

# American Residential Services

## Introduction

This case study of American Residential Services L.L.C. is based on an October 2022 survey of Hiya customers by TechValidate, a 3rd-party research service.



“We don’t roll our trucks until we can confirm that our customers are expecting us. Before Hiya, when our numbers were tagged as spam, customers wouldn’t pick up, so we didn’t dispatch to their home, resulting in unhappy customers.”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select Hiya:

- 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  - Their calls were being displayed with outdated or wrong caller ID names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

## Use Case

- The main purpose for outbound calling operations:
  - Sales (follow-up, providing quotes, deal closing)
  - Scheduling (setting / confirming appointments)
- The capabilities & features that led to selecting Hiya:
  - Ease of use
  - Reach & distribution
  - Analytics & insights functionality
  - Price

## Results

Business improvement after implementing Hiya:

- Fewer IT tickets related to spam tags on outbound calls

### Company Profile

Company:  
**American Residential Services L.L.C.**

Company Size:  
**Large Enterprise**

Industry:  
**Home Services**

### 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](#)