



Hiya's Branded Calling First outbound sales playbook

Discover how Hiya's outbound calling sales strategy has helped it achieve 25% answer rates and 15% call-back rates — and how your company can too

Hiya is in the B2B software business. But it is also in the sales business. Just like you, Hiya must sell its products by calling prospects, developing relationships, and closing deals. In this guide, Hiya shares with you its secrets to success. These are the outbound calling strategies Hiya uses to connect with prospects and customers, and by following these best practices you, too, can boost your answer rates and drive growth for your company.

THE PROBLEM

People don't answer their phones

Whether you are calling business-to-business or business-to-consumer, you will discover the current reality: people won't answer their phones unless they know exactly who is calling them. Every day millions of calls go out for sales, service, billing, recruiting, and more. However, research commissioned by Hiya shows:

- 48% of consumers never answer unidentified calls.
- 76% are more likely to answer if they recognize the caller.
- 55% never return calls from unknown numbers.

Source: [Hiya State of the Call Report](#)

Think of your own experience:

- How many calls have you ignored this week?
- How many did you call back?
- Would you respond to an email from a random Gmail address? If not, why expect consumers to answer unknown phone numbers?

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You wouldn't send emails without your company's domain attached, so why would you do that with a phone call?

Jonah-Kai Hancock
VP of Demand Generation, Hiya

Despite the abysmal answer rates, 85% of business people believe voice calls are critical to achieving their goals, and consumers prefer voice over email and text for important interactions. Businesses reaching out to Hiya said their biggest challenge was getting calls answered.

What challenges were you experiencing that led you to evaluate Hiya?

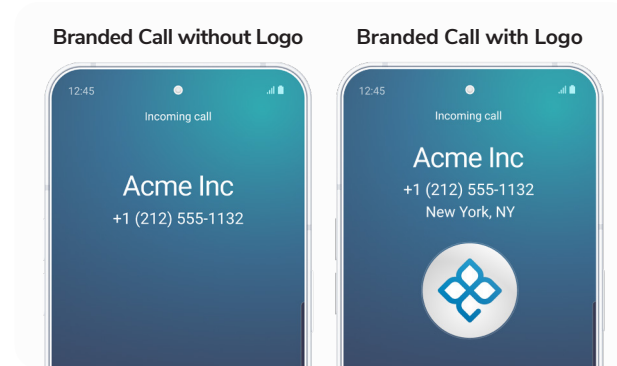


THE SOLUTION

Lead with branded calling

To increase sales and customer engagement, Hiya has adopted a “**Branded Calling First**” approach. This involves identifying who is calling and why before the recipient answers the phone.

What is branded calling?



Branded calling is the evolution of voice engagement, **transforming an ordinary, unidentified phone call into a powerful brand impression.** Just as a well-placed, contextually relevant Google search ad reaches a consumer at the exact moment of intent, a branded call delivers immediate recognition and trust in the palm of the customer’s hand. It ensures that businesses connect with their audience in the most contextual and compelling way possible, right at the moment they are ready to engage.

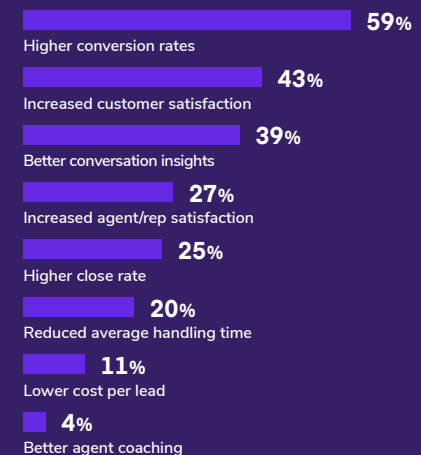
You wouldn’t send an email without your company’s domain. You wouldn’t create an ad without your company’s branding. So why would you make a call without ensuring your brand is

front and center? The phone remains a critical customer touchpoint—make every impression count. Branded calling increases brand visibility, builds trust, and drives meaningful engagement.

Benefits of branded calling

- **Brand trust:** Calls display verified company names and logos.
- **Higher pickup rates:** Prospects recognize who is calling.
- **Stronger engagement:** Conversations start with less skepticism.

What business benefits have you recognized since implementing Hiya?

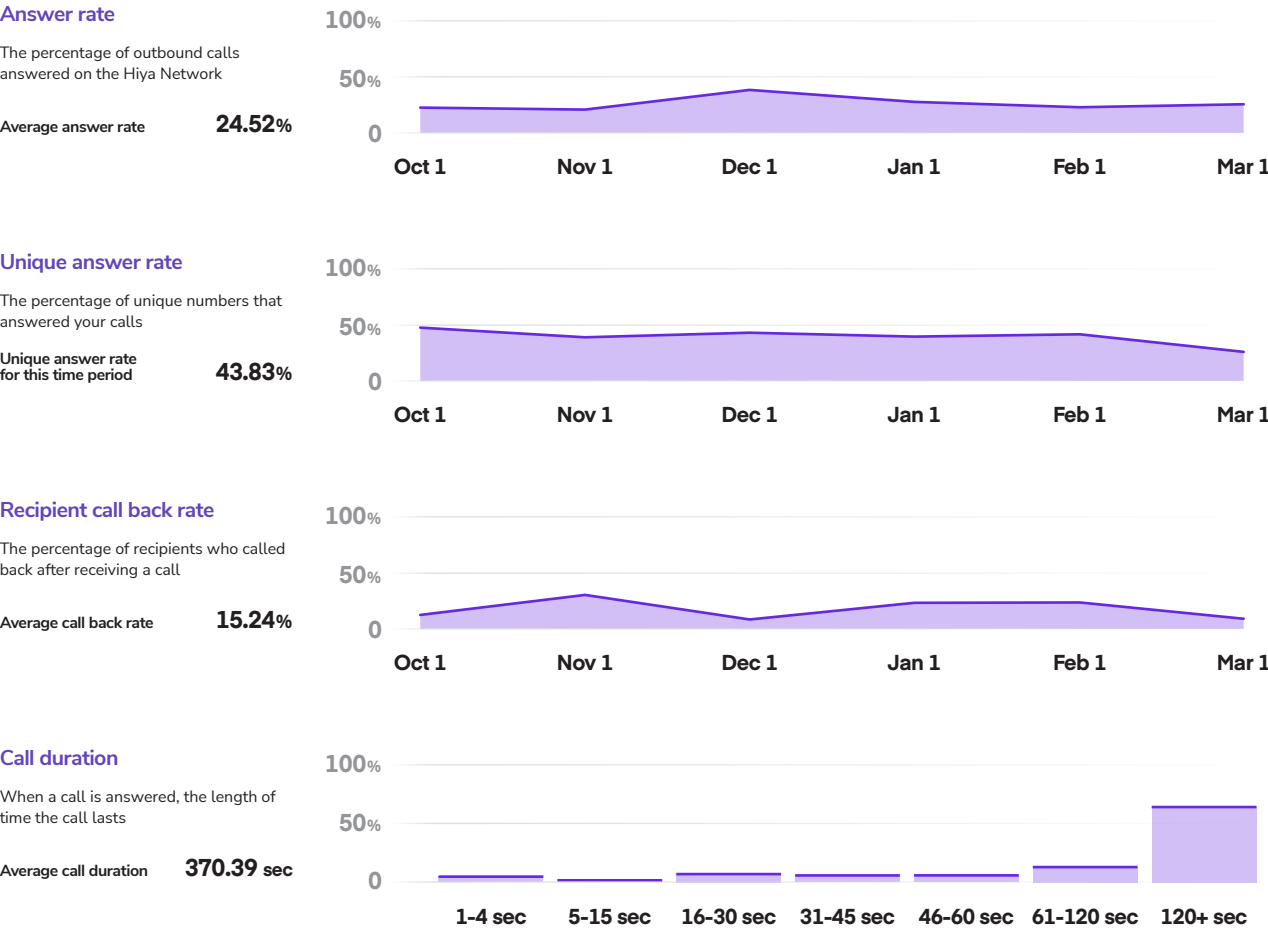


CASE STUDY

Hiya’s experience with branded calling

Hiya uses the **Branded Calling First** framework in its own marketing demand generation strategy, delivering measurable results. Below are key metrics and outcomes Hiya has experienced using this approach.

Data is from Oct. 1, 2024–March 1, 2025. Sales development reps and account executives following up on demand generation leads (inbound).



25% answer rates

By displaying Hiya's name and logo, prospects were more inclined to answer calls, knowing who was reaching out. This has resulted in a 25% answer rate and a 43% unique answer rate enabling more conversations and opportunities to engage potential customers.

The average industry answer rate is somewhere between 4-6%. Hiya's 25% answer rate is more than 4 times the average.

15% recipient call back rate

By displaying Hiya's name and logo, prospects were more inclined to call you back when they missed your call.

58% human connection rate

Combining the unique answer rate with the recipient call back rate gives you your total contact rate which Hiya uses to define Human Connection Rate. With Hiya and our console data you now know how many people you are having conversations with.

When looking at the Human Connection Rate we are talking to 58 out of every 100 people we call. That is game changing!

460% increase in average talk time

Chorus, a Zoominfo company, has found that the average cold call lasts 80 seconds. Here at Hiya our average outbound calls last 370 seconds! In fact 64% of all of our outbound calls last over 120 seconds. Not only are we getting an exceedingly high connect rate but the majority of those calls are turning into quality conversations.

35% increase in closed deals

With improved answer rates and stronger engagement, the sales team became significantly more productive. They spent less time chasing low quality inquiries and more time nurturing qualified leads. As a result, Hiya saw a 25% increase in qualified opportunities within 3 months, leading to a 35% increase in closed deals.

Stronger brand recognition and trust

Branded calling helps Hiya stand out in a crowded market of B2B SaaS solutions. Prospects recognized the brand immediately and associated it with credibility and professionalism, leading to more receptive conversations. On a monthly basis, Hiya delivers thousands of branded calls to customers and prospects.

Turning cold and warm leads into opportunities and revenue faster with branded caller

Industry:
B2B Software - SaaS provider

Call Reason:
Sales & Marketing

Call Volume:
Up to 10k calls per month



25%

Average answer rate

4x

higher answer rate than industry average reported by Outreach.io

90%+

Initial Meetings are held

60%

SAL to SQL Conversion

Benefits of Branded Call

- **Brand recognition and trust**
- **Speed to lead:**
 - More wanted calls answered = more conversations
- **Works with existing tech stack**
 - Make calls from any outbound calling platform

Primary Use Cases

- **Sales Development Representatives:**
 - Outbound (cold calling)
 - Inbound (follow-up on intent)
- **Account Executives:**
 - Closing deals
 - Renewals & expansion

Hiya's guiding principles for outbound sales

- **Buyers educate themselves**
According to a study by TrustRadius, [87-100%](#) of customers complete most of their buying journey through self-service education on the web before reaching out.
- **Educated customers are ready to buy**
The most crucial calls come from digitally educated buyers who are ready to purchase. Leverage intent, predictive models and ABM approaches to find companies that are in an active buying process, adding in branded calls to shorten the early stages of the sales cycle (speed to lead).
- **Make customer-friendly calls**
Calls should respect consumer preferences and local laws. (Learn more with Hiya's guide [10 Tips to Improve Your Reputation and Get Your Business Calls Answered](#))
- **Avoid being labeled as spam**
[Registering your business numbers](#) lets carriers know you are a legitimate business, and helps reduce the likelihood your calls will be labeled as spam.
- **Return calls promptly**
Hiya considers the optimal response to be within 5 minutes. If resources are limited, larger accounts are prioritized:
 - Human response for large accounts during business hours.
 - AI-generated response for small and medium sized businesses.
 - AI-generated response for after-hours inquiries or overflow.
- **Use branded call technology to identify who is calling. That includes:**
 - Business name
 - Business phone number
 - Logo
 - Call reason



Hiya's "Rule of 3" for sales calls

- **Outbound unexpected cold call**
3 calls within one week. If no answer or call back occurs, an email sequence is triggered.
- **Inbound lead follow up**
3 calls within the first 24 hours to qualify leads before triggering an email. Maximum 2 calls per business day.
- **Reviving leads**
For leads that have grown cold, 3 calls in 24 hours to determine if they are now ready to buy.

Other considerations

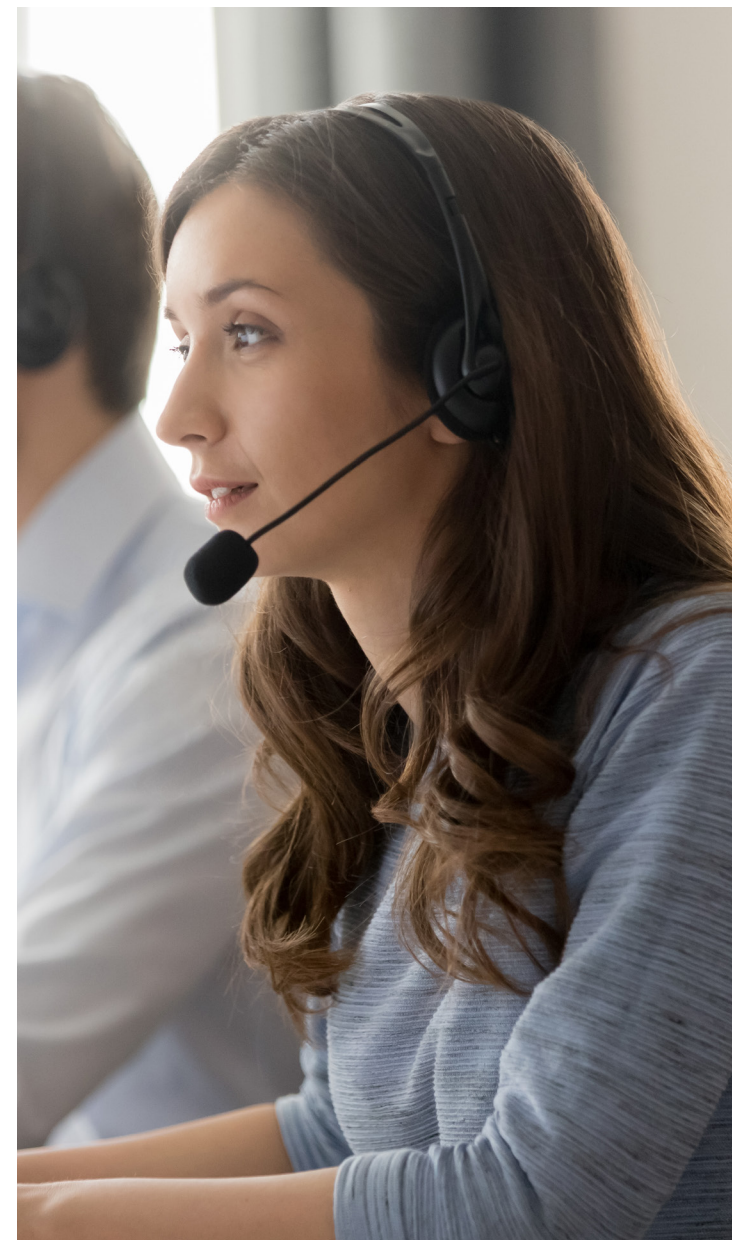
- **First meeting confirmation**
If the first meeting has been scheduled but the prospect has not confirmed, the sales development rep places a call to confirm.
- **Engagement triggers**
Ensure that you have set up your engagement platform to trigger responses when high priority prospects open your emails or click on your CTA's.

Unidentified call vs branded call

30.74%

Average increase in answer rates since implementing Hiya reported by Hiya users

uevi.co/3480RZTH



Inbound lead best practices

Hiya’s best practices for calling inbound leads in telesales uses our **Branded Calling First** approach to optimize brand impressions and increase contact rates.

1. Speed to lead (first call)

- **Call within 5 minutes** of lead submission. Leads contacted within 5 minutes are 100x more likely to convert than those called after 30 minutes.
- **Try again.** If the first attempt fails, try again within 30–60 minutes.

2. Follow-up cadence (call attempts)

A well-structured branded calling cadence enhances the likelihood of meaningful connections. [Industry research](#) suggests that 6-8 calls are the optimum number of attempts for inbound leads, especially when those calls can be branded and land an additional brand impression for recognition. Approach each call as a **gentle nudge**, not an intrusion—an **open invitation to engage**, rather than a demand for attention. Here is Hiya’s proven 6-call strategy:

| Attempt | Timing | Notes |
|----------|-------------------|---|
| 1st Call | Within 5 min | Best chance of response |
| 2nd Call | 1 hour later | Catch leads still engaged |
| 3rd Call | Next business day | Try a different time of day |
| 4th Call | Day 3 | Voicemail + email follow-up |
| 5th Call | Day 7 | Adjust timing, add a personalized message |
| 6th Call | Day 14 | Final attempt before moving to nurture |

- **If no response after 6 attempts**, move the lead to a long-term nurture sequence (emails, texts, LinkedIn, retargeting).
- Consider **leaving a voicemail and email** after calls 3 and 5.

Hiya Inbound Lead Follow Up

75%

conversation rate within 24 hours of lead processing

67%

of those conversations have positive outcome

3. Use a multi-channel approach

Leads respond differently based on their channel preference. Try:

- **Phone calls** (primary touchpoint)
- **Voicemail** (brief and value-driven)
- **Emails** (personalized, value-focused)
- **SMS** (short, action-oriented, text message after call attempts)
- **LinkedIn** (if relevant to B2B)
- **Inbound call-back** (Branded calls can help increase call-backs!)

4. Best call times

Studies show the best times to call are:

- **Morning:** 8–10 AM
- **Afternoon:** 4–6 PM
- **Worst time to call:** 12–2 PM

5. Call persistence & quality

- Most conversions happen between **the 2nd and 6th call**.
- Focus on a **value-first approach** rather than just pushing for a sale.
- Use a **script framework** that allows reps to personalize responses.
- Always **confirm the best time to follow up** if a lead doesn't commit immediately.

Success story: Hiya's sales development reps average 260 seconds per connection — which is more than 3 times the length of the average cold call of 80 seconds.



The science of branded calling

Go-to-market demand frameworks

There are two primary models:

1. Traditional waterfall model:

- The structured qualification process: Inquiries → Marketing-Qualified Leads → Sales-Accepted Leads → Sales-Qualified Leads → Opportunities → Closed Deals.
- Focuses on lead quality before engagement.

2. Intent-based funnel:

- Prioritizes real-time buyer signals (e.g. engagement, demo, pricing requests).
- Accelerates contact based on behavioral triggers.

Both models depend on human interaction at critical stages. Identified calls ensure these interactions happen seamlessly. However, this is where most funnels break down—at the most crucial stage—when the customer is fully self-educated and ready to engage. They signal their readiness, yet more often than not, they receive an unidentified call that goes unanswered due to fear of the unknown. Is it a scam? A nuisance call? This uncertainty disrupts the conversion process, preventing valuable connections from happening.

The primary reason businesses consider adding branded calling to their outbound strategy is to combat low answer rates and poor lead conversion.

Getting call answered **78%**

The math behind call success

Every go-to-market model is built on conversion rate optimization:

- **Inbound sales development reps** drive the first critical conversation.
- Prompt in-person responses are **100 times** more likely to connect and convert opportunities compared to those responding after an hour.
- **The first few minutes post-inquiry are make-or-break.**
- **82% of consumers expect responses within 10 minutes**, underscoring the importance of swift engagement.
- **Answer rates drive revenue.**

“

Hiya has helped us improve the quality and quantity of connections made. Customers who have requested our calls can see that we are calling, leading them to answer our calls much more often.

Brandi Hodge
Director Of Business Development,
Classic Chevrolet

- **Human Connect Rate**

The Human Connection Rate combines two data points:

- **Unique answer rate**

Percentage of distinct phone numbers answering within a timeframe.

- **Recipient callback rate**

Percentage of prospects returning missed calls.

The problem: Many analytics providers can't differentiate between human answers and voicemail pickups, leading to inaccurate insights. Hiya's Performance Analytics removes voicemail pickups from answer rate calculations.



Best-in-class call practices

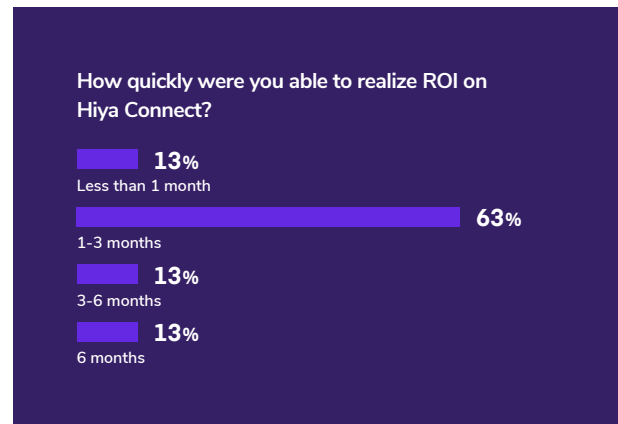
We believe business happens through human connections. In today's world, sales teams engage prospects in **person, on Zoom, and over the phone.**

The cost of outdated techniques

Companies spend millions on:

- CRM and sales engagement platforms.
- Intent data and automation tools.
- Training and onboarding sales staff.

Yet, if sales reps call from an unidentified number, these efforts are wasted. **Branded calling ensures prospects recognize and trust your outreach.** Branded calling also leads to a strong surge of **callbacks**, as prospects and buyers now know who is trying to get in contact with them.



uevi.co/8096OUPC

30.74%

Average increase in answer rates since implementing Hiya reported by Hiya users

uevi.co/3480RZTH

“

The key benefit for us with Hiya Connect has been brand recognition on sales and customer service calls. Better call back rates has also been a key thing now that recipients know who is or was calling with branded caller ID.

Dean Tremain
EVP, Canadian Business College

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NPS

The future of sales calls

Cold calling in its traditional form is **ineffective and inefficient**. Branded calling is the evolution—merging **trust, recognition, and efficiency**. It's time to rethink your call program and its impact on revenue.

Call types in a branded calling strategy:

- **Inbound follow-up calls** – Timely responses within 5 minutes.
- **Outbound prospecting calls** – Identified outreach for better engagement.
- **Deal revival calls** – Reconnecting with past opportunities.
- **Customer success calls** – Strengthening post-sale relationships.

The future of sales isn't just about automation—it's about **human connection through trusted calls**. Leading with branded calls is the path forward.

Final thoughts

In today's competitive environment businesses are faced with lower margins, higher competitive pressures, lower customer satisfaction, and a massive amount of investment in technology and humans that are singularly focused on connecting with your target consumer. The risk to your revenue of not branding your calls is too high and too impactful to ignore.

This is why we at Hiya believe that leading with branded calls is the only way to drive your go-to-market engine.

[Sign up for Hiya Branded Call today](#)

