



HIYA CONNECT CASE STUDY | EPOS NOW

Epos Now Boosts Outbound Sales Efficiency with Hiya Connect

June 2025



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Customer	Headquarters	Industry	Call purpose	Monthly call volume
Epos Now	United Kingdom	B2B S&T	Sales & Marketing	70K outbound calls

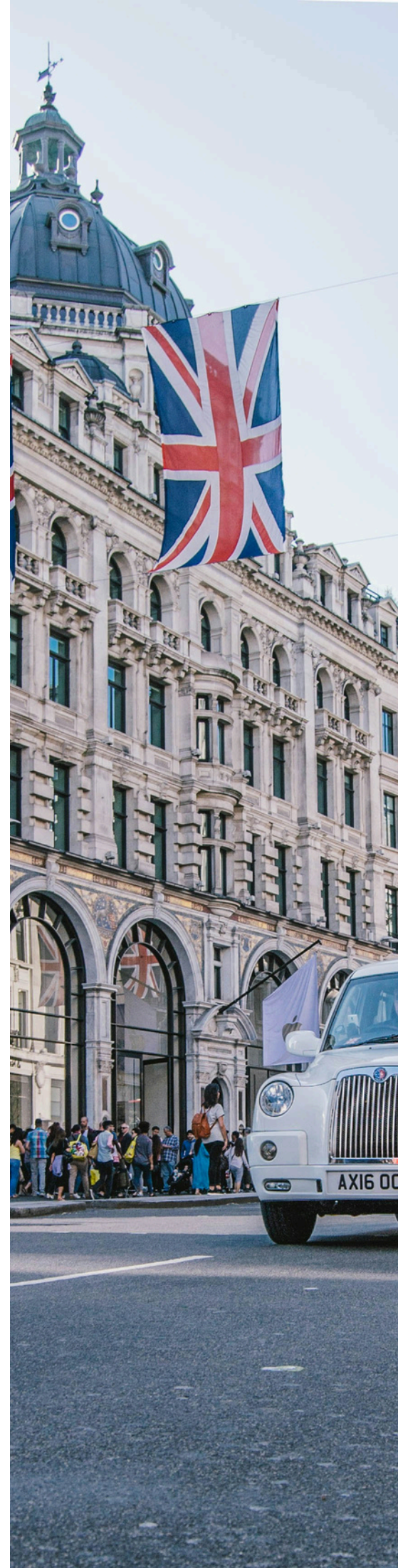
Epos Now, a leading B2B software and technology company serving businesses across the UK and beyond, relies heavily on outbound calling to support its sales and marketing initiatives.

With over 70,000 outbound calls made each month across its regional offices and departments, connecting with potential customers quickly and reliably is a core driver of growth. But as answer rates declined and call labeling issues emerged, Epos Now needed a solution to regain control of its outbound performance.

The Challenge

Before Hiya Connect, Epos Now faced mounting roadblocks that undermined the efficiency of its outbound efforts:

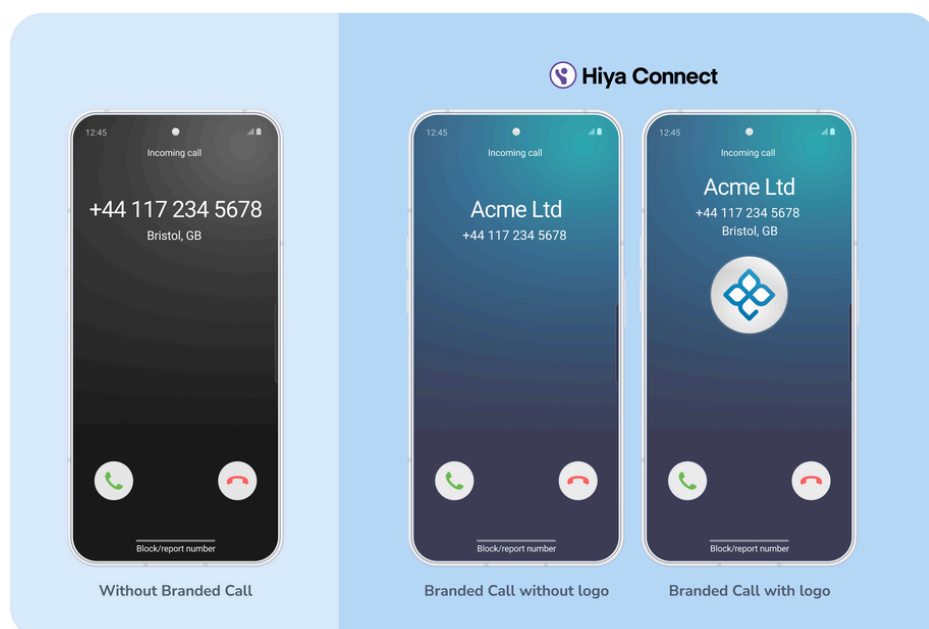
- ✓ **Answer Rates Declining:** Teams noticed a troubling drop in answer rates. Many outbound calls were being flagged as spam or appearing anonymously on customers' phones, eroding trust before the conversation even began.
- ✓ **Lack of Visibility:** There was no clear way to understand why calls were being mislabeled or going unanswered, which made it difficult to take corrective action.
- ✓ **Operational Drag:** With sales and marketing teams operating across different departments and offices, the company needed a way to streamline call performance and eliminate inefficiencies.
- ✓ **Risk of Damaged Brand Reputation:** Without insight into how calls were being presented to customers, the organization faced growing concerns around reputation damage.



The Risk Without Hiya

Without a way to inspect and manage how their calls appeared on recipient devices, Epos Now risked:

- ✓ Losing valuable leads due to poor answer rates
- ✓ Wasting time and budget on calls that never reached their intended recipients
- ✓ Damaging their brand's credibility by showing up as an unidentified caller



The Solution: Hiya Connect

Epos Now implemented Hiya Connect to take control of its outbound calls across regional offices and departments.

With Hiya, the team could:

- ✓ Brand their calls with a trusted name and reason for calling
- ✓ Inspect call performance across regions and campaigns to identify problem numbers or call patterns
- ✓ Improve caller reputation, reducing the likelihood of being perceived as unwanted call
- ✓ Ensure compliance with clearer visibility and control over outbound dialing practices

On the web:

hiya.com/products/connect

Email us at:

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.



The Results

With Hiya Connect, Epos Now not only increased answer rates but also unlocked meaningful business outcomes across their sales and marketing efforts.

- ✓ Increased Connection Rates by 35–40%: Branded calls helped Epos Now restore trust and reach more prospects on the first try.
- ✓ Improved Operational Efficiency: Teams spent less time chasing unreachable leads and more time on high-value conversations.
- ✓ Reduced Risk: With clearer call labeling and call reputation monitoring, the company reduced its exposure to compliance issues and reputational harm.

To learn more, visit: www.hiya.com

