

Works on  
iOS, Android,  
and wearable  
devices



With Logo

## 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. Carriers and over 11 million Canadian Subscribers
- 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  
**Reacquisition**

 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.

## Optional Services

### Call Authentication

Adding Call Authentication helps ensure only legitimate calls show your business identity, protecting against spoofing and enhancing customer confidence. Call authentication allows only authenticated calls to have your branding and illicit calls will be delivered without branding.

### INFORM with Logo

Make your brand instantly recognizable with INFORM Logo—available on all major U.S. carriers. INFORM Logo displays your company logo alongside your name, providing a visual cue that ensures customers know they're receiving a call from a verified trusted source.

## Future-Proof Your Calls

If you're ready to envision a more engaging future with your customers, get started now at [firstorion.com/get-started](https://firstorion.com/get-started).