

Case Study

Enterprise Branded Calling Increases a Financial Services Organization's Call Answer Rate by 133%



Branded Calling Trial Delivers Staggering Results

A trial of TNS Enterprise Branded Calling conducted for a corporate advisory firm that works with clients to weather the shifts in financial markets has provided compelling evidence of the benefits the solution offers. One of the firm's clients engages its “warm” leads with personalized calls to improve lead generation efforts and during the trial, Enterprise Branded Calling increased its answer rate by over 130%. Keep reading to find out more.

Banks and other financial services organizations face a critical challenge as consumer trust in voice calling—the primary communications channel used to reach customers—has been severely undermined due to the relentless barrage of robocalls.

Americans received 52.5 billion robocalls in 2025 alone¹, a crushing volume that explains why three-fourths of consumers never answer calls from an unknown number. As a result, banks, insurance offices, financial planners, brokerage firms, and other financial brands are struggling to deliver critical account notifications, appointment reminders, and payment confirmations. These businesses have also struggled to make contact with potential customers, a significant hindrance to converting new business opportunities and improving the company's bottom line.

¹<https://www.cloudcommunications.com/news/u.s.-consumers-received-52.5-billion-robocalls-in-2025>

Business Challenge

A corporate advisory firm that works with clients to weather the shifts in financial markets recently came to TNS. The firm wanted to better understand how branded calls might improve its clients' lead generation process. To gain new business, one of the client's that operates in debt management engages its “warm” leads with personalized calls to build relationships. Unanswered calls can restrict their efforts by limiting the number of successful calls their team can make in a day.

Financial organizations must proactively identify solutions to increase customer answer rates, drive more meaningful engagement and restore trust in voice calling.

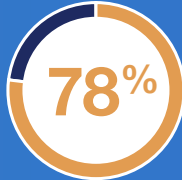


Solution

Demand for branded calling solutions is clear. A recent TNS survey found that 76% of consumers would answer a branded call from their bank if the brand logo/name was displayed on the incoming call screen.*

The survey shows that the more brand information financial services organizations can provide on the incoming call screen, the more likely consumers will trust the call is legitimate and answer the phone.

78% of consumers are more willing to answer a call if the caller ID displays the logo and name of a brand they recognize.



TNS Branding and Call Authentication Suite—part of TNS's broader Robocall Detection and Protection suite of products—can improve financial services' customer engagement rates by making the voice channel an integral part of any omnichannel Customer Experience (CX) program. Integrated into major wireless networks, Enterprise Branded Calling delivers trusted call content on an incoming call screen that helps motivate consumers to answer the phone. In the last decade, TNS has delivered more than one billion branded calls across US wireless carrier networks.

With Enterprise Branded Calling, the corporate advisory firm's client has an opportunity to improve and build relationships, while increasing call agent productivity.

- **Improved conversion rates:**

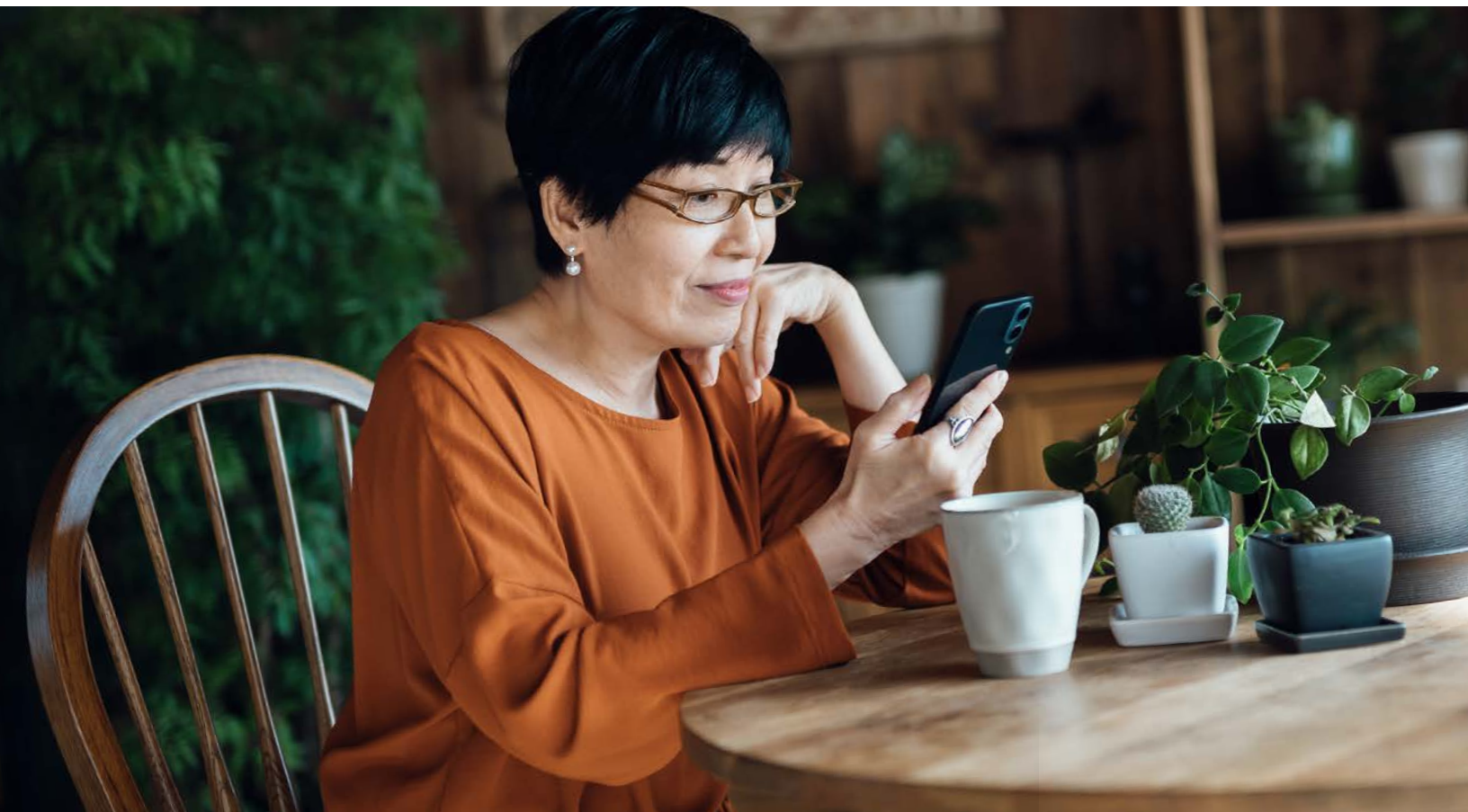
Voice communications remain critical for this firm to reach their clients. While customers may first interact with other channels to acquire information and conduct due diligence, voice calls can often prove the most successful for building relationships and meaningful engagement. Any breakdown in reaching and engaging those customers via voice may disrupt the calling process.

- **Better call durations:**

Enterprise Branded Calling can enable financial services' call agents to experience better call durations by presenting customers with brand information. Customers who choose to answer the call have already decided to engage with the company, therefore, an improved interaction can be expected.

- **Achieve competitive advantage:**

Gain competitive advantage by providing customers with helpful, rich call information on an incoming call screen. Effectively communicating with customers, who may be overwhelmed by unwanted calls, can help create a significant advantage over competitors who have not yet deployed Enterprise Branded Calling.



Outcome

TNS recently conducted a trial of wireless phone users to determine the real-world impact branded calls would have on answer rates. The corporate advisory firm participated in the study with its previously mentioned debt management client, and the results were overwhelming.

The TNS Enterprise Branded Calling pilot split wireless phone subscribers into a “test” group and a “control” group. Calls to the “test” group were branded while calls to the “control” group were not. Calls made to both groups originated from a Tier 1 US wireless carrier.



The difference was stark. TNS Enterprise Branded Calling increased that business' customer engagement rate (answer rate) by 133%.



About TNS



Established more than **30 years ago**



Facilitated **one billion+** branded calls



Supports **thousands of organizations** across more than **60 countries**



Handles **over one billion daily call events** from **over 500 operators**



10 years of call identification experience



To learn how the TNS Branding and Call Authentication Suite can help transform your financial services organization, please contact our team.

solutions@tnsi.com
tnsi.com/enterprise-branded-calling/financial/