

# Fortune 500 Healthcare Company achieves 21-40% increase in answer rate with Hiya Connect

## Introduction

This case study of a Fortune 500 healthcare company is based on an October 2022 survey of Hiya customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“Being able to verify our numbers to ease our customers’ minds that we are calling from an established, legitimate connection is invaluable in the current climate.”

## Challenges

- The business challenges that led the profiled company to evaluate and ultimately select Hiya:
  - Their calls were being displayed as unidentified or unknown
  - Their outbound calls were being labeled as spam
  - Their needed more data and insights to help optimize their call center operations
  - Their answer rates and other key metrics were declining

## Use Case

- The main purpose for outbound calling operations:
  - Sales (follow-up, providing quotes, deal closing)
- The capabilities & features that led to selecting Hiya:
  - Reach & distribution
  - Analytics & insights functionality
- The call center metrics used to measure and report success:
  - Answer Rate
  - Right Party Contact Rate
  - Sales and Contact Conversion

## Results

- The business metrics that have improved after implementing Hiya:
  - Revenue
  - Contact Rate
- The average answer rate for calls impacted by Hiya improved by: 21-40%

### Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:  
**Fortune 500**

Industry:  
**Healthcare**

### About Hiya

Hiya is modernizing voice with trust, identity, and intelligence that drive unsurpassed performance of the voice channel. Carriers and enterprises worldwide are transforming voice with Hiya’s Voice Performance Platform, achieving full call integrity, superior experience, and higher connection rates that delight customers and deliver new levels of value for the business.

**Learn More:**

[Hiya](#)