twilio

Enhancing Delivery Success with **Branded Calling**

Introduction

In today's competitive delivery landscape, timely and successful deliveries are crucial. However, delivery exceptions like incorrect addresses or missing access codes often pose significant challenges, such as last-minute phone coordination. **Branded Calling** emerges as a strategic solution to boost customer engagement and improve delivery outcomes.

The challenge? Delivery exceptions and customer engagement. Deliver drivers often need to contact customers to address issues that may hinder successful deliveries. Calls from unknown numbers typically go unanswered, resulting in missed deliveries, higher operational costs, and reduced customer satisfaction.

Twilio Voice Insights simplifies the development of an ROI analysis by comparing the costs of Branded Calling with the savings from improved First Attempt Delivery Rates (FADR). In this guide, you will find step-by-step instructions to calculate the savings.

Table of Contents

Chapter 01

Evaluating **Branded Calling** in Delivery Exception Use Cases

When a delivery driver encounters a delivery exception, such as an incorrect address, missing access code or any other impediment, an outbound call is often necessary to coordinate with the customer and ensure a successful first-attempt delivery.

Unanswered calls or calls routed to voicemail can decrease operational efficiency and can negatively impact customer satisfaction. In 2017, **Supply Chain Dive** estimated last-mile costs to be $10 to $50 per package to cover warehousing, fulfillment, delivery and software costs. Additional hidden costs can drive the losses associated with re-attempts even higher, including the impact to customer loyalty. In 2023, **Website Magazine** quoted a study that showed that “69% of respondents are much less or less likely to shop with a retailer in the future if an item they purchased is not delivered within two days of the date promised.”

Based on a 2024 internal benchmarking study, Twilio collected evidence that Branded Calling can improve the human-answered call rate by up to 42%, thereby improving business outcomes. Applying Branded Calling to the delivery exception use case can significantly help avoid costly re-attempts and extend customer lifetime value.

Twilio Voice Insights makes it easier to develop an ROI analysis comparing the incremental costs of Branded Calling against the savings from improved First Attempt Delivery Rates (FADR). And since reaching customers in real time is the desired outcome over being directed to voicemail, enabling Answering Machine Detection (AMD) will be critical to properly segment your data.

Chapter 02

Return on Investment (ROI) Analysis

Savings derived from reduced delivery reattempts are expected to exceed the incremental costs of Branded Calling, thereby generating a positive return on investment. The following assumptions are hypothetical and illustrative from various sources to demonstrate how to set up your own ROI analysis. Validate your cost saving and incremental cost assumptions based on your own experience.

ROI Analysis Framework:

Total cost savings of reduced missed deliveries > total cost of Branded Calling

Cost Savings

- Cost of a missed delivery: $10
- Rate of successful resolution to a human-answered delivery exception call: 75%

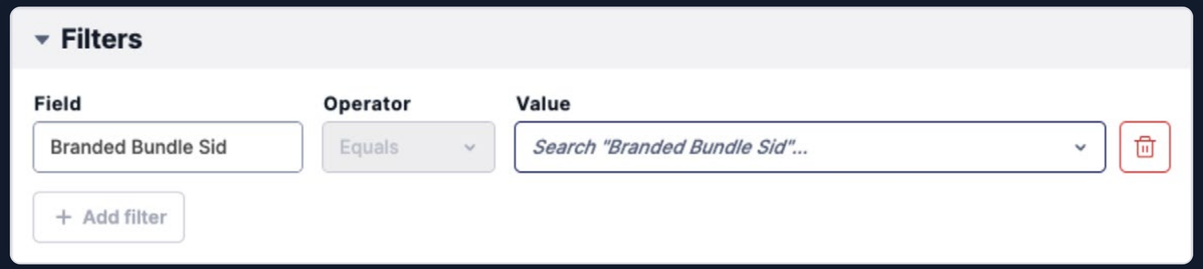
Incremental Costs

- Incremental cost of branding per call to supported networks: $0.12
- Incremental cost of Answering Machine Detection (AMD) per connected call: $0.0075

Branded Calling A/B Test Design

For delivery exceptions, the hypothesis is that Branded Calling can increase the likelihood of customers answering calls directly (human-answer) rather than allowing them to go to voicemail, thereby facilitating successful first-attempt deliveries.

Twilio Voice Insights is a data analytics tool for tracking and analyzing key metrics of your voice calls, including those from Branded Calling campaigns. With four advanced filtering options, you can more easily measure performance and evaluate ROI.

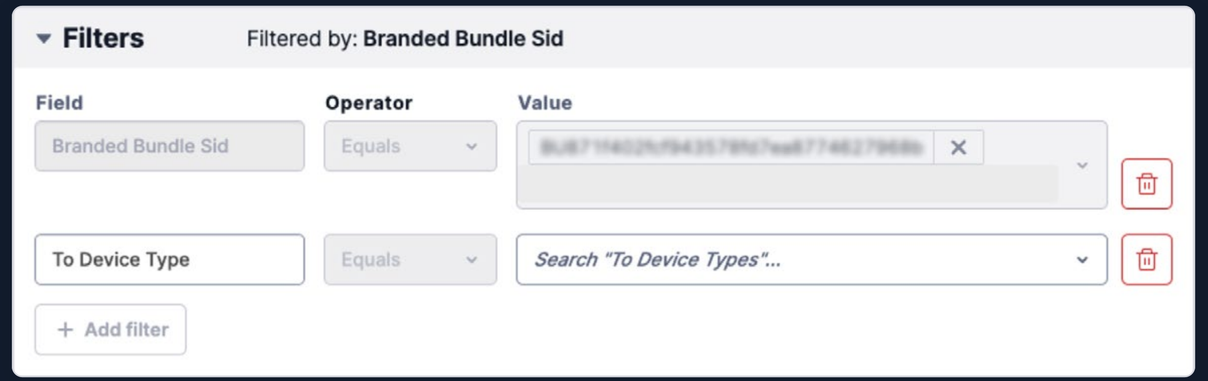


Filter 1: “Branded Bundle SID”

First, apply the “Branded Bundle SID” to fully isolate branded metrics from other call activity that could be on your account. Or, if you have more than one brand on your account, this filter allows you to further segment your data, for example, based on the various display names you may have associated with the account. Likewise, if you have more than one use case that you are branding on your account, you can further segment your data based on your registered Voice Integrity use case, as well. In some cases, you may use both (e.g. one brand shared among two or more registered use cases).

Filter 2: “To Device Type: Mobile”

Second, as a good option, you can further narrow your call data to only those calls made to mobile phones. As connection rates to landlines can be lower than that of mobile or even VOIP devices, including landline traffic traffic in your control group (e.g. Branded Enabled: False) can skew these metrics downward.



Filter 3: “Branded Enabled”

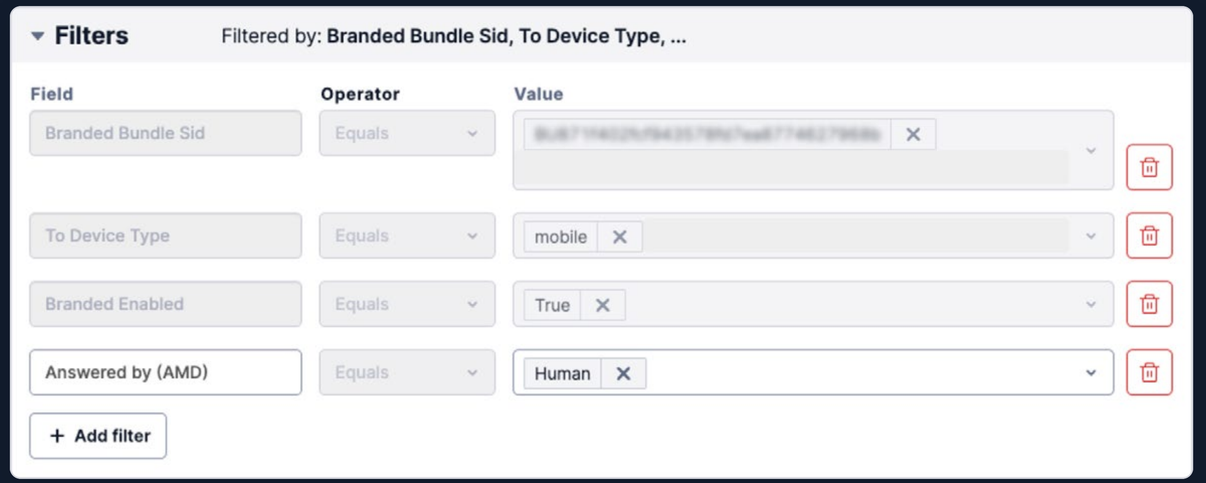
Third, apply “Branded Enabled” to filter the calls made from phone numbers which have been registered and approved for Branded Calling during the time period you specify. Voice Insights defaults to last 7 days. Setting this filter to “True” provides the metrics for calls from those numbers provisioned for branding on supported networks. Data for calls terminating into supported networks relate to the test group. A “False” setting provides metrics from these same registered numbers, except it will capture the calls terminating into unsupported networks. Data for calls terminating into unsupported networks belong to the control group. Comparing calls originated from the same phone numbers across different networks, performing the same type of calls (use case), provides the test with randomization.

Filter 4: “AMD” (Answering Machine Detection)

Given that Twilio Voice Insights categorizes both human-answered and machine-answered calls as ‘Completed’ connections, additional data segmentation is necessary to isolate the impact of human engagement with Branded Calling. Indeed, the call recipient needs to be aware of an incoming call, observe the branding and make a decision to pick up the call. A call picked up by voicemail clouds the human engagement involved and should be excluded from the analysis.

Therefore, the last filter is AMD, Answering Machine Detection.

But, even calls from unrecognized numbers get answered. So, to capture the incremental value of branding, it’s important to compare human answer rates between the test and control groups. You will toggle between filter values to record call volumes in the steps below.



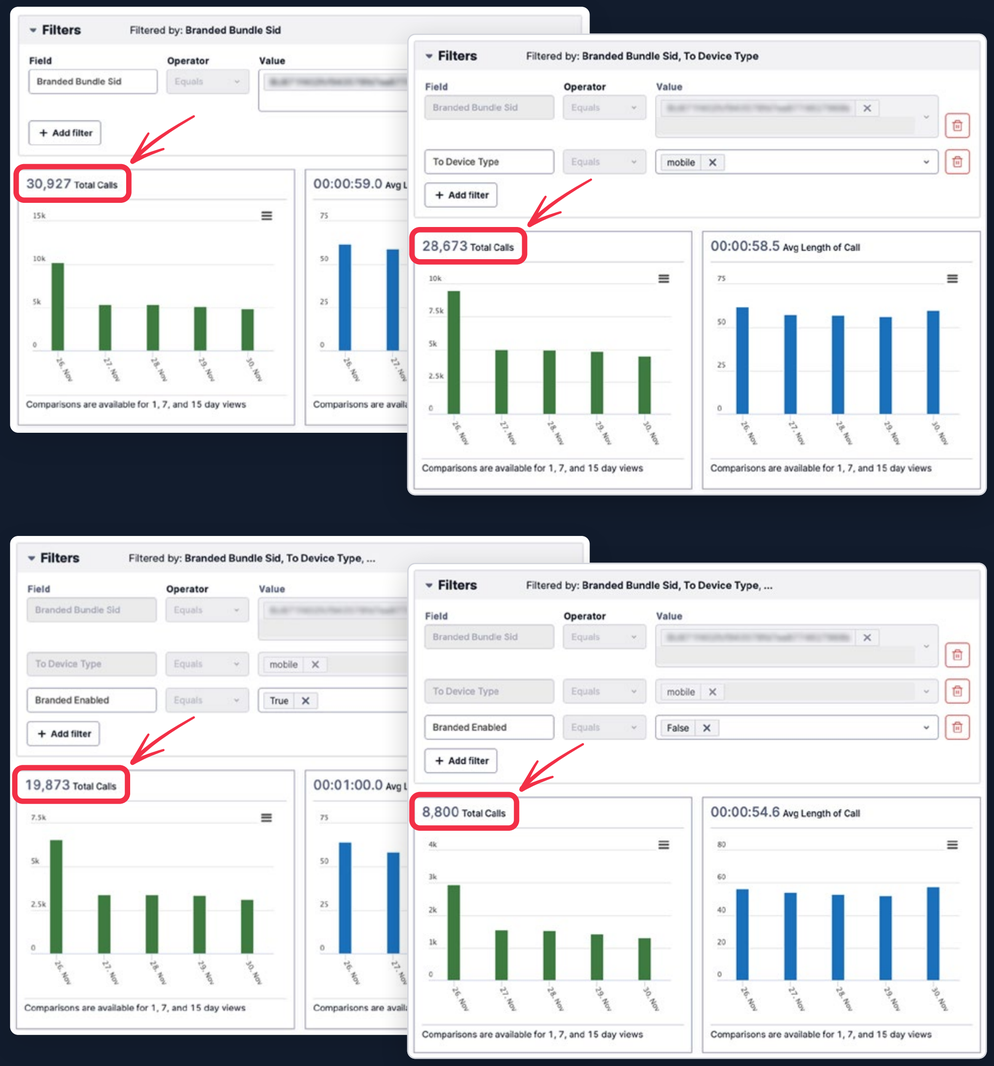
Data Collection

Step 1

By taking a sample period (e.g. 7 days), determine the total volume of calls of the test group (made from registered Phone Numbers for Branded Calling to supported networks (Branded Enabled: True), the control group (Branded Enabled: False), and combined. Figure 1 image on the right describes a real example of an anonymized user.

Filters	Total Connected Calls		
Branded Bundle SID: BUxxxxxx	30,927		
To Device Type: Mobile	28,673		
		TRUE	FALSE
Branded Enabled	28,673	19,873	8,800

Figure 1



Step 2

Next, apply the AMD filter to collect the total volume of human-answered calls from both test and control groups. To calculate the Human Answer Rate (H-ASR) for each group, it will be necessary to also capture the machine-answered calls. Answering Machine Detection will not successfully detect every call, so “unknown” responses should be ignored as they may skew your results. (See Figure 2):

Derive Human Answer Rate		
Answered by (AMD): Human	2,477	742
Answered by (AMD): Machine*, Fax	11,048	6,053
Answered by (AMD): Unknown	ignore	ignore
Total AMD successfully sampled	13,525	6,795
Derived Human - ASR	18.3%	10.9%

Figure 2

Step 3

Determine the total costs of Branded Calling. Apply the Branded Calling rate times the total call volume on supported networks (test case). Apply the AMD rate times the total volume for the entire use case (test + control groups). In this example, the total costs would be $2,616.71.

Branded Calling Costs Assumptions	
A. Branded Call cost per call	$0.12
B. AMD cost per call	$0.0075
Calculate Incremental Costs	
C. Total Test Group Connected Call Volume	19,873
D. Total Branded Calling charges (A x C)	$2,384.76
E. Total Connected Calls (Use case volume)	30,927
F. Total AMD charges (B x E)	$231.95
G. Total Incremental charges (D + F)	**$2,616.71**

Step 4

Determine total savings related to the incremental human-answered calls resolving delivery exceptions.

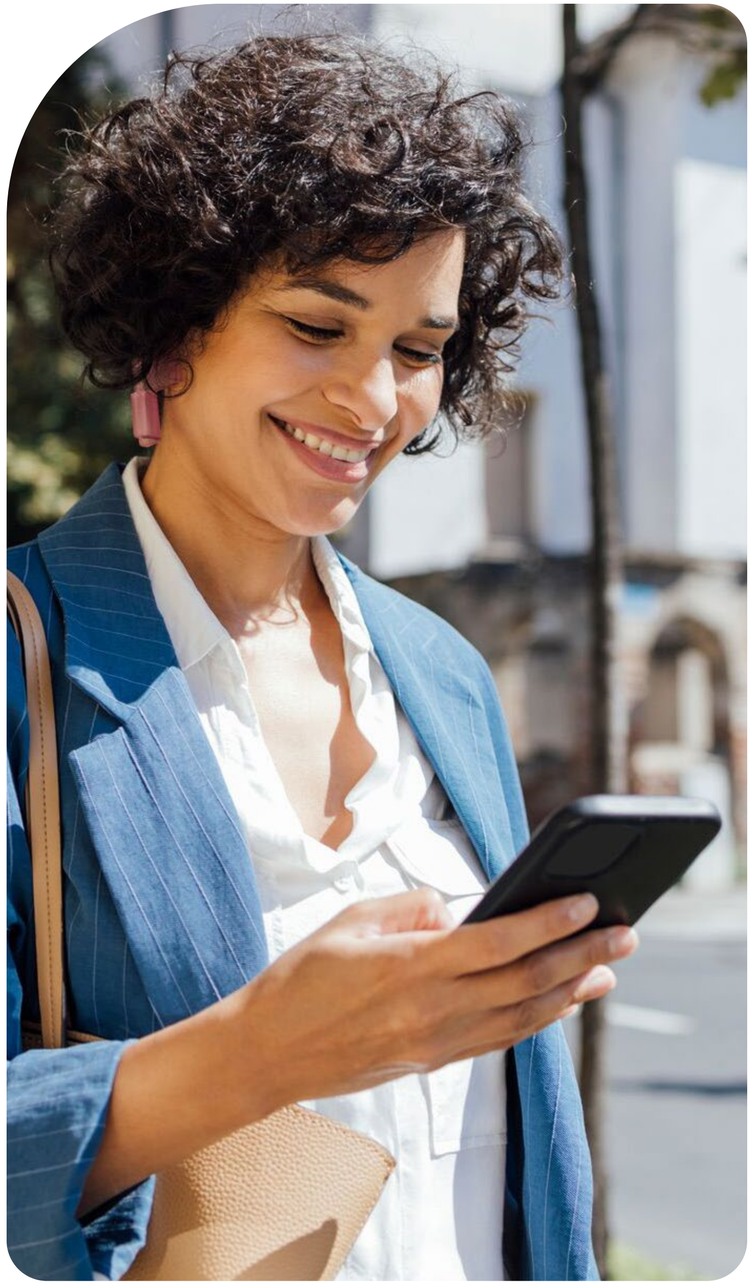
1. Recall that even calls from unrecognized numbers get answered. Determine the incremental human answer rate between the test and control groups by subtracting the control group H-ASR from the test group H-ASR captured in Step 2.

2. Multiply the difference to the test group volume to determine the incremental number of calls answered as a result of branding.

Derive Incremental Human Answered Calls	
H. Test Group H-ASR	18.31%
I. subtract: Control Group H-ASR	10.92%
J. Incremental H-ASR as a result of branding (H - I)	**7.39%**
K. Incremental Human Answered Calls (J x C)	**1,469**

Discount the incremental human answered call volume by the success rate, and multiply the product by the avoided delivery costs. Compare total costs and savings to determine the return on investment.

Cost Savings Assumptions	
L. Success rate after human-answered delivery exception call	75%
M. Cost per deliver	$10
Calculate Cost Savings and ROI	
N. Incremental deliveries resolved (K x L)	1,102
O. Total Savings (M x N)	$11,021
P. Return on Investment (O - G)	**$8,404.51**
Q. ROI % (P/G)	**321%**



Conclusion

This test design controls for all variables except the human-ASR, discounting any savings that would have occurred if branding had not been applied. This example demonstrates a positive ROI ($8,404.51) by implementing Branded Calling. Several factors may impact results such as use case, industry, user opt-in practices, caller reputation and others; positive ROI results are not guaranteed.

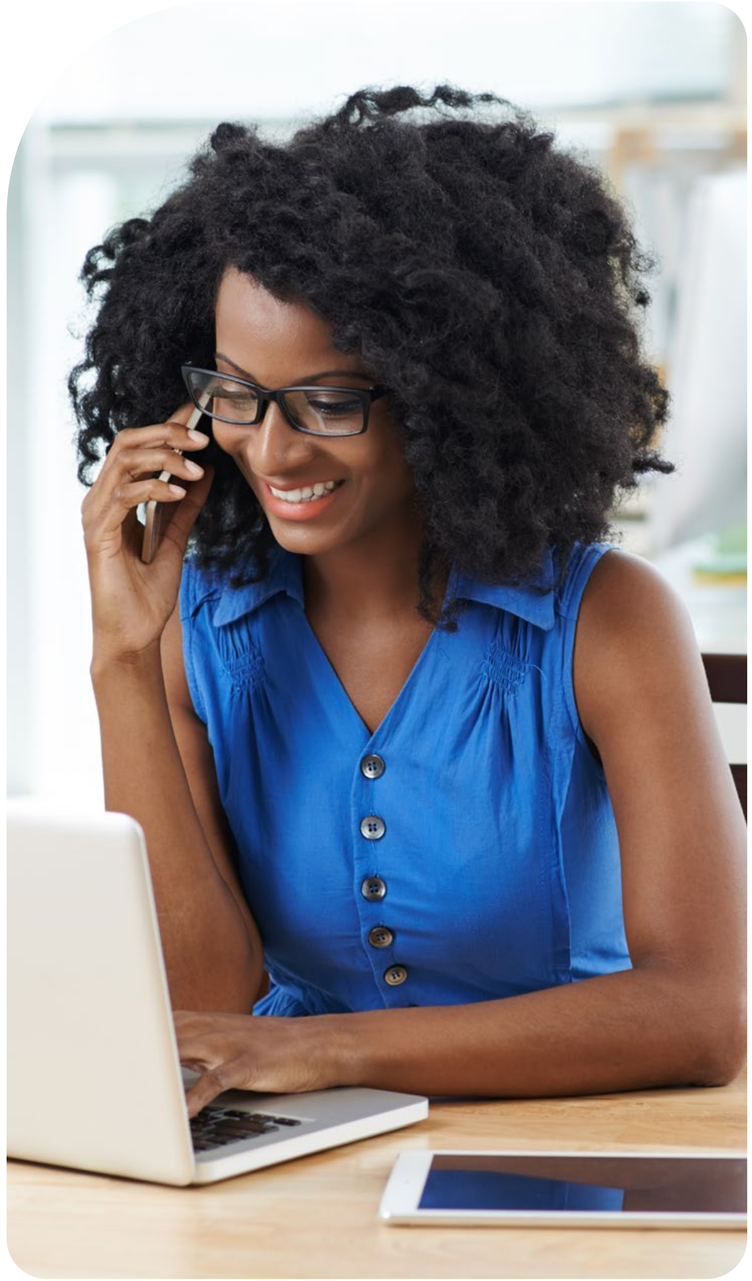
Additional notes

Even in cases where the call was not heard or intentionally sent to voicemail, the caller's branding may persist on the lock screen notification and in the call log.

Branding Calling customers report that their customers are more likely to call back after missing a branded call over unrecognized ones, and in some cases, in sufficient time for a successful first-attempt delivery.

Moreover, even when the first-attempt is unsuccessful, customers may appreciate the clarity of the branded call over attempts from an unrecognized number, potentially preserving brand trust and customer loyalty. Look for future Voice Insight filters to more easily capture customer call-back rates between calls that were branded and those that were not.

With Branded Calling and AMD enabled, consider automating your calls answered by voicemail to notify the recipient of the unsuccessful delivery, and provide options to reschedule. You could also set up a Personalized Virtual Agents to process re-attempts and further optimize your delivery exception process.



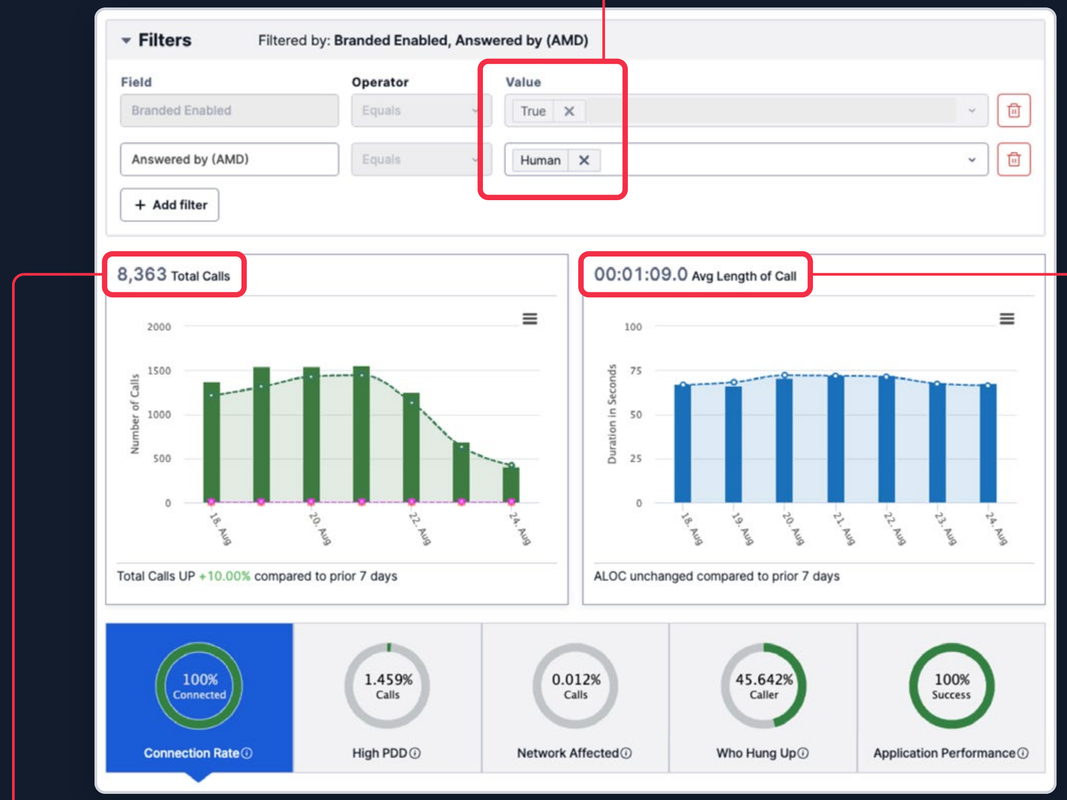
Additional human factor analysis

Average Length of Call (ALOC) is the average length of time customers are on the phone once the call is connected. ALOC can serve as a proxy for assessing customer engagement and value derived from the interaction, depending on your use case. Consider how call length impacts outcomes. Longer calls may indicate stronger customer engagement over shorter ones. However, extensively long calls could indicate more complex issues which are not getting resolved and might not result in resolving a delivery exception. You can gather ALOC data for each of the filtered scenarios.

We expect the overall duration of human-answered calls between the groups will be the same.

Additional call insights can be extracted with Twilio Voice Intelligence which can rate sentiment, gather situational based terms you can customize (e.g. "locked gate"), or could even offer real-time AI-assisted support to your delivery drivers or contact center agents. Consult your account team for more information.

Filters: Metrics for phone numbers registered for Branded Calling terminating on supported networks AND that were answered by a human



Total branded calls answered by a human

ALOC of branded calls answered by a human

For illustrative purpose only; your results may differ

Testing duration

Start with a 30 day time period for the evaluation. Please note that Voice Integrity & Branded Calling registrations might take 7-10 days to review, approve and provision with our network partners. So it is important to take this into consideration when planning the testing period.

Onboarding checklist

Prerequisites:

Branded Calling requires the completion of Trust Hub registrations:

- **Business Profile**. An approved Business Profile is required for all Twilio Trusted Telephony services. There is no charge for Business Profiles.
- **Voice Integrity**. Voice integrity helps in reducing spam labeling by registering customer's brands with carriers' analytic partners. There is no charge to register.
  - Please follow this architecture to complete the registration: **Voice Integrity (Direct customers with subaccounts)**.
- Onboard to **Branded Calling**.
  - List Rate - $0.12/per branded call

Data collection set-up checklist

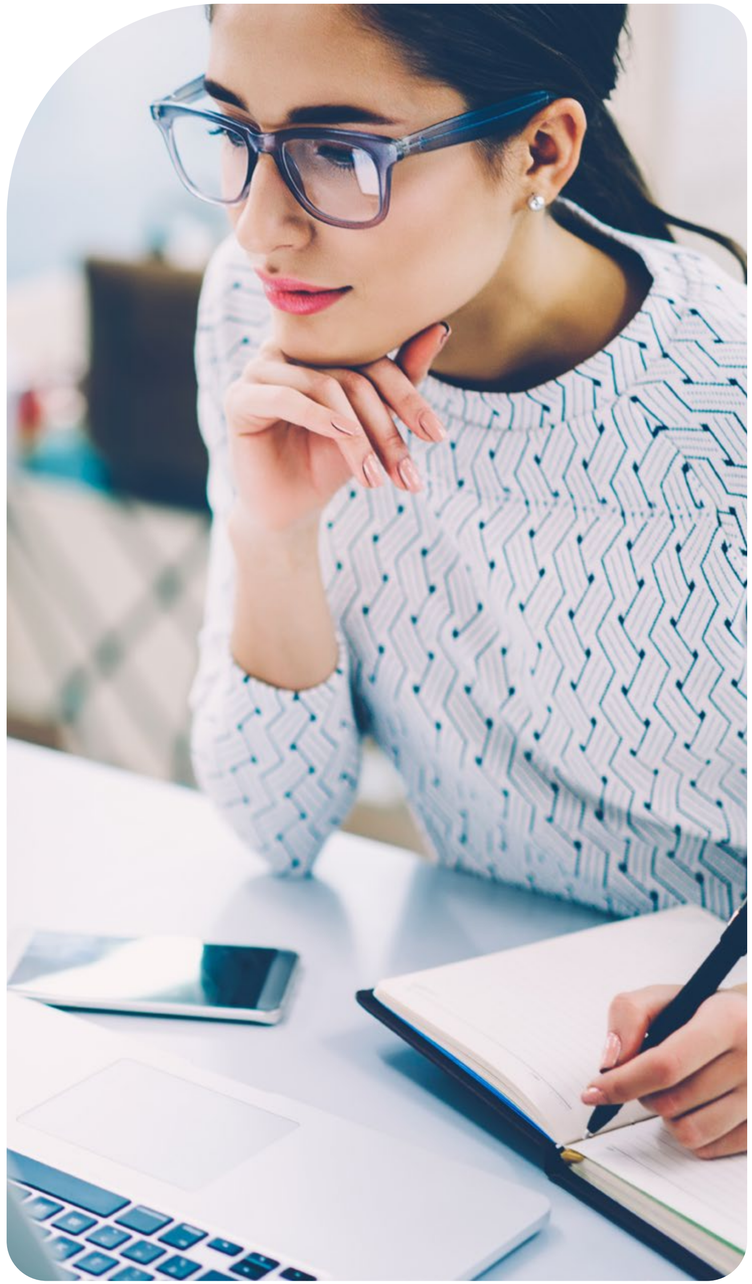
Enable the following features as part of your Branded Calling registration and data collection set-up:

- Advanced Voice Insights to get 30 days worth of data as this will help in gathering stats during the testing period. This feature can be enabled via console and no dev efforts required. Please refer: **Advanced voice insights**
  - **Tiered Pricing**
- Answering Machine Detection (AMD). For use cases where timely engagement with customers is important, AMD is key to segregating human-answered from machine-answered calls in your analysis. This requires development efforts and it is useful to drill down the user engagement rate on the human answered calls as completed calls in Twilio also includes calls going to voicemails. Please refer: **Answering machine detection.**
  - List Rate: $0.0075/call

It's important to maintain a positive caller reputation with carriers by making your business known to them through SHAKEN/STIR and CNAM registrations. In combination with registering your use case and call volume through Voice Integrity, these can improve customer engagement by decreasing the chance of spam labeling or call blocking.*

- **SHAKEN/STIR** which helps in marking the outbound calls as 'verified' or signed with the highest attestation "A" when sent to carriers. There is no charge for SHAKEN/STIR registration.
- **CNAM** to allow brand names to display primarily on landlines. There is no charge for CNAM registration.

*Branded Calling does not ensure that your calls will not be labeled as spam. **See Recommendations and Best Practices for Maintaining a Positive Caller Reputation**.



Optimize business outcomes with Twilio’s Branded Calling

Integrating **Branded Calling** into the delivery exception process provides a strategic advantage in the competitive delivery landscape. By increasing the likelihood of answered calls, Branded Calling also increases the chances of resolving delivery exceptions on the first attempt. This not only reduces the operational costs associated with missed deliveries and subsequent reattempts but also boosts customer satisfaction and loyalty by ensuring timely delivery. **Twilio Voice Insights** further supports this by offering robust tools for tracking and analyzing key performance metrics, enabling you to conduct comprehensive ROI analyses and confirm the financial benefits of Branded Calling.

The ROI analysis example demonstrates a significant positive impact, with a calculated ROI of 321%, proving the substantial cost savings and improved delivery efficiency when utilizing Branded Calling. Although results may vary depending on factors such as industry, caller reputation, and user opt-in practices, the overall benefits in terms of operational efficiency and customer satisfaction are clear. Additionally, the persistent branding impact on missed calls can enhance customer engagement, highlighting the importance of reaching recipients in real-time. As delivery companies continue to navigate the challenges of delivery exceptions, adopting **trusted communications** like Branded Calling presents a promising solution for improving business outcomes and sustaining competitive advantage.

Ready to reap the benefits of Branded Calling for your business?
Contact our expert sales team to learn more.

Today's leading companies trust Twilio's Customer Engagement Platform (CEP) to build direct, personalized relationships with their customers everywhere in the world. Twilio enables companies to use their communications and data to add intelligence and security to every step of the customer journey, from sales to marketing to growth, customer service and many more engagement use cases in a flexible, programmatic way. Across 180 countries, millions of developers and hundreds of thousands of businesses use Twilio to create magical experiences for their customers.
For more information about Twilio (NYSE: TWLO), visit: www.twilio.com.