INFORM®

First Orion's INFORM Branded Communication solution allows your business to make meaningful connections with customers. When a customer answers an INFORM call, they're ready to do business, leading to increased conversions, revenue, and customer satisfaction.

- Personalized 32-character message
- Displays message in call log
- 280 million+ device reach in Q2 2022

Optimize Your Calling Programs

A successful calling program is about more than just answer rates – it's about ROI impact. The analytics provided in the Customer Portal allows businesses to make actionable insights to optimize their calling programs and reach their KPIs.

Basic Analytics

The Basic Dashboard is offered to all customers in the portal at no additional cost and offers valuable metrics like **Engagement Rate** which shows the percentage of answered calls with a call duration of 1 minute or longer.

Although it is typically a good thing when **Answer Rates** increase, in some cases, answer rates may decrease while **Engagement Rates** and other KPIs increase. Customers who do answer are ready to do business, increasing efficiency and decreasing total calls.
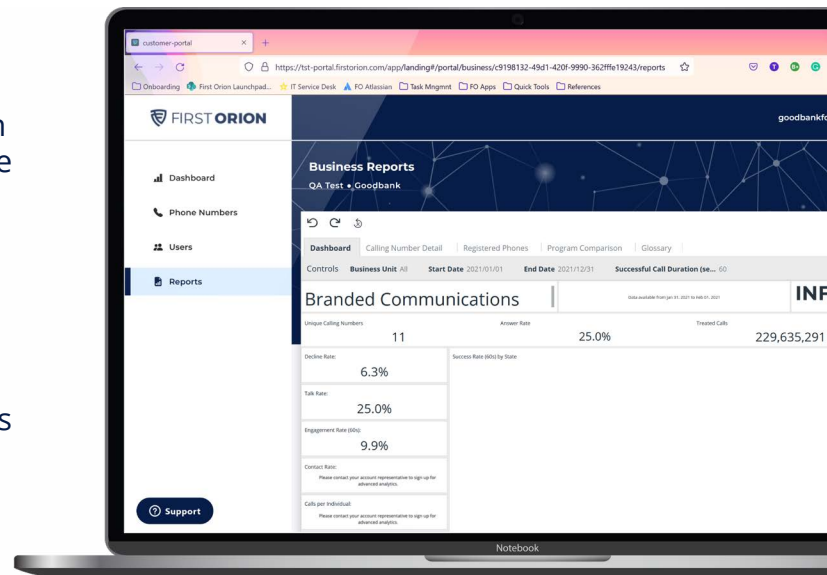
OTHER METRICS

- Unique Calling Numbers
- Total Treated Calls
- Decline Rate
- Calling Number Detail

- Daily Answer and Decline Rates (graphed)
- Talk Rate
- Call Counts by Program

Basic Analytics Definitions

- **Unique Calling Numbers:** Numbers used to make outbound calls. This shows how many numbers are dedicated to your calling program.
- **Total Treated Calls:** Total calls where INFORM display name was presented (Treated + Blocked = Total calls). This is the reach of your calling program and shows how many INFORM calls were successfully made.
- **Answer Rate*:** Answered calls / Treated calls. Answer rate shows what percentage of calls were answered. Typically (but not always) it's a good thing when answer rate goes up; that means more people are answering your calls. In some cases, answer rates may decrease because customers are busy or uninterested, but the customers who do answer are ready to do business, increasing efficiency and lowering KPIs like alls per Individual.
- **Decline Rate:** Percentage of calls declined by users. Decline rate shows whether people want to answer the INFORM call when they see it. When consumers are expecting your call, it is more likely for Decline Rate to decrease.
- **Daily Answer and Decline Rates (graphed):** Graphs showing the daily answer rates and declined calls. Daily answer and decline rates help you understand daily and weekly calling behavior.
- **Talk Rate:** Answer Rate adjusted down to exclude calls lasting less than 10 seconds. After removing "hang up" calls, you can see how many people are taking the time to talk to your agents.
- **Engagement Rate*:** Answer Rate adjusted to reflect the percent of answered calls lasting at least as long as the Successful Call Duration control (typically 1 minute or longer for engaged calls). One of our most used metrics, this tells you how many people are engaging with your agents.
- **Call Counts by Program:** Number of calls by program. This shows you, at a glance, your call volumes by program.
- **Calling Number Detail:** Displays a list of calling numbers with call metrics for a single business unit. This report also shows a breakdown of call metrics by calling number and business unit.

* Indicates popular KPIs
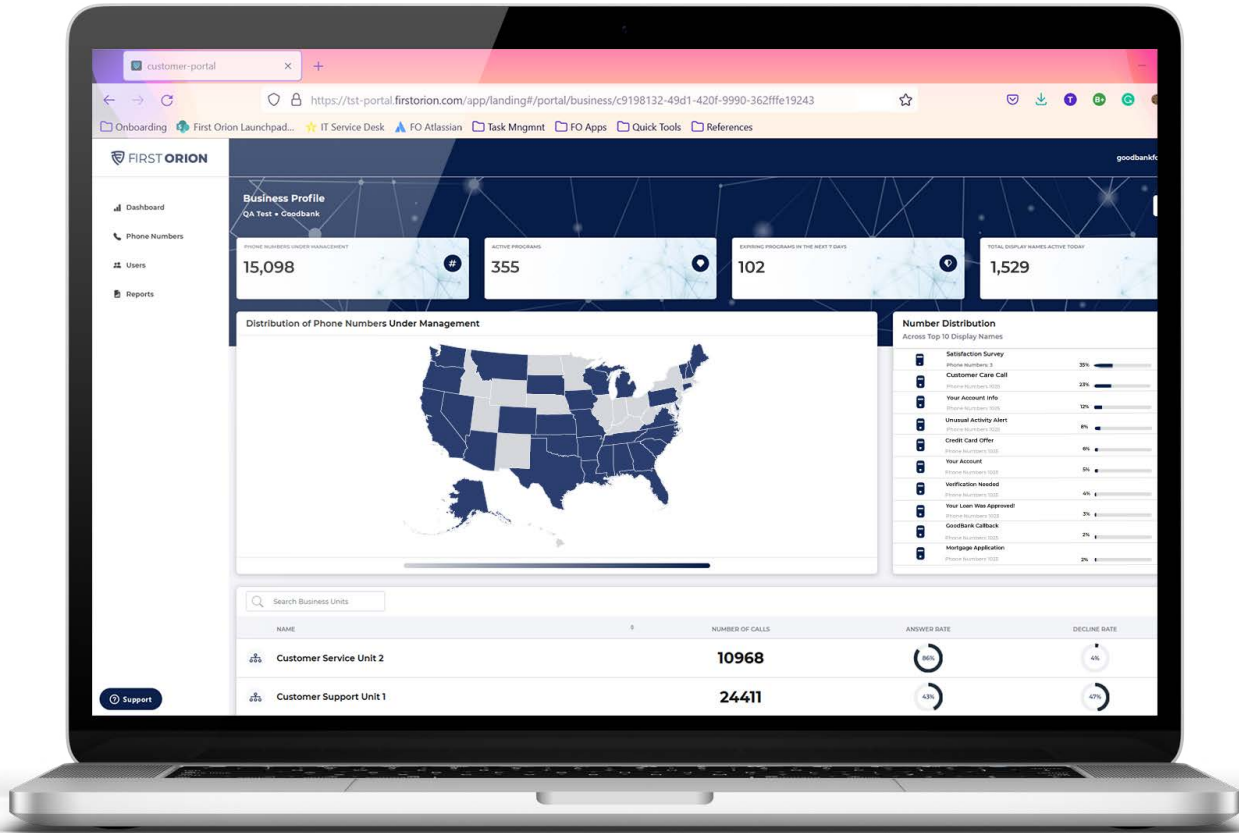
Advanced Analytics

When you opt for advanced analytics, you get even more metrics for deeper insights into your calling programs. With advanced metrics like **Call Duration Buckets** and **Program Comparison** you can identify strengths and weaknesses of your calling programs and compare metrics between programs to better understand why certain programs are successful or not.

OTHER METRICS

- Contact Rate
- Success Rate by State (Heatmap)
- Calls Per Individual
- Reach and Contact Rate by Calls per Individual

Richer Data Turns into Actionable Insights

No one else in the industry offers our comprehensive analytics for branded calling programs. When you choose First Orion, you get richer data that equips your business to make the most of your calling programs, increasing your ROI while creating unique branding experiences with your customers.

Advanced Analytics Definitions

- **Contact Rate*:** Percent of unique called numbers answering at least one call. This shows you what percentage of your target list has been contacted at least once, and helps you understand the overall effectiveness of your program.
- **Calls per Individual:** Average number of calls per unique individual. This is the average number of times each individual was called in order to receive a successful resolution. The lower this number is, the more efficient your calling program.
- **Success Rate*:** Percent of unique called numbers with at least one call lasting at least as long as the Successful Call Duration control (typically 1 minute or longer). You can adjust the time length that is most likely a success which depends upon your program's use case. Then you can see what percentage of unique called numbers have hit that marker, indicating a likely conversion.
- **Success Rate by State (Heatmap)*:** Shows a heatmap of the Success Rate by states. If you are targeting specific geographic regions or interested in seeing where your calling program is most successful, this gives you a visualization of your highest and lowest success rates by state.
- **Reach and Contact Rate by Calls per Individual:** This shows the reach, the number of successful INFORM calls, bucketed by calls per individual. For example, 500,000 INFORM calls might reach their target on the 1st attempt, 150,000 calls might reach their target on the 2nd, attempt, etc. This chart shows the overall reach and contact rate for the program in relationship to the calls made per unique called number. This metric helps you understand diminishing returns of your program for operational efficiency.
- **Call Duration Buckets*:** Shows a comparison of different answered call talk times. Customers can see when short term call durations and long-term call durations go up and down. Showing average talk times, this helps you understand how long your agents are keeping people on the phone and can help identify strengths and weaknesses of a calling program.
- **Program Comparison*:** Used to compare the performance of two programs, such as Calling Numbers, Answer Rate, Daily Call Count, etc. Especially for gauging the success of new campaigns, program comparison helps you benchmark new campaigns and identify areas of improvement of similar programs but also understand the differences between dissimilar programs as well.

* Indicates popular KPIs