



PRODUCT SHEET

TN Insights

Intelligence and Optimizations with Call Analytics

TN Insights empowers enterprises with the intelligence needed to keep your calls from being labeled as spam, ensure your calling practices are optimized to get your calls answered and measure how you compare to your competitors.

Through analysis of over 1.5 billion daily calling events that TNS processes, TN Insights provides comprehensive call behavior and industry benchmarking reporting allowing you to expand on your data-driven decision-making.

TN Insights provides number reputation management, helping enterprises understand the factors that contribute to a number being marked as spam, allowing you to take action and avoid mislabeling your legitimate calls.

TN Insights is a complementary service for enterprises and is part of the TNS Enterprise Authentication, Spoof Protection and Enterprise Branded Calling product suite, helping equip businesses with the tools they need to protect customers by authenticating and branding calls, as well as blocking spoofed calls.



Features



Insight

Analysis of over 1.5 billion daily call events across more than 500 operators provides data-driven decision-making around call optimizations.



Data-driven

Metrics include called party feedback, contact rate and duration analysis, post campaign review and recent change monitoring.



Monitor

Real-time scoring and alerts allow you to detect problems, including spoofing, as they occur helping you maintain a positive reputation and take necessary remedial action.



Self-serve

Use the TNS portal to dispute negative reputation scores.



Authorize and block

Spam tagging vets telephone numbers to enable enterprises to monitor best practices on how to maintain a positive reputation to over 150 Call Guardian carriers.



Crowd-sourced feedback

Request details on specific numbers to understand brand reputation.



Benefits



Boost answer rates

Make data-driven decisions that allow you to optimize your calling practices to consumer preferences and requirements.



Prevent negative scoring

Real time alerts allow you to understand why a telephone number has a negative score and take remedial action if it has been mislabeled.



Improve customer experience

Use data to optimize calling practices against industry benchmarks and insights as to when consumers are most receptive to calls.



Grow your business

Optimized calling practices can help grow revenue, improve agent productivity, and increase conversion rates.



Protect your brand

Minimize the potential damage and consequence of potential spoofing activity by taking immediate action reputation.



The Most Trusted Partner for Telecommunication Services

TNS, a market leader in call analytics and robocall mitigation, provides an end-to-end ecosystem for protecting and restoring trust in voice. TNS addresses the full needs of wireless and wireline operators globally with TNS Call Guardian® the industry-leading call analytics solution that protects subscribers from high risk and nuisance robocalls. In addition, its Enterprise Branded Calling solution is the core component of its Enterprise Product Suite that is taking the next step in enriching consumer engagement making voice calling an integral part of an omnichannel customer experience program. TNS analyzes over 1.5 billion call events across more than 500 operators every single day, enabling carriers to identify more unwanted robocalls.

Explore how TNS can amplify your marketing, sales, and growth strategies with our tailored telecom solutions.

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