

Truecaller Verified Business Caller ID



Market Trends

1 out of 4

calls are from someone outside your phonebook

Trust in Communication is More Important Than Ever

9/10

businesses are vying for customer attention via calls

There is Too Much **Noise**

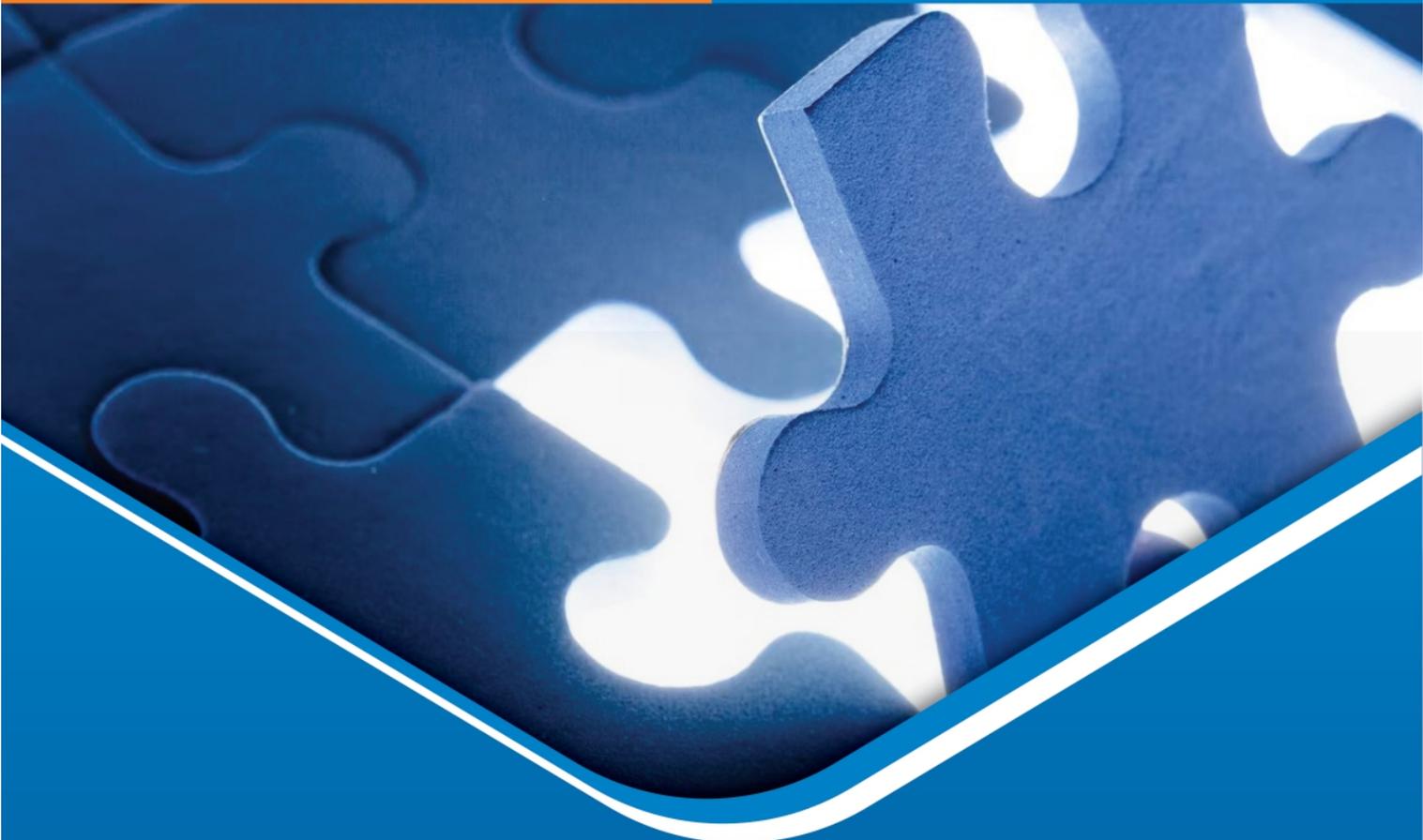
700M+

businesses calls are received by Truecaller users everyday

500+ Million
App Installs

370+ Million
Active users globally

300+ Million
Active users in India



Business Challenges



Trust and Transparency

Callers are unable to establish the trust in communication



Better Call Efficiency

Enterprises get better efficiency and productivity per call



Identification

Customer is unable to identify the caller and brand



Connect with Customer

Customer is unaware of the purpose behind the incoming call



What are we Solving?



Business-side expectation when calling customers

- Immediate attention from the customer
- Customer identifies the brand
- Better efficiencies & communication
- Avoid negative feedback



Customer-side reality up to 70% business calls are rejected or missed

- Who is calling me?
- Is it relevant/worth my time?
- Can I trust the caller?
- Is it safe? What if it's a fake identity?



Introducing Truecaller Verified Business Caller ID

Truecaller Verified Business Caller ID is a powerful enterprise solution that empowers businesses to revolutionize their communication strategies. It offers a suite of features including Verified Business Profiles, Communication Suite, Number Insights, and Fraud Prevention, allowing businesses to establish trust, enhance customer engagement, and safeguard against fraudulent activities.

By leveraging Truecaller Verified Business Caller ID, enterprises can streamline operations, expand their reach, and ultimately deliver a seamless and secure communication experience, addressing critical pain points in customer interactions.

Say Hello Trust, Goodbye Fraud



Unlock trust in every call

Key Features

Caller ID

 presenting your brand & logo accurately

Green Highlight

 gives positive reassurance

Verified Badge

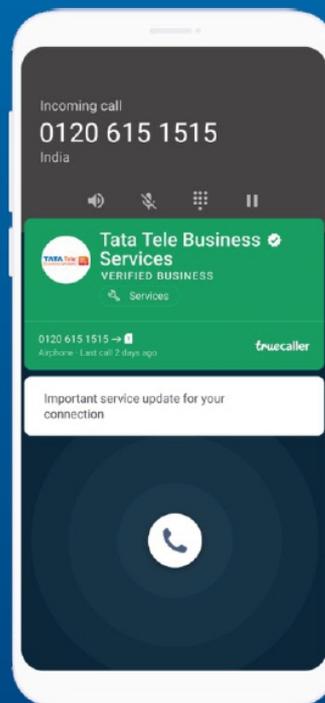
 guarantees safety

Protect

 Restricts name, logo & tag edits by user community

Call Reason

 Communicate even before your call is picked up



Verified UI



Unknown number UI



Works seamlessly across OS & Caller ID types

Caller ID in full screen format

Green Highlight

*Visually reassuring the trust and safety aspect of the call

Prominent and Accurate Branding

Brand Name

*Not editable by user community

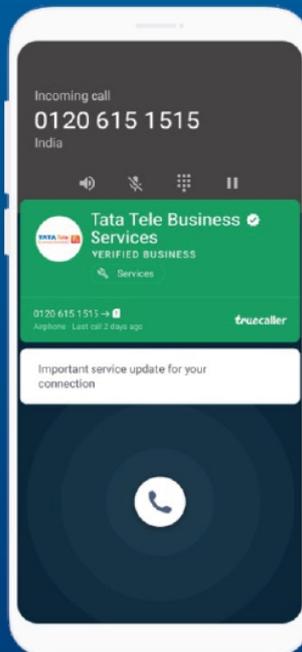
Verified Tick and Badge

*To avoid fraud

Accurate Category Tag



Native Android dialer



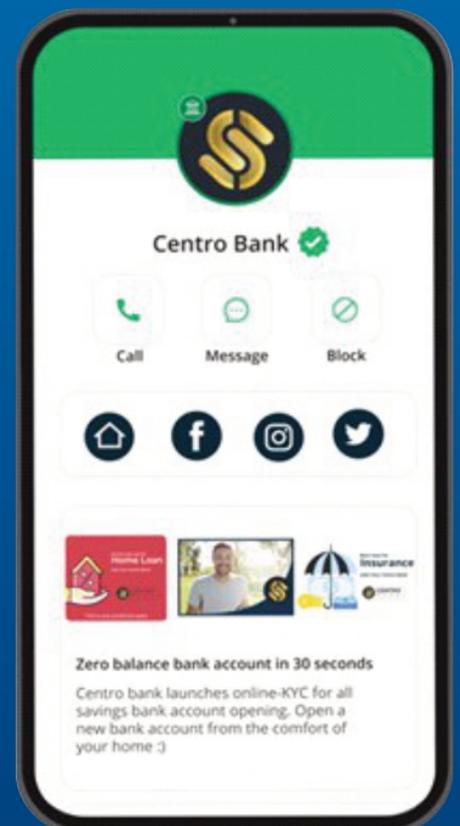
Supported on iPhone



Showcase your Identity with Business Profile

Go beyond calls by adding the next level of identity with business profile...

Showcase your brand personality and add more trust.





Key Features



Verified
Business Profiles



Integrated
Communication Suite



Comprehensive
Analytics Dashboard



Customer
Identity Management



Customizable
Caller ID



Integration
with CRM Systems



Key Benefits



Enhanced Customer Trust and Credibility



Effective Communication with Targeted Messaging



In-Depth and Actionable Insights



Fraud Prevention with Real-time Number Verification



Contextual and Personalised Interactions



Efficient Customer Relationship Management



Integration with CRM Systems



Optimized Messaging Campaigns



Advantage #1

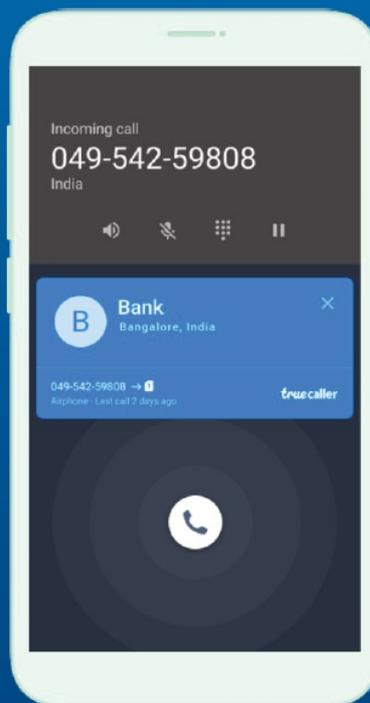
Let your customers know it's you.

Add identity to every call

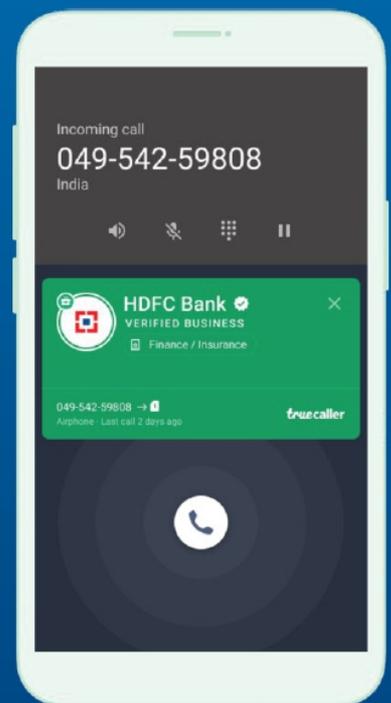
Accurate Caller ID assures peace of mind to the user. In as much as 91% of cases, community suggested names are either non-existent or not what the brand expects ideally!

Name
Logo
Category tag

 **ZERO tampering**



Unknown number UI



HDFC Bank Verified UI

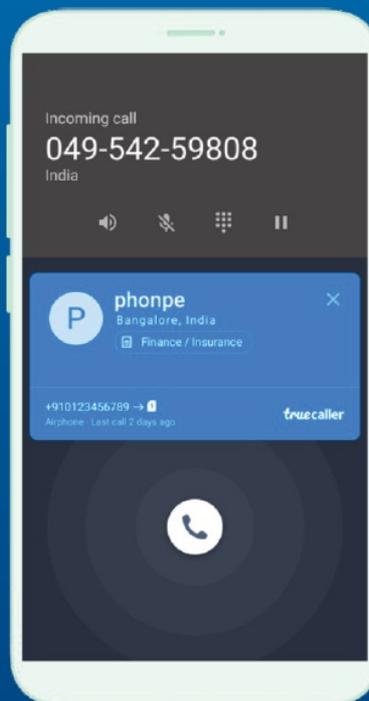


Advantage #2

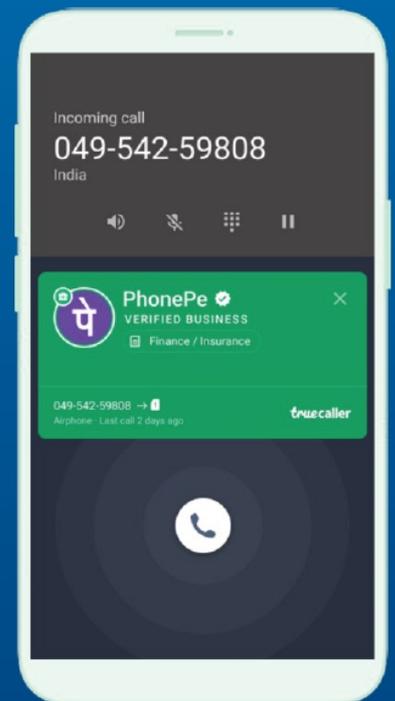
Add trust and safety.

Educate your users what to trust.

Help your customers differentiate genuine calls from scams.



Identity theft



Verified Caller ID

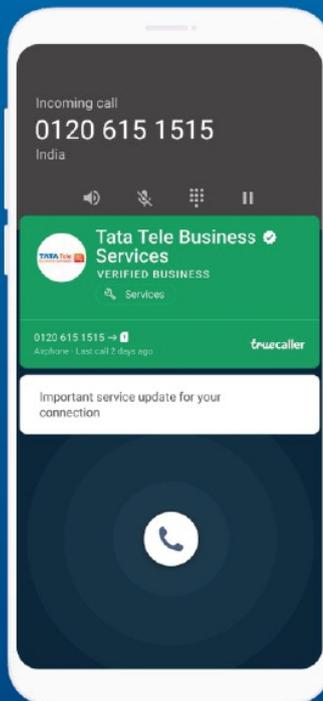


Advantage #3

Let your customers know why you are calling them.

Add call reason to your business calls

Improve customer confidence by communicating even before your call is picked up.





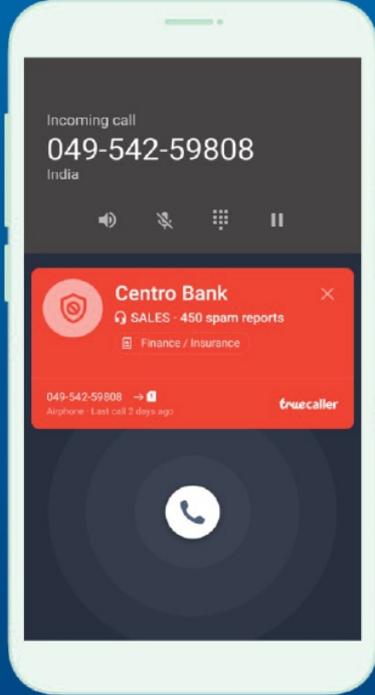
Advantage #4

Get a fair shot even when marked as spam.

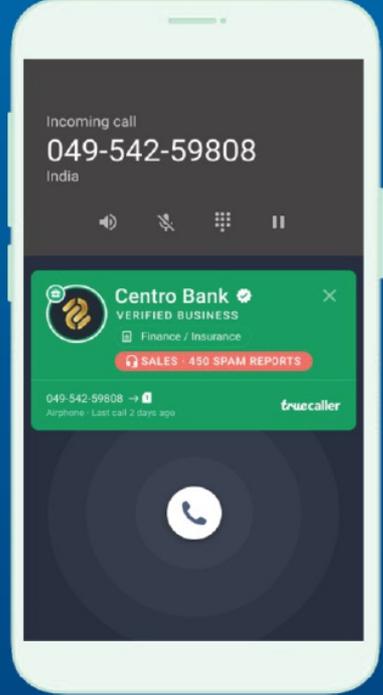
User community can still block you

But... the

- Green highlight,
 - ✓ verified business badge and
 - ⚙ accurate parameters
- will give your business a fair chance.



SPAM marked Caller ID



Verified Caller ID with SPAM marking



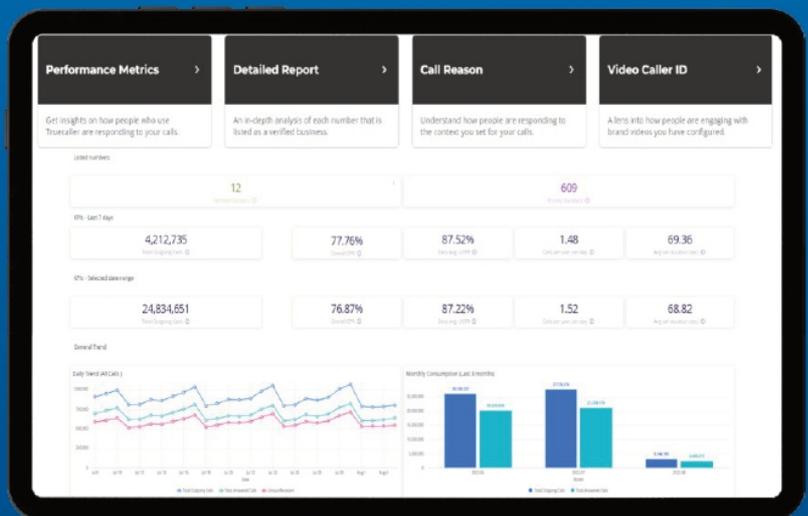
Advantage #5

Rich insights to better achieve your calling objectives.

If calling is an important channel for your business, our analytics platform is a must-have

- Manage consumption
- Time slot analysis
- CPR and lead performance
- Spam reports analysis & user behaviour
- Segmented call pattern analysis

And many more insights into calling patterns to discover the health of your brand's calling campaigns.



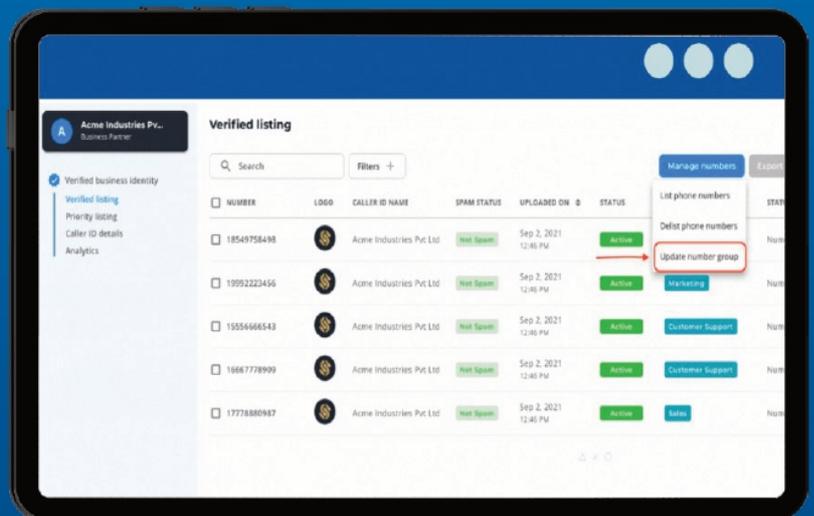


Advantage #6

Rich insights to better achieve your calling objectives.

Manage your business numbers with ease and get granular information related to each process with number grouping

- Better number management
- Analysis-based on calling processes
- Number groups for dedicated processes
- Number group-based analytics
- Detailed insights into your calling workflow





Advantage #7

Stand out from the clutter with Video Caller ID.

Add the next level of Identity, Distinction & Context To your business calls!

- Minimum effort - Easy to setup and customize.
- Available in multiple formats.
- Works seamlessly across all devices and requires low internet bandwidth.

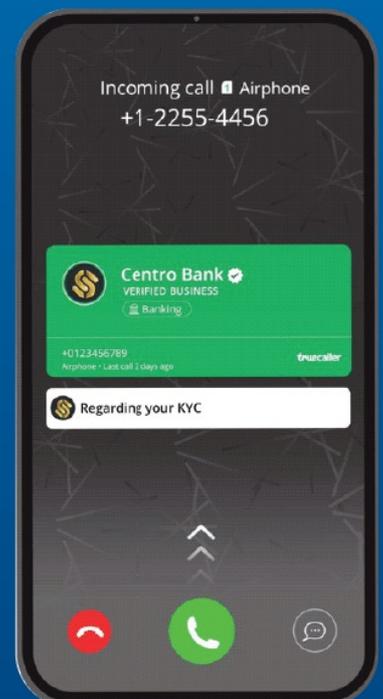


Advantage #8

Uplift your calling ROI with 'call me back.'

Upto 70% of business calls are rejected or missed due to lack of customer inclination or wrong timing. Get Customer Intent For your Business Offerings!

- Better CX with lesser number of repeat calls
- Pick slots to get call backs on to improve calling efficiency
- Lower contact center cost and better agent optimization
- Better lead qualification with intelligent segmentation





Advantage #9

Listen to the voice of your customers

Business communication lacks a two-way engagement with customers. Now boost your customer engagement with User Feedback campaigns

Run User Feedback Campaigns on missed, rejected and answered calls with:



Trusted Across Industries

BFSI



Health/Wellness



Food/Grocery



Education



Telecom



Auto



FinTech



B2B Commerce & Tools



Logistics/Hyperlocal



eCommerce



Travel



Realty



Use Cases



Challenge:

MakeO encountered a brand identity dilemma concerning Toothsi and Skinnsi with consumers wanting to:

- Schedule at-home services
- Acquire information about the products
- Understand the pricing plans

Issues Faced:

- Lack of consumer recognition for calls from ToothSi or Skinnsi
- Unidentified callers causing suspicion and hesitancy among consumers
- Incorrect names displayed on Truecaller

Solution:

- Establishing trust and credibility with consumers
- Delivering a positive brand experience to enhance customer engagement and satisfaction



Challenge: Ayu Health encountered difficulty in enabling seamless connections between their support team and patients/caretakers seeking:

- Doctor appointments
- The right department assistance
- Insurance support

Issues Faced:

- Lack of recognition for calls from Ayu Health by patients/caretakers
- Instances where the hospital's name appeared incorrectly
- Unidentified callers generating suspicion among patients/caretakers

Solution:

- Establishing trust and credibility over voice calls
- Creating a recognizable brand identity to connect with patients across tier 1, tier 2, and tier 3 cities



Challenge: Rupifi encountered a challenge where their sales team struggled to communicate promptly with prospects interested in:

- Understanding Rupifi's Checkout or BNPL solutions.
- Selecting the appropriate pricing plan.

Issues Faced:

- Prospects faced difficulty recognizing calls from Rupifi.
- Lack of a brand name or logo visibility on prospects' devices.
- Prospects expressed suspicion towards unidentified callers.

Solution:

- Enhance prospects' trust in unidentified callers to foster a positive brand experience.
- Ensure calls from the sales team convey trustworthiness and authenticity to improve conversion rates.
- Establish a robust brand recall for Rupifi.



Subscription Plans

FEATURES	STARTER	ADVANCED	ENTERPRISE
Number Listing	50	250	Unlimited
Video Caller ID	X	✓	✓
Call Me Back	X	✓	✓
User Feedback	X	✓	✓
Analytics License	2	2	As Required
API Support	X	X	✓
Access to Early/Beta Program	X	X	✓
Marketing and PR Support	X	X	✓
Dedicated Relationship Manager	X	X	✓



FAQs

Q. What is Truecaller Business ID?

A Truecaller Business ID is a feature of the Truecaller app that provides detailed business information associated with a particular phone number (mobile or landline). It offers context-rich caller identification by displaying the name of the business, industry, location, and user-generated feedback.

Q. How does Truecaller Business ID work?

A When a call is received, Truecaller's algorithms scan the number against its extensive database of businesses. It then matches the number with relevant business information, providing users with comprehensive caller identification.

Q. How can I get Truecaller Business ID for my business?

A To have your business listed on Truecaller Business ID, you can sign up and verify your business through the Truecaller for Business platform. Once verified, your business information will be available to users.

Q. Can I update or edit my business information on Truecaller Business ID?

A Yes, businesses can take ownership of their Truecaller profile through the Truecaller for Business platform. This allows them to update and edit their information to ensure accuracy.

Q. Is Truecaller Business ID available globally?

A Yes, Truecaller Business ID is available worldwide, and its extensive database covers businesses from various industries in numerous countries.

FAQs

Q. Is Truecaller Business ID a paid service?

A Truecaller Business ID is available for free to both businesses and users. However, Truecaller offers premium features and services for businesses through its Truecaller for Business platform which is chargeable for enterprises.

Q. Can Truecaller Business ID be integrated with other apps or platforms?

A Truecaller offers APIs that allow businesses to integrate Truecaller Business ID with their own apps or platforms, providing a seamless caller identification experience for their customers.

Q. Is there a privacy policy in place for Truecaller Business ID?

A Yes, Truecaller has a robust privacy policy in place to protect user data and ensure compliance with privacy regulations. Users can review the privacy policy on the Truecaller website.

Q. Does the Truecaller Verified Business Caller ID, helps to remove SPAM tagging?

A It helps to establish the brand identity and ensures that no one can modify the brand name and logo, however if the call recipients finds the nature of the calls as SPAM, they can tag it accordingly.

Q. Can I opt out of Truecaller Business ID if I don't want my business information displayed?

A Yes, businesses have the option to opt out of Truecaller Business ID if they do not wish to have their information displayed. They can contact Truecaller support for assistance with this process.