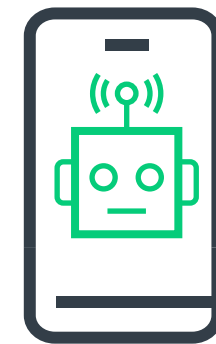
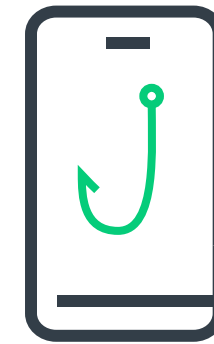


# REVERSE IMPACT OF NEGATIVE CALL EXPERIENCES WITH BRANDED CALLING

In 2020, U.S. consumers received more than



**49.5**  
Billion robocalls



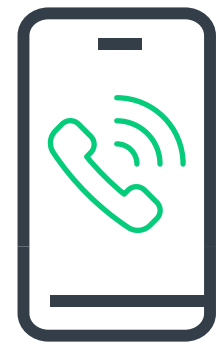
**45%**  
of those were scams



**88%**  
business calls to consumers go unanswered

## SURVEY RESPONDENTS SAY:

### Phone Key Communication Channel



**83%**

rated phone calls as the **most** or **very important** means to reach their customers

## SURVEY RESPONDENTS SAY:

### Phone Critical to Omnichannel Experience and Brand Perception



**96%**

say it's important to align call experience with omnichannel journey



**97%**

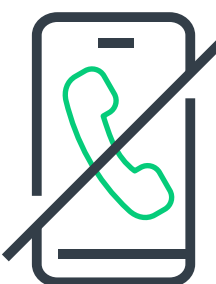
deem the call experience important

## What You Can Do...

- Ensure phone calls are part of your omnichannel, digital customer experience.
- Implement Neustar Branded Call Display (BCD) which lets customers know it's you calling – so they answer the phone.

## Impact of Mislabeled and Blocking Legitimate Calls

### IN THE FIRST HALF OF 2021



**90%**

had more than 20% of their calls **blocked**



**82%**

had more than 20% of their calls **mislabeled as spam**

### REVENUE LOSSES



**75%**

of enterprises reported revenue declines of **over 10%** due to **call blocking** or **mistagging** in the last six months

### CONCERNS



**86%**

are **extremely** or **very concerned** that the **problem will get worse** in the future

Rebuilding Trust in Calls, 2021, OMDIA Research

To learn more, visit  
[home.neustar/bcd](https://home.neustar/bcd)

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