

## Executive Overview

- <https://www.hiya.com/>
- Headquarters: Seattle, WA with offices in London and Budapest
- 160+ employees worldwide and growing
- Founded by Alex Algard, previous founder & CEO of whitepages.com; Hiya spun out of whitepages.com in 2016
- Consumer reach and distribution through carrier, device, and app integrations including AT&T, Rogers, Cricket Wireless, Samsung, Google, Hiya App, Mr. Number
- 200M+ mobile users worldwide in the Hiya Mobile Network
- Over 300+ Enterprise customers

## Product & Service Offerings

- Hiya Connect
  - Branded Caller ID
  - Secure Call
  - Branded Call Intelligence

## Sales Engineer Take On Best Fit

Ability to brand outbound calls this helps with caller pick up vs unwanted SPAM calls. Make sure you outline which carriers are important.

-Andy Bird, VP of CX

## Key Features & Differentiators

- **Network:** Hiya has the largest network of carrier relationships to drive the delivery of branded calls and Hiya's Branded Call is the only solution that can brand calls beyond the United States via network partnerships to reach Canada, the UK, and select EU countries
- **Direct Integration:** Hiya has the largest OEM network for branded calling and is the only solution that can deliver logo and call reason globally via direct device integration without a separate application on Samsung and Google devices
- **Security:** Hiya is the most trusted vendor in the market through maintaining the most robust and transparent trust and safety practices in the market that goes beyond industry regulations to verify legitimacy and call practices of registered numbers. Hiya is both SOC-2 and ISO-27001 certified

## Top Industries Served

- Financial Services
- Healthcare

- Pharmacy
- Hospitality (Hotels, Food, Beverage)

## Ideal Customer Profile

Primary Target Prospect: Enterprise companies with call centers making a high volume of outbound calls to individual consumers (B2C):  
10k+ calls/day or 100k calls/month

- Key Verticals:
  - Financial Services
  - Insurance
  - Retail
  - Delivery Services
- Types of Calls Made:
  - Sales (follow-up from web inquiries, providing quotes, deal closing, etc...)
  - Services (answering inquiries, resolving issues, customer check-ins)
  - Scheduling (setting and confirming appointments)
  - Surveying
  - Delivery (food delivery drivers, package delivery drivers)

## Qualifying & Technical Questions

Baseline Need:

1. Do you know how your brand is displayed on caller ID when calling mobile phones?
2. What is the purpose of your outbound calls and what challenges are you facing with your calls not being answered? (reputation, unanswered calls, etc...)
3. How much time do your call center agents spend handling spoof/spam related complaints?

Timeline / Budget:

1. What other call center initiatives are you spending your budget on?
2. How quickly do you need to solve this problem?

Historical Attempts to Remedy:

1. Have you taken any steps already to try and solve this issue?
2. What tools are you currently using to monitor the reputation of your company's phone numbers?
3. When was the last time you inspected how outbound calls are displayed on the caller ID of different mobile networks or devices to see what your customers see when you call?
4. When one of your phone numbers is flagged as span, how do you rectify the situation? How long does that usually take?

Scale:

1. How many outbound calls does your organization make per month?

Voice vs. Other Comms Channels:

1. What is your multi-channel strategy for contacting customers?