TNS

How Verizon Protected Its Reputation and Dialed Up Higher Answer Rates with TNS Enterprise Branded Calling

Branded Calling Restores Consumer Trust

When Verizon discovered its 1-800 sales line was being targeted by scammers, it turned to its long-term robocall mitigation partner TNS to deploy the latest technology to help protect customers, reduce fraud and keep its reputation intact. TNS Enterprise Branded Calling was the solution. Read on to learn more.

Verizon takes pride in its reputation for excellent customer service and protection, so was quick to identify when call spoofing activities hijacked the company's name and the number of one of its main call centers. Customers and prospects answering calls that they thought were from Verizon were instead targeted by malicious actors attempting to commit fraud. With Verizon relying on voice calls to reach current and prospective customers, identifying and eliminating these spoofed calls became an immediate priority.

Business Challenge

Customers are wary of answering unidentified calls—in fact, 68% of customers say they will never answer a phone call from an unknown number. One way malicious actors skirt that problem is with call spoofing. This is when a caller disguises their identity by intentionally displaying a false phone number and/or name on the Caller ID.

When calls are spoofed using the name and number of a respected brand, customers lose trust and grow wary of answering even legitimate calls from that company. The problem can be even worse for consumers who may be tricked into providing personal information or money.

It's been estimated that as many as one out of every 10 calls is a spoofed or scam call. Losses from these calls run in the billions of dollars.

Solution

Verizon began internally monitoring traffic to identify the spammed calls while working closely with TNS to devise a strategy that would target the issue efficiently and consistently. TNS Enterprise Branded Calling, a new technology which added the company's name and logo to the call center's outbound Caller ID, was selcted to differentiate legitimate calls from spoofed calls and increase customer trust and willingness to answer.

78%
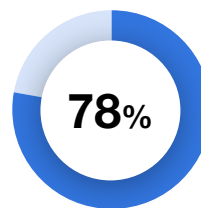
Seventy-eight percent of customers are more willing to answer a call if the caller ID displays the logo and name of a brand they recognize, according to TNS research.
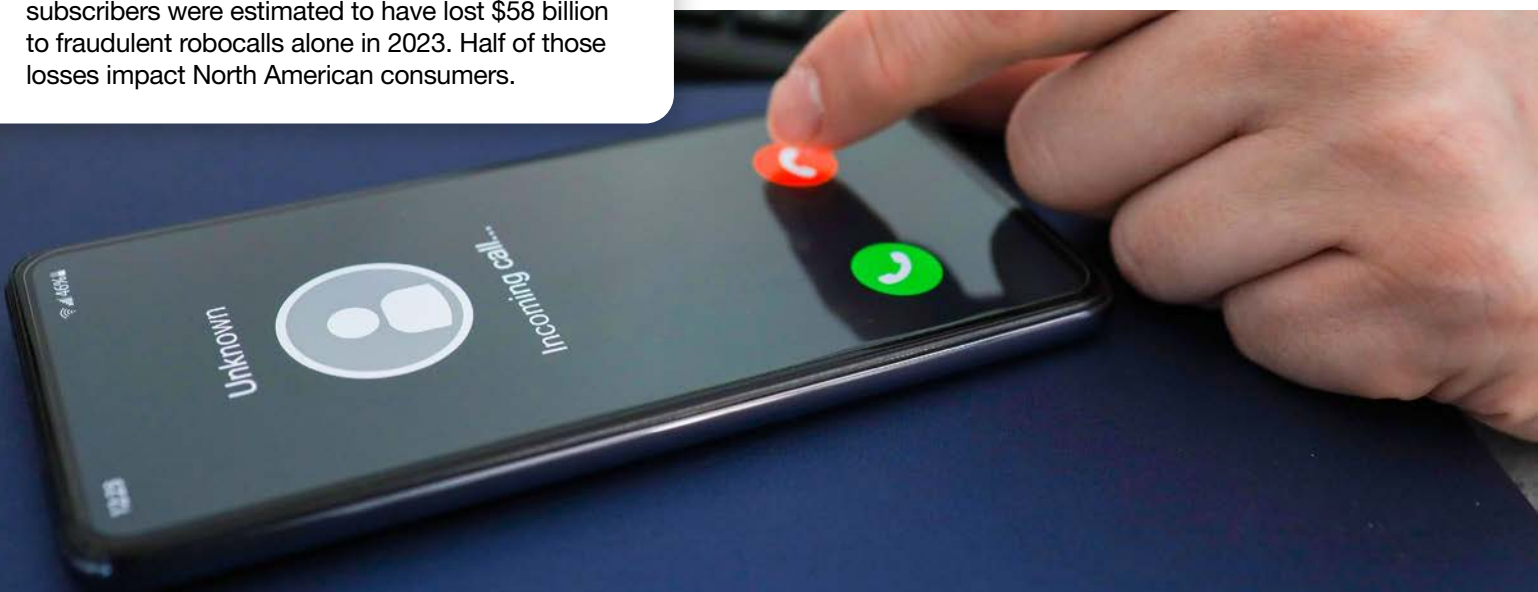
$58 Billion

According to Juniper Research, global mobile subscribers were estimated to have lost $58 billion to fraudulent robocalls alone in 2023. Half of those losses impact North American consumers.

Outcome

The use of Enterprise Branded Calling resulted in a 25% jump in Verizon's call center's sales line answer rates. Because these calls restored trust, call durations also increased. This is particularly important for sales calls, as it indicates a prospect is more engaged and ready to participate in a conversation.

Due to the immediate success of its program, Verizon is now working collaboratively with TNS to expand Enterprise Branded Calling to cover more lines and outbound calling campaigns. Verizon has many outbound telephone numbers, which requires a structured approach, but for a branded calling leader like TNS, however, this complexitiy is not a problem.

In order to strengthen its protection of customers further, Verizon is now also rolling out Enterprise Authentication, an additional service from TNS that pinpoints the origin of each phone call. This service validates if a call originates from its identified number; when it doesn't, the call is immediately blocked from going through.
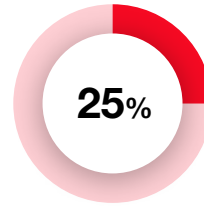
25% — Increase in answer rates with TNS Enterprise Branded Calling.

**4x** — Increase in median call duration with TNS Enterprise Branded Calling.
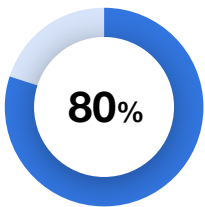
80% — **Eighty percent** of US adults aged 25-34 agree that seeing a brand logo and name on an incoming call increases their trust in the call.

Verizon noted that when calls get answered, not only is the customer experience improved but the agent experience is more enjoyable and productive too.

"Restoring trust and improving our customer experience is extremely important to Verizon. Through a partnership with TNS we are able to restore that trust and increase customer engagement and satisfaction by authenticating and branding outbound calls to our customers."

Tom Hessel, Associate Fellow - Network Services, Verizon
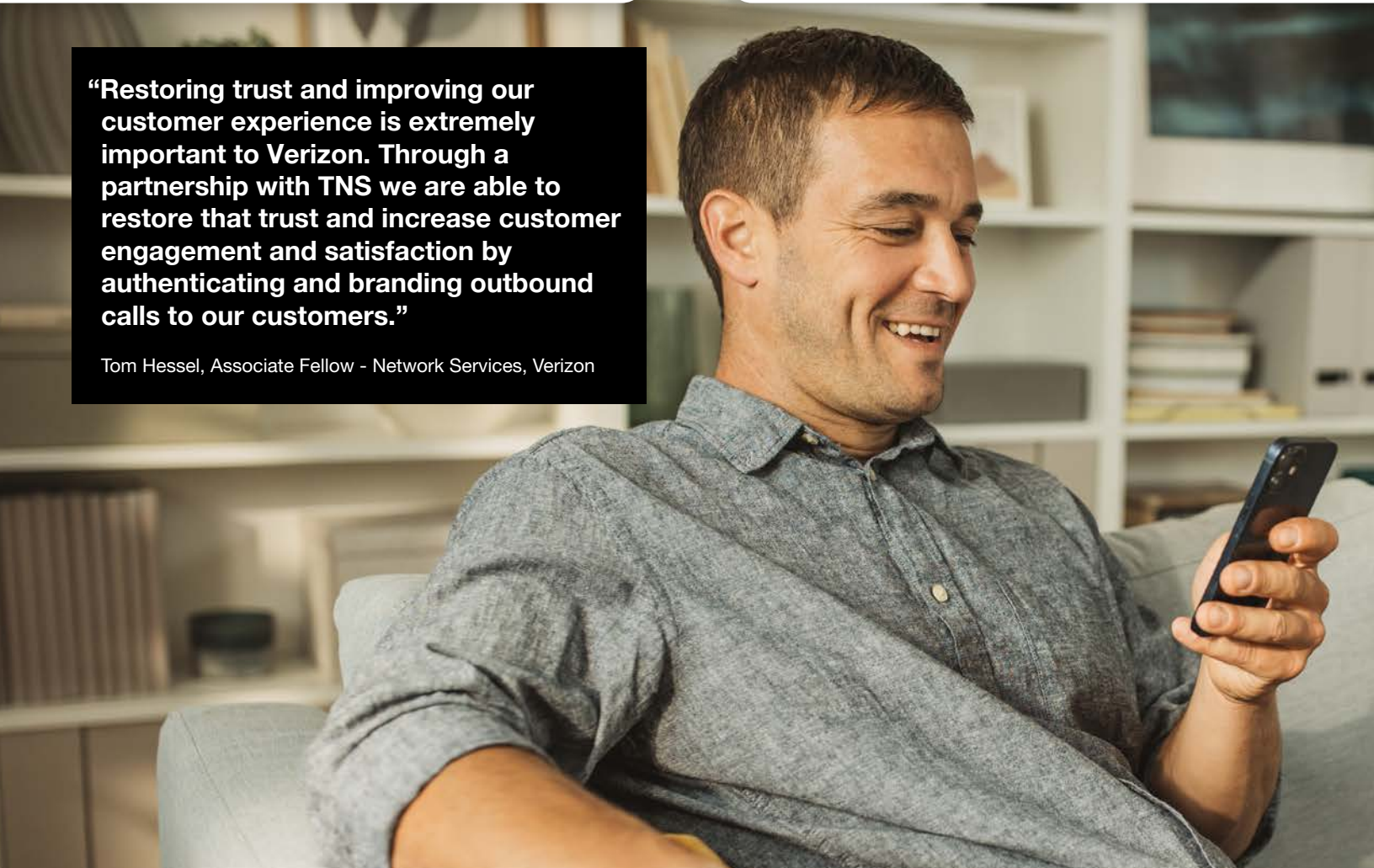
Enterprise Branded Calling from TNS can:

- 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.

solutions@tnsi.com
tnsi.com/enterprise-branded-calling