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Improve Answer Rates with Call Branding

Oracle Customer Solutions for Industries- Communications

In today's communications landscape, up to 87% of customers ignore calls from unknown numbers – including those they expect to receive – due to a lack of trust in the caller display and fear of fraud. This growing concern can significantly impact communication and service delivery. Oracle's Customer Solutions for Industries recognizes the critical need to restore and maintain the integrity of enterprise calls to prevent them from being misclassified as spam or fraud. To address this challenge, we are proud to collaborate with Call Branding market leaders to introduce Call Branding Integration – powered by the Oracle Communications Converged Application Server (OCCAS). Our innovative solution enhances call credibility by ensuring that your calls are recognized as legitimate and trusted, thus improving answer rates and safeguarding your organization's reputation.

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Customer Solutions for Industries
Communications

Add Identity to your enterprise calls with OCCAS Call Branding Integration

Traditional calling IDs known as CNAM are limited to only 15 characters or less. This leads to a business name being truncated and not fully shown. Unlike traditional CNAM, branded calling gives the business control and power again over what the customer is seeing on the phone display.

Branded calling can enable things such as a 32-characters business name, and reason for the call and can even enable the passing of the business logo right to the mobile display.

An added benefit with this, is most call branding vendors provide a mechanism that helps prevent "spoofing" of information and helps maintain the level of trust that the customer will answer the call. With these features, answer rates are expected to rise along with the customer gaining trust in who is calling them.

How does Call Branding Integration Powered by OCCAS Solution work?

Call branding services are driven by well-defined and documented API services that are exposed to the business devices. This includes authentication, different service types, response codes that can drive further logic in case of a failure, and many more feature sets.
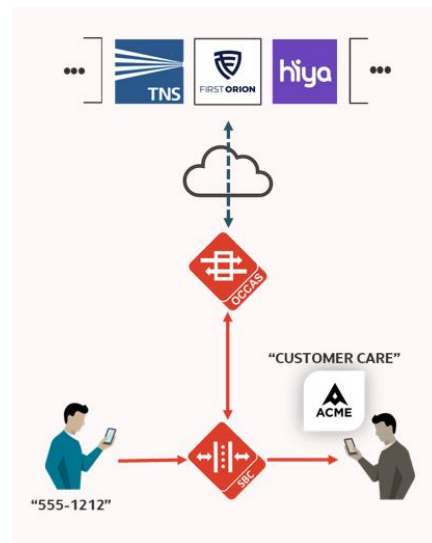
Key Benefits of Oracle Call Branding Integration!

According to a study, 80% of consumers say that being recognized through branded calls increases their satisfaction and makes them more likely to remain loyal to that brand. The Call Branding Integration powered by Oracle Converged Application Server adds to brand visibility enabling increased conversion and response rates as it offers brand authentication and better customer interaction. It prevents the enterprises from being mislabelled as fraud/spam. It prevents outsiders from spoofing enterprise calling numbers to protect reputation scores and maintain higher call answer rates.

Increase your Brand's Reputation & Customers' Trust with Oracle Call Branding Integration

Deployed and managed by Oracle Customer Solution for Industries' experts based on proven methods and processes, the Oracle Call Branding integration allows customers to achieve desired outcomes while avoiding complications involved with carrier service enablement and unforeseen complications. Customers can rely on repeatable policies and procedures based on worldwide Oracle Communications products and integration deployments. Oracle is your trusted partner as you pivot the engagement journey with your customers while driving up answer rates.

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