

TNS Enterprise Branded Calling Helps Retailers Reach Customers During the Holiday Shopping Period and Beyond



Despite our best intentions and plans to start holiday shopping earlier, over half of us will still be searching for gifts in late December.¹ Therefore, December is a critical time for retailers to reach consumers, but getting through can be challenging.

TNS data shows that US consumers received 4.7 billion unwanted calls in December 2022 alone and a total of 61 billion over the last 12 months. No wonder consumers' trust in voice has eroded and answer rates are low from callers they don't recognize.

TNS Enterprise Branded Calling can help. Retailers can identify themselves on an incoming call screen, helping to boost their call answer rates and empowering the consumer to engage with the voice channel.

Consumers are increasingly shopping online and later in the year, increasing the importance of breaking through marketing noise this holiday.

\$1.9 Billion²

Retailers invested just under \$2 billion in digital advertising during the 2022 holiday season.



\$211.7 Billion

Consumers spent \$211.7 billion online between Nov. 1 – Dec. 31, 2022.



2023 Shopping Trends – Smartphones are Crucial

As retailers have increasingly embraced omnichannel commerce, the shopping experience has evolved. In 2023, smartphones played an integral role in a purchasing decision; **58% of US adults** use their device to shop online and research products and services. This number increases to **79% of US online shoppers** during the "Cyber 5" period.⁶



Increasing Answer Rates and Encouraging Consumer Engagement



With so much consumer activity expected online, retailers and their logistics and fulfillment partners face a busy period of shipping activity. However, getting through to consumers to provide status updates, delivery directions and customer service calls can be a challenge.

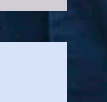
68% Sixty-eight percent of US adults never answer a phone call from an unknown number.⁷



69% Sixty-nine percent 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.⁷



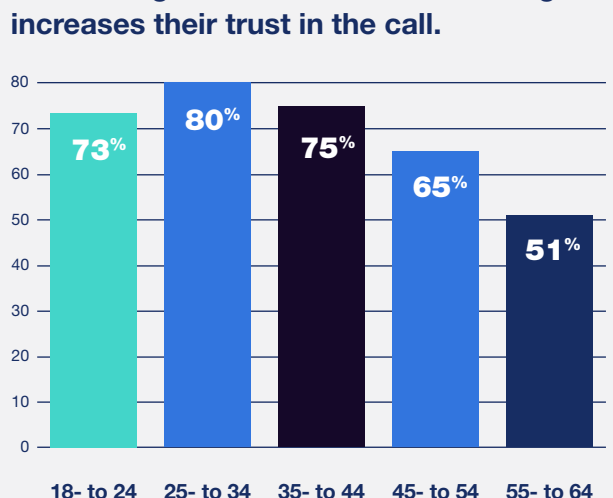
78% Seventy-eight percent of US adults are more willing to answer a call if the caller ID displays the logo and name of a brand they recognize.⁷



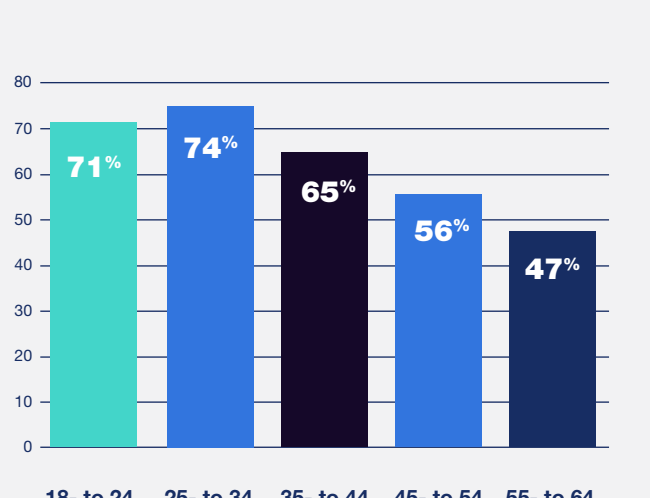
80% Eighty percent of US adults confirmed they would answer a branded call from a delivery company if they were expecting a shipment.⁷



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



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



TNS' proven track record developing and delivering billions of branded calls for millions of subscribers, means it is best positioned to help retailers facilitate a competitive advantage, help improve customer experience, and significantly increase conversion rates.

TNS Enterprise Branded Calling for Retailers



Over 1 Billion Branded Calls

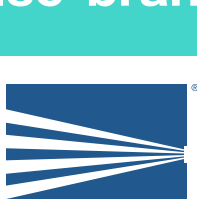
In the Last 10 Years
TNS has delivered more than one billion branded calls across US wireless carrier networks.

TNS Enterprise Branded Calling helps retailers communicate better with their customers every day and:

- Helps increase call answer rates giving customers the confidence to answer and engage with your agents.
- Helps to grow conversion rates: By answering a branded call, your customers have already chosen to engage with you.
- Improve call durations: Priming the customer with rich call information on-screen promotes efficient engagement and receptive conversations.
- Enjoy competitive advantage: Offer a rich caller experience and provide a level of customer service your competitors are overlooking.
- Maximize real-time engagement: Provide updates on services including status updates, delivery directions, reminders, and customer service calls.

To learn more about how TNS Enterprise Branded Calling can help your retail organization significantly improve call answer rates, visit our website.

tnsi.com/enterprise-branded-calling/retail



1. Deloitte, 2023 Deloitte holiday retail survey, downloaded available at 2023 Deloitte holiday retail survey | Deloitte Insights
2. Statista, available at https://www.statista.com/topics/9736/holiday-season-advertising-in-the-us/#topic-overview
3. Insider Intelligence, available at https://www.insiderintelligence.com/content/deals-ruled-2022-holiday-shopping-season
4. Truitt, 2023 Holiday Shopping Trends, available at Content - 2023 Holiday Shopping Trends (truitt.com)
5. McKinsey, available at https://www.mckinsey.com/industries/retail/our-insights/us-holiday-shopping-2023-consumer-caution-and-retailer-resilience
6. Forrester, available at https://www.digitalcommerce360.com/2023/09/20/forrester-holiday-shopping/
7. Kantar Survey 2023
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