

How Branded Calling Helps Health Organizations Rise Above The Robocall Noise To Deliver Important Information to Consumers

With robocalls increasing, American consumers have been conditioned to not answer the phone; branded calling offers a way to build trust among consumers.

The Robocalling Epidemic

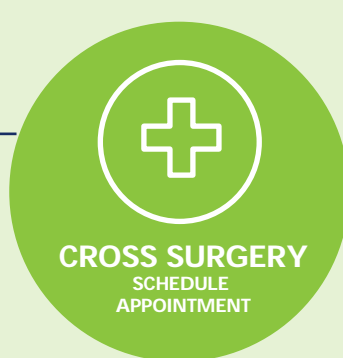
TNS estimates Americans received 78.9 billion robocalls in 2021.



This onslaught of spam calls has led to a startling reality - an 11% phone call answer rate by consumers for unmarked phone numbers, according to TNS' 2021 Robocall Investigation Report.



But...TNS data also shows that figure increases to **30%** if the call has a name attached, **33%** if there is a logo to go with the call and **50%** if the call includes the name, logo, and reason for the call.



COVID-19 Underscores Need for Branded Calling

While robocalls were down throughout the COVID-19 pandemic, the ramifications of missing an important phone call heightened as health agencies and medical professionals struggled to reach consumers with test results and vaccine information.



Bad actors took advantage of this opportunity - scammers spoofed legitimate government and health agency phone numbers, fueling chaos and confusion and ultimately, frustration for consumers.



Improve the Customer Experience

Branded calling offers crucial identification credentials that enable pharmacies, schools and local governments to identify themselves by sharing their name, logo and reason for calling to the call recipient, thus enriching the user experience while ensuring recipients don't miss important calls.



However, logos alone are no longer enough to get consumers to pick up the phone. To further improve the effectiveness of branded calling, carriers should equip the technology with advanced data analytics to sort through the massive volume of daily call events, identify patterns in emerging robocall tactics and create profiles that establish the difference between legitimate callers and bad actors.



To learn more about how TNS is helping organizations better reach their customers visit: <https://tnsi.com/product/enterprise-branded-calling/>

