Improving Contact Rates through Certification and Registration

TOUCHTONE CASE STUDY

Objective:

Identify whether engagement with TouchTone would lead to an increase in live connect rates for two clients upon the completion of Verified Identity certification and Number Registration across the ecosystem, while monitoring a third client as a control group.

Measure live connect rates for 90 days pre- and post-TouchTone engagement to determine if the removal of negative Scam and Fraud labels would lead to more calls answered.
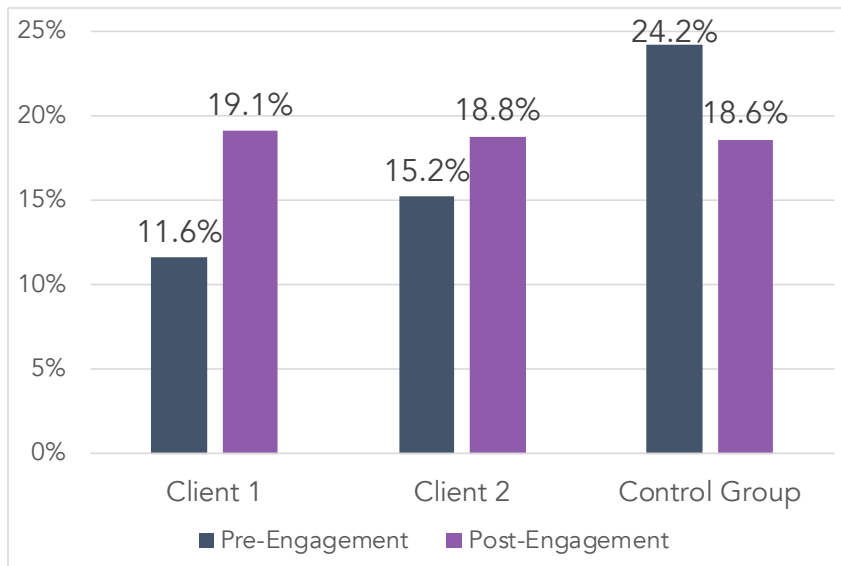
Client Profile:

Client Type:
Business Process Outsouring (BPO) for Contact Centers

Call Intent:
Sales and Account Services

KPI Goals:
Improve call labeling presentation to increase live connect rates

Findings:

Verified Identity certification and Number Registration had a positive impact on connect rates for Clients 1 and 2 post-engagement with Numeracle, with an increase of 64.7% and 23.7% respectively, in comparison to the 90-day pre-engagement period.

Conversely, connect rates for the control group client declined by 23.1% in the same period, demonstrating a negative impact to calls answered.

Results:

	Pre-Engagement	Post-Engagement
Client 1	11.6%	19.1%
Client 2	15.2%	18.8%
Control Group	24.2%	18.6%

TouchTone communications