

## Go Beyond Answer Rates with Engage

If you're like many companies, your customer service, finance, and sales departments struggle to reach customers over the phone. And, when you can't get through, customer satisfaction suffers and your company is hit with added costs or lost revenue.

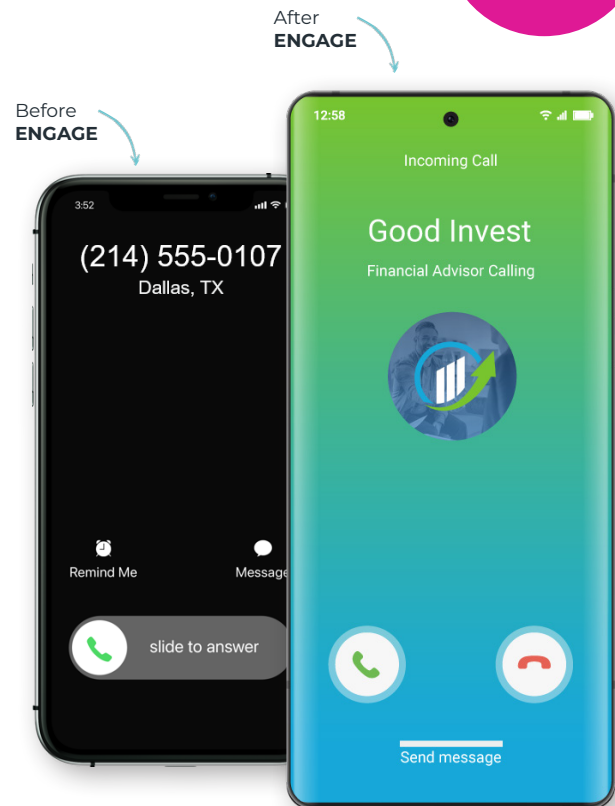
Companies are solving the problem of unwanted calls with ENGAGE® Branded Graphic Display. By branding phone calls through First Orion, businesses are reaching more customers, increasing engagement and conversions, and delivering superior customer satisfaction.

- ✓ Improve conversion rates
- ✓ Increase engagement
- ✓ Deliver a superior customer experience

## Easy-to-Use

ENGAGE is easy to use. Any one of your authorized employees can add and update a message with a logo, company name, department, or reason for calling. Simply enter the message via the online portal, and your outbound calls will display your custom message on the customer's device immediately.

OVER  
**76%**  
FIRST CALL  
CONVERSION  
RATE LIFT



## Display a Custom Rich Display and Message

Customize your content-rich branded message on the customer's mobile device every time you call. Identify yourself before customers answer with colorful, graphical content, such as a logo, custom background, and personalized text. Programmatic scheduling enables you to easily use ENGAGE branded calls among different departments, use cases, and users. In addition, your custom business name is retained in the call recipient's call log to remind customers that you called.

# ENGAGE® Branded Graphic Display



## When the Phone Call Matters, Businesses See Results

ENGAGE branded phone calls have made KPI improvements for a variety of use cases in several industries. Improvements reported by customers include a lift in conversions and contact rates.

	Conversion Rate Lift	Contact Rate Lift
Re-Acquisition	67%	34%
Form to Call (Loan Consolidation)	54%	18%
Form to Call (Loan Applications)	51%	26%
Retention	34%	20%
First Payment	30%	7%
Upsell Customer	28%	10%



### Deliveries

Confirm appointments and arrivals to avoid missed deliveries and rescheduling.

### Healthcare

Remind patients or clients about upcoming appointments.

### Food Delivery

Drivers and customers can verify arrival and location in real-time.

### Ridesharing

Coordinate pick-up locations or let riders know about delays.

### Financial Services

Verify credit card transactions and missed payments.

### Insurance

Welcome new customers, run satisfaction surveys, retain and reacquire customers.

### Airline

Conduct calls to travelers requesting callbacks to reschedule flights.

### Pharmacy

Inform customers when prescriptions are ready for pick up.

## Adheres to the Latest Privacy and Data Protection Standards

ENGAGE is a safe and secure solution for your customers. ENGAGE collects and uses only the data needed to identify the call, hashes then removes all phone numbers for user anonymity, and never retains personally identifiable information (PII). First Orion uses encrypted transmission technology to communicate with all enterprises and ENGAGE-enabled users.

## Scam Protection for your Business

ENGAGE includes robust capabilities that protect business from scammers who attempt to spoof your business. ENGAGE ensures your brand and information is displayed on the customer's device at the time of the call for a timeframe that you designate. By limiting the amount of time content remains on called devices, the content cannot be stolen or repurposed for spoofing. Also, First Orion authenticates all ENGAGE clients to ensure they are not scammers spoofing others' brands.

## Customer Engagement with Branded Phone Calls

If you're like many businesses, you struggle to reach customers over the phone for anything from appointments to transactions to customer care. And when you can't get through, your business is impacted, the customer is frustrated, and you're often hit with added costs – or even lost revenue.

You can solve the problem of the unwanted call with INFORM® Branded Text Display. By branding phone calls through First Orion, businesses are reaching more customers, increasing engagement and conversions, and delivering superior customer satisfaction.

- ✓ Improve conversion rates
- ✓ Increase engagement
- ✓ Deliver a superior customer experience

## Requires No Technology Integration

INFORM can be up and running in a matter of minutes - there is zero technology integration required. Simply sign up, activate your account, enter your 32-character company name or message, and with your next outbound call your branded text display will appear on consumers' mobile devices.

OVER  
**76%**  
FIRST CALL  
CONVERSION  
RATE LIFT



## Displays a Custom 32-Character Message

Customize your business name or even a short message. Whether it's on iOS, Android, or a wearable device, your company name or message always displays at the time of the call, and even in the call log. Programmatic scheduling enables you to easily use INFORM branded calls among different departments, use cases, and users.

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## Eliminate the Phone Tag Cycle

Businesses that use INFORM are increasing first-call contact rates and eliminating the phone tag cycle. Getting ahold of customers at the right moment dramatically reduces costs and delivers substantial cost savings for delivery businesses, financial institutions, healthcare providers, insurance agencies, and service industries.