hiya

HIYA CASE STUDY

Small Business Transportation Services Company

Introduction

This case study of a small business transportation services company is based on a December 2021 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 business challenges that led the profiled company to evaluate and ultimately select Hiya:

- Purpose of outbound calling operations:
  - Sales: Follow up, providing quotes, deal closing
  - Service: Answering inquiries, resolving issues, customer check-ins
- Challenges they experienced which led them to evaluate Hiya:
  - Calls being displayed as unidentified or unknown
  - Outbound calls were being labeled as spam

Use Case

- Key features and functionality of Hiya Connect the company uses:
  - Branded Call
  - Secure Call
  - Reputation monitoring & management

Results

The surveyed company achieved the following results with Hiya:

- Average call duration increased by 11-20%
- Average answer rate improved by 11-20%
- Saw improvements in:
  - Revenue
  - Sales Velocity
  - Customer Satisfaction (or NPS®)
  - Average Time to Resolve Issues
  - Cost to Connect

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