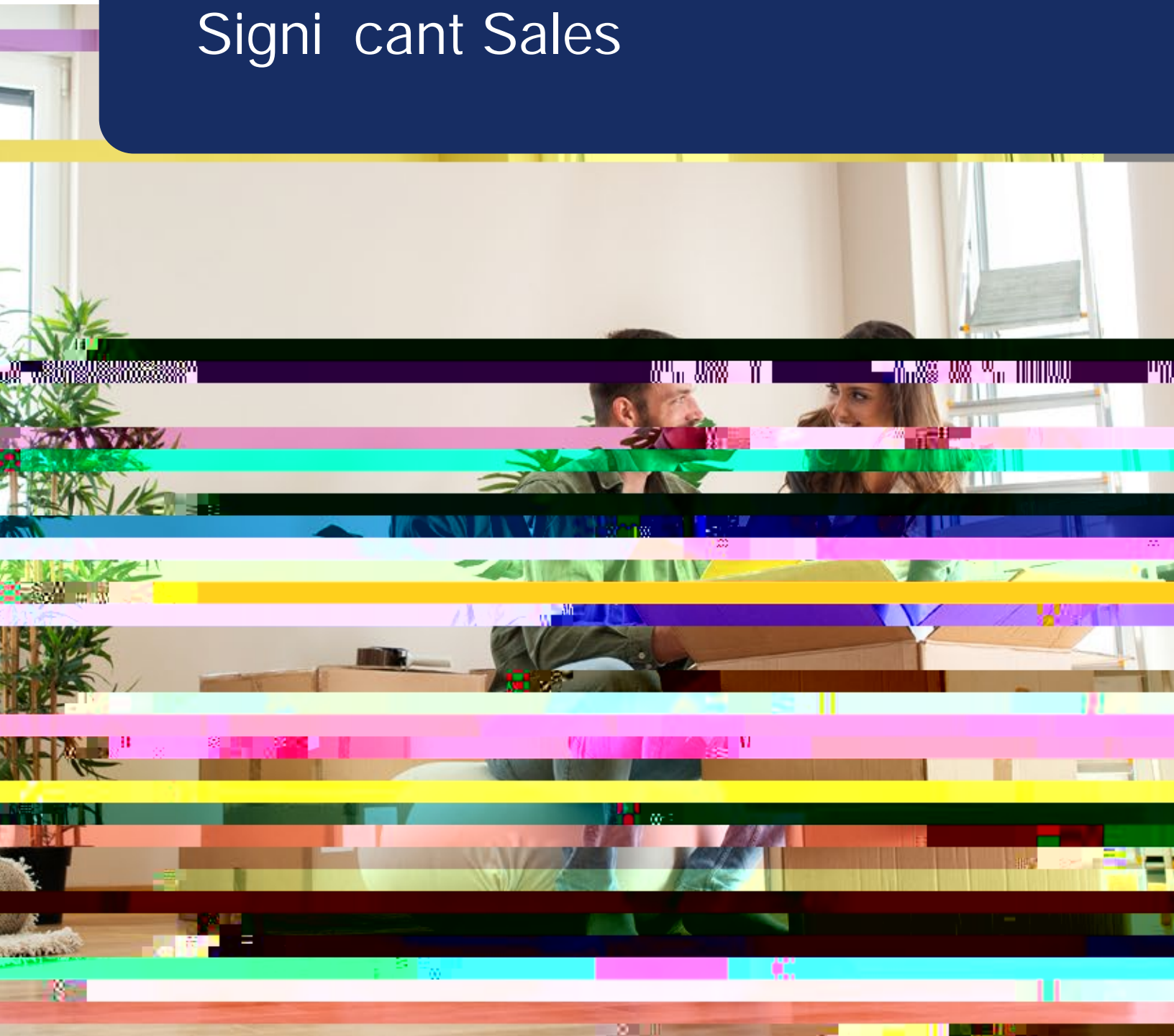


How TNS Enterprise Branded Calling Helped a Leading Mortgage Lender Close Significant Sales



In 2023, mortgage rates hit highs unseen in twenty years. As a result, lenders struggled to attract mortgage applicants, putting greater emphasis on reaching prospects through voice channels.

Unfortunately, reaching consumers is becoming more difficult for many businesses, not just those in the financial services sector. This is a result of the onslaught of robocalls reaching consumers—TNS data indicates more than 60 billion in 2023 alone, an increase of 9% from 2022. This is not just a case of annoyance, either. In 2023, fraudulent phone calls led to the highest median loss of \$1,470 per person, according to the Federal Trade Commission.

As one of the largest retail mortgage lenders in the US, the business needed a way to engage its potential customers—retail lending is a highly competitive industry. Previously, the lender’s primary vehicle for attracting new prospects was through the Internet, where reaching applicants quickly—usually before their competition did—was paramount. But they were frustrated by low answer rates and, when customers were reached, low engagement. They recognized the need for call branding but were hesitant to expand their current caller investment.

The mortgage lender evaluated branding calling suppliers and recognized TNS’ vast experience in the field and its ability to use branded calling across various carriers and devices. This differs significantly from some other providers—while they may have branded calling services, they can only provide them to their narrow audiences.

The mortgage lender contacted TNS for an initial 18-month trial period, hoping TNS Enterprise Branded would deliver a solid ROI and improve their call success rates.



TNS-commissioned research shows that 75 percent of customers have missed calls from unknown numbers that they would have answered had they known who was calling them.

With TNS Enterprise Branded calling, the retail mortgage lender increased both answer rates and month-by-month revenues.

Calls that included the mortgage lender's name were answered more frequently than calls that did not, and when a logo and a brand name were both added, two out of three calls were answered. In both cases, customers answered with higher levels of trust, causing them to be more engaged and ready to convert.

This enhanced level of trust and willingness to convert can be seen in the number of calls that were transferred for a quote consultation. When branded calls are transferred from the call center to an agent to process the loan—and these calls include the company name and logo—call duration rates jump more than 50% compared to non-branded calls.

Estimated revenue numbers show the potential value of TNS Enterprise Branded Calling. Projections indicated that adding the mortgage lender's name to the caller screen could generate more than \$23 million in incremental revenue per month, and adding their name and logo might generate an additional \$48mm of revenue per month. This would represent a potential 115x ROI on the incremental spend conservatively assuming 10% of calls transferred to a licensed banker ultimately lead to a sale.

These results affirmed the ROI from TNS Enterprise Branded Calling can be significant.



When branding with TNS' logo services, calls are 75% more likely to be transferred to a banker for quote consultation than unbranded calls.



