

The Importance of Consumer Trust for Voice Calls and How Call Centers Can Improve It



Unwanted nuisance calls have significantly hindered trust in voice calls, which is why 68% of Americans never answer a phone call from an unknown number.¹ But when legitimate calls go unanswered, consumers miss valuable communications and can become frustrated trying to return calls, helping erode customer loyalty and trust. TNS Enterprise Branding Calling is the solution.

The Value of Trust



A poor caller experience can undermine trust in the brand. On the other hand, a positive customer experience improves trust and customer loyalty.

91% Ninety-one percent of business executives say their ability to build and maintain trust improves the bottom line.²

79% Seventy-nine percent of consumers say protecting their data is very important to building trust.²

58% Fifty-eight percent of consumers say they have recommended a company they trust to friends and family.²

27% While 84% of executives think customers highly trust their companies, only about 27% of their customers actually do.²



Trust Impacts the Customer Experience



When a customer has a positive call center experience, not only does their trust in a company improve, but their loyalty increases, too.

81%

Four out of five customers say a positive customer service experience increases the likelihood they'll make another purchase.³

61%

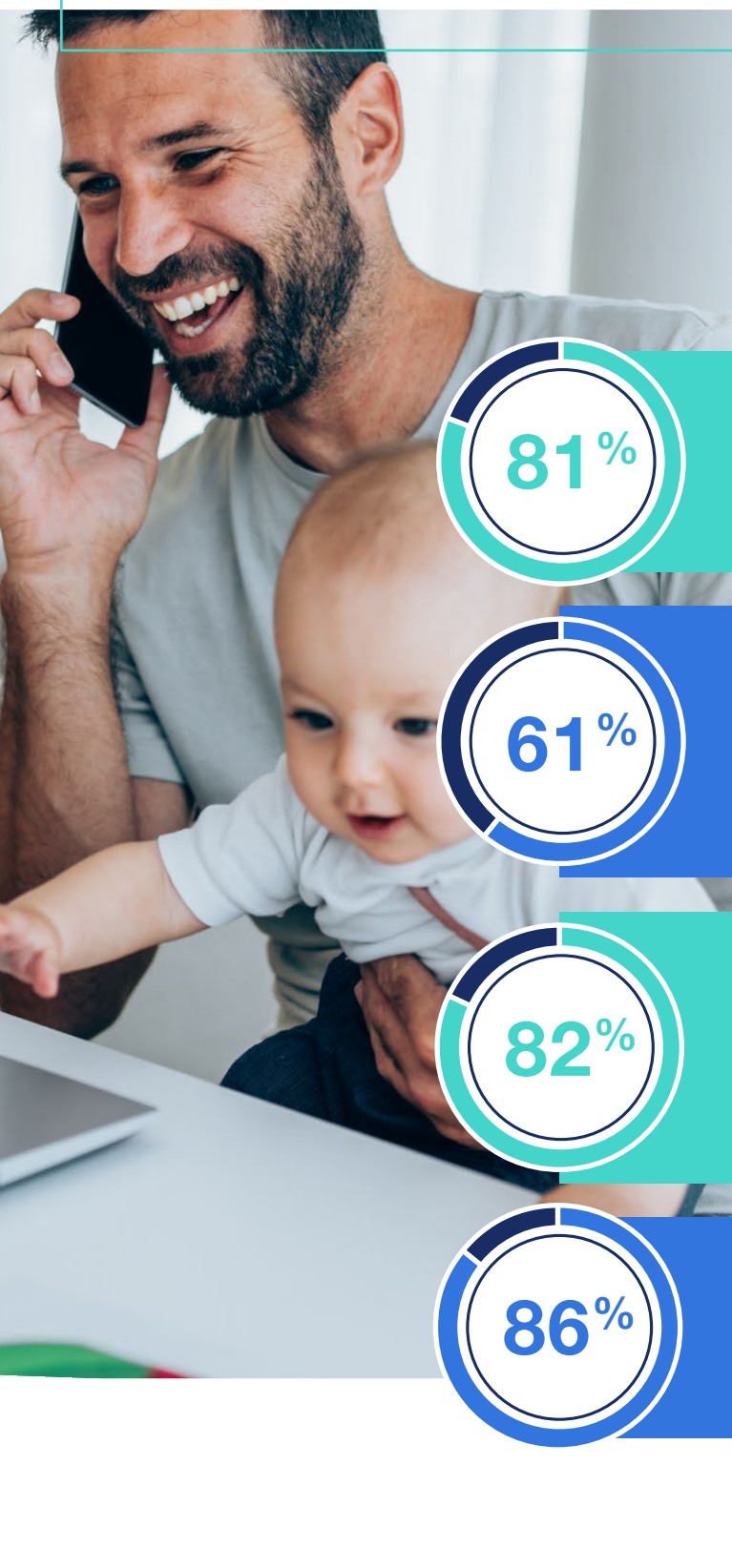
Sixty-one percent of executives ranked personalizing the customer experience as a high priority—more than any other loyalty activator.⁴

82%

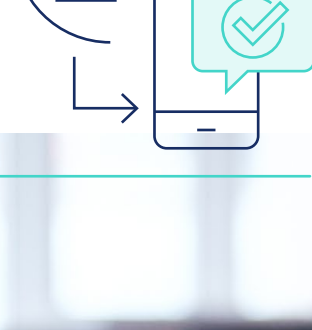
Eighty-two percent of respondents say they'd be willing to share some personal data in exchange for a better customer experience.⁴

86%

Eighty-six percent of consumers will leave a brand they trust after only two poor customer experiences.⁵



The Importance of Human Interaction



Human interaction has been shown to improve the customer experience, increasing the importance of call centers reaching consumers with voice calls.

57%

More than half of respondents prefer calling a company by phone, with email a distant second.⁶

59%

Fifty-nine percent of consumers say they only want to interact with human representatives,⁶ 66% of those consumers expect a response within five minutes.



The Importance of Enterprise Branded Calling



By restoring consumer trust in voice calling, answer rates increase, business revenues can go up, and the customer experience can be elevated.

A recent survey of US adults¹ revealed that –

68%

Sixty-eight percent never answer a phone call from an unknown number.

78%

Seventy-eight percent would be more willing to answer a call if the caller ID displayed the logo and name of a brand they recognize.

76%

Seventy-six percent have missed calls from unknown numbers they would have answered had they known who was calling them.

69%

Sixty-nine percent feel that seeing a brand logo and name on an incoming call increases their trust in the call.

TNS' trusted and proven track record developing and delivering branded calling solutions to market means it is best positioned to help enterprises improve the customer experience, empowering customers with the confidence to answer while providing better interactions and engagement.

The Benefits of TNS Enterprise Branded Calling



Helps Increase Answer Rates

Customers, prospects and partners are much more likely to pick up a branded call.

Restores Trust

A branded experience improves the customer experience and builds trust by letting the consumer know the call is legitimate.

Helps Grow Revenue

Unanswered calls can lead to missed appointments and service calls.

Boosts Customer Engagement

With branded calling, customers are more engaged and ready to listen.

Extensive Coverage

Available without an app download, on 300m+ Android and iOS devices across the Verizon Wireless, AT&T and T-Mobile networks.



TNS has more than 30 years' experience in call identification and has facilitated one billion+ branded calls across major wireless carriers.

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

tnsi.com/enterprise-branded-calling



1. Kantar Survey, 2023
2. PricewaterhouseCoopers, 2023 Consumer Intelligence Series Survey on Trust
3. Zendesk, What is Customer Experience? 2023
4. Pricewaterhouse Coopers Customer Loyalty Executive Survey 2023
5. Businesswire, 2022
6. Hubspot Survey, 2022