-fourths of consumers never answer calls from an unknown number. As a result, many nonprofits have struggled to contact potential donors, a massive hindrance to these groups' fundraising.

Business Challenge

A nonprofit that works to ensure animals are treated respectfully by humans and protected by the law recently engaged with TNS. The organization wanted to better understand how branded calls might improve its "gifts" or donations generation process. Core to its fundraising efforts is voice calling campaigns to individuals who have shown prior interest in giving, what they quantify as "warm" leads. Unanswered calls restrict their efforts to secure additional gifts and maximize the number of successful calls their team can make in a day.

Nonprofits that rely on voice calling to reach their audience must proactively identify solutions to improve its donation generation process, experience better call durations and drive more meaningful interactions.

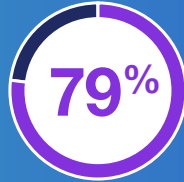


Solution

The impact branded calls have on consumers is clear. A recent TNS survey found that 78% of consumers are more willing to answer a call if they recognize the brand logo and name on their incoming call screen.

The more brand information nonprofits can provide on the incoming call screen, the more likely consumers will trust the call is legitimate and answer the phone.

79% of consumers want their carrier to provide more call information (brand name, logo) so that they do not miss legitimate robocalls.



TNS Enterprise Branded Calling – part of TNS’ broader Robocall Detection and Protection suite of products – can help improve call recipient 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 on an incoming call screen that motivates consumers to answer the phone. In the last decade, TNS has delivered more than 1 billion branded calls across US wireless carrier networks.

With Enterprise Branded Calling, this nonprofit has an opportunity to increase the number of gifts and donations it receives by improving the efficiency of its voice channel efforts and increasing the productivity of its fundraising team.

- **An improved donation generation process:**

Voice communications remain critical for this nonprofit’s ability to establish relationships with potential donors. While potential donors may first interact with other channels to determine what gift level is most appropriate for them to provide, voice calls often prove most successful in building relationships. Any breakdown in reaching and engaging donors via voice disrupts this process. Enterprise Branded Calling rebuilds trust in voice calls so that opportunities can be converted into more donations.

- **Better call durations:**

Enterprise Branded Calling can enable nonprofit’s call agents to experience better call durations with potential donors by presenting them with critical call information. Not only does this solution lead to improved interactions, it can help generate more gifts as individuals who choose to answer the call have already decided to engage with the organization.

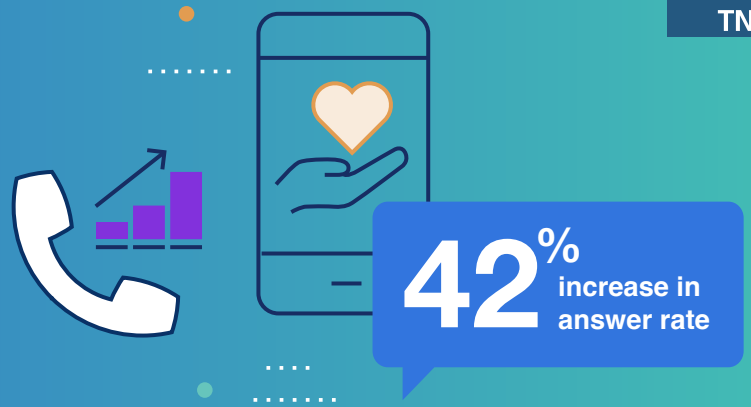


Outcome

TNS conducted an extensive trial of wireless phone users to determine the real-world impact branded calls would have on answer rates. This nonprofit participated in the study, and the results were overwhelming.

The TNS Enterprise Branded Calling pilot for the organization split 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.

These results confirm the impact TNS Enterprise Branded Calling would have on this nonprofit’s ability to reach prospective donors by phone.



The improvement was instantly noticeable. TNS Enterprise Branded Calling increased the business’ customer engagement (answer) rate by 42%.



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 nonprofit organization, please contact our team.

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tnsi.com/enterprise-branded-calling/