

Welcome to CustomerCONNECT Keynote



Customer**CONNECT**  
Listen. Evaluate. Improve.

# Staying Ahead of the Game: Building Trust Before the Call Even Begins

FEATURED SPEAKER

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**hiya**



# Today's Agenda

- Today's unique challenges
- Best practices to reach customers & drive call conversions
- Some real-world examples

# Today's Reality

Staying ahead of the competition is more important than ever

*“The coronavirus has only made Big Tech  
more dominant”*

CNN Business, July 31, 2020



Household names filing for bankruptcy in 2020  
as of July 31



CIRQUE DU SOLEIL

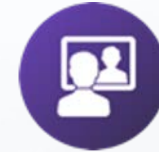


# The pandemic proves the value of the voice experience

38% ↑

Increase in Mobile Minutes to Use

Among communication channels

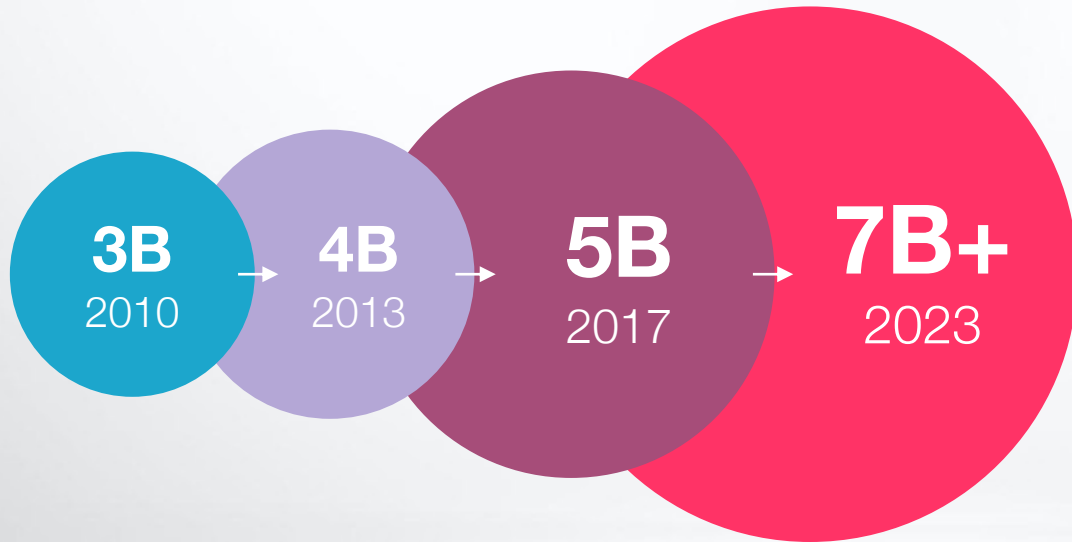


The voice call is the



- ✓ Most Direct
- ✓ Fastest
- ✓ Most Personal

In the mobile, digital era  
Voice remains dominant



number of mobile subscribers worldwide

**\$2T**  
in commerce

fast. authentic touch.  
always available. global reach

And yet, customers  
are not answering your calls



# Customers roll the dice with every unknown call

## Urgent

Emergency?

## Wanted

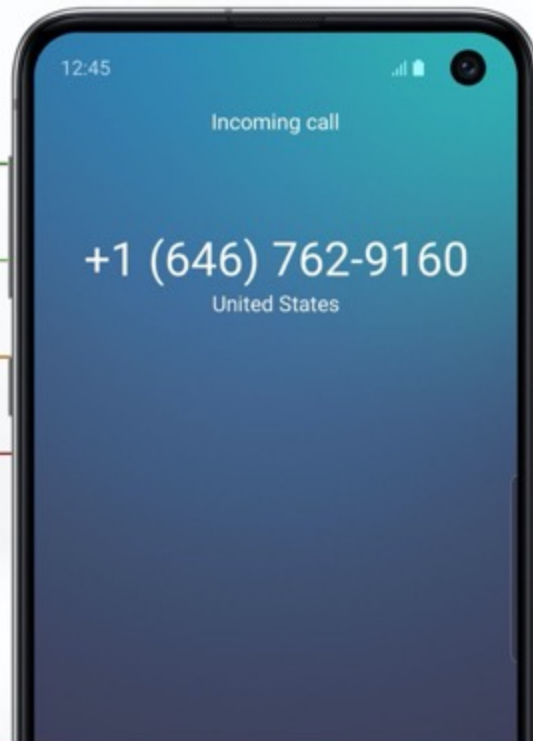
Expected call?

## Nuisance

Telemarketer?

## Fraud

Extortion?



A downward spiral  
And the **BOMBARDMENT** of customers by rising  
fraud and robocalls only makes it worse

**54.6 billion**

spam calls made in 2019  
in the US

**108%**

Growth in Robocalls  
year over year



The harsh reality

Enterprises have made **MASSIVE INVESTMENTS**  
in voice infrastructure

Yet, answer rates keep plummeting

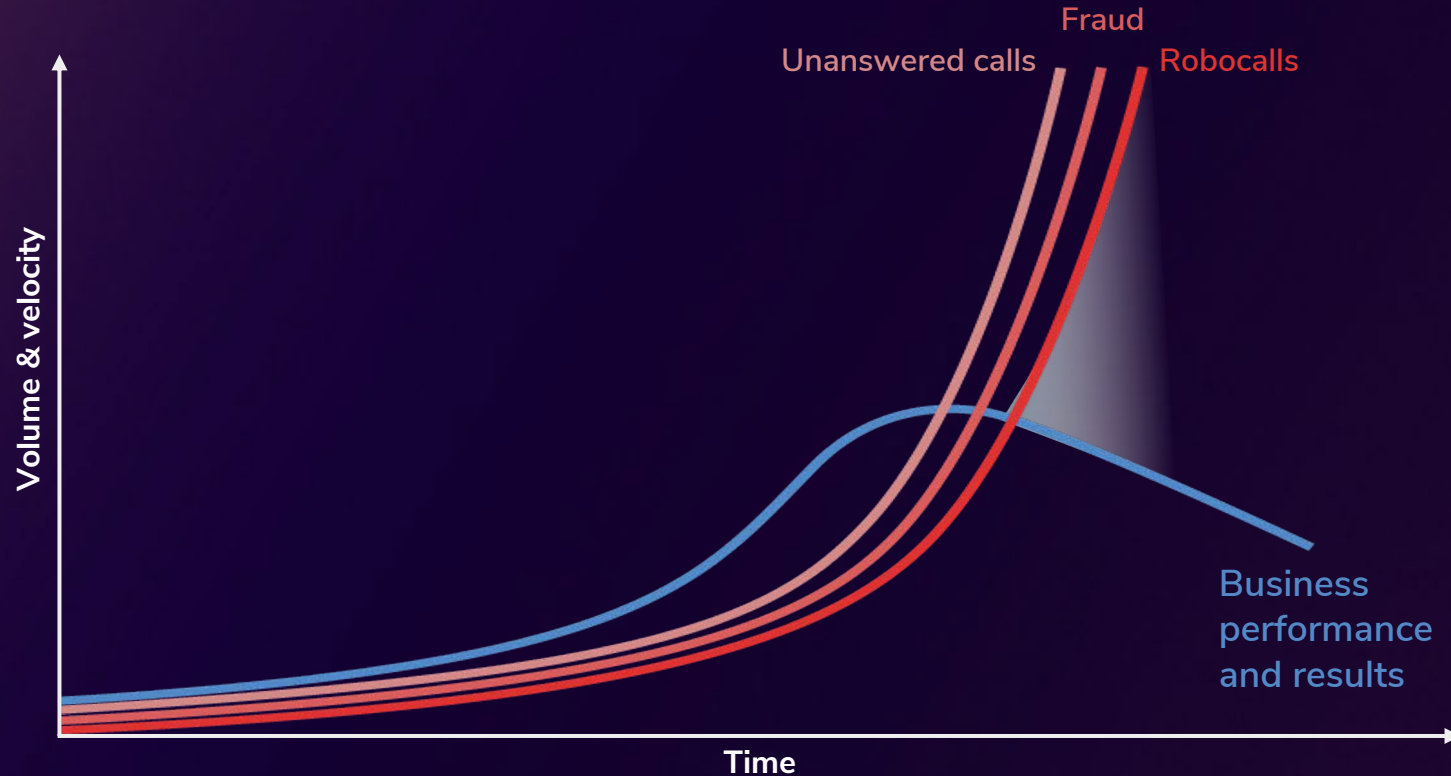
**\$40B**

IVR, dialer, ACD, contact center  
infrastructure, and more

**72%**

unidentified calls not  
picked up in 2020

The strategic issue: this dominant channel is facing a  
**VOICE PERFORMANCE GAP**



Consequences across the ecosystem  
Enterprises are struggling to answer  
these basic questions

How do I get  
better results  
from my voice  
channel?

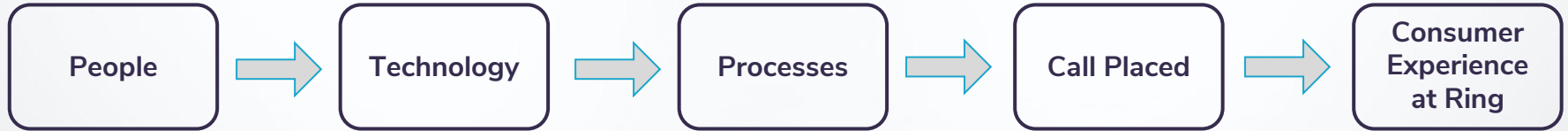
How can we get  
our prospects &  
customers to  
answer, every  
time?

How many  
of our calls are  
labeled as  
spam?

Who is  
blocking our  
calls? and  
why?

How can we  
differentiate OUR  
voice experience  
from our  
competitors?

# You need better insights



Call hits telephony network.

50% Control of Optimization



Optimization is impossible beyond this point with exception of optimizing call times/days.

The way forward

Shift to a

VOICE PERFORMANCE

strategy

transform voice into a new source of  
differentiation and key value driver

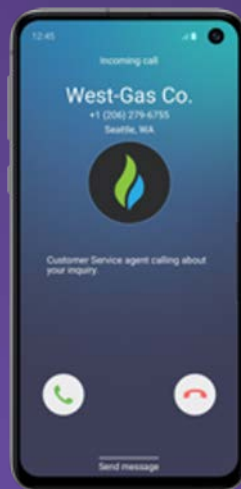
# The shift required

TODAY: ROLL THE DICE  
which call is from a business or scam?



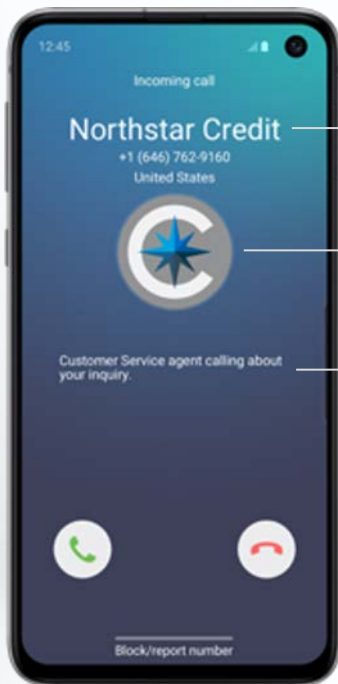
- undifferentiated experience
- erosion of consumer trust
- flying blind

TOMORROW: 100% CERTAINTY  
known, trusted, intelligent



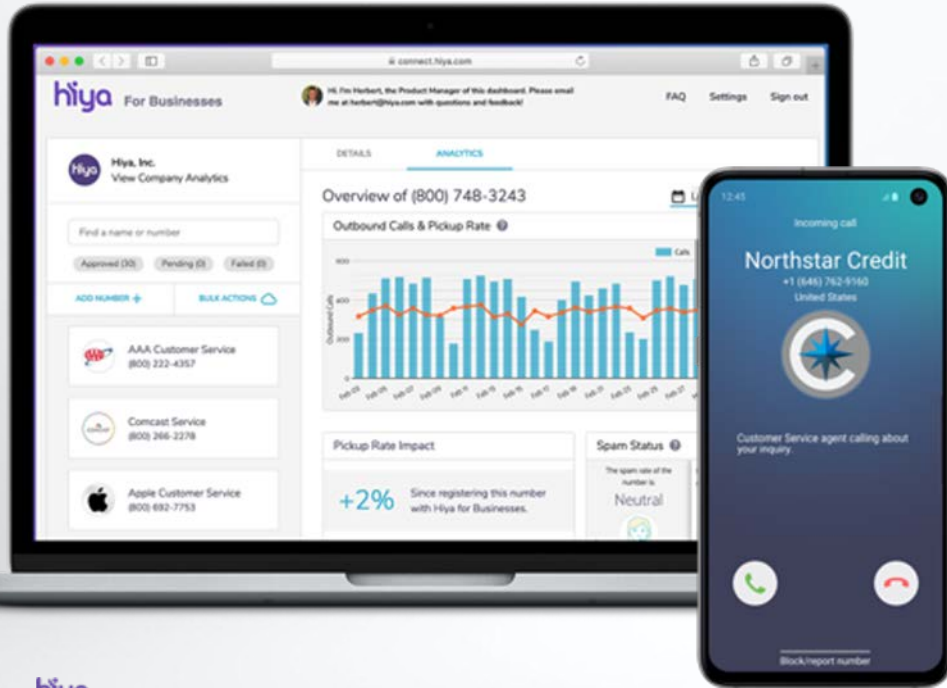
- differentiated experience
- full integrity
- data-driven performance

# Improve connection rates by more than 100%



- 1 Name:** Display your company's name to immediately identify yourself.
- 2 Logo:** Your brand logo to stand out from your competitors.
- 3 Call Reason:** A unique description of the voice call to provide context and relevance.

# Hiya Connect



## Trust

- Spoof proof your phone numbers
- Monitor and manage reputation health
- Dispute nuisance reputation

## Identity

- Display company name
- Brand your calls with company logo
- Provide customers with call reason

## Intelligence

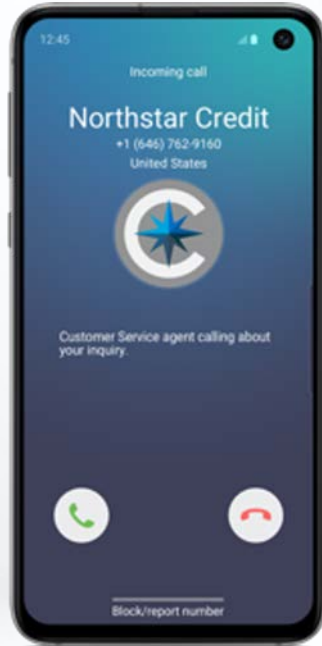
- Improve performance with insights and analytics
- Reach millions with unmatched distribution
- Leverage performance science based on 12B+ calls



# Every call deserves a name



Without Hiya






With Hiya

## 6 Key Benefits

1. Elevate your **brand** on mobile devices
2. Distinguish your calls from your **competitors**
3. Improved **contact** rates
4. Increase **quality** conversations
5. Faster **service**
6. Higher **sales conversions**

# Your peers / competitors are already closing gap

## Answer Rates

Market Research Survey Calls		Without Hiya <b>10%</b>	With Hiya <b>17%</b>	<b>Change</b> <b>+70%</b>
Mortgage Lender Sales		Without Hiya <b>15%</b>	With Hiya <b>20%</b>	<b>Change</b> <b>+33%</b>
Transportation Rental Sales		Without Hiya <b>15%</b>	With Hiya <b>25%</b>	<b>Change</b> <b>+67%</b>

Delivery Services



Faster issue resolution.  
Higher customer satisfaction.  
Competition crushing.

Answer rates rose from

**75 to 82%**

in the first few months

User reach rate today is

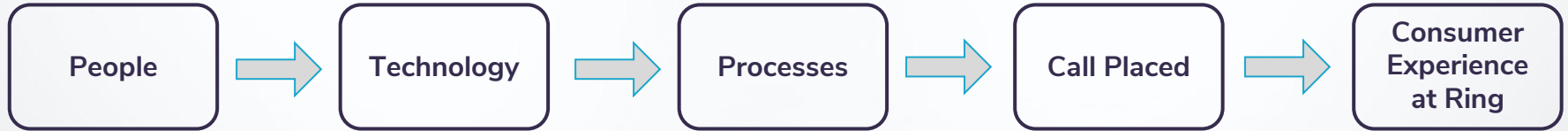
**92%**

and increasing along with call  
volumes



Completed a major industry acquisition of nearest competitor in 2020

# You need better insights



Call hits telephony network

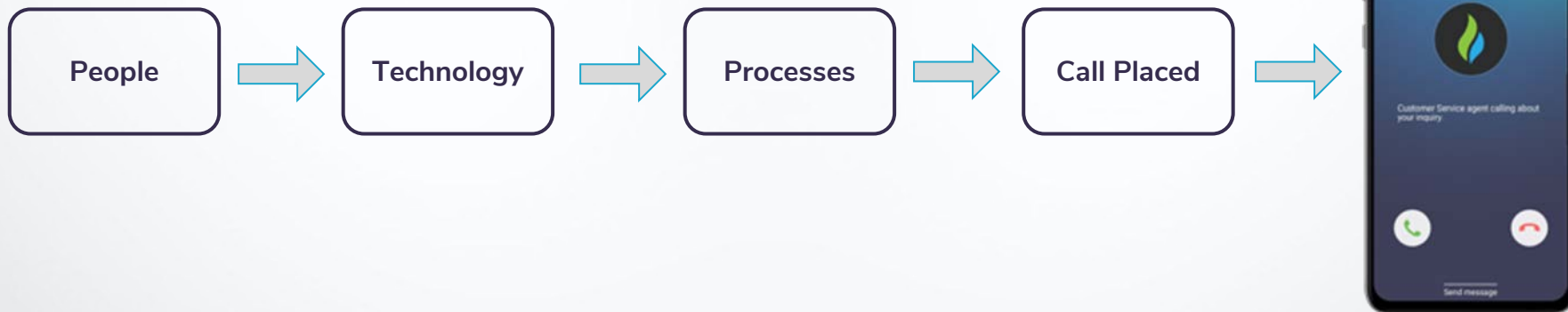
**50% Control of Optimization**



Optimization is impossible beyond this point  
with exception of optimizing call time

# The power to influence is in your hands

## Don't let optimization of call flow stop at 'The Wall'



### 100% Control of Optimization

- Protect and manage your reputation
- Optimize calls appearance to consumer
- Optimize processes using call answer analytics



Thank you for attending this session. This event will be available for on-demand replay.



**Execs In The Know**