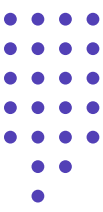


# BUSINESS CALLING TOOLKIT

Best Practices to  
Get Calls Answered

A HIYA CONNECT BUSINESS  
BEST PRACTICES GUIDE



No matter if you're on the dialing or receiving end of a mobile phone, we can all agree on one thing: nuisance and fraud calls are the scourge of modern times.

These unwanted auto-dialed spam calls ring our mobile phones continually, and this incessant problem is only getting worse due to a lucrative profit motive for scammers. According to Hiya's most recent State of the Call report, spam calls grew to 54.6 billion in the United States in 2019, up 108% compared to the previous year. As our phones continue to be inundated by robocalls many people no longer want to pick up the phone at all, with less than 47% of all calls being answered.

Making matters even worse are call blocking solutions that flag legitimate calls as fraud or spam due to poor spam detection intelligence and a lack of knowledge into how different industries place phone calls. Unfortunately for businesses, the lack of trust in unidentified calls and the misclassification of spam calls means your calls are most likely going right to voicemail.

Businesses have it tough out there, but getting customers to answer your calls doesn't have to be a losing battle. While spam calls have made people wary of answering their phones, the voice call is still the preferred form of communication for many industries, from healthcare to financial services to education.

“ **The difference before and after implementing Hiya Connect is night and day. The ROI (return on investment) is so good that it pays for itself. The end user experience is very slick - our logo is instantly recognizable and instills a high level of trust in the call recipient.**

- Call Center Manager, Automotive Services Association



# How to minimize the risk of being flagged as spam

For legitimate businesses, being flagged incorrectly as spam or fraud can be frustrating and detrimental to the success of your business. These eight tips will reduce the probability of your calls being mislabeled as spam or fraud.

## 1. Avoid using only local phone numbers

Neighbor spoofing is a common way for scammers to get people to pick up their calls, using an unknown number that looks a lot like the numbers where someone lives. The call will have the same area code and maybe the same prefix (the three numbers after the area code) as the recipient's number. The bad guys buy these numbers in bulk because this technique works to get people to think it's someone local or a neighbor calling. Because it works, valid businesses also buy local or neighbor numbers to increase the chances of their calls being picked up. Unfortunately, doing so also increases your chances of automatically being labeled as spam.

## 2. Avoid shared lines for multiple businesses

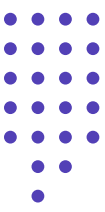
A single phone number in use by a call center for multiple, unrelated businesses will create a mix of reputation signals for all businesses involved. As it is not possible for spam filters to tell which business is being represented for each call, it is a better idea to use dedicated phone numbers for different businesses.

## 3. Avoid mixed-use lines for the same business

A single phone number used by a business both for customer service and for marketing/promotions has a high risk of being flagged as a telemarketer, which would be applied for all calls including customer service. A better option is to dedicate phone lines based on the type of message being delivered so crucial customer service phone numbers are not classified as telemarketers.

## 4. Limit use of public phone numbers

One way scammers get their calls through is by impersonating legitimate businesses using easily found phone numbers from their websites. Either don't publish phone numbers publicly or use different phone numbers for critical outgoing business call purposes such as notification or bill collection. This reduces the risk of misclassification, and the damage to your reputation and bottom line if an error does occur.



# How to minimize the risk of being flagged as spam

## 5. Set up Do-Not-Originate lines

It's recommended that major business lines be configured as "do-not-originate" (DNO), meaning the number is only for receiving calls to the business, never for outgoing calls to individuals. Services like Hiya can detect and flag the limited outgoing traffic on DNO lines as fraud. Register your DNO numbers with Hiya to receive protection against impersonation spoofing.

## 6. Limit the window of time for contact

While legally a company may be allowed to contact individuals up to a year after having a previous engagement with them, many individuals begin reporting the number as spam much sooner than that. Respect the individuals' wishes to not be contacted and consider limiting call campaigns to within 90 days of the last engagement.

## 7. Respect the do-not-call list

Do-not-call list violations may be reported to the FCC, which is a major reason why business lines may be classified as spam. Be careful to respect this list to avoid incurring consumer complaints against your number.

## 8. Monitor call center activity

A common cause of spam reports against a business are from call center abuse such as excessive calling (multiple times a week or even multiple times a day) or calling outside of acceptable hours in the call recipient's timezone. Good call center governance can keep your business reputation high.

“**Hiya is doing wonders for our call center. Despite COVID, it is setting us above last year's level for booked revenue. We're looking to hit our original business plan, which not many can say this year.**

- Contact Center Director, National Truck Leasing Company



# Hiya Connect Improves Voice Call Performance with Trust, Identity and Intelligence

With Hiya Connect, businesses are able to instill trust in their voice calls by providing identity and context at the first ring. With Hiya, display your business name, logo, and call reason to significantly increase call completion rates, customer satisfaction, and topline revenue.

## Hiya Connect helps businesses:

- **Increase contact rates.** Consumers are frustrated with the amount of fraud and nuisance calls they are receiving and therefore expect, more than ever before, context when receiving a phone call. Hiya Connect presents a company's brand identity, so more consumers will pick up or call back numbers when they know who is calling.
- **Leverage the power of their brand.** Businesses spend a significant amount of time and money building their brand, only to be stuck behind an anonymous phone number at the critical moment they're trying to reach their customers. Hiya Connect allows businesses to leverage the credibility they've built with their brand's reputation at the very moment that they are trying to reach their customers.
- **Restore trust in the phone call.** A phone call is the most personalized form of communication between a business and their customer, outside of face-to-face interaction. Hiya Connect helps businesses establish and restore the trust that has been impacted by the proliferation of spam calls and not only increases contact rates, but also the quality of conversations a business has with its customers or prospects.
- **Access important call analytics.** Enterprise call centers measure every aspect of their business and the Hiya Connect Console provides an additional layer of intelligence on every aspect of the call, from answer rates, to call duration, and more.

Hiya Connect is currently deployed in 40+ countries via Hiya's Android and iOS apps, through carrier networks, and through the company's partnership with Samsung. It requires no technical integration and can be up and running within minutes. For more information, please email [connect@hiya.com](mailto:connect@hiya.com).

### 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 about how fraud and nuisance calls are growing and changing with Hiya's **State of the Call report** Visit [hiya.com/state-of-the-call](https://hiya.com/state-of-the-call)