

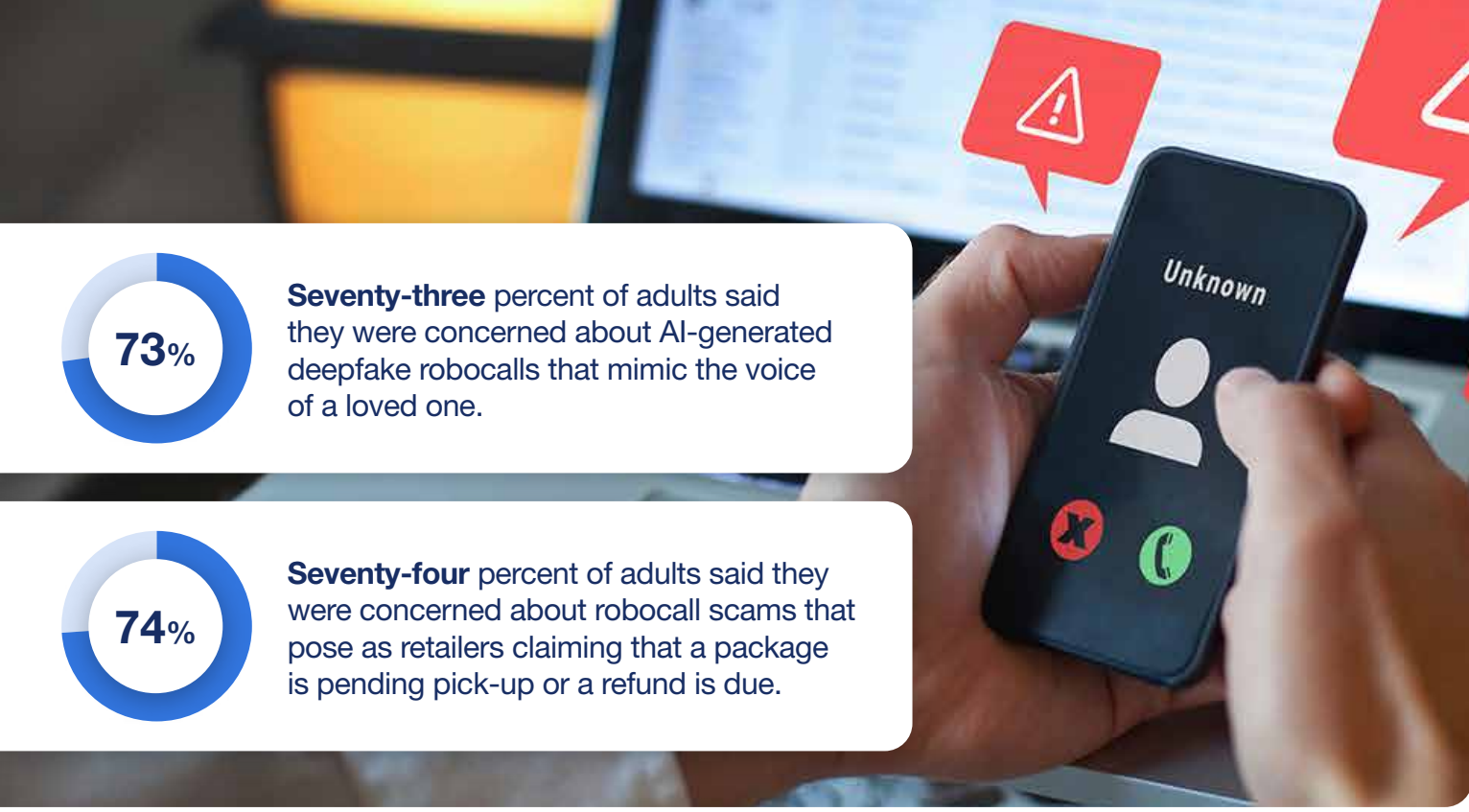


Research Confirms Consumer Demand Remains High for Branded Calling

The growing refusal to answer the phone to unidentified callers may be a sensible precaution due to fraud, but it's a problem for 'high-touch' industries that rely on voice calls to support customers. This infographic highlights key findings from TNS' latest eBook, 'Research Confirms Consumer Demand Remains High for Branded Calling,' which explores the results of new independent research commissioned by Transaction Network Services (TNS).

Why Consumers Do Not Answer the Phone

Consumer trust in the voice channel has been diminished due to spam and fraud calls. When presented with unknown numbers, 72% of adults will not answer the call. The concern about various types of scams is high and growing.



The Majority of Consumers Prefer Branded Calling

Consumers have recognized the rise of organizations adopting branded calling technology and now prefer its use. Our survey data found the majority of consumers are more willing to answer phone calls with rich call information, and many said they would potentially pay more for their services. This gives organizations that use branded calling solutions an advantage over businesses that do not.



Effects of Branded Calling within Different Industries

Consumers' willingness to share personal information with enterprises via the phone varies across industries. However, when an organization uses branded calling solutions, this willingness appears to increase, no matter the industry. If an incoming call was branded with a business' name and logo, then:






Why TNS Enterprise Branded Calling?

TNS is a market leader in call analytics and robocall mitigation, supporting thousands of organizations across more than 60 countries.

With 10 years of call identification experience, TNS handles over 1.5 billion daily call events from over 500 operators and has facilitated two billion+ branded calls.



TNS Enterprise Branded Calling allows organizations to provide helpful, rich branded caller information on an incoming call screen, empowering the receiver with the confidence to answer. The benefits of TNS Enterprise Branded Calling include:

-  **Improved call durations**
-  **Increased call answer rates**
-  **Advantage over competitors**



TNS' new eBook, 'Research Confirms Consumer Demand Remains High for Branded Calling,' provides valuable data on consumer sentiments surrounding branded calling solutions. Download the eBook now to learn more.

<https://tnsi.com/resource/com/research-confirms-consumer-demand-for-branded-calling-ebook/>

