



Branded Calling: A Guide to Verified Business Caller ID

How to Register Your Numbers, Brand
Your Calls, and Increase Contact Rates

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Unknown outbound business calls today look identical to spam: a 10-digit number with no context. Research from First Orion shows that nearly 76% of consumers will not answer a call from an unknown number. For contact centers, collections teams, healthcare providers, and any business that depends on reaching customers by phone, that silence represents lost revenue, missed appointments, and unresolved service issues.

Branded calling addresses this at the source. Instead of asking a customer to guess whether an incoming call is legitimate, it delivers verified identity information directly to the call screen before the recipient decides to answer.



What is Branded Calling and What Does it Actually Display?



INFORM Branded Calling is an in-network branded calling solution, which enables organizations to control their outbound call display, clearly identifying their business and reason for calling. It includes:

- Personalized display with up to 32 characters
- Display shown in call log
- Reaches all major U.S. carrier devices, over 21.5 million Canadian subscribers, and Europe through First Orion's [Global Exchange](#)
- Increase your brand recognition and [calling reputation](#)
- Dashboard of insightful metrics to help you grow your branded calling programs

Upgraded features include [INFORM with Logo](#) and [Advanced Analytics](#).

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How Branded Calling Works

Branded calling is not a simple database lookup like [traditional caller ID \(CNAM\)](#). It is a carrier-level authentication and display system. Here is how the process works



Business Number Registration

The business submits its phone numbers to a branded calling provider, which verifies ownership and right of use.

Carrier Network Integration

First Orion delivers branding data (name, logo, call reason) directly to carrier networks, including T-Mobile, Verizon, AT&T, and Boost Mobile.

Real-time Display

when the business places an outbound call, the carrier network matches the number to the registered branding and delivers it to the recipient's screen in real time.

Who Benefits Most from Branded Calling

Branded calling is most valuable for organizations with high outbound call volume and a strong business case for live conversations. The use cases where it performs best include:



Contact centers and customer service teams that need customers to pick up for issue resolution



Healthcare providers calling patients about appointments, prescriptions, or follow-up care



Financial services firms reaching customers about account activity, fraud alerts, or loan status



Insurance companies handling claims, renewals, or underwriting follow-ups



Collections teams where a verified, non-threatening display can meaningfully increase contact rates

In each case, the core value is the same: replacing uncertainty with identity, so the phone call has a fair chance of being answered.

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Branded Calling Increased Balboa Digital's First Call Conversions by 76%

[Balboa Digital](#) runs a fast-growing call center for financial services clients, specializing in form-to-call outreach for debt consolidation. Agents contact consumers within minutes of an online loan application, so response time was never the problem. Trust was. Consumers ignored calls from unrecognized numbers, forcing agents into multiple follow-ups. As a result, operational costs increased while conversion rates stalled.



Balboa Digital deployed First Orion's INFORM® Branded Calling across all debt consolidation campaigns. Now every outbound call displays its name, logo, and "Debt Consolidation" as the call reason on the consumer's screen. Agents can now keep their workflows, and prospects answer calls with confidence, equaling a huge leap in conversions. [Read the full case study.](#)

3 Easy Steps to Start Branded Calling

To implement branded calling, a business typically follows these three easy steps:

1. [Register Your Numbers for Verification:](#)

The first step to implementing branded calling with INFORM through our Self-managed Portal is to register your business numbers. This process ensures that your numbers are verified and recognized as legitimate, which is crucial for building customer trust. Using the customer portal, you can quickly and easily register your numbers. Registration is always free—even if you choose not to brand your calls.

2. [Sign Up for Branded Calling:](#) Once your numbers are verified, you can sign up for branded calling through our portal. Choose

the plan that best suits your needs and complete the sign-up process. Detailed pricing information is available at the time of signup, allowing you to make an informed decision.

3. **Start Branding Your Calls:** With your numbers verified and your plan selected, you can start branding your calls. The easy-to-use customer portal allows you to create and manage your calling programs efficiently. Begin making calls that your customers will recognize and trust, enhancing your engagement and conversion rates.

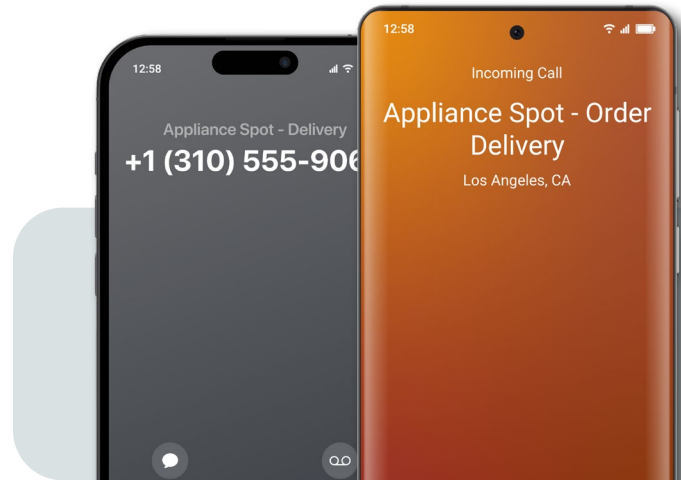
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Take Control of Your Caller ID Today

When your calls go unanswered, your business goes unheard and you lose money. Don't let that happen. INFORM will put your name, logo, and message front and center where it belongs.

Want to know more?

[Explore the benefits of INFORM.](#)



INFORM Branded Calling FAQ

What networks does First Orion serve? All the big ones: T-Mobile, Boost Mobile, Verizon, AT&T, and more. With First Orion, you don't have to worry about how your calls appear across different carriers. We've got it covered for both U.S. and Canadian subscribers.

Is INFORM Branded Calling easy to activate? Yes! With [INFORM Branded Calling](#), there's no complicated integration or special software needed. Since it's carrier-based, your branded calls reach iPhone and Android users in the U.S. and Canada across all major U.S. networks. Need something more custom? We also offer an API for businesses that want to automate.

What metrics does INFORM Branded Calling track? INFORM tracks five core call outcomes: ignored calls, decline rate, answer rate, talk rate (10+ seconds), and engagement rate (60+ seconds). These metrics work together to show where a call succeeds or breaks down in the resolution journey.

How do I compare branded calling performance to unbranded calls? Use your own historical call data from before you launched branded calling, or contact First Orion about evaluation services that benchmark branded performance against an unbranded baseline.

How fast can a business start measuring results? INFORM is carrier-based, so there's no special software or integration required to start branding calls across major U.S. and Canadian carriers. Standard reporting metrics, including answer rate, decline rate, talk rate, and engagement rate, are available once your program is live, and an API is available for businesses that want automated reporting.

How do I register my business number? It's easier than you think. Start by registering your number through the First Orion customer portal. Our free business number registration makes it simple! We guide you through the process to ensure your business is verified and your calls are not mislabeled. [Register your numbers.](#)