TNS ENTERPRISE BRANDED CALLING

TNS Enterprise Branded Calling helps restore trust and increase contact rates with the consumers that enterprises are trying to reach.

- Increase contact rates by displaying brand name

- Improve conversion and sales rates

- Reduce acquisition costs

- Increase brand identity

- Spam remediation

- Improve customer satisfaction scores

- Improve turnover rates

Stand out from the usual spam noise

Brand recognition is vitally important and enterprises spend years building and promoting their brands. However, independent research commissioned by Transaction Network Services identified that **68% of customers** won't answer a call from an unknown number. To help increase contact rates, enterprises need a way to incorporate their brand into outbound calling campaigns.

TNS Enterprise Branded Calling, from Transaction Network Services (TNS), provides brand identity with each call, giving customers the information they need to know the caller. The solution provides helpful information on an incoming call screen that allows an enterprise to stand out from the usual spam noise. Providing this identification to consumers can increase contact rates, decrease wasted time for outbound calls, generate higher conversion rates, and improve the customer experience.

An award-winning solution, Enterprise Branded Calling works seamlessly with Avaya products through pre-integration with a branding request. It is available, without an app download, on 300m+ Android and iOS mobile devices across the Verizon Wireless, AT&T Wireless, and T-Mobile networks.

*TNS Research, May 2023

Features

- Service implementation and management for vetted telephone numbers.

- Display brand name on devices across the Verizon Wireless, AT&T Wireless, and T-Mobile networks.

- Dedicated Customer Service Manager and Account Manager.

- Business Insights on current available data showing number of branded and unbranded outgoing calls.

Benefits

- Deliver name information for consumer awareness, helping raise brand recognition and mitigate against spoofing.

- Connect with customers that are interested, which can increase contact, conversion, and sales rates, and improve customer satisfaction.

- Close with fewer calls, helping reduce acquisition costs and raise employee satisfaction.

Learn More

To learn more about Avaya solutions and DevConnect Technology Partner Transaction Network Services, contact your Avaya Account Manager or authorized Avaya reseller.

About Transaction Network Services

TNS is a global provider of Infrastructure-as-a-Service (IaaS) solutions to the financial, communications, and payments markets. Established more than 30 years ago, its extensive portfolio of innovative, value-added services supports thousands of organizations across more than 60 countries to interact efficiently, conducting mission critical processes securely and adopt new technologies flexibly. TNS' state-of-the-art, scalable, and secure communications solutions make TNS a leader in an increasingly connected world.

Headquartered in Reston, Virginia, USA, TNS has offices in 32 countries across the globe including the United Kingdom, Ireland, Italy, Spain, Germany, Brazil, Japan, Hong Kong, Malaysia, Singapore, South Korea, India, Australia, and more.

In 2021 TNS became a wholly owned subsidiary of Koch Equity Development LLC, the investment and acquisition arm of Koch Industries. For more information, please visit **tnsi.com**.

About DevConnect

DevConnect is Avaya's developer and technology partner program, an integral network of Avaya experts, partners, developers, and customers. This global collaborative is well positioned to deliver the next-generation customer and employee experiences businesses need to turn moments into experiences that matter. Membership in the DevConnect program offers access to a wide range of developer resources including documentation APIs and SDKs. Technical support and training, as well as compliance testing and co-marketing benefits are available to enhanced level members. To learn more or register for membership, visit **www.avaya.com/devconnect**.

About Avaya

Businesses are built by the experiences they provide, and every day, millions of those experiences are delivered by Avaya. Organizations trust Avaya to provide innovative solutions for some of their most important ambitions and challenges, giving them the freedom to engage their customers and employees in ways that deliver the greatest business benefits.

Avaya contact center and communications solutions power immersive, personalized, and unforgettable customer experiences that drive business momentum. With the freedom to choose their journey, there's no limit to the experiences Avaya customers can create.