

Hiya use case: Hiya Connect – Restoring Trust in Voice Calls

Hiya use case: Hiya Connect – Restoring Trust in Voice Calls

Mobile users worldwide are losing trust in voice calls. Organised spam and fraud operations bombard consumers with unwanted calls, making them ignore even legitimate businesses. For mobile network operators, this means frustrated subscribers, lower answer rates for their enterprise customers, and lost revenue opportunities. Traditional caller ID alone isn't enough; MNOs need a way to protect customers from scams while ensuring that wanted calls are clearly identified and trusted.



Solution:

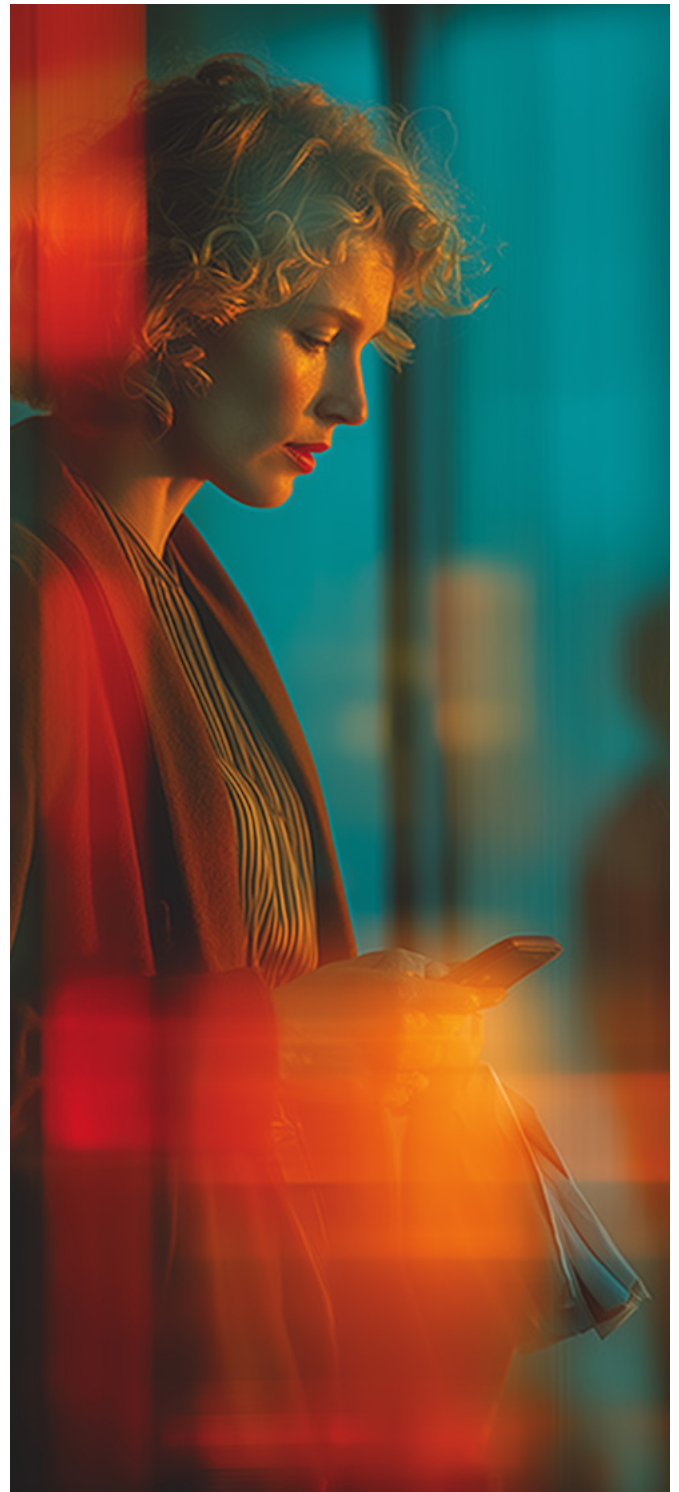
A leading tier-1 carrier partnered with Hiya to deploy Hiya Connect, a branded caller ID and vetting solution designed to rebuild trust in the voice channel. The program was built to both protect subscribers and help businesses reach their customers more effectively by:

- Branded, vetted caller ID - Verified businesses display their name, logo and call reason on supported devices, increasing answer rates and trust.
- Free number registration - Even businesses not using branded caller ID can be vetted through Hiya's registry, reducing the risk of mislabelling as spam. Integrated deployment - Branded calling is delivered over the same network APIs used for Hiya's Adaptive AI spam protection, minimising integration effort and accelerating rollout.
- Flexible monetisation - Operators can offer branded calling as a free benefit to subscribers or as a premium feature for businesses.


Impact:

Early deployments of Hiya Connect have shown measurable improvements:

- Higher answer rates - Subscribers are more likely to pick up trusted calls from vetted businesses.
- New revenue streams - Operators can charge enterprises for branded calls or offer premium caller-ID features to subscribers.
- Stronger network security - Broad business vetting reduces spam labelling and bolsters subscriber protection.
- Low-touch integration - Uses existing APIs to deploy branded calling alongside Hiya's spam protection.



Additional information

 **Cost:** Low-Medium. Leverages existing Hiya network APIs for fast deployment and long-term operational and revenue benefits.

 **Participating organisations:**       

 **Location:** North America, Europe, Asia Pacific

GSMA Head Office

1 Angel Lane
London
EC4R 3AB
United Kingdom
www.gsma.com

