

Healthcare Provider Boosts Call Answer Rates and Call Durations With TNS



TNS Solutions Help Increase Answer Rates for Healthcare Provider

A healthcare provider wanted to increase its call answer rate for its outbound calling operations, as well as deploy an automated spam remediation solution to decrease the chance of calls being flagged as spam. Enter TNS Telephone Number Reputation Monitoring (TNRM), a solution that helps enterprises improve the reputation and score of telephone numbers while striving to reduce the risk of negative call labeling.

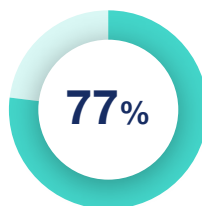
The voice channel is of vital importance in the healthcare industry. Contacting patients to discuss healthcare plans, appointments, medication and other sensitive issues is something that is often best done with a phone call. In fact, 65% of US adults prefer to use the phone more than text messaging, apps or a website to talk with their healthcare provider.¹

Business Challenge

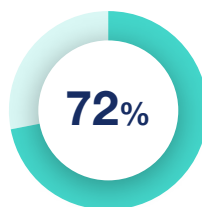
The healthcare provider had set targets to increase its outbound call answer rate by at least 10% to 12% and put in place an automatic spam remediation solution. An obstacle that healthcare providers can face when repeatedly calling patients from the same number is that these calls, if unanswered, run the risk of the originating telephone number being labelled as spam, as they mimic a process called flurry dialing.

Once the healthcare provider's calls were being flagged, it realized it needed solutions in place to monitor the reputation of its telephone numbers and to brand its calls so that patients could see who was calling.

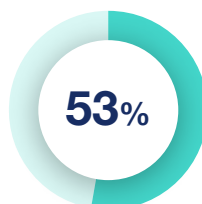
Flurry dialing is the redial of a given called party within a short time window when the previous call has gone unanswered. Enterprises without the ability to adjust dialing based on call treatment are advised not to use any form of flurry dialing as a precaution.



Seventy-seven percent of US adults would answer a call from a healthcare provider if the brand logo/name was displayed on the incoming call screen.¹



Seventy-two percent of US adults never answer a phone call from an unknown number.¹



Fifty-three percent of US adults would call a healthcare provider back if they had missed a wanted call from them.¹



Solution

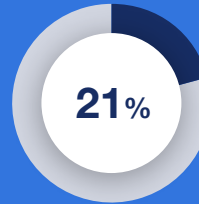
To help increase answer rates and brand its calls, the healthcare provider turned to TNS, and TNRM and TNS Enterprise Branded Calling were selected. The company also benefited from TNS' coaching on best practices for call originators, to help ensure that it hit its target of improving answer rates by at least 10% to 12%.

In just seven working days, the solutions were deployed across the majority of the healthcare provider's telephone numbers. Calls were branded with rich display content featuring the name and brand, so customers knew exactly who was calling them.

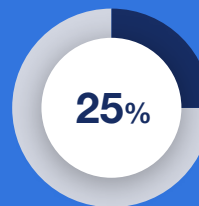
With TNRM deployed, the reputation of its telephone numbers is now being proactively monitored, and any potential spam labeling that may otherwise occur is immediately redressed by TNS.

Outcome

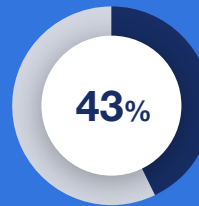
Since the deployment of TNRM and Enterprise Branded Calling, the healthcare provider has seen a:



Twenty-one percent increase in calls being answered, which is double its target.



Twenty-five percent increase in the average duration of answered calls.



Forty-three percent increase in the median duration of answered calls.



TNS Telephone Number Reputation Monitoring can help:



Minimize the risk of legitimate calls being inadvertently blocked or tagged as spam



Protect brand identity and reputation



Increase contact rates



Provide call practice insights

TNS Enterprise Branded Calling can help:



Build customer trust



Improve call outcomes



Increase conversion rates



Increase answer rates

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.

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