

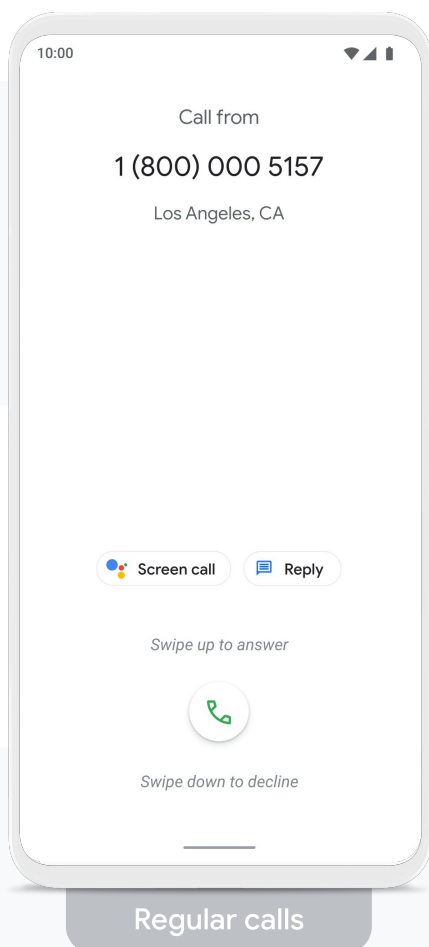


Increase answer rates with **Verified Calls**

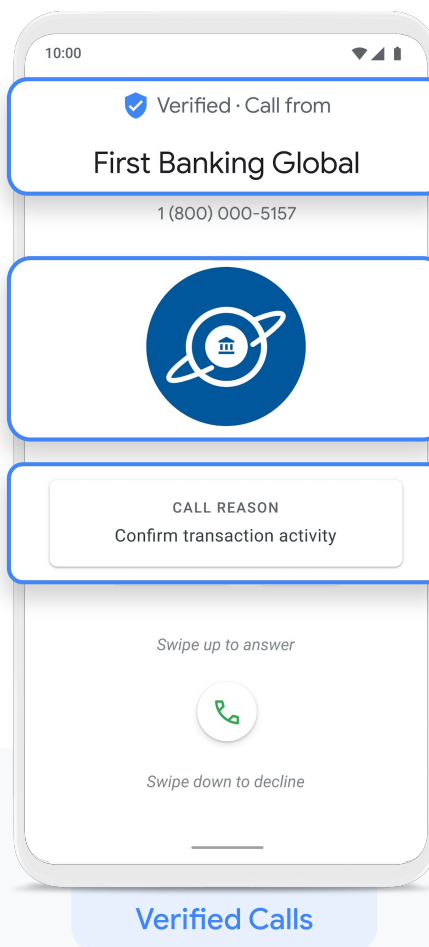
Give your customers the confidence to answer your business calls with verified branding and a reason for calling

87%

of customers won't answer if they don't recognize the caller¹



Regular calls



Verified Calls

Business name
Verified identity to prevent spoofing

Branded logo

Call reason preview

With **Verified Calls**, you can now display your name, logo, reason for calling and a verification symbol indicating the business has been authenticated by Google, all before your customer picks up the phone.



How customers can access Verified Calls

Verified Calls is a feature on [Google's Phone app](#), which comes preloaded on many Android phones and is available for download on the Play Store.



Brands that use **Verified Calls** are driving higher answer rates, improving efficiency, and increasing customer confidence

Delivering impact across industries



Ride-hailing
company:
Faster pickups



Investment bank:
Higher efficiency in
fraud detection



Food delivery
company:
Quicker deliveries

Contact one of our partners to get started



Learn more at g.co/cloud/verified-calls