

Works on  
iOS, Android,  
and wearable  
devices



## The New Standard for Business Connections

People don't trust unknown numbers. So when you don't tell customers who's calling, you struggle to connect, leaving customers frustrated and your business with added costs or even lost revenue.

For companies serious about their bottom line and their brand reputation, INFORM branded calling makes a lasting impression that delivers results.

## Features

- Personalized, 32-character display can include business name and/or reason
- Reaches all major U.S. carrier devices
- Display shown in call log
- Programmatic scheduling enables you to easily use INFORM branded calls across different departments, use cases, and users.
- Advanced spoof protection features protect against scammers.
- Increase your brand recognition and spoof protection by including a logo

## Benefits

### Build Customer Trust & Loyalty

Customer engagement begins with more transparency in every interaction.

### Protect Brand Reputation

Separate yourself from the spoofers and scammers by showcasing your name when you call.

### Increase Your ROI

More engagement = more conversions.

## Getting Started with INFORM

### 1 Register Your Numbers

First Orion validates that you are a legitimate business and verifies your calling numbers.

### 2 Manage Your Programs

Create and manage your calling programs in our easy-to-use Customer Portal. Calls will then be branded per program.

### 3 Optimize Your KPIs with Analytics

The analytics provided in the Customer Portal allows businesses to make actionable insights to optimize their calling programs and maximize their ROI.

## When the Phone Call Matters, Businesses See Results.

Whether you're calling for appointment reminders, account servicing, or customer care, INFORM can help your business make better connections for any use case or vertical. When you brand your calls with First Orion, customers pick up the phone ready to do business, increasing customer engagement, agent efficiency, and total conversions.

Insurance Provider

**67%**  
INCREASE  
in Conversion Rates  
Requisition

National Home Improvement Retailer

**55%**  
DECREASE  
in Decline Rate  
Delivery Reminder

Call Center for Financial Services

**76%**  
INCREASE  
in First Call Conversions  
Form to Call

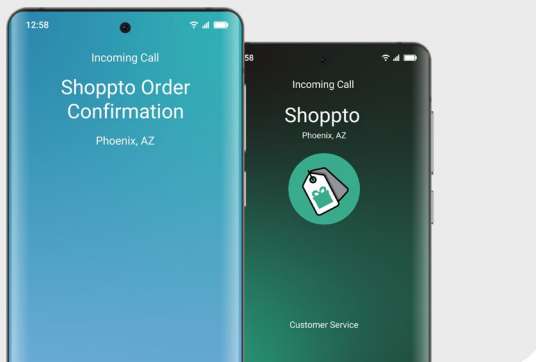
Telehealth Provider

**45%**  
INCREASE  
in Conversion Rate  
Healthcare Services

**498%**  
Potential ROI  
with INFORM

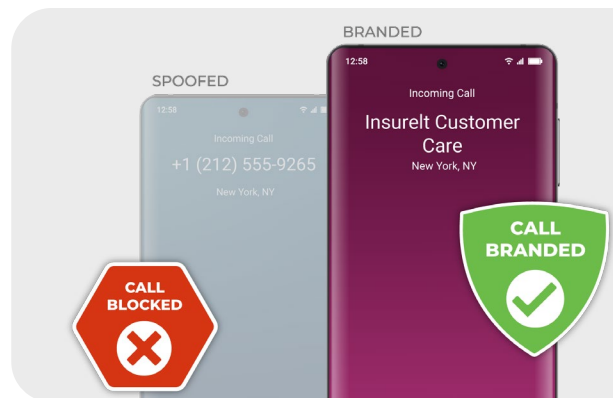
A commissioned Total Economic Impact (TEI) Report of INFORM found a combined ROI of 498% across four different use cases. Read the TEI report to learn more.

## Advanced Spoof Protection



### INFORM Paired and Logo

INFORM Paired is a free feature of INFORM that blocks bad actors from spoofing your brand display. INFORM with Logo allows you deliver logos with your INFORM campaigns. With both, your calls will be delivered with branding while calls spoofing your numbers will not.



### SENTRY™

For even more security, SENTRY prevents spoofing of your business numbers, ensuring only your legitimate business calls are delivered to your customers. All illicit calls are blocked and won't be delivered to your customer's device.

## Future-Proof Your Calls

If you're ready to envision a more engaging future with your customers, **schedule a demo at [firstorion.com/demo](https://firstorion.com/demo).**