What is Branded Caller ID?

Ytel
+1 (800) 382-4913

Call Reason
Increase your answer rates

slide to answer

THE PROBLEM

You place a call to a customer and nobody is answering. Perhaps you leave a voicemail hoping the customer calls back. Or you call again hoping for an answer the second (or third) time around. It can be an enormous waste of time and cause for frustration. Sound familiar?

Why is this happening? **People don't trust in phone calls, especially from anonymous numbers.**

UNKNOWN

+1 (970) 555-1983

slide to answer

87%

of people don't answer calls from unknown numbers

70%

Annual rise in the number of American falling victim to phone scams
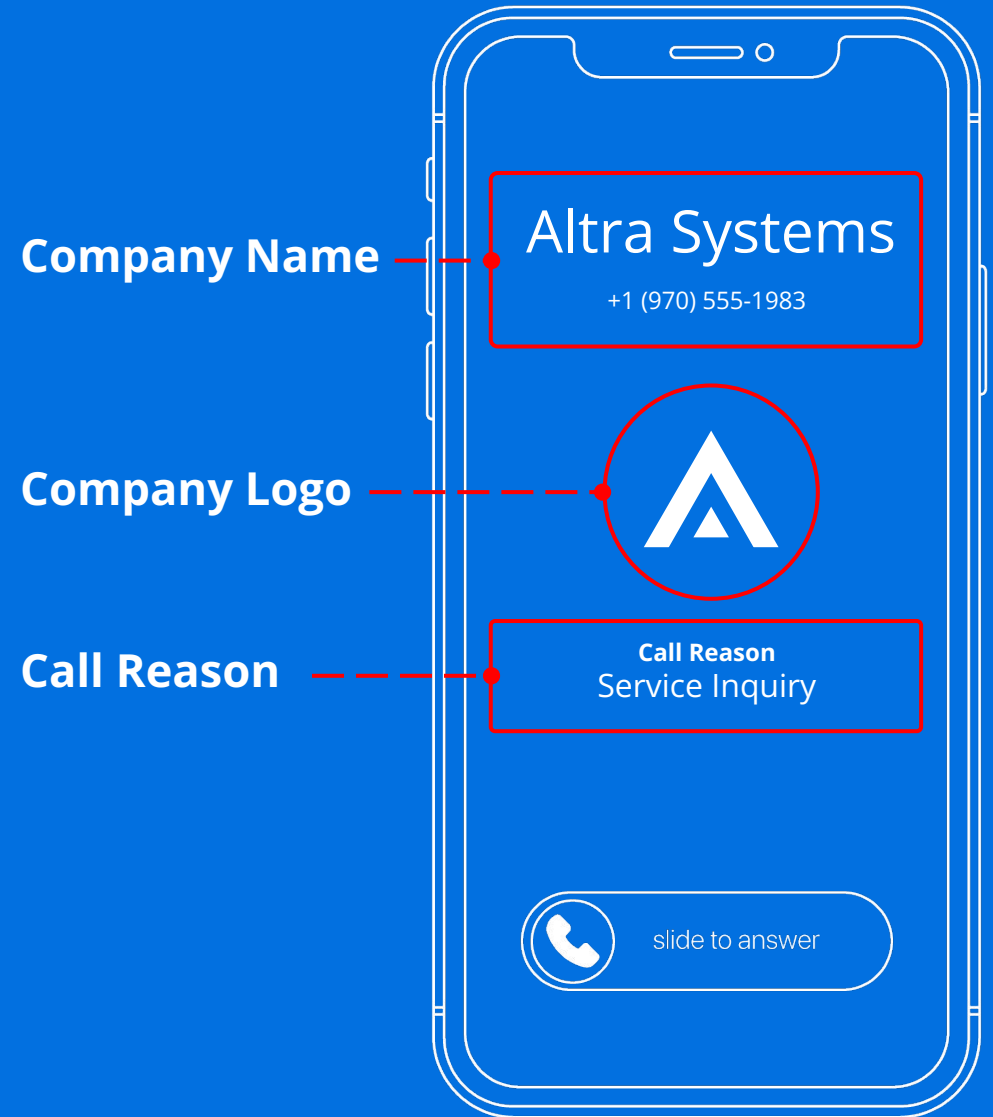
39%

Annual increase in the number of spam calls

75%

of people want phone calls for complex issues

THE SOLUTION

Tell your customers who's calling and why!

Businesses who identify themselves with Branded Caller ID see an increase in engagement and meaningful connections.

Company Name

Company Logo

Call Reason

Altra Systems
+1 (970) 555-1983
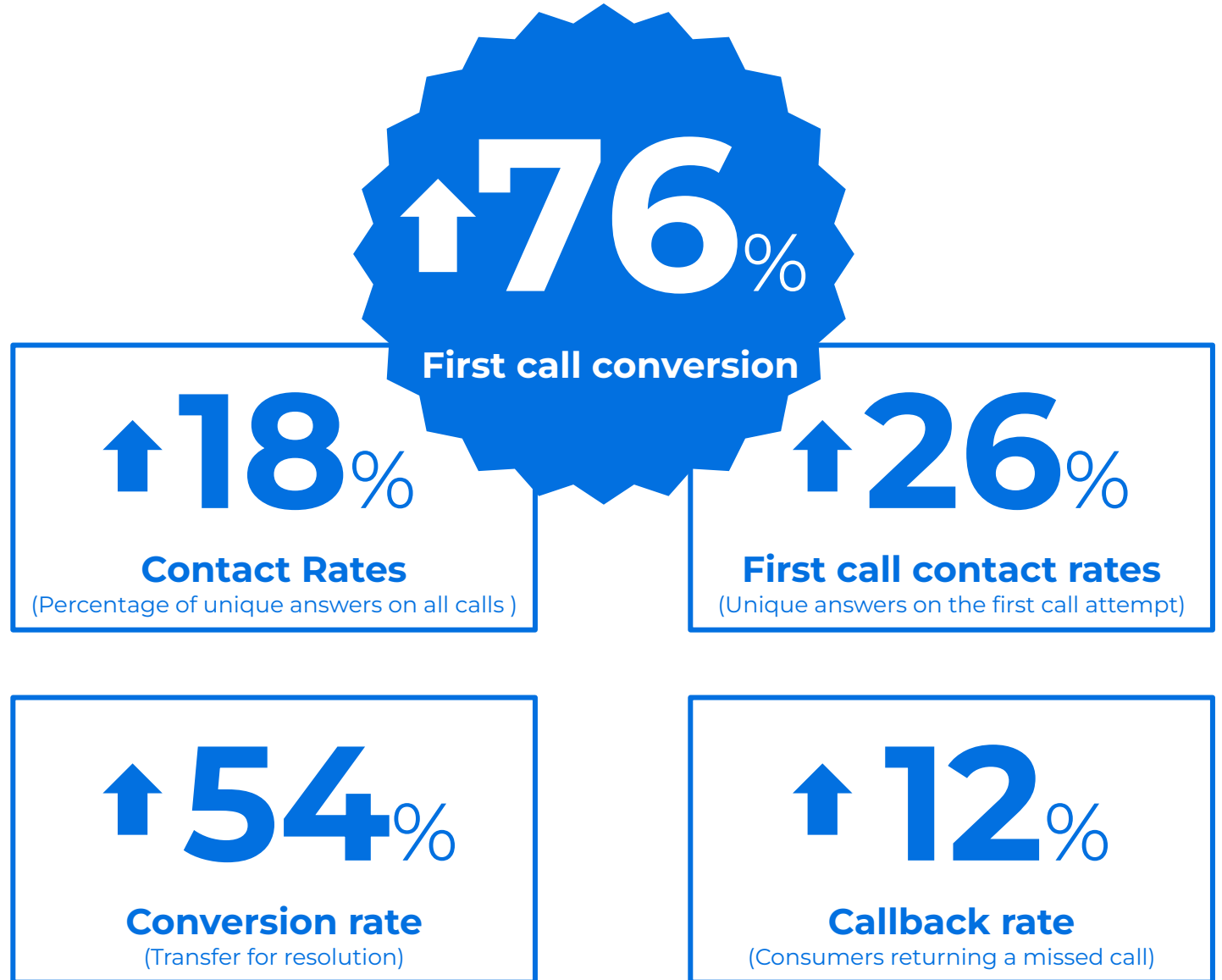
Call Reason
Service Inquiry

slide to answer

Problem

A growing call center has financial service clients focused on calling consumers who fill out online loan applications. Even when called quickly, many consumers wouldn't answer.

Solution

Using Branded Communications, their contact and conversion rates went up dramatically. First call rates also climbed, increasing revenue and operational efficiency.

Case Study

↑**76**%
First call conversion

↑**18**%
Contact Rates
(Percentage of unique answers on all calls)

↑**26**%
First call contact rates
(Unique answers on the first call attempt)

↑**54**%
Conversion rate
(Transfer for resolution)

↑**12**%
Callback rate
(Consumers returning a missed call)

5

Traditional
Caller ID

👎 Created to treat landlines calls

👎 Relies on carriers to dip a database (to which there are many) to retrieve a name

👎 No spoof protection

👎 Requires the consumer to download a caller ID app or opt into a service

👎 Less than 10% of consumers have opted into Caller ID services

👎 Doesn't allow the business to control the display on demand

👎 Only shows 15 characters (name will be truncated with no input from business)

Branded
Caller ID

💪 Businesses have control of their display names

💪 Built-in spoof protection

💪 Requires NO consumer action

💪 Built specifically for mobile devices

💪 Displays up to 32 custom characters

💪 Reaches 2/3 of U.S. mobile market (280M+ devices)

💪 Provides call data & analytics to help improve outbound calling strategy
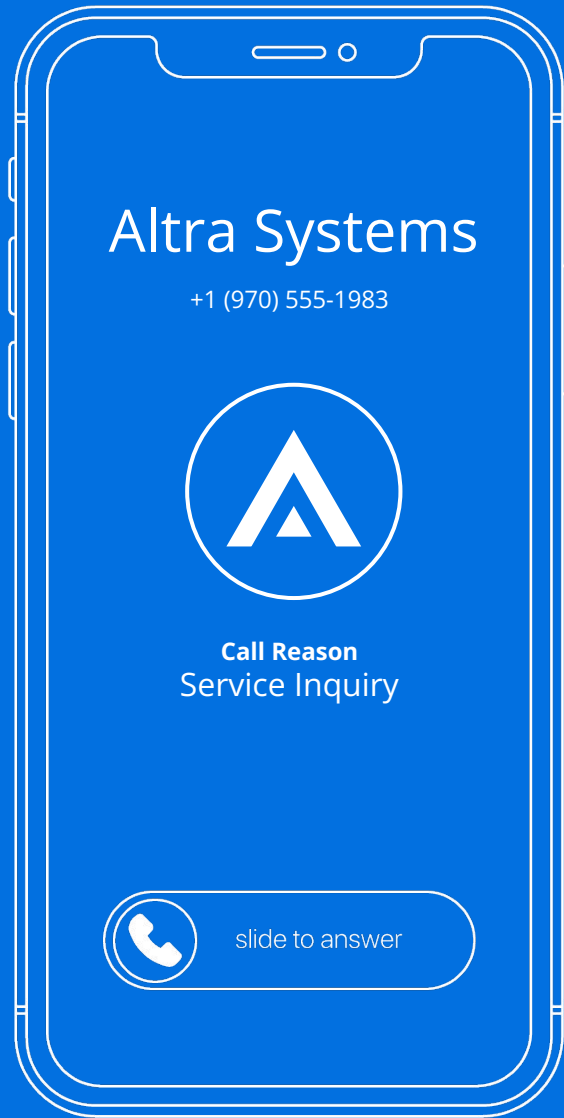
Want to see Branded Caller ID for Yourself?

Visit https://www.ytel.com/branded-call to see a demo of how your calls would display with Branded Caller ID.