

## Customer Engagement with Branded Phone Calls

If you're like many businesses, you struggle to reach customers over the phone for anything from appointments to transactions to customer care. And when you can't get through, your business is impacted, the customer is frustrated, and you're often hit with added costs – or even lost revenue.

You can solve the problem of the unwanted call with INFORM® Branded Text Display. By branding phone calls through First Orion, businesses are reaching more customers, increasing engagement and conversions, and delivering superior customer satisfaction.

- ✓ **Improve conversion rates**
- ✓ **Increase engagement**
- ✓ **Deliver a superior customer experience**

## Requires No Technology Integration

INFORM can be up and running in a matter of minutes - there is zero technology integration required. Simply sign up, activate your account, enter your 32-character company name or message, and with your next outbound call your branded text display will appear on consumers' mobile devices.

OVER  
**76%**  
FIRST CALL  
CONVERSION  
RATE LIFT



## Displays a Custom 32-Character Message

Customize your business name or even a short message. Whether it's on iOS, Android, or a wearable device, your company name or message always displays at the time of the call, and even in the call log. Programmatic scheduling enables you to easily use INFORM branded calls among different departments, use cases, and users.

## When the Phone Call Matters, Businesses See Results

	Conversion Rate Lift	Contact Rate Lift
Re-Acquisition	<b>67%</b>	<b>34%</b>
Form to Call (Loan Consolidation)	<b>54%</b>	<b>18%</b>
Form to Call (Loan Applications)	<b>51%</b>	<b>26%</b>
Retention	<b>34%</b>	<b>20%</b>
First Payment	<b>30%</b>	<b>7%</b>
Upsell Customer	<b>28%</b>	<b>10%</b>



### Deliveries

Confirm appointments and arrivals to avoid missed deliveries and rescheduling.

### Healthcare

Remind patients or clients about upcoming appointments.

### Food Delivery

Drivers and customers can verify arrival and location in real-time.

### Ridesharing

Coordinate pick-up locations or let riders know about delays.

### Financial Services

Verify credit card transactions and missed payments.

### Insurance

Welcome new customers, run satisfaction surveys, retain and reacquire customers.

### Airline

Conduct calls to travelers requesting callbacks to reschedule flights.

### Pharmacy

Inform customers when prescriptions are ready for pick up.

## Scam Protection for your Business

INFORM includes robust capabilities that protect businesses from scammers who attempt to spoof your business. INFORM ensures your brand and information is displayed on the customer's device at the time of the call for a timeframe that you designate.

## Eliminate the Phone Tag Cycle

Businesses that use INFORM are increasing first-call contact rates and eliminating the phone tag cycle. Getting ahold of customers at the right moment dramatically reduces costs and delivers substantial cost savings for delivery businesses, financial institutions, healthcare providers, insurance agencies, and service industries.