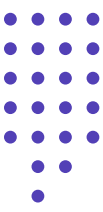# IT PROFESSIONALS: 4 STEPS TO MINIMIZE FRAUD AND MAXIMIZE SECURITY IN YOUR VOICE CHANNEL

hiya

Modern technology has enabled businesses to connect with their customers 24/7. There's social media, email, text messaging, chatbots, mobile apps and more. Yet, customers report that their preferred method of communicating with a business is a voice call. That's according to a recent survey of more than 12,000 consumers and 1,800 businesses worldwide conducted by Hiya, a leading provider of mobile branded caller ID and call protection and optimization services.

Voice calls are personal and interactive, and add a certain touch that's lacking in emails and chatbots. The problem with voice calls, however, is that in order for them to be effective, the person on the other end has to answer the call. In the survey mentioned above, 79% of consumers said they don't answer unidentified calls, and 94% of consumers think unidentified calls might be fraud.

Types of businesses that depend heavily on voice calls to conduct businesses:	
• Healthcare	• Market Research
• Financial Services	• Retail
• Insurance	• Government

The rising influx of spam calls has led to an erosion of consumer trust. This lack of trust makes it difficult to get consumers to even answer their phones—let alone engage in a discussion that might lead to a potential sale.

There is something you can do about it. The IT department is ultimately responsible for the telecom system and the hardware and software used for voice communication. This eBook presents 4 ways the IT department can lead the way in optimizing your company's voice communication platform.

Technology optimization

Companies spend millions of dollars upgrading their computer hardware and software, strengthening their networks, migrating data to the cloud, and beefing up their cybersecurity. Yet, often their voice communication technology hasn't kept up with the times. This is especially true when it comes to identifying your company in outbound calls. When your business depends on customers answering their phones, you shouldn't rely on technology that was created more than 30 years ago.
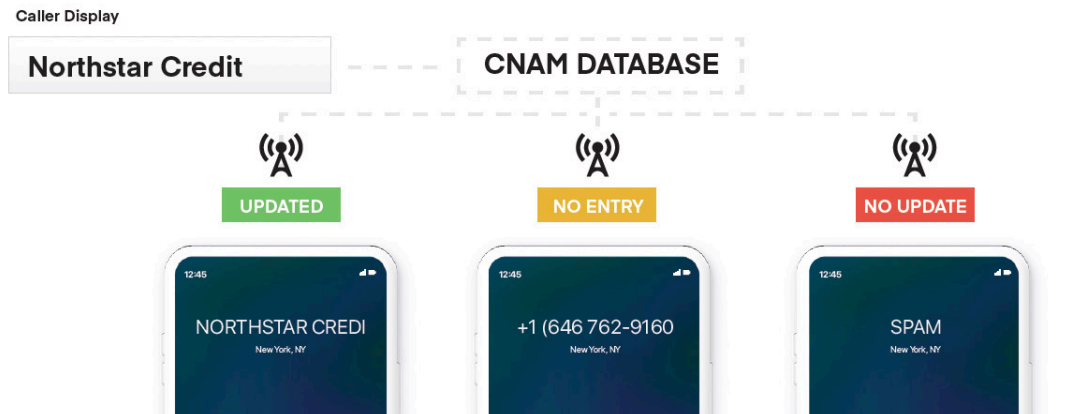
TRADITIONAL CALLER ID

Caller ID was made commercially available in the United States in the 1980s. Since its inception, caller ID has offered the ability to display the name and phone number associated with an incoming call based on information provided by the receiving party's phone carrier. The problem is that carriers don't have direct access to caller ID. They get their information from the Caller ID Name (CNAM) database. In fact, there are many CNAM databases that carriers pull from.

Despite the longevity of this system, there are significant disadvantages to relying on CNAM to provide call identification, including:

- **CNAM often presents the wrong caller ID name.**

- **Update requests can take weeks or months.**

- **Sometimes there is no identification on the call at all.**

- **Names can only be displayed in uppercase and are limited to 15 characters.**

- **CNAM does not support 1-800 numbers (which were created for inbound calls).**

CNAM was designed for landline technology and therefore doesn't guarantee consistent identity displayed on mobile devices. Companies have very limited control of how their name is going to show up for the customer.

Caller Display

Northstar Credit ----- CNAM DATABASE

UPDATED · NO ENTRY · NO UPDATE

NORTHSTAR CREDI
New York, NY

+1 (646 762-9160
New York, NY

SPAM
New York, NY

With traditional caller ID, your call could be labeled as spam or include only partial information. [Note: Clip pulled from the Branded Caller ID Buyers Guide]

BRANDED CALLER ID

Branded caller ID doesn't rely on CNAM services. Instead, it provides a consistent and accurate caller name by working directly with carrier networks and mobile device manufacturers. With branded caller ID, companies can personalize the look of their outbound calls to include the company name, phone number, company logo, and the reason for the call.

Advantages of branded caller ID include:

- **Can display up to 32 characters in a name.**
- **Can display the reason for the call, up to 50 characters.**
- **Can include a company logo.**
- **Can be updated quickly and easily.**
- **Allows ability to A/B test different caller names.**
- **1-800 numbers are supported.**

Operations optimization

How do you know if your company needs to upgrade its current technology? One way is to track key performance indicators (KPIs) over time. If your company has a call center, it's likely they are already tracking certain KPIs that measure how effective they are. IT should also be aware of these metrics, as they can help you evaluate the performance of your voice channel. Here are a few KPIs to monitor.

- **Answer rates** - If you have a high percentage of unanswered calls, it could be because customers don't know who's calling. This is why many companies seek out branded caller ID. When customers can see – before they pick up their phone – who is calling and why, they are much more likely to answer the phone.

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79% of consumers say they don't answer unidentified calls

- **Call duration** - If you have a high percentage of calls that last less than 15 seconds, it tells you that customers are picking up the call, but hanging up quickly. This could indicate that the caller didn't want to talk after discovering who the call was from. Companies that identify their calls usually see improvement in call duration.

- **Conversion rate** - The conversion rate measures whether the agent ushers the customer in the right direction. A conversion could mean making a sale, completing a survey, fulfilling a request for product information, or completing some other action during the call. High conversion rates indicate that your agents are successful at what they are being asked to do.

- **Net Promoter Score** - While this metric is commonly tracked by marketing departments, it has value for the IT department too, because it reflects how the public feels about your brand as a whole. The score is calculated using answers from surveys where customers answer questions using a rating scale that usually ranges from 1 (worse) to 10 (best). Depending on the score, customers are graded as promoters, passives, or detractors. Ranges 7-10 are reserved for promoters and passives, while ratings of 6 and below are consumers who are not pleased with the service.

Security optimization

Cybersecurity is a critical function in any IT department. And your telecom system is not free from malicious attacks. One of the most damaging security threats to your voice channel is "spoofing." Spoofing is when someone impersonates a reputable brand to scam consumers. Fraudsters hijack phone numbers associated with legitimate businesses and pose as that entity to obtain money or sensitive information. Spoofing continues to plague the industry, and it can be disastrous not only for the customer, but can cause permanent harm to your brand's reputation.

There are, however, solutions that can prevent spoofing. Some voice platforms offer services that prevent imposters from hijacking phone numbers by authenticating calls as they are being initiated. For example, calls that are protected with Hiya's Secure Call are pre-authenticated. If the source of the call can't be validated, the business can either strip out any branding or identification, identify the call as possible fraud, or terminate unverified calls before they can be completed. Secure Call also provides analytics that can track whether your calls are being spoofed.

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$567 The average amount lost by people who were scammed in the U.S. In several other countries the amount is even higher.

Cost optimization

One of the most important things an IT department can do is to determine return on investment (ROI). Before implementing any new technology, you'll want to calculate whether the benefits of the technology are greater than the cost. Below are two simple worksheets that can help you estimate the cost of adding a new technology.

ROI Calculator: For businesses considering a branded caller ID solution, Hiya has developed an ROI calculator that can give you a high-level estimate of the economic impact of implementing Hiya Connect, based on your specific business. **https://www.totaleconomicimpact.com/dev/hiya/index.html**

FIRST, CALCULATE STAFFING COSTS

When adding any new technology to your business, you'll need to know both the cost of the equipment/software and the personnel costs to both set up and maintain the new technology. When calculating the cost of staff time and equipment, it's wise to spread it out over a three year period to come up with an average cost per year. Included in the average will be any initial step-up and planning costs. Below is an example of a staff cost planning worksheet.

STAFF costs for deploying and maintaining new voice technology

Personnel	Initial	Year 1	Year 2	Year 3
Internal team planning cost	$ __	$ 0	$ 0	$ 0
Set-up costs	$ __	$ 0	$ 0	$ 0
Ongoing maintenance & support	$ 0	$ __	$ __	$ __
Total	$ __	$ __	$ __	$ __

Add the numbers on the bottom line and divide by 3 to get the average annual cost.

NEXT, CALCULATE TOTAL COST

After you've determined your staffing costs, you can calculate your total cost of implementing the new technology.

TOTAL costs for deploying and maintaining new voice technology

Cost	Initial	Year 1	Year 2	Year 3	Total
Annual fees paid to vendor of new technology	$ 0	$___	$___	$___	$___
Internal staff costs (from chart above)	$___	$___	$___	$___	$___
Total cost	$___	$___	$___	$___	$___

Take the total in the bottom right-hand box and divide by 3 to come up with the average annual cost.

See the results of the Total Economic Impact™ study conducted by Forrester Consulting examining the potential ROI enterprises may realize by deploying Hiya Connect.

Watch the webinar or **Download the study**

Conclusion

If your business depends on reaching customers with voice calls, don't leave it to chance whether those calls go through. The IT department can play a major role in maximizing the chance that customers will pick up the phone and begin engaging with your company.

It all starts with optimizing the elements of your voice communications platform: Evaluate your current technology, track operational KPIs that show your strengths and weaknesses, implement proper security measures, and calculate the ROI of new technologies you're considering adopting.

A modern voice platform built with today's mobile users in mind can result in an increase in answered calls, improved employee productivity, and higher sales. Now you can lead the way in deploying new technologies that will bring the most value to your company and boost the reputation of your brand.

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hiya Connect | **Learn more about Hiya Connect**
Visit hiya.com/Connect or email us today connect@hiya.com

ABOUT HIYA

Hiya Connect provides enterprise intelligence and increased influence over the performance of voice calls. Hiya's modern SaaS application doubles answer rates, decreases the cost to connect, drives faster lead conversion, and improves customer satisfaction.

Prevent impersonation of your calls and protect your brand with Secure Call. Influence answer rates through an exceptional branded calling experience and engage faster with Branded Call. Register verified business numbers, monitor and dispute reputation tags directly with Reputation Management. Impact business results with self-serve call Performance Analytics that offer insights to optimize business performance.

Hiya Connect is powered by the Voice Performance Platform, a set of specialized trust models, machine-trained algorithms, and performance science based on 13B+ monthly call events to ensure call protection and appropriate reputation designation. Hiya has the unmatched distribution of the Hiya Network, a set of direct relationships with the largest mobile carriers and mobile phone manufacturers in the world, including AT&T and Samsung, with a reach of over 135M individuals across 40+ countries.