How TNS Enterprise Branded Calling Helped a Marketing Company Better Engage with Consumers

Branded Calling Helps Improve Performance

A California-based marketing company uses voice calling to reach consumers for its performance-based and search engine marketing services. The company was frustrated by a lack of customer engagement with wireless consumers, so they added TNS Enterprise Branded Calling to improve it. Read on to learn more.

A marketing company with offices in California and India works with eight global brands in financial and insurance services, including personal loan lenders and credit card issuers, helping them connect with consumers. Voice calling is one of the most effective tools they utilize for campaign management and ultimately find high-intent prospects.

Business Challenge

The marketing firm experienced a challenge many companies share: getting through to consumers and keeping them engaged. Consumers, faced with a barrage of daily robo and spam calls, are understandably reluctant to answer the phone from numbers they don't recognize. When they answer the phone, they don't trust the caller, resulting in short call durations with little engagement.

The rise in 'deepfake' robocalls—cloning the voice of a loved one to gather personal information, steal money or spread misinformation—has increased consumer voice call wariness. In fact, 73% of consumers are concerned about AI-generated deepfake robocalls that mimic the voice of a loved one to try to scam them out of money.

Solution

The marketing company identified TNS Enterprise Branded Calling as a viable solution to alleviate caller trust concerns. TNS Enterprise Branded Calling adds rich call information and company identification to the caller screen, such as a logo and company name. By making callers more comfortable with calls, answer rates soar, and so does customer trust. The result is customers who are more open to conversation and ready to engage.

One of the advantages of TNS Enterprise Branded Calling is its advanced flexibility. Each of the eight individual brands served by the marketing company needed unique caller identification information, including its logo. TNS Enterprise Branded Calling can support multiple brands, each uniquely identified, from within one call center operation.

>50%

In a recent TNS survey, over half of all respondents had received, or knew somebody who had received, an AI-generated deepfake robocall.

70%
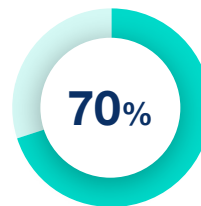
Nearly **seventy percent** of customers are more likely to trust a call featuring a logo and a company name, according to TNS-commissioned research.

Outcome

After TNS Enterprise Branded Calling was implemented, answer rates improved by **14%** but even more impressively, their calls' average and median length improved by nearly **25%**.

|	Pre-Branding	Post Branding
Answer Rate	9.7%	11.1%
Average Duration of Answered Calls	95 seconds	117 seconds
Median Duration of Answered Calls	25 seconds	31 seconds

This increased call length reflected consumers' mindsets when they received the marketer's calls. With increased trust, they were more inclined to listen and engage. This gave the marketer the ability to extract the critical information it needed to gather, such as the consumers' opinions and preferences.
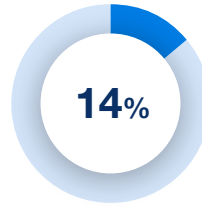
14% Increase in answer rates with TNS Enterprise Branded Calling.
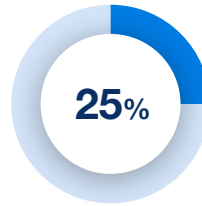
25% Increase in call length with TNS Enterprise Branded Calling.
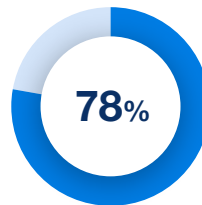
78% **Seventy-eight percent** of US adults are more willing to answer a call if the caller ID displays the logo and name of a brand they recognize, according to TNS-commissioned research.

Enterprise Branded Calling from TNS can help:

Increase conversion rates

Improve call outcomes

Achieve competitive advantage

Increase answer rates

Restore customer trust

Improve the customer experience

Lead to ROI

About TNS

Established more than 30 years ago, TNS is a market leader in call identification and robocall mitigation, and provides an end-to-end ecosystem for protecting and restoring trust in voice calling. TNS analyzes over 1.5 billion call events across more than 500 operators every single day, enabling enterprises to protect their brand and consumers.

To learn how TNS Enterprise Branded Calling can help transform your financial services organization, please contact our team.

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