2021 Brand Impact Report

IT'S YOUR CALL

Change the Way People
See Their Phones



FIRST ORION

BRAND IMPACT REPORT: OUR APPROACH

First Orion surveyed mobile phone subscribers age 18 and up in the United States in August 2021. The survey sought to better understand consumer experiences with incoming, unidentified calls; their preferences with how brands communicate with them; and how they perceive companies who use or do not use branded calling.

Respondents were equally divided between male and female, with less than 3% of total respondents listed as non-binary, other, or did not identify. For the purpose of this report, survey respondents were categorized by age in 3 distinct age groups:

18-34 years old

35-54 years old

55+ years old







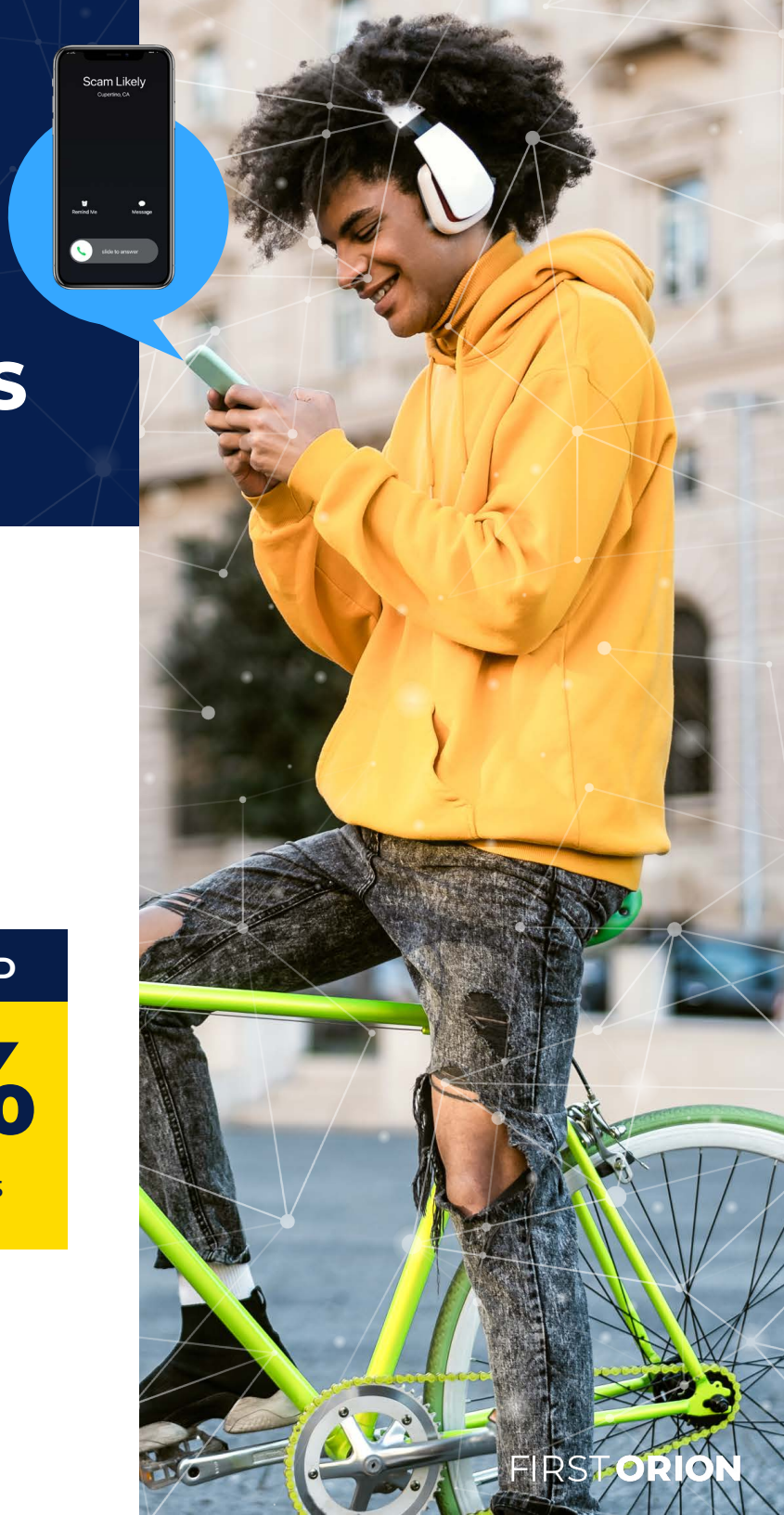


KEY FINDINGS

- **85%** of people believe that an unknown number makes a business appear illegitimate.
- Nearly **every** mobile phone user has received a scam or fraudulent phone call.
- People do not trust unidentified callers and often **do not answer** unidentified calls.
- Mobile phone users want some form of **caller verification and identification** from businesses who call.

(nearly)

EVERYONE GETS SCAM CALLS



In every age group, more than **9 in 10 respondents** believe they have received a scam or fraudulent call on their mobile phone. The problem — or the perception of it — is ubiquitous. It effects nearly every mobile phone user, regardless of age.

Have you ever received what you believe to be a scam or fraudulent call to your mobile phone?

18-34 YEARS OLD	35-54 YEARS OLD	55+ YEARS OLD
94%	**93%**	**92%**
of users said yes	of users said yes	of users said yes

The high rate of scam calls has other consequences. It leads to a high rate of missed, blocked, or ignored calls.

(ghosted)

UNIDENTIFIED CALLS ARE BLOCKED OR IGNORED

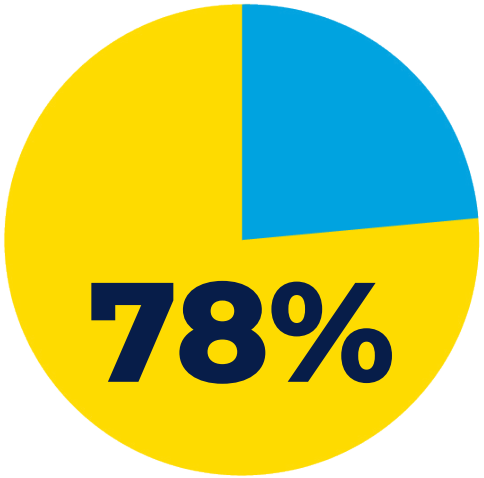
Mobile phone users are tired of scam calls. If your call goes out and your number is unidentified, there's a good chance you're not getting through or your customers are not taking the desired action. When faced with an unidentified call, **nearly two-thirds** of people said they would ignore or block the call. The reason why? 3 in 5 say that almost always, unidentified calls to their mobile phone are scam or fradulent callers.

When asked how often they miss important calls to their mobile phone because the caller was unidentified, **78%** said they miss a call at least once per month.

2/3

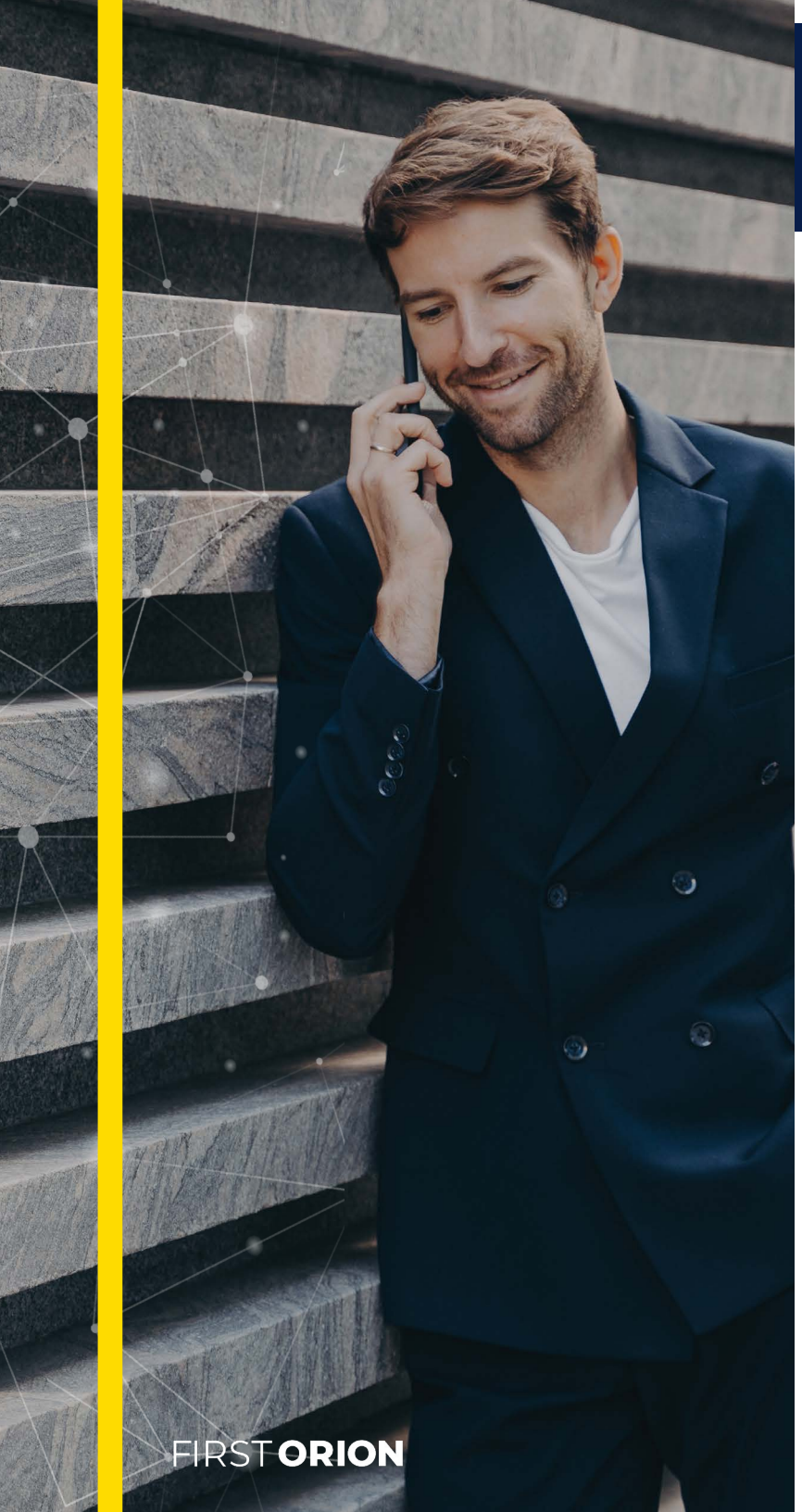


of people said they'd block or ignore an unknown call



of people miss at least one important call per month





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(the difference maker)

PROACTIVE VS REACTIVE

If unidentified numbers are so common, can it really hurt my business? **Definitely.**

3 in 5 people say that if they miss your call — particularly when it relates to an order or customer service — it could create a negative perception of your business. Even worse, **nearly 9 in 10 people** think an unidentified number makes a business appear illegitimate.

61% OF PEOPLE

say it's likely a missed call could affect their perception of your business

85% OF PEOPLE

agree — an unknown or otherwise unidentified phone number makes a business call feel illegitimate.



CHANGE “CALL ME, MAYBE” INTO “CALL ME, DEFINITELY”

(sorry for the earworm)



What do customers want? A reason to answer your calls and engage with your business.

When it comes to call verification, **71% of survey respondents** are very or extremely interested in having a “verified” visual indicator on phone calls from legitimate parties, proving the caller is who they say they are.

90% **of people are uncomfortable answering an unidentified call**

71% **of people said they’d be interested in verified calls**

90% **feel comfortable answering a branded call**

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(the bottom line)

WINNING HEARTS AND MINDS



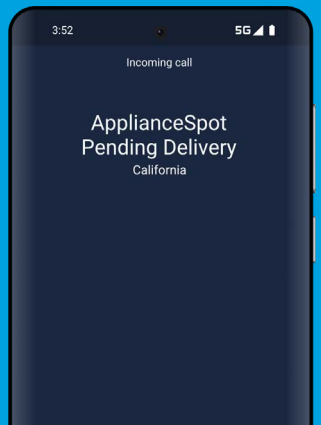
Companies that use branded calling have a significant advantage over those who do not. Three key, cost-effective components for successful businesses are brand perception, customer experience, and client loyalty.

If a business takes steps to clearly identify themselves when calling, **84% of survey respondents** said they would feel more valued as a customer, while **77%** said that would make the brand feel more premium.

However, if a business is unable to properly identify themselves when calling, **73% of people** said they'd consider taking their business to one that does.

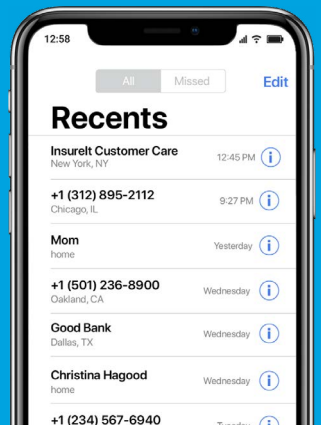
84%

would feel more valued as a customer if a business clearly identified themselves when calling



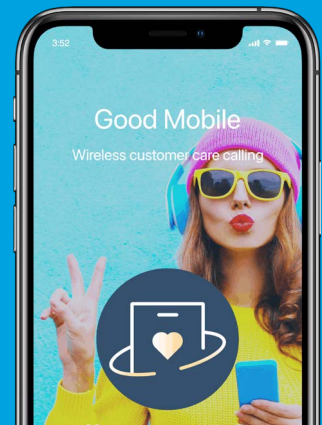
77%

said they would view a brand as "more premium" if they clearly identified themselves when calling



73%

would consider switching their business to a competitor who took steps to identify their calls



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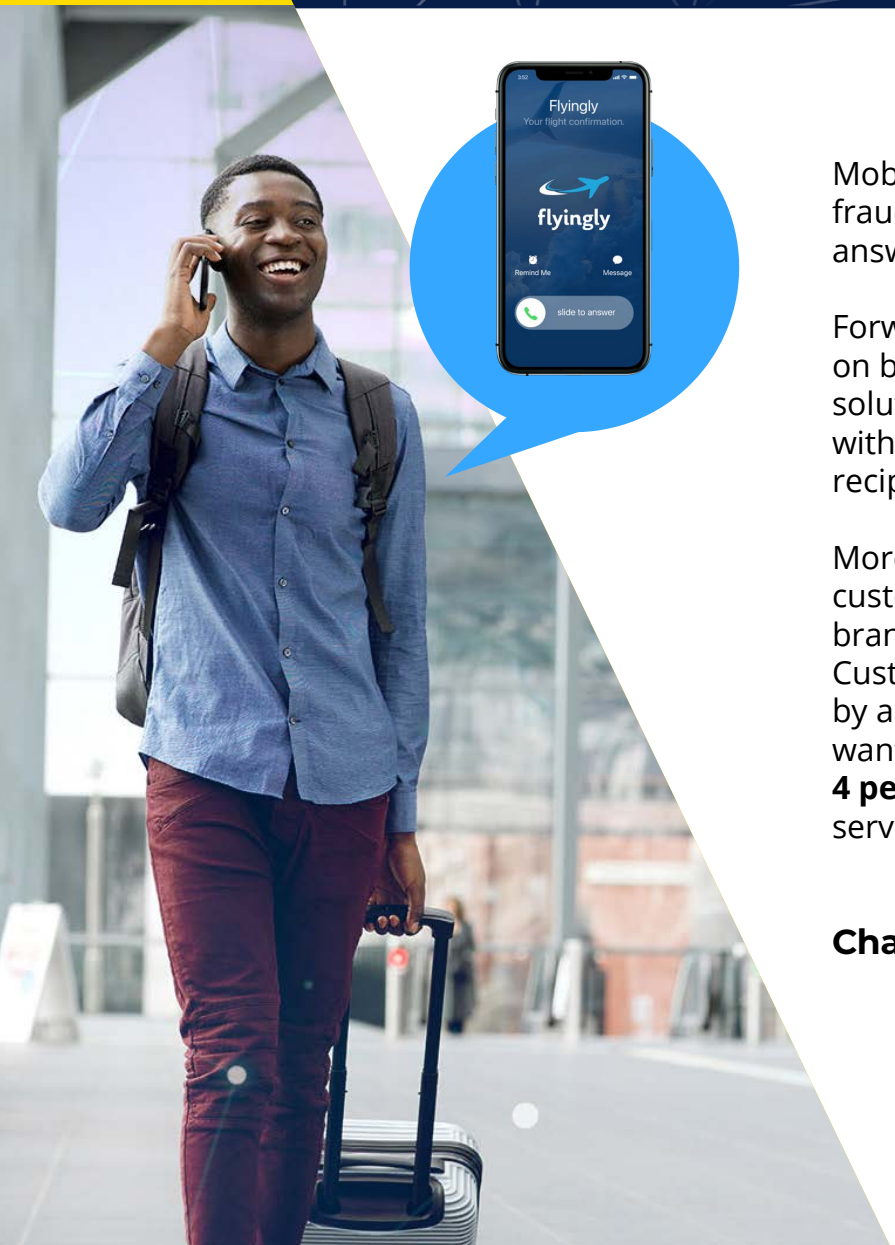
THEY'RE NOT GOING TO TAKE IT: CHANGE YOUR MINDSET

(and change their experience)



Mobile phone owners in the United States are fed up with scam and fraudulent calls. Because the problem is so pervasive, a vast majority will not answer their phones and, in many cases, will block unidentified callers.

Forward-looking companies – especially those that place a strong emphasis on brand reputation – can get ahead of this problem with a branded calling solution. Customers are much more likely to answer and become involved with phone calls that come from companies that identify themselves on the recipient's incoming call screen.

Moreover, branded calling can have a significant impact on brand perception, customer experience, and ultimately, client loyalty. A company that utilizes branded calling can appear as more premium than one that doesn't. Customers have also said that they would feel more appreciated and valued by a company when they receive a branded call. Finally, companies that want to keep their client base should consider branded calling as nearly **3 in 4 people** would consider taking their business to a company that uses this service as opposed to one who does not.

Change the way your customers see their phones. It's your call.

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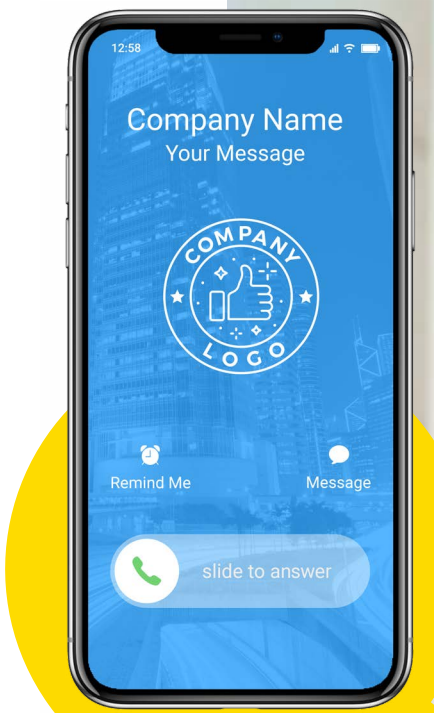
Every consumer deserves the ability to receive secure, branded communication on their mobile device. And at First Orion, we deliver. First Orion empowers business to deliver digitally-enhanced and interactive phone communication backed by industry-leading call protection services.

Through our unified exchange, businesses build unique branding experiences, creating meaningful connections and changing the way people see their phones. With First Orion, businesses can deliver branded communication to every mobile device.





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