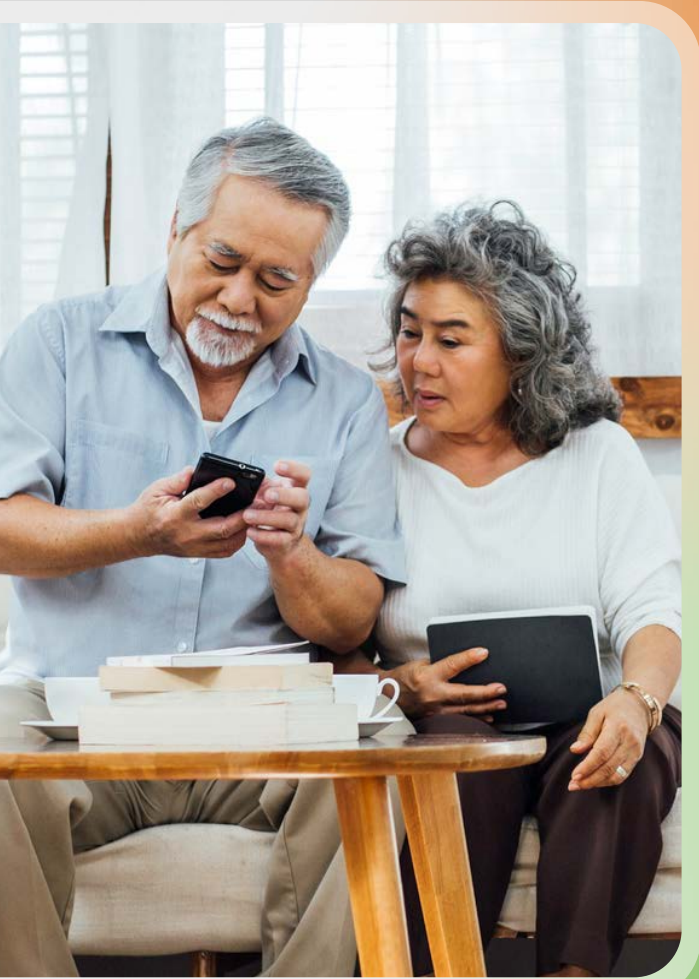




2023 Branded Calling Trends Report

Investigating Key Growth Across Five Major Industries

Table of Contents



2 Key Findings

3 Retail

5 Financial Services

7 Insurance

9 Healthcare

11 Home Services



Introduction

Branded calling is a visionary calling technology that has seen a continued upward trajectory since its introduction into the telecommunications marketplace more than eight years ago.

First Orion launched our proprietary branded calling solutions, INFORM® and ENGAGE®, to help businesses – both enterprise-level and SMB size – reach more customers, restore trust, and improve their customer experience through properly identified outbound calls.

Methodology

Analyzing our customer call data, we identified key areas where First Orion and our customer base grew exponentially over the last year. The information included in this report analyzes call data from Dec. 1, 2022, to Dec. 1, 2023 – year-over-year – except where explicitly stated otherwise.

The data has been categorized by industry to show how branded calling has grown across the top five industries by number of treated calls in 2023. These top industries are retail, financial services, insurance, healthcare, and home services.



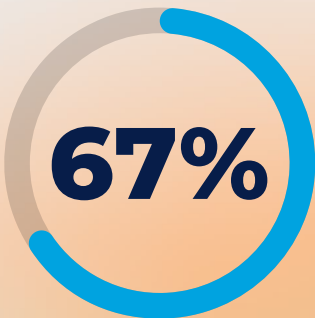
INFORM®

ENGAGE®



Key Findings

The number of branded calls across industries grew by



from Dec. 1, 2022 to Dec. 1, 2023
(849,239,594 to 1,414,532,877)

Over
1.5 Billion
branded calls were placed in 2023

These top 5 industries accounted for

65%
of all treated calls in 2023

The Home Services industry saw the most significant increase in treated calls for our 5 key industries:

1,517%
growth year-over-year

The Retail industry placed the highest number of branded calls annually with **228,823,428 calls.**



Let's explore how branded calling grew in 5 key industries: Retail, Financial Services, Insurance, Healthcare, and Home Services.

Retail

By the Numbers

No industry saw as much branded calling usage in a single year as the retail industry.

Our retail clients saw significant growth in the last year, placing the largest number of branded calls of any industry at 228,823,428 treated calls for 2023.

You can also see that the growth year-over-year, from the end of November 2022 to the end of November 2023, was substantial in the retail space. In 2022, retail clients made almost 1.9 million branded calls per month. By November 2023, that number grew by 1,162% and now stands at nearly 24 million monthly treated calls.

1,890,719

November 2022

23,854,975

November 2023

1,162%

Year-Over-Year
Growth
2022-2023



Retail

The Results

Retailers using branded calling comprise many specialties, like home improvement, apparel, sports and leisure, food and drug, and general merchandisers.

Branded Calling Helps Retail Businesses...



Deliver Excellent
Customer Support



Notify Customers of
Incoming Deliveries



Relay Information
on Pickups



Create More
Personalized Rewards
Program Initiatives



Connect With People
Through Customer
Satisfaction Surveys

Our clients used branded calling to deliver on the promise of a smooth and friction-free retail experience for their customers. Through proper brand saturation and awareness, retailers have a better opportunity to create repeat customers who are happy to continue buying from their favorite brands.

Take a look at what branded calling has been able to do for our retailers' outbound calling strategies.

The Benefit of a Branded Call for Retailers

Results based on First Orion client case studies

39%

LIFT

in Answer Rate

55%

DROP

in Decline Rate

19%

BOOST

in Conversions

Discover how branded calling can help your retail business on our [Retail Industry Page](#).



176,910,765
TOTAL 2022

210,884,456
TOTAL 2023

Let's look at what branded calling can do for you and how it helped other financial institutions achieve their 2023 KPIs.

Financial Services

By the Numbers

Branded calling is a fantastic option that integrates well with many businesses in the financial services industry, including local and national banks, credit unions, financial advisors, investment firms, and securities.

Banks, credit unions, and other financial service institutions continue to adopt branded calling into their communication strategies at a rapid rate, making up the industry with the second-largest number of treated calls placed per year with over 210 million branded calls in 2023.

Many financial institutions realize the importance of protecting their customers online and through phone call communications, leading to the rapid adoption of branded calling technology in the financial sector.



Financial Services





The Results

Customers trust their banks and credit unions to protect their assets from fraudulent activity. With number spoofing on the rise, financial institutions must take ownership of their communication with a branded calling solution.

Here's how branded calling can help you streamline your processes and protect your customers and reputation from bad actors.



Branded Calling Helps Finance Businesses...

-  Collect Outstanding Balances
-  Relay Account Updates and Alerts
-  Prevent Fraudulent Activity
-  Complete Online Loan and Mortgage Applications

When financial service providers use branded calling, they enhance the customer experience through trustworthy communication. More money is saved, and a more significant ROI is realized thanks to eliminating costly fraud mitigation processes.

The Benefit of a Branded Call for Financial Service Providers

Results based on First Orion client case studies

50%
DECREASE
in Decline Rate

26%
BOOST
in Answer Rate

58%
LIFT
in Conversions

Discover how branded calling can protect your financial services business on our [Financial Services Industry Page](#).

Insurance

By the Numbers

Despite a slight downturn in the number of treated calls in 2023 compared to 2022, our insurance clients still placed the third-highest number of branded calls in 2023.

Almost 183 million branded calls were placed by insurance providers, leading to an increase in policies sold and repeat customers happy to renew their policies each year.

Insurance covers almost all facets of everyday life, and branded calling works for every specialty within the insurance space.

Branded Calling Works for Your Insurance Specialty...



Life



Property



Auto



Casualty



Health



Home

3rd Highest
Number of Branded
Calls Placed in 2023



182,994,887
Branded Calls 2023

Insurance

The Results

Insurance providers care about providing a safety net for their clients, but they also put a strong emphasis on providing top-notch customer experiences that create repeat customers.

Branded calling is the key to better customer experiences and more policies sold. Here's what adding a branded call to your outbound communication can do for you.

Branded Calling Helps Insurance Providers...



Renew
Customer
Policies



Process
Online
Applications



Create New
Sales



Cross-sell
and Upsell
Clients

Reduce the workload on your agents by minimizing repeat calls and increasing first-call connections. Once your customers realize it's you attempting to call, they'll answer at a higher rate, and you'll sell more policies!

The Benefit of a Branded Call for Insurance Providers

Results based on First Orion client case studies

30%

INCREASE
in Policies Sold

67%

BOOST
in Conversions

18%

DECREASE
in Calls Per Individual

Discover how branded calling can help you as an insurance provider on our [Insurance Industry Page](#).

Healthcare

By the Numbers

10,334,868

November 2022

19,247,761

November 2023

86%

Year-Over-Year
Growth
2022-2023

Healthcare branded calling saw an 86% growth from November 2022 to November 2023. With more than 19 million branded calls by the end of November 2023, the healthcare industry is also the fourth-largest by number of calls.

Branded calling can be applied across many different areas of healthcare, not just hospitals and doctors' offices. Our clients encompass various sub-verticals such as telehealth, medical equipment suppliers, hospitals, pharmacies, dentists' offices, and physicians' offices.

There is always a need for clear communication between patients and healthcare providers, and we predict continued exponential growth for the healthcare industry in 2024 and beyond.



Healthcare

The Results

Patients rely on clear communication when important healthcare information needs to be shared. And that's precisely what healthcare professionals can provide with a branded phone call.

Our clients have used branded calling to deliver top-notch patient care in various scenarios.



Branded Calling Helps Healthcare Businesses...



Share
Vital Test
Results



Collect
Outstanding
Balances



Notify
Patients of
Prescription
Refills



Relay
Appointment
Reminders and
Confirmations

As a result of more robust communication between patients and specialists, healthcare providers have been able to give more meaningful care and an overall better patient experience.

The Benefit of a Branded Call for Healthcare Providers and Patients

Results based on First Orion client case studies

23%

LIFT

in Answer Rate

45%

BOOST

in Conversions

34%

DROP

in Decline Rate

Discover how branded calling can help your healthcare business on our [Healthcare Industry Page](#).

Home Services

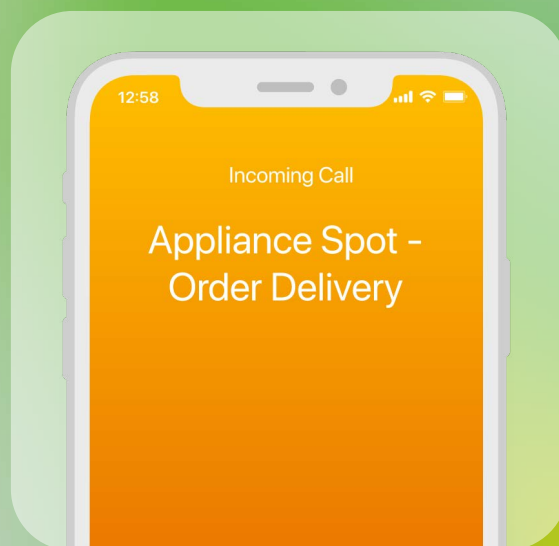
By the Numbers

For our five key industries, the vertical that saw the most considerable year-over-year growth is the home services industry, with an impressive 1,517% growth from November 2022 to November 2023.

In addition, the home services industry placed the 5th highest number of branded calls per year with over 17 million.

The home services industry encompasses businesses like delivery specialists, utility services, solar energy solutions providers, handyman services, and home restoration professionals.

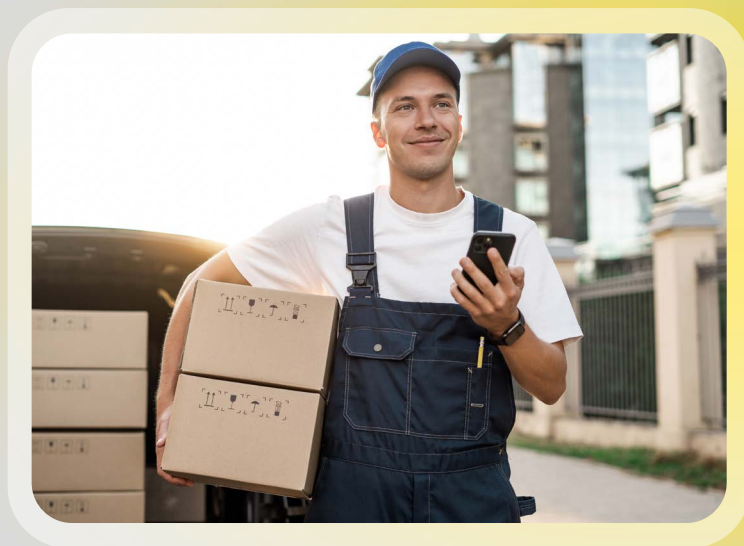
Let's take a closer look at how home service providers have used branded calling in the last year to stay in touch with clients and provide excellent customer service.



1,075,808
November 2022

17,393,122
November 2023

1,162%
Year-Over-Year
Growth
2022-2023



Home Services

The Results

Home service businesses need to be able to do two things to succeed: operate efficiently and provide best-in-class customer service. Whether delivering an important order update or providing clear and up-to-the-minute communication about utility outages and alerts, home service specialists used branded calling to excel in their day-to-day operations.

Branded Calling Helps Home Service Businesses...



Alert Clients
of Utility
Outages



Share
Appointment
Reminders



Notify
Customers of
Payments Due



Schedule and
Update Customers
on Deliveries

For businesses that operate in logistics, missed communication on deliveries can mean costly re-delivery attempts, which hurt the bottom line.

Missed calls happen when customers don't recognize your number and ignore your call attempts. But with a branded call, they know exactly who is calling. Here's how branded calling has helped professionals in the home services industry.

The Benefit of a Branded Call for Home Service Providers

Results based on First Orion client case studies

25%

LIFT

in Conversions

46%

DROP

in Declined Calls

25%

BOOST

in Successful Outcomes

Discover how branded calling help your home services
business on our [Home Services Industry Page](#).

Conclusion

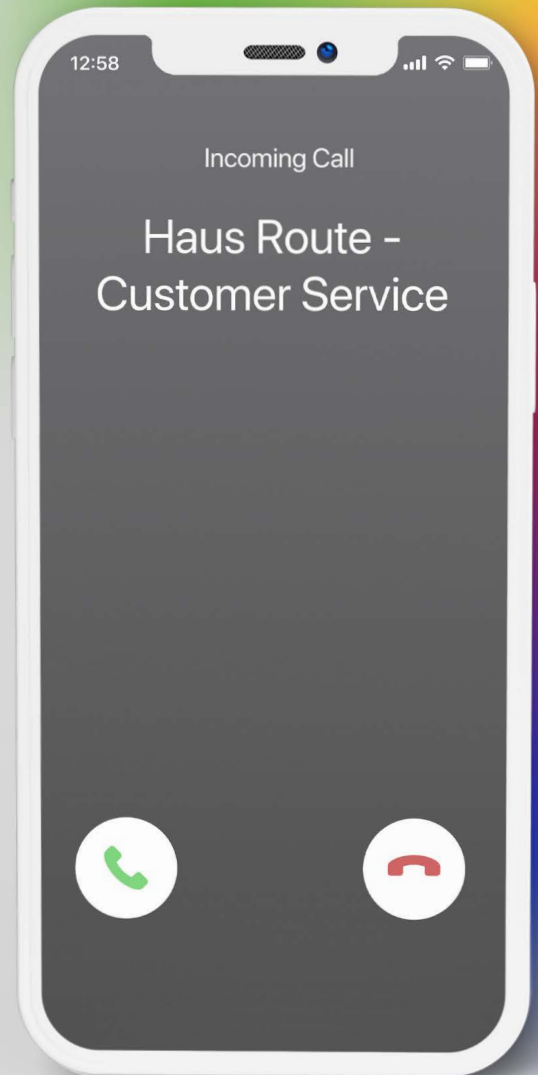
In the evolving branded calling landscape, 2023 stands out as a period of remarkable expansion. From December 1, 2022, to December 1, 2023, the volume of branded calls experienced a significant uptick, underscoring the increasing prevalence of this communication medium.

The past year was a time of unprecedented growth within the branded calling space, and trends point toward even further expansion of the technology across industries in 2024 and beyond.

Branded Calling Can Jumpstart Your Business

If you're ready to see how branded calling can transform your calling strategy and save it from falling behind your competition, reach out today for a free demo of our calling solution in action.

[Schedule A Chat](#)



Follow Us Online



© 2024 ALL RIGHTS RESERVED. NO PART OF THIS PUBLICATION MAY BE REPRODUCED, DISTRIBUTED, OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, INCLUDING PHOTOCOPYING, RECORDING, OR OTHER ELECTRONIC OR MECHANICAL METHODS, WITHOUT THE PRIOR WRITTEN PERMISSION OF THE PUBLISHER, EXCEPT IN THE CASE OF BRIEF QUOTATIONS EMBODIED IN CRITICAL REVIEWS AND CERTAIN OTHER NONCOMMERCIAL USES PERMITTED BY COPYRIGHT LAW.