

# Restore Trust to Voice: Give Your Business a Competitive Edge

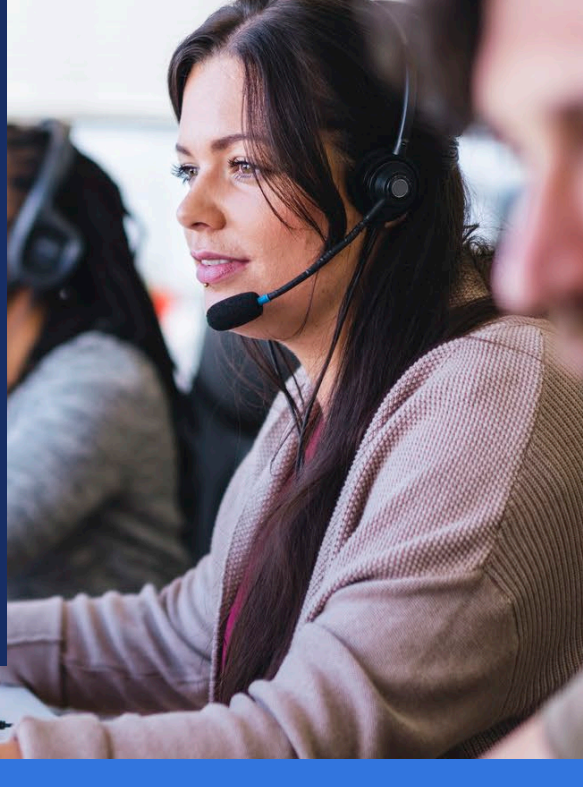
Many enterprises are searching for ways to reach their audience on the phone and re-establish trust in the voice channel. However, due to the overwhelming volume of spoofed and unwanted robocalls, consumer call responsiveness is low. TNS' data suggests that three out of four American consumers won't answer calls from unknown numbers.

TNS can help businesses cut through the robocall noise and establish a genuine competitive advantage.

## Protect Your Customers and Your Enterprise's Reputation



TNS Enterprise Authentication verifies the call is legitimate and only displays branded information if legitimate, while TNS Spoof Protection helps prevent bad actors from using your number. This helps turn the unknown into the trusted and accepted, helping restore trust in the voice channel. TNS Enterprise Branded Calling provides rich call information, including a company logo and name, on the call recipient's incoming call screen.



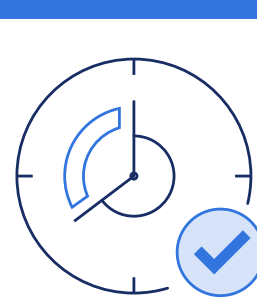
78%

78% of consumers are more willing to answer a call if the Caller ID displays the logo and name of a brand they recognize.

87%

87% of US consumers believe that the businesses they use should do more to protect customers.<sup>1</sup>

## Optimized Call Durations



When calls are answered with confusion and skepticism it is difficult for the call agent to engage customers, with TNS Enterprise Authentication and Spoof Protection you can reduce the amount of time spent on security protocols, optimizing call duration and agent productivity.

Reduce time spent verifying the call is legitimate with rich call information on the customer's caller ID screen.

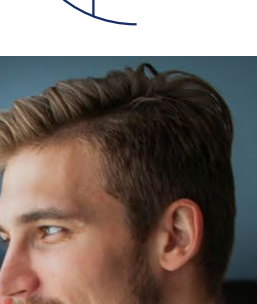
Engage customers earlier by diving into the purpose of the call more quickly, which can lead to more engaged customers and optimized call durations.

Help increase conversion rates and call outcomes by restoring trust to the voice channel.

Improve customer experience and potential upsides in profitability through more deeply engaged customer conversations.



## Improved Call Answer Rates



'High touch' verticals such as finance, healthcare and retail could benefit from the brand recognition and trust offered by the rich call information offered by TNS Enterprise Branded Calling.

41%

Boost in call answer rates for a nationwide healthcare provider who implemented our branded caller ID solution.

## 3 out of 4

Seventy-six percent of American consumers say they would have answered calls from unknown numbers if they had known who was calling them – rich call information provides the recipient with more reassurance to answer the call.

## Increased Efficiency

Access insights and data that address issues such as repeat calls caused by low answer rates to help boost agent productivity and efficiency.

## A True Competitive Edge



133% One financial services firm successfully increased their customer engagement rate by 133% when using Enterprise Branded Calling as part of its lead generation activities.








25%

A direct-to-consumer organization saw an increase of 25% that a customer would continue to explore solutions with them, or a partner, when calls were validated with rich call information.

## Why Choose Enterprise Branded Calling



TNS Enterprise Branded Calling can put your organization's name, logo and the purpose of the call on a cell phone display screen, and can:

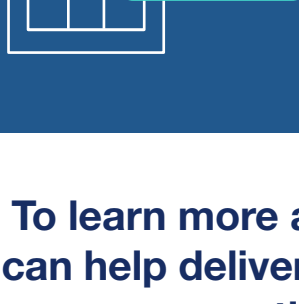
-  Increase Answer Rates
-  Restore Trust in Your Calls
-  Help Enhance the Customer Experience
-  Help Improve Conversion Rates
-  Help Increase Call Agent Productivity
-  Leverage the Latest Cutting-Edge Branding Technology
-  Help Protect Your Brand Reputation

## 300M+ DEVICES

TNS Enterprise Branded Calling is available without an app download on 300M+ Android and iOS devices across the Verizon Wireless, AT&T Wireless and T-Mobile Networks.

## OVER 1.5 BILLION DAILY CALL EVENTS

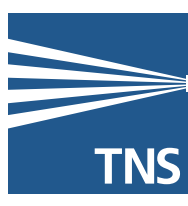
TNS handles over 1.5 billion daily call events from over 500 operators.



Explore how Enterprise Branded Calling can impact your profitability and efficiency with our new [ROI and Hours Saved Calculator](#)

To learn more about how TNS Enterprise Branded Calling can help deliver a better customer experience and provide a competitive advantage for your business visit:

[tnsi.com/enterprise-branded-calling/](https://tnsi.com/enterprise-branded-calling/)



1. Kantar Survey, November 2023

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