

What is

# Branded Caller ID?

eBook

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# 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.**

**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**

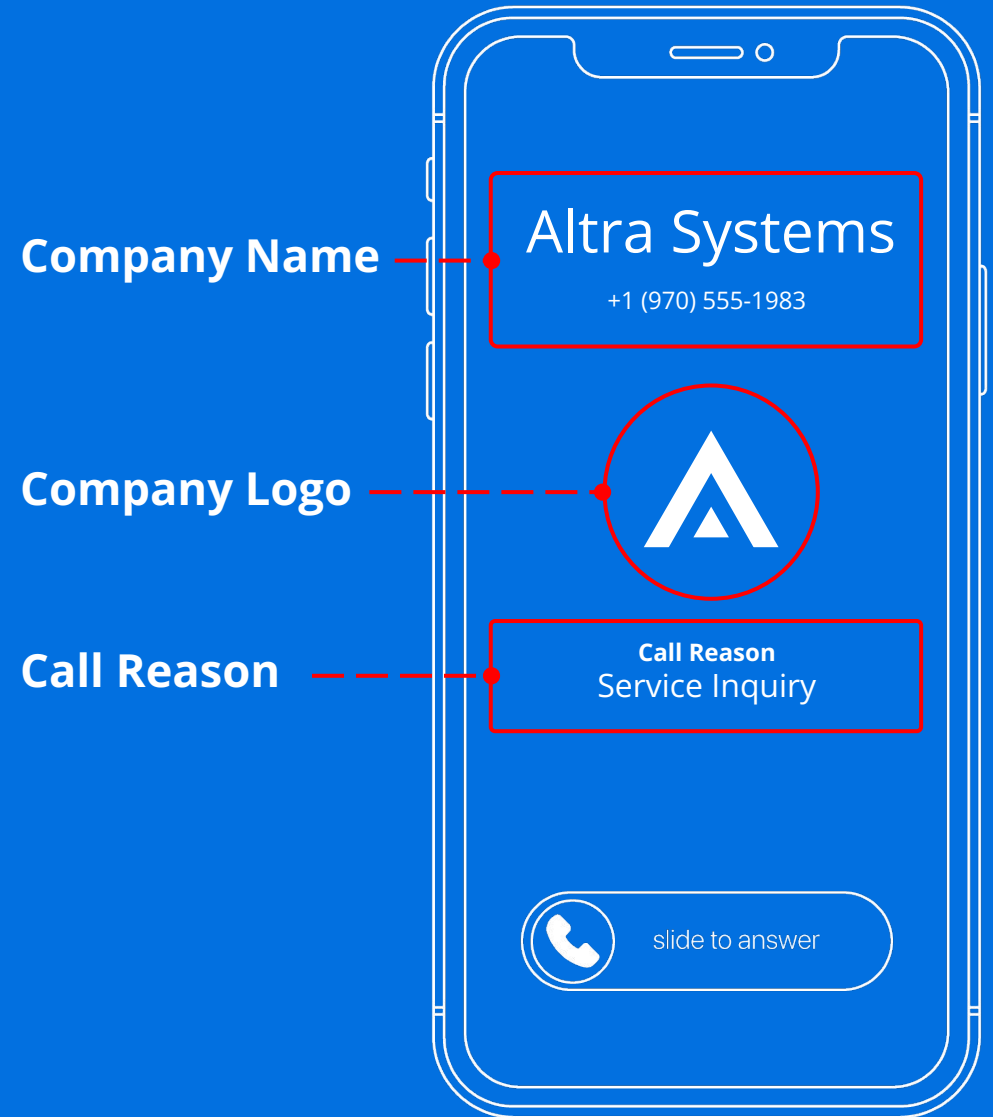
**75%**

**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.





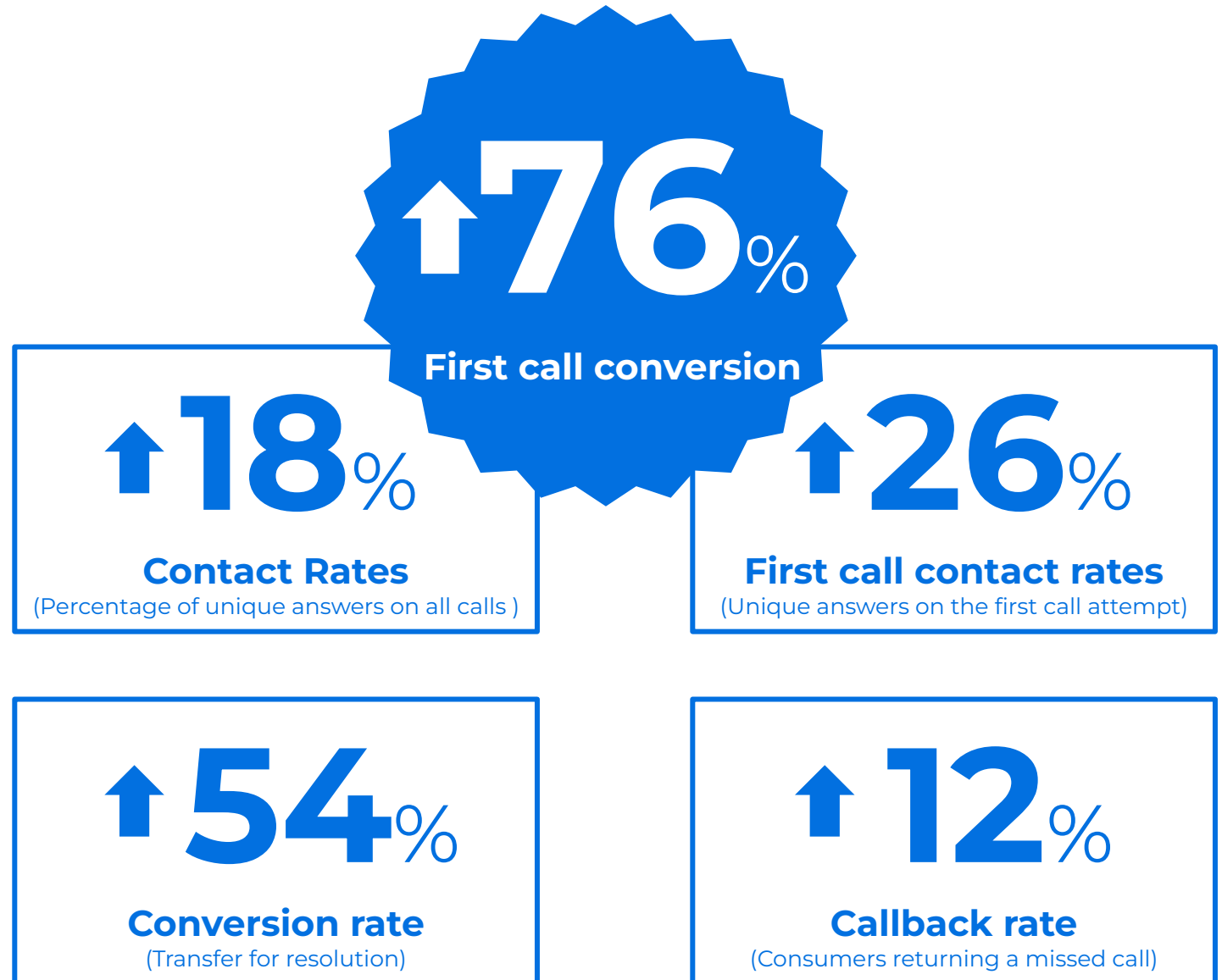
# Balboa Digital Case Study

## Problem

A growing call center, Balboa Digital 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, Balboa Digital's contact and conversion rates went up dramatically. First call rates also climbed, increasing revenue and operational efficiency.

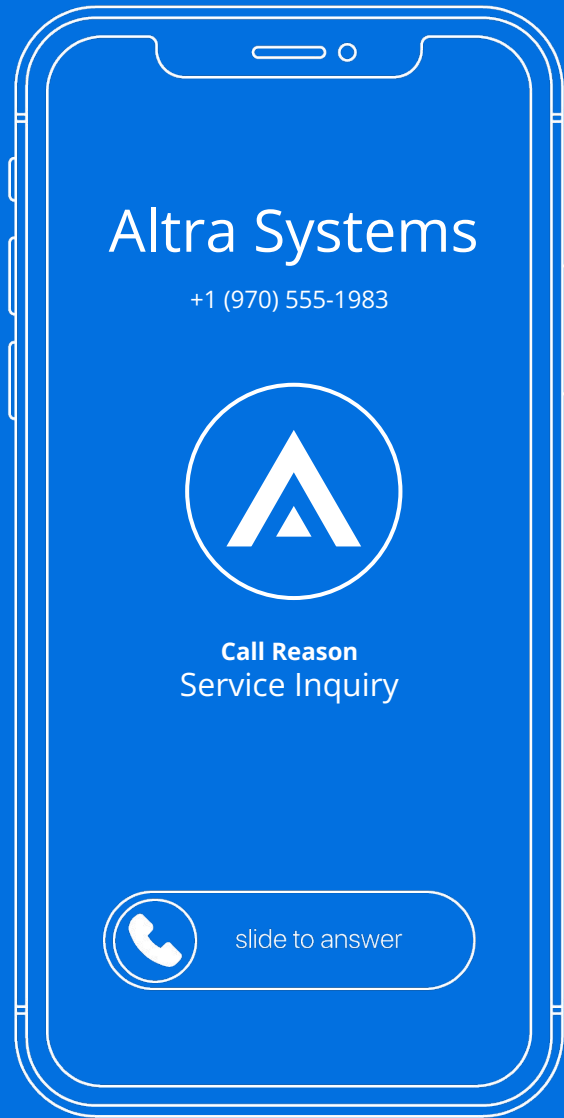


# Traditional Caller ID

- 👎 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.