Executive Overview

First Orion provides everything businesses need to deliver seamless, secure branded calling across every network and device. Founded in 2008, First Orian is on a mission to provide an exceptional mobile experience and protect consumers from bad actors. To us, the phone is a way to connect. As a leader in mobile communications technology, we take the worry out of picking up your device and deliver confidence in every call.

- 50+ US Patents Issued

- 100B+ calls processed to date

- 145M+ branded calls delivered per month

Product & Service Offerings

- INFORM® Branded Text Display – Text-only display, up to 32 characters, no integration required.
- INFORM® PAIRED – Out-of-band call pairing for added brand spoof mitigation.
- SENTRY™ Spoof Protection – Blocks calls attempting to spoof your numbers.

Key Features & Differentiators

Initially founded in 2008 to fight landline phone scams, First Orion is the original and most experienced branded calling provider in the market. The data-driven approach and advanced analytics help create future-forward solutions. But it's more than just longevity and expertise — First Orion takes a hands-on approach and shows businesses why their calls aren't working and how they can improve them with Branded Communications.

Top Industries Served

- Financial Services
- Pharmacy
- Insurance
- Retail & Consumer Products / eCommerce

Ideal Customer Profile

Businesses that make outbound phone calls to mobile devices:

- Typical industries include:

- Financial Services
- Insurance
- Healthcare
- Retail
- BPO's, Call and Contact Centers
- Common Use Cases:
  - Web Form to Callback
  - Delivery/Scheduling
  - Appointment Setting
  - Account Servicing
  - Critical Response

- Businesses calling 10,000 calls or more monthly
- Businesses who are targets for fraud/spoofing or deal with sensitive information

Qualifying & Technical Questions

- How many outbound calls do you make to mobile devices monthly?
- What kind of calls are you making? (What use cases?)
- Do you have issues getting people to answer the phone? Do you know how your outbound calls appear to the person you are calling? (Scam likely, unknown, etc.)
- Do you feel your callers may answer if they knew it was you?
- What are some of the most significant issues your outbound callers have?
- If spoofing protection is important, do you have the ability to integrate with an API?

Elevator Pitch

Brands often struggle with phone calls, in fact 87% of people admitted they don't engage with unknown numbers. First Orion allows companies to brand their calls to mobile devices, so customers know who is calling; providing efficiencies, engagement and branding.

Objections & Rebuttals

Doesn't everyone have caller ID? Is this CNAM?

Traditional caller-ID requires the carrier to dip a database to retrieve a name. This has many failure points, but the biggest is that most mobile carriers charge for this service; thus, less than 7% of mobile devices have caller-ID. Other issues include poor data, slow to update, no control of what's displayed, and usually truncates to 15 characters. INFORM puts the power back in the hand of the caller, giving up to 32 characters, built-in spoof protection, and requires NO consumer action to standardize branding across all devices.

Will I really see a lift in the answer rate?

Our customer discussions tell us they see dramatic results ranging from increased answer rates to better conversions. Go beyond the answer rate and discover how branded calling transforms your customer and employee experience.

I don't want my customer to know I'm calling.

We know 87% of people are unlikely to answer an unidentified caller, and it only worsens if your numbers are showing as Scam or Spam. Hiding behind the cloak of an "unidentified caller" is not the answer. Our customers in sales and account servicing are finding that their conversations are longer and more meaningful because the person who answers is ready and willing to answer that call.