TFNIdentity®

Maximize Customer Engagement, Drive Brand Recognition and More!

Let's face it – Today's consumers are not only busy, but they're also discerning. When the phone rings, they want to know that the call is coming from a person or business whom they know and trust. Having your business' caller ID displayed on incoming calls to consumers not only provides the competitive edge and brand recognition needed to stand-out in today's aggressive market; it helps you convert *prospects* into *customers*.

Start branding your Toll-Free Number today with **TFNIdentity®**: a repository of Caller Name Delivery (CNAM) data that houses caller ID information that comes direct from your service provider, a source that you already know and can trust.

70% do not answer if caller number not recognized

88% of business calls go unanswered

114 On average, a person receives 114 phone calls per month and only 43% are saved in their contacts

For many consumers, a simple glance at their phone's display can mean the difference between answering a call and sending it to voicemail purgatory.

Don't let something as simple as a caller ID tag – or lack thereof! – decide whether your business' call is answered. TFNIdentity provides the perfect platform to not only help drive trust and ensure consumers answer the calls that mean the most to them, but it can also help your business increase customer engagement and expand brand recognition.

Email tfnidentity@somos.com **today to get your Toll-Free Number added to TFNIdentity's database of over 2.6 million numbers!**

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