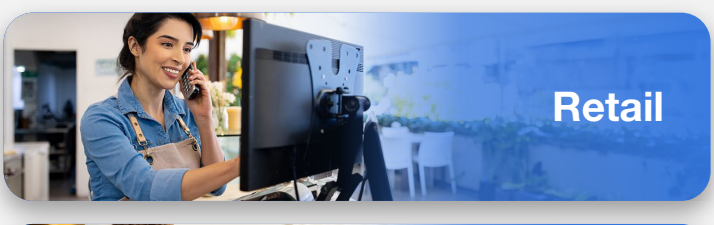
UScellular Becomes TNS Approved Partner for Branded Calling

In a recent press release, TNS announced that UScellular is now an approved partner for TNS Enterprise Branded Calling – helping to deliver stronger brand protection for businesses and an enhanced experience for their customers.

> Today represents a continuation of the two-decade long relationship between UScellular and TNS, in which the companies have collaborated on new roaming technologies, network modernization initiatives, 5G use cases and robocall mitigation efforts.
>
> **Tiffany Cannon,** Director of Product Management at UScellular

Expanding the Reach of TNS Enterprise Branded Calling

TNS Enterprise Branded Calling customers can now extend branded calls to UScellular customers. TNS's customers span a broad range of industries, including:



This expands the current reach of Enterprise Branded Calling, which includes Verizon, as well as AT&T and T-Mobile through TNS's partnerships.

> By enabling our enterprise customers to extend branded calls to UScellular's customer base, TNS is strengthening the voice calling ecosystem in support of service providers, enterprises and consumers.
>
> **Seth Walton,** General Manager of TNS Communications Market

What is Branded Calling?

TNS Enterprise Branded Calling is an industry-leading solution integrated into wireless networks, enabling enterprises to provide rich call information on incoming call screens, such as company name and logo, so customers can better understand who is calling them.

Features

- Streamlined vetting and onboarding, which exceeds industry standards to help ensure a trusted calling experience for consumers
- Quick time to market with integration to some of the largest customer experience as a service (CXaaS) providers in the market.
- Only legitimate calls are enriched, helping to prevent spoofers from targeting your consumers and protecting your brand.
- Trusted by thousands of enterprises with over 1 billion branded calls delivered to consumers in 2024.

The Benefits of TNS Enterprise Branded Calling

- Helps improve call answer rates
- Optimize call durations
- Competitive advantage

Learn more about **TNS Enterprise Branded Calling** at

https://tnsi.com/enterprise-branded-calling/

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