

# From Verified to Answered

Closing the  
45% Gap With  
Branded  
Calling



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### What the First Orion Survey Found

First Orion surveyed businesses that had completed [FREE Business Number Registration](#) and asked how often their calls went unanswered. On average, those businesses reported that their calls go unanswered 45% of the time.

That's nearly half of all outbound calls going unanswered from businesses that had already registered their numbers. Registration is supposed to be the fix for spam labeling and call blocking, it does not guarantee your business numbers are recognized by your customers.

### Why Isn't Registration Enough on Its Own?

Business Number Registration verifies a business's number with carriers and analytics providers, which reduces the odds of that number getting mislabeled as spam or scam likely. That's a meaningful step, and it's why First Orion recommends it as a baseline.

Registration doesn't change what a consumer sees on their phone screen when it rings. Most people still see an unfamiliar number, maybe a city and state, and nothing that tells them who's calling or why. Given the volume of spam and scam calls people field every day, an unfamiliar number without context is an easy call to ignore, registered or not.

That's the gap the survey data reveals. A business can do everything right on the compliance and verification side and still get ignored nearly half the time, because the consumer-facing experience hasn't changed.

A screenshot of a laptop displaying the First Orion Business Registration form. The form is titled "Business Registration" and includes a section "Tell us about your business". The fields include: Business Name \* (text input), Industry \* (dropdown menu), EIN / TIN (Optional) (text input), DUNS (Optional) (text input), Business Website \* (text input with a checkbox for "My business does not have a website."), Business Phone Number \* (text input with a placeholder "xxx-xxx-xxxx"), Business Address \* (text input), City \* (text input), State \* (dropdown menu), and Zip Code \* (text input). The First Orion logo is visible at the top left of the form.

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### How Does Branded Calling Change What Consumers Actually See?

[INFORM® Branded Calling](#) replaces the unknown number with the business's verified name, logo (available with [INFORM with Logo](#)), and a reason for the call, displayed right on the recipient's phone screen before they pick up. Instead of guessing who's calling, the consumer sees exactly who it is and why they're calling, whether that's a delivery update, an appointment reminder, or a fraud alert from their bank.

That context is what registration can't provide on its own. It's the difference between a number the carrier has verified in the background and a call the consumer can identify immediately. When people know who's calling, they're far more likely to answer.



### What Should Businesses Take Away from This Data?



A 45% unanswered rate isn't a case against registration. It's a case for going further. Registration is the foundation that keeps a business number in good standing with carriers. Branded calling is what turns that foundation into calls people answer.

For any business that depends on live conversations, whether that's collections, appointment confirmations, delivery coordination, or fraud prevention, an unanswered call is a missed connection with real cost attached. Businesses that stop at registration are solving half the problem. The other half is what shows up on the screen when the phone rings, and that's where branded calling makes the difference.

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### How to Get Started with INFORM

1

#### Register Your Numbers

If you have not registered your numbers, [click here](#) and add the phone numbers your business uses for outbound calls.

2

#### Customize Your Display

Enter your business name (up to 32 characters) and call reasons such as "Appointment Reminder" or "Service Follow-Up."

3

#### Upload Your Logo

If you have INFORM with Logo\*, add your business logo for enhanced brand recognition and spoofing protection.

\*Requires Integration.

4

#### Start Calling

When you dial customers, your branded information automatically appears on their phone screens before they answer.

## Business Number Registration and Branded Calling FAQs

### Does business number registration stop calls from going unanswered?

Not on its own. Registration verifies a business number with carriers to reduce spam mislabeling, but it doesn't display who's calling to the person receiving the call. First Orion's survey found that among registered businesses, calls still go unanswered 45% of the time on average.

### What's the difference between business number registration and branded calling?

Registration is a backend verification process. Branded calling, like First Orion's INFORM, is a consumer-facing feature that shows the business's verified name, logo, and reason for calling directly on the recipient's phone screen.

### Should a business do both registration and branded calling?

Yes. Registration keeps a number in good standing with carriers and reduces spam flagging. Branded calling gives consumers a reason to answer. Together, they address both sides of the unanswered call problem.

