



Branded Calling in 2026: Lessons, Metrics and What's Next

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Agenda

1. Lessons from the field
2. Metrics that matter
3. Integration strategies
4. What's next?

TransUnion - Trusted Identity Is Our Business

Our differentiated assets generate deeper insights and better decisions

TransUnion is a global information and insights company that makes trust possible in commerce, so consumers and organizations can transact with confidence and achieve great things

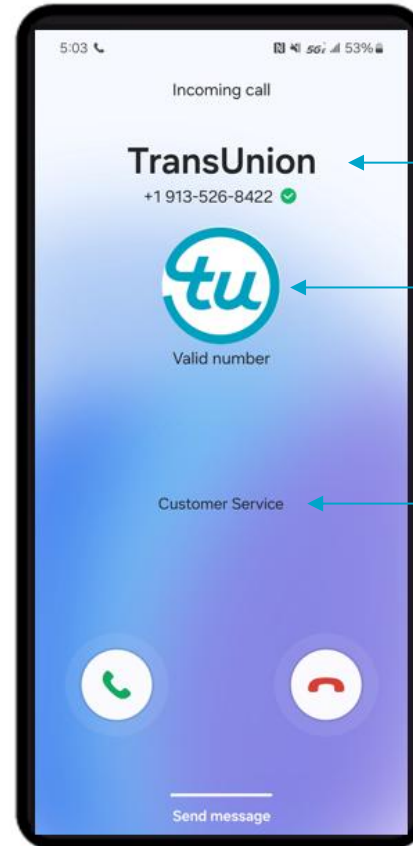


Lessons from the field



Branded Call Display: Both Android and Apple have Name and Rich BCD display types

Android Rich BCD



Brand Name
(BCD-Name)

Logo
(BCD-Rich)

Call Reason
(BCD-Rich)

Apple Rich BCD



Logo
(BCD-Rich)

Brand Name
(BCD-Name)



If you don't get
identity right

...everything you do
with it will be wrong.

Best Practices



Establish a clear KYC and Vetting process



Branding options

Ensure the enterprise understands integration options, outcomes and potential downside to the variety of Branding experiences

- Name (auth or non auth)
- Name + Logo
- Name + Logo + Call Reason
- Branding + Spoofing protection
- Carrier registration process applies to all Branding options



Successful enterprise organizations

- Demonstrate an understanding of their TN inventory/ownership and document outbound use cases
- Accept outbound calling best practices feedback
- Measure success by both customer engagement and outcomes
- Understand ROI breakpoints
- Stack outbound communication solutions

Metrics that matter



Customer Success Story

Large DOMESTIC BANK had substantial lift in contact and promise to pay rates with BCD Rich

Challenge



Already a BCD Name customer, this bank was interested in understanding the performance lift generated by using a BCD Rich Logo compared to BCD Name.

Solution



Starting with their card collections program, they conducted multi-month testing to measure results across three key metrics. The performance gains observed during the test period were strong enough this bank to move forward with BCD Rich.



The Results

- **17%** Increase in connect rate
- **29%** lift in right party contact
- **39%** lift in promise to pay



Adding a Verified Logo Makes a Measurable Difference

Branded Call Display Rich consistently increased answer rates, customer engagement and business outcomes across industries.



Reach more customers

- Up to **26% increase** in answer rates
- Up to **17% increase** in connect rates



Improve engagement

- Up to **29% lift** in right-party contact
- **7% lift** in call duration of 10+ minutes



Drive business outcomes

- Up to **39% lift** in promise-to-pay

Align Call Purpose to the Right Success Metric

Not every call should be measured the same way.

If a call is meant to...	Measure this	Why it matters
Reconnect with a Customer (call backs, delivery updates, lead follow-up)	Answer Rate	Branding helps customers decide to engage.
Drive Meaningful Interaction (service, collections, support)	Conversation Call Duration	Indicates quality engagement. <i>TIP: Exclude voicemail</i>
Generate Revenue (sales, collections, retention)	Conversion Metrics • Promise to Pay • Sale / Conversion • Successful Transfer • Appointment Booked	Directly tied to ROI and incremental revenue.
Encourage Digital Engagement (self-service, account management).	Online Portal Logins / Inbound Callbacks	Reflects trust and follow-through across channels.

Calls with proper branding empower customers to choose engagement.



Integration strategies



Pairing branded calling with other solutions for greater business impact

Protect the interaction

Safeguard identity. Prevent misuse.
Preserve trust.

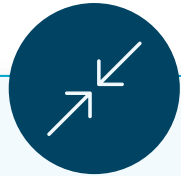
Optimize the interaction

Improve performance. Increase engagement.
Drive efficiency.



Brand Protection

Monitor and safeguard your name identity.



Inbound Authentication

Verify inbound callers to reduce fraud exposure.



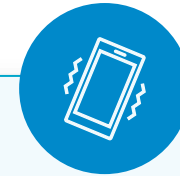
Spoofed Call Protection

Stop fraudsters from exploiting your numbers.



Caller Name Optimization

Reduce spam flags and call blocking.



Phone Behavior Intelligence

Optimize contact strategy across numbers, timing & channels.



Email Behavior Intelligence

Enhance digital outreach performance & compliance.

What's next?



Beyond the Call: One Trusted Conversation



Thank you for your time today!

www.transunion.com/trucontact

