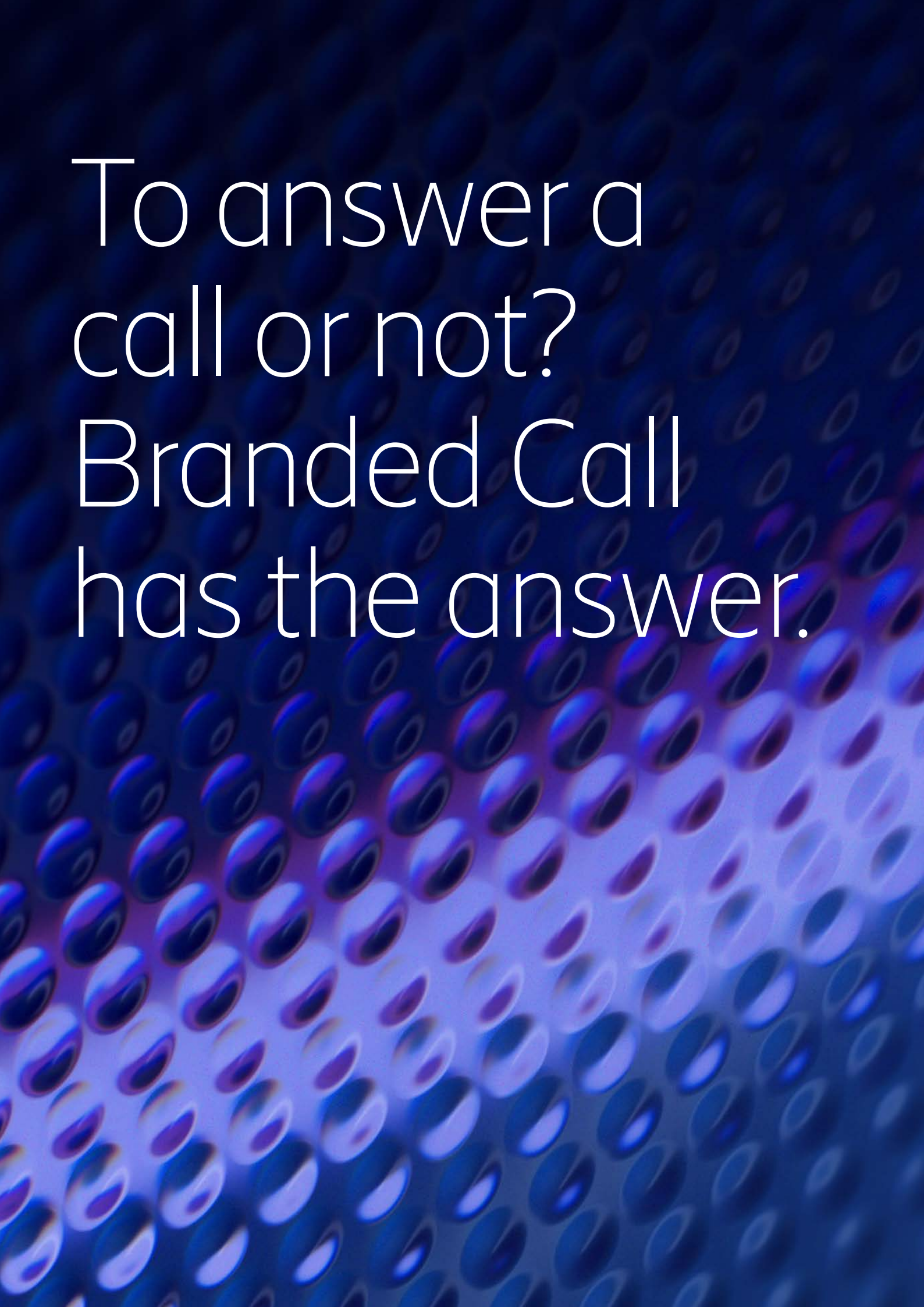




Branded Call

Trust at first ring, longer calls.



To answer a
call or not?
Branded Call
has the answer.

Answered call rate is decreasing

Cold calling is a common outbound marketing and sales tactic used by enterprises. It involves reaching out to potential customers who have not previously shown interest in the product or service offered. As these calls are unsolicited, the practice often faces increasing challenges due to growing consumer resistance and regulatory consent restrictions. Automated robocalls and fraud calls amplify the challenges because people are both annoyed and concerned about potential scams. The result is an increase in unanswered call rates.

While it is fully acceptable not to answer fraudulent calls, as they are illegal, cold calls are legitimate calls driving the enterprises' business. For enterprises, unanswered calls can mean lost deals and a loss of brand trust. For achieving higher answered call rates, consumer trust in answering calls must be strengthened.

Increasing caller credibility

Consumers are more likely to answer calls from recognizable brands or familiar numbers. Branded calling enhances answer rates by legitimating the caller:

- **Security**

The calling number can be authenticated by different mechanisms, as, for example, Out of Band Authentication and STIR/SHAKEN (Secure Telephone Identity Revisited/ Signature-based Handling of Asserted information using toKENs). STIR/SHAKEN is preferred in markets where this standard is a regulatory requirement and Out of Band Authentication can be used in markets where STIR/SHAKEN is not a regulatory requirement.

- **Rich Call Data**

Additional data is exchanged during the call setup and displayed on the consumers' device, to support the consumers' decision-making process in favor of answering the calls. 3GPP and GSMA defined how such data can be structured and transmitted to provide enriched calling experiences.

Rich Call Data (RCD) can include a variety of information elements that enhance the basic call setup. Possible RCD data types include:

- caller identification details (caller name, number)
- call purpose or context (reason for the call)
- multimedia content (images, logos, or video snippets related to the caller or service)
- authentication/Verification Tokens (STIR/SHAKEN attestation tokens to verify caller identity)
- location information (caller or service location to support context definition)
- call priority or urgency (flags indicating emergencies or high-priority calls)
- supplementary data (promotional messages, callback options, or interactive buttons)

The exact data elements depend on the implementation, network capabilities, and privacy and regulatory constraints.

Unidentified calls go unanswered

80+%

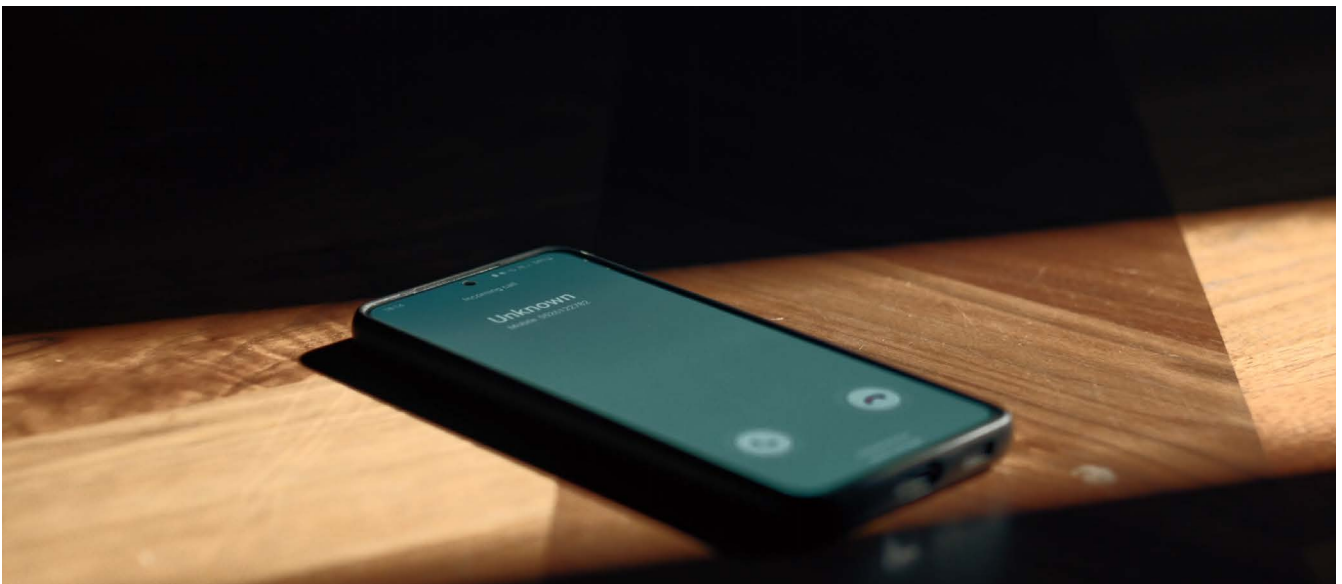
Branded Call for enterprises

TRUST
MATTERS

Real impact. Real numbers.

Answered calls rate **+30%**

Average revenue per call **x6**



The role of IMS for branded calls



Expanding for global reach

Branded calls in 2029

90 billion

Source: Juniper Research (2025)

The Ericsson Multimedia Telephony Application Server (MTAS) in IP Multimedia Subsystem (IMS) is a carrier-class application server for voice and multimedia services. It supports legacy telephony and future services, including multi-device applications and multimedia services, across multiple access networks such as fixed, mobile, and Wi-Fi. This capability embodies the primary mission of MTAS.

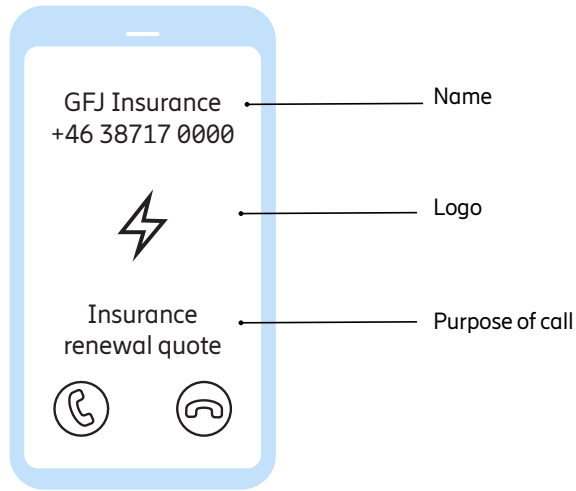
Since MTAS is involved in every call, it has access to all call-related information necessary for processing calls. It also has the ability to gather additional call information from a dedicated server for the branded call logic (for verification and RCD).

IMS gathers the authenticated information before the ringing phase of the call. As observed in live deployments, this is much more effective than gathering information during the ringing phase as it is done for application-based solutions.

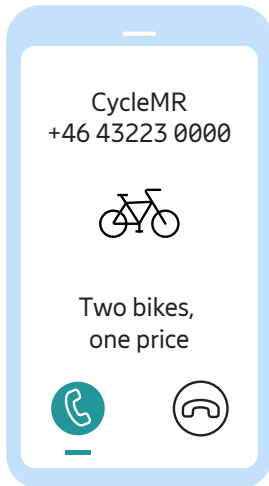
MTAS contains crucial information related to the enterprises subscribed to Branded Call service, so the triggering of the service only happens for those subscribers. MTAS orchestrates the different parties to secure the RCD information is verified and presented to the called party.

Powered by Ericsson ecosystem knowledge, MTAS streamlines collaboration with complementary players to accelerate successful, revenue-generating Branded Call launches.

Branded Call



Increased answered call rate



Declining also has value



Longer call duration



Live deployments prove that branded calls have higher probability to be answered than non-branded calls. This improves call-center efficiency while driving higher revenues for service providers.

Consumers can make informed decisions without risking missed calls that they would have wanted to take.

Branded calls have longer durations, as observed in live deployments. The additional information displayed on the smartphone—who is calling and the call’s purpose—let the consumers answering when they have interest or at least curiosity about the call purpose; this is reflected in the increased duration of branded calls compared with non-branded calls, giving the enterprise more time to present the offer.

When consumers choose not to answer based on the information shown while the phone is ringing, perhaps because the call purpose doesn’t align with their interests, Branded Call still offers benefits for enterprises. Call-center efficiency improves, by spending time only with potential customers who are genuinely curious or interested.

About Ericsson

Ericsson's high-performing networks provide connectivity for billions of people every day. For nearly 150 years, we've been pioneers in creating technology for communication. We offer mobile communication and connectivity solutions for service providers and enterprises. Together with our customers and partners, we make the digital world of tomorrow a reality.