Blueprint:

MEASURING THE BUSINESS IMPACT OF ENHANCED BRANDED CALLING

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Summary

Today, businesses are under increasing pressure to prove the ROI of every engagement. Every call must work harder, connecting with real people, not machines, and delivering measurable business outcomes. This blueprint provides a structured path to integrate **Enhanced Branded Calling** with call outcome intelligence via Twilio **Answering Machine Detection** and **Trust & Engagement Insights**. This combination elevates connection rates, transparency, and measurement far beyond what legacy branded calling solutions can deliver.

The Core Problem

Modern outbound communication faces two converging challenges:

1. Declining answer rates driven by consumer mistrust.

2. Inability to measure what actually drives engagement success.

Most branded calling solutions address only one side of the equation; They brand the call, but don't measure the outcome. Analytics platforms excel at quantifying engagement outcomes but operate downstream of trust-building interactions. Without direct integration between identity and measurement layers, insights stay siloed and incomplete.

Minimum Components

Twilio Voice supports an extensive range of engagement models, from time-sensitive notifications and outbound Sales contact centers to AI-driven lead-qualification agents. These build upon Twilio's broader software stack which includes software tools such as Conversational Intelligence, Functions, and Event streams to deliver programmable control and observability. While this blueprint does not prescribe what you build with Twilio, the following core components (required) are highlighted in red and should be used to execute this blueprint. Additionally, suggested use cases for this blueprint are also highlighted in red:

TWILIO BRANDED CALLING

Use Cases	Notifications	Self-Service Automation	Inbound Contact Center	Outbound Contact Center	AI Agents		Sales Dialer
Software Tools	Conversational Intelligence	Studio	Event Streams	TaskRouter	Sync	Functions	Assets	CLI
Core Services	Conference	< Say>	<Gather>	<Pay>	Conversation Relay	Virtual Agent	Recording	<Transcribe>	Voice Insights	<Stream>
Connectivity	SIP			PSTN			
Features	Branded Calls	Enhanced Branded Calling		Answering Machine Detection		Trust & Engagement Insights	
	SHAKEN / STIR Attestation	CNAM		Reputation Monitoring		Reports API	
Supported Products	Flex			# Phone Numbers			

The Solution Architecture

Integrating Enhanced Branded Calling with Answering Machine Detection (AMD) intelligence and measurable insight creates a unified framework that makes consumer perception measurable through business performance data. This fusion of the 'trust layer' and the 'intelligence layer' removes blind spots left by disconnected systems, producing a continuous feedback loop where every customer interaction attempt creates a data point that shapes smarter engagement strategies for future calls.

Decomposed Architecture

1. **Enhanced Branded Calling:** Displays a verified business name, logo, and call reason directly on mobile devices, building immediate trust and transparency.

2. **Call Outcome Intelligence (AMD):** Classifies every call result, human, voicemail, fax, or unknown, with precision.

3. **Engagement Analytics (Trust & Engagement Insights):** Connects what businesses see with what actually happens. This service helps businesses quantify the ROI of verified identity for their specific use case, enabling a feedback loop for continuous improvement.

Combined Value:

```
Enhanced Branded Calling + AMD intelligence
+ Trust&Engagement Insights = Measurable ROI
```

Why This Matters

Competing Branded Calling solutions provide branding experiences but lack the comprehensive measurement stack Twilio delivers. Only Twilio combines call branding, AMD intelligence, and engagement insight, enabling you to see not just that your calls are answered, but how and why those answers occurred.

Visualizing ROI:
The Playbook

Step 1: Enable Enhanced Branded Calling.

Documentation Steps: http://twilio.com/docs/voice/branded-calling/us-enhanced

First Steps from the Console:

Continue on past step 13 and follow the remaining Console steps to provide the required information needed for Twilio to vet your Business Name, Logo, and Call Reason. NOTE: The vetting process follows a structured review. During the process you will receive updates from our team as it progresses through the process. Once your brand and telephone numbers are vetted and provisioned, you can begin layering in AMD intelligence and Trust and Engagement Insights.

Any bundle submitted takes 2-5 days for approval.

Step 2: Enable AMD

Twilio's Answering Machine Detection (AMD) enables you to determine whether a call is answered by a human, voicemail, or machine in real time. This enables you to measure human answer rates and optimize your engagement strategy either through your software or via Twilio Trust and Engagement Insights (Step 3)

Documentation steps: Answering Machine Detection and **Answering Machine Detection Best Practices**

For quick reference, AMD can be added to an outbound call as follows:

```
curl -X POST https://api.twilio.com/2010-04-01/Accounts/ACxxxxxxxxxxxxx/Calls.json \

  --data-urlencode "To=+1556xxxxxxx" \

  --data-urlencode "From=+1501xxxxxxx" \

  --data-urlencode "Url=https://example.com/voice" \

  --data-urlencode "MachineDetection=Enable" \

  -u ACxxxxxxxxxxxxx:your_auth_token
```

Step 3: Integrate Trust & Engagement Insights to monitor Enhanced Branded Calling + AMD

Integrating Trust & Engagement Insights will correlate branded identity performance and call outcomes. Combining Enhanced Branded Calling data with real-time engagement metrics empowers you to measure how trust impacts connection quality and optimize future outreach strategies.

Documentation Steps: Trust & Engagement Insights

First Steps from the Console:

Step 7: A/B test and visualize human answer rate with and without Enhanced Branded Calling

A/B testing is a controlled method for comparing two versions of the same activity. The goal is to conclude which one performs better. In the context of Enhanced Branded Calling and AMD, A/B testing can be used by a business to measure the impact of Enhanced Branded Calling by comparing answer rate outcomes between a set of calls from a telephone number which has been enabled for Enhanced Branded Calling, and one which has not. To ensure valid results, tests should be conducted within the same time window and not during periods of unusually high seasonal volume. This is recommended as atypical call behavior during those times can skew run-rate results.

Example A/B testing steps:

1. **Define the goal and metric**

   In our example we are interested to know the impact Enhanced Branded Calling has on Human Answer rate percentage.

2. **Prepare test numbers**

   Test numbers "A": A set of numbers that are fully provisioned for Enhanced Branded Calling

   Test number "B": a set of numbers that are not provisioned for any form of Branded Calling

3. **Create two consumer cohorts**

   Randomly split your outbound dialing list into "Group A" and "Group B" so that the groups are similar by consumer type, geography and time zone

4. **Originate calls to both cohorts during the same time window**

   Place calls for "Group A" and "Group B" concurrently across the same days and hours to avoid time-based bias

5. **Originate similar call volumes**

   Target a number of calls per group to be within ~30% of each other, but note that it is general best practice to originate the same number of calls from each.

6. **Keep all other things identical**

   Use the same "reason for calling use case", dialer settings, retry rules, and calling patterns. The only thing that should be different is the change in Call display

7. **Ensure AMD is enabled for all calls originating from both cohorts**

8. **Use Trust & Engagement Insights to monitor the results**

The following two visuals illustrate an A/B test.

9. **Visual A** represents calls originated from telephone numbers which are fully provisioned for Enhanced Branded Calling.

10. **Visual B** represents calls originated from telephone numbers that are not provisioned for any form of Branded Calling

Visual A - calls originated from numbers fully provisioned for Enhanced Branded Calling
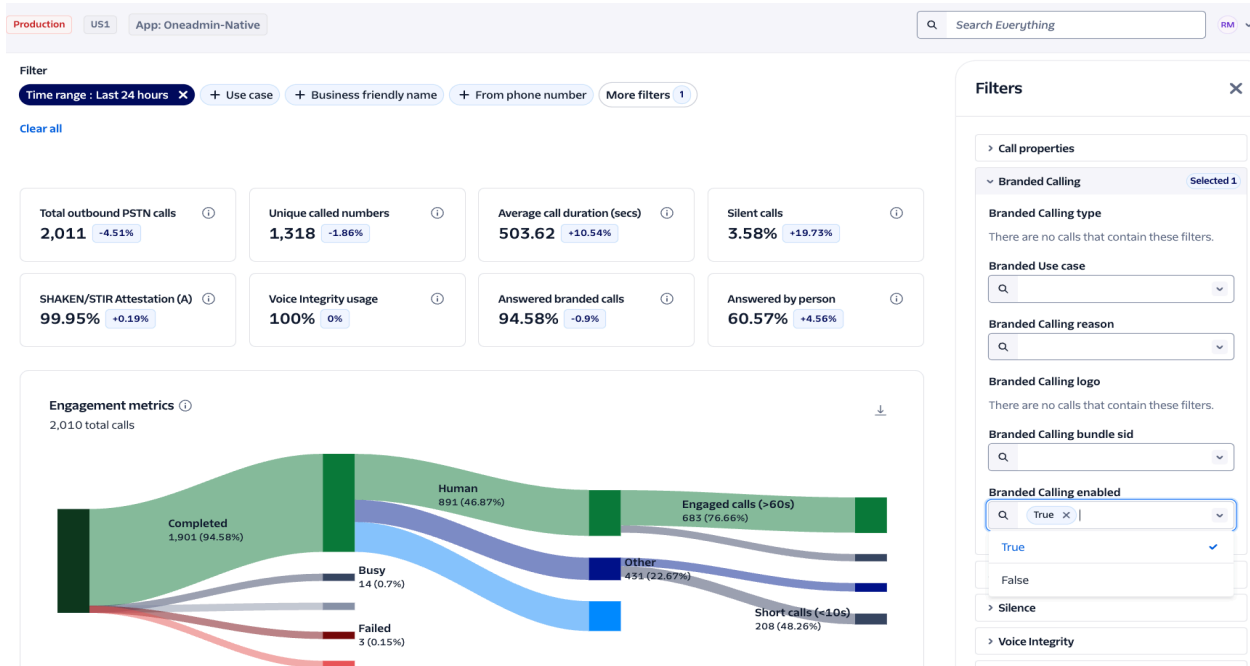
Visual B - calls originated from numbers that are not provisioned for any form of Branded Calling
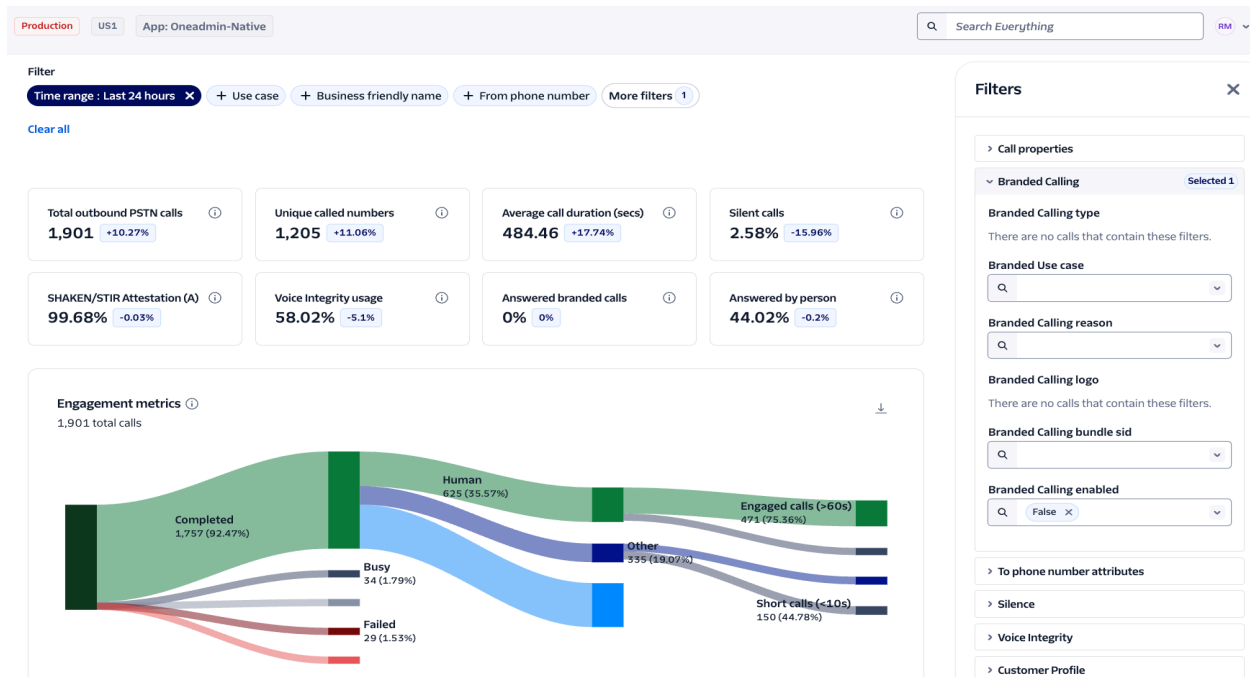
Interpreting A/B test outcomes

The A/B test results illustrated in Visuals A and B demonstrate a
clear and measurable difference in call outcomes. Calls placed
with Branded Calling enabled were answered by a person
64.3% of the time, compared to 46.3% for unbranded calls (a
lift of nearly 18 percentage points). Average call duration also
increased from 457 seconds to 581 seconds. While longer
conversations do not expressly imply higher satisfaction, in the
context of business they do generally represent more time spent:
resolving issues, explaining products/services, or completing
transactions which are can contribute to higher operational and
customer value. Combined, the higher human-answer rate and
increased call duration indicate that branded calls not only reach
more people, but also enable richer, more productive customer
interactions once connected. These A/B test findings reinforce
that identity transparency through Enhanced Branded Calling
not only increases call answer rate, it directly supports stronger
engagement between businesses and consumers.

Quantifying Value:
ROI Deep Dives by Industry

Enhanced Branded Calling is the new trust currency. By combining it with call outcome intelligence, Twilio empowers enterprises to measure what matters: real human connections that build trust, transparency, and ROI. The following examples use conservative, industry-aligned assumptions to illustrate how a $0.07 branded call can generate multiples in business outcome returns. We recommend substituting your own call volumes, answer rates, and value-per-call inputs using the same structures provided in the following pages:

Healthcare: Reducing No-Shows and Building Patient Trust

Context and Challenge

Missed appointments are estimated to cost the U.S. healthcare system around $150B annually, with many sources citing ~$200+ in lost revenue per no-show. Patients often ignore unknown numbers, which directly undermines reminder, prep, and follow-up workflows.

Role of Branded Calling

Branded Calling displays the verified provider name on the patient's device, signaling legitimacy, context, and sensitivity of the call. This reduces anxiety, supports privacy-conscious decision-making, and increases the likelihood that patients pick up calls related to their care.

Metric	Assumption
Outbound appointment-related calls per month	10,000
Baseline human-answer rate	60%
Lift from Branded Calling	+5 percentage points (from 60% to 65%)
Incremental answered calls	500
Average value per kept appointment	$200
Cost per branded call	$0.07

Math

- Branded call investment: 10,000 × $0.07 = $700

- Incremental value: 500 × $200 = $100,000

- ROI multiple: 100,000 ÷ 700 ≈ 143×

- ROI percentage: ≈ 14,300%

Broader Outcomes

- Higher satisfaction (often reported 10–15% CSAT lift after clearer, trusted outreach).

- Fewer no-shows and reschedules → better use of clinical capacity.

- Stronger perception of privacy and professionalism.

Takeaway

Even with modest answer-rate gains, the $0.07 per-call cost is negligible versus recovered appointment revenue. Branded Calling functions as care operations infrastructure, not a cosmetic add-on.

Utilities: Lower Cost-to-Serve and Fewer Complaints

Context and Challenge

Utilities rely heavily on outbound calls for outages, payment reminders, safety checks, and field appointments. Each unnecessary repeat call or inbound "What number is this?" contact adds cost. Consider call center cost-per-call often in the $2.70–$5.60+ range, or higher for more complex issues.

Role of Branded Calling

A branded, verified caller ID reduces spam suspicion and helps customers recognize their utility immediately, increasing first-attempt answer rates and reducing escalations and complaints tied to "harassing" or "mystery" calls.

Metric	Assumption
Outbound operational calls per month	10,000
Baseline human-answer rate	40%
Lift from Branded Calling	+5 percentage points (40% to 45%)
Incremental answered calls	500
Estimated operational value per additional answered call	$8 (avoided repeat handling, faster resolution)
Cost per branded call	$0.07

Math

- Branded call investment: 10,000 × $0.07 = $700

- Incremental value: 500 × $8 = $4,000

- ROI multiple: 4,000 ÷ 700 ≈ 5.7×

- ROI percentage: ≈ 570%

Broader Outcomes

- Fewer follow-up attempts and inbound "why are you calling me?" contacts.

- Reduced complaint volume about unrecognized numbers.

- Higher trust in outage, billing, and safety communications.

Takeaway

For utilities, Branded Calling directly reduces cost-to-serve and friction. Even conservative models show multi-fold ROI purely on efficiency—before counting trust and regulatory goodwill.

Financial Services: Legitimacy, Fraud Prevention, and Retention

Context and Challenge

Banks and fintechs struggle with customers ignoring unknown numbers especially for fraud alerts, collections, and sensitive account outreach. Losing or frustrating even a small segment has outsized impact, with many credible analyses placing retail banking customer lifetime value (CLV) in the low-thousands per customer.

Role of Branded Calling

Branded Calling reassures customers that an inbound call about fraud, credit, or account changes is legitimate. That reduces missed fraud alerts, shortens resolution cycles, and prevents avoidable churn.

Metric	Assumption
High-importance outbound calls per month	10,000
Baseline human-answer rate	50%
Lift from Branded Calling	+5 percentage points (50% to 55%)
Incremental answered calls	500
Conservative incremental value per additional answered call	$20 (mix of prevented loss + retained relationship)
Cost per branded call	$0.07

Math

- Branded call investment: 10,000 × $0.07 = $700
- Incremental value: 500 × $20 = $10,000
- ROI multiple: 10,000 ÷ 700 ≈ 14.3×
- ROI percentage: ≈ 1,430%

Even more conservative framing:

- If only 1% of those 500 additional connects (5 customers) are "saved" at an estimated $2,500 CLV, that's $12,500 and STILL >17× ROI.

Broader Outcomes

- Stronger trust in security-related outreach (reduced scam confusion).

- Better regulatory posture around fraud notifications and disclosures.

- Higher NPS from faster, direct, acknowledged communication.

Takeaway

In financial services, very small improvements in reached-at-the-right-moment contacts justify Branded Calling many times over. It is best positioned as fraud + trust + relationship protection infrastructure.

Retail & E-commerce: Saved Orders and Cleaner Experiences

Context and Challenge

Retailers use outbound calls for high-value order verification, delivery issues, By Online, Pick Up In-Store (BOPIS) and loyalty outreach. Global and U.S. benchmarks suggest average order value (AOV) often in the $140–$160 range. If a verification or fix call is missed, the order risks delay or cancellation.

Role of Branded Calling

Branded Calling helps customers recognize the retailer immediately, making them more likely to answer time-sensitive calls ("Is this really my retailer?" → "Yes, I see the brand"). That prevents avoidable cancellations, re-shipments, and churny friction.

Metric	Assumption
High-importance outbound calls per month	10,000
Baseline human-answer rate	50%
Lift from Branded Calling	+5 percentage points (50% to 55%)
Incremental answered calls	500
Conservative incremental value per additional answered call	$20 (mix of prevented loss + retained relationship)
Cost per branded call	$0.07

Math

- Branded call investment: 10,000 × $0.07 = $700
- Incremental value: 50 × $140 × 25% = 50 × $35 = $1,750
- ROI multiple: 1,750 ÷ 700 = 2.5×
- ROI percentage: ≈ 250%

This ignores:

- Reduced chargebacks/disputes.
- Fewer inbound "is this legit?" contacts.
- Loyalty benefits of fast, trusted resolution.

Broader Outcomes

- Customers feel the brand is transparent and proactive.
- Fewer failed deliveries and abandoned high-value carts.
- Stronger loyalty signal: "they respect my time and identity."

Takeaway

Even with strict assumptions, Branded Calling delivers a clear positive return. With real-world behavior (higher save rates, higher margins), ROI climbs rapidly.

Debt Collection: Maximizing Right-Party Contact Yield

Context and Challenge

Collections is almost entirely about right-party contact (RPC) and liquidation rate. Benchmarks consistently show 20–30% average recovery on placed debt, and RPC rates often near or below ~25–26%. When debtors ignore unknown numbers, yield collapses.

Role of Branded Calling

Branded Calling helps consumers recognize a legitimate collections partner or creditor, increasing RPC and reducing "mystery call" avoidance. This is especially powerful when paired with respectful scripts and compliance.

Metric	Assumption
Outbound collection calls per month	10,000
Baseline human-answer rate	30%
Lift from Branded Calling	+5 percentage points (30% to 35%)
Incremental answered calls	500
Average outstanding balance per reached debtor	$500
Average recovery rate on reached accounts	20%
Value per incremental answered call	$100 ($500 × 20%)
Cost per branded call	$0.07

Math

- Branded call investment: 10,000 × $0.07 = $700
- Incremental value: 500 × $100 = $50,000
- ROI multiple: 50,000 ÷ 700 ≈ 71.4×
- ROI percentage: ≈ 7,140%

(We could dial these down: lower balances, lower recovery, and the math still yields double or triple-digit ROI.)

Broader Outcomes

- Higher RPC → better liquidation with the same or fewer dials.

- Less consumer confusion/complaints about repeated unknown calls.

- Stronger alignment with regulators' preference for transparent communication.

Takeaway

For collections, Branded Calling is a yield amplifier. It directly converts a small improvement in answer rates into disproportionately higher dollars recovered.

Blueprint
Summary

The blueprint illustrates how Twilio Voice, including Enhanced Branded Calling, paired with Answering Machine Detection and Trust & Engagement Insights, creates a measurable and iterative framework for business outcomes. By uniting identity, call answer intelligence, and iteration, businesses across industries including healthcare, financial services, retail, utilities, and collections can transform outbound calls from uncertain interruptions into trusted and high-value engagements. This approach does not simply optimize delivery, it gives businesses the ability to define their own economics of voice by making every answered call (whether handled by a human or virtual agent) transparent, measurable, and comparable. As always: We can't wait to see what you build!

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.