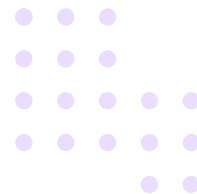
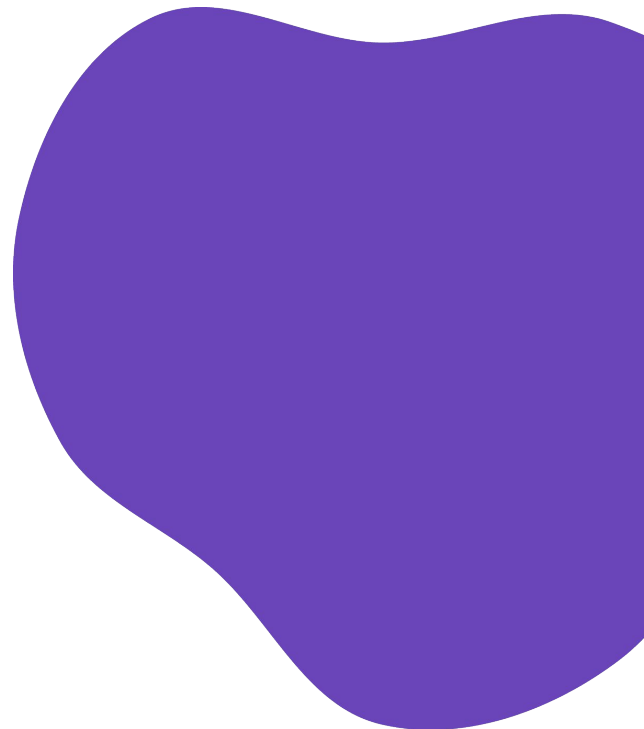


# hiya

**The next innovation  
in voice is here**



# Hiya is a proven & dedicated innovation partner

Hiya is the only company modernizing the voice call with trust, identity and intelligence as its core mission.

Customer oriented innovation culture



## SEA

Seattle HQ  
London & Budapest

## 400M

Global User Base  
Securing the world

## 165

Employees WW  
Operate in 40+ Countries

## 400+

Enterprise Customers  
Growing every day

## 16

Patents  
Modern SaaS

# The problem faced by thousands of brands & billions of people

# 79%

of unidentified calls go unanswered

# 94%

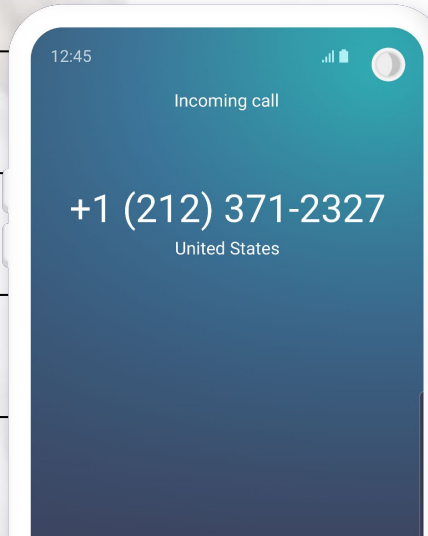
of consumers believe unidentified calls may be fraud

**Critical**  
Time sensitive

**Requested**  
Service call

**Undifferentiated**  
Disadvantage

**Unidentified**  
Untrusted



**Urgent**  
Emergency?

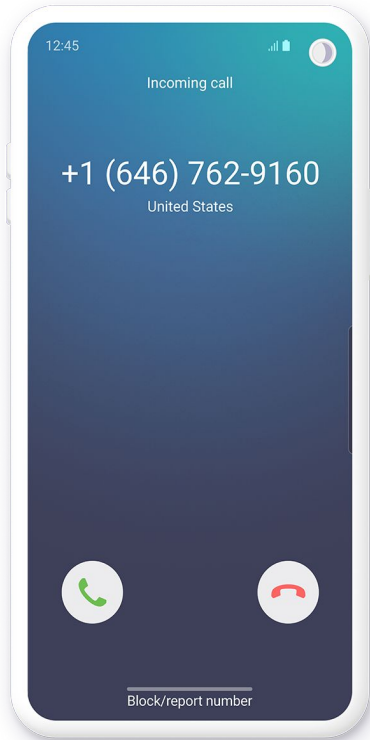
**Wanted**  
Expected call?

**Nuisance**  
Spam call?

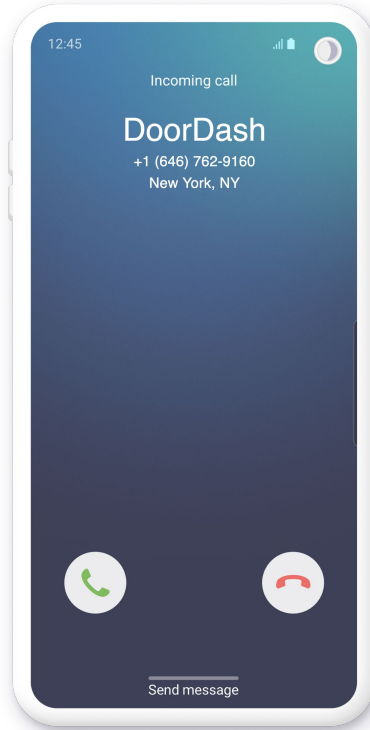
**Fraud**  
Extortion?

# Hiya Connect identity

## WITHOUT HIYA



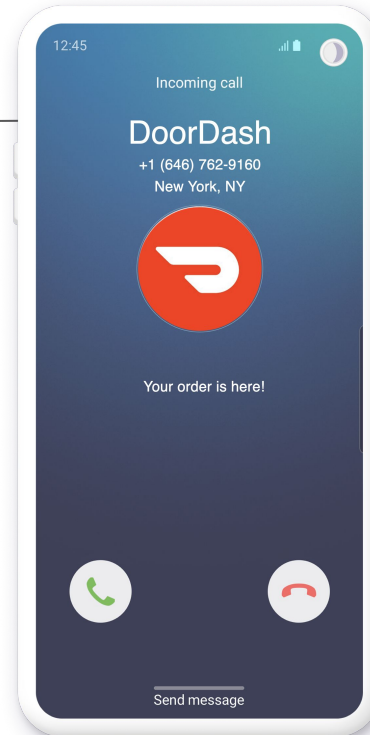
## WITH HIYA



**Name Only**

1

**Name**  
32 characters



2

**Logo**

5MB, png, jpg or gif  
600x600 min resolution  
1:1 (square) aspect ratio

3

**Call Reason**

50 characters

**Name, Logo & Call Reason**

# Optimize their voice channel and better connect with prospects & customers

## Delivery

A leading online food delivery service was struggling to contact customers in time to communicate changes to their orders & clarify delivery locations.

With  
Hiya Connect:

**90%**

of customers are able to be reached

## Health Notifications

A medication therapy management (MTM) service provider was finding it incredibly difficult to connect with patients to verify their prescriptions. Upwards of 85% of calls weren't being picked up.

With  
Hiya Connect:

**+33%**

increase in patient answer rates

## Service Appointments

A national window retailer and installation service was finding it challenging to both connect with sales leads as well as have expectant customers answer their call for installation scheduling & service appointments.

With  
Hiya Connect:

**+58%**

increase in sales & service call answer rates

## Sales

A trusted brand in auto service was seeing a decline in pick up rates due to the lack of brand recognition. This was negatively impacting their ability to get through to sales leads & renewal customers.

With  
Hiya Connect:

**+56%**

increase in prospect & customer answer rates

## Application follow-up

An outsourced call center doing business for a loan originator looked to increase outbound connect rates for calls placed regarding pending loan applications, as well as collections on delinquent payments.

With  
Hiya Connect:

**+70%**

increase in answer rates

# 800+ enterprises branding calls with Hiya

## Financial Services



## Transportation & Auto Services



## Healthcare



## Insurance



## Market Research, Education & Trade Orgs



## Retail, Home & Delivery Services



# The Top Reasons Behind Spam-Reported Calls

1. Calling too often
2. Calling off-hours
3. Do Not Call List/Request
4. Perceived as spam/telemarketer
5. Perceived as scam/fraud
6. Agent behavior/language
7. Call from blocked organization
8. Robocall
9. No one on other line/Pause after pickup/ Caller hung up when I answered
10. Not relevant/Not interested



# The Problem Facing Consumers: Should I answer?

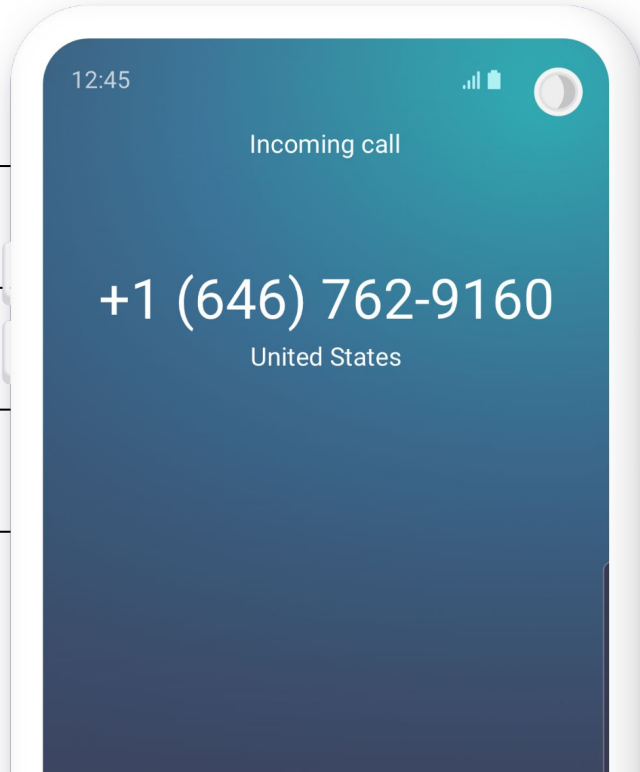
Unidentified = Uncertain

**Urgent**  
Emergency?

**Wanted**  
Expected call?

**Nuisance**  
Spam call?

**Fraud**  
Extortion?



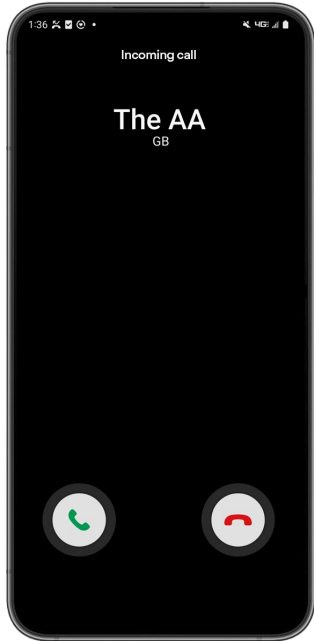
**79%**  
of unidentified calls  
go unanswered

**94%**  
of consumers believe  
unidentified calls may be fraud



# Hiya Connect Identity & Reach (UK)

25M users in UK | 40% coverage (2024)

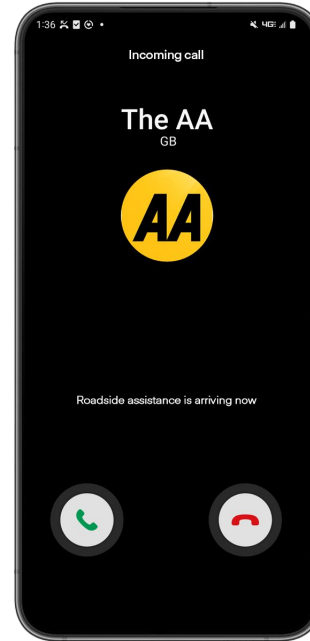


**Business name**

**17M** users

**BT/EE**  
(Android or iOS)

**Hiya App**  
(iOS)



**Business name +  
Logo and Static Call Reason**

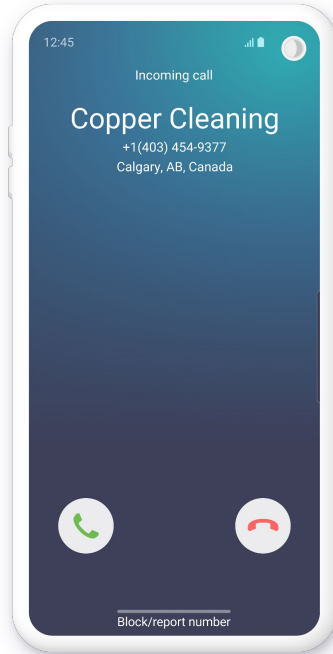
**8M** users

**Samsung  
SmartCall**

**Hiya App**  
(Android)

# Hiya Connect Identity & Reach

17M users in Canada | 45% coverage

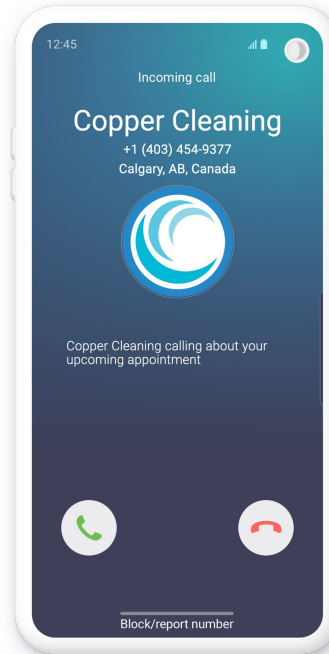


**Business name**

**13M** users

**Rogers**  
(Android or IOS)

**Hiya App**  
(iOS)



**Business name +  
Logo and Static Call Reason**

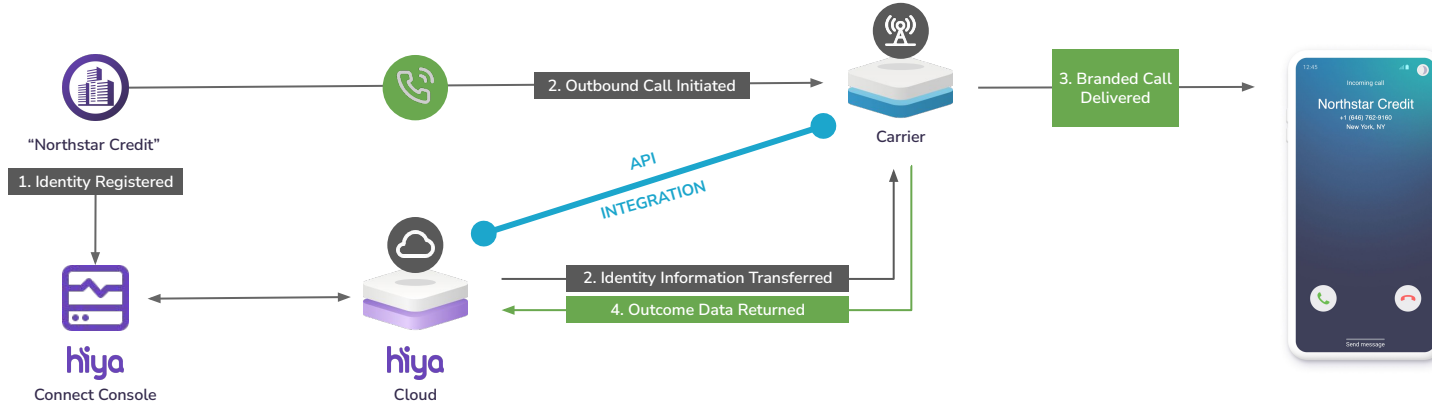
**3.8M** users

**Samsung  
SmartCall**  
(Rogers, Bell, Telus,  
Shaw, Other)

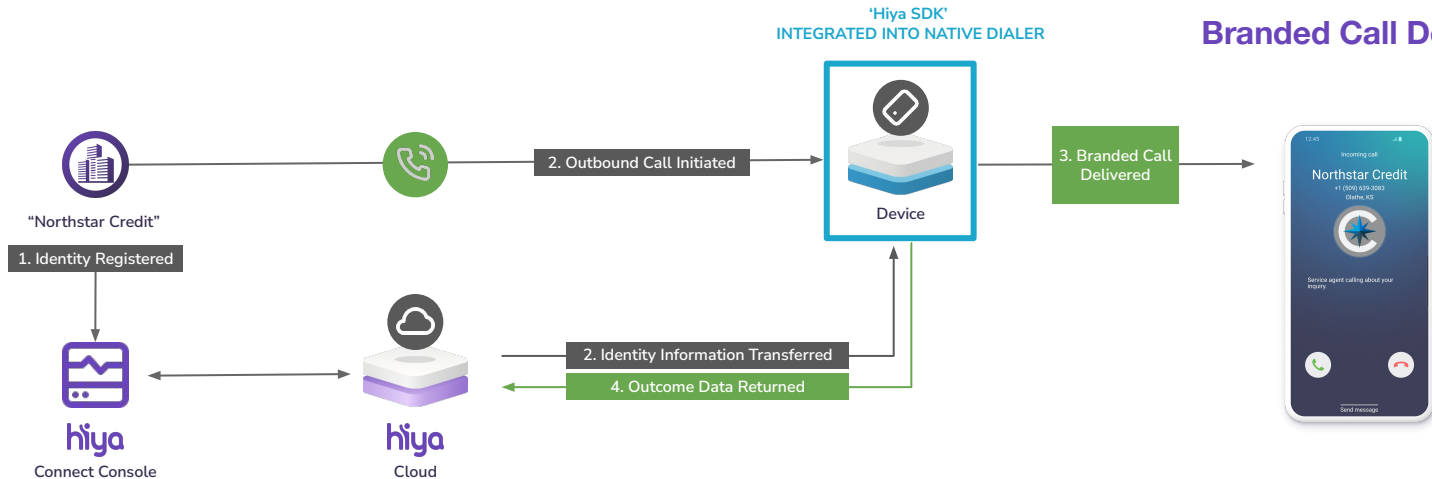
**Hiya App**  
(Android)

# How Branded Call Works

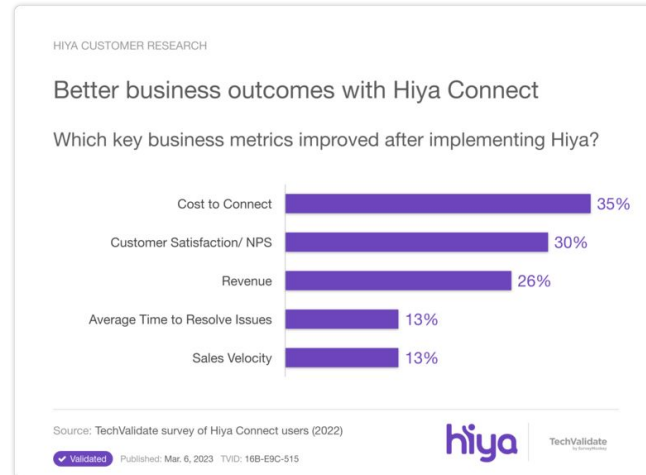
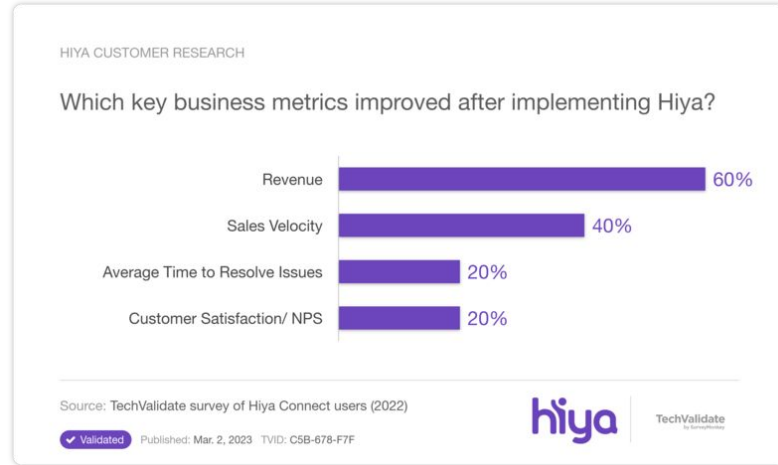
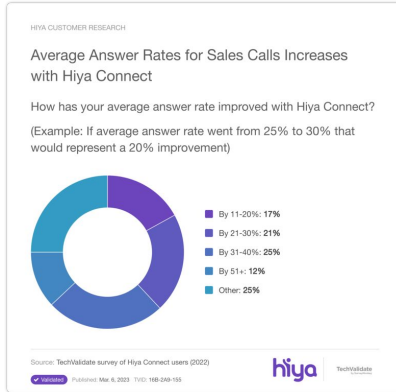
## Branded Call Delivery via Carrier



## Branded Call Delivery via Device



# Hiya Outcomes

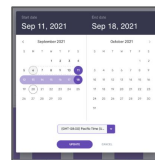


# How do we start?

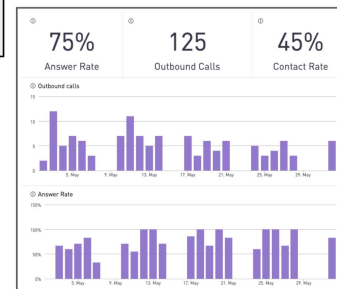
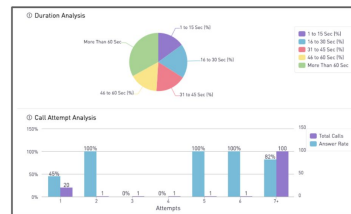
- No lift from your team outside of confirming list of applicable phone numbers, caller display IDs, logo and call reasons
- Account Setup Questionnaire / Managed Brand approvals (if applicable)
- Hiya to load TNs into portal for network approval
- Up to 10 business days for activation

	A	B	C	D	E	F	G	H
1	Two-letter count	Phone number v State (US only)	City	Business display name	Caller image ID	Use caller image	Call reason	
2	US	1234567890 PA	Collegeville	Paragon Stairs				
3								
4								
5								
6								
7								
8								

## Hiya Connect - Analytics & Insights

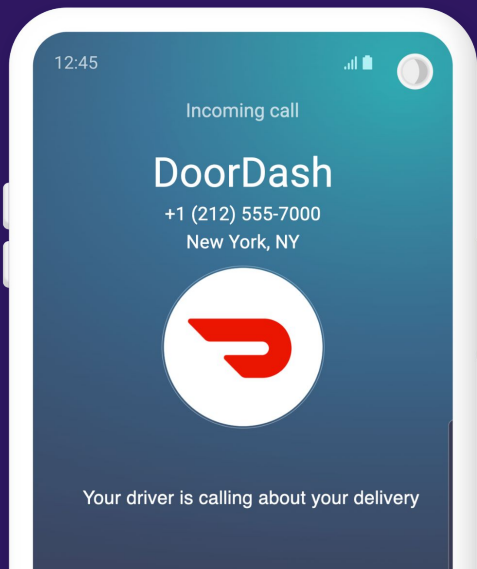


- Interactive Dashboards w/ KPIs
  - Total Calls
  - Answer/Contact Rates
  - Call Attempts
  - Call Durations
- Data trending over time
- Customized Date Ranges
- Exportable Data



# Driving revenue growth by delivering a better customer experience with Hiya

INDUSTRY: Retail, Home & Delivery Services  
CALL REASON: Notifications, Services



**65%**  
increase in  
answer rate

**13%**  
increase in  
contact rate

**0%**  
spam ratio

## Challenges

- Scaling operational efficiency for increased demand in food delivery
- Lost revenue from missed or delayed deliveries
- Decrease in brand loyalty

## Results

- More orders completed
- Less inbound calls, less callbacks
- Higher customer retention

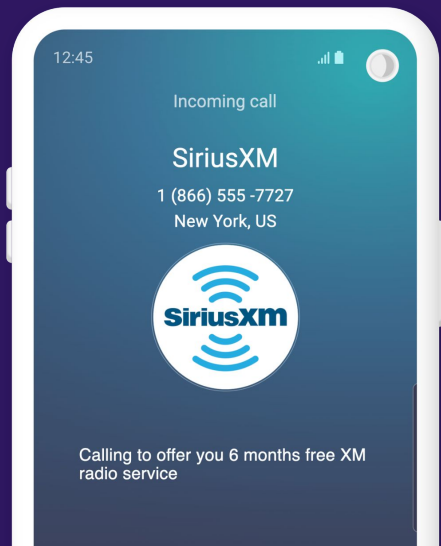
## Why Hiya vs. other solutions

- Branded caller ID in U.S., Canada, Australia



# Maintaining positive brand reputation and earning trust with call transparency

INDUSTRY: Retail, Home & Delivery Services  
CALL REASON: Sales & Marketing



# 25%

increase in  
call duration

# 5x

increase in  
contact rate

# .3%

spam ratio

## Challenges

- Brand reputation decreasing
- TCPA compliance
- Low agent engagement
- Reduced customer satisfaction

## Results

- Increased conversion rates & renewals
- Increased operational efficiency
- Happier agents
- Increased brand image
- Improved trust & transparency

# Using call identity and reputation insights to drive CX, efficiency, and growth

INDUSTRY: Retail, Home and Delivery Services

CALL REASON:

Sales, Service, Scheduling, Notifications

**9%**

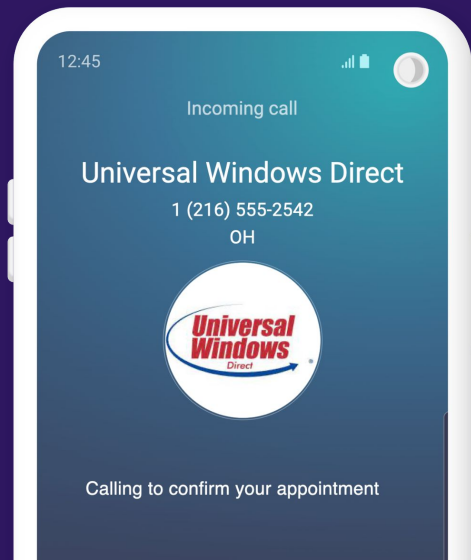
Increase in  
contact rate

**11%**

increase in  
call duration

**0%**

spam ratio



## Challenges

- Increase in home improvement projects
- High customer acquisition cost (CAC)
- Competitive market

## Results

- Lower customer acquisition cost (CAC)
- Customer retention and loyalty
- Better agent training

## Why Hiya vs. other solutions

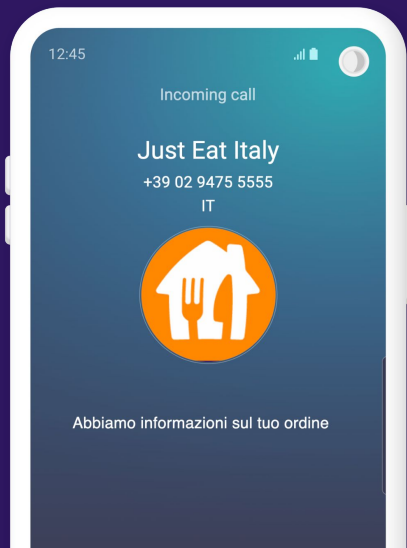
- U.S. distribution
- Control of display by each number
- Reputation analytics





# Delivering better experiences to win trust and loyalty

INDUSTRY: Retail, Home, and Delivery Services  
CALL REASON: Services, Notifications



**84%**

increase in  
answer rate

**87%**

more calls answered  
on first attempt

**0%**

spam ratio

## Challenges

- Competitive market
- Frustrated restaurants, drivers, customers
- Increased call center volume
- High operating costs

## Results

- Cost & time savings
- Higher customer, employee, partner satisfaction
- Increased loyalty, repeat orders

## Why Hiya vs. other solutions

- Network reach into Italy

# Customer Success: Accelerating Time to Value

Hiya's Customer Success team combines industry expertise with deep product knowledge to help you get the most out of your Hiya partnership.

From strategy to execution, we align on a success plan that fuels fast time-to-value and long-term gains for your bottom line.

## What you get as a customer:

- Dedicated trusted advisor
- Prescriptive insights and best practices
- Tailored and proactive performance monitoring
- White glove support services



# A Comprehensive Approach to Success

Our partnership goes beyond software from implementation to transformation.

We are committed to understanding your business, your needs, and helping you maximize the value you get from Hiya

Personalized Hiya Console insights and analytics allow you to keep your finger on the pulse of your business.



# Thank you