



Voice Performance for Mortgage Lenders

Improved performance and productivity with better pick up rates

With more than \$16B in loans financed last year across the United States, this large mortgage lender knows how important integrity is to a financial business. When they came to Hiya they were struggling to meet their high levels of expectation for service delivery because of degraded call performance. Customers were ignoring their unidentified calls.

While their bottom line was decreasing, their employees' frustration levels were on the rise. They are proud of their top rating as a US employer and value their integrity not only with customers but with their 3,000 employees as well. Yet, their staff felt like they were spinning their wheels by having to make multiple calls just to get in touch with their customers.

In their first five months with Hiya Connect, they've dramatically improved performance and productivity while substantially decreasing spam reports. Hiya's Branded Call helps them reach more customers on the first try.

The Power of Branded Call

Increased performance

24%

increase in answer rate

52%

more users reached

40%

of calls now last 5+ minutes

41%

now answering in just 2 call attempts

Increased productivity

30%

improved lead outreach

Reduced spam reports

2 spam report in

161k

calls mid-Mar to May 2020



Learn more about Hiya Connect

Visit hiya.com/Connect or email us today connect@hiya.com

About Hiya

Hiya is modernizing the voice call 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.