



Voice Performance for Financial Services

Better Reputation, Positive Branded Call Experience, and Increased Revenue

Did you know the most common type of fraud committed by spammers and spoofers is financial fraud? Indeed, spammers and spoofers will pretend to be a wide variety of financial services companies in order to obtain confidential information from unsuspecting consumers. As a result, the public is very suspicious of financial services companies utilizing the voice channel to reach them. For legitimate financial services companies this creates a huge hurdle in reaching prospective and existing customers, particularly over the phone. Hiya Connect's voice performance platform allows companies to identify themselves for customers, allowing the company to break through the noise of unknown, and sometimes threatening, calls. See how the following three organizations found a solution and built stronger relationships with prospective customers by using Hiya Connect's superior voice performance platform.

Positive Branded Call Experience Led to Increased Answer Rates

Who they are:

A 36-year-old Detroit-based, name-brand mortgage lender that closed more than \$15 billion of revenue in 2020. They've served over 2M customers online and at four in-person locations.

Problem:

This mortgage lender's call center was facing the age old problem: how to get people to pick up their phone. Their strategy? Utilizing hundreds of local area code ANI's to reach consumers and avoid getting blocked. Unfortunately, this strategy proved expensive and time consuming, and legally was in a gray area—legislation around local numbers states that you must do business in that area or state in order to utilize a local number. With business that operates primarily online, this can be dicey, and, while rare that legal action is taken, legal fees can prove expensive. One senior engineer noticed that a significant portion of their ANIs were showing up as spam on consumer's phones.

Solution:

To bolster trust and increase efficiency, Hiya assisted the company in moving their outbound dialing strategy from ANI-based to a toll-free number based, while branding their calls. Both Hiya Connect Branded Call and toll free numbers bolster confidence with consumers, as the former indicates exactly who the call is coming from, and toll free numbers are difficult to obtain and ensure that a business is legitimate and operates legally within the United States.

The results? With Hiya, they saw an increase of 27% in the number of answered calls lasting more than 15 seconds (a move from an average of 5.03% to 6.38%.)

Definition

ANI: Automatic Number Identification is a type of phone number utilized in toll calls that discloses the phone number of the caller to the recipient.

27%

increase in answered calls lasting more than 15 seconds

Branded Call Led to 27% Increase in Average Talk Time for Blue-Chip Company

Who they are:

This investment bank and financial services blue-chip, Fortune 500 company operates in 40+ countries with 60,000 employees. The company has three major corporate divisions: international securities, wealth management, and investment management.

Problem:

Spam callers utilized this well-known company's name in scams frequently. When the company's own outbound call service noticed that it was being marked as spam, likely due to the prevalence of real scammers utilizing their name or spoofing consumers through their outbound call phone numbers, they realized they had to invest in enhanced caller identity technology to protect consumers and their brand—so they came to Hiya.

Solution:

Through utilizing Hiya Connect Branded Call, this company found that they were having higher quality conversations with consumers, particularly for their all too important wealth-management check up scheduling. They also experienced no spam reports against their phone numbers during their 8 month trial period, indicating that consumers were more inclined to trust the phone number when it was branded. Hiya Connect is a good solution to mitigate the risk and liability that comes with spammers and spoofers posturing as a blue-chip company without their consent.

27%

increase in average talk time per call answered

6⁺ months

No spam reports since going live with Hiya

time when answer rates for time-sensitive calls made to their customers began plummeting due to lack of trust and identity on their calls. These outbound calls and the use of the phone channel itself is an absolute necessity for this company to successfully serve its customers who both want and need to be contacted using the voice channel. Prior to Hiya, this company deployed niche telephony strategies (like call masking across all outbound calls.) These calls were also unidentified, which negatively impacted this company's ability to connect with its customers, as calls were being blocked and marked negatively at the subscriber/device holder level.

Solution:

Due to the time-sensitive nature of this problem, Hiya had to act quickly—with an onboarding in just 24 hours, Hiya Connect Branded Call not only ensured that this company wouldn't be marked as spam, but also differentiated this company's outbound calls. This branded call experience helped increase trust in consumers, which decreased the potential for this company's phone numbers to be marked as spam, especially during their high-call period of time. And, by leveraging Hiya's data insights to gauge and measure efficacy, Contact Rate increased by 110%.

110%

increase in contact rate

33%

increase in average talk time

44%

increase in Calls lasting over 60 seconds

Hiya To the Rescue! Onboarding in Just 1 Day Led to CTR Increase of 110%

Who they are:

30+ year old, household name software provider specializing in finance and tax.

Problem:

This major national online tax preparation software firm's Hiya journey began during a high-call period of

hiya Connect

Learn more about Hiya Connect

Visit hiya.com/Connect or email us today 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.