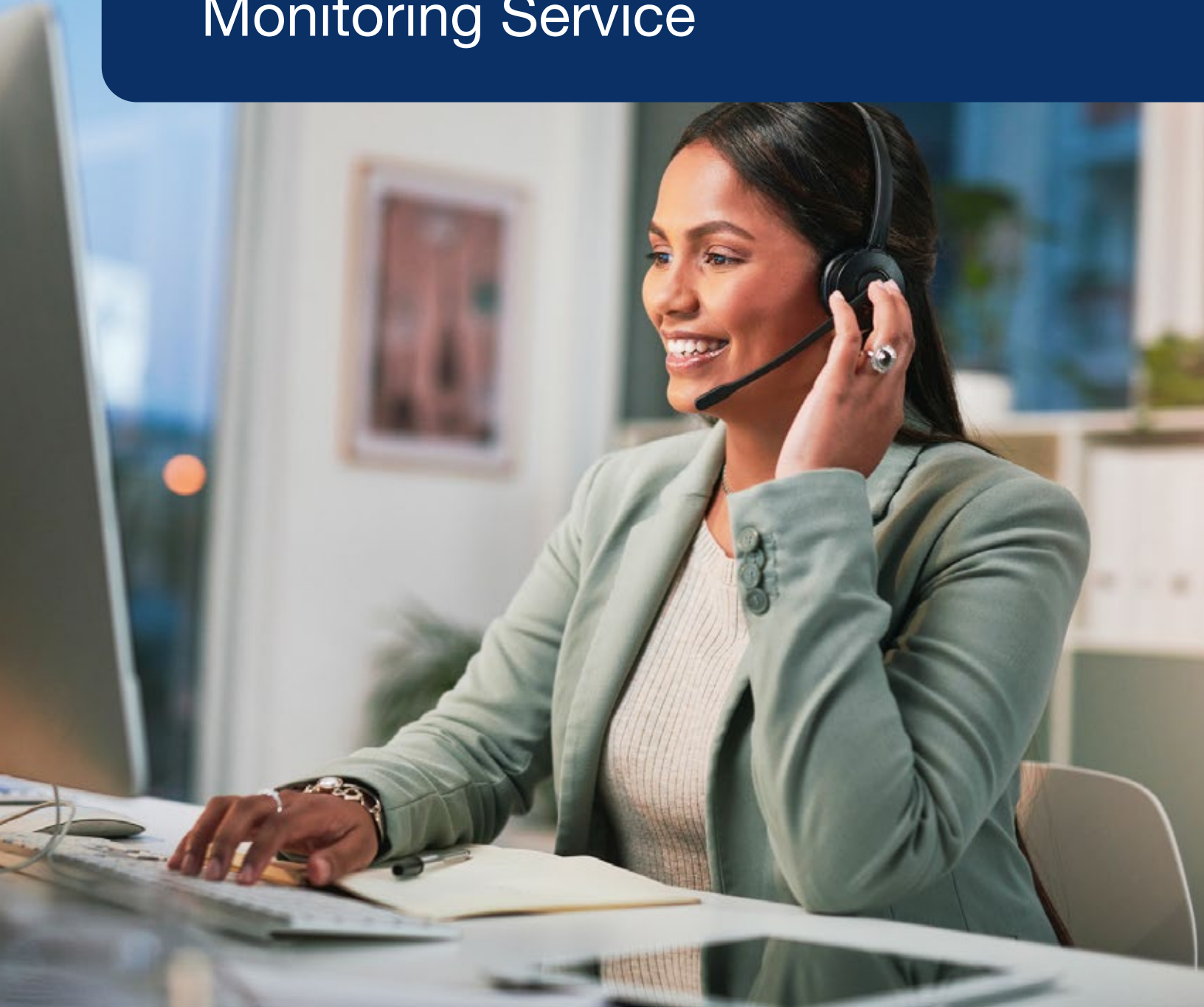# Nationwide Senior Care Referral Service Overhauls Its Outbound Calling Practices With TNS Telephone Number Reputation Monitoring Service

TNRM Helps Restore Voice Channel Reputation for Care Referral Service

When a senior care referral service was faced with lawsuits and a backlash due to its calling practices, it was time to find a solution that would help to support its outbound telephone numbers no longer being mislabeled. To deliver this reputational overhaul, TNS stepped in with its Telephone Number Reputation Monitoring (TNRM) solution to help improve the customer care referral service's telephone number reputation score and to help reduce the risk of negative call labeling that was damaging its outbound calling.

When industry best practices in outbound calling are not followed, any company runs the risk of having its telephone numbers classified as spam, scam or robocall. Having already faced a lawsuit for Telephone Consumer Protection Act non-compliance, the senior care referral service needed to implement a solution to improve its brand reputation, increase call answer rates and improve trust in the voice channel.

Business Challenge

It was difficult to contact the patients and families of those needing assisted care facilities due to its telephone numbers being labelled as spam calls.

Previous lawsuits levied against the company due to non-compliance with telemarketing laws meant that its telephone numbers had negative reputational scores, which in turn meant these numbers were more likely to trigger spam labelling by call analytic engines.

When patients and their families registered interest in the company's services, the company's calls to these prospective patients and families would often go unanswered due to the negative labelling of the calls.

Unanswered calls could mean that senior citizens were losing out on places in care facilities at a time when they needed these the most.
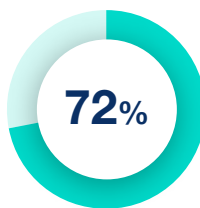
72% — **Seventy-two** percent of US adults never answer a call from an unknown number.[1]
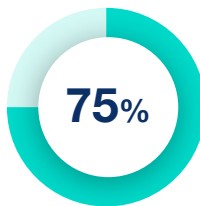
75% — **Seventy-five** percent of US adults say they have missed calls from unknown numbers that they would have answered had they known who was calling them.[2]

Solution

To help restore a positive reputation for its telephone numbers, the senior care referral service enlisted the support of TNS' Telephone Number Reputation Monitoring service. This solution can help enterprises reduce call mislabeling help mitigate damage to their brands and help improve call answer rates.

TNRM assists enterprises to understand the reputation of their registered telephone numbers and how these are perceived by consumers. The solution includes a mechanism to redress a telephone number's reputation profile so subscribers will be more likely to answer wanted calls from an enterprise.

The solution also helps ensure that calling best practices are followed and provides real-time scoring, which alerts the enterprise when problems with telephone numbers occur, such as being labeled as spam.

TNRM users can also request crowd-sourced feedback on specific telephone numbers to further understand brand reputation from their outbound calling activities. The breadth of insights and feedback from TNRM, as well as real-time analytics and alerts, provides enterprises with a 'white glove' service that helps to bolster their outbound calling practices and brand reputation all in one solution.

Outcome

Within three weeks of deploying the solution, the senior care referral service was able to increase its outbound call volume by 9%. Importantly, and despite the higher call volume, crowd feedback showed that negative feedback from these calls reduced by 25% while neutral feedback doubled, improving their reputation at the same time.
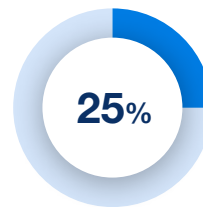
25% Negative feedback dropped by **25%**.

Deploying TNRM has allowed this organization to improve its calling practices and address its previous regulatory compliance concerns while enhancing its engagement with its customers.
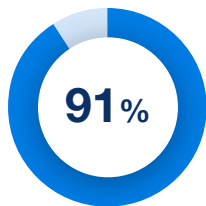
91% **Ninety-one** percent of business executives say their ability to build and maintain trust improves their bottom line.[3]

TNS Telephone Number Reputation Monitoring can help:

Ensure legitimate calls aren't inadvertently blocked or tagged as spam

Protect brand identity and reputation

Increase contact rates

Provide call practice insights

Know the reputation of your telephone numbers and how they are being perceived.

Receive alerts with notifications when your number is being spoofed by bad actors.

About TNS

Established more than 30 years ago, TNS has facilitated over one billion branded calls, supporting thousands of organizations across more than 60 countries. TNS has over 10 years of call identification experience and handles over 1.5 billion daily call events from over 500 operators.

To learn how TNS Telephone Number Reputation Monitoring can improve the reputation of your business' telephone numbers, please contact our team.

solutions@tnsi.com
https://tnsi.com/solutions/communications/restoring-trust-voice/

TNS

1. TNS, Kantar Survey, March 2025
2. TNS, Kantar Survey, May 2023
3. PwC, 2023 Consumer Intelligence Series Survey on Trust