



# Fortune 500 Retail Company realizes 21-40% increase in answer rate with Hiya Connect

## Introduction

This case study of a Fortune 500 retail 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.

## Challenges

- The challenges experienced that led to evaluating Hiya:
  - Their calls were being displayed with outdated or wrong caller ID names
  - Their outbound calls were being labeled as spam
- The challenge experienced with other branded call solutions:
  - Negative experience with customer service or support

## Use Case

- The main purpose for outbound calling operations:
  - Service (answering inquiries, resolving issues, customer check-ins)
- The capabilities & features that led to selecting Hiya:
  - Ease of use
- The call center metrics used to measure and report success:
  - Right Party Contact Rate

## Results

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:  
**Retail**

### 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](#)