

Reaching Customers by Phone Feel Like a Fairy Tale?



Why consumers don't answer
and what you can do about it

Once upon a time, consumers weren't afraid to answer the phone

Then, they started getting a lot of robocalls. Then, those robocalls turned into scams and they lost lots of money. After that, bad actors turned to call spoofing, or falsifying the caller ID information transmitted, pretending to be a known or trusted person or organization to steal personal data or commit financial fraud.

Impersonation scams once again topped the Federal Trade Commission's list of top frauds in 2022, and the phone channel remained a popular choice for bad actors. Nearly 70 million Americans lost approximately \$40 billion to a variety of phone scams in 2021. The **median loss** among victims via the phone was \$1,400, representing the highest per person reported losses.

We conducted a study of 1,517 US consumers aged 18+ to better understand how they use the phone channel, their behaviors when receiving phone calls and text messages, and the impact spam, call spoofing and fraud have had on that behavior.

The results follow.

Note: This report is not legal advice and should not be construed as legal advice. While efforts have been made to compile helpful information, this information is not represented to be complete or wholly accurate, and any third-party trademarks mentioned herein are the property of their respective owners.

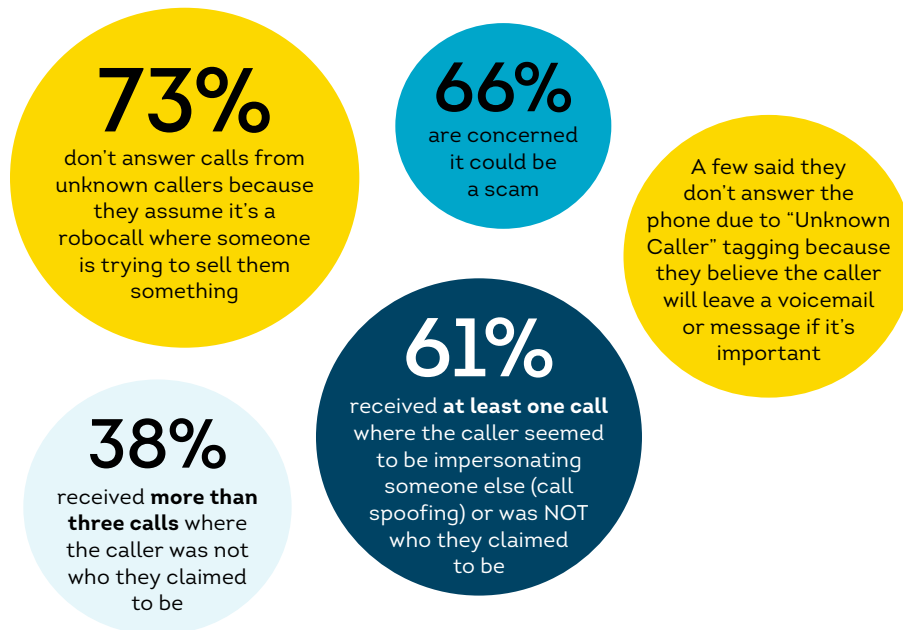


DANGER LURKS

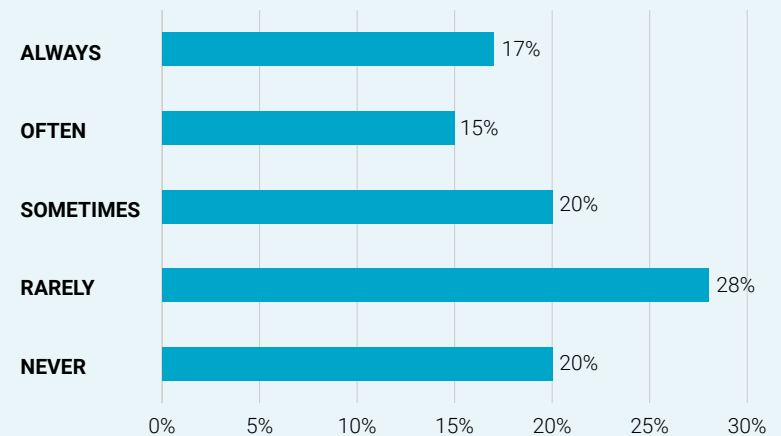
When and why consumers don't pick up the phone

Forty-eight percent of consumers surveyed said they rarely or never answer the phone they're unsure who's calling. But, 17% said they always answer the phone — even they're not sure who's calling.

We asked consumers **why** they don't answer calls, and here's what they said:



How often do you answer the phone if you are not certain who is calling, if at all?



Source: TransUnion Trust in Calls Consumer Survey, July 2023.

The cost of missed connections when consumers don't answer legitimate calls

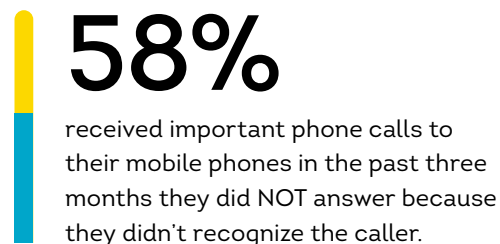
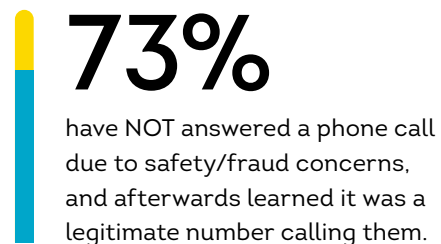
When customers don't answer legitimate phone calls, everyone suffers. Enterprises experience poor right-party contact rates, negative customer experiences, decreased efficiencies, reduced revenue and potential damage to their brands – just to name a few. On the other hand, consumers suffer because they miss important calls they may really need and/or want.

It can feel like being stuck in a tower with no way to connect.

This disconnect is happening because consumers frequently ignore calls when they're not sure who's calling, and they'd rather be safe than sorry. But then, it turns out the call was legitimate. That means consumers must call back and perhaps enter the endless phone tag loop, resulting in frustration, wasted time and a negative view of the enterprise trying to reach them.

According to our survey, the number of calls consumers missed that were legitimate is astounding.

HERE'S WHAT RESPONDENTS SAID:



PULL UP THE DRAWBRIDGE!

How consumers can protect themselves from scams and fraud

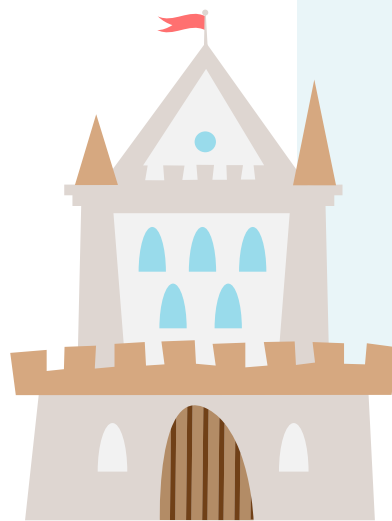
While consumers have the option of using free apps to try to protect themselves from unwanted calls, these are limited in their scope and effectiveness.

Truly protecting consumers from robocalls, scams and call spoofing hinges on steps taken by legislators and communications service providers (CSPs), along with the use of customer contact solutions and branded calling by enterprises.

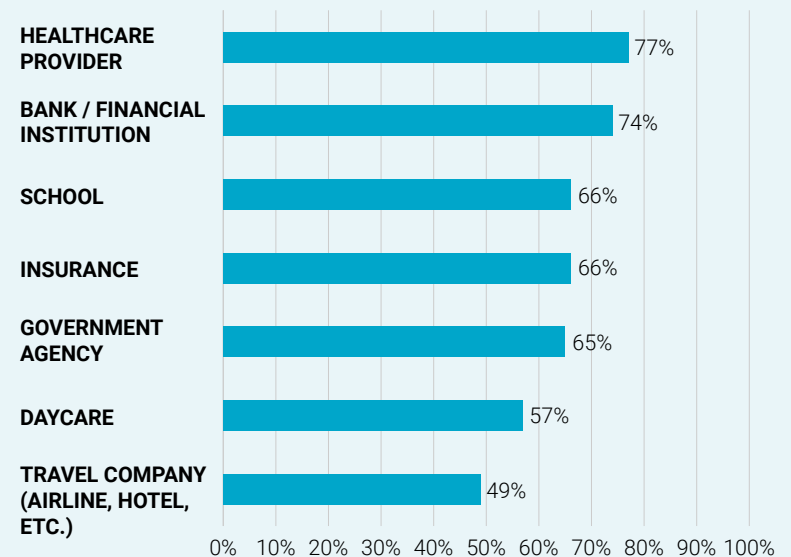
Many enterprises have implemented such solutions, but we went straight to the source and asked consumers if they'd answer calls if they could be more confident about who's really calling.

Here's what they said about branded calling and top features:

- **76%** would be likely to answer calls from businesses with which they do business if the company displayed their name and logo on calls to customers
- **71%** were interested in having the name of the caller (Caller ID service) on their mobile phone – the most important feature to respondents
- **57%** indicated "verification the call has not been spoofed" is a top feature



How important is it for you to receive notification identifying the caller (organizations and institutions below) at the time of the call?



Source: TransUnion Trust in Calls Consumer Survey, July 2023.

LIVING HAPPILY EVER AFTER

The benefits of branded calling for consumers and enterprises

In addition to helping protect consumers, increase right-party contact rates and enhance the customer experience, branded calling can deepen brand loyalty and create an opportunity for new revenue streams for CSPs.

We asked consumers how branded calling would impact their loyalty to brands that added more context to calls like full name and logo and if they'd be willing to pay for such a service. Here's what they said:

According to our survey, the number of calls consumers missed that were legitimate is astounding.

HERE'S WHAT RESPONDENTS SAID:



Brand Loyalty

56%

would **view a brand more favorably** if they added their names and logos to the mobile display.

58%

would be **somewhat or very likely to remain a customer** of businesses that verify their calls have not been spoofed and provide name and logo of caller on mobile display.



New Revenue Streams

Another benefit of branded calling is the potential for new sources of revenue for carriers.

Close to 63%

of consumers said they'd pay for a service that verifies caller and company name, along with the number from which they're receiving calls. The good news is it's **free to consumers**.

The end.



Learn more

At TransUnion, we help consumers and businesses can transact with confidence. Learn more about how **TruContact™ Branded Call Display (BCD)** and **Spoofed Call Protection**, both Powered by Neustar®, better enable CSPs and enterprises to protect consumers while helping improve engagement, enhance the customer experience and increase revenue. These solutions are part of our **TruContact™ Trusted Call Solutions (TCS) suite**, Powered by Neustar®.

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