

# Consumer Demand Drives Adoption of Branded Caller ID for Hospitality and Retail Companies



An ebook from **TNS**

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Branded Calling  
Subscriber Survey Series



## Executive Summary

Throughout this eBook, **Consumer Demand Drives Adoption of Branded Caller ID for Hospitality and Retail Companies**, you will find valuable survey results and analysis from independent research commissioned by Transaction Network Services (TNS). It will help you understand why subscribers are not answering the phone and how branded calling could help any hospitality, travel and retail organization improve communications with customers and prospects.

### Introduction

**It can be challenging for many hospitality and retail businesses to enhance the customer experience and encourage brand loyalty due to low answer rates and a lack of trust in voice calling. Did you know 68% of US adults never answer a phone call from an unknown number? This inability to reach consumers to confirm upcoming reservations and trips, resolve complaints and provide order and delivery updates can impact conversion rates and, ultimately, the bottom line. Sound familiar?**

Yet, when subscribers were asked if they would answer a branded call from a company that they had previously given permission to contact them, 82% agreed, with 74% saying they would answer a branded call from a company that they had inquired about their services via an online form or requested a callback. Seventy-six percent say they have missed calls from unknown numbers they would have answered had they known who was calling them, with this figure increasing to 85% among the 35- to 44 age range.

In response, hospitality and retail organizations are deploying branded calling solutions such as TNS Enterprise Branded Calling to improve customer conversion rates and call durations, gain competitive advantage and increase answer rates. Therefore, it may not be surprising that 78% of US adults are more willing to answer a call if the caller ID displays the logo and name of a brand they recognize, with this statistic increasing to 85% when surveying 25- to 34-year-olds.



**Seventy-eight percent are more willing to answer a call if the caller ID displays the logo and name of a brand they recognize.**



## The Backdrop of Robocall Scams

To understand the need for branded caller ID, it's important to acknowledge how trust in voice calling has been eroded due to the onslaught of robocalls. Each year Americans receive billions of unwanted calls, some legitimate but many involving bad actors seeking to trick individuals into providing sensitive account and personal information for financial gain. As a result, subscribers are advised that the best practice is to never engage with unknown numbers.

When asked about the issue, nearly 70% (69%) of survey respondents said they are concerned about robocall scams that pose as retailers and claim a package is pending pickup or that they are due a refund. Sixty-six percent stated there has been an increase in delivery or package/mail robocall scams over the past 12 months.

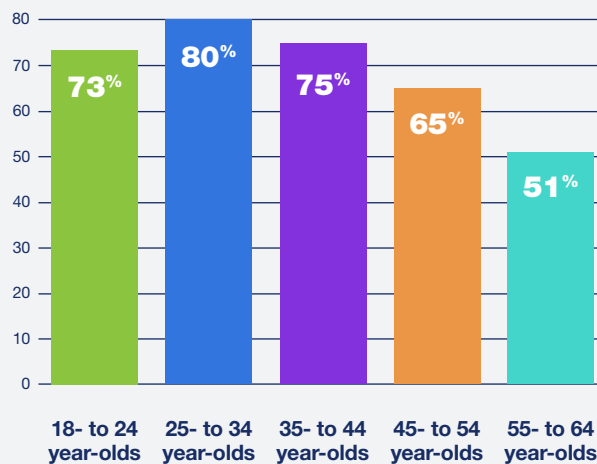
The lack of trust in voice calling has become a catalyst for low answer rates for hospitality and retail organizations, which the telecommunications industry is seeking to address with innovative new solutions such as branded calling. So, what happens when a brand logo and name appear on an incoming call screen? Sixty-nine percent said seeing this increases their trust in a call, which increased to a huge 80% when surveying 25- to 34-year-olds.

### A Leading Force on Robocall Protection

Working with more than 500 operators and over one billion daily call events across hundreds of carrier networks, TNS analytics generate the most accurate and comprehensive industry datasets simply because we see far more traffic than virtually any telecom enterprise in North America. For more information, visit [tnsi.com/solutions/communications/robocall-protection/](https://tnsi.com/solutions/communications/robocall-protection/)



Percentage of consumers who said seeing a brand logo and name on an incoming call increases their trust in the call.



## Branded Calling for Hospitality and Travel Companies

When hospitality and travel brands, such as restaurants, hotels, airlines and car rentals, provide more brand information on an incoming call screen, customers and prospects are more likely to answer the phone. Sixty-three percent of US adults would answer a call from hospitality/travel brands if the brand logo/name was displayed on their incoming call screen, with this figure rising to 72% when surveying 18- to 34-year-olds.

Branded calling can help travel and lodging companies more effectively and efficiently reach consumers to provide scheduling updates and share optional extras such as upgrades and excursions. Nearly three-quarters of survey respondents (71%) would answer a branded call from a hotel, airline or cruise line if they had scheduled or were planning a trip. Fifty-seven percent would be more willing to share personal information regarding hospitality stays and travel if the incoming call is branded with their logo and name, with 64% of 18- to 44-year-olds agreeing.

And finally, over half (53%) prefer to engage with a phone call rather than any other method with hospitality/travel brands (i.e., restaurant, hotel, airline, car rental).

Becoming an early adopter of TNS Enterprise Branded Calling can give a competitive advantage to many hospitality and retail brands (as you will see on the next page) looking to deliver a better customer experience and boost its bottom line. When it comes to converting leads into sales and offering upgrades and packages, or delivery updates and complaint resolutions, customers are more willing to engage with a branded call.



**Seventy-one percent would answer a branded call from a hotel, airline or cruise line if they had scheduled or were planning a trip.**





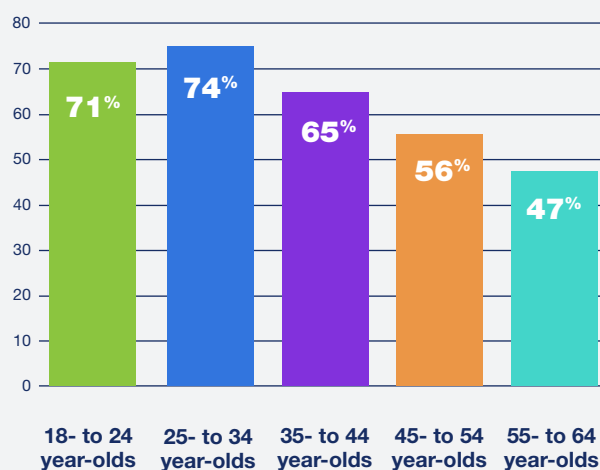
## Branded Calling for Retail and Delivery Firms

With millions of retail and food deliveries happening daily, the need for real-time engagement via phone calls for directions, status updates, reminders and customer service is imperative. This may be why 80% of US adults confirmed they would answer a branded call from a delivery company if they were expecting a shipment.

While 63% would answer a call from retail brands (i.e. food delivery services, big box stores and e-tailers) if the brand logo/name was displayed on their incoming call screen, this increased to 70% among 18- to 44-year-olds. When asking the same age group (18- to 44-year-olds) if they prefer to engage with a phone call rather than any other method (e.g., text message, email, etc.) with retail brands, 54% agreed.

Over half (53%) said they would be more willing to share personal information with retail brands if the incoming call is branded with their logo and name, with this figure rising to 67% when surveying 18- to 34-year-olds.

**Percentage of consumers who would answer a call from retail brands if a call was branded.**



## Why TNS Enterprise Branded Calling?

Established more than 30 years ago, Transaction Network Services (TNS) is a market leader in call analytics and robocall mitigation, supporting thousands of organizations across more than 60 countries. With 10 years of call identification experience, TNS handles over one billion daily call events from over 500 operators and has facilitated one billion+ branded calls.

TNS Enterprise Branded Calling allows healthcare organizations and insurance groups to provide helpful rich call information on an incoming call screen, empowering the receiver with the confidence to answer. This helps them improve call durations and increase answer rates, all while gaining an advantage over competitors who have not yet deployed the technology.

## 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



### Research Methodology

TNS commissioned KANTAR to undertake an Internet Omnibus Survey that covered 1,079 adults. It was conducted by online self-completion interview between May 4 – 8, 2023. These online surveys are designed to be nationally representative of adults interviewed and use a quota sample (age interlocked within gender and a regional quota). Post-fieldwork correctional weighting within age, gender and region has been used to ensure the representativeness of the survey.





**Want to know more about TNS Enterprise Branded Calling? Email [solutions@tnsi.com](mailto:solutions@tnsi.com) and a member of the team will be in touch or talk to your TNS account manager.**

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