The **Call and Contact Center Guide** to Branded Communication

Everything you need to know to create lasting customer connections

FIRST **ORION**

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Connecting with Customers
The first step to call center success

Call and contact centers are in the business of connecting with customers. All day, every day, you're making thousands of outbound calls, whether it's to solve a customer service issue or sell a product.

And it's not an easy gig! Between irate customers, missed calls, and low conversions, call center agents have a tough task creating an enjoyable customer experience.

But there's also an unspoken problem that most call centers don't want to admit — many calls go unanswered because people don't trust unknown numbers.

The Problem with Unknown Calls

They don't get answered

We know how frustrating it is when clients ignore your calls. Not only do customers view your business negatively when you call from an anonymous number, but it can also cost your business in more ways than one.

When your agents call from an unknown number, customers don't answer because they don't know who's calling.

Not only does that cost agents time — having to call repeatedly is such a pain! — but it can also directly impact your revenue. Agents who have to call clients over and over again spend more time attempting to make contact and less time creating conversions.

Unknown Calls Cost Your Business

Agent Time
Repeated calls waste agents' time

Missed Revenue Opportunities
Wasted time means fewer conversions and less revenue

Employee Satisfaction
Repeated calls and fewer sales can lead to agent frustration and high turnover rates

Customer Trust
Customers are scared to answer unknown numbers because they fear it's a scam

What Are Your Customers Saying?

Clear communication is key

First Orion surveyed more than 1,000 people about their communication preferences with phone calls. Respondents consisted of both iOS and Android users who were 18 years old and up and represented every region of the United States.

Key Findings

82%

of consumers rarely or never answer calls from unknown numbers

3 in 4

consumers said they are likely to answer a call if the name of the business and reason for calling appears on their mobile device

Nearly

90%

of people expect businesses to protect consumers by ensuring their phone numbers are not being spoofed by scammers

Catching a theme here? Customers expect you to identify your calls. And if you don't? They won't answer.

Why? Because unknown calls — like those from scammers, spammers, and bad robocallers — have scared people from picking up the phone.

Nearly 3 in 5 consumers said they receive six or more unknown calls per week — nearly one unrecognized call for every day of the week.

What Customers Want
A better customer experience

Nearly 90% of respondents said they want a phone call when needing customer service from a business. And 6 in 10 said they prefer speaking with a customer service representative on the phone because they believe it's easier to ask questions.

Customers aren't avoiding your calls — they're avoiding your *unbranded calls.*

NEARLY
9 in 10
people want a phone call when needing customer service

INFORM® Branded Communication

The smart solution to boost your communication

What is the solution when it comes to communication? Customers are looking for businesses that can clearly identify their outbound calls, but CNAM databases are often out-of-date and out of your control.

Enter Branded Communication, the key to a personalized call experience.

INFORM is First Orion's solution to the unknown call dilemma. Rather than relying on outdated CNAM or Caller ID names to label calls, INFORM puts the power back into the hands of businesses.

INFORM's branded text display puts your clients' most important information front and center on all outbound phone calls you make.

Brand all your calls with a personalized 32-character custom text, more than twice as many characters as CNAM.

INFORM lets you label:

- Business name
- Department
- Reason for calling

INFORM is the best call personalization solution for call and contact centers, and the CCaaS software that powers their process.

INFORM® — The CCaaS Differentiator

Stand above the competition with Branded Communication

Call center answer rates aren't getting any better — in fact, if you ask any contact center agent, they seem to be noticeably worse now than at any time in the past.

But contact centers, as well as CCaaS providers who integrate INFORM into their calling platforms, have seen those answer rates go way up, **in some cases by more than 61%.**

Higher answer rates also directly translates into more revenue. Call centers that have used Branded Communication have saved around **$492,000 in agent time** thanks to freed-up call lists.[1]

According to
our survey,

76%

of consumers said they are likely to answer a call if the name of the business and reason for calling appears on their mobile device.

Personalized communication, like a branded phone call, is becoming the key differentiator that separates successful CCaaS businesses from unsuccessful ones.

[1]Source: The Total Economic Impact of First Orion's INFORM Branded Communication Solution, a commissioned study conducted by Forrester Consulting on behalf of First Orion. firstorion.com/forrester-tei-study-inform-branded-communication

Analytics That Show You More
## The most advanced analytics in the industry

Every customer that uses INFORM gets access to Basic Analytics in the customer dashboard at no additional cost.

But our Basic Analytics is anything but basic. With access to metrics like engagement rate — answered calls that last 1 minute or longer — and answer rate, you can view exactly which calls are performing well and which ones need improvement.

Basic Analytics

- Engagement rate
- Answer rate
- Decline rate
- Total calls treated with Branded Communication
- Daily answer and decline rates graphed
- And more

If you want to dive deeper into your call trends, then our Advanced Analytics is perfect for you. Advanced Analytics gives you deeper insights into your calling programs, helping you to better identify strengths and weaknesses.
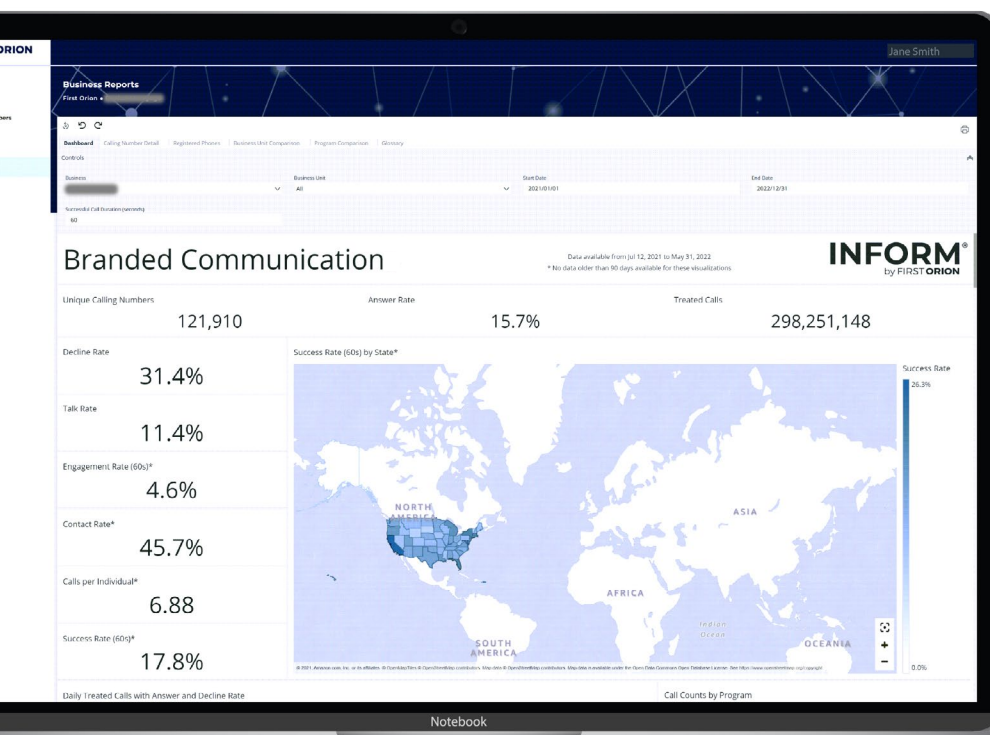
Advanced Analytics

- Everything in Basic Analytics
- Contact rate
- Calls per individual
- Success rate by state visualized as a heatmap
- Reach and contact rate by calls per individual

Branded Communication Works
Just look at the results!

Balboa Digital Uses Branded Calling to Complete Loan Applications

Problem:

Balboa Digital, a growing call center, had difficulty getting consumers to pick up the phone after filling out an online loan application. Even when customers were expecting the call, they wouldn't answer!

Solution:

After implementing INFORM into their calling strategy, Balboa saw conversion rates rise dramatically. **Conversion rates saw a 54% boost, and first-call conversion rates grew even more by 76%**, leading to increased revenue and better operational efficiency.

Call Center with High Agent Turnover Turned it Around With Branded Communication

Problem:

A call and contact center was having trouble recruiting talent. Despite having plenty of applications, potential employees were not answering their phones.

Solution:

Branded Communication allowed them to brand their outbound calls to not just prospective agents but clients as well, leading to a **61% boost in their answer rate** and a **44% decrease in the number of calls per individual.** Agents were getting more calls answered with fewer attempted calls, and increasing KPIs across the board.

61%
BOOST IN ANSWER RATE

Your Brand Reputation Is Everything

Stop bad actors from stealing your brand

It's not just unknown numbers that are keeping customers from picking up — these days, spoofed numbers are harming customers and businesses alike!

According to reports, customers lose billions of dollars yearly to scammers.

Spoofing is when a scammer hijacks a company's branding to trick customers into giving away their sensitive personal or financial information.

Spoofed branding:

- Damages your reputation
- Hurts your clients
- Effects your bottom line

And the problem is more common than you may think. 4 in 5 people said they have received a call they suspected to be a spoofed number in the past 12 months. But there's a proven way to keep scammers at bay.

Available via API, **INFORM Paired** is our spoof protection solution that eliminates nearly 100% of all brand spoofing. Paired is a feature of INFORM that works in tandem with it to check your numbers and prevent bad actors from stealing your business branding on outbound calls.

Nearly 90% of people said they expect businesses to protect consumers by ensuring their phone numbers are not being spoofed by scammers.

Our clients have found amazing success using our Branded Communication solution. Let's hear from a few of them firsthand.

4 in 5
people said they have received a call they suspected to be a spoofed number in the past 12 months

The Client Knows Best
Branded Communication is the best solution on the market

Scammers are always on the prowl for new victims to influence. But as one client put it, we put a stop to the bad calls and help the real calls get through.

"It's actually harder for the good guys to do business because of the bad actors. If you are a legitimate legal business, spammers are making it very difficult. First Orion is enabling us to actually get our legitimate calls through."

- Senior director, contact center operations, digital marketing[4]

No one likes multiple phone calls — not your clients and not your agents either. Branded calling helps put a stop to repeat phone calls by making sure the branded call gets answered first.

"When carriers blocked calls, we didn't know that, so we would push the call through again. And that caused a lot of problems for our members. Member abrasion included, 'Why did I just get this call? Why am I getting it again? I just talked to you.' This wasn't good for customer satisfaction and getting the member or patient the information he needed."

- Manager, contact center engagement platform, healthcare[4]

Ready to Start?

Have we convinced you? Are you ready to take the dive into Branded Communication and see what it can do for your contact center?

Our team is ready to get you set up with the best-branded calling solution on the market!

Contact our sales team today

to get started and transform your contact center into a revenue-generating machine.

Let's Connect!

Follow us on social media to stay up-to-date on the latest products, solutions, and helpful tips from First Orion.

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