



Branded Calling ID (BCID)

Increase answer rates with verified business identity.

Turn Every Call into a Trusted Customer Interaction.

Branded Calling ID™ from NUSO displays the verified business name, logo, and call purpose directly on the recipient's phone, helping customers recognize legitimate calls and answer with confidence.



Today's Challenge

Spam and robocalls have made customers increasingly wary of answering unknown numbers, eroding trust in voice communications. As a result, legitimate business calls are frequently ignored or declined, directly impacting sales outreach, customer service responsiveness, and critical support interactions, ultimately reducing engagement, slowing revenue growth, and weakening overall customer experience.

BCID from NUSO Rebuilds Trust

BCID from NUSO helps rebuild trust in voice communications by ensuring only verified, legitimate businesses can present branded calling information. Through strict business registration and security validation processes, it protects consumers from fraudulent activity while enabling organizations to confidently display their name, logo, and call purpose.

Verified Business Identity

Display your verified company name, logo, and call reason, reinforcing brand credibility and improving customer recognition at the point of contact.

Higher Answer Rates

Increase answer rates by presenting clear, trustworthy caller identification that encourages recipients to confidently pick up and engage.

Spam Label Protection

Minimize the risk of calls being mislabeled as spam by leveraging verified identity frameworks to maintain your organization's calling reputation.

Recognized Across Networks

Ensure branded calling information is consistently displayed across major carrier networks and devices, delivering a seamless, recognizable experience.

Trusted Business Calling for:

- Customer service
- Appointment reminders
- Proactive sales outreach
- Account and billing notifications
- Real-time fraud alerts
- Delivery updates
- Emergency notifications
- Customer feedback follow-ups

24/7
Always on Support

80% Fewer Spam Labeling Incidents

50% Higher Callback Rates

3x
HIGHER
Answer Rates

Financial Services Fraud Alert

A bank calls customers about suspicious activity. With Branded Calling ID, the bank's verified name, logo, and "Fraud Alert" appear on the screen, helping customers answer with confidence.