

STIR/SHAKEN VIRTUAL SUMMIT 2021

Beyond the Checkmark

*How Branded Calls
Transform the Call Experience*

Tuesday, July 20, 2021 | 11:30 AM ET

An expert panel moderated by **neustar**



OUR PANELISTS

neustar



neustar

Medtronic

VDH VIRGINIA
DEPARTMENT
OF HEALTH



Jonjie Sena
VP Product Marketing

MODERATOR



Shaan Katyal
VP Sales Enablement



Marybeth Degeorgis
VP Product Management



Bin Zhu
Lean Six Sigma Program Leader



Seth Levine
Senior Epidemiologist

SESSION OUTLINE



Background



Live Demo



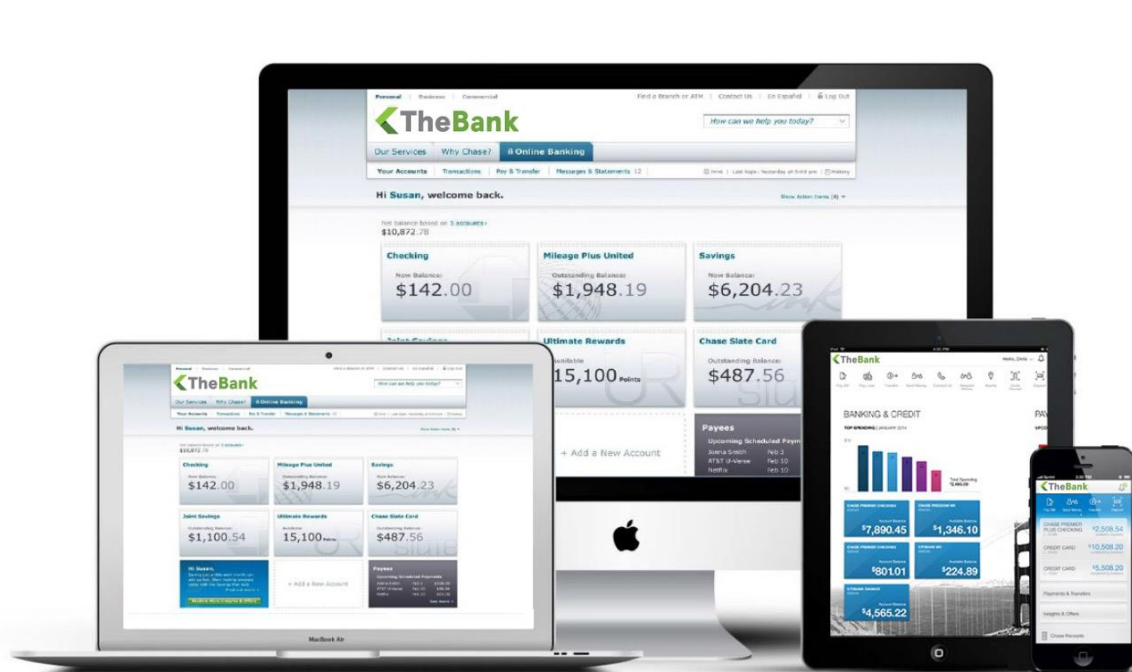
Panel Perspective

- ✓ Solution Providers
- ✓ Enterprise end-users

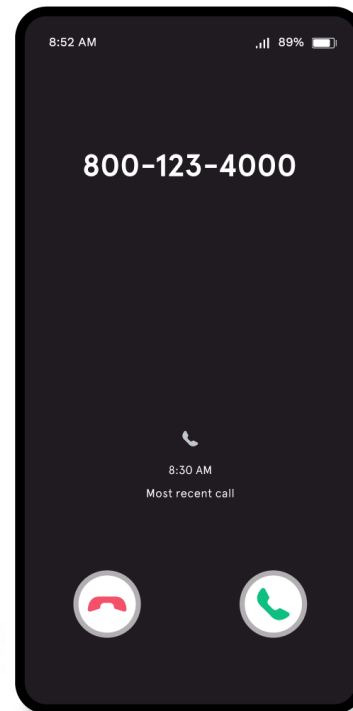


Q&A

THERE'S A GAP IN OMNICHANNEL CUSTOMER ENGAGEMENT



Digital user experience is amazing



Call experience is poor

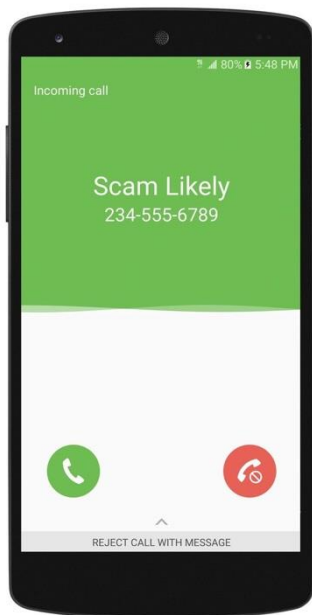
ERRORS AND FRAUD MEAN 88% OF YOUR CALLS ARE UNANSWERED

UNKNOWN CALLER



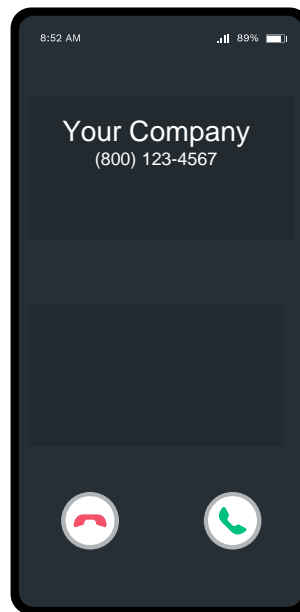
The Caller Name displayed to your customer may be blank, unknown, unavailable, or an unhelpful location. Or worse, it could identify a completely different enterprise.

SPAM LABELLING



Mobile companies flag suspected robocall to protect consumers. But our experience shows 25% of legitimate calls may be mis-tagged.

CALL SPOOFING



Robocallers may spoof your numbers to defraud your customer. Regulators report 40% of call complaints involve spoofing. One survey estimates consumers lost \$20B in scam calls in 2020.

CALL BLOCKING



Phone companies use call analytics to block billions of suspicious calls before they reach consumers. But legitimate calls may get blocked incorrectly.

Demo

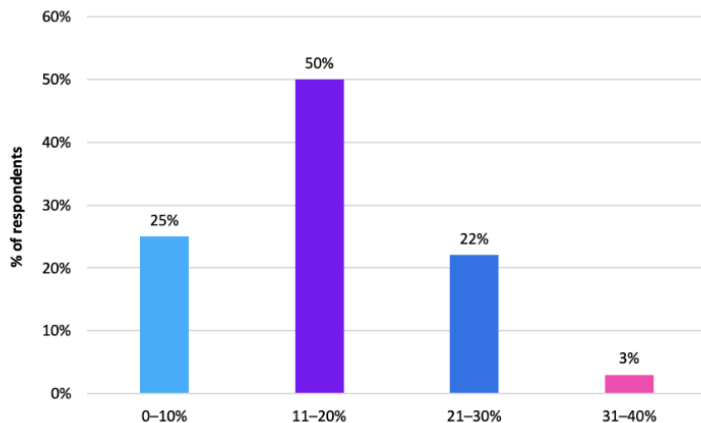
ENTERPRISES ARE BEGINNING TO ADDRESS THE CALL EXPERIENCE

Most companies report negative call experiences.

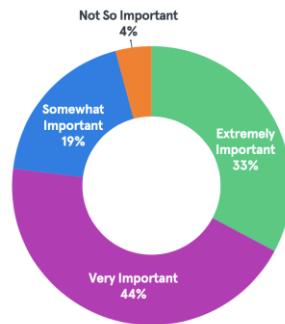
75% of respondents report revenue declines of over 10% in the last 6 months.

Nearly all respondents view calls as *important to the overall omnichannel journey*, as well as the overall *brand perception*.

What percentage of revenue loss has your company experienced as a result of negative call experience such as call blocking or tagging?

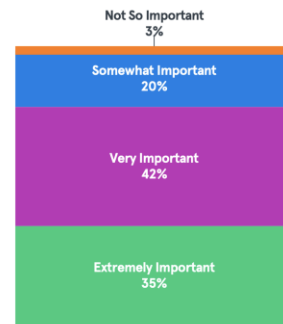


HOW IMPORTANT IS IT THAT YOUR CUSTOMERS' CALL EXPERIENCE IS ALIGNED WITH THEIR OVERALL OMNICHANNEL JOURNEY, INCLUDING DIGITAL EXPERIENCES?



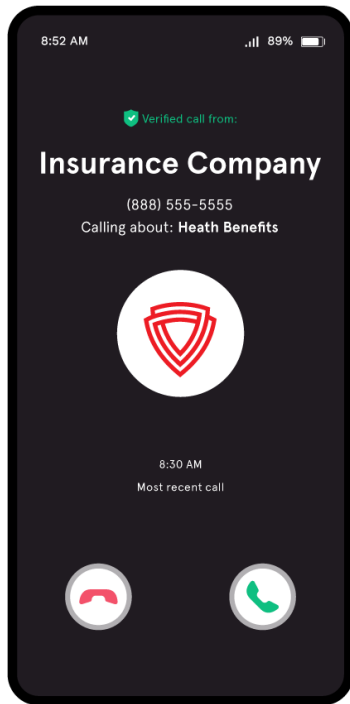
96%
say it's important to align call experience with omnichannel journey

HOW IMPORTANT DO YOU DEEM YOUR CUSTOMERS' CALL EXPERIENCE TO YOUR COMPANY'S OVERALL BRAND PERCEPTION?

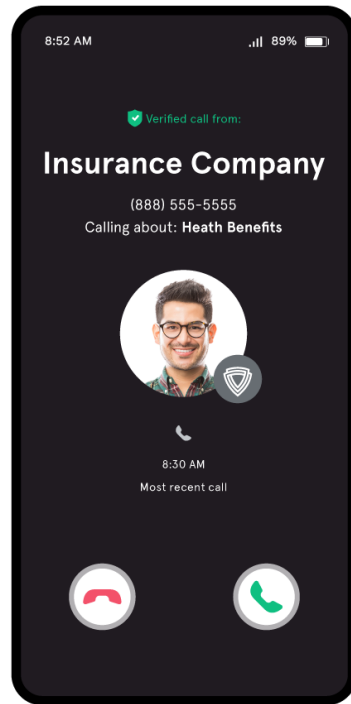


97%
deem the call experience important

BRANDED & VERIFIED CALLS GIVE USERS INFORMATION THEY WANT



Personalize the mobile screen for contextual and branded call experience



Provide personalized identification for specific departments and/or business reps

Let them know who's calling

- Share your business name, logo, brand colors and images

Let them know why you're calling

- Add details about the purpose of your call with a custom message

Assure them it's really you

- Display verification that the call has not been spoofed

Protect your brand reputation

- Stop your brand from being used by fraudsters and scammers

RELEVANT TO EVERY INDUSTRY



HOME DELIVERY

Drivers verify arrival and directions in real-time.



INSURANCE

Retain customers before they lapse.



FINANCIAL SERVICES

Verify credit card transactions or missed payments.



PHARMACIES

Inform customers when prescriptions are ready.



RIDESHARING

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



GOVERNMENT & HEALTHCARE

Notify consumers and help prevent further spread of COVID-19.



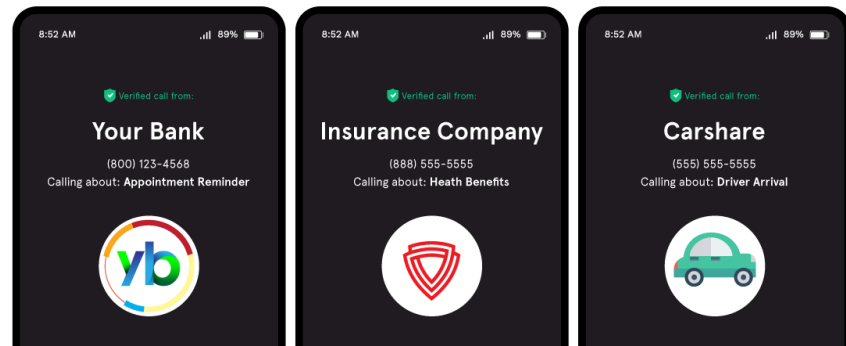
AIRLINES

Conduct calls to travelers requesting callbacks.



OPINIONS & SURVEYS

Consumer polls for perspectives on key issues and trends



Industry	Answer Rate Improvement
Financial Lender	34%
Insurance Provider	34%
National Retailer	65%
Opinions & Survey	56%
Rideshare Service	30%

NOTES

- Actual customer results; performance varies across verticals and use cases.
- We have observed tremendous results of over 200% improvement for some customer use cases. We currently view these as outliers.
- Results provided in partnership with  FIRST ORION

Panel Discussion

Q&A



THANK YOU!

Branded Call Display

Learn More: <https://www.home.neustar/bcd>