



# Driving More Sales Calls by Leveraging a Strong Brand

How the UK's leading motoring organization increased answer rates and impacted the bottom line



With service and integrity as their primary focus, connecting with customers promptly is a major priority for one of the UK's largest motoring organization's main call centers. Dating back over 100 years, this institution has been providing a variety of automotive services to millions of members for years, including vehicle insurance, loans, driving lessons, roadside assistance, and motoring advice, restaurant and accommodation ratings and roadmaps.

**Headquarters**  
United Kingdom

**Industry**  
Automotive services

**Call Type**  
Sales

With 70 agents placing 20,000 calls a day, optimizing their time is critical as the organization tries to achieve a variety of revenue-tied objectives: attempting to reach customers up for renewal, connecting with customers who have failed to make payments, reaching out to inbound leads from the website and reengaging with churned customers.

## The Issue

The company began seeing an increasing number of calls marked as suspected spam or fraud, and a corresponding erosion of their identity and trusted brand. "Our image is the best in the country, when it comes to trust and honesty," reported their dialler manager, "but our number was increasingly being reported as spam." Potential respondents unable to understand the purpose or nature of the call were overwhelmingly making the choice not to pick up. Low answer rates were hampering the organization's effectiveness in connecting with prospective as well as existing clients.

## The Solution

The company looked to Hiya to increase contact rates to impact revenue and operational efficiency, as well as maintain the brand integrity that clients had come to know for over 100 years. "After one conversation with the Hiya sales team, it was a bit of a no brainer." The organization engaged in a 30-day trial, and after analyzing performance before and after Hiya, they knew it would be something transformative for their calling operations and sales conversion.

“**The difference before and after implementing Hiya Connect is night and day.**

- Dialler Manager

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## Impacting sales conversion and revenue objectives with Hiya

After engaging Hiya, the main call center experienced a drop off in the number of calls indicated as spam to nearly zero. Furthermore, they have seen a significant increase in the quality and timeliness of their customer service and prospecting connections, with an overall lift of 55.6% on call pick-up rates and an uplift of 33% in return calls.



<sup>1</sup>Based on calls made through January 2020

Customers equate response time and brand recognition with quality. The faster a business can respond and connect with customers, the higher level of service a business is able to provide. Prospects will hesitate to purchase, or even engage, with unknown entities. But with the increased engagement they were able to achieve via Hiya Connect, this organization was able to more effectively connect with more of their inbound leads, renewal customers and those recently churned, and positively impact their bottom line.

“ **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.**

- Dialler Manager

hiya connect

Learn more about Hiya Connect

Visit [hiya.com/Connect](https://hiya.com/Connect) or email us today [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.