



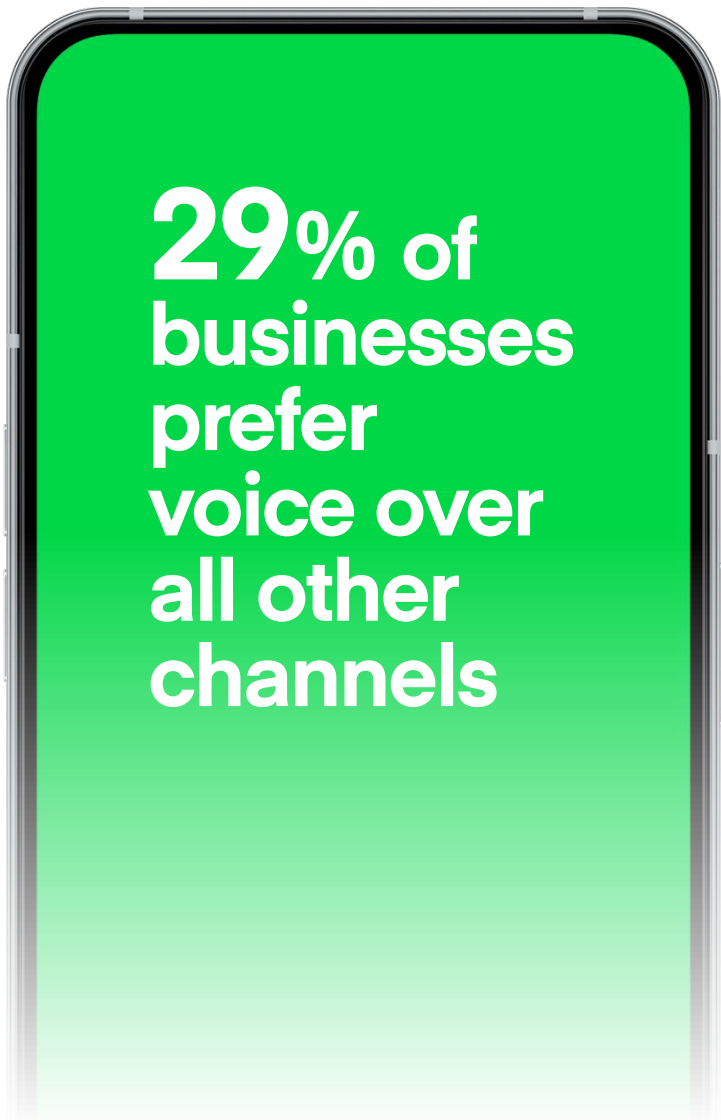
The blindspot in your outbound calls - and how to fix it

Consumers worldwide receive 137M unwanted calls per day

Consumers have become conditioned to ignore unknown numbers. Between scam calls, spoofing, and spam labels, even legitimate business calls go unanswered.

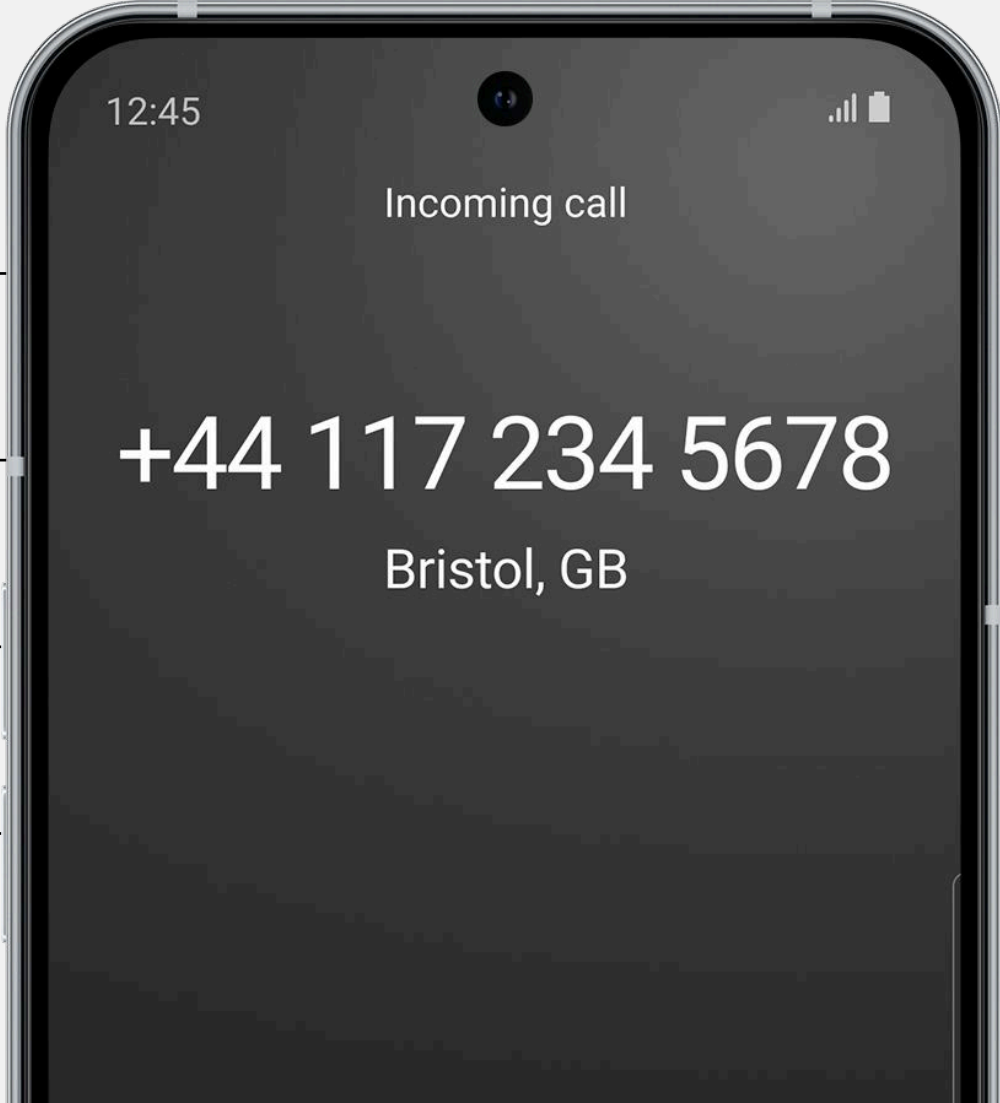
Yet voice remains the #1 channel for sales conversions, appointment scheduling, and customer engagement.

People prefer voice for interactions with:



The problem facing consumers: Should I answer?

- Urgent**
Emergency?
- Wanted**
Expected call?
- Nuisance**
Spam call?
- Fraud**
Extortion?



92%
of consumers believe unidentified calls may be spam or fraud

80% of unidentified calls go unanswered

Unwanted spam, fraud, and spoofing continue to degrade the performance of legitimate businesses trying to contact customers via voice call.

Top 5 areas impacted by the inability to connect

- Reduced customer satisfaction
- Slower deal velocity
- Reduction in customer leads
- Higher operational costs
- Lower customer satisfaction

You're investing in lead generation, sales agents, and dialer tech—but if your calls are marked as spam or show up as “Unknown,” none of that matters.

Hiya Connect Branded Call

When people know who's calling, they answer the phone

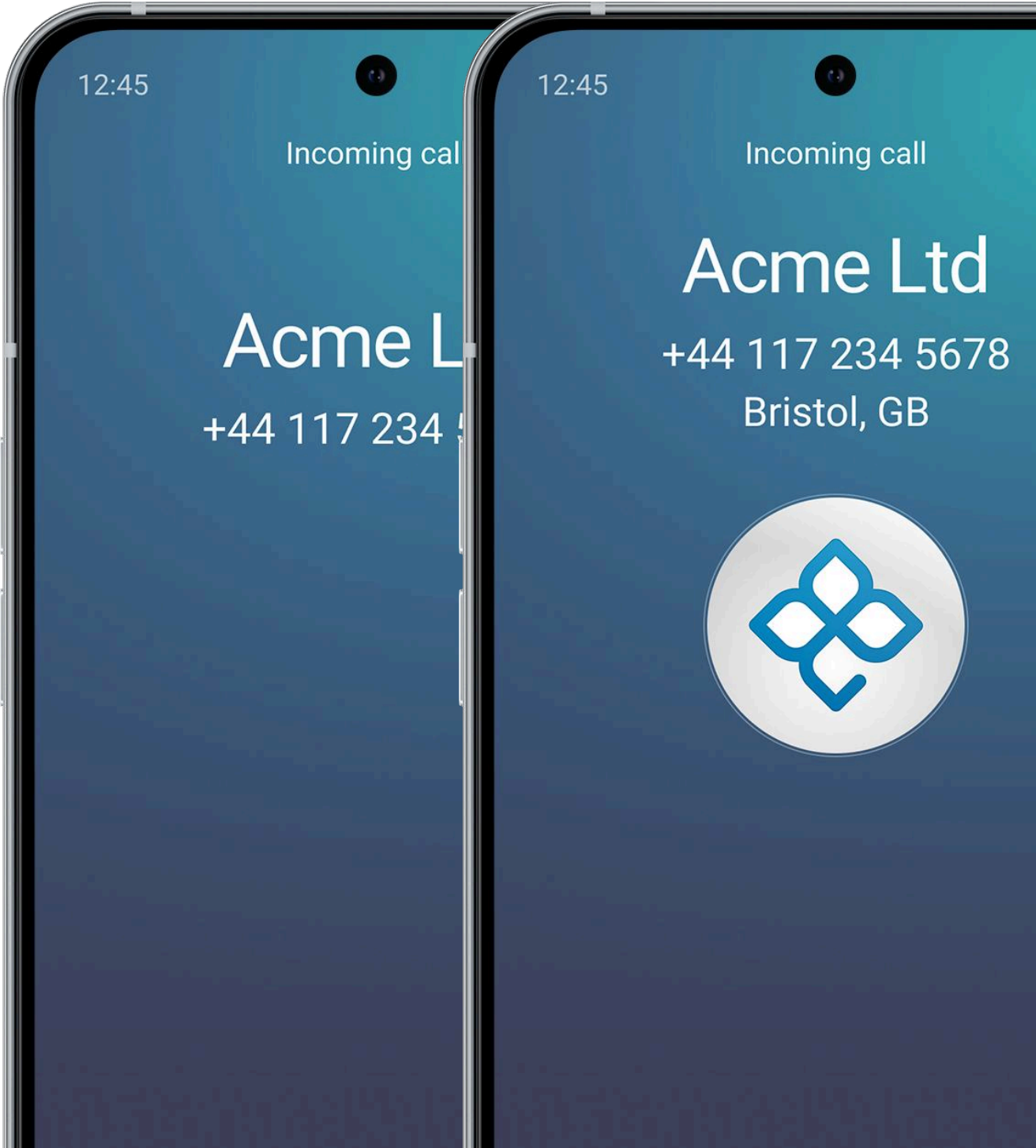
“With Hiya, our answer rates increased to 68% for our customer service teams, which saved multiple callbacks to customers.



Steve Laming
Transformation Director, Aerial Direct

Branded Call without logo

Branded Call with logo



LEARN MORE >

Take the caller ID reality check and get a free call inspection to see what customers see when you call