



## Background

Galileo, a remote healthcare platform, provides online services to patients using phone calls and video technology. Branded Calling produced positive results in customer engagement and conversions by branding their outbound calls.

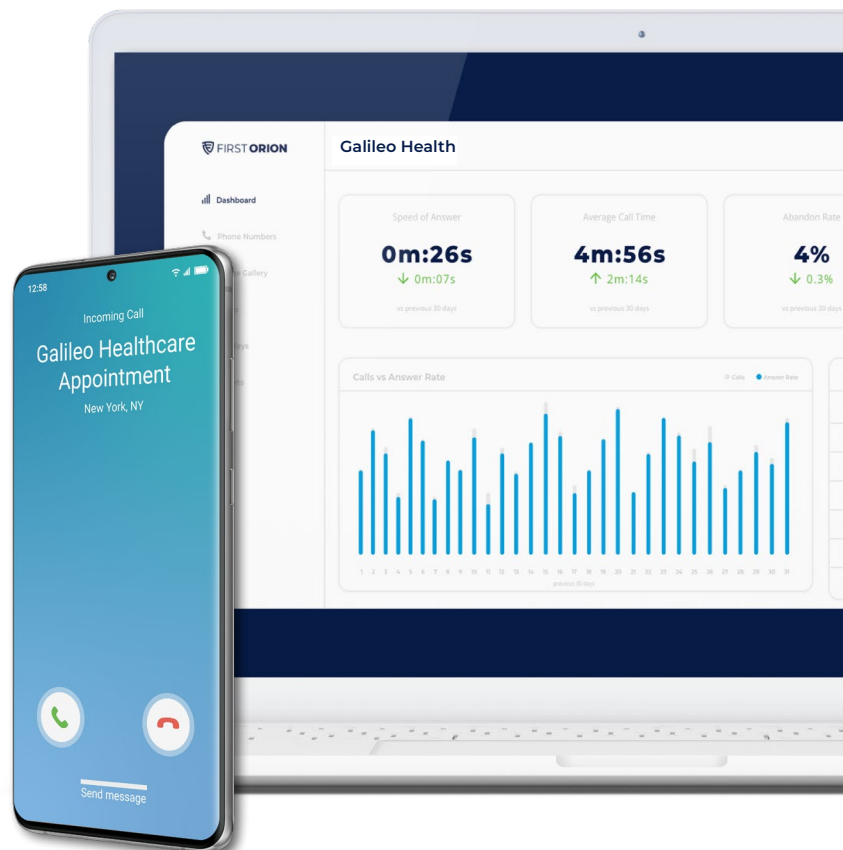
## Overview

When patients request an appointment via phone, they expect to easily connect with their primary care provider and receive the medical services they need. However, even after requesting a phone call, patients failed to answer their phones because they didn't recognize the number of the business attempting to contact them.

## Solution

With INFORM, Galileo saw engagement rates rise and a boost in successful resolutions. The business saw a **34% increase** in engaged customers, leading to an overall conversion rate **boost of 45%**. Patients were ready to answer their calls, and successful resolutions were met thanks to branded calling.

With INFORM Branded Calling, Galileo's phone calls went from unknown to unmissable, putting their branding front-and-center on every outbound call.



**34%**  
**INCREASE**  
in Customer  
Engagement

**45%**  
**INCREASE**  
in Conversion  
Rate