

Trusted Calls Are Vital to Customer Service Success

IMPROVE CONTACT RATES WITH CALLER NAME OPTIMIZATION

Outbound calls are essential to connect with customers, despite the rise of self-service and digital communications.



Voice calls are the 2nd most popular channel to contact consumers.

- 1 83% Email
- 2 **72% Voice**
- 3 42% Chat
- 4 45% SMS

63%

of companies say the voice channel is critical to meeting customer service goals.

Due to the rise in illegal robocalls and scams, many important calls are not received.

With increased efforts to protect consumers, legitimate calls are wrongly **blocked** or **tagged as spam**.

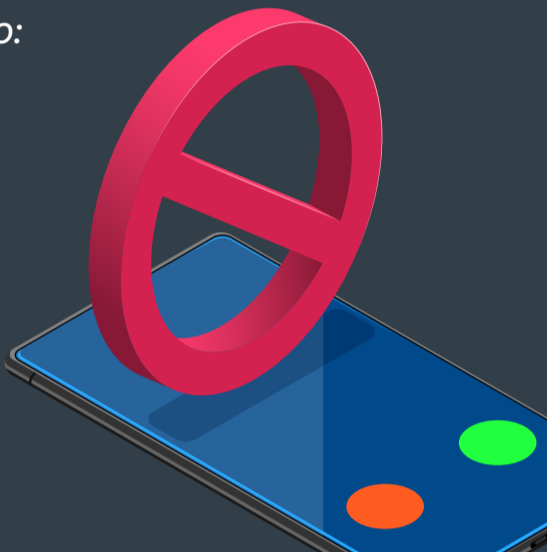
Companies say the biggest challenges in contacting consumers by phone are:

- 63%** Failure to answer
- 56%** Mislabeling of calls
- 44%** Blocked calls

Consumer trust in the phone has eroded. Only **18.8%** of outbound calls are answered.

Calls are not answered due to:

- 64%** Unknown Number
- 50%** Fraud
- 48%** Call Spoofing
- 35%** Robocalls



Companies say challenges in contacting customers through voice calls are impacting business.

48%

Experienced increased operational costs

48%

Noted a decrease in customer satisfaction

43%

Lost productivity

39%

Lost customers

37%

Lost revenues



Neustar Caller Name Optimization helps you manage your brand and increase contact rates.

- ☒ Mitigate incorrect call blocking and spam labeling
- ☒ Ensure caller name and number are accurately displayed
- ☒ Protect your brand from being abused by spoofers

“Increasing call answer rates improves both our top line revenue and bottom line profitability.” – Fortune 500 Retail Company

To learn more, visit: www.callerid.neustar

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Source: A commissioned study conducted by Forrester Consulting on behalf of Neustar, May 2019 of 319 business and technology decision makers responsible for outbound call experiences.