

## New Branded Calling ID Solution Enables New Revenue for CCA Members



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**P**rofits from branded calling have been limited to the three largest wireless providers. However, a new industry initiative, led by the trade association CTIA, levels the playing field. Now, CCA members can earn new revenue from originating and terminating branded calls.

### The Difficulty in Reaching People by Phone

Unwanted and illegal robocalls have made many consumers reluctant to answer their phones.

- 73% of consumers don't answer calls from unknown callers because they assume it's a robocall.<sup>1</sup>
- 92% of consumers think unidentified calls are fraudulent.<sup>2</sup>

This makes it difficult for organizations such as businesses, hospitals, health care providers, government offices, and schools to reach people by phone. Their calls are legitimate, legal, and wanted, yet they often go unanswered.

### The Solution: Branded Calling

Branded calling presents the calling organization's brand name to the called party, giving them confidence to answer. The technology can also present the brand logo and a call reason on supported handsets. (See Figure 1.)

- 78% of consumers are more willing to answer with branded calling.<sup>3</sup>

- 64% of people would consider switching brands for a business that properly identified themselves on incoming calls.<sup>4</sup>
- Organizations using branded calling have seen their call answer rates increase from 40%–130%.<sup>5</sup>

These benefits have created a robust market for branded calling services sold to enterprises and small businesses.

### Revenue Potential

Businesses will pay up to 12 cents per call<sup>6</sup> to have their important outbound calls branded. The solution cost is easily justified by the increased call answer rate for important calls.

For example, when a customer misses an appointment, it can result in hundreds of dollars of lost revenue. Paying 12 cents to prevent a missed doctor appointment or a service truck roll to an empty home is a good investment.

### Proprietary Solutions

Proprietary solutions have emerged in the marketplace to provide branded calling services. The proprietors sell their branded calling services directly to businesses and share a portion of the revenue with the wireless service provider that displays the brand information to their subscriber. To date, only the three largest wireless providers have been able to profit from terminating branded calls.

### Branded Calling ID

An industry-led solution, Branded Calling ID™ (BCID), has emerged to provide a non-proprietary, standards-based platform and ecosystem for branded calling services. All voice service providers, including CCA members, can participate in providing BCID services to their customers.

The BCID ecosystem includes the following:

- Independent onboarding, vetting, and signing agents to ensure the authenticity of branded calling information used within the ecosystem.

- Participating originating and terminating service providers leverage the ecosystem to create value for their customers.
- A BCID platform to store vetted information and act as a clearing house for reporting and payments.

### BCID Versus Proprietary Branded Calling

Here are some of the key differences between BCID and proprietary branded calling:

- All originating service providers, including CCA members, can provide brand calling to their enterprise customers.
- All terminating service providers, including CCA members, can earn revenue for displaying branded calling information to their subscribers.
- BCID uses industry standards, including STIR/SHAKEN and Rich Call Data, rather than proprietary designs to ensure interoperability.
- Branded calling information is thoroughly vetted by independent authorized partners to ensure authenticity and trust.

### BCID Is Happening Now

Early adopters are implementing BCID capabilities in their network now. Originating and terminating voice service providers should begin their planning to join the BCID ecosystem.

BCID™ is a service mark of CTIA — The Wireless Association. [cca](http://cca)

*TransNexus is a leader in developing innovative software to manage and protect telecommunications networks. The company has over 25 years of experience in providing telecom software solutions including branded calling, toll fraud prevention, robocall mitigation and prevention, TDoS prevention, analytics, routing, billing support, STIR/SHAKEN, and SHAKEN certificate services. TransNexus is an Authorized BCID Signing Agent. Visit [transnexus.com/branded-calling/](http://transnexus.com/branded-calling/) for more information.*

### References

- 1 TransUnion
- 2 Hiya
- 3 TNS
- 4 First Orion
- 5 TNS
- 6 First Orion