

# Renegade Insurance increases answer rate by 101% – 120% with Hiya’s Branded Call

## Introduction

This case study of Renegade Insurance is based on an October 2022 survey of Hiya customers by TechValidate, a 3rd-party research service.



“My outbound call efforts for prospecting and customer support were continuously labelled as spam, impacting both additions of new clients and retaining existing ones. With Hiya, my existing customer instantly know Renegade is calling increasing my retention rate and Renegade branding on the calls spreads our brand name aiding to addition of new clients”

## Challenges

- The challenges experienced that led to evaluating Hiya:
  - Their calls were being displayed as unidentified or unknown
  - Their calls were being displayed with outdated or wrong caller ID names
  - 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

### Company Profile

Company:  
**Renegade Insurance**

Company Size:  
**Medium Enterprise**

Industry:  
**Insurance**

## Use Case

- The main purpose for outbound calling operations:
  - Sales (follow-up, providing quotes, deal closing)
  - Service (answering inquiries, resolving issues, customer check-ins)
  - Recruiting
- The capabilities & features that led to selecting Hiya:
  - Ease of use
  - Reach & distribution
  - Analytics & insights functionality
  - Price
- The call center metrics used to measure and report success:
  - Answer Rate
  - Call Duration
  - First Call Resolution
  - Right Party Contact Rate

### 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](#)

## Results

- The business metrics that have improved after implementing Hiya:
  - Sales velocity
  - Cost to connect
- The average answer rate for calls impacted by Hiya improved by: 101-120%