

Branded Calls

Be Seen, Be Trusted, Be Answered.

Your voice deserves to stand out. With Branded Calls, you're not just making contact—you're making an impression. Display your business name, department, and logo directly on recipients' phones, turning every call into a trusted connection. Cut through the clutter of spam and robocalls, build instant credibility, and get your calls answered. Branded Calls ensures your brand is recognised and your message is heard.



42%

of British adults
have been targeted
by scams in 2024.

92%

of consumers think
unidentified calls are
fraudulent.

79%

of unidentified calls
go unanswered.

How Branded Calls Work

Branded Calls display your verified business information—such as your company name, logo, purpose for calling, telephone number, and area—directly on the recipient's device as the caller ID. Using advanced telecom frameworks like STIR/SHAKEN, these calls are authenticated to prevent spoofing. Britannic will register and verify your numbers, ensuring branded information is seamlessly passed through carrier networks to the recipient. This reduces the risk of spam labelling, enhances recognition, builds trust, and connects your business with its audience confidently and professionally.

What Branded Calls Brings To You

Superior Customer Experience



Displaying your brand name, logo, and reason for a call ensures customers know who's calling and why—making interactions smoother, more transparent, and frustration-free.

Higher Answer Rates



Customers are far more likely to pick up when they see a familiar brand name instead of an unknown number. Branded calls eliminate the uncertainty that leads to ignored or declined calls.

Eliminates Spam Labeling & Call Blocking



Branded calls help your business bypass spam filters and avoid being mistakenly flagged as "Spam Likely"—ensuring your important calls reach the right people.

Increased Engagement & Conversions



When customers recognise your brand, they are more likely to engage, respond positively, and take action—whether it's confirming an appointment, completing a purchase, or resolving an issue.

Stronger Brand Awareness & Recall



Every branded call reinforces your identity, keeping your business top-of-mind and strengthening long-term customer relationships. Each interaction becomes an opportunity to build loyalty.

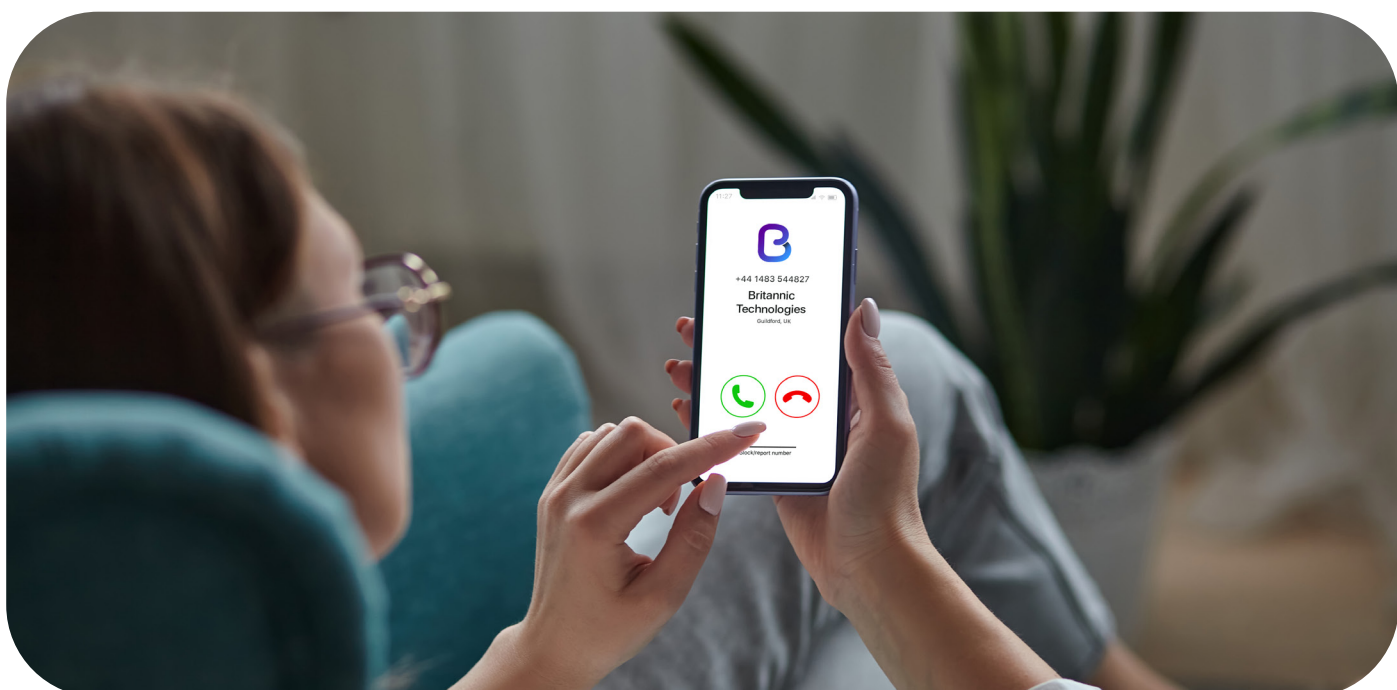
Instant Trust & Credibility



A branded call reassures recipients that the call is legitimate, reducing concerns about scams or spam. This builds trust and strengthens your company's reputation.



Features	Description
Caller Name Display	Shows the official business or brand name on the recipient's phone screen.
Company Logo Display	Displays the business's logo alongside the caller ID (carrier-dependent). This feature currently only available on Android.
Call Reason/Intent	Provides a brief description of why the business is calling before the recipient answers.
Caller Authentication	Ensures the call is verified and not spoofed or fraudulent.
Rich Call Data (RCD)	Enhances the call with additional business details like department, location, or call type.
Multi-Device & Carrier Integration	Supports smartphones across participating carriers.
Spam & Fraud Protection	Helps prevent the number from being marked as spam or scam.
Call Analytics & Reporting	Provides insights on call performance, answer rates, and engagement metrics.
Customisable Number Display	Allows businesses to use different numbers while maintaining branding consistency.



Talk to the solutions people.

Britannic are an award-winning specialist in business communications, systems integration, digital transformation and managed services. Their leading technical expertise and consultative approach has helped UK businesses to digitally transform their contact centres, customer experience, and communications with innovative technologies and services such as: Conversational AI, Workflow and Process Automation, Omni-channel communications, Interaction Analytics, Next Generation Networks and SIP Routing, UCaaS, CCaaS, and Video Interaction Management, to increase efficiencies, personalise interactions, introduce automation and reduce cost.

Book A Demo With One Of Our Specialists Today!