



Background

In manufacturing, calls are vital links for managing inventory and equipment maintenance with small business partners. However, unidentified numbers create a trust gap that leads to ignored calls, stalled supply chains, and missed service windows. Securing an immediate answer is critical to maintaining operational flow and ensuring products reach the shelf without delay.

Overview

A prominent brand and global beverage manufacturer struggled to reach its small business customers to coordinate the selling, stocking, and maintenance of essential supplies. Because their outbound calls appeared as unidentified numbers, busy retail and service industry owners frequently ignored the calls.

Solution

By implementing INFORM® Branded Calling solution, the manufacturer replaced anonymous digits with their trusted brand name, immediately signaling the importance of the call to their small business partners.

This transparency allowed store owners to prioritize the call, ensuring those who answered were prepared to engage with their representative. As a result, the company saw improvements.

7%
INCREASE
in Answer
Rate

11%
INCREASE
in Conversion
Rate

18%
DECREASE
in Decline
Rate

