

TNS Enterprise Branded Calling Helps Food Delivery Companies Devour Higher Answer Rates

Food companies rely on phone calls to confirm customer orders, provide updates, check on delivery directions and more. Unfortunately, more than two-thirds of consumers won't answer calls from numbers they don't recognize. TNS Enterprise Branded Calling provides a solution that improves answer rates and builds customer trust.

Big Game, Big Eating



As friends and fans gather to watch the Super Bowl, Sunday, February 11, will be one of the busiest days of the year for food delivery.

200 Million

More than 200 million people watched at least some of the big game in 2023.¹



48 Million

1 in 7 (or 48 million) Americans will order takeout or have food delivered on game day.²



Big game consumption of some of the most popular foods.

12.5 M

Pizzas²

14 B

Hamburgers²

1.33 B

Chicken Wings³

10 M

Ribs⁴

2.37 M

Soda⁴

60%

Pizza accounts for nearly 60% of all takeout orders during the game.²



2,400

The average person will consume 2,400 calories while watching the big game and 6,000 calories the entire day.⁵



Every Day Delivery



The world thrives on home delivery, and not just during football Sundays.

57%

Fifty-seven percent of global consumers purchase takeout food up to three times a week.⁶

\$221.65

The global online food delivery market size was more than \$221 billion in 2022.⁷

\$61 Billion

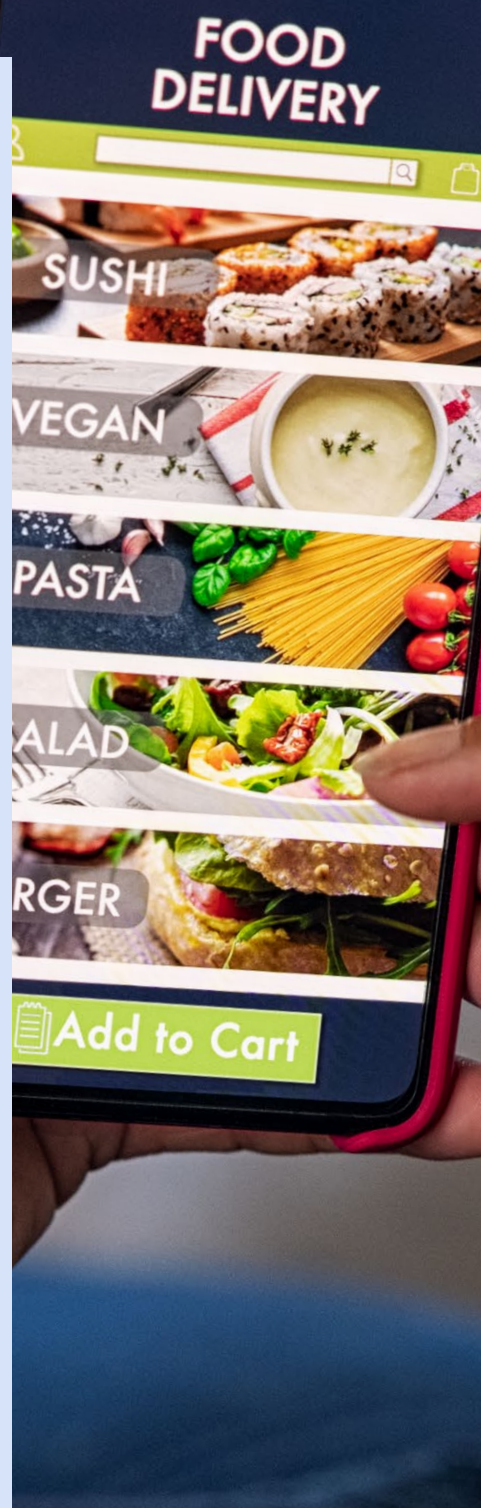
The US online food delivery market is forecasted to reach a value of \$61.35 billion by 2032.⁸

300%

Digital ordering and delivery are growing 300% more than dine-in traffic (according to Revolving Kitchen).

\$365 Billion

US experts forecast food delivery sales to grow annually by nearly 20%, reaching \$365 billion worldwide in 2030.⁹

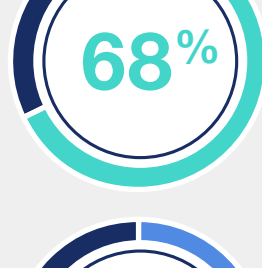


The Importance of Enterprise Branded Calling

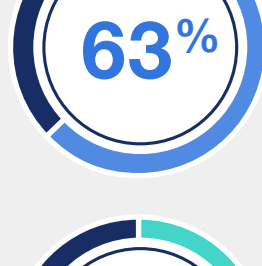


By restoring consumer trust in voice calling, answer rates increase, business revenues can go up, and the customer experience can be elevated.

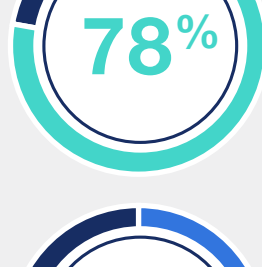
A recent survey of US adults¹⁰ revealed that –



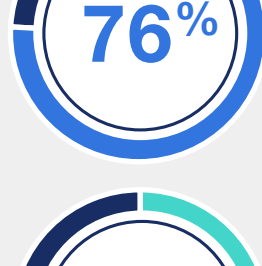
Sixty-eight percent never answer a phone call from an unknown number.



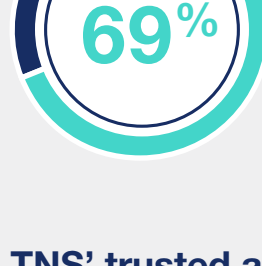
Sixty-three percent would answer a call from a retail brand, such as a food delivery service, if the brand logo and name were displayed on their incoming call screen.



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.



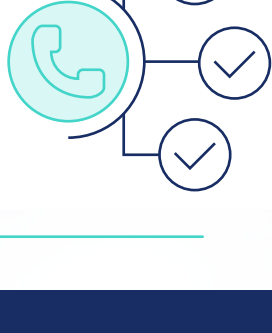
Seventy-six have missed calls from unknown numbers they would have answered had they known who was calling them.



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.

Protects Your Brand

With a branded call, you maintain complete control over how your brand is presented.

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/

