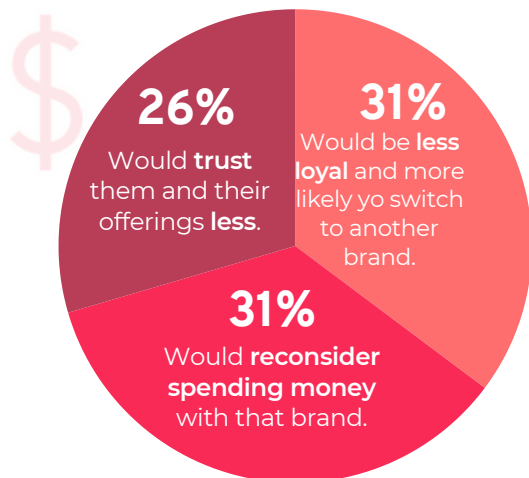# Trustworthy Caller ID for Improved Brand Affinity

How Consumer Behavior is Shaped by Phone Number & Caller Reputation

66% of surveyed U.S. consumers said they would not answer a call even if caller ID was present — most don't trust it's accurate.

70% of surveyed U.S. consumers report to have missed, ignored, or declined an important or wanted call due to a lack of trusted caller ID.

69% of surveyed U.S. consumers say their perceptions of brands associated with spam labels and identity impersonation fraud would be negatively impacted, regardless of the industry.

85% of surveyed U.S. consumers said they rarely or never trust the caller ID for an unrecognized phone number.

26% Would **trust** them and their offerings **less**.

31% Would be **less loyal** and more likely yo switch to another brand.

31% Would **reconsider spending money** with that brand.

Branded Calling ID

66% of consumers would answer **unknown** numbers if the **caller ID was verified and accurate**.

45% would be more likely to **engage** with a brand if the caller ID included a **logo** or other **verified** information.

In a world where telecom fraud is rising and consumer trust in phone calls is at an all-time low, introducing **Branded Calling ID™ (BCID™)**—an innovative solution that transforms how businesses connect with their customers.

As an authorized partner in the BCID ecosystem, TouchTone's Secure Verified Identity Presentation (sVIP) solution, offers a secure pathway for originating service providers to deliver trusted, verified calls.

10:08

Call from
TouchTone
+1 800-266-4006

Verified Business Call

TouchTone
communications

Swipe up to answer