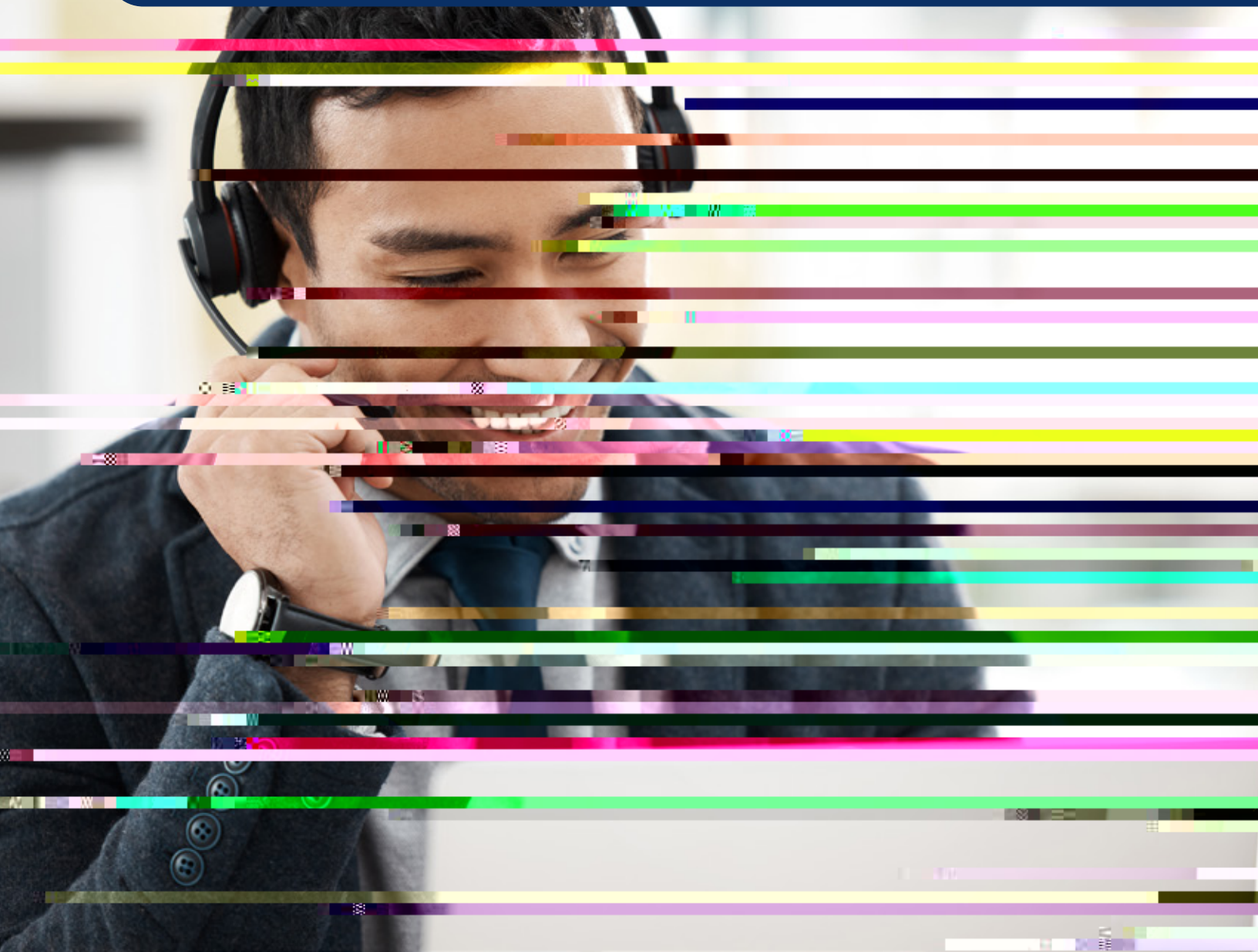# How TNS Enterprise Branded Calling Helped a Marketing Company Better Engage with Consumers

A marketing company with offices in California and India works with eight global brands in financial and insurance services, including personal loan lenders and credit card issuers, helping them connect with consumers. Voice calling is one of the most effective tools they utilize for campaign management and ultimately find high-intent prospects.

Business Challenge

The marketing firm experienced a challenge many companies share: getting through to consumers and keeping them engaged. Consumers, faced with a barrage of daily robo and spam calls, are understandably reluctant to answer the phone from numbers they don't recognize. When they answer the phone, they don't trust the caller, resulting in short call durations with little engagement.

The rise in 'deepfake' robocalls—cloning the voice of a loved one to gather personal information, steal money or spread misinformation—has increased consumer voice call wariness. In fact, 73% of consumers are concerned about AI-generated deepfake robocalls that mimic the voice of a loved one to try to scam them out of money.

Solution

The marketing company identified TNS Enterprise Branded Calling as a viable solution to alleviate caller trust concerns. TNS Enterprise Branded Calling adds rich call information and company identification to the caller screen, such as a logo and company name. By making callers more comfortable with calls, answer rates soar, and so does customer trust. The result is customers who are more open to conversation and ready to engage.

One of the advantages of TNS Enterprise Branded Calling is its advanced flexibility. Each of the eight individual brands served by the marketing company needed unique caller identification information, including its logo. TNS Enterprise Branded Calling can support multiple brands, each uniquely identified, from within one call center operation.
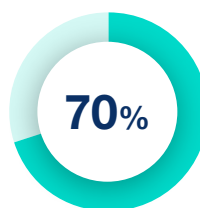
70% Nearly **seventy percent** of customers are more likely to trust a call featuring a logo and a company name, according to TNS-commissioned research.

Outcome

After TNS Enterprise Branded Calling was implemented, answer rates improved by **14%** but even more impressively, their calls' average and median length improved by nearly **25%**.

This increased call length reflected consumers' mindsets when they received the marketer's calls. With increased trust, they

Enterprise Branded Calling from TNS can help:

Increase conversion rates

Improve call outcomes

Achieve competitive advantage

Increase answer rates

About TNS

Established more than 30 years ago, TNS is a market leader in call identi cation and robocall mitigation, and provides an end-to-end ecosystem for protecting and restoring trust in voice calling. TNS analyzes over 1.5 billion call events across more than 500 operators every single day, enabling enterprises to protect their brand and consumers.

To learn how TNS Enterprise Branded Calling can help transform your financial services organi ation, please contact our team.

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