Research Confirms Consumer Demand Remains High for Branded Calling

An eBook from **TNS**

May 2026



Executive Summary

When an unknown number appears on our incoming call screen, more of us than ever are declining the call.

New independent research commissioned by Transaction Network Services (TNS) has found that 72% of US adults never answer a phone call from a number they don't recognize, compared to 68% in our 2023 research.

This eBook explores the results of this survey-based research, including how robocall scam and fraudulent calls are affecting US adults, their views on branded calling within different industries and the impact this has on their willingness to share information with enterprises.

Introduction

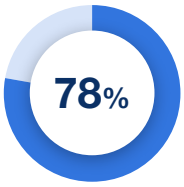
The growing refusal to pick up the phone to unidentified callers can be a sensible precaution against the types of scam calls outlined in this eBook, but it is a problem for 'high touch' industries, such as financial services, insurance, healthcare, hospitality and retail that heavily rely on voice calls to support customers and provide essential updates.

Branded calling is a way businesses can overcome these obstacles. Branded calling, which displays an organization's name and logo on recipients' incoming call screens, can improve and protect outbound calling operations by reassuring customers that a call is legitimate. Only authenticated calls can display rich content, such as logo and/or call reason.

Combined with authentication and spoof protection capabilities, which verify calls and block spoof attempts, branded calling can help organizations restore trust to voice calls, protect against fraud, increase answer rates, achieve longer call durations and improve engagement with customers.

The popularity of the voice channel continues to be high. Our new research shows 81% of adults would answer a call if it follows a recent action they have taken with that brand, the same percentage as in 2023.

With our research also finding that 76% of adults prefer to use enterprises that have branded calling solutions, we also highlight the extent of the opportunities for businesses to protect their customers and prospects.



Seventy-eight percent of adults would be more willing to answer a call if the name and logo of a brand they recognize is on their incoming call screen.



The Scams That Make Us Unwilling To Answer

Spam and fraud calls have diminished subscribers' trust in the voice channel. When we don't recognize a number on our incoming call screen, our suspicion that the caller could be a bad actor hoping to scam us out of money or access our personal details appears to be high.

When presented with unknown numbers, 72% of adults will not answer the call. This number is highest among 45 to 54-year-olds, with 75% of that age group saying they never answer.

In terms of the types of scams that an unknown call might present, awareness of the different deceptions is high and growing. Although a significant 67% of adults had said they were concerned about AI-generated deepfake robocalls that mimic the voice of a loved one in 2023, this has risen to 73% of adults in 2025 and an even higher 77% of 18 to 24-year-olds.

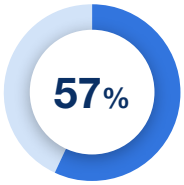
Robocall scams that pose as retailers claiming that a package is pending pickup or that a refund is due also weigh even heavier, with 74% saying these calls concern them, compared to 69% in 2023.

In terms of delivery-related fraud calls, 72% of respondents believe there has been an increase in delivery or package/mail robocall scams in the last 12 months. This is a higher percentage than in 2023, when 66% agreed with this. Geographically, the highest response on this was from people living in the south of the US, where three in four (75%) people say these delivery scams are on the rise.

Nearly two in three US adults (65%) say they received at least one health insurance robocall scam during open enrollment 2025, compared to 62% in 2023.

In the meantime, many appear to be fighting back, with 43% of people saying that they have submitted a robocall complaint to their state Attorney General, the Federal Trade Commission (FTC) or the Do Not Call Registry in the last 12 months. This is a huge jump from 2023, when only 28% of people had submitted a robocall complaint.

This number is highest among 25 to 34-year-olds, with 57% saying they have taken one of these actions, compared to 33% of this age group in 2023.



Fifty-seven percent of 25 to 34-year-olds have submitted a robocall complaint in the last 12 months.

A Leading Force on Robocall Protection

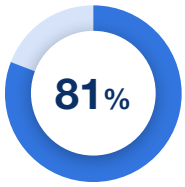
Working with more than 500 operators and over 1.5 billion daily call events across hundreds of carrier networks, TNS analytics generate the most accurate and comprehensive industry datasets simply because we see far more traffic than virtually any telecom enterprise in North America. For more information, visit https://tnsi.com/solutions/communications/robocall-protection/



Branded Calling Preferences

Thousands of organizations are now using branded calling, so it is no surprise that consumers are beginning to recognize it's now available and stating a preference for its use. Our survey data found that most people are more willing to answer the phone for calls with rich call information, and many said they would potentially pay more for their services and would feel more valued as customers.

Organizations that use branded calling solutions to identify themselves to customers and prospects give themselves an advantage over businesses that do not, with 76% of people saying they would prefer an enterprise that uses branded calling. This preference for businesses that use branded calling is high across generations, including 82% of Baby Boomers (those born between 1946 and 1964) and 81% of Millennials (those born between 1981 and 1996).



Eighty-one percent of adults would answer a branded call if it followed a recent action they have taken with that organization.

Percentage of people willing to answer the phone if caller information is displayed:

73% Enterprise name

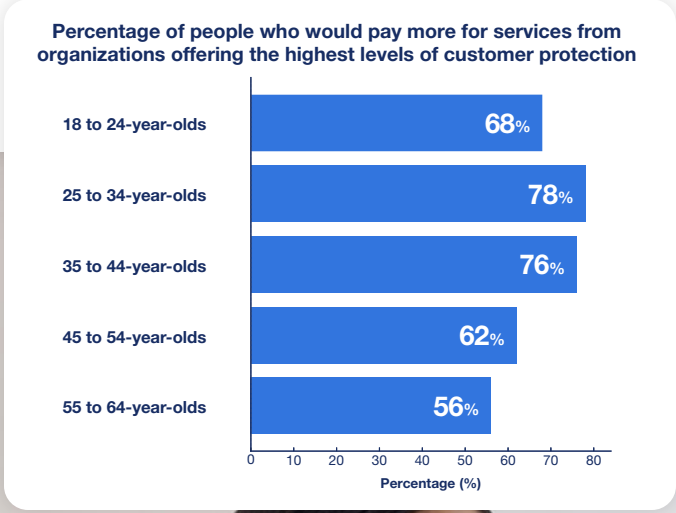
75% Enterprise name and logo

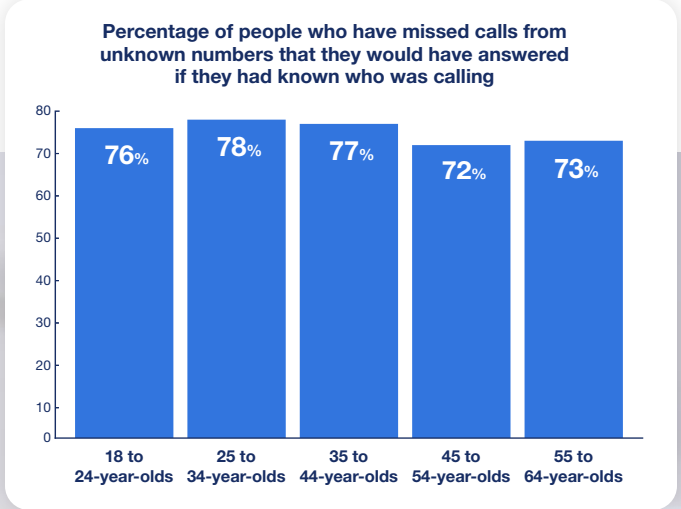
78% Enterprise name and logo and reason for call

Branded Calling Preferences

Companies taking visible steps to assure customers that calls are genuine have another business advantage, with 69% of adults agreeing they would pay more for services from an organization that offered the highest levels of customer protection. This rises to 78% among the 25 to 34-year age group.

Feeling protected as a customer is another factor, with 77% of participants saying they would feel more protected as a customer if branded calling was used by an organization, a number that rises to 80% among Millennials. The risk of missing a call they wanted because it showed as an unknown number, however, is significant, as shown in the chart below.

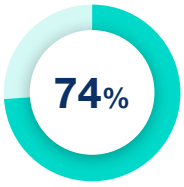






Branded Calling for Financial Services and Insurance Firms

When people know for sure it's their bank, financial adviser or mortgage provider calling, they're much more likely to pick up.



Seventy-four percent of US adults say there has been an increase in robocall scams claiming to be from a financial services provider.

If the logo and name of a financial organization is displayed on a call screen, 66% of adults say they would answer, and this rises to 76% among 25 to 34-year-olds.

Fifty-eight percent also agree they would be more willing to share personal information with a financial services provider if the incoming call was branded, with this number increasing to 72% among Millennials.

Despite the growth of apps, websites and messaging channels, voice continues to be the most popular way for people to communicate with financial services businesses, as 64% of respondents prefer to engage with a phone call over any other method.

This number is highest among Generation Z (those born between 1997 and 2009) and Millennials, with 72% of both groups choosing the phone before an app or website.

For insurance companies, 68% of respondents say they would pick up the call if it was branded with the business name and logo, with 80% of 25 to 34-year-olds the most willing to do this if they could see the name of the insurance firm calling.

In terms of sharing personal details, 63% of male and 55% of female respondents say they would give this information over the phone to an insurance provider if the call was branded with a logo and name.

TNS Enterprise Branded Calling helps financial services organizations, banks and insurance companies reach more customers by phone, whether that's to update information, confirm appointments, respond to website and social media inquiries or provide case or claim status updates.

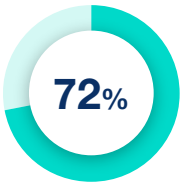
TNS Enterprise Branded Calling has helped one large US bank achieve an average answer rate of 24% across its 100+ telephone numbers. Among its eight most used numbers, one saw an answer rate of 94%, another 79% and a third 39%, in just one month.



Branded Calling for Healthcare Providers

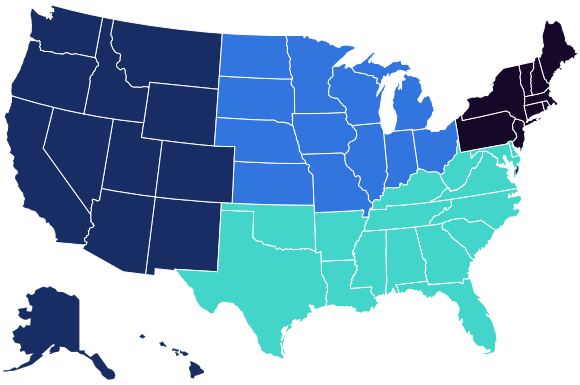
With 65% of adults expressing a preference for using the phone before any other communications method to talk to their healthcare provider, confidence that any incoming calls are from a legitimate hospital, doctor or pharmacy is critical.

Should a healthcare organization display its name and logo on incoming call screens, 77% of survey respondents say they would take the call, and this agreement is highest among people living in the northeast of the US, with 82% saying they would answer.



Seventy-two percent of Millennials prefer to engage via phone with their healthcare provider over text, app or website.

Percentage of people willing to answer a call if a healthcare provider displays its name and logo on the incoming call screen



West: 80% **Midwest: 78%**

South: 72% **Northeast: 82%**

If they were to miss a wanted call from a healthcare organization, 53% say they would choose to phone back rather than text or engage via an app or website. This rises to 74% among 55 to 64-year-olds.

When asked if they would be more willing to share personal information with their healthcare provider if the organization's name and logo was displayed on the incoming call screen, 64% of respondents said yes.

Willingness to share personal details on calls branded by a healthcare provider is slightly higher among men, with 66% saying they would do this, compared to 62% of women. The age group most likely to do this are 25 to 34-year-olds, with 79% of this age group agreeing.

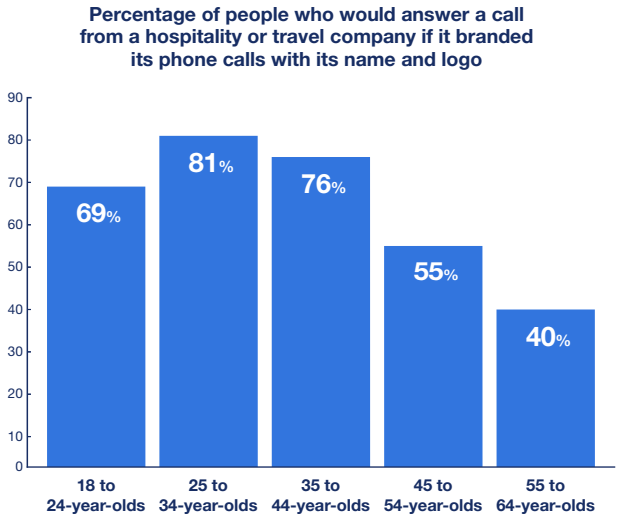
TNS Enterprise Branded Calling gives healthcare organizations the technology to legitimize their calls and reassure customers.

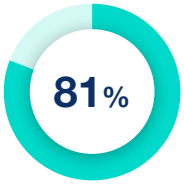
After converting to a live service of TNS Enterprise Branded Calling nationwide following a pilot, one healthcare provider achieved a 41% increase in answer rates. This organization uses voice calls to better understand patients' care needs to mitigate the risk of unnecessary hospital admissions.



Branded Calling for Hospitality and Retail Companies

If a hospitality or travel company opted to brand its phone calls with the organization's name and logo, 65% of people say they would answer the call, with interest significantly stronger among 18 to 44-year-olds. When it comes to sharing personal details about accommodation, hotel stays or travel with hospitality enterprises, 58% of US adults agree they would be willing to do this if the organization used branded calling.





Eighty-one percent of 25 to 34-year-olds would answer a call from a hospitality or travel brand if the brand logo and name was displayed on their incoming call screen.

For retail businesses, 68% of people would be willing to pick up the call if the name and logo were displayed on their incoming call screen. This agreement is highest among Generation Z, with 77% likely to take the call.

Fifty-eight percent would share personal information with the retail brand if it branded its calls with its name and logo, with this number rising to 70% among Millennials.



Why TNS Branding and Call Authentication Suite?

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 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 confidence. This improves call durations and increases answer rates while gaining an advantage over competitors who may not yet have deployed the technology.

TNS Spoof Protection solutions help solve the problems caused by call spoofing by leveraging industry standards and APIs to authenticate calls and ensure only legitimate verified calls are delivered with branding to consumers, helping organizations protect consumers, restore trust and protect their reputations. Additionally, implementing Telephone Number Reputation Monitoring enables organizations to proactively track and manage the trustworthiness of their outbound numbers, further safeguarding their brand and ensuring higher answer rates among customers.



Give your customers the information and confidence they need to engage with you. Find out more at **https://tnsi.com/enterprise-branded-calling/**

Research Methodology

TNS commissioned KANTAR to undertake an Internet Omnibus Survey which covered 1,033 adults in the US aged 18-64 years. It was conducted by an online self-completion interview between March 6 and 10, 2025. These online surveys are designed to be nationally representative of the adults interviewed and use a quota sample (age interlocked within gender and a regional quota). Post-fieldwork correctional weighting within age, gender and region has been used to ensure the representativeness of the survey.

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