

## We didn't invent the phone call. We just made it better.

We're one of the fastest-growing telecommunications technology providers in the industry, yet our mission remains the same: we're here to provide a more personalized calling experience and protect consumers from bad actors.

As the pioneers of Branded Communication, we provide businesses with the tools to deliver a successful mobile communication experience to improve brand reputation, reliability, and trust.

- 60+ issued patents + numerous pending
- All major U.S. carriers
- 100+ million calls branded monthly



## We're setting the business standard for making connections.

**87% of people** admit they don't answer calls from unknown numbers – including calls they want, like ones from you. Our Branded Communication solutions put your brand name front and center when you contact your customers – not a faceless unknown number. When you let customers know you are calling, they're more likely to engage with your call, and more prepared to do business.

### DRIVE CONVERSION RATES

With branded calling you could experience a  
**76% INCREASE**  
in first-call conversion rates

### DELIVER A BETTER CUSTOMER EXPERIENCE

**84% OF CONSUMERS** said they'd feel more valued at a customer if a business clearly identified itself when calling.

### MAXIMIZE ROI

Implementing branded calling could result in a  
**498% ROI INCREASE**

**INFORM**<sup>®</sup>  REACHES **ALL MAJOR**  
U.S. CARRIERS

**Branded Text Display**

- Personalized, 32-character display
- Display shown in call log
- Prevent bad actors from spoofing your INFORM brand display with the Paired feature, available via API



**ENGAGE**<sup>®</sup>  
**Branded Graphic Display**

- Covers 100% of all your APP users on any Network
- Content-rich display on mobile devices
- Customized messaging
- Real-time call log display
- Works worldwide on iOS and Android

**How It Works**

**498% ROI**  
INCREASE  
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.

**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.

**Future-Proof Your Calls**

The future of business calling is here - and early adopters of branded calling will get the jump on their competition. If you're ready to envision a more engaging future with your customers, **schedule a demo at [firstorion.com/demo](https://firstorion.com/demo)**.