BRANDING THE PHONE CALL

Innovation that delights your customers

COMPANY NAME

REASON FOR CALL

COMPANY LOGO

FIRST ORION
TRANSPARENCY IN COMMUNICATION

87%

of your customers rarely
or never answer calls
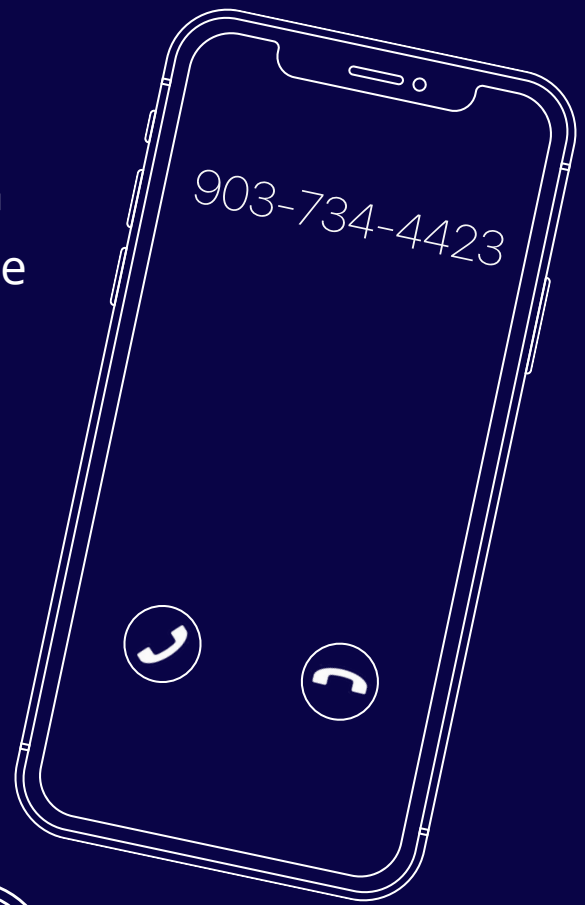from unknown numbers –
including yours.

So why aren't they answering?

The answer is simple –
they don't know that it's you.

And the worst part? They want to
take your call!

BEFORE

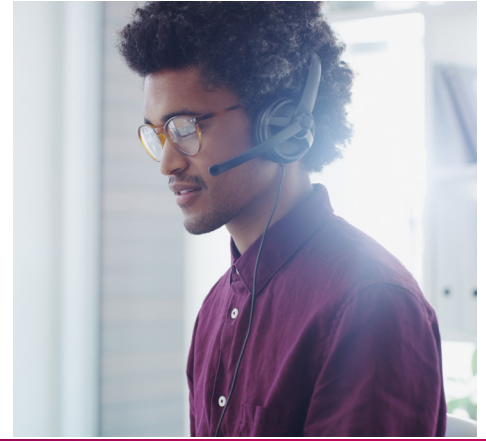Unknown numbers make your business look anonymous

903-734-4423

AFTER

Branded calling allows your logo and brand name to shine through

THE BIG BRAND THEORY

CUSTOMERS AREN'T ANSWERING

Two reasons:

1 **Scammers have scared people from answering.**

People are always on the lookout for calls from scammers. Phone scamming is a $100 billion business and costs individuals $375 on average.

2 **People don't answer calls from unknown numbers.**

An unknown number makes your business anonymous. Only 4% of consumers have a caller ID service on their mobile phone, so if they haven't saved your number, they aren't answering.

3:52

Likely a Scam

Remind Me   Message

slide to answer

What if you could get customers to answer the phone the first time?

Seventy-five percent of consumers said they prefer a phone call for complicated issues, so they're willing to pick up if they know who's calling. Businesses can eliminate unknown number doubt with a Branded Call, an evolutionary breakthrough that lets companies brand phone calls with their identity and a reason of why they are calling.

Let's take a look at branded phone calls and how this technology can benefit your business.
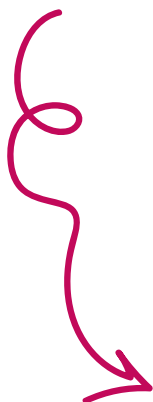
BRANDED PHONE CALLS

When customers know it's you calling – they answer.

Businesses today are employing branded phone calls to overcome the challenges of unanswered calls. And, in the process, achieving measurable financial and customer satisfaction benefits.

There are two types of branded phone call solutions used in business today:

1 Branded Call Display

2 Branded Caller ID
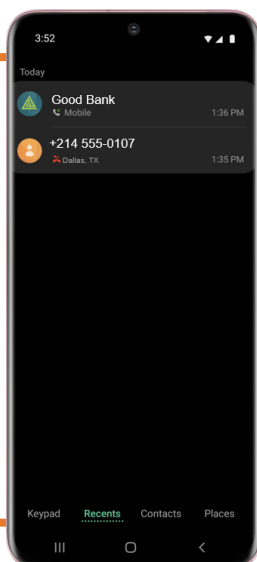
Let's take a look at each.

BRANDED CALL DISPLAY

Deliver your personal touch by displaying a business name, logo, and call purpose.

First Orion's ENGAGE® for Branded Call Display enables businesses to customize a previously anonymous medium - the phone call - and brand it with their name, logo, and purpose.

When customers see who's calling, they're more prepared when they answer, driving higher conversion and retention.

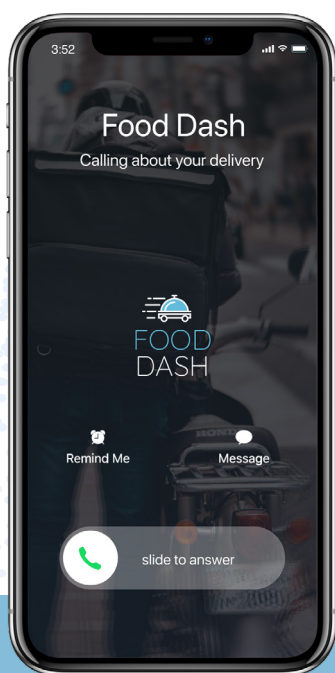**Your branded call makes a lasting impression** →   A call log feature retains your business name, not just a phone number, to show customers that you called.

GIVE YOUR CUSTOMERS A REASON TO ANSWER.

With ENGAGE Branded Call Display, we give your customers a reason to answer with a personalized experience.

Transform the call experience and immediately see results →

- Capture attention when the phone rings
- Give users a reason to answer
- Watch customer satisfaction soar
- See retention rates increase
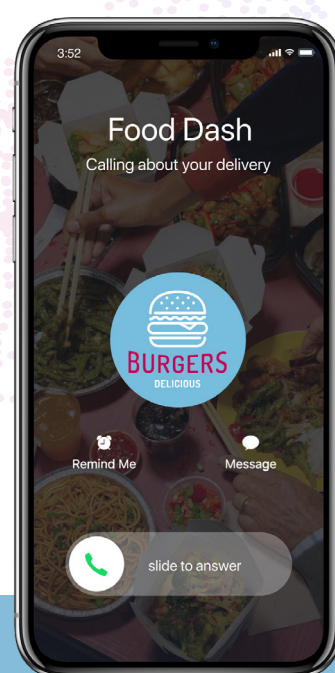- Deliver a superior customer experience

Food Dash
Calling about your delivery

FOOD DASH

Remind Me   Message

slide to answer

Dash
Calling about your location

Remind Me   Message

slide to answer

Dash Support
Customer service calling

FOOD DASH

Remind Me   Message

slide to answer

Food Dash
Calling about your delivery

BURGERS DELICIOUS

Remind Me   Message

slide to answer

Alert customers to incoming calls with your brand name, purpose, and logo

Dynamic profiles for drivers, service pros, and employees enables a personalized experience

Set up **customer support** agents for success with customers who are ready to speak

Generate revenue and give partners and vendors opportunities to co-brand and monetize each call

GOT APPS?

Are you a digital-first company with a mobile app? Now, you can immediately reach 100% of your app users with a branded calling experience on both iOS and Android anywhere in the world.

BUILD BRAND AWARENESS THROUGH THE PHONE CALL

Branded phone calls open up an entirely untapped branding opportunity for companies. Think about how often your employees place calls to customers. With branded calls, each phone call can serve as a branded ad impression for your company, with very little cost and effort.

Marketing and advertising departments spend a bundle promoting their identities across numerous channels and now, with branded calls, companies are adding the phone call to their marketing mix to maintain visibility with customers and reinforce their brands.

The Complete Digital Marketing Experience

Branded Call Display is just one way to label your calls. Now, let's take a look at Branded Caller ID.

BRANDED CALLER ID

A lighter branded phone call solution that allows companies to identify themselves with up to 15 characters.

Branded Caller ID is very simple to use. →

Setting up First Orion's INFORM® solution for Branded Caller ID takes just minutes using our online portal. Add or update a 15-character message quickly to reach your customers with the most relevant message on their next phone call - with zero technology integration.

→ So you might be wondering **how to get started with branded calling**. **The good news**: it's easy. The great news? We can help you do it.

FIRST ORION IS THE PIONEER IN BRANDED PHONE CALL TECHNOLOGY

First Orion didn't invent the phone call - but we do have 10+ years in the business of making the phone call a better experience for consumers and businesses alike. Our data-driven approach helps build and shape all of First Orion's products and solutions.

Our branded phone call solutions, ENGAGE and INFORM, are in use coast-to-coast and across the globe, helping businesses get calls answered and build trust with their customers.

Branded calling adheres to all privacy and data protection standards, collects no PII, and has secure content delivery.
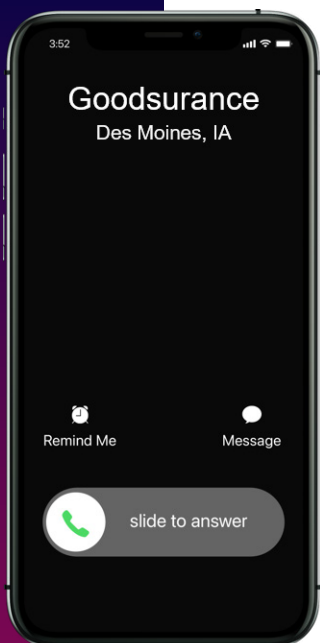
→ Benefits:

Customers using First Orion's Branded Call Enhancement suite report a range of benefits:

→ Better customer experience.

→ Higher conversion and revenue.

→ Brand building and awareness via mobile phone screen.

→ Higher first call resolution

→ Increased call answer rates

→ Greater brand awareness for products or services

→ A safer, trusted calling experience for customers

→ Valuable insights on outbound call metrics

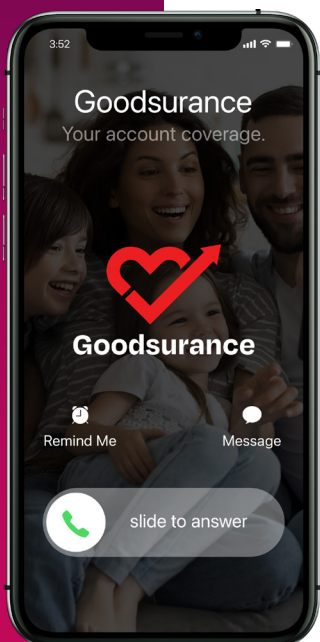# THE PROOF IS IN THE PICKUPS

→ **Branded calling improved the bottom line for this insurance client.**

A billion+ dollar insurance provider was looking to improve their customer service, conversions, coverage increase efforts, and lapsed policy retention.

→ **The Solution:**

They labeled outbound calls using First Orion's ENGAGE and INFORM Branded Phone Call solutions and displayed who was calling for four key lines of business:

USE CASE	ANSWER RATE LIFT	CONVERSION RATE LIFT
Application Processing	7%	30%
Customer Upsell	28%	10%
Customer Retention	34%	20%
Customer Reacquisition	4%	67%

THE RESULTS? Branded calling increased answer rates and conversion.

A CASE FOR EVERY INDUSTRY

Let's take a look at how branded phone calls can be used for the business you're in.

CUSTOMER SERVICE
Resolve issues with orders and enhance customer experience.

FINANCIAL SERVICES
Verify credit card transactions or missed payments.

GOVERNMENT & HEALTHCARE
Notify consumers and help prevent further spread of COVID-19.

FOOD DELIVERY
Drivers verify arrival and directions in real-time.

PHARMACIES
Inform customers when prescriptions are ready.

AIRLINES
Conduct calls to travelers requesting callbacks.

INSURANCE
Retain customers before they lapse.

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

APPOINTMENTS
Remind patients or clients about upcoming appointments

TIME TO MAKE THE CALL

Learn how to put branded phone calls to work for your business. Our experts are at your service to help you understand the options for best achieving your business objectives.

→ Contact First Orion today

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