



78% of consumers are more willing to answer a call if the caller ID displays the logo and name of a brand they recognize.*



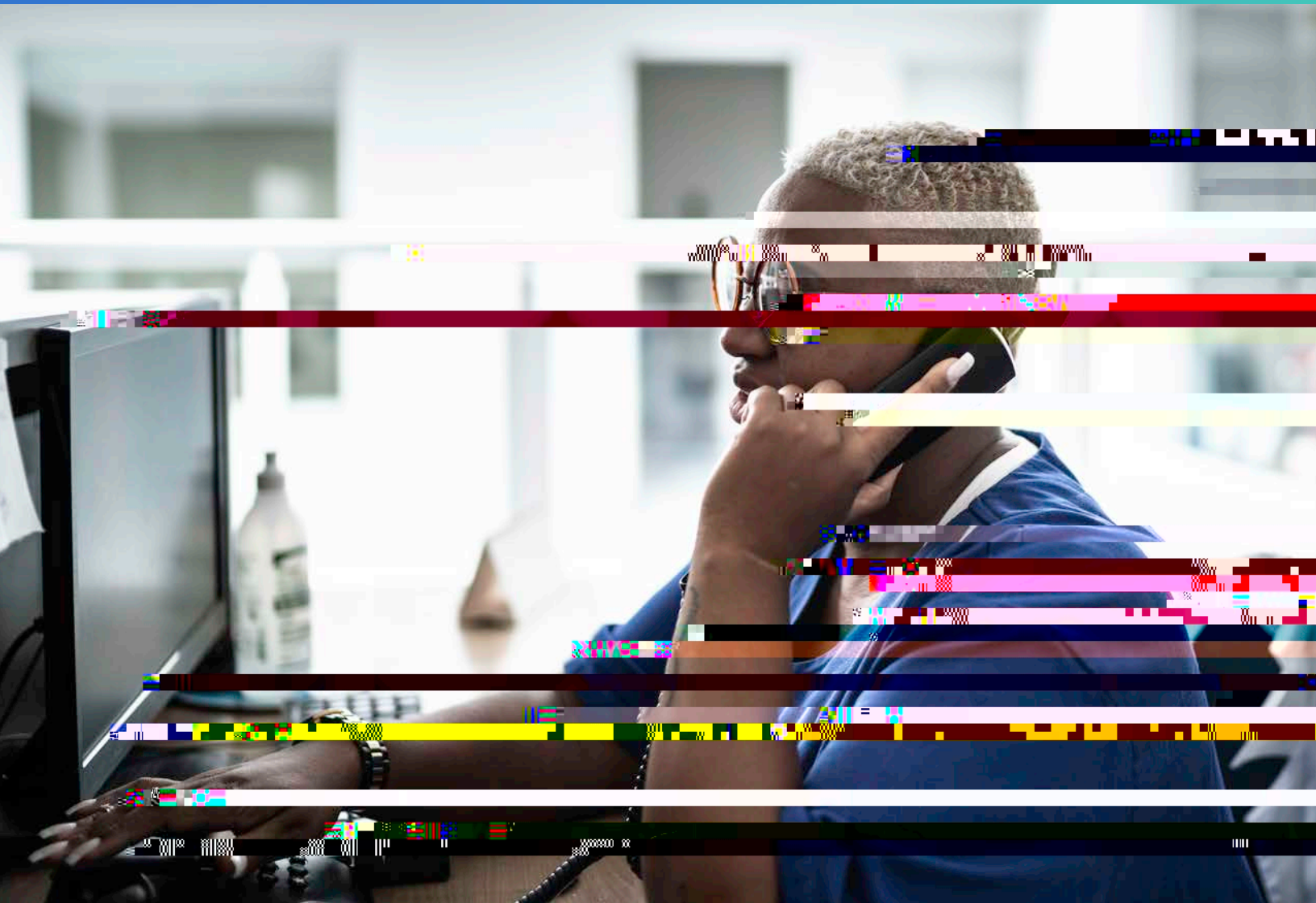
With Enterprise Branded Calling, this healthcare organization can improve its bottom line by expediting the patient communication process and improving call agent productivity.

An improved patient contact process:

Voice communications remain critical for this healthcare organization to the "buyer's journey." Potential customers and patients may first interact with other channels to acquire information and conduct due diligence, but it is often voice calls that are needed to convert. Any breakdown in reaching and engaging patients via voice represents a breakdown in the lead generation process. Enterprise Branded Calling rebuilds trust in voice so that healthcare organizations have more opportunities to engage with their patients.

Better call durations: od eBeir 3slees to engage withhdiusions:

The difference was stark. TNS Enterprise



^

○

Established more than **30 years ago**

Facilitated **one billion+ branded calls**

Supports **thousands of organizations** across **more than 60 countries**