



Optimizing Right Party Contact Rate with Hiya’s Branded Call to Turn Accounts Receivable into Accounts Paid

LOCATION

Canada

COMPANY SIZE

Commercial

INDUSTRY

Debt Collection

CALL TYPE

Collections

MetCredit Canada has the debt collection industry’s highest success rate

Companies worldwide lose billions of dollars each year from unpaid invoices, putting severe pressure on businesses to have processes and solutions in place to ensure they are getting paid what they are owed. To collect debts quickly and cost-efficiently, many companies turn to accounts receivable management companies.

Through technology and training to ensure their agents are highly trained in both solution-oriented recovery and consumer protection compliance across industries, MetCredit is known as Canada’s top performing collection agency and has built a reputation that companies can trust them to recover their debts quickly while giving their customers a best-in-class experience when working towards a solution.

“Commercial debt collection requires a specific skill-set and we pride ourselves on the training we give to our agents on compliance, customer service, and motivating consumers to prioritize making payments to our customers using our Solution-Oriented recovery techniques.”

An increase in unidentified numbers was leading to a decrease in performance

With spam, fraud, and robocalls on the rise, consumers are screening more calls than ever before. While MetCredit Canada’s calls were legitimate, the consumers they were trying to reach were seeing an unidentified number and either ignored it or reported it as spam.

Without being able to connect to the consumer, MetCredit was unable to collect for their clients and with their “No Collection, No Fee,” promise, their bottom line was impacted and their agent productivity was decreasing.

Increasing productivity, customer experience, and the bottom line with Hiya’s Branded Call

MetCredit started to look for a solution that they could use to control the display on their outbound calls to give the consumers they were calling on behalf of their commercial clients a reason to answer the phone.

By adding Hiya’s Branded Call to their outbound calls, MetCredit Canada saw a 37% increase in answer rate and 55% increase in right-party contact rate (RPC).

HIGHLIGHTS

350,000
calls per month

37%
increase in answer rate

55%
increase in right-party contact rate



When we started looking into solutions we realized we need to go beyond a neutral reputation to get more calls answered - we needed to give consumers a reason to answer the phone.”

— **Brian Summerfelt, President & C.E.O. of MetCredit Canada**

“Before Hiya, our agents weren’t able to work with consumers on solutions because they couldn’t even reach the consumer. Now, with Hiya, our agents are able to connect with the right person faster and help them get their debts resolved,” says Summerfelt.

Not only did MetCredit Canada see an increase in their answer rates and right-party contact rates, they saw a 44% decrease in calls lasting 1-4 seconds.

“It takes about 60 seconds to introduce ourselves and receive confirmation that we have the correct person on the phone. When calls last 1-4 seconds, it indicates that the agent is being hung up on. With branded caller ID, call recipients can make an educated decision to answer; this prepares the customer for a quality connection,” said Summerfelt.

With the increase in right party contact rate, answer rate, and call duration by adding Hiya’s Branded Call to their outbound calls, MetCredit Canada has been able to increase their agent productivity, recoup commercial debts efficiently, and maintain their reputation as the top-performing collection agency.

Hiya Connect

Learn more about Hiya Connect

Visit hiya.com/Connect or email us today connect@hiya.com

ABOUT HIYA

Hiya is modernizing voice with trust, identity, and intelligence that drive unsurpassed performance of the voice channel. Carriers and enterprises worldwide are transforming voice with Hiya’s Voice Performance Platform, achieving full call integrity, superior experience, and higher connection rates that delight customers and deliver new levels of value for the business.