

TNS Identifies Opportunities for University To Transform Outbound Calling Operations



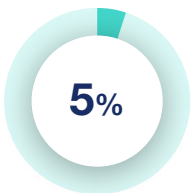
Top US University Faces Major Call Reputation Hurdle

One of America’s top 100 universities has a problem – and it likely isn’t alone. Around 5% of the university’s outbound calls are tagged as spam, meaning that they are not being picked up by the intended recipient or, in some cases, blocked entirely by the carrier network.

Additionally, another 15% of calls come from numbers with no reputation – meaning that they could potentially be mislabeled as spam, too. In summary, many of the university’s calls face an uphill battle to reach and engage recipients.

Business Challenge

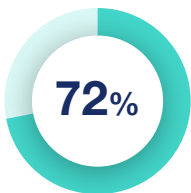
The university’s call agents place hundreds of calls every day – reaching out to prospective students, alumni, parents and partners. However, these calls face a major hurdle – lack of trust in unknown callers and widespread spam mislabeling. TNS’ analysis of the university’s outbound phone activity shows that a significant share of its legitimate calls are being misidentified as spam or robocalls.



Five percent of the university’s calls are mislabeled as spam, risking critical outreach



Fifteen percent of calls originate from numbers with no reputation, increasing vulnerability



Seventy-two percent of adults do not answer calls from unknown numbers¹

Analysis of the university’s phone activity shows that a significant number of its legitimate calls are being misidentified as spam or robocalls, leading recipients to ignore them.

Call Category	Volume Share	Engagement Risk	Estimated Loss Impact
Spam-Tagged Calls	5%	High – often blocked or ignored	~100,000 missed engagements
No-Reputation Calls	15%	Moderate – likely to be flagged or distrusted	~300,000 missed engagements
Unrecognized Legitimate Calls	68% of total	Severe – most recipients do not answer	~1.4 million missed engagements

Compounding this challenge is the lack of trust the public has in unknown numbers – they simply do not answer them. This mistrust of unknown numbers stems from the rise of robocalls and scams, hindering the performance of outbound calling operations for enterprises around the world.

Factors contributing to spam labeling and low answer rates



High-Volume Autodialing Patterns



Use of New Phone Lines



Short Call Duration & No Answers

Proposed Solution

To restore trust in the university's outbound calling identity and significantly improve answer rates, TNS recommends a coordinated strategy across four key dimensions. These recommendations are designed to work in concert – technical upgrades may help improve how calls appear, customer experience efforts may help build trust, compliance may help reduce external risk and operational changes may help sustain long-term reputational health.

1. Technical Implementation: Branded Calling & Caller Authentication

Transform how the university's calls appear to recipients by deploying technologies that verify and visually brand outbound calls.

- Implement TNS Enterprise Branded Calling to display the university's name and logo on incoming call screens.
- Protect legitimate university numbers from spoofing attempts with TNS Enterprise Authentication and Spoof Protection.

2. Customer Experience: Member Education & Multi-Channel Communications

Build trust and anticipation among recipients by proactively informing them about upcoming calls.

3. Regulatory Compliance: Mitigate Complaints & Strengthen Trust

Support all outbound calling operations to help ensure they meet regulatory standards and reduce exposure to spam complaints.

4. Operational Practices: Optimized Dialing Procedures & Monitoring

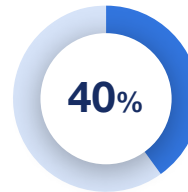
Refine internal calling procedures and monitor number reputation in real time to prevent degradation.

- Deploy solutions, such as TNS Telephone Number Reputation Management, to receive alerts when one of the university's telephone numbers' reputations drops. (e.g., flagged as "spam risk")
- Utilize dynamic call routing by shifting call volume away from flagged numbers and rotating in verified alternatives.
- Educate all university call center teams on dialing best practices, including pacing, outcome call logging and respectful retry behavior.

Anticipated Outcomes

By implementing branded calling, authenticating outbound calling activities, educating recipients and call center staff and actively monitoring telephone number reputation, the university may transform its voice channel into a trusted and effective communication tool.

If the four dimensions set out to the left are set into action, TNS anticipates the following outcomes for the university.



Forty percent of improvement in answer rates with branded calling deployment, as demonstrated by peer institutions.



Informed recipients are up to **3x more likely** to answer branded calls.



Reduced complaint volume leads to **improved reputation scores** across analytics platforms.



Real-time reputation management **prevents blocklisting** and preserves engagement.

For the university to transform its outbound calling operations and, in turn, restore trust in its voice channel, the path forward is clear: invest in visibility, accountability and initiative-taking engagement. With the right strategy, the university can help ensure its calls are not just delivered – they're answered, trusted and acted upon.





TNS Enterprise Product Suite is an award-winning collection of call authentication, spoof protection and branded calling solutions. Designed to reverse the damage of mislabeled numbers, robocalls and fraud, our solutions help restore trust in an enterprise's most vital communication channel – voice.

TNS Enterprise Branded Calling

- Helps Increase Call Answer Rates
- Grows Conversion Rates
- Competitive Advantage

TNS Enterprise Authentication and Spoof Protection

- Helps Protect Customers and Brand Reputation
- Restores trust in voice calls
- Optimizes call durations

Telephone Number Reputation Management and TN Insights

- Critical Intelligence
- Business Continuity
- Brand Protection

About TNS

Established more than 30 years ago, 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 over three billion branded calls.



Want to know more about how your business can help transform its outgoing calling operations and restore trust to voice? Please contact our team.

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tnsi.com/solutions/communications/restoring-trust-to-voice/

