

What Do Subscribers Want for a Better Call Experience?

Many innovations have come along for mobile phones and smart phones, but not much has changed for the actual voice call experience in decades.

Industry metrics show that voice calls are still a key part of our personal and business relationships. The average American makes or answers 6 calls per day, with an estimated total of over 2 billion calls per day. Contact centers call customers 77% of the time. However, 97% of business calls go unanswered.



Consumer Survey on Mobile Calling & Fraud Experience

ABOUT THE RESEARCH

In July 2016, Neustar commissioned an independent study conducted via Google Consumer Survey. Over 2000 respondents between the ages of 18-65 from all over the US provided feedback on caller identification (caller ID) for their mobile phones.

The Google Consumer Survey methodology samples internet users by selecting visitors to publisher websites that have agreed to allow Google to administer one or two questions to their users. There

are 80+ sites in the network including a mix of large and small publishers (such as New York Daily News, Reader's Digest, Ohio News and the Texas Tribune), as well as sites such as YouTube, Pandora and others. Google Consumer Surveys achieved a representative sample of internet users based on gender, age, race/ethnicity, marital status and home ownership when compared with internet users in Pew Research Center surveys.

Key Findings

53%

Unsure about honesty and safety

53% of respondents received a call within the past 3 months where they were concerned a caller was not who they claimed to be

75%

No Caller ID on their mobile device

75% of respondents currently have no caller ID on their mobile phone

90%

Experienced some type of caller fraud

Over 90% of respondents have experienced caller fraud or attempted fraud



75%

Miss important calls

Over 75% of those polled miss important calls every month because they do not pickup unidentified calls

76%

Want to see company name and logo

76% of respondents said it would be helpful to see a company name and logo for calls

88%

Will answer if caller is identified

88% of respondents are more likely to answer a call if they can be certain who is calling

Reliance on Caller ID

With Caller ID on 90% of US landline phones, consumers have relied on this service to help them decide which calls to pick up and which to ignore, to avoid potentially fraudulent calls.

70% of consumers reported not feeling secure in picking up a call when they can't see who is calling.

Gone Mobile

Americans spend an average of 2.8 hours per day on their smart phones (*Smart Insights, 2016*). And are increasingly relying on their mobile as their only phone, with wireless-only homes at nearly 50% in the US (*National Center for Health Statistics, 2015*).

Multiple caller ID mobile apps are available but many are based on non-authoritative, unreliable or incomplete data or the consumer has not taken the time to setup and learnt how to use them.

75% of consumers reported not having caller ID on their mobile phone.

Protection from Caller Fraud

And even fraudsters are even going mobile. Caller fraud is a huge and growing concern for wireless subscribers.

90% of consumers reported experiencing some type of caller fraud such as illegitimate robocalling or call back schemes.

53% of consumers reported they received a suspected spoofed call in the past 3 months.

I Should Have Answered That Call

75% of consumers reported missing important calls every month because they don't pick up unidentified calls.

Most frequently missing important calls were those with an income of \$75,000 to \$100,000 USD.

88% of consumers said they are more likely to answer a call if they can be certain who is calling,

Most likely were women and those with an annual income above \$100,000 USD.

Connecting with Customers

Mobile has become the way to connect with customers. But businesses are faced with a challenge when trying to call customers directly with 97% of business calls going unanswered (Business to Community).

Vital, time sensitive information from health-care providers, credit card companies, schools and recruiters are missed. Voice messages sit an average of 8 hours or are never retrieved at all, with only 18% of people listening to voice mails from numbers they don't know (Moneywatch).

76% of consumers said they would find it helpful to see a company name and logo when receiving a call.

Caller ID for Mobile.

Today's smart phones lack caller ID functionality, leaving users in the dark and unable to determine who is calling and why. Here's what consumers asked for with a caller ID service for their mobile phone.

1. Certifies name and number of caller



3. Saves all caller ID info in history



2. Identifies suspected fraud or spoofed call



4. No installation required



Summary

Today's wireless subscribers want more control over the calls and texts they receive. And they want protection from caller fraud.

They want a better call experience on their mobile phones by knowing the true identity of who is calling so they can trust picking up a call and avoid picking up unwanted calls or texts.

They want to know why they are being called so they don't miss important and urgent information.

ABOUT NEUSTAR

Neustar, Inc. (NYSE:NSR) is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time.

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