



# Voice Performance for Insurance

Data-Driven Performance, Higher Connection Rates



Whether it's life, health, home, or auto insurance, helping each customer find a policy that fits their family's needs is the imperative for insurance companies. But becoming that trusted advisor isn't easy if you can't quickly connect with potential customers or sustain those relationships with existing ones. Increasing fraud and nuisance calls mean fewer phone calls are being answered and important connections are missed. Your ability to onboard and retain customers is at risk if you can't get through to customers at the critical time when they're evaluating policy options or settling claims with your organization. These three organizations in the insurance industry found a solution for higher connection rates and superior voice performance with Hiya.

## Connecting with more customers faster means more policies

### Who they are:

A 150 year old Fortune 500 financial security company providing life & long-term care insurance, annuities, investments and investment advisory products and services.

### Problem:

The company looked to optimize their voice channel, including their use of agents, in calling potential clients to gather and verify pertinent information to continue their underwriting process. They needed to increase answer rates and decrease call attempts in order to complete the onboarding process for new customers.

### Solution:

With Hiya Connect Branded Call, more than 37% additional calls are answered resulting in more new policies each quarter. Additionally, a decrease in call attempts and 27% increase in calls answered on the first attempt resulted in greater impact on WFM planning and savings on hourly agent costs.

**37%**

increase in answer rates

**14%**

increase in call engagement\*

**27%**

increase in calls answered on the first attempt

## Better quality conversations mean more conversions

### Who they are:

A 100 year old Fortune 500 American multinational finance and life insurance corporation, serving over 88M customers world-wide.

### Problem:

Declining answer rates were impeding the success of agents who call to qualify and convert online lead applications. With more than 200,000 calls placed to prospective clients per month, the contact center is critical to business operations. If a qualified prospect does not answer an agent call at the critical time when they are shopping for a quote, the enterprise fails to complete the conversion, resulting in policy & revenue losses.

### Solution:

With Hiya Connect Branded Call, the overall answer rate for the organization did not change materially, however, the return on agent effort increased. The quality of agent conversations improved with a 29% increase in the number of calls lasting longer than 60 seconds. Average talk time per call increased by 26% in the first month, meaning higher quality conversations with more qualified prospects.

**29%**

increase in call engagement\*

**26%**

increase in average talk time per call in the first month



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## Increased workforce productivity and higher sales conversions

### Who they are:

A US-based independent insurance company focused on delivering the efficiencies of a direct-to-consumer insurance model.

### Problem:

Connecting with prospective clients was becoming increasingly challenging because of two major factors: the volume of calls someone shopping for insurance quotes receives combined with the rise of unidentified spam calls. With 500,000 outbound calls placed per month, this company needed a solution that would help them break through the noise and increase their answer rates, so that they could have more conversations with interested consumers.

### Solution:

With Hiya Connect Branded Call, prospective clients know who is calling and answer the phone, allowing agents to more efficiently reach customers actively shopping for quotes. Agent productivity has increased as they spend less time explaining who is calling when a customer knows it's them. The length of conversations have increased providing more engaging conversations that lead to higher sales conversions.

Additionally, the insights from the Hiya Connect Console enable audits of their calling practices and testing of the performance of new messages, leading to an overall decrease in their customer acquisition cost (CAC).

**17%**

increase in answer rate

**19%**

increase in call durations

**10%**

increase in calls answered on the first attempt

\*calls lasting more than 60 seconds



Learn more about Hiya Connect

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### 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.