



# BRAND YOUR CALLS

**Stop Missing  
Customers.**

**Start Making  
Connections.**



 **FIRST ORION**



## The Problem:

OVER

**55%**

of consumers rarely or never answer calls from unknown numbers.<sup>1</sup>

Customers don't answer when they don't know who's calling.

And why should they? Scam and fraudulent calls make it almost impossible to know when it's a legitimate business and when it's a bad actor.

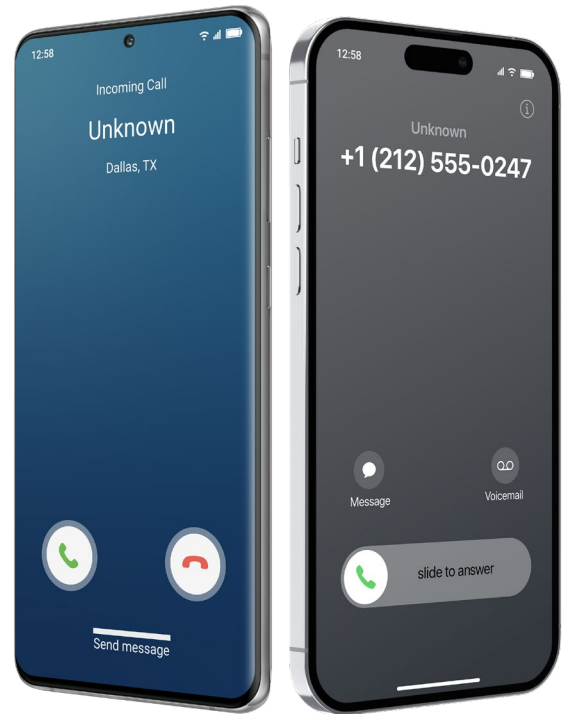
The result? Many consumers have missed at least one important call due to fraud concerns including 40% for healthcare and 22% for banking.<sup>2</sup>

In every age group -- from 18 years old and up -- more than 9 in 10 people say they believe they've received a scam or fraudulent call on their mobile phone. That means more missed, blocked, or ignored calls for you.

# BEFORE

Unknown numbers make your business look anonymous and untrustworthy.

87% of people say that when a business doesn't properly identify itself on a call, it makes them appear illegitimate.<sup>3</sup>



# AFTER

Branded Calling Solutions allow your business name, logo, and reason for calling to cut through the crowd of bad actors.

## The Problem:

# Customers Aren't Answering

## Two Reasons:

### 1 Scammers have scared people from answering.

People have stopped answering their phones because they don't know if it's you or another scammer attempting to steal their money. **Nearly 1 in 3 Americans** -- or roughly 59 million -- have lost more than **\$29.8 billion** to phone scams in the past year alone. Now that's scary.<sup>4</sup>

### 2 People don't answer calls from unknown numbers.

An unknown number puts you in the same position as every other business with a phone; an anonymous number. And **72% of people** do not answer calls they don't recognize, so if they haven't saved your number, they aren't answering.<sup>5</sup>

What if you could get customers to answer the phone the first time?

**62% of consumers** are more likely to answer a call when a business name or logo is displayed.<sup>6</sup>

**In urgent situations, 43% prefer a phone call**, 35% prefer text, and only 18% prefer email.<sup>7</sup>

That means if you're properly branding your call, and your customer wants to talk to you about an urgent matter, they will pick up the call.

Branded Calling is a revolutionary breakthrough that lets you brand phone calls with your name, logo, and a reason why you're calling.

Let's look at how First Orion's Branded Calling Solutions can upgrade your business.



The Solution:

# BRANDED CALLING

When customers know  
it's you – they answer.

Businesses today employ branded phone calls to overcome the challenges of connecting with their customers. And, in the process, they're seeing a major bump customer satisfaction and engagement.

There are two types of  
Branded Calling  
Solutions that First Orion  
employs customers:

**1 INFORM®**

**2 INFORM®  
with Logo**

Let's take a  
closer look.





# INFORM®

A simple but effective phone call solution that allows companies to identify themselves with a customizable display name of up to 32 characters.

## INFORM features:

- A personalized, 32-character display
- Business's info and call reason in the call log
- Reaches all major U.S. carriers and over 21 million Canadian Subscribers

## A simple way to connect with customers.

Setting up First Orion's INFORM solution for Branded Calling takes just minutes using our online portal. Add or update a 32-character brand name to reach your customers with the most relevant display on their next phone call - with zero technology integration.



**INFORM is just one way to label your calls.  
Now, let's look at INFORM with Logo.**



# INFORM<sup>®</sup> WITH LOGO

Make your calls more personal by displaying your name, logo, and reason for the call.



First Orion's INFORM with Logo enables businesses to customize their phone calls to showcase their name, logo, and purpose.

When customers see who's calling, they're more prepared when they answer, driving higher conversion and engagement rates.

## Your branded call makes a lasting impression

"When customers review their call history, they'll see your business name instead of just a phone number, which makes them far more likely to call you back. Leveraging our call authentication feature, INFORM with Logo provides added brand security by ensuring your logo appears only on verified calls.



# BUILD BRAND AWARENESS THROUGH THE PHONE CALL

Branded calling opens up an entirely untapped branding opportunity for companies.

**77% of Americans** would answer a call from their bank if the brand logo/name was displayed on the incoming call screen.<sup>8</sup> And nearly **3 in 4** say they would consider switching their business to a competitor who took steps to identify their calls.

Wouldn't you like customers to view your business as the premium option?

Marketing and advertising departments spend a bundle promoting their brand across numerous channels and now, with branded calling, companies are adding the phone call to their marketing mix to maintain visibility with customers and reinforce their brands.





# FIRST ORION

## IS THE PIONEER IN BRANDED CALLING TECHNOLOGY

First Orion didn't invent the phone call - but we do have over 17 years of experience in the business of making the phone call a better experience for consumers and businesses alike. Our data-driven approach helps build and shape all of First Orion's solutions.

INFORM and INFORM with Logo, are in use coast-to-coast, helping businesses get calls answered and build trust with their customers.

Our Branded Calling Solutions adhere to all privacy and data protection standards and are guaranteed to deliver content securely.

### **Benefits: Customers using First Orion's Branded Calling Solutions report a range of benefits:**

- Better customer experience
- Higher conversion and revenue
- Higher first call resolution
- Increased call answer rates
- Greater brand awareness for products or services
- Valuable insights on outbound call metrics

# The Proof is in the Pickups

Branded Calling increased answer rates for a large furniture retail chain.

## Problem:

Despite customers anticipating deliveries, drivers had difficulty getting customers to pick up the phone when calling from an unknown number.

## Solution:

By using branded calling, declined calls dropped off, and more people were picking up the phone the first time to confirm deliveries.

The business saw a

# 46%

decrease in its decline rate.<sup>9</sup>

Branded Calling helped an insurance platform increase its conversion rate.

## Problem:

An insurance platform was having problems getting customers to engage with calls and buy insurance policies.

## Solution:

Branded Calling led to a decrease in answer rates, but an increase in long call durations and conversions, meaning customers that answered were ready to talk and buy!





**Branded Calling helped a financial services provider solve customer's problems faster.**

### **Problem:**

The mortgage lender struggled to reach potential customers who filled out online loan applications.

### **Solution:**

After implementing branded calling, customers recognized the business's branding, leading to positive results.

The firm experienced a

**92%**

increase in engagement rate.<sup>10</sup>

**A healthcare service provider increased its contact rate with Branded Calling.**

### **Problem:**

Despite calling customers who were expecting a phone call, a teledentistry company was having trouble getting people to answer.

### **Solution:**

Branded Calling helped the company increase its contact and conversion rates which impacted revenue, operational efficiency, and brand trust.

The company saw a

**34%**

increase in customer contact rate.<sup>11</sup>





# Time to Make The Call

Put First Orion's Branded Calling Solutions to work for your business and elevate your customer's experience.

[Try a Branded Calling Demo](#)



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