



## Background

IT and web service businesses struggle to connect by phone because outbound calls appear as unknown or generic numbers, so even existing customers often ignore them. Critical conversations about upgrades and new services are missed or delayed, limiting revenue opportunities and reducing the efficiency of support and account teams.

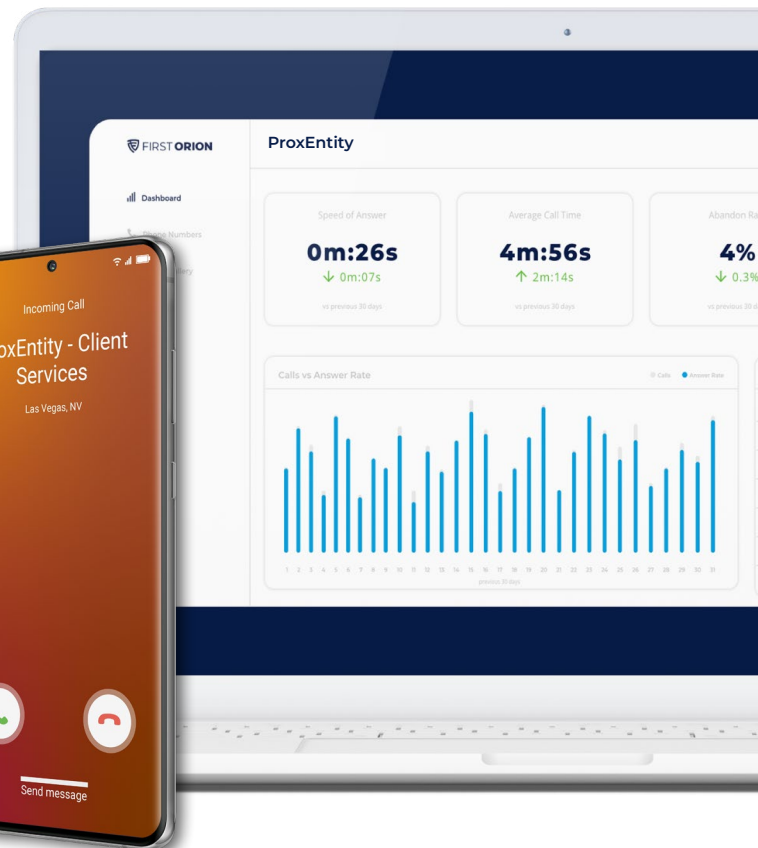
## Overview

An IT and web services business was calling existing customers to offer additional services, but their calls were going unanswered because the number looked unfamiliar. As a result, revenue-generating conversations about upgrades and new solutions were stalling before they even started, and outbound teams were spending more time redialing than selling.

## Solution

By using INFORM® Branded Calling, the company was able to display its business name and context on the incoming call screen, so customers instantly recognized who was calling and why.

More customers were answering the first attempt and doing so at the right time, which dramatically increased successful call outcomes, drove more upsell and cross-sell revenue, and reduced wasted operational effort on repeat outreach.



**81%**  
INCREASE  
in Engagement  
Rate

**70%**  
INCREASE  
in Conversion  
Rate

**14%**  
INCREASE  
in Contact  
Rate