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Guide: What It Means to *"Own Your Brand"*

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Chapter 1

Executive Summary: What It Means to "Own Your Brand"

Modern business-to-consumer communications bring an expectation of security, immediacy, and personalization. After all, we now communicate across social chat, messaging apps, and business mobile apps that embed text, voice, and video. And these AI-powered tools bring enhanced communications on a global scale.

These innovations also continually evolve at a rapid pace. This poses a two-fold challenge to businesses that remain dependent on legacy, disjointed technology:

> Bland and outdated communications of the past can **prevent customers from responding to you**. And yet, customers are overwhelmed with communications and **don't know what to read or trust**.

> **The result:** Messages are not read. Calls are not answered. Customers are not engaged. This ultimately impacts growth and the bottom line.

So why are you still attempting to connect with your customers like it's the turn of the century? Instead, it's time to leverage the latest in communications technology to take ownership of your brand experience.

"Own Your Brand" means owning the delivery of a trusted and personalized customer experience across the full digital engagement journey to each of your customers. It starts with a full suite of communication options like:

- Rich Communication Services (RCS) for enhanced, interactive messaging
- Branded voice calls with context within apps you already use
- Embedded video within apps and messaging
- AI-enabled virtual agents that serve as intelligent, 24/7 extensions of your marketing and customer support

Leveling up business communications in this manner enables secure, trusted, and branded communications. **The new result:** Personalized, frictionless customer conversations that increase brand loyalty.

This ebook walks you through the technology advancements and use cases that enable rich, trusted, two-way, secure, and branded communications. The goal is to guide you toward simplified customer interactions that have a profound impact on your brand — making it easier for customers to engage with your business in more personalized ways.

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Chapter 2

Trust, Transparency, and Other Barriers to a Winning Brand Experience

Customer expectations are higher — and completely appropriate. This goes beyond any wow factor or brand promise. It's about the experience and how your customers are treated as individuals. Make no mistake: The goal is more than brand recognition; it's brand loyalty.

So what's standing in the way of achieving this loyalty? A lot:

Fear of fraud

Only 30% of consumers fully trust the companies they use, and this number is reflected in the ways businesses have traditionally attempted to reach their customers *(source: PwC's 2024 Trust Survey):*

Voice

Nearly 90% of consumers are wary of unidentified calls, often assuming they're fraudulent. This is not surprising, given the rise in spam calling. Here's one of many startling stats: Voice phishing, or "vishing" — where fraudulent phone calls or voice messages trick victims into providing sensitive information — rose 442% in 2024.

(Sources: MobileID World, "Voice Phishing Attacks Surge 442% in 2024 as AI Enhances Social Engineering Tactics" and TransUnion, "What does 'verified by the carrier' mean on phone calls?")

Inaccurate, truncated, or misspelled caller IDs have a similar effect, with consumers less likely to trust brand names that aren't spelled out fully and correctly. This can impact businesses beyond simple call pickup rates. Your business can suffer reputational harm if your caller ID doesn't exist or looks like spam.

Messages

Although customers have traditionally appreciated the convenience of interacting with businesses through short message services (SMS) text messages, the rise in text-based scams and phishing attempts has compromised their trust in this communications channel. In fact, 75% of organizations worldwide were targeted by smishing attacks in 2024.

(Source: Keepnet Labs Limited, "Smishing Statistics 2025: The Latest Trends and Numbers in SMS Phishing")

When you send customers an SMS message, you're limited to 160 characters per message. When customers receive your message, they might see your company name (known as an alphatag) if it's a one-way message. For two-way communications, however, they'll only see a phone number or a short code. As a result, they may question whether your message is legitimate and decide not to respond.

Lack of personalization

Traditional voice and text messaging channels lack the rich media enhancements to add a personal touch — which can diminish the customer experience, and ultimately the brand experience. Consider that:

SMS is limited to one- or two-way interactions

This makes it more challenging for your customers to engage with you and act, such as when buying an item or service, or managing an appointment. There's also limited insight into whether your message was delivered to the customer in the first place.
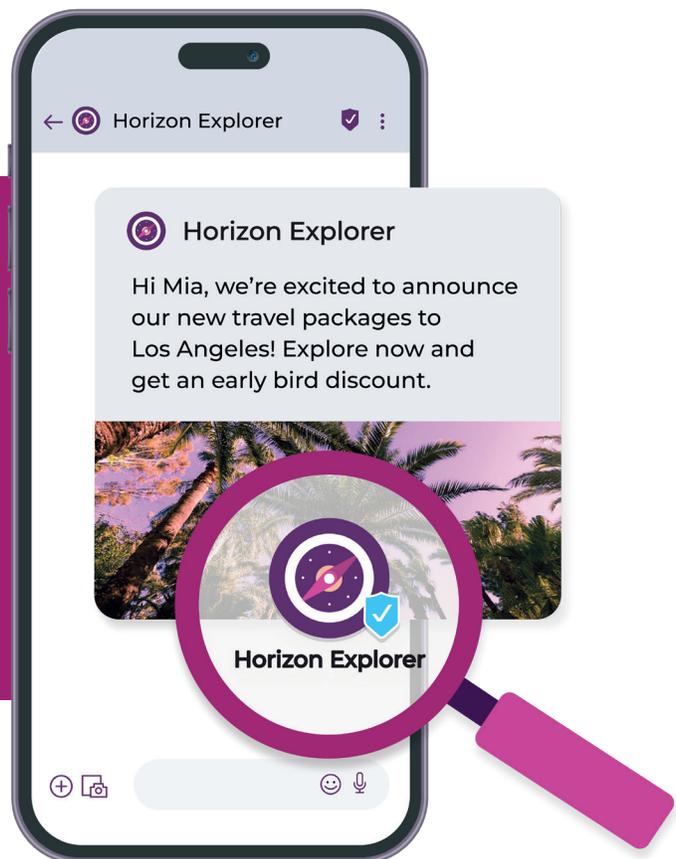
Conversational and generative AI enable more natural voice engagement

Unfortunately, customers must often engage with robotic IVRs. They have limited options to engage with businesses in more conversational and productive ways.

Customers expect a personalized and connected experience

When communications are siloed between channels — with no escalation path to a live agent or video call, or integration with customer history or preferences — customer satisfaction goals tend to be much more difficult to achieve.

The world is noisy and fragmented. Ads aren't enough. Businesses must treat every touchpoint as an opportunity to immediately engage and deliver an exceptional experience. This customer focus is a brand-boosting win.

Horizon Explorer

Hi Mia, we're excited to announce our new travel packages to Los Angeles! Explore now and get an early bird discount.

Business process and resource barriers

All teams within a business — particularly those responsible for marketing, support, and overall customer experience — likely have the goal of boosting answer and response rates. And they must do so with transparency, trust, and loyalty. But individual workflows require individual consideration, so the right customer communications partner needs to address all of them.

For example:

Customer engagement leaders must:
- Automate and personalize engagement at scale
- Attract and retain customers with digital engagement
- Find consensus among different departments — marketing, sales, support — on customer-centric priorities
- Find budgets or resources to implement necessary CX improvements

Marketing and business leaders must:
- Maintain brand awareness and enable ideal marketing experiences
- Manage complex marketing campaigns across multiple channels and touchpoints
- Adapt to changing customer needs and market trends in the delivery of visually appealing and engaging digital content

Product and technology leaders must:
- Stay current with evolving technology and ensure compliance of new standards
- Balance difficult implementation and integrations with current workflows and technology
- Optimize processes, reduce manual tasks, and work with limited technical resources — all with an eye toward speed and costs

Financial leaders must:
- Manage cash flow and ROI
- Reduce telephony costs with easy implementation, fewer unanswered calls and blocked message attempts, and predictable rates
- Balance difficult implementation and integrations with current workflows and technology
- Improve employee productivity by implementing the most effective automation for their business
- Ensure data accuracy and obtain more business insights from reporting
- Navigate complex regulations and manage cybersecurity threats

Chapter 3

The Keys to Unlocking Customer Trust and Increasing Engagement

Advancements across communications channels — messaging, voice, video, and how they embed within your business apps and website — are the building blocks of enabling richer, branded experiences backed by deeper two-way conversations.

What's more, business communication isn't about choosing a single channel. It's about meeting your customers where they are and giving them a great brand experience. And the right communications partner can provide the experts and services to guide you every step of the way.
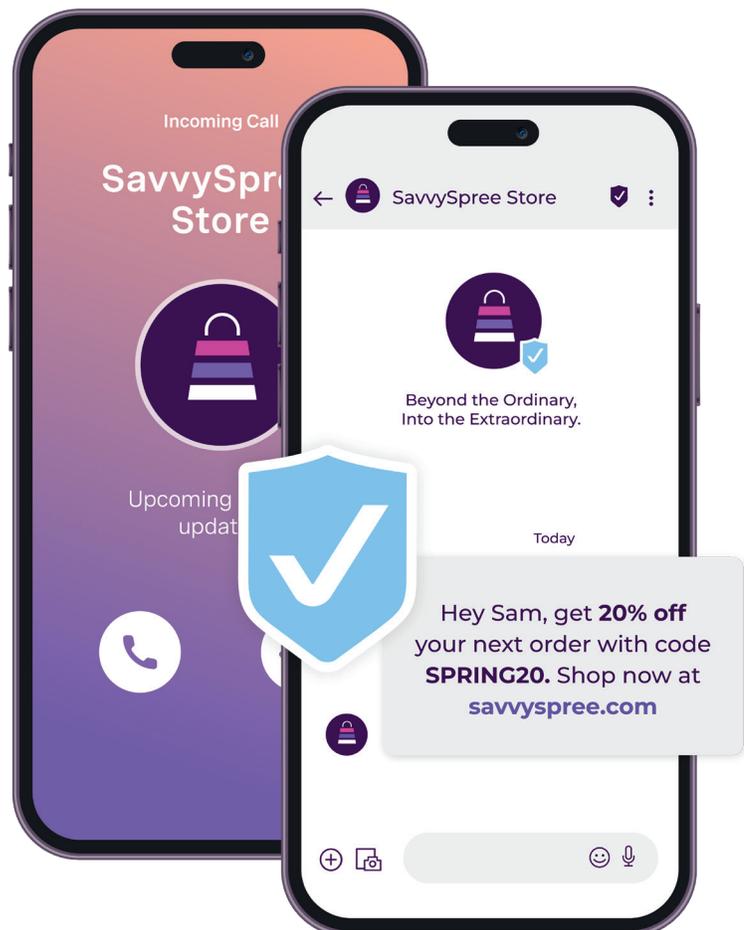
Let's review some key building blocks of a brand ownership plan and the customer benefits:

RCS

With the recent adoption of RCS availability for Apple devices in late 2024, active RCS users are expected to double, hitting 2.1B globally by the end of 2026.

RCS offers more robust features, enhanced security, and a better user experience compared to SMS. RCS doesn't require downloading an extra app, which simplifies adoption and can be more cost-effective for businesses.

Just as important, RCS delivers higher read and response rates than conventional channels, offering an attractive return on investment for your communications spend.

Business challenge	Customers don't trust "unknown" messages
RCS solution	• Message arrives with your verified business name and your logo prominently displayed, so your customer can trust it came from you. • Customers are more likely to read and respond to your message. • Longer text limits and rich interactive features can be more comprehensive and engaging. These enhancements also help customers understand that your message is authentic.

Business challenge	Plain texts are not engaging and easily ignored
RCS solution	• RCS gives you access to rich media like images, videos, and GIFs, in any color scheme you like, to reinforce your branding in a visually pleasing way that makes the experience more engaging. • Easily add interactive buttons that make it easy for customers to take an action — make a purchase, book an appointment, get directions to your location, etc. • RCS fails over to SMS if customers don't have an RCS-enabled device, so you can be sure they'll still get the message.

Business challenge	There is a lack of insights for next steps
RCS solution	• You're no longer in the dark when trying to figure out whether your message made it to your customer or how they engaged with it. • You can track delivery status, find out when your messages are read, and discover how each customer interacts with your communications in detail. • Insights can help you refine your messaging strategy over time.

Branded calling

Branded calling ensures your caller ID is recognizable as your company and brand. When customers receive a branded call, the caller ID displays your brand name, logo, and other brand signifiers.

Branded calling represents a great way to increase call pickup rates, boost brand recognition, raise engagement, prevent spamming, and inspire more trust in your brand — and why it's fast becoming essential for forward-thinking businesses.

Business challenge	Customers don't trust "unknown" calls
Branded calling solution	• Branded calling helps you own the lock screen by showcasing your brand name, logo, phone number, and call intent. • Brand elements immediately give recipients certainty about who is calling them and, in some circumstances, why. Recipients can then make an informed decision about whether to answer the call. If they do answer, they're more likely to engage with the caller, as they know who the caller is — and possibly why they're calling — and have actively chosen to respond.

Business challenge	Voice calls are limited to voice-specific actions
Branded calling solution	Branded calling enables a far richer experience when your customers call. When you embed branded voice communications into your apps and website, your customers can: • Authenticate themselves through the app sign-in to simplify a more secure connection. • Connect from any location worldwide through a Wi-Fi or data connection. • Skip the IVR to search for contact details or phone numbers. • Enjoy the convenience of connecting with businesses right from your app or website

CX personalization with AI-enabled conversational marketing

With richer messaging experiences delivered through RCS and social channels, brands can extend their customer acquisition and retention strategies with conversational marketing.

Business challenge	Messaging is a read-only affair
Conversational marketing solution	Conversational marketing workflows can nurture and convert — and customers can take action — in channel. This differs from static emails, unbranded calls, and bland web chats. You can add information, automation, and self-service to conversations — such as providing front-end FAQs, authenticating users, and authorizing payments. This instant convenience can: • Accelerate pipeline and reduce call center volume by being more responsive with richer messaging options. • Remove friction in the buying process by giving prospects and customers the opportunity to easily purchase your products in channel (and in the moment).
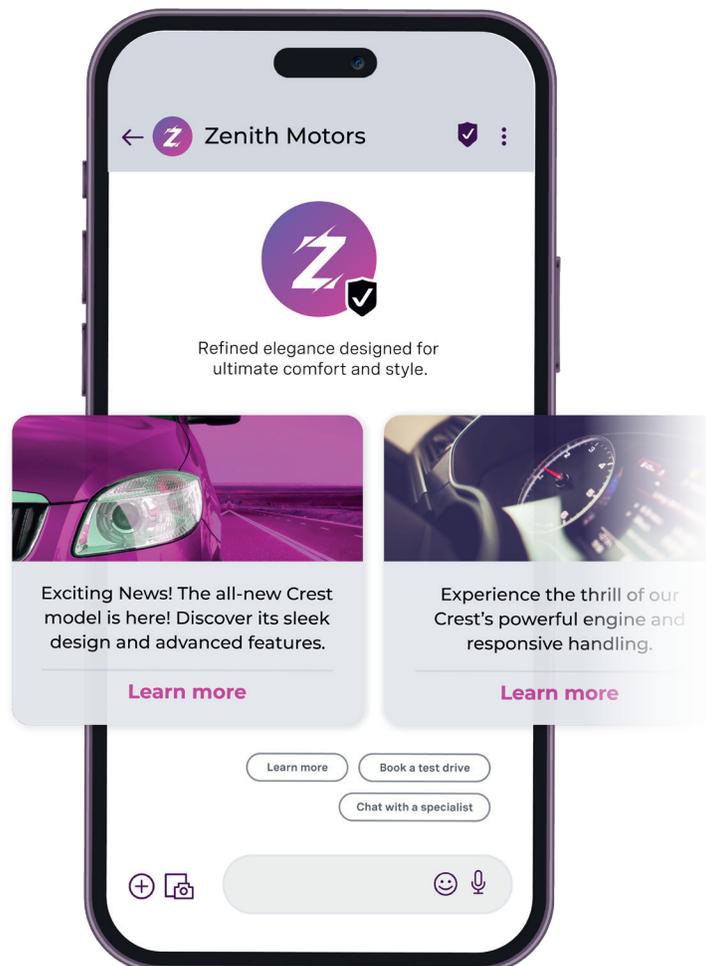
Elevate customer support with AI-enabled voice

It's a challenge to elevate brand loyalty when the automated support processes available to customers are outdated, lack distinction, and don't exude trust. This is particularly the case when automating voice as a support channel.

Consumers like to speak, yet businesses often rely on IVRs with robotic voices and less-than-smooth transfers. Things are different now. Thanks to AI, voice API technology has changed how companies interact with customers — of note, customer service. In 2024, 82% of consumers stated they'd rather get help from an AI solution than wait for a customer service agent.

(Source: Vonage, "How To Harness the Power of AI Voice APIs and Choose the Best for Your Business in 2025")

Overall, the global market size of the speech and voice recognition market is expected to grow to nearly $85 billion by 2032, from about $15 billion in 2024. The U.S. market alone is expected to be valued at $24 billion. Neural networks and machine learning are, in large part, driving this growth. The right solution more effectively links speech applications like self-service with advanced voice technology, far more natural text-to-speech, speech recognition, and conversational AI voice processing.

(Source: Fortune Business Insights)

Business challenge	Consumers receive a rudimentary and impersonal experience
AI-enabled voice solution	• AI-powered virtual agents handle self-service and FAQs quickly and effectively, freeing live agents to focus on complex cases. • AI voice agents, seamlessly integrated into CRMs and workflows, deliver more targeted responses based on the customers' history and preferences.

Better call escalations with video

Video, with its powerful one-to-connection, can provide a more personal interaction. This extends your brand value through more empathetic, detailed, and personal responses. For example, a video can better explain how a product works or describe an issue.

Business challenge	Customers can't connect a face to the name — and that means no brand connection
Embedded video solution	• Embedding video into your messaging or social apps • Escalating a voice call to a video call • Providing live support or recorded assistance • All of the above are profound examples of elevating your brand experience. And tools, such as video APIs, allow you to launch fast with an out-of-the-box solution … or build a complete, customized solution.

Chapter 4

How Vonage Can Help You Get Started

A brand-first mindset can do wonders for the customer experience. But how do you start? And how does this help your bottom line and market position? Vonage has the answers.

Vonage Communications APIs
APIs are building blocks behind solutions that reach and engage customers on their favorite channels and complement your workflows. Creating a seamless customer journey directly ties to the experience, which is a central part of your brand. And happy customers effectively fit into your CX strategy. Consider that after a great customer experience, 35% of customers will buy additional products.
(Source: Vonage Global Customer Engagement Report 2025)

Vonage offers:

- Embedded media-rich RCS and Branded Calling on mobile devices that promote trusted engagement with customers
- AI-enabled voice, messaging, and video conversations that are personalized to your customers; the ease of use is another extension of your brand experience
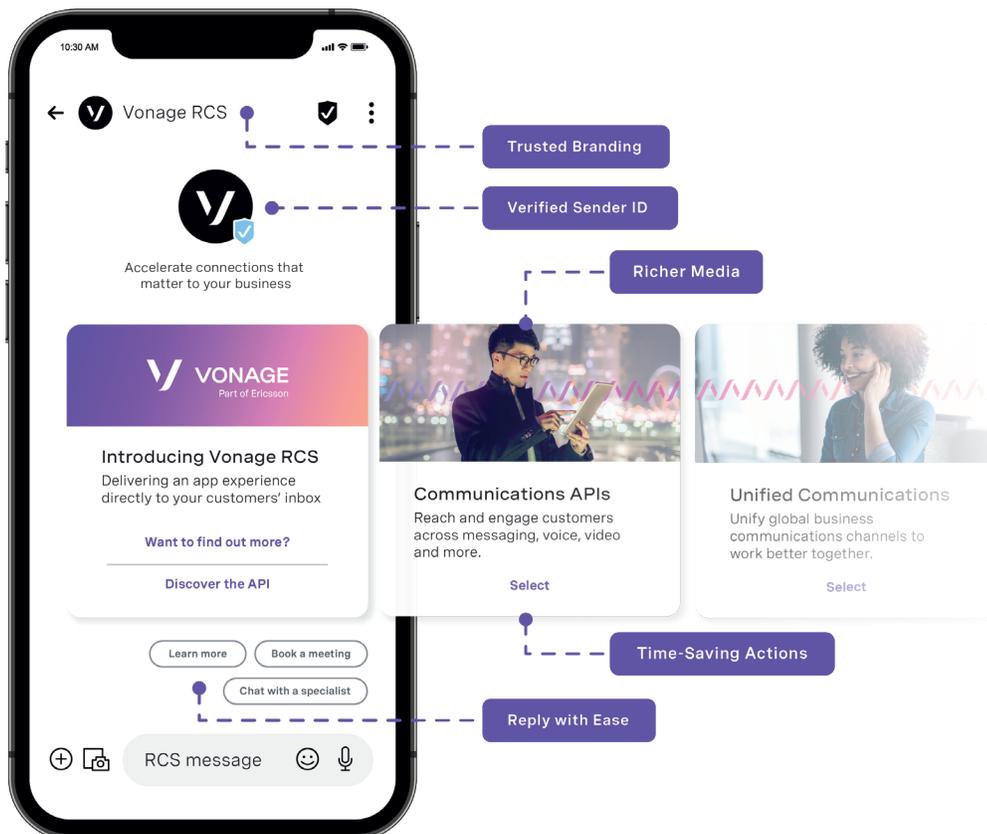
Why Vonage?

Instead of juggling multiple vendors, Vonage serves as your business transformation partner, with multiple, managed solutions under one roof.

This includes:

Trusted Vonage advisors

Vonage provides industry and technology expertise, including initial conversations, design, and professional and managed services. Vonage guides you to prioritize and execute your customer engagement goals practically and effectively. These global hands-on services speed time to market, shorten time to revenue, and ensure robust ongoing delivery of your most critical customer engagement use cases.

Extensive partner ecosystem

You have access to communications service providers, technology providers, application ISVs, and system integrators. The breadth of technologies, AI automation, and integrations helps you deliver robust and complete solutions. And these drive your custom, premier brand experience at any scale.

Advanced technology implementation for developers

Your developers and technical team can use our intuitive no-code/low-code tools, documentation, pre-built code, and templates to readily build your own branded customer experiences. You're just steps away from bringing the latest in secure, AI-enabled conversational marketing and support engagement.

Get Started

Vonage Rich Messaging
Learn more

Vonage Virtual Agents
Learn more

Vonage Branded Calling
Learn more

Own Your Brand With Vonage
Learn More

Vonage Embedded Video
Learn more

Appendix

Own Your Brand Use Cases

CX Pillars That Drive Brand Loyalty

1. CX prioritization and trust assessment
- What are your response rate goals for marketing and sales outreach?
- What are your call answer rate goals?
- How do your self-service and automation tools represent your brand experience?

2. Trusted proactive outreach
- Conveniently identify yourself as a recognizable, verified sender
- RCS enables higher read and response rates than SMS
- Answer rates can improve by 105% when context is added to calls

3. Personalized, empowered experience
- RCS and WhatsApp deliver personalized marketing at scale
- Virtual agents enhance self-service; integrated with customer data
- Easily boost conversations by adding video to a message or call

4. Practical and aligned execution
- Vonage industry and tech expertise from consultancy to managed services
- Extensive partner ecosystem for a custom brand experience at scale
- Advanced intuitive developer tools

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Own Your Brand Use Case Examples — Finance

Account Validation and Fraud Prevention

RCS and WhatsApp	Personalized portfolio alerts	Targeted financial advice	Appointment management	
Branded Calling	Personalized portfolio alerts	Targeted financial advice	Appointment management	Secure consultations
AI Virtual Agents	Personalized portfolio alerts	Targeted financial advice	Appointment management	
1:1 Video				Secure consultations

Own Your Brand Use Case Examples — Retail

Account Validation and Fraud Prevention

RCS and WhatsApp	Targeted product recommendation	Loyalty programs	Product feedback	Deal alerts
AI Virtual Agents	Targeted product recommendation		Product feedback	Deal alerts

Own Your Brand Use Case Examples — Software/IT

Account Validation and Fraud Prevention

RCS and WhatsApp	Service updates/alerts	App promotions	Upgrade/renew reminders	S/W customer support
Branded Calling	Service updates/alerts	App promotions	Upgrade/renew reminders	S/W customer support
AI Virtual Agents	Service updates/alerts	App promotions	Upgrade/renew reminders	S/W customer support
1:1 Video				S/W customer support

Own Your Brand Use Case Examples — Hospitality

Account Validation and Fraud Prevention

RCS and WhatsApp	Reservation confirm/reminders	Add services/ upgrade offers	Post-stay follow-up/surveys	Last minute deals
Branded Calling	Reservation confirm/reminders			
AI Virtual Agents	Reservation confirm/reminders	Add services/ upgrade offers	Post-stay follow-up/surveys	Last minute deals