



TruContact Branded Call Display (BCD)



OVERVIEW

With call spoofing and scams at an all-time high, and 88% of business calls going unanswered, getting voice calls through is no small feat. One way to win back trust, enhance engagement and improve the customer experience? Give customers all the information they need to know and trust who's calling, so they answer. With Branded Call Display (BCD), a centralized caller identity management platform, enterprises can add context to phone calls to improve customer engagement and protect their brand. Now, enterprises can add rich call content, including name, number, logo, reason for the call—and verification the call hasn't been spoofed—to the mobile display.

PRODUCT FEATURES*

Reverse revenue loss and increase ROI

Increase incremental income by 18-22% with branded calling (Forrester Consulting).

Protect your brand and increase engagement

Providing an authenticated, branded experience that helps prevent spoofers from using your brand, and demonstrates a modern, digital omnichannel approach.

Improve answer rates

Increase answer rates by 105% or more by adding context to calls, based on customer experience.

Get unparalleled mobile reach

Your calls can reach nearly 280 million mobile devices and 90 million landlines across the U.S.

* Results may vary

BRANDED OUTBOUND CALLS INCREASE ANSWER RATES

Verify that you're a legitimate business with authenticated, branded calls that get through to customers. Branded Call Display informs consumers with business name, number, logo and reason for the call—even before they answer. Our solution leverages STIR/SHAKEN call authentication to verify the number, and the data, have not been spoofed.

Award-winning portfolio

- Juniper Future Digital Awards: 2022 – Telco Innovation: Platinum for Best Robocall Mitigation Solution
- CCW Excellence Awards 2022 – Disruptive Technology of the Year
- TMC Customer Contact Center: 2022, 2023
- TMC Product of the Year: 2024

Deep relationships with carriers across the globe

With over twenty years of building deep relationships; access to over 850 carriers, we're trusted by leading brands and enterprises.

Single, integrated platform

One-stop-shop that makes managing branded calling easy and scalable.

Built by technology and industry pioneers

We play an integral role in defining and deploying industry standards, highly scalable and reliable solutions in market and are co-authors of STIR, which helps serve as a foundation for branded calling.

How Branded Call Display Works

Branded Call Display provides a centralized caller identity management platform to personalize your calling brand. Demonstrate a modern digital approach to restore trust, improve performance, and protect brand reputation.

With Branded Call Display, you get unparalleled mobile reach. Protect your brand, improve the customer experience, increase engagement, and reach more customers with verified calls customers can trust.



Let customers know it's you calling with **TruContact Branded Call Display**. Contact us to learn more.

transunion.com/trucontact

